



Eureka Focus Villages

Program Implemented By



AID INDIA

Reaching the poorest. Providing the best.

and



Association for India's Development

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Aid India Past Programs

Over the years, Aid India has worked with nearly 15000 Govt schools to improve Language, Math and Science skills of children. Aid India also runs 2 model schools and provides consultancy support to several schools. Due to its pedagogy research, Aid India is considered an expert organization in the field of education and the Govt regularly invites our team to help with program and curriculum planning.

Along with education, Aid India has also been constructing homes for homeless families, helping families start kitchen gardens to grow vegetables, improving health and livelihood and helping poor families to access govt schemes.





Most Marginalized Communities in Tamilnadu

Tamilnadu has around 800,000 people listed under 36 different scheduled tribes: Irulars, Malaiaalis, Narikoravars, Todars, Adhiyans, etc. These tribes are spread out in 7000 small hamlets in different pockets across Tamilnadu. There are also several very poor Adi-Dravida communities (Arunthathiyars, Bhairavars, Parayars, Pallars) who live in small hamlets across the state.

These most marginalized communities live under extreme levels of poverty, have the lowest educational and health status and face a lot of discrimination. 52% of these families are much below the poverty line with family income less than \$70 per month. Nearly every family lives in makeshift huts with no access to drinking water or electricity. Most of these hamlets are located far from the main villages and without proper road access. Even getting to a hospital in an emergency is really difficult.

While high school completion rate for the entire state of Tamilnadu is 85%, in these most-marginalized communities, less than 20% even get to high school. Many of these children face discrimination at school. Girls, in particular, face a lot of harassment and are forced to drop out by Class 7.

Math and Reading skills of children in these villages is really low. Surveys show that in Irular communities, 88% children in Class 5 are NOT able to read a simple sentence and 93% children are NOT able to subtract 2-digit numbers.

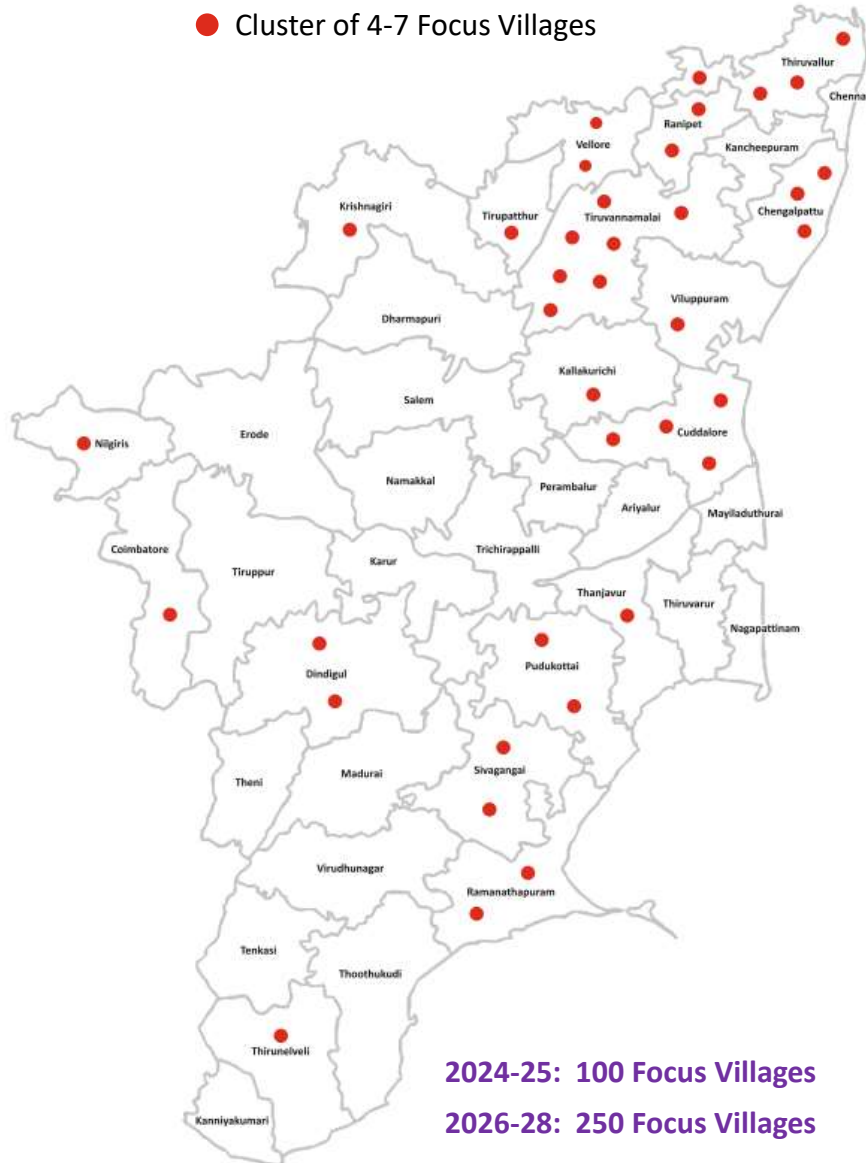
As one of our visitors mentioned, "While the world is moving into a hi-tech AI ChatGPT world, these Irular families seem to be still living in the 17th century."



Eureka Focus Villages Program

250 Eureka Focus Villages

● Cluster of 4-7 Focus Villages



2024-25: 100 Focus Villages

2026-28: 250 Focus Villages

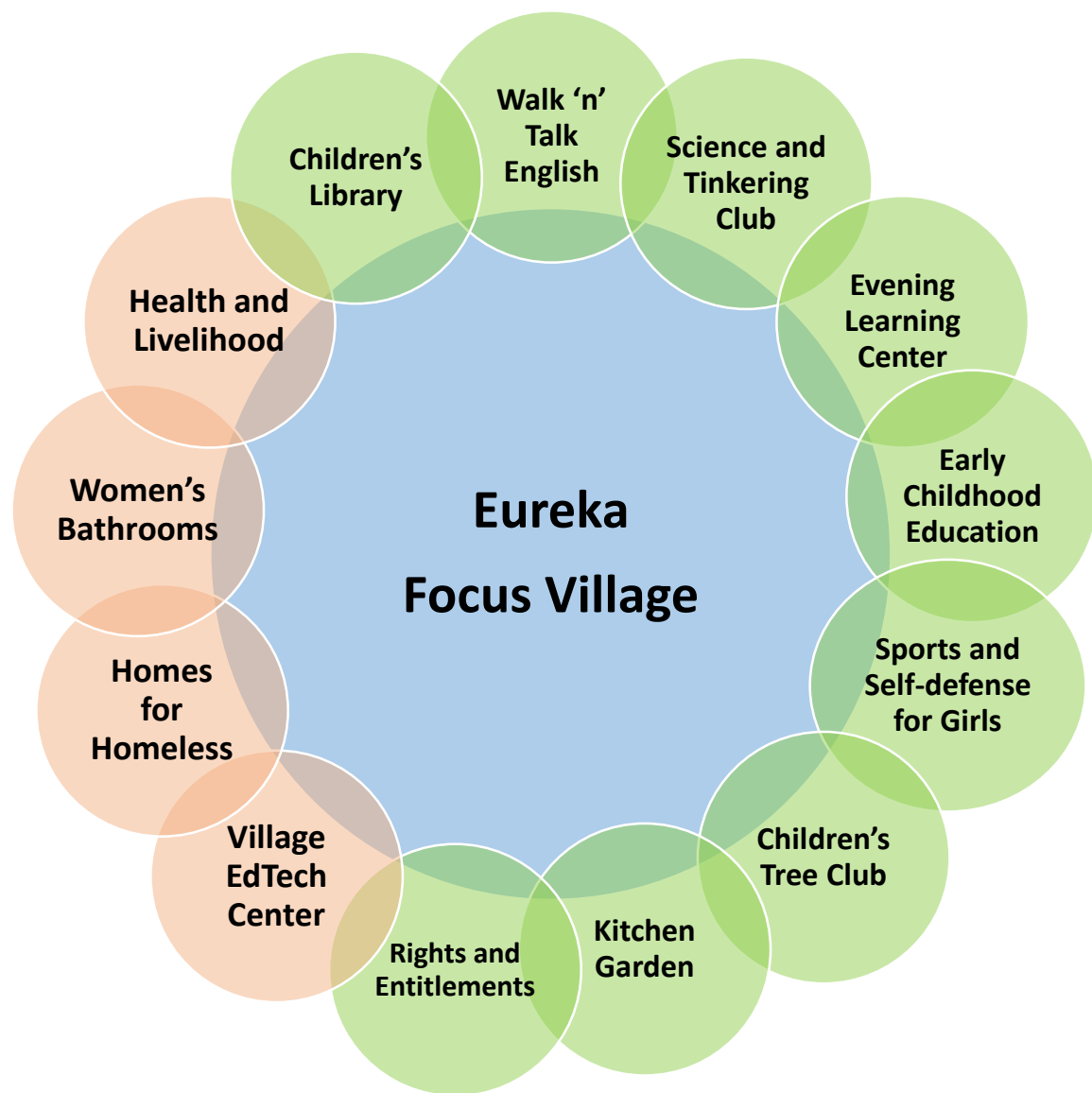
It is very difficult for marginalized communities to break the cycle of poverty. Poor nutrition leads to risks during pregnancy and severely malnourished babies. These under-weight children become slow-learners and drop out of school. Without completing high school, they lose out on job opportunities, creating a feeling of hopelessness. Low income and bad living conditions leads back to poor health and nutrition.

An intensive effort on multiple fronts is required to help these communities break this cycle of poverty. **Aid India has identified 250 most marginalized villages, where we will focus all our efforts to create a visible and measurable transformation in the lives of the poorest families.**

Goals of the Eureka Focus Villages program:

1. Every child gets the confidence to explore and learn on their own.
2. Every child gets quality education and completes high school.
3. Girls build their strength, self-confidence and self-defense skills.
4. Improve the nutrition and health levels of the families (particularly children).
5. Create livelihood opportunities and increase family incomes.
6. Every family lives in a secure house with improved living conditions.
7. Ensure the community gets access to their rights and entitlements.

As we implement these initiatives, we will document the entire process so that it can become a model that the Govt and others can replicate in more villages.



Eureka Focus Villages: Overview

Focus Village program works with the most marginalized communities to educate children, improve living conditions and most importantly create hope and aspiration for a better future.

The programs that will be implemented in the Eureka Focus Villages are:

Phase 1: Education, Nutrition and Access to Rights

1. **Children's Library:** Build reading habit in children
2. **Walk 'n' Talk English:** Spoken English program to build confidence
3. **Science and Tinkering Club:** Builds curiosity and confidence to explore
4. **Evening Learning Center:** Ensure every child does well at school
5. **Early Childhood Education:** Basic skills for school-readiness
6. **Sports and Self-defense for Girls:** Build fearlessness and strength
7. **Children's Tree Club:** Get children to plant trees and take care of them
8. **Kitchen Garden:** Grow vegetables to improve nutrition
9. **Rights and Entitlements:** Organize access to govt schemes and right

Phase 2: Infrastructure, Health, Living Conditions, Income, Rights

1. **Village EdTech Center:** Tech center to support higher order skills
2. **Homes for the Homeless:** Safe and secure living space
3. **Women's Bathrooms:** To provide privacy and safety
4. **Community Health:** Medical Camps and Preventive Care
5. **Livelihood:** To ensure sustainable growth in family incomes



Book reading and story-telling activities builds reading habit

Role plays are a fun way to get children to read more!

Eureka Children's Library

Why

Children from poor families don't have access to reading materials. Building a reading habit is critical to improving their performance in school.

What we do

Our village libraries with attractive books and a motivated volunteer encourages children to read lots of books. Role-plays and story-telling sessions strengthen and build a reading habit.

How it helps

Children become confident readers and this improves their creativity and expression. This also makes them good at self-learning.

Cost

\$ 350 supports the Children's Library program for one village for a year. This helps 50 children experience the joy of reading and build a reading habit.



Colorful Charts and Audio modules
helps children learn English



'Teaching' their families to
converse in English is the best
way for children to learn English!

Walk 'n' Talk ENGLISH

Why

English is the biggest divide between the rich and the poor. Lack of English skills deprives village children from opportunities.

What we do

Aid India runs Spoken English classes in the focus village using activities, cards, visual charts and audio modules. Spoken language develops only with continuous use. To encourage children to speak in English, after every class, our team takes the children around the community 'teaching' their families what they have learnt. English melas are conducted in the village where children perform skits in English in front of the village community.

How it helps

Speaking in English builds the confidence of children and also creates a sense of pride in their parents.

Cost

\$ 650 supports the Walk 'n' Talk English program for one village for a year. This helps 40 children learn to speak in English with confidence.



Building their own cycle from parts is an amazing confidence booster!



Doing experiments makes science exciting

Eureka Science and Tinkering Club

Why

Children learn best when they see and do activities. Learning by doing really builds their confidence and skills. But most schools teach science without even doing a single experiment.

What we do

Eureka Science and Tinkering club gets children to play with science experiments and discuss science concepts. Tinkering Labs are conducted by local cycle mechanics, plumbers, electricians, mobile repairers who become teachers and impart their amazing practical tech knowledge to these children.

How it helps

Science experiments builds curiosity and makes children excited about learning. Tinkering sessions build the confidence to explore and self-learn. They also build the culture of learning from everyone.

Cost

\$ 500 supports the Science and Tinkering Club program for one village for a year. This helps 30 children become hands-on science and tech enthusiasts.



Evening classes at Serrakanur Focus Village



Skill Chart tracks the progress of every child



Games make Math really easy

Eureka Evening Learning Center

Why

Most of the children in these communities are unable to even read a sentence or do basic arithmetic operations. This leads to children dropping out of school.

What we do

Everyday, we conduct evening classes using innovative methods, games and materials to ensure children build their language and math skills. Our tutors also help the children prepare for their school exams. **Using a skill chart, we track the progress of each child and provide extra support to the children who are lagging behind.**

How it helps

Building their language and math skills dramatically improves the child's confidence and helps the child learn all the other subjects as well. As their exam performance improves, the child's confidence increases further and she puts in even more effort into learning and all thoughts of dropping out fade away.

Cost

\$ 1400 supports daily evening classes for one village for an entire year. This helps 40 children build their language and math skills and dramatically improves their school performance.



Building Cognitive Skills through Play



Story Telling with Action builds both language and imagination

Early Childhood Education

Why

Maximum brain development happens in the 0-6 age. But children from these poor families neither have toys to play with nor get exposure to educational activities. Without educational inputs and stimulus at this age, catching up later gets very difficult.

What we do

Our pre-primary classes (for 3-6 age) with games and activities is designed to improve the brain development in these children. Colorful cards for story telling, songs, counting games, shapes and fine motor games and the fun pedagogy makes the children enjoy coming for these classes everyday. We track progress of the children using the School-Readiness-Indicators Chart.

How it helps

This program builds the language, cognitive, motor and social skills of these children and improves their brain development. This prepares them for school and makes them much more confident learners at school.

Cost

\$ 650 supports pre-primary classes for one village for an entire year. This helps in early brain development for 25 children leading to their becoming confidence learners at school.



Yoga and Strength training
creates a can-do attitude



Physical Team Sports build
confidence, strength and bonding

Sports and Self-Defense for Girls

Why

Girls are discriminated against in many different ways. They taught to be afraid and shy. This leads to low self-esteem and severe under-confidence. The harassment they face when they go out adds to this feeling of being weak and incapable.

What we do

We get girls to form teams and play physical sports like football regularly. Yoga, strength training and self-defense classes builds up their physical and mental strength. **Dream Big Classes** for these girls will cover 5 themes: 'Know your body', 'I will eat', 'Writing my life', 'Cyber safety' and 'First Aid'.

How it helps

The program builds huge self-confidence in these girls. The team-activities builds up a strong peer support structure for these girls. The Dream Big and the self-defense classes makes these girls fearless.

Cost

\$ 600 supports this program for one village for a year. This helps build up the strength and confidence of 20 girls, making them fearless.



Taking care of a plant and seeing it grow into a tree instils a sense of responsibility

Children's Tree Club

Why

Humans have destroyed forests and trees everywhere. Even in villages, most trees have been cut. Children who handle small responsibilities grow up into mature and responsible adults.

What we do

As part of the Tree Club, we get children to plant five trees each (during their birthday and other functions). Just planting is NOT enough. They need to water them daily, protect it from goats and animals and take care of the plant until it grows into a tree. Each tree is named after the child and a card is maintained by the child to track the progress of the tree. Environment classes are also conducted for the children. The children who take good care of their trees are also given certificates.

How it helps

The program increases the number of trees in the village and also instils the sense of responsibility in children.

Cost

\$ 150 supports this program for one village for a year. This helps 50 children plant and take care of 250 trees.



Vasavi's family now eats vegetables everyday. She also earns Rs. 2000 per month by selling the extra vegetables!

Seeing their Kitchen Garden growing is a source of immense satisfaction



Kitchen Garden for Vegetables

Why

Vegetables are costly and so most poor families rarely eat vegetables. This leads to vitamin and mineral deficiencies, particularly in children, adolescent girls and pregnant women.

What we do

We help each family start a kitchen garden near their home by providing seeds, manure and training. We also support them with training on composting and pest management.

How it helps

In most cases, the kitchen garden provides enough vegetables for the family's daily needs. In some cases, they are even able to sell the extra vegetables and earn a small income.

Cost

\$ 300 supports Kitchen Gardens for one village for a year. This helps 50 families produce and consume 5300 kg of vegetables. (The market value of these vegetables is \$ 2000).



These families are showing off their newly received “patta” documents that provides each family with a house plot in their name. Aid India team worked with these families over 18-24 months to apply for these pattas and after a lot of follow up with various Govt Departments, these families got these documents.

Rights and Entitlements Access

Why

There are a number of government schemes that are available for the poorest families, particularly for Scheduled Tribes (ST). But the application process to access these schemes is not easy. So most of the poorest families are unable to access these schemes.

What we do

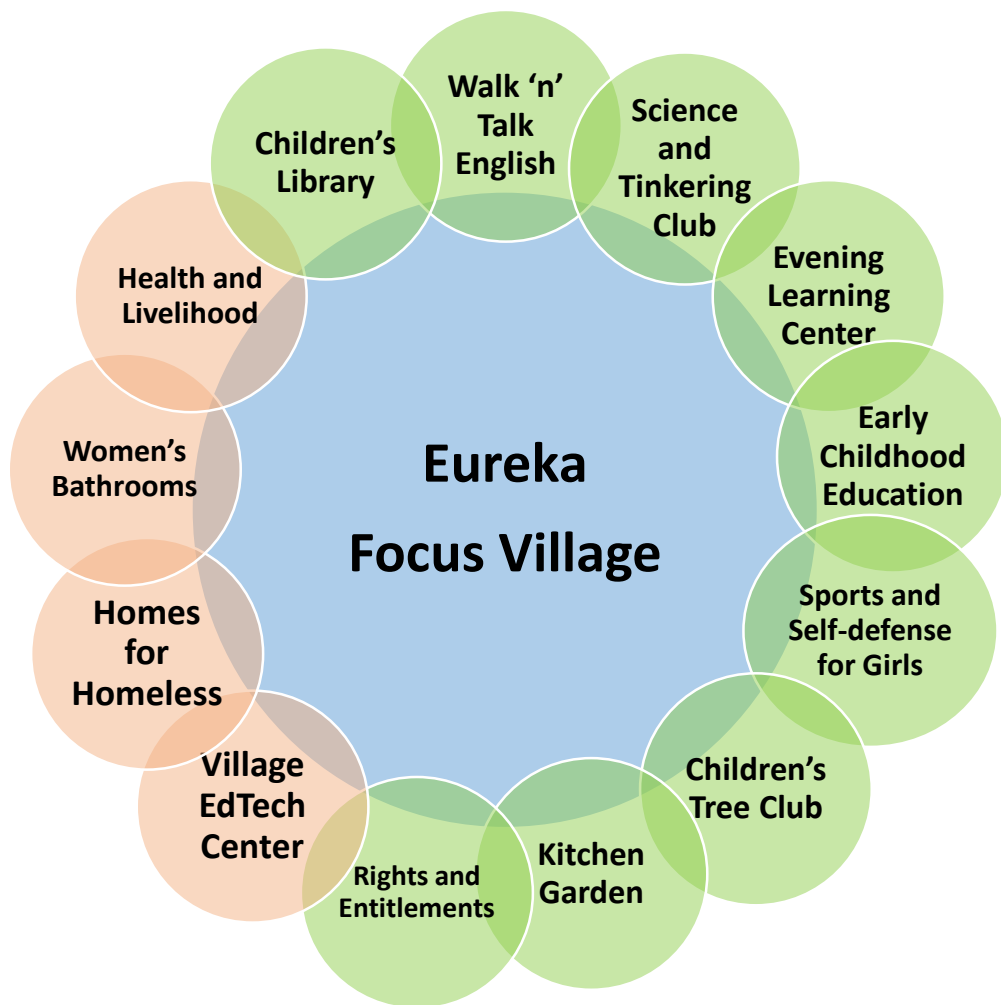
Our team works with each family and helps them prepare the documentation and application forms. We then follow up with the various Govt departments to ensure that the application gets processed and the family gets access to the scheme.

How it helps

We first start by getting each family identity cards, ration cards, medical insurance, community certificates and then using these we apply for pattas (house plots) and other monetary support schemes like scholarships, widow and old age pension, etc.

Cost

\$ 400 supports the Rights and Entitlements Access program for one village for a year.



Eureka Focus Villages: Budget

Aid India is planning to implement Phase 1 program components in 100 focus villages this year. Next year, we plan to intensify these components along with initiating the Phase 2 program components. After the program reaches a level of success in these first 100 villages, we will scale up the program to 250 villages.

Budget for 1 Focus Village: First Year for Phase 1 Components

Program Component	Cost Per Village	Number Benefitted
Children's Library	\$ 350	50 Children
Walk 'n' Talk English	\$ 650	40 Children
Science and Tinkering Club	\$ 500	30 Children
Evening Learning Center	\$ 1400	40 Children
Early Childhood Education	\$ 650	25 Children
Sports and Self-defense for Girls	\$ 600	20 Girls
Children's Tree Club	\$ 150	50 Children
Kitchen Garden	\$ 300	50 Families
Rights and Entitlements	\$ 400	20 Families (Applying+Tracking)
Total	\$ 5000	50 Families, 70 Children

Support requested for 1 year for 1 Focus Village = \$ 5000

Once we start a focus village we also look for additional infrastructure support to build an Education Center in the village (\$4000) and also build concrete homes for the families living in huts (\$3000 per home).