

Kolkata Foundation: WHEELS PARTNER

Project Muktigram

Transforming underprivileged rural communities through coordinated, multi-pronged, cost-efficient, metrics-driven social development in the Sunderbans

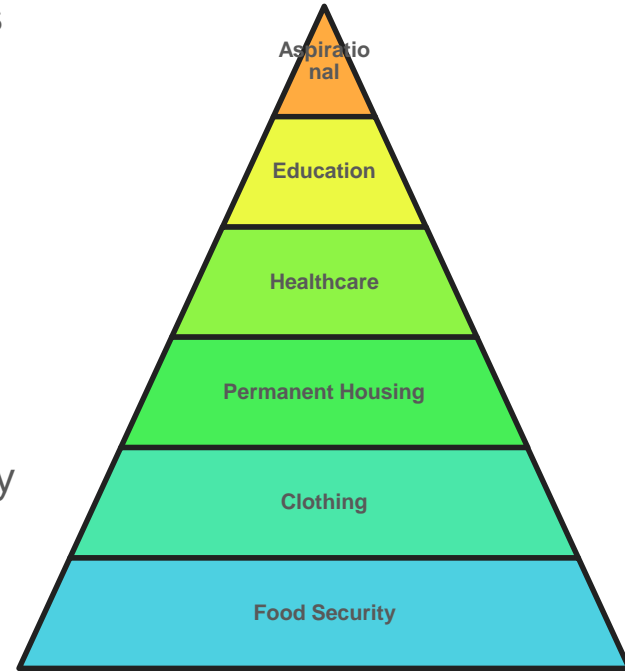
KOLKATA
FOUNDATION



Muktigram: A holistic development approach

Every household earning ₹1.2L a year to enable

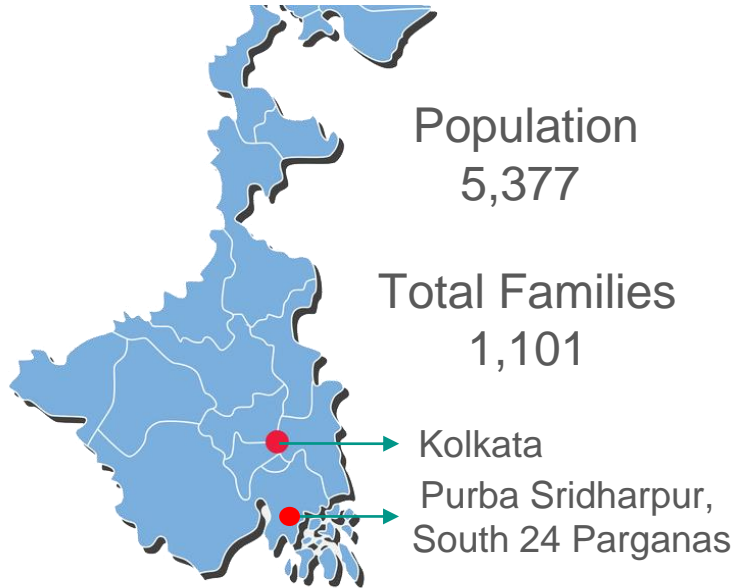
- ✓ Sufficient food for all family members
- ✓ Permanent housing with improved basic amenities
- ✓ Access to quality education and primary healthcare
- ✓ Better livelihood opportunities and higher productivity
- ✓ Access to govt. rights and entitlements: financial inclusion
- ✓ Protecting environment and resiliency



Creating a replicable development model with strong governance for rural areas of West Bengal

Why work in the Sunderbans?

South 24 Parganas is among the poorest districts of West Bengal



~40% below poverty line (based on definition of \$0.43/day)

Area devastated periodically by cyclones: 1970 Bhola (500k+ killed), 2009 Aila (1M+ homeless), 2019 Bulbul (3.5M+ affected)*

2020 Cyclone Amphan: strongest since 1833*; 1M+ homes damaged; 700K+ acres farmland destroyed;

COVID-19 pandemic & Amphan have created financial distress & lack of food security / sustainable livelihood

DASRA reports 70% of sex-trafficking victims in India comes from North & South 24 Parganas (ground reports showed a huge increase in trafficking post Cyclone Aila)

Muktigram 2025 vision*

Every household to
earn ₹1.2 lakh a year

Entrepreneurship Training

Permanent (“Pakka”)
housing with toilet for all

Low cost
biodegradable
Toilets

Multipurpose
village community
hall

Villager training using
spoken tutorials

Empowering
women financially

Financial Education

Easy access to
quality primary
health care

Telemedicine

Early
employable skill
development

ITE MAST

*From 2021, we want to start replicating
successful ideas to other villages