

ARANMULA HERITAGE TRUST

Detailed Project Report

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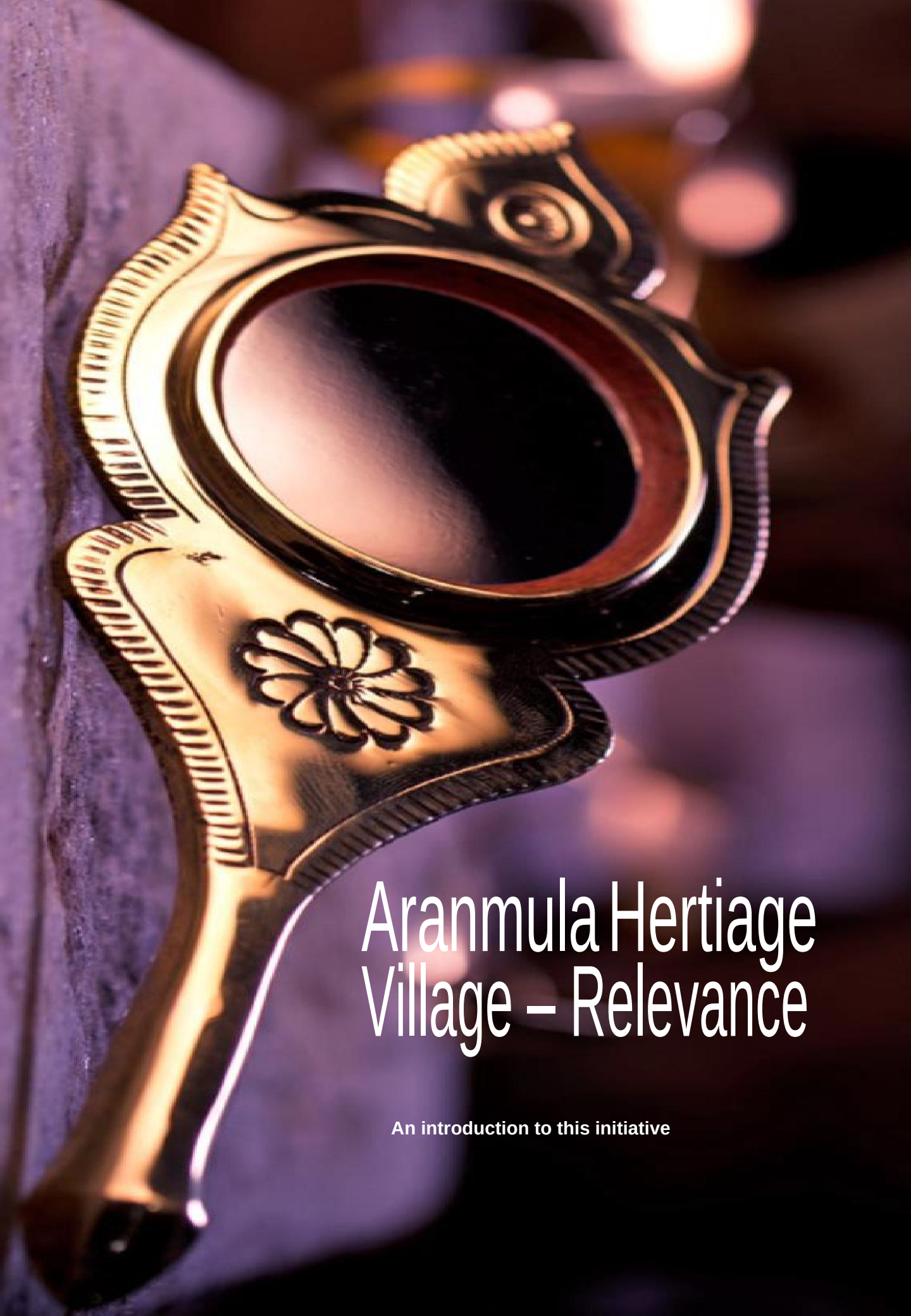
November , 2018

Revive Kerala – Rebuild Aranmula



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Aranmula Hertiage Village – Relevance

An introduction to this initiative

Geographical and Socio-Economic Profile of Kerala

Once known as “Parasurama Kshethra” Kerala is the southern most state of India. Flanked by the Arabian Sea in the West, the towering Western Ghats in the East and networked by 44 interconnected rivers, Kerala is blessed with a unique set of geographical features that have made it one of the most prominent tourist destinations of India and Asia. A long shoreline with serene beaches, tranquil stretches of emerald backwaters, lush hill stations, exotic wildlife, Ayurvedic tourism, tropical greenery and ancient cultural heritages are some of its major attractions of the tourist across the world.

Kerala is also noted for its rich culture, heritage and other distinctive characteristics. The land of Adi Sankara and Pazhassi Raja Kerala played a significant role in revival of Bharat in various stages of it’s eventful history.

Geographically, Kerala can be divided into three climatically distinct regions: the eastern highlands; rugged



and cool mountainous terrain, the central mid-lands; rolling hills, and the western lowlands; coastal plains. The production of pepper and natural rubber contributes significantly to the total national output. In the agricultural sector, coconut, tea, coffee, cashew and spices are important. The state's coastline extends for 595 kilometers (370 mi), and around
1.1 million people in the state are dependent on the fishery industry which contributes 3% to the state's income.

Pathanamthitta – District Profile

Pathanamthitta district attracts most number of pilgrim tourists and known as the ***'Pilgrim Capital of Kerala'*** due to its fairs and festivals. The Padayani is one such major folk art. ***Sabarimala, Maramon Convention, Anandapalli Maramadi and Kadammanitta Padayani festival*** are some of the major fairs and festivals of the district. The Hindu pilgrim center Sabarimala is situated in the district and receives an estimated three to four million pilgrims during the festival season . The district also hosts Asia's biggest and the world's second largest Christian convention at Maramon which lasts for 8 days in February on the sand-bed of Pamba River. The region is known for its cultural heritage and communal harmony. The early history of Malayalam literature and the native tradition of Malayalam poetry have its roots in the district through the contributions of the three poets known as Niranam Poets who lived between AD 1350 and 1450

Pathanamthitta district is also home for many water dams that produces majority of electricity requirements for Kerala. Pathanamthitta also hosts origination points of many rivers in Kerala .



Fifty percent of the district is covered with forest, providing rich flora and fauna hence known for its reserve forest and wildlife.

Agriculture is the main occupation of the people. About 75% people are dependent on this sector. Paddy is the most important crop cultivated in the wet lands. Tapioca and pulses are the important dry land crops. Rubber is the most important crop, in the hilly terrain.

Aranmula and It's Glorious Cultural Heritage

Aranmula is a unique heritage town in Kerala. It is known as the cultural capital of Pathanamthitta district. Aranmula is famous for the tourist attraction 'Vallam Kali', (Snakeboat regatta), Aranmula is a global heritage site enlisted by the United Nations. It is a sacred site for the Hindus and comprises the central temple of Lord Parthasarathi with a network of temples and sacred groves around. Boat race is part of the temple festival here

Located on the banks of the holy river Pamba, Aranmula is a pilgrimage center from time immemorial and was a prestigious trade post when the river was the chief mode of transport.

With fertile wetlands known as Puncha, the rich biodiversity and a soothing climate make the place a perfect model to showcase the eco-friendly culture of Kerala. The region has a rich stock of ground water which feeds the river Pamba and its estuaries such as the Vembanad and many others



The **Aranmula Parthasarathy Temple** is one of the "Divya Desams", the 108 temples of Vishnu revered by the 12 poet saints, or Alwars located in Aranmula. The temple is glorified in the Divya Prabandha, the early medieval Tamil canon of the Azhwar saints from the 6th–9th centuries AD.

Aranmula is also known for ***snake boat race*** held every year during Onam linked to the legends of the Mahabharata.



They are considered to be one of the eight auspicious items or "ashtamangalyam" that play a role in the entry of the bride at a wedding venue. These unique metal mirrors are the result of Kerala's rich cultural and metallurgical traditions.

They have great historical and cultural va
origins of the Aranmula kannadi are linked

Aranmula Boat Race – Historical importance and Pride

As per Hindu legend in Mahabharata, Arjuna, one of the Pandavas was returning with the image of Krishna after along penance. He faced a huge flood in the Pamba river. A poor villager helped him cross the river with a raft made with six bamboos. It is believed that the Aranmula Boat Race is celebrated annually on the Pamba river to commemorate the poor Hindu villager.

The race is held on the last day of the Onam festival when snake boats around 100 ft (30 m) with four helmsmen, 100 rowers and 25 singers participate. The boats move in pairs to the rhythm of music. After the watersport, there is an elaborate feast in the Aranmula temple. The festival is the largest boat race festival held in Kerala and is attended by thousands of visitors.



The Aranmula Uthrittathi Vallamkali or Aranmula Boat Race is the most ancient and revered boat races of Kerala. This annual festival is now reckoned worldwide as a symbol for Kerala' rich cultural heritage



The snake boats used for this race are called ***Palliyodams***. The credit for the design is given to Lord Krishna himself, the chief deity at the Aranmula Sree Parthasarathy Temple. He is said to have appeared on these shores on a raft made of six bamboos, giving the village its name – Aranmula or Six Bamboos.

Aranmula Kannadi – A metallurgical wonder

The origins of the Aranmula Kannadi are linked to the Aranmula Parthasarathy Temple. The legend says that some centuries ago, eight families of experts in temple arts and craft were brought to Aranmula from Thirunelveli in Tamil Nadu. They were given the task of undertaking works in the Parthasarathy Temple. While working with bronze to make a crown for the presiding deity of the temple - Lord Parthasarathy, they accidentally stumbled upon a unique reflective property of one alloy comprising copper and tin. The craftsmen later tried different compositions, which eventually led to the standards of making the metal mirror, which are still kept as a guarded secret.

A special alloy is used to manufacture the Aranmula Kannadi. The metal mirror manufactured in Aranmula is a front surface reflection mirror, which eliminates secondary reflections and aberrations typical of back surface mirrors. The exact metals that form the alloy are said to be a combination of copper and tin. Besides making the



right combination of the alloy, the craftsmen get involved in intensive polishing sessions, which would go on for several days to obtain the desired reflective surface. Even today, craftsmen use traditional, indigenous methods and materials to produce the reflecting wonder called Aranmula Kannadi. It takes great practice and tremendous amount of focus and patience to produce a perfect mirror piece.



A crucible involved in the making of the mirror



Mirrors mounted with gluing wax on a raised circular surface of a wooden plank.

To know the quality of reflection on an Aranmula metal mirror, the following example would be sufficient. When you touch a piece of paper on the surface of an ordinary mirror, a gap remains between the paper and the image produced. But, in the case of the Aranmula metal mirror, there will be no gap between the image and the object. This indicates the fact that only a real, distortion-free image is produced on an Aranmula Kannadi.

Other important cultural elements in Aranmula



Aranmula Palace

An old palace in Aranmula famous for the rare architectural form Nalukettu which is made based on Thachu Sastra, or the Science of Carpentry and Traditional Vasthu.

This palace is a halt place of the Thiruvabharana procession of Lord Ayyappa and is known as Aranmula Vadakke Kottaram

Vasthuvidya Gurukulam

Vasthuvidya Gurukulam is functioning for the promotion of the ancient Indian architecture which is a pure and ethnic expression of Indian socio-cultural heritage.

The objective of the Gurukulam is the preservation and promotion of vasthuvidya and mural paintings. It also aims at the renovation and conservation of traditional buildings and mural paintings.





tribal communities, orphans and other down trodden sections of society.

All boarding , lodging and education facilities are provided here for more than 100 children every year.


Aranmula Heritage Trust
An initiative to Revive
Centuries old heritage

Aranmula Heritage Trust – Vision and Mission

General Objectives - The general objectives of the organization is to preserve our valuable tangible and intangible cultural heritage and environment through various programs and to make young generation well versed with India's ethical values and culture

Vision

"To preserve the rich and unique heritage of Kerala with particular emphasis on Aranmula by setting up institutions and programs to strengthen the mindset of the people with peace, love and compassion and to provide value based education and preserve the ecological system and environment for future generations"

Specific Objectives -

- To maintain the intangible cultural heritage of Aranmula and associated areas and transfer it to future generation
- To provide a platform for promoting traditional agriculture practices and indigenous cattle breeds
- To provide training to develop skills to jackfruit and other locally available agriculture products
- To transform the youngsters into outstanding personalities with patriotic values and service mindedness by giving them training in yoga and material arts
- To conserve the biodiversity by protecting Pampa river, wet lands and sacred grooves in the area

Mission

- To develop a heritage center for conducting trainings and promoting heritage art forms such as Vallapattu, Vallamkalli, Kaikottikkali, Panampattu, Kakkarasi natakam etc.
- To conduct periodic seminars, conferences, surveys and trainings to the matters of environmental conservation, sustainable development and organic farming
- To conduct yoga and counselling for students

Confidential document prepared for Aranmula Heritage Trust .

Aranmula Heritage Trust – Organization Details

Particulars	Details
Organisation Name &Address	Aranmula Heritage Trust, Aranmula P.O,Pathanamthitta- Dist, Kerala-689533.
Name of the Chief Functionary and contact Details	Dr. Velayudhan Nair
Email Id and Website of the Organization	revivekeralaheritage@gmail.com; www.aranmulaheritage.net
Telephone	Landline- 0468-2318090, Mob:-
Bank details of the Project Holder	A/C number:- 1378101015093 A/C Name:- Type of A/C:- Name of the Bank Branch:- Canara Bank, Aranmula IFSC Code:- CNRB0001378
FCRA Number (if any)	
SB A/C Code	
Swift Code	
Organization credentials	-Tax Exemption under 80G (AAETA1035D/17.18/T-0113/80G) Dtd-27.12.2017. -12 A Registration,PAN- AAETA1035D. -DARPAN/UID NUMBER:-
Registration Details	Act Under Society Registered:-TC Act 12 of 1955 Type of organisation:-Trust Country:- India Year:- 2013 Registration Number:- 78/IV/2013

Aranmula Heritage Trust – Board of Directors



Dr. Velayudhan Nair (Chairman of BoD)
Member of International Institute for Conservation of Historic & Artistic Works (IIC), London, UK



Shri Aranmula Harihara Puthran

Artist and Social Worker



Shri Ezhumattoor Rajaraja Varma



Dr Cl Issac

Former Head of the Department of History at CMS College Kottayam.

A Member of the Indian Council of Historical Research



Shri Keshav Menon

Academic Chairman & Director of School of Management Studies, Sree Narayana Institute of Technology, Adoor.



Shri KK Muhammed

Archeologist, Former Regional Director of the Archaeological Survey of India (ASI



Dr P Radhakrishnan Nair

Former Civil Surgeon, Kerala Heath Services.

MD of Amar Hospital Maternity and Fertility centre , Attingal



Smt Rahul Goswami

UNESCO expert on intangible cultural heritage of Asia-Pacific region. Adviser to India's Ministry of Environment, Forests & Climate Change



Dr. Captain Rahul S Bali

Rtd. officer of Indian Army. Founder Managing Director of Innovations India – a multinational entity



Dr. M G Sashibhooshan

Writer, orator and consultant on Indology, Art History and Numismatics



Architect G Shankar

Padma Shri awardee. His organization, HABITAT is a registered charitable society committed to green and humane architecture.



Dr Thomas P Thomas

Associate Professor in Botany, St Thomas College, Active environmental activist.



Dr. T P Sankarankutty

Former Director General of the Centre for Heritage Studies of Kerala Government



Dr. B Venugopal

Former director of the National Museum of Natural History. Author of 'Museum Visitor Studies' – the only publication on museum visitors in India



KERALA FLOODS 2018

A DEVASTATING IMPACT ON ARANMULA

Kerala Floods 2018 – Devastating impact

Incessant and torrential rains, triggering overflowing rivers and a series of landslides have turned down the popularly known "God's own Country" the state of Kerala into a land of great calamity and havoc in 100 years. The unexpected massive flood triggered by continuous heavy rainfall in the state has wreaked large scale of devastation to human lives and properties. About one-sixth of the total Kerala population has been affected by the heavy rains and subsequent floods that submerged half of its villages and damaged properties worth above Rs.26,000 crore, according to official estimates reported lately. But beyond all these there has been an immense loss of natural, human, and social capital for which no estimates are available.





The unusually high rainfall increased the water levels of the dams to dangerous levels; enforcing the state government to open all shutters of 35 of its 42 dams for the first time in the history ever. Consequently, by now overflowing rivers due to nonstop heavy rainfall gushed out fiercely and forcefully from its usual path of flow, finding new landscapes and pathways to flow, wiping out all that came on its way without keeping the records of its existence, triggering multiple landslides, splitting roads into two, ripping away bridges, knocking down flimsy houses, demolishing large buildings, collapsing business industries and drowning all sorts of vehicles, animals and smashing cattle sheds, perishing crops, cultivation and crushing traditional livelihoods. Those houses and buildings which withstood its force, the water entered into carrying filth, gulping all valuable goods in a house/buildings and human lives who had no place to escape. Those who escaped to the upper floors of the multi-storied buildings watched horrified as the water continued to rise to the first and second floors. They had nowhere to go, except to a waterygrave







Damages to Aranmula Heritage Village (1/3)

The Pathanamthitta district is one of the worst affected by flood as thousands of people were stranded in their homes in the towns of Ranni, Aranmula and Kozhencherry. At Aranmula relief camps survivors recount tearful stories of rescue. This Onam, thousands of people in relief camps were taking stock of what was lost in the floods and wondering where they will return to.

The Aranmula Heritage Village consists of 52 Karas-mini villages extended from Ranni to Chennithala of Pathanamthitta District. The traditional livelihood of makers of Aranmula Kannadi, a symbol of Kerala's ancient craftsmanship, has been ruined by the violent floods in August 2018. The flood has dimmed the hopes of the traditional artisans who fashioned the famous Aranmula Kannadi – sparkling handmade mirrors polished out of metal alloy that are marked for their pristine reflections devoid of any secondary image throwbacks or visual aberrations.

The torrential rain wreaked havoc in the officially declared heritage village of Aranmula – situated on the banks of river Pampa. 22 artisan families, who hold the patent on the secret metal-alloy combination of these unique mirrors and endowed with a UNESCO GI tag, have literally lost their homes and workshops as the turbulent Pamba overshot its banks. The calamity has washed away their machinery, furnace, moulds, traditional hand tools and raw materials as well as smashed several finished metal mirrors prepared for the Onam sale. Cost of each of the mirror is on the higher side, considering the effort and delicate craftsmanship that goes into making the artefact.

According to an initial estimate, around 6,000 hand-crafted and custom-made mirrors, and the raw material used for making them, have been destroyed. In monetary terms, the loss has been pegged at around Rs 1.5 crore.







Damages to Aranmula Heritage Village (2/3)

Aranmula mirror smiths suffered extensive loss to their properties , inventory and production facilities. Being completely manual process the tools used for mirror making were all very old and in some cases inherited for generations by these families. The very nature of effort intensive process of manufacturing has made the business a seasonal one. Many of the makers who were storing inventory for upcoming festive season had to suffer heavy losses rendering their livelihoods a question mark .

All the 22 families engaged in making Aranmula Mirror had to encounter the nature's fury and their machines are completely destroyed . These include custom made die, furnace and many other precision specific tools used in the process of mirror making. Raw materials and finished goods inventory are also completely wiped out . The major source key raw material "Clay" is now mixed with mud and it will take significant amount of effort and investment to reclaim these sources .







Damages to Aranmula Heritage Village (3/3)

The present agony of people in Aranmula village as reported in The Hindu News Daily as following - A four-member family of artisans, comprising Gireesh, Sivankutty, Shyam, and Radha, is one amongst many who lost their livelihood to the flood. The flood has destroyed their small workshop on Independence Day. Their small house and workshop remained submerged in the flood for two days. "The entire stock of clay used for making the moulds was washed away in the flood. And now, they have to struggle a lot to collect the special clay found only in Aranmula Puncha. It requires removal of the heavy mud deposits in the fields," says Gireesh and Sivankutty.

In addition, 25 out of 52 Palliyodams- Snake boats got completely damaged and the rest require detailed repairs.

Majority of the boat yards were washed off in the heavy flood.

Besides these, the one and only Hand Weaving Unit which was fully functional were destroyed completely due to entering of heavy muddy water into the machines.

Presently the Hand Waving Industry is totally collapsed. All the machineries have to be replaced with new ones and the unit has to be rebuilt.



Summary - Key Take away

While the overall losses from devastating floods in the commercial areas and households are being ascertained by government of Kerala , the heritage aspects and unparalleled loss that had impacted to Aranmula's rich cultural heritage is left un noticed . It could be a grave mistake on the part of today's society if we fail to preserve and enrich these unique world class heritage assets. Aranmula is a vital cultural hub in Kerala's history and it is of utmost importance to revive the lost mechanisms around Aranmula Kannadi, Palliyodams and other heritage assets.

The Aranmula Heritage Trust is formed with an objective to address this much needed gap in Kerala's rebuilding intiative . A number of initiatives are planned under Aranmula Heritage Trust to achieve its vision of restoring the lost glory for Aranmula


Project SAMUDBHAVA -
Mission Revival

Project SAMUDBHAVA - Mission Revival

The project named SAMUDBHAVA - Mission Revival aims to rebuild Kerala through renewing, reviving and preserving the traditional handicraft industry, festivals and cultural practices thereby keeping Kerala's rich heritage alive and empowering the local rural communities who lost their traditional livelihood.

The Aranmula Heritage Trust proposes to renew and re-establish the handicraft industrial units/workshops those were washed away by the flood thus preserving the traditional cultural heritages of the state. It involves: -

- ❑ Repairing furnaces
- ❑ Purchasing of the required machineries, hand tools, raw materials & moulds
- ❑ Providing indigenous cattle breeds
- ❑ Promoting technology based modern market linkages
- ❑ Converging with Government programs
- ❑ Engaging with private sector for modern market linkages
- ❑ Developing producer and marketing groups at village and cluster levels
- ❑ Equipping the community with flood disaster management techniques and responses for future

Lead Organization (Name of the Applicant Organization)	Aranmula Heritage Trust, Pathanamthitta
Focal Contact Person for the project	Name:- Position:- Contact Number:- Mobile:- Email:- 1
Correspondence Address for the project	Address:- Aranmula Heritage Trust, Aranmula P.O, Pathanamthitta- Dist, Kerala-689533 Contact Number:-0468-2318090 Mobile:- 9447019257 Email:- Website:-
Project Holder	Aranmula Heritage Trust, Pathanamthitta
Project Legal Holder	Aranmula Heritage Trust, Pathanamthitta
Potential Project Donor	
Total Budget of the project	Rs. 2,51,83,500
Total Local Contribution (if any)	In Kind

Project SAMUDBHAVA - Mission Revival: Objectives & Success Measures (1/2)

Anticipated Outcomes	Indicators	Means of Verification
90% of socially and economically backward sections of Aranmula Heritage villages have improved access to credit services, for re-establishing their traditional livelihood, and to supplementary income through cattle gearing	% of entrepreneurs who have been assisted and availed bank loans and % of entrepreneurs who have been financially supported by the organization for restarting their lost livelihoods No of persons who availed indigenous cattle breeds and earning supplementary income out of it	• Records and reports • Focus group discussion • Face to face interaction with beneficiaries • Direct Observation • Photos of activities and Beneficiaries, Case Studies
22 metal-mirror workshops and 1 Hand weaving unit are re-established and made fully functional at Aranmula.	No of metal-mirror workshops and hand weaving unit repaired and re-established with required machineries, materials and hand tools.	• Records and reports • Focus group discussion • Face to face interaction with beneficiaries • Direct Observation • Photos of before and after
New Boat yards constructed in the places of destroyed ones and 25 Palliyodams are fully repaired and restored for use.	No of palliyodams repaired and restored No of new Boat yards constructed	• Records and reports • Focus group discussion • Face to face interaction with beneficiaries. • Direct Observation • Photos of before and after
All socially and economically backward families have basic necessary utensils for cooking, serving and storing provisions.	No of families provided with utensils for home use.	• Records & reports, Photos • Bills of Items purchased and vendor verification • Focus group discussion • Face to face interaction with beneficiaries • Direct Observation
Developing and strengthening viable and sustainable craft based producer and marketing groups at village and cluster levels.	No of village and cluster level craft based producer groups formed and strengthened No of village and cluster level craft based marketing groups formed and strengthened	• Records and reports • Focus group discussion • Face to face interaction with beneficiaries • Direct Observation • Activity Photos related
All artisans and craftsmen trained/skilled in modern technology based marketing and linkages are built with modern markets to improve their livelihood.	No of artisans and craftsmen using technologies for better marketing of their products and earning better income No of modern market linkages developed	• Records and reports • Focus group discussion • Face to face interaction with beneficiaries • Direct Observation • Case studies with related photos
Strengthened the emergency response capabilities of people living in the shore of Pampa River and adequate disaster management mechanisms and effective emergency preparedness are in place to face natural calamities in future	No of community members aware about the emergency response measures planned and preparedness made by the Village Disaster Response Force.	• Records and reports • Focus group discussion • Face to face interaction with beneficiaries • Direct Observation • Related activity Photos related

Project SAMUDBHAVA - Mission Revival: Objectives & Success Measures (2/2)

a) Sustainable Rural Livelihood Management Approach

The Sustainable Livelihoods Approach (SLA) is a method of analyzing and changing the lives of people experiencing poverty and disadvantage. It is a participatory approach based on the recognition that all people have abilities and assets that can be developed to help them improve their lives.

b) Cluster Based Economic Development Approach

Clusters are groups of companies, institutions, workshops, industry units co-located in a specific geographic region and linked by interdependencies in providing a related group of products and/or services. Because of the proximity among them – both in terms of geography and of activities – cluster constituents enjoy the economic benefits of several types of positive location-specific externalities.

c) Evidential Result Based Management Approach

Evidential Results-Based Management (ERBM) is a management approach that focuses on performance and the achievement of results with evidences (outputs, outcomes and impacts). As the results chain indicates, an intervention begins with a set of inputs and activities that result in outputs, outcomes and impacts. It introduces a structured management approach that keeps an organization focused on the expected results throughout the process and not on the implementation of activities or on budget control. By being able to measure results, a team will better understand the value of its work.

d) Disaster Risk and Resilience Approach

A risk and resilience-based approach to program design is central to ensuring effective implementation of Disaster Risk Reductions. Disaster risk reduction (DRR) is the systematic development and application of policies, strategies and practices to minimize vulnerabilities and disaster risks throughout a society; to mitigate and prepare for adverse impacts of hazards, within the broad context of sustainabledevelopment.

Location of the Project

The Aranmula Heritage village consists of 52 Palliyodam Karas. Karas are small hamlets located in the shore of Pamba River, stretched across 80km from Chennithala to Ranni in Pathanamthitta.

Target Group / Beneficiaries of the project

Socially and economically backward, marginalized sections of the society, families of artisans and craftsmen living in Aranmula and those who are engaged in Metal Mirror crafting, Snake boat making and Hand weaving.

Type of Community

Rural and Semi Urban; OBC and SC/ST Community

Project SAMUDBHAVA - Mission Revival: Implementation Plan

For the effective implementation of the project components and achieving its anticipated outcomes in time, the core strategy of the project would be empowering the target community through various tools. Capacity development trainings, skill development workshops, interface-meetings, handholding, learning while doing, conferences and evidence based researches are some of the tools that would be used to implement the proposed intervention. The project implementation strategy will be adopted at two levels mainly – one at the organizational and other at the community.

Strategy at the Organizational Level

- The organization would act as a facilitator and a link resource that mobilizes various services from divergent service providers and to reach out to the least needy as well as address their needs holistically
- Qualified and experienced team members would be selected and oriented on all project components and major outcomes of the project
- Systems and practices would be developed to maintain high-level of transparency in the implementation of theproject
- Participatory monitoring and information management systems would be developed for effective functioning and monitoring change on periodic basis
- Specialists would be hired from outside to support the project team on thematic issues.

Strategy at the Community Level

The strategy involves finding meaningful ways for the community to get engaged with the whole process of restoring, reviving and renewing the cultural heritages of the state. Promoting community structures for communities to actively participate, and institutionalize the processes of community engagement to develop stakeholder ownership in preserving the traditional culture, festivals, arts, crafts and trades of the state. It is recognized that institutionalization of any community engagement process requires adequate time for it to respond to any changes, it is important that care should be taken to support these community structures and systems till they attain institutional maturity to be able to impact the existing practices and policies of the system.

Project Implementation Structure and Requirements

a) Project-Coordinator:-1 (FullTime, MSW/PhD specialized in Rural Development or equivalent qualification with minimum 3 years of related field experience)
b) Marketing Coordinator:- 1 (Full time, MBA-Marketing, or equivalent qualification with minimum 3 years of related field experience)
c) Cluster Facilitators- 6 (At Gram Panchayat level)- at PHC levels (Degree or equivalent qualification with minimum 1 year of related field experience)
d) Data cum Documentation Specialist :- 1 (Qualified)
e) Finance Coordinator:- 1 (Qualified and experienced)

Project SAMUDBHAVA - Mission Revival: Audit and Governance (1/2)

The proposed project intervention has been designed in the Evidential Result Based Management Framework (ERBMF). All planning, monitoring, documentation and evaluation of the proposed project would be done on the basis of specific outcomes and measurable indicators as detailed in the project log frame. The Aranmula Heritage Trust would be totally responsible for the entire project management beginning from planning to project closure. The key responsibility of the TRUST is to liaison with concerned stakeholders of the project for their active participation and ensuring proper utilization of available resources /facilities for the sole benefit of the target population of the project.

Planning Process: - The project log frame matrix will be broken down into half yearly and quarterly plans, based on which the project team would be developing their monthly plans and implementing them at the field level. The proposed activity timeline would be adhered while developing monthly plans and implementing the activities in the field for achieving the set targets and milestones in the given timeline unless a major reason occurs for rescheduling.

Monitoring Process: - To ensure the successful and effective implementation of the project activities, supportive monitoring and field hand holding will be the integral part of the project intervention at various levels by various stakeholders on an ongoing basis. Field visits would play a key role in the monitoring process for ensuring the quality of the program and creating liable evidences of results. Direct field observation and focused group discussion would be used as key tools as means of verifications. The project coordinator would be regularly visiting the operational field to coach the project field team, provide them required technical support and handholding to roll out the activities at various levels. The project director would meet with the project team by-monthly and review with them the progress of the project outcomes also make required field visits to authenticate the progress of the change being reported by the team. Representatives from the donor agency could also visit the field area to assess and certify the progress of the project implementation and results achieved andreported.

Monthly Reviews and Coordination Meetings: - The monthly review and coordination meeting would play a pivotal role in planning, monitoring and keep track of the project activities and deliverables as per project schedule. The meeting forum would be used to analyse the project progress, deliverables concerns, challenges faced, need identifications, take informed decisions and future course of actions. Based upon the review findings, observations and analysis, improved future strategy will be prepared for the coming months and the activities will be re-planned or re-scheduled accordingly. In the monthly meetings, individual plans would be developed and reviewed on the basis of the plan made in the previous month.

Financial Management: - Project Financial Management would be the complete responsibility of the finance coordinator and the project coordinator appointed by the project in the guidance of the chief functionary of the organization. Monthly/quarterly/yearly budget plans would be developed jointly by the finance coordinator and project coordinator and submitted to chief functionary for approval after overseeing the accounts and procurement aspects of the project as per the financial guidelines of the organization. The finance coordinator will periodically visit the field and physically verify the bills, vouchers and records submitted for claims from the field. The findings would be shared directly with the chief functionary of the organization in written for immediate attention and further discussed with the project team in monthly review meetings for immediate rectifications to be made in thefield.

Evaluation and Assessment: - An end line internal project evaluation will be undertaken both programmatically and financially involving all the project stakeholders by the Trust. An end line evaluation/review would be conducted by involving an external agency, if required.

Project SAMUDBHAVA - Mission Revival: Audit and Governance (2/2)

Reporting and Documentation process: - The project reporting and documentation process will be taking place at various levels of functionaries. The project team, individually, would be preparing their monthly reports representing the quantitative targets and qualitative results to be achieved and actual in their respective areas on the basis of their monthly plans developed. These reports will be verified and compiled at project level by the project coordinator and submit to the project director with a narrative monthly progress report along with findings made and recommendations as well as an action plan for the following month. The project coordinator would also prepare a narrative quarterly progress report and share it with Project Director and funding partner organization. The reports generated and circulated at different times would reflect the present status of outcomes proposed in the project. The reports would capture the impact of the intervention quantitatively and qualitatively in alignment with the indicators as mentioned in the log frame matrix.

Project Closure and Accomplishment Report- On project completion, a project closure and accomplishment report will be prepared and submitted by the project coordinator to the project director and funding partner. The report will provide holistic view on the project strategy, the methodology, overall impact of the project, capture key achievements, the challenges faced, mitigation measures undertaken, social assets created, fund utilization, SWOT analysis and recommendations for future.

Various simplified and less time consuming reporting formats would be in place for easily capturing the milestones of the project quantitatively and qualitatively.

Documents that would be maintained are

a) Primary and Secondary Baseline data and reports
b) List of networking organizations and Individuals with all relevant details
c) Monthly Outcome Tracking Sheets
d) Process documentation file with photos in a chronological order
e) Training/meeting Reports with photos and list participants attended
f) Project based monthly/quarterly/half yearly/yearly plans and reports of individuals, also project level consolidated
g) Monthly/quarterly review meeting minutes with actions taken
h) HR Files of the project team
i) Project level quarterly narrative reports that capture the project outcomes both quantitative and qualitative, supported with field primary data and successful/failure case studies
j) Communication and correspondence file with approvals if any (Funding Agency-Both Hard and Soft Copies).
k) Location Map with targeted villages marked
l) IEC materials



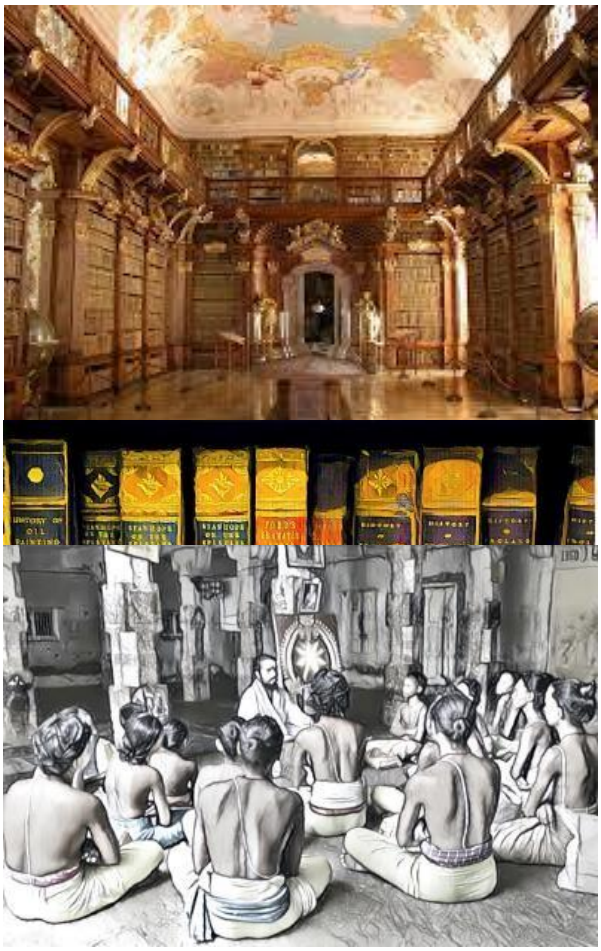
The Heritage Village Project – Mission Rebuild

Academic

A) National Institute of Heritage

On 28 September 2018, a National Institute of Heritage & Sustainable Development was inaugurated at Aranmula. Its focus is on research, training and offering of academic courses on heritage-related subjects

Research projects and curriculum of the Institute will be guided by the Expert Committee of Aranmula Heritage Trust. The Institute will gather information on traditions of local, regional and national heritage and spread knowledge through discussions, classes, seminars and study tours. A reference library of important books and digital media will be set up in the Institute . It will publish authoritative documents and information on heritage. The Institute will also work towards developing a model of sustained rural development that will be based on our heritage and cultural traditions. Action plans of the Institute will be focused on achieving bothobjectives.



B) Heritage University

Efforts have commenced to set up a modern university with the-state-of the-art facilities to offer postgraduate courses in diverse aspects of our regional and national heritage and it is expected to fructify soon. Scholars with proficiency in various specialties of heritage-studies will be provided ample opportunity to begin departments in their areas and to engage in research and teaching therein.

C) Heritage School

A heritage school of the Trust is functioning now at Aranmula to educate children in not only academic subjects but also to develop them into model citizens to live in harmony with nature, have insight into and be proud of their inherited heritage. Students ' exposure to the curriculum and extra-curricular activities includes diverse aspects of agriculture, science, arts, literature, linguistics, information technology, environment & ecology, social service and so on, all of which are approached with bias towards Indian ethics. Education is imparted in traditional Indian style for children to understand their heredity, culture,ethics and heritage.

Specific Modes to Participate/Contribute

Provide support in the form of land/materials or guidance in setting up and running these institutions. Provide services of experts as adjunct faculties or assist in conducting seminars, workshops and knowledge sharing sessions.

Community Inclusion (1/2)

A) Center for Traditional & Sustainable Rural Development

When basic amenities of a land are being developed, it is important to approach it with a vision of nature friendliness and in congruence with local abodes and way of living. Our aim is a comprehensive development plan that will not exploit or harm nature, nor spawn polluting wastes, but be beneficial to local people and their living situations. We shall create and deploy self-help groups of empowered women to generate and perform work in a financially self-sufficient model of sustainable development.

Based on lessons learnt from recent floods, we shall use available natural resources judiciously to meet our basic needs of food, water, soil, housing and employment and not allow the tentacle of indiscriminate consumerism to drag us into another dire disaster.

B) Forestation of Aranmula Village & Pampa River Basin



Afforesting the village

The air, water and land we thrive on have all become poisoned. It is vitally important that we must reverse this for benefitting our future generations. For this, we must revive the old kaavu (sacred grove) tradition by stimulating the planting of a forest in at least 400 square meters (~ 1 cent) of land in every homestead in our village. These forests teeming with medicinal trees and plants such as aryaveppu (Azadirachta Indica or neem) to extract poisons from the air, water and land. These forests will eventually purify the nature around all homes

Afforesting the Pampa river basin

River basins have always been the cradles of all civilization and heritage. It is here that arts and civilization blossomed and developed everywhere in the world. It is such a holy river - Pampa - that recent floods river has turned ugly, changed course, breached embankments and damaged th to reverse this situation and rejuvenate Pampa river, we are preparing an exha aranyam, which will be realized with public-private participation and will ai table and sustain water level of the river.

Bamboo, cuscus grass (Raamacham), jackfruit, other trees and plants shall be grown on the river banks and in rain-fed areas of the river basin to prevent soil-erosion and retain water in the soil. Bamboo has a special importance in this endeavor because it is believed that the deity of Aranmula came floating down the river on a raft of six bamboos.



Jackfruit has become plentifully available and highly popular. It is a main item of the famous boatman's feast of Aranmula Parthasarathy temple.

Planting and greater availability of bamboo and jackfruit as our project goes forward is likely to interest local entrepreneurs to produce and market many value-added products from these valuable basic materials.

Community Inclusion (2/2)

C) Organic Village

A time-bound and intensive program is being planned to make Aranmula organic village. The nucleus of this will be the land of Aranmula Heritage Trust.

Use of plastic and other harmful materials shall be steadily reduced and replaced with organic , bio- degradable





materials. Effort will be made to educate people about nature friendliness being the crux of our ancestry and heritage. They will be encouraged to abandon chemical fertilizers and pesticides and use cattle-and-plant based organic fertilizers and pesticides for healthy and profitable farming.

By planting trees, protecting ponds, water bodies, hills and rivers, we shall nurture the quintessential ways of our living and revive our diverse organic biodiversity. For this, we shall give impetus to setting up dairies, bio diverse parks, nurseries, seed centers, rain-water harvesting facilities and so on.

D) Heritage Clubs

To inculcate affinity to one's heritage and create nature-awareness, we intend to start Heritage Clubs in schools, colleges, towns and villages. Ornamental flower gardens, vegetable farms, plots for farmers to see and learn how to cultivate organically and be convinced of its viability, rain water harvesting stations, ecological parks and bio- diverse areas shall be created in and around the clubs. The Clubs shall document and display lists and description of the village's heritage havens. It shall also disseminate disaster awareness information. Regular programs will be organized with children's participation to inform visitors and general public about all aspects of each Club's work



Specific Modes to Participate/Contribute

Take up a specific portion of the land for afforestation. Assistance in setting up facilities to make value added products from of the organically grown farm produces.

Arts & Culture

A) Handicrafts making demonstration, exhibition & sales

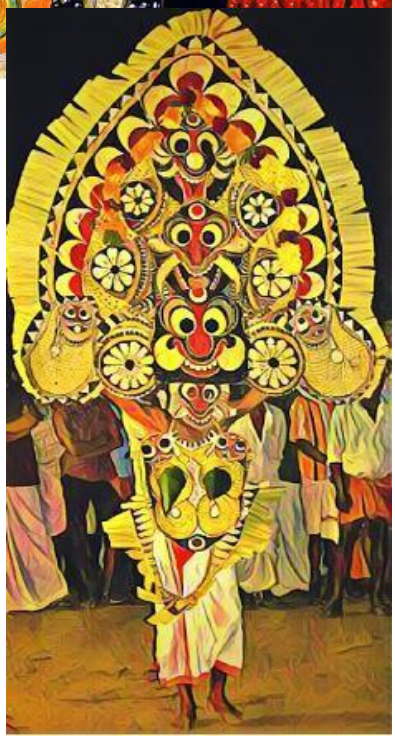
For a long time, Aranmula and its surrounding areas have been home to several cottage units that made traditional artefacts like metal mirrors(Aranmula Kannadi), brassware, toys, clay-ware and handlooms. Most of these have been destroyed in the recent floods. We are trying to re-establish them and provide wherewithal to the artisans to make a new start and engage in their traditional arts and crafts. A few representative units will be set up in Aranmula Heritage Village to showcase the skills to tourists, visitors and students. The Village will also have commercial areas where their works can be exhibited and sold.



We intend to bring crafts persons from other areas of India and give them a platform to exhibit their artistic talents, conduct skill development camps for our artisans and also to sell their works of art in the Village. We shall also organize such handicraft demonstrations and exhibitions in other parts of India too.

B) Fine Arts Theatre

Effort is on to revive past glory and tradition of local fine arts. Aranmula was the birthplace of skills in sculpture, architecture, mural painting, music, dance-forms like padayani (a ritualistic dance performed in Devi temples), thottam-paattu (hymns in praise of Bhadrakaali) and so on. Not long ago, arts, music, dance, kathakali, etc used to be performed in local villages with great enthusiasm. An important purpose of the Heritage Village is to transfer the skills and prowess of the present generation of masters of such arts to future generations.



Specific Modes to Participate/Contribute

Branding and advertising of handicrafts made in the heritage village around the globe. Scholarships for students to learn traditional fine arts.

Exhibition and Reference

A) Heritage Museum



The Museum is being set up to collect and exhibit heritage artefacts and rare creations for people to see and study them. We shall recover lost treasures, revive ignored ones and present them all as proud symbols of our culture and educate present and future generations about our glorious heritage.

A 138 year old palliyodam will be the principal exhibit of the Museum. Digital media and projection systems will be deployed to make interesting presentations that will have live, moving images and audio explanations about various nuances of our traditions and heritage.

B) Digital Museum



A digital, 7D-technology museum will be set up to present the entirety of Kerala's heritage in an exhaustive manner. It will present 2-hour shows that will use the-state-of-the-art digital projection techniques to create the right impact in the audience. Themes that benefit school and college students will be available in the museum's repertoire.

C) Heritage Library & Research Center

A Library is being created as a unique reference facility for herita bulletins, newsletters and such other authoritative documents to fac predominantly digital and constantly expanded and updated. Also avail presentation of India's and Kerala's traditions and heritage.



Specific Modes to Participate/Contribute

Provide support in the form of donations, sponsored pavilions, ideas for exhibition concepts

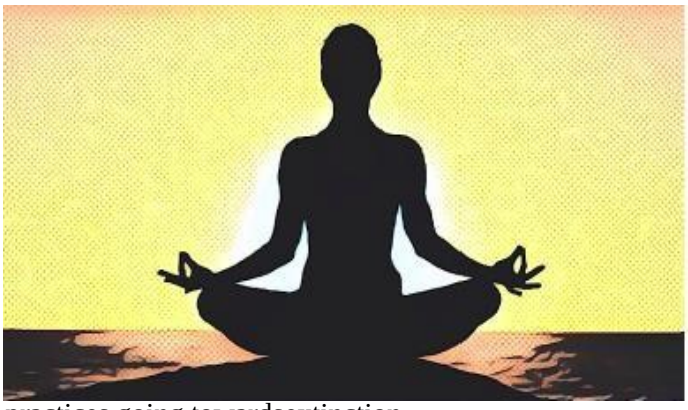
Solace (1/2)

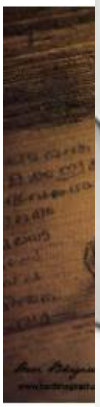
A) Fusion of Sanskrit, Yoga & Gita *(samyogi)*

People of Aranmula have a good grasp of the ancient usage of a clever combination of Sanskrit, Yoga and Gita (samyogi). Ancient books such as Thiru-nizhal-mala (book of poems praising the shadow of Aranmula's deity; the book is believed to be older than Rama-charitham) refer toSanskrit schools, yoga centres and veda seminaries in Aranmula of those times. The deity of Aranmula is Parthasarathy (Lord Krishna as Arjuna's charioteer). Because of this relationship between the Lord who expounded the lessons of Bhagavad Gita and Aranmula, chanting & study of Bhagavad Gita and gita-yagnas are common in many parts of Aranmula and its surrounding areas. Sanskrit, Yoga and Gita are the greatest heritages of our cultural tradition. Plans are on to give impetus to a Samyogi (fusion) Village to provide learning facilities and encouragement to those wishing to pursue studies on and practice these noble heritages of our great nation.

B. Hereditary Medical Center

A situation is fast developing of Kerala's priceless wealth of indigenous and hereditary medicines, medical systems and







practices going towardsextinction.

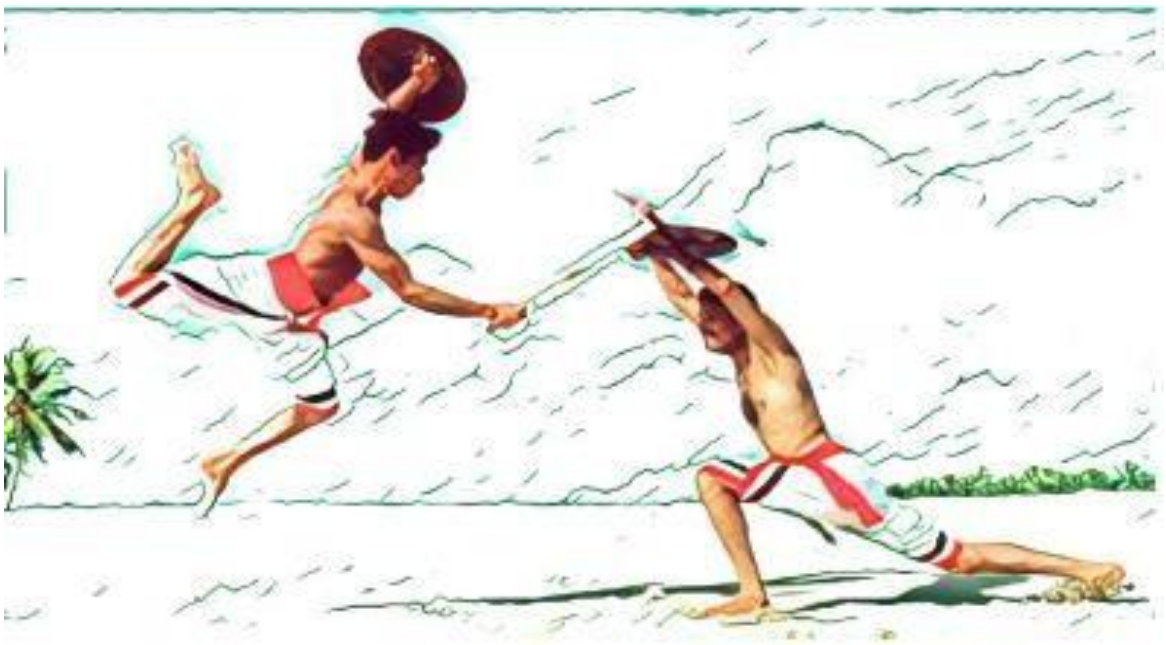
Our inherited traditions and practices of poison-healing, care of vital organs, making of Ayurveda medicines and traditional medical methods have to be evaluated scientifically and revived. Likewise, our inherited practice of remedies that cure by itself (ottamooli) has also to be empirically evaluated, proven and made pharmaceutically acceptable. We visualize a day when the Centre set up in the Heritage Village to advance indigenous medical studies and practice will eventually make significant contribution to the world

C) Kalari Gymnasium

Not long ago, Aranmula had several schools teaching traditional arts of combat & self-defence - kalari- payattu (Kerala's martial art style), marmachikitsa(medical care of vital and vulnerable organs of the body),nilathezhuthhu (writing on sand with a finger to teach the first lessons) and so on.

Solace (2./2)

As our effort to re-establish such traditions, we are setting up a Kalari Village in the Heritage Village. In it, a kalari-payattu centre is being set up first. All-India Kalari-payattu Federation, Sports Authority of India and Kerala Sports Council are participating in this aspect. A Committee under Sri Poonthura Soman, President of the All-India Kalaripayattu Federation, has been constituted to call together renowned kalari gurus and give shape to the Kalari aspect of the Heritage Village.



Specific Modes to Participate/Contribute

Provide support by sponsoring one of the many self standing entities in the village. The sponsored entity will be named after the donor



Ways to Participate & Contribute

Ways to Participate and Contribute

Aranmula trust is embarking on an ambitious journey to revive the cultural heritage of Kerala. This mission needs your support .Both in terms of resources and time . Given below are some models in which you/your organization could participate and contribute . Please reach out to us with your innovative ideas and contributions.

Financial Aid – As donations

Sponsor any initiatives of Aranmula Trust

- Conduct corporate community programs
- Host Large Corporate events
- Conduct Field visits and undertake a research project
- Volunteers to work with Aranmula Heritage Trust
- Mobilize funds for Trust

Detailed break-down of cost for each of the pr request

Annexure

Project SAMUDBHAVA - Mission Revival: Budget Estimates

Particulars	Estimated expenditure - Year wise with 5% increment in salaries			Total Cost for 3 years
	Ist	IInd	IIIrd	
Programme Management Unit Cost (PMU)	2925000	3060000	3195000	9180000
Communication, Travel Allowances and Transportation Cost to PMU	480000	504000	528000	1512000
Administrative and Operating Cost	770000	770000	770000	2310000
Investment and Capital Cost	504000	0	0	504000
Program Cost				
Capacity Building trainings to the Project Staff	922000	699000	699000	2320000
Cost of Activities at the Target Community Level- Capacity Building, Infrastructure Development and Equipment Purchase	5875500	1756000	1726000	9357500
Grand Total	11476500	6789000	6918000	25183500

**Note : More detailed workings on budget will be provided upon request*

Confidential document prepared for Aranmula Heritage Trust .

The Heritage Village Project – Mission Rebuild: Budget Estimates

Particulars	Estimated Cost
Academic	
National Institute of Heritage	*[To Be Estimated]*
Heritage University	*[To Be Estimated]*
Heritage School	*[To Be Estimated]*
Community Inclusion	
Center for Traditional &Sustainable Rural Development	*[To Be Estimated]*
Forestation of Aranmula Villageand Pumpa River Basin	*[To Be Estimated]*
Organic Village	*[To Be Estimated]*
Heritage Clubs	*[To Be Estimated]*
Arts & Culture	
Handicrafts making demonstration, Exhibition & Sales	*[To Be Estimated]*
Fine Arts Theatre	*[To Be Estimated]*
Exhibition & Reference	
Heritage Museum	*[To Be Estimated]*
Digital Museum	*[To Be Estimated]*
Heritage Library & Research Center	*[To Be Estimated]*
Solace	
Fusion of Sanskrit, Yoga & Gita	*[To Be Estimated]*
Hereditary Medical Center	*[To Be Estimated]*
Kalari Gymnasium	*[To Be Estimated]*
Grand Total	*[To Be Estimated]*

**Note : More detailed workings on budget will be provided upon request*

Glossary

A

Alwars or Azhwars	Tamil poet-saints of South India who espoused bhakti (devotion) to the Hindu god Vishnu
Anandapalli	A place in Kerala famous for Maramadi
Aranmula	Aranmula is a temple town in the state of Kerala, India
Aranmula Puncha	Vast Paddy fields in Aranmula with an area of approximately 5.36 km2

D

Divya Desam	One of the 108 Vishnu temples that are mentioned in the works of the Alvars (saints).
Divya Prabandha	A collection of 4,000 Tamil verses composed by the 12 Alvars

K

Kadammanitta	A village in Pathanamthitta district, Kerala
Kaikottikkali	A form of dance in Kerala, performed by a group of women
Kakkarasi natakam	A folk art form of Kerala state
Kannadi	Malayalam word for mirror

M

Maramadi	Maramadi is a type of cattle race conducted in Indian state Kerala
Maramon Convention	One of the largest Christian convention in Asia, held at Maramon, Pathanamthitta, Kerala

N

Nalukettu	Nālukettu is the traditional homestead of old Tharavadu where many generations of a matrilineal family lived. These types of buildings are typically found in the Indian state of Kerala
Niranam poets	The Niranam poets were three poets from the same family who hailed from Niranam, a small village in southern Kerala

O

Onam	Onam is an annual Hindu holiday and festival with origins in the state of Kerala

P

Pamba river	The Pamba River (also called Pampa river) is the third longest river in the South Indian state of Kerala
Pathanamthitta	A district in the state of Kerala

S

Sabarimala	A Hindu temple complex located at the Periyar Tiger Reserve in Kerala, India, considered to be one of the holiest in Hinduism

T

Thiruvabharanam	Thiruvabharanam is the sacred ornaments of Ayyappan, the presiding deity of Sabarimala temple

V

Vallam kali	Vallam Kali is a traditional boat race in Kerala, India
Vallapattu	A form of poetry in Malayalam language commonly used duringboat race and related festivals
Vembanad	Vembanad is the longest lake in India, and the largest lake in the state of Kerala
Vishwakarma community	A social group of India, sometimes described as a caste



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