

A step towards

NEW INDIA

as envisioned by the
Hon'ble Prime Minister of India

नव नारि एक अभियान

An India which:

- » leads and motivates us to consider national aspirations over personal aspirations
- » dreams of yuva shakti
- » fulfils the aspirations of narishakti
- » gives opportunity to the poor
- » based on inclusiveness - sabka sath,sabka vikas



NEW
INDIA
NEW
NAVSARI



Narendra Modi
Prime Minister of India

" Education makes life self-reliant. It inspires us to live with dignity in the society."



Vijay Ramniklal Rupani
Chief Minister of Gujarat



Nitin Patel
Deputy Chief Minister of Gujarat



Bhupendrasinh Manubha Chudasama
Cabinet Minister Of Education,
Government Of Gujarat



Nanubhai Bhagavanbhai Vanani
MINISTER OF STATE Education (Primary & Secondary),
Government of Gujarat



NAVNARI-ek abhiyaan

1) INTRODUCTION:

It is said that “Teach a man and you teach a man, teach a woman and you teach a generation”. It is like educating the nation. The bond between the woman and her family goes unnoticed but it would be important to mention that the well being of the family majorly depends on the level of education and awareness of the woman of the family. She is responsible for the entire standard of living of the house which includes food and nutrition, health and sanitation and also generally the financial management of the resources of the family. The overall status of the family leads to the positive march forward of the entire nation. Therefore , it is extremely important that the woman of the society should be empowered vide education, health and financial inclusion so that the future generations under the educated women form a rock solid progressive nation.



This has been very clearly envisioned by our Hon'ble Prime Minister of India via his motto of “Beti Bachao, Beti Padhao”. Taking inspiration from this, we at Navsari have undertaken to educate the woman of the rural areas of Navsari District vide our education campaign “NAVNARI”, who were deprived of education due to various reason. Through this campaign titled NAVNARI we intend to not only enhance their literacy level but also educate them on health, hygiene and financial aspects of life .



We started the class as a Pilot Project in two of the remotest and the most illiterate villages of the District- MANKUNIYA and NIRPAN, where the female literacy rate is only 36.1% and 38.8 % respectively. It was observed in the classes conducted in these villages during the pilot period, that Post Demonetisation the requirement for basic literacy was a must if Digital and less-cash economy is to be ushered into the rural India. After the classes were started the idea of basic literacy was readily lapped in by the women and other villagers of Mankuniya and Nirpan and they have very enthusiastically participated in the class. Currently, 25 Navnari Classes are on in various villages with an enrolment of 715 participants with full support from their families.



2) WHY THIS PROJECT-NAVNARI

(i) Attention is drawn to the following table 1 showing the Gender Gap between Male and Female Population in Literacy:

TABLE 1

GENDER GAP IN LITERACY (as per Census 2011)				
	Total (%)	Male Literacy (%)	Female Literacy (%)	Gender Gap (%)
India	74.0	82.1	65.5	16.6
Gujarat	78.0	85.8	69.7	16.1
Navsari	83.0	88.7	78.8	9.9

It can be observed from the above tables that Navsari does not offer a huge Gender Gap as compared to the national and state level figures. Therefore, it seems possible, that with some effort even this gap can be covered and the district can achieve equal literacy rate for both male and female population very soon.

(ii) Attention is further drawn to the following Table 2 which shows the Village level Female Literacy in the 372 Villages of Navsari:

TABLE 2

Female Literacy	Total Number of Villages
Less than 50%	36
50%-60%	53
60%-70%	112
70%-80%	96
80%-90%	65
90%<	10
TOTAL	372



It needs to be stated that out of 372 villages 288 villages have literacy rate less than even the average literacy rate of females in the Navsari District.



3) TARGET GROUP:

We intend to target women in the age group between 15-50 in the Navsari District. Our initial priority would be those 36 villages of Navsari where female literacy is less than 50% as per the Census 2011. Rest of the villages would also be covered along with this phase only.

The age range of 15-50 has been so chosen because this age is considered to be the reproductive age when a woman gets married and bears children. If this age group is educated, then the health and hygiene related complications at the time of pregnancy and raising up of children during the formative years will be considerably reduced.

This age group comprises the most productive years for the economic activities as well and chances of acquiring and learning new skills for livelihood are higher during these years. If some constructive livelihood options are offered along with a new skill-set training, during these years, then this can be a life changer for many families and society at large.

4) COUNT OF THE POTENTIAL TARGET GROUP

Attention is drawn to the following table 3 which shows the exact count of the target group we need to attend to:

TABLE 3

Area	Total Number	Total Families	Total Population	Total Female Pop.	Females Literate	Females Illiterate
Villages	372	203297	920535	455786	313160	142626
Urban	13	91834	409137	195721	149278	46443
Total	385	295131	1329672	651507	462438	189069

It can be observed from the above table that as per Census 2011, 189069 women were found to be illiterate in Navsari District. If we focus on the target age of 15-50 and lag of time between Census and today, then as per the general trend that approximately 60 % people fall in this age bracket, our target group count would be around 1,00,000 illiterate women.

5) AREA OF FOCUS:

1. Literacy
2. Health & Hygiene
3. Livelihood & Financial Inclusion
4. Gas Connection to each Household



6) WHAT IS NAVNARI AND ITS MODUS OPERANDI

NAVNARI is a month long programme in which literacy, health and livelihood would be the main theme.

(A) Venue of class:

The campaign would be conducted in the villages/hamlets . The place of conducting the class, timing and the coordinator of the each Navnari Classes would be decided by the women of the village only. The government teachers of the vilaaages will hand-hold these classes under the constant supervision and guidance by the district administration.

(B) Funding & refreshments :

Each class will comprise around 25-30 participants. Each participant would be provided a kit which would have all the learning material. Local coordinator who would be teaching the participants will get Rs100/- per day for the entire month i.e Rs3000/- .The participants would also be offered refreshments everyday which would be locally arranged as per the choice of the participants and for this Rs10/- per head has been earmarked for the use.

(C) Content of the class:

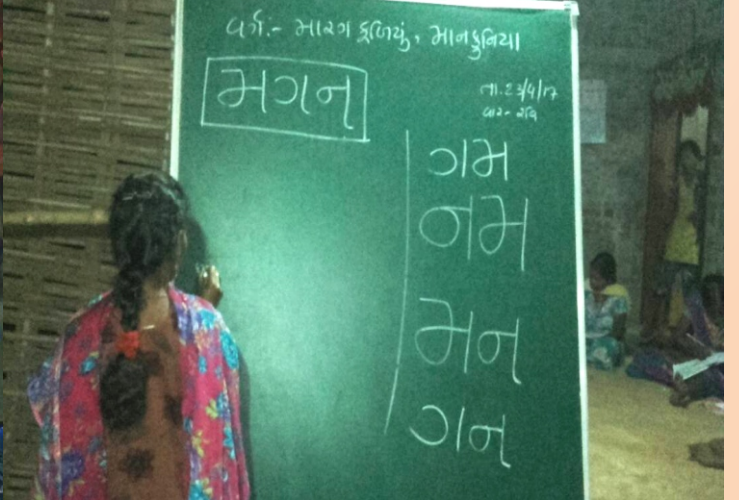
1. **Literacy-** Literacy classes would be run through out the month. A book titled Navnari has been specially compiled which covers the basic literacy syllabus. The content has been compiled to cover 60 hours of education in consultation with the DPEO and his team.
2. **Health & Hygiene-** In the first ten days of the programme, doctors and gynaecologists would be visiting the villages where this Navnari programme is on, and full check up of all the participants would be conducted. They would also be imparted knowledge related to the health and hygiene of self and also the family. If any of the participants are found to be in need of medical treatment or support then she would be provided so through the government setup and facilities.
3. **Livelihood and financial inclusion-** In the third week of the programme, banking officials would visit the villages and open separate bank accounts of all the women participating in the programme. Besides , financial literacy would also be imparted to make them independent in handling any financial transaction on their own. In the last week of the programme i.e the fourth week, DRDA officials would be visiting the village and livelihood options would be explored for the women. Wherever required and feasible, linkages would be provided for the livelihood projects as well.
4. **Gas connection to each household-** At the end of the class, effort would be made to provide gas connection to each of the participants. Those who qualify as per the parameters of Pradhan Mantri UJJWALA Yojana will get an Ujjwala connection and efforts would be made to provide connection to the rest with support from civic society.

7) WHAT WE INTEND TO ACHIEVE FROM THIS NAVNARI-ek abhyaan

We intend to achieve the following :

- 1.Universal literacy in Navsari District.
- 2.No Gender Gap in literacy.
- 3.Substantial reduction in MMR and IMR
- 4.Economic empowerment of women
- 5.Partnership of women in decision making at family and community level.







"NAVNARI is an extremely progressive project which is a strong step towards the NEW INDIA."

Shri C.R.Patil
MP Navsari

- 8) YOU CAN BE OUR PARTNER – NAVNARI-Ek Abhiyaan is a social turn around drive which will make the district not only empowered but also progressive. You can also be a positive partner in the drive by your support as follows:**
- (a) You can sponsor our classes by depositing Rs 10,000/- per class. This amount will be utilised to run one of the classes and your contribution would be displayed on our website www.navnari.com
- (b) You can sponsor gas connections for the participants who do not qualify under the UJJWALA scheme by depositing Rs3350/- per connection. Your contribution would be displayed on our website www.navnari.com
- (c) You can also register yourself as volunteer with us to teach in the NAVNARI classes.



We can be reached at

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