

## Site visit report by Nagaraj Sripada, to Sri Pitchi Reddy foundation

October 2011

### Key notes & Impressions:

- Read the emails from PPI core team regarding the agenda for site visits & prepped
- Called Mr Sajid Hussain, President of the NGO, a day before leaving for Cudapah to inform him of the plan and ask for his availability. He acknowledged even though it was a short notice.
- Positive feedback from the beneficiaries that PPI funding was very helpful
- Self Help group movement seems to be well adopted by the rural women & shows group strength
- This point may apply to all NGOs, although there seems to be some help to the beneficiaries but is only meager out of these little projects and is difficult to understand who really is committed to creating project sustainment avenues
- Mr Hussain was very thankful to all the support that PPI provided till date and mentioned this with great regard.

### Details of the visit:

Met Mr. Sajid Hussain at Cudapah railway station who received me and dropped off at a hotel for freshening up.

First, visited the bamboo basket project at one of the two sites this project was completed, called Anjaneyapuram. PPI funds were used to buy bamboos (around 100 per beneficiary), so they could improve their profit margin. Met around 20 beneficiaries who were weaving the baskets which i was told, are sold at the bazaars on Saturdays in a village called Maidikuru. A similar fair is organized on Thursdays at another nearby village called Kazipeta. There are a total of 50 beneficiaries who are from different areas of the village. As an ROI for the project, Mr Hussain conveyed Rs 100 per month to be the payout from each of these beneficiaries. Wrapped up with this project by meeting the second set of 25 beneficiaries in another village, Poosalakottalu on the banks of river Pennar, with a similar theme of agenda and outcome. Different kinds of baskets demonstrated were Fish baskets - the strongest (one full bamboo used to make a basket), baskets to carry vegetables, betel leaves, tomatoes, chicken and baskets to cover/carry 'wari pottu' skin of wheat grains.

The NGO constitutes of 7 members three of whom i met on site including Mr Hussain, President & an advisor Mr Baba Fakruddin & a helper staff. A VP, Secretary and 3 directors are the others on the staff who were busy with other projects, i was told. Each of these folks are assigned to individual projects geographically and conduct site visits/audits every 3 to 6 months for checking on the progress & supervision. There's an onsite project coordinator Mr Rathnaswamy who is the main shoulder of this NGO body, takes care of the day-to-day tasks of directing the SHGs & is very knowledgeable of the living conditions, problems of the beneficiaries and gaps to fill. His presentation of the problem, improvements made via PPI support was impressive and left me in confidence.

Second project that was completed with PPI funding was the handloom weaving initiative. PPI funds were used to buy some silk & wool materials for warping & weaving. Site logistics included around 30 families with a revenue of Rs 6000 per couple per month as their livelihood. The handloom weavers get their orders typically from the zamindars of Proddutur, the neighboring town for thousands of sarees. Bangalore and other major cities consume the products eventually. There was also some micro credit program that the PPI funds were used for, amongst these families.

Last project site was the computer center in Cudapah city center to which we had to visit only in the afternoon as Mr Hussain mentioned the students were all out in colleges. There was a mob of college students assembled in this little room when we visited the place. Summary is, center with around 5 computers and 10 chairs where MS office, Desktop introduction with some photoshopping is provided as basic training skills and PPI approval supported 50 beneficiaries 42 boys & 8 girls. Mr Hussain conveyed that 12 of them flew to Dubai for employment, 20 went back to higher education equipped with these skills & the rest were employed in department stores, hotels etc.

