

**A Report on
DISHA
Smart Village Project**

**Cluster 1 | Gujarat |
January 16th-20th, 2023**

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**Health &
Hygiene**



**Water & Energy
Preservation**



**Sustainable
Living**



**Financial
Literacy**

Knowledge Partner



Implementation Partner



Towards Sustainable, Self-Reliant and Thriving Communities

DISHA Smart Village Project is a set of events undertaken as part of the community engagement activities by IIFL Home Loan in rural areas of India. The objective of these workshops is educating families in rural households to:

- Adopt sustainable living behavior in day-to-day life
- Contribute towards climate change control
- Preserve water and energy
- Reduce carbon footprints
- Become change agents in their communities

IIFL Home Loan in their endeavor of 'taking the first step towards change' has been partnered by The Social Lab (TSL) for content development of these workshops and Gram Haat as the implementation agency. As a first step, **30 villages** (clubbed into five different clusters) in Gujarat have been identified for the "DISHA SMART VILLAGE" project that aims to mobilize & train the village community on various important topics like WASH, financial inclusion, sustainable living etc., helping the villages lead a healthy lifestyle and have better housing options.

5 CLUSTERS



30
Villages

CLUSTER 1 PARTICIPANTS



500+
Men



65+
Women



25+
Children

The Social Lab - Knowledge Partner

IIFL Home Loan has partnered with The Social Lab (TSL) as the knowledge partner for content development. TSL is a purpose driven social organization working towards elimination of poverty & hunger, reduction in road accidents, improvement of education, skilling population & promoting entrepreneurship etc. They envisage social change through an integrated holistic approach that entangles with data science, technology, research, empirical formulation and management techniques.

TSL is responsible for preparing 4 modules:



**Health &
Hygiene**



**Water & Energy
Preservation**



**Sustainable
Living**



**Financial
Literacy**

Each content/module is developed in line with **UN principles** and experts from each domain are involved in preparing the content/module. Each session includes short engaging case studies, interactive exercises, multiple choice questions & pre and post assessments to check the knowledge retention of the beneficiaries. Before developing the module, TSL connected with Gram Haat to understand the challenges on ground.

1

Sustainable Living

- Importance of waste segregation at source
- Say no to plastic
- Planting more trees & it's importance
- Climate change
- Need & ways of energy conservation
- Consequences of not saving energy
- Reduction in unnecessary consumption
- Reuse, reduce and recycle



2

Water & Energy

- Water & it's importance
- Need for water conservation
- Problem of water scarcity
- Need for Energy Conservation
- Ways of Conserving energy in daily life
- Consequences of not conserving energy



3

Health & Hygiene

- Importance of staying healthy
- Women specific hygiene - menstruation
- Role of diet in maintaining good health
- Personal and societal hygiene
- Dealing with common health problems
- Understanding first aid



4

Financial Literacy

- Introduction to basic banking
- Why is it important for the future?
- Budgeting and spending
- Savings & it's importance



Gram Haat - Implementation Partner

Gram Haat is IIFL Home Loan's implementation partner for the Disha initiative. It is one of the leading companies working in the rural areas of Gujarat. Gram Haat holds a strong understanding of the problems pertaining to the villages. It has been working with the aim to fuel the entrepreneurial spirit amongst the youth in the rural areas of India. The organization presents the rural youth who have the minimum educational qualification (10th Pass), basic knowledge of IT, and an inclination towards business and entrepreneurship with an opportunity of self-employment.

Gram Haat worked towards mobilization of local audience and the promotion of the event via leaflets, hanging banners, WhatsApp and other local media. It also looked into the venue & logistics of the event, liaising & meeting the Sarpanch in the villages to take necessary permissions to run the project, etc. It was followed by pre-training assessment & trainings sessions held by IIFL SPOC and a Gram Haat facilitator to understand their knowledge on various subjects prior to the workshop. Training sessions were conducted by the TSL who were also responsible for content development. The TSL trainers were well-versed in the local languages and spoke in an easy to understand manner that made complex concepts simple. Post event assessment & testimonials of the locals are recorded to ensure that the trainings are beneficial to the participants.

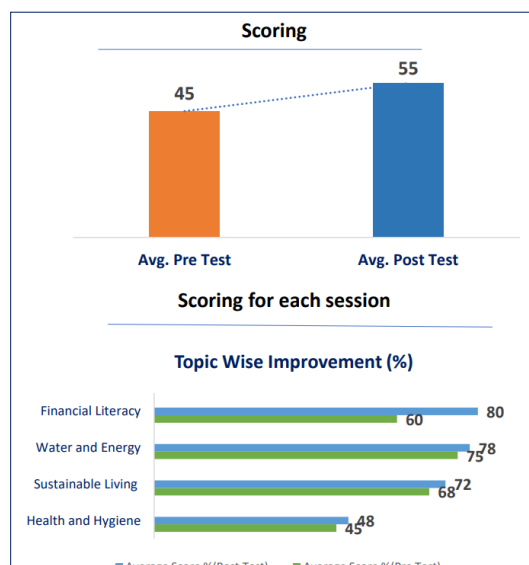
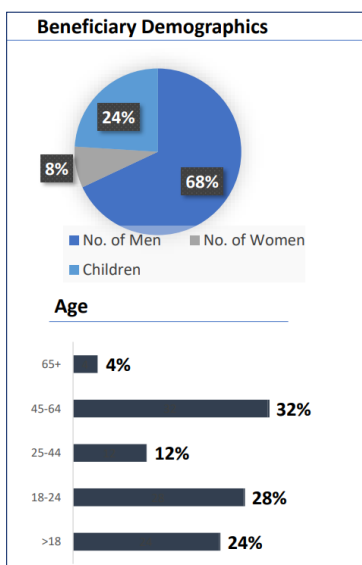


Village 1: Chaloda

Chaloda is a village in the Dholka Taluka in Ahmedabad. It is located 34 km south from the district head quarters in Ahmedabad. It has a total population of 8641 people with the number of houses counting to 1772. While the village literacy rate is 67.7%, the female literacy rate is 29.2%.

Key Insights from the Disha workshop in Chaloda:

- The average score saw a sharp rise of 10% from pre to post test evaluation.
- There was a significant improvement of 20% in the area of Financial Literacy followed by sustainable living.
- The majority no of people belonged to late middle age group (45-64), followed by young adults (18-24).
- The beneficiary strata largely comprised of male members of the family (68%) whereas the session comprised of 24% women members and 8% children.

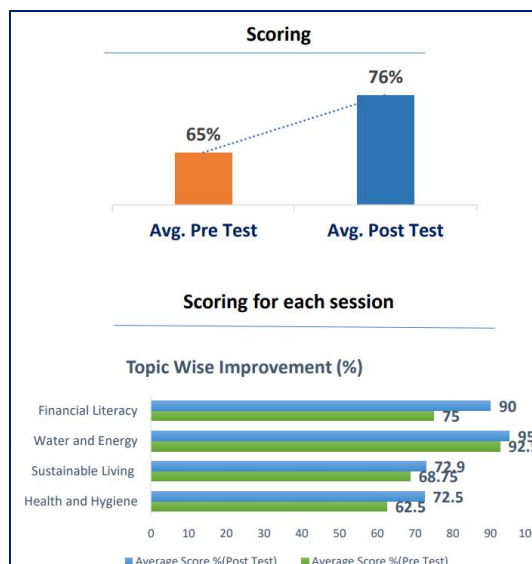
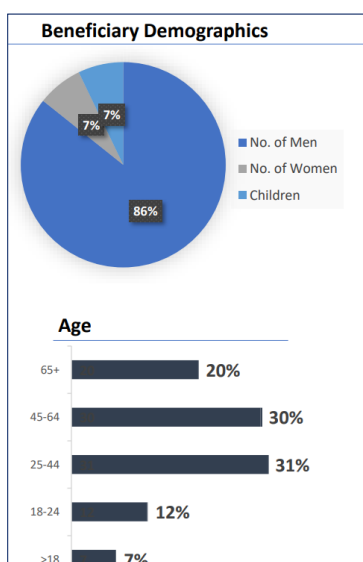


Village 2: Navagam

Navagam is located in the Mandal Taluka in Ahmedabad, Gujarat. It is located 84 km towards west from the district head quarters Ahmedabad. The total population in the village is 1355 and the total number of houses is 303. Village literacy rate stands at 67.8% and the female literacy rate is 26%.

Key Insights from the Disha workshop in Navagam:


- The average score saw a sharp rise of 11% from pre to post test evaluation.
- There was a significant improvement of 15% in the area of Financial Literacy followed by Health & Hygiene.
- The majority number of people belonged to late middle age group (45-64), followed by younger age group (25- 44).
- The beneficiary strata largely comprised of male members of the family.

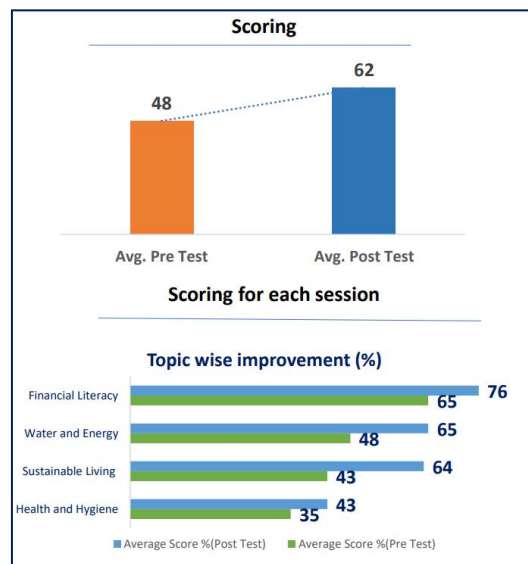
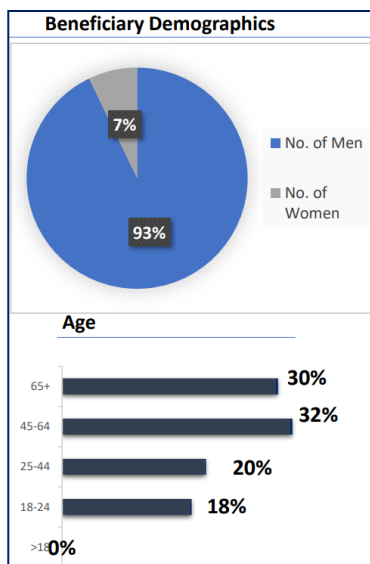


Village 3: Nasmed

Nasmed is a village in Kalol Taluka in Gandhinagar. It is located 32 km west from the district head quarters Gandhinagar. The total population of the village is 2879 and the number of houses counts to 578. Village literacy rate is 64.5% and the female literacy rate is 27.8%.

Key Insights from the Disha workshop in Nasmed:

- The average score saw a sharp rise of 14% from pre to post test evaluation.
 - There was a significant improvement of 21% in the area of Financial Literacy followed by 17% in Water and Energy.
- 
- The majority number of people belonged to late middle age group (45-64), followed by beneficiaries in the age group of 65+ .
 - The beneficiary strata largely comprised of male members of the family (93%) whereas the session comprised of 7% women members.

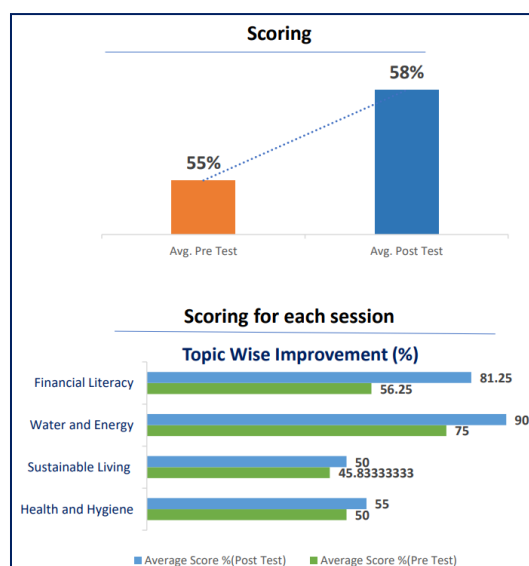
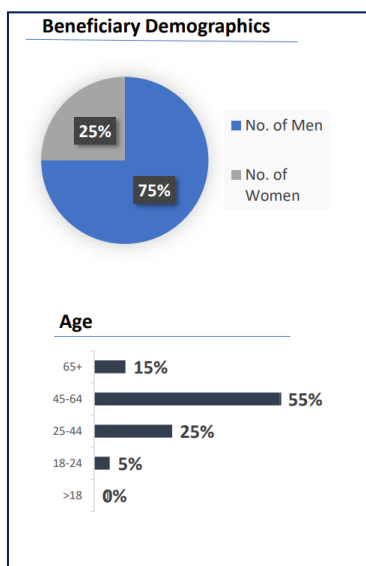


Village 4: Bileshwarpura

Bileshwarpura is a village in Kalol Taluka in Gandhinagar. It is located 26 km towards west from the district head quarters Gandhinagar. It has a population of 10,215. The average literacy rate is 85.5%, with male literacy of 92.6% and female literacy of 77.3%.

Key Insights from the Disha workshop in Bileshwarpura:

- The average score saw a rise of 3% from pre to post test evaluation.
- There was a significant improvement of 15% in the area of Financial Literacy & Water and Energy.
- The majority number of people belonged to late middle age group (45-64) , followed by the younger age group (25-44).
- The beneficiary strata largely comprised of male members of the family.

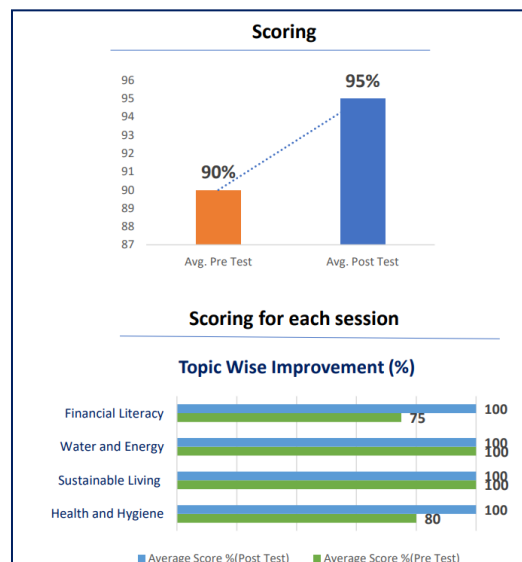
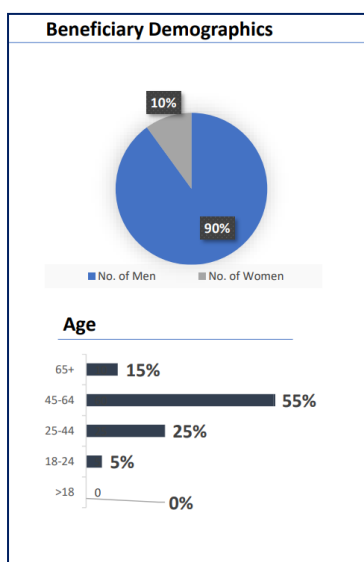


Village 5: Shahpur

Shahpur is a village in Barvala Taluka in Ahmedabad. It is located 138 km South from the district head quarters Ahmedabad. The total population of the village is 411 and the number of houses is 98. The average village literacy rate is 74.5% with female literacy rate at 31.6%.

Insights from Disha workshop held in Shahpur:

- The average score saw a rise of 5% from pre to post test evaluation.
- There was a significant improvement of 25% in the area of Financial Literacy followed by Health & Hygiene which saw a rise of 20%.
- The majority number of people belonged to late middle age group (45-64) , followed by the younger age group (25-44).
- The beneficiary strata largely comprised of male members of the family.



Testimonials



All of us learned some very important life skills in the workshop conducted by IIFL Home Loan in association with Gram Haat and TSL. Each topic was taught in an easy to understand manner. I am really proud to have scored the highest in the post-test assessment.

– **Rajeshbhai**



The discussion around water conservation and power saving were very enlightening. We learnt about rain water harvesting, the importance of turning the tap, and also the electrical appliances off when not in use.

– **Ashaben Rameshbhai**



I learned about the need to save the environment and to keep both the home and village clean to protect ourselves from any diseases. I wish that more such events are conducted regularly because they impart crucial life skills

– **Amit Jadhav**

