



VILLAGE ADHYAN

Toolkits for Community Engagement and Rural Transformation

Toolkit Series -1

Village Adhyan: The Overall Framework

Unnat Bharat Abhiyan (UBA)

SEG-Capacity Building, Strategy for Convergence
and Implementation of Various Govt. Schemes



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Preface

Village Adhyan Toolkits: Connect the Dots to Find the Flow

The **Village Adhyan Toolkits** are designed as **practical field guides** for learners engaging with villages. They are not meant to be read like an academic manual, but to be *used*—during field visits, community interactions, and reflection. From the outset, this series makes a deliberate choice: *perceived usability matters more than intellectual completeness*. The purpose is to support learning that actually happens on the ground.

Village Adhyan treats field learning as one journey supported by many pocket guides. No one carries an atlas into a village; they carry only the route needed for the day. In the same spirit, this Toolkit is arranged as **seven Learning Series**, each focusing on a distinct theme of village life, yet connected to the larger whole.

Each toolkit is modular, focused, and field-friendly, helping the learner clearly answer:

- *What shall I do with this toolkit?*
- *What should I observe?*
- *What should I ask?*
- *What should I reflect on?*

The likely insights at each stage are presented as **concise nuggets**, meant to be retained as **mental models**—simple ways of seeing connections, patterns, and flows in village realities.

Instead of a single bulky compendium, Village Adhyan is intentionally designed as a **Toolkit Series**. In a way, it works like a Netflix series rather than an 800-page textbook. Learning is broken into focused “episodes” that can be taken up one at a time, revisited when needed, or even skipped depending on context. This makes each toolkit psychologically approachable, clearly finishable, and easy to share, print, or update.

By presenting Village Adhyan as seven Learning Series—with a common structure and flow—the toolkits reduce cognitive load and invite use rather than hesitation. The pages that follow explain how each Learning Series supports this journey of exploration, helping learners gradually see villages not as isolated problems, but as interconnected systems.

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List of Abbreviations

ATI	-	Administrative to Training Institutions
ASPIRE	-	A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship
AWCs	-	Anganwadi Centres
BC	-	Banking Correspondent
BCC	-	Behaviour Change Communication
CGTMSE	-	Credit Guarantee Scheme for Micro & Small Enterprises
CS	-	Computer Science
CVY	-	Coir Vikas Yojana
CapEx	-	Capital Expenditure
ESDP	-	Entrepreneurship Skill Development Programme
EE	-	Electrical Engineering
FTK	-	Field Test Kit
FPO	-	Farmer Producer Organisation
GVY	-	Gramodyog Vikas Yojana
GPDP	-	Gram Panchayat Development Plan
GP	-	Gram Panchayat
IEC	-	Information Education and Communication
IC	-	International Cooperation
IPHS	-	Indian Public Health Standards
IoT	-	Internet of Things
JJM	-	Jal Jeevan Mission
KVY	-	Khadi Vikas Yojana
LSDG	-	Localization of Sustainable Development Goals
Lpcd	-	Litre Per Capita Per Day
MGNREGS	-	Mahatma Gandhi National Rural Employment Guarantee Scheme
MSE-CDP	-	Micro & Small Enterprises Cluster Development Programme
NRM	-	Natural Resource Management

NRLM	-	National Rural Livelihood Mission
NCI	-	National Coordinating Institute
O & M	-	Operation & Maintenance
ODOP	-	One District One Product
OSR	-	Own Source Revenue
OpEx	-	Operating Expenses
PI	-	Participating Institution
PHED	-	Public Health Engineering Department
PMS	-	Procurement and Marketing Support
PM-KUSUM	-	Pradhan Mantri Kisan Urja Suraksha evamUtthaanMahabhiyan
PMFBY	-	PM Fasal Bima Yojana
PMFME	-	PM-Formalisation of Micro Food Processing Enterprises Scheme
PACS	-	Primary Agricultural Credit Societies
RWS	-	Rural Water Supply
RCI	-	Regional Coordinating Institution
RAMP	-	Raising and Accelerating MSME Performance
RWH	-	Rainwater Harvesting
SEG	-	Subject Expert Groups
SFURTI	-	Scheme of Fund for Regeneration of Traditional Industries
SDGs	-	Sustainable Development Goals
SHGs	-	Self Help Groups
SCADA	-	Supervisory Control and Data Acquisition
SRLM	-	State Rural Livelihood Mission
VWSC	-	Village Water and Sanitation Committee

SEG-Capacity Building, Strategy for Convergence and Implementation of Various Govt. Schemes

Village Adhyan Toolkit – 1: The Overall Framework

Village Adhyan is an **exploratory learning approach** designed for meaningful engagement with rural realities. It is about **learning how villages function as living systems**—through immersion, listening, observation, and reflection.

Across policy documents and development discourse, two ideas appear repeatedly: **economic progress** and **social development**. Village Adhyan translates these broad ideas into questions that students can explore at the level of villages and households—particularly through rural livelihoods, access to services, and functioning of public systems.

Social development, in this sense, is not an abstract ideal. It is the pursuit of **equity and equality**, ensured through real opportunities for:

- good health,
- quality education,
- livelihood options,
- safe drinking water,
- clean sanitation,
- adequate housing,
- food security,
- social support for the physically challenged,
- and an enabling environment where even the *last person in the line* is not left behind—the Gandhian talisman of good governance.

Village Adhyan helps learners explore **how these opportunities are created, constrained, or denied** in real village contexts.

Who is this Toolkit Series for?

This Toolkit Series is intended for:

- **Students** engaged in community outreach, rural immersion, or field-based learning
- **Faculty and academic institutions** integrating community engagement into curriculum
- **Institutions and programmes** committed to social development and public systems improvement

For many students, rural realities feel overwhelming—complex social relations, multiple schemes, overlapping institutions, and uneven outcomes. Village Adhyan acknowledges this complexity and offers **structured handholding**, without oversimplifying ground realities.

What will you gain from this Toolkit Series?

Village Adhyan trains learners to move beyond isolated observations.

A broken handpump, an unemployed youth, or a family without pension may appear as separate problems. Village Adhyan encourages students to ask:

- *How are these connected?*
- *What institutional or social pathways produce these outcomes?*
- *How do policies translate—or fail to translate—into lived experience?*

Learners gradually develop the ability to:

- ask **deep, exploratory questions** rather than seek quick answers,
- recognise **flows and linkages** across infrastructure, livelihoods, health, and social security,
- understand the role of **government schemes and institutions** in shaping outcomes,
- reflect on *how situations came to be* and *where they may lead*.

How is this Toolkit Series presented?

Village Adhyan is not a single exhaustive manual or compendium. It is intentionally designed as a Toolkit Series—modular, focused, and field-friendly.

Each toolkit functions like a pocket field guide, helping learners clearly answer:

- *What should I observe?*
- *What should I ask?*
- *What should I reflect on?*
- *How do these observations connect to larger systems?*

The emphasis is on practical usability rather than intellectual completeness. The aim is not to cover everything, but to support *learning that actually happens in the field*.

Why a Toolkit Series?

Village learning is a journey, not a one-time reading exercise.

Instead of one intimidating volume, Village Adhyan is organised as **a series of focused toolkits**, each:

- psychologically small and approachable,
- consistent in structure and flow,
- easy to adopt selectively, update, and reuse.

Learners need not read everything to begin. They can start where their field context demands and return to other toolkits as their understanding deepens.

Village Adhyan is about learning to see villages as interconnected systems, not as disconnected problems. This Toolkit Series exists to make that learning accessible, grounded, and meaningful—for students, educators, and institutions committed to genuine community engagement.

The coverage of this Toolkit is as follows. In a way, it broadly covers many rural issues one may chance upon in rural setting – be it infrastructure, livelihoods, entitlements and deprivation and so on.

Village Adhyan Toolkit Series

Toolkit – 1: The Overall Framework

Learning through Exploration: This toolkit introduces the core approach of Village Adhyan. It focuses on how to ask exploratory questions—questions that are not meant to extract quick or isolated answers, but to trace pathways: from cause to consequence, from policy intent to field practice, and from individual experience to systemic patterns. Village Adhyan is about learning to connect, sequence, and relate—to see village realities as flows rather than isolated dots. This toolkit helps students de-learn fragmented thinking and cultivate inquiry that leads to deeper understanding.

Toolkit – 2: Rural Infrastructure

Foundations for Human Development: This toolkit focuses on understanding rural infrastructure systems such as health infrastructure, education infrastructure, Anganwadi centres, drinking water supply, sanitation, housing, roads, electricity, and digital connectivity. Students learn to examine not just physical availability, but functionality, access, quality, and maintenance, and how infrastructure shapes outcomes in health, education, livelihoods, and dignity.

Toolkit – 3: Rural Livelihoods, Skilling and Entrepreneurship

How Rural Households Earn a Living: This toolkit examines farm and non-farm livelihoods, skilling, entrepreneurship, and emerging livelihood opportunities. It emphasizes livelihood enhancement and diversification, seasonal vulnerability, income stability, and the link between livelihoods, skills, assets, local ecosystems and how empowerment emerges through productive engagement. Students are encouraged to see livelihoods as dynamic strategies, not static occupations. It also introduces relevant schemes of the Ministry of Rural Development, and Ministry of Small, Micro Enterprises.

Toolkit – 4: Entitlements and Social Assistance Support

Social Protection and Resilience: This toolkit focuses on entitlements and deprivation, including social assistance for the aged, persons with disabilities, widows, destitute households, and vulnerable groups. It also covers income support, insurance, and resilience-building measures, particularly for those engaged in informal work, rural arts, crafts, and traditional livelihoods. Students learn to distinguish between eligibility, access, delivery, and dignity in welfare systems.

Toolkit – 5: Last-Mile Service Delivery

From Coverage to Saturation: This toolkit examines the challenges of last-mile delivery and the pursuit of saturation of key development indicators—such as

ensuring every child attends an Anganwadi, full immunization, freedom from malnutrition and anaemia, universal SHG inclusion for poor women, and smooth transitions from secondary education to higher secondary, technical education, or skilling pathways. The emphasis is on understanding why gaps persist despite schemes, and how coordination and follow-up matter.

Toolkit – 6: Creating Model Villages

Model Villages: This toolkit focuses on the idea of Model Villages, emphasizing that a Model Village is rooted in inspiration, not perfection. A Model Village does not mean a village that is perfect in every sphere of development. At its core, a Model Village demonstrates how focused effort, collective action, and smart use of available resources can bring visible and measurable transformation. It puts across that development does not have to begin everywhere at once. It can begin in one critical area and then naturally spread to related areas, improving overall quality of life. Model village is about ‘inspirational ripple’.

Toolkit – 7: Creating Smart Villages for Vikshit Bharat 2047

Smart Villages: This toolkit focuses on the idea of Model Villages and Smart Villages, emphasizing the creation of a digitally empowered rural citizen—the “Techno Rural Person.” It explores how Digital Public Infrastructure (DPI) can enable seamless Government-to-Citizen services, improve transparency, access opportunities, and support inclusive development. This toolkit connects village-level transformation with the larger vision of Viksit Bharat 2047.

Each **Village Adhyan Toolkit** is designed to be used independently while also fitting into a coherent whole. Together, they encourage students to move from observation to exploration, from fragments to flows, and from understanding problems to imagining pathways for transformation. Elements such as technology, gender, inclusivity etc. can go cutting across all these categories.

Mental Model for Rural Development: All rural issues can be understood as a flow—from what villages have, to how rural institutions and public systems work, to what services reach people, to what outcomes are achieved, and whether these prepare villages for the future. This is a simple mental model to hold: “Resources → Systems → Services → Outcomes → Future Readiness”

A Step-by-Step Guide for General Understanding of a Village

LEVEL 1: RESOURCES (What villages have)

(Foundation of rural life)

This level answers: “What exists in the village?”

Categories covered

- Agriculture and Rural Development
- Natural resources (land, water, environment)
- Human resources (population, health, education base)

Typical study issues

- Availability vs quality of land and water
- Skills and health of people
- Environmental stress and climate risks

If resources are weak, nothing else works.

LEVEL 2: SYSTEMS & INSTITUTIONS (How things are governed)

(Rules, organisations, and power structures)

This level answers: “Who decides, who implements, and how?”

Categories covered

- Banking, Financial Services and Insurance
- Governance, Panchayats, line departments
- Social Welfare administration
- Women and Child institutions

Typical study issues

- Inclusion/exclusion in schemes
- Coordination failures
- Power, caste, and gender barriers

Good resources fail without good systems.

LEVEL 3: SERVICES & DELIVERY (What reaches people)*(Last-mile reality)***This level answers: “What actually reaches households?”****Categories covered**

- Health and Wellness
- Education and Learning
- Housing and Shelter
- Water, Sanitation and Utilities
- Identification of gaps in scheme implementation

Typical study issues

- Asset creation vs functionality
- Delays, leakages, and access barriers
- Quality of services

*This is where policy meets everyday life.***LEVEL 4: LIVELIHOODS & ECONOMIC OUTCOMES (What people gain)***(Economic security and dignity)***This level answers: “Are lives actually improving?”****Categories covered**

- Skills and Employment
- Business and Entrepreneurship
- Agriculture-based and non-farm livelihoods
- Financial inclusion outcomes

Typical study issues

- Income stability vs vulnerability
- Migration patterns
- Enterprise sustainability

Development must improve livelihoods, not just infrastructure.

LEVEL 5: CONVERGENCE & SOCIAL OUTCOMES (How things work together)*(Whole-of-village approach)***This level answers: “Do schemes and sectors reinforce each other?”****Categories covered**

- Documentation of best practices
- Scheme convergence
- Social empowerment outcomes

Typical study issues

- Siloed implementation vs integrated planning
- Leadership role of Panchayats
- Replicability of success stories

*Real transformation happens only through convergence.***LEVEL 6: FUTURE READINESS (Are villages prepared for tomorrow?)***(Long-term vision)***This level answers: “Will this village thrive in 2047?”****Categories covered**

- Science, IT and Communications
- Digital Services, and technology application in citizen participation and governance
- Sustainability of livelihoods, employment, and uptake of skilling & skill upgradation
- Travel, Tourism and Environmental Protection
- Viksit Bharat 2047

Typical study issues

- Youth aspirations and future jobs
- Climate resilience
- Sustainability of assets and institutions

This shifts focus from welfare to self-reliance.

Schemes and Programme of the Government

It may be a surprising piece of information to come to know that we have over 4520+ schemes in India, of which 590+ are Central Schemes, and 3920+ are State Schemes. One can go through **myScheme portal** to know the complete list. These schemes can be broadly categorized as given below.

- Agriculture and Rural Development
- Banking, Financial Services and Insurance
- Business and Entrepreneurship
- Skills and Employment
- Education and Learning
- Health and Wellness
- Housing and Shelter
- Social Welfare and Empowerment
- Women and Child
- Water, Sanitation and Utility
- Science, IT and Communications
- Travel, Tourism and Environmental Protection

1. Agriculture and Rural Development

Possible study focus

- Productivity vs profitability
- Climate resilience of farming systems
- Role of collective farming / FPOs
- Linkages with extension services

Example issues

- Declining farm incomes despite irrigation availability
- Shift from food crops to cash crops and associated risks
- Fragmented landholdings and low mechanisation
- Soil degradation and overuse of chemical inputs

2. Banking, Financial Services and Insurance

Possible study focus

- Credit behaviour and trust in institutions
- Effectiveness of insurance awareness
- Digital payments adoption in rural areas

Example issues

- Dormant bank accounts despite financial inclusion
- Low uptake of crop insurance
- Dependence on informal moneylenders
- Credit access for SHGs and micro-entrepreneurs

3. Business and Entrepreneurship**Possible study focus**

- Business viability vs subsidy dependence
- Local value chains and aggregation models
- Entrepreneurial ecosystems in villages

Example issues

- Failure of rural micro-enterprises after initial support
- Limited market access for local products
- Lack of value addition at village level
- Youth hesitation to start enterprises

4. Skills and Employment**Possible study focus**

- Skill–job mismatch
- Local employment potential mapping
- Role of public works vs private jobs

Example issues

- Trained youth remaining unemployed
- Skills not matching local market demand
- Seasonal migration for low-paid work
- Limited non-farm employment opportunities

5. Education and Learning**Possible study focus**

- Learning outcomes vs school infrastructure

- Role of community monitoring
- Technology-enabled learning effectiveness

Example issues

- Learning gaps despite school enrolment
- Transition gaps among male and female students at secondary & higher secondary levels
- Poor foundational literacy and numeracy
- Teacher absenteeism or overload
- Digital divide in rural education

6. Health and Wellness**Possible study focus**

- Preventive vs curative care
- Nutrition practices and behaviour
- Differential nutritional deficiency among male and female school children
- Health system outreach effectiveness

Example issues

- High out-of-pocket health expenditure
- Malnutrition among women and children
- Limited access to primary healthcare
- Poor mental health awareness

7. Housing and Shelter**Possible study focus**

- Housing quality and habitability
- Convergence of housing with livelihoods
- Disaster-resilient housing practices
- Explore the possibilities for green house promotion in rural areas

Example issues

- Incomplete or poor-quality rural houses

- Lack of basic services in new houses
- Climate-vulnerable housing designs
- Land tenure issues for the poor

8. Social Welfare and Empowerment

Possible study focus

- Targeting efficiency
- Social protection coverage gaps
- Role of local governance in welfare delivery

Example issues

- Exclusion errors in pensions and welfare schemes
- Delays in benefit delivery
- Lack of grievance redress mechanisms
- Dependence on intermediaries

9. Women and Child

Possible study focus

- Gendered access to assets and services
- Effectiveness of SHGs as empowerment tools
- Inter-generational outcomes

Example issues

- Low female labour force participation
- Time poverty due to unpaid care work
- Child nutrition and early childhood care gaps
- Women's role in decision-making

10. Water, Sanitation and Utilities

Possible study focus

- Sustainability of drinking water systems
- Behaviour change vs infrastructure

- Local operation and maintenance (closely linked to programmes like Jal Jeevan Mission and Swachh Bharat Mission – Gramin)

Example issues

- Water availability vs water reliability
- Non-functional household tap connections
- Poor greywater management
- Slippage in sanitation outcomes

11. Science, IT and Communications

Possible study focus

- Digital inclusion and exclusion
- Technology adoption behaviour
- Last-mile service delivery using IT

Example issues

- Limited digital literacy
- Poor internet connectivity
- Under-utilisation of digital governance platforms

Misinformation through social media

12. Travel, Tourism and Environmental Protection

Possible study focus

- Sustainable tourism models
- Community-led conservation
- Livelihood–environment trade-offs

Example issues

- Untapped rural / eco-tourism potential
- Environmental degradation of commons
- Human–wildlife conflict
- Climate change impacts on livelihoods

13. Identification of Gaps in Scheme Implementation and Last-Mile Delivery

What a student can study

- Gap between *scheme design* and *field reality*
- Bottlenecks in approval, fund flow, or execution
- Role of frontline workers and local governance
- Citizen experience of service delivery

Example issues for study

- Eligible households excluded due to documentation or data errors
- Benefits reaching late or irregularly (pensions, wages, incentives)
- Assets created but not functional (toilets, water supply, houses)
- Weak coordination between departments at GP/block level
- Over-reporting of outputs, under-achievement of outcomes

14. Documentation of Best Practices and Success Stories of Scheme Convergence

Possible study focus

- G-RAM-G (MGNREGS) assets supporting water supply or livelihoods (convergence)
- Housing linked with toilets, water, and electricity (convergence)
- SHGs managing sanitation, water, or nutrition services (collaboration)
- Panchayats using multiple schemes for a single village goal (convergence)

Example issues for study

- How to make Convergence a reality on the ground?
- How some villages became model villages, while others did not?
- Collaboration of local leadership and official leadership driving convergence
- Is Institutional collaboration a pre-requisite for successful convergence

What a student can study

- What made convergence work in this location?
- Who played the coordinating role?
- What rules were bent, simplified, or innovated?

- Can this model be replicated elsewhere?

15. Viksit Bharat 2047 (Developed India Vision)

Example rural issues to study

- Are rural youth prepared for future jobs and technologies?
- Are villages becoming resilient to climate and economic shocks?
- Long term outcomes of bridging the digital divide today

What a student can study

- Inter-generational equity (children, youth, elderly)
- Sustainability of assets and services
- Transition from welfare to self-reliance to prosperity

The Rural Transformation Framework

- *Resources* → *Systems* → *Services* → *Outcomes* → *Future Readiness*

As mentioned at the opening of this Toolkit, all rural issues can be understood as a flow—from what villages have, to how systems work, to what services reach people, to what outcomes are achieved, and whether these prepare villages for the future.

How ALL 15 Categories Fit in One Line

Rural development starts with resources, is shaped by systems, delivered through services, realised as livelihoods, strengthened by convergence, and judged by future readiness.

Why this is important for a student of rural engagement?

Studying these areas helps a student move beyond:

- Scheme memorisation → **system understanding**
- Data reporting → **ground realities**
- Isolated programmes → **integrated development**
- Short-term outputs → **long-term transformation**

This is in alignment with the bottom-line of UBA

“Unnat Bharat Abhiyan is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions”

Thank you for going through Toolkit – 1. You have a general understanding of how exploration helps understanding better. To do better, we need to know better.

Look for 'Village Adhyan Toolkit – 2: Rural Infrastructure'

Foundations for Human Development: This toolkit focuses on understanding rural infrastructure systems such as health infrastructure, education infrastructure, Anganwadi centres, drinking water supply, sanitation, housing, roads, electricity, and digital connectivity. Students learn to examine not just physical availability, but functionality, access, quality, and maintenance, and how infrastructure shapes outcomes in health, education, livelihoods, and dignity.

Village Adhyan Toolkit Series

Toolkit – 1: The Overall Framework

Toolkit – 2: Rural Infrastructure

Toolkit – 3: Rural Livelihoods, Skilling and Entrepreneurship

Toolkit – 4: Entitlements and Social Assistance Support

Toolkit – 5: Last-Mile Service Delivery

Toolkit – 6: Creating Model Villages

Toolkit – 7: Creating Smart Villages for Vikshit Bharat 2047

