

## Krishi Gram Vikas Kendra (KGVK) shared best practices of village development to CII Village Buddha team and Prof Shiba visited, 5<sup>th</sup> to 7<sup>th</sup> August 2015, Ranchi

During 5<sup>th</sup> to 7<sup>th</sup> Aug 2015, CII Village Buddha team along with Prof Shoji Shiba visited KGVK, Usha Martin's Social Arm based in Ranchi.

The KGVK team led by Mr Yezdi Karai has developed and implemented a "Total village management (TVM)" model based on and evolved from TQM (Total Quality Management) practices. TVM has eight pillar holistic approach, namely, Natural Resource Management, Healthcare, Education, Women's Empowerment, Livelihood, Renewable energy, Capacity building and Resource mobilization.



Prof Shoji Shiba, Chief Advisor, CSM sharing his observations of the visit to Mr Yezdi Karai, Governing Board Change maker, KGVK

Prof Shoji Shiba shared summary of his experience through this model and observations on the last day with Mr Karai and his team.

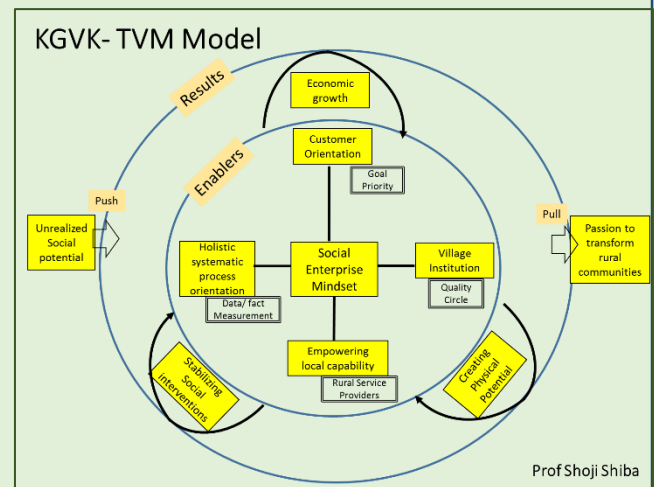
*Krishi Gram Vikas Kendra (KGVK), Usha Martin's social arm is uniquely positioned in treating Villagers as their "customers" not as "Beneficiaries". This was clearly visible during my visit with CII team to villages managed by KGVK surrounding Ranchi from 5<sup>th</sup> to 7<sup>th</sup> August 2015. Though I could visit only 2 villages out of total 415 villages, I observed the Mindset of KGVK team is focused to the Mindset of the village people, not enforcing their own mindset. One such example is understanding needs of individual villages and systematic problem solving through Quality Circle (QC) with a network of 700 + "Rural Service providers (RSPs)".*

*In our Village Buddha Programme, we are focusing on systematic methods, approaches and Mindset change aimed at engaging communities and shaping a better & happier society. I am really happy to see these being practiced by KGVK under their integrated model "Total Village Management (TVM)", a model based on and evolved from Total Quality Management (TQM) practices.*

*Mr Karai and his team is not stopping here, but are effortlessly working to improve further and continuously monitoring the impact of their initiatives through a Real time data driven "Social Return on Interventions (SROI) framework" at various stage of implementation.*

*I really want to thank Mr Jhawar, Mr karai and all those who supported to make this a memorable visit. I wish them great success, as they plan to scale these interventions to 1000 villages in near future.*

*I am really happy that KGVK is part of the Village Buddha community to participate, share and contribute in this national initiative.*



Based on the success of this visit, KGVK and CII Village Buddha team is exploring two proposals:

- Study mission to KGVK from other companies to learn Best practices under Prof Shiba guidance.
- Create a generic framework for "Impact Assessment for Village Management" with the help of a working group.