



Action-Research organization



Created in the aftermath of the Asian Tsunami of Dec 2004

A labour of love and Franco-Indian friendship

Objective: To help an isolated fishing village named Kameshwaram located on the Indian coastline, which had suffered heavy losses during the Tsunami to attain the Millennium Development Goals or MDG which are as follows:



Eradicate extreme poverty and hunger



Achieve universal primary education



Promote gender equality and empower women



Reduce child mortality



Improve maternal health



Combat HIV/AIDS, malaria and other diseases

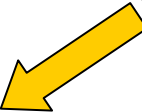


Ensure environmental sustainability



Develop a global partnership for development

First targets....





Action-Research organization



Who are we?

Association Un Ami (France) and Friend in Need (India) are non-profit action-research organizations created in the aftermath of the Asian tsunami of December 2004 to help an isolated fishing village named Kameshwaram located on the Indian coastline, to attain the Millennium Development Goals or MDG

What? Why? How?

1. What's action research? It's finding solutions to socio-economic problems through hands-on research that involves a 'field action' component in addition to documentary analysis, reflection and conceptualisation.
2. Why action-research? Because, while research methods and research output in the social sciences are becoming more sophisticated, they are also becoming increasingly useless to solve practical problems and bring about positive social change.
3. How action-research? By designing the research program such that it not only contributes to enlarging the existing knowledge base, but also brings about a positive transformative change (however small) in the context being studied.

The FIN Team

Paranjothi,
Field Coordinator
in Nagapattinam, India



Shyama, Director,
in Paris, France



The
Permanent
Team

Raji, Administrator
in India



Nico, Web master
in the Netherlands

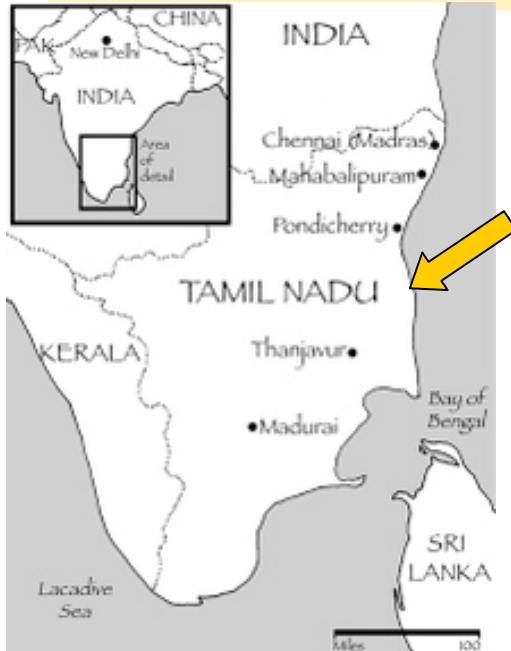


Christine, Administrator
in France



And the floating team = lots of lovely people
who help with translations and fund raising!!!
+ idealistic and passionate students !!!!

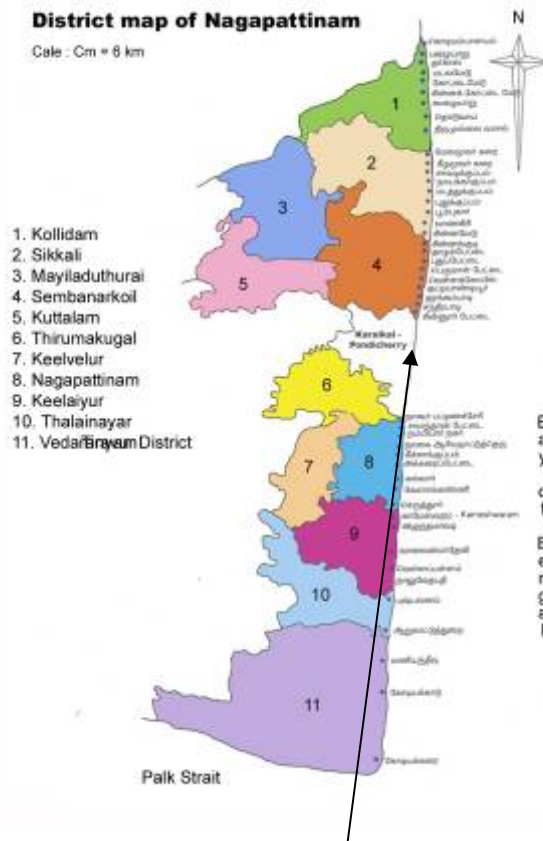
The main features of the motivated village identified for rehabilitation in 2005 - Kameshwaram



- **Physical features**
- Village in Nagapattinam district of Tamil Nadu
- Isolated village (10 kms from Velankanni)
- High-water table area
- Heavy rain during the 3 months of the monsoon
- Tsunami hit area

Demographic and economic features

- 5300 inhabitants – around 1450 families
- Farmers, small-time fishermen, few traders & landless labourers
- Farming and fishing based economy



Kameshwaram 4

Our Vision & Mission – Show the world the way to development through helping one village – Kameshwaram



Clean water and safe toilet for all



Clean village schools



Clean village with a local solid waste management system



Food security with organic farming and natural pest management



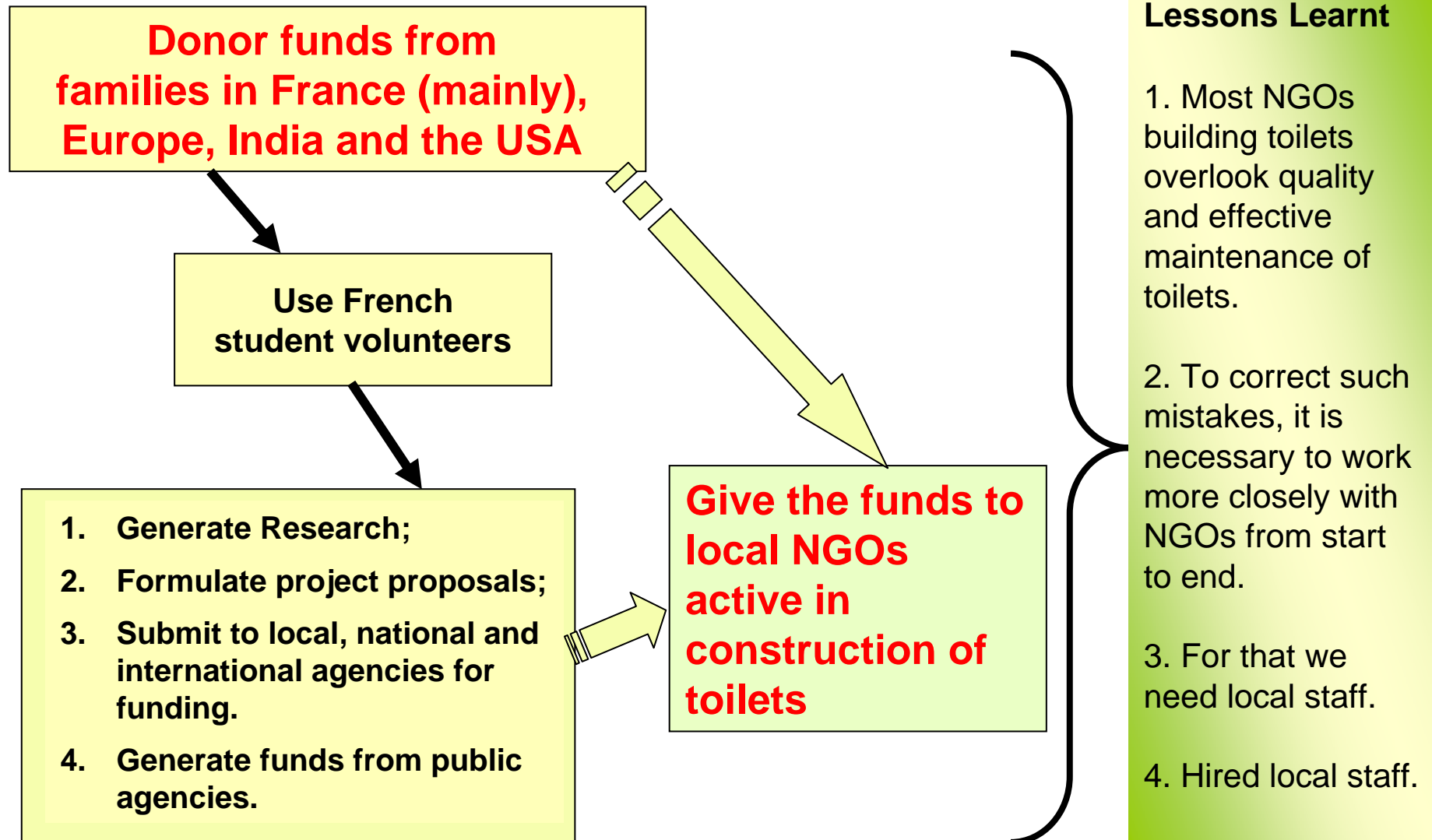
Documentation of costs and benefits and best practices. **Free diffusion** for maximum replication in other villages in India and the world.

The original features of FIN

– An academic **Action Research** unit

- Focus on a single geographical region.
- **Documentation of its activities and evolution.**
- **Involvement of students at a Masters and higher level.**
- Consideration of each **program** as a **research project** – embodied in an **action**.
- **Critical self-analysis** of success and open acknowledgement of its failures.
- **No giving up on any failed project** – continuation of exploration/experimentation.
- **Creation of “knowledge”** for scientific and practitioner communities.
- **Creation of “tools”** for policy makers and NGOs.
- All possible because of a **“rigorous academic methodology”**.

Business Model 1 from 2005-2008: FIN as a financier of other NGOs



Business Model 2 from 2009-2011: FIN as a local service provider

Donor funds from families in France (mainly), Europe, India and the USA

Consultancy contracts to work with other bigger NGOs to create and circulate knowledge and information

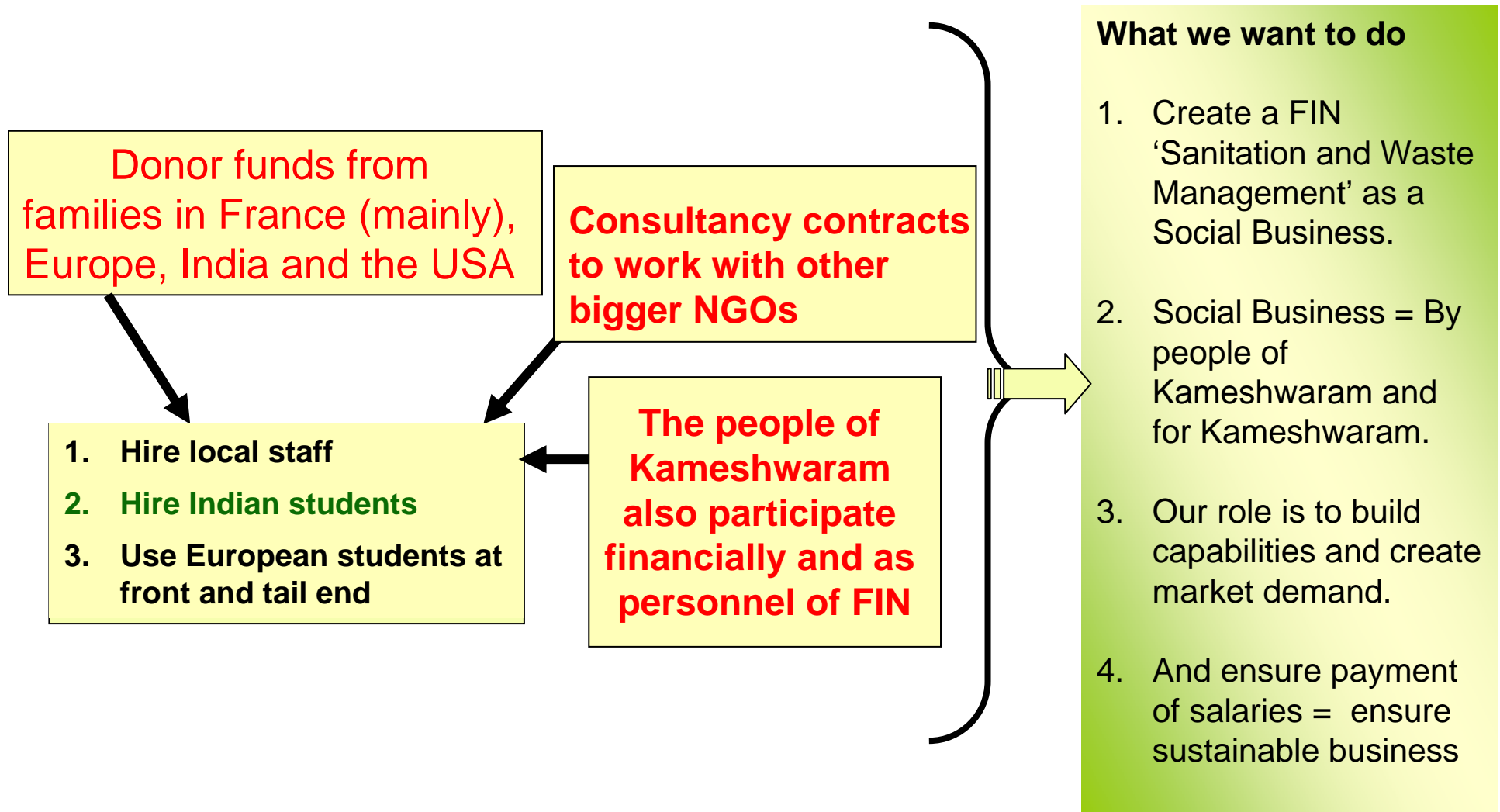
1. Hire local staff
2. Use French students

1. Corrected all mistakes made by our former NGO partners except for massive repair of 350 toilets.
2. Developed networks within village;
3. Did a thorough study of the village;
4. Developed services of use to other NGOs.

Lessons Learnt

1. We have developed capabilities!
2. But we don't have the critical mass of funds or personnel to undertake repairs of 350 decaying toilets.
3. There is an enormous socio-cultural mind-block against working on waste and toilets.
4. Households have got used to getting everything free. Nobody wants to pay for anything.

Business Model 3 from 2012- FIN as a local social business



**Challenge 1:
Build a local team
for 'FIN Sanitation
and Waste Management
Service'**

*******But nobody wants
to be part of this on a
sustained basis!**

*****How to convince them?**

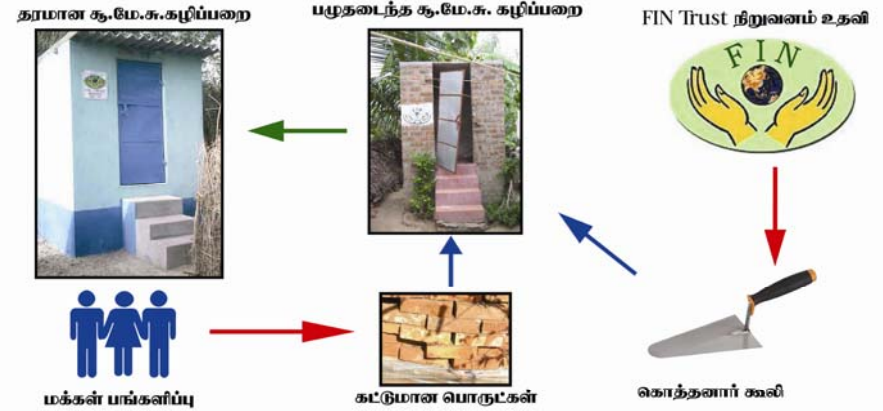


Challenge 2:
Create effective demand
for:
toilet construction,
toilet repair
and waste management
services

*****But nobody wants
to pay for this!

***How to convince them?

பழுதடைந்த சூ.மே.ச.கழிப்பறைகளை FIN Trust உதவியுடன் பழுது நீக்க,
கலந்தாய்வு கூட்டம்.



இடம்: காமேஸ்வரம்

நாள்:



Challenge 3:

Raise funds for:

- A garbage truck
- Coloured garbage cans
- Effective microorganisms
- A place for composting
- Required equipment
 - A place to store the equipment



Challenge 4:

Create an urban educated (non-paid) 'Volunteers Team' ..



**To
organize
workshops**



**To write grant
proposals**



**To organize
audits of
sanitation drives**

**To develop tools/ organize
workshops for capacity building
in NGOs**

