



Brief Organisational Profile of Action for Social Advancement (ASA)

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Above SBI, Shahpura Branch,
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Name Action for Social Advancement (ASA)

Contact Person Mr. Ashis Mondal, Director and Managing Trustee
Address (Head Office) E-5/A, Girish Kunj, Arera Colony,
(Above State Bank of India, Shahpura Branch)
Bhopal- 462 016, M.P
Tel: 0755 - 2427369 / 4057926 Fax: 0755 - 4057925
Email: info@asabhopal.org
Website: www.asaindia.org
Year of establishment 1996
Registered Under Gujarat Societies Registration Act, 1860,
&
Bombay Public Trust Act, 1951

Programme Coverage: Working in: 15 districts in M.P., 5 districts in Bihar, 3 districts in Chhattisgarh and 6 districts in Jharkhand, in around 1322 villages. Directly working with over 130,000 poor rural families or nearly 8,00,000 population.

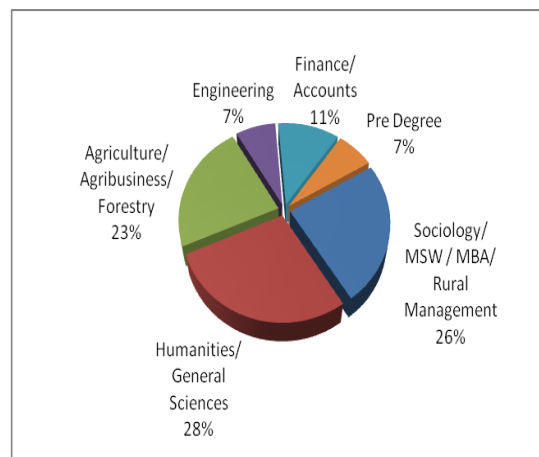
Programmes:

- **Land & Water Resources Development (LWRD) :**
 - Watershed Development
 - Water Resources Development with special focus on Minor Irrigation development
 - Participatory Irrigation Management
- **Agriculture Productivity Enhancement :**
 - Promotion of sustainable agriculture by adopting principles and criteria of Responsible Crop Initiative inclusive of Good Agriculture Practices, Responsible environmental and social practices
 - Participatory Varietal Selection and Promotion
 - Farmers' Field School
 - System of Crop Intensification with focus on Rice and wheat
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 - Vegetable gardens
- **Agribusiness promotion for smallholders through development of Farmer Producer Companies**
- **Tree on farm with particular focus on development of horticulture orchard, agro-forestry, etc.**
- **Institutional credit for agriculture through linkages of community institutions with banks and other financial institutions**
- **Social research, training, consultancy, policy advocacy**

Development of community institutions, participatory processes, poverty and gender focus and responsible facilitation in its work are embedded in ASA's strategy and implemented across all programmes.

Staff strength:

- Around 250 professionally qualified staff as on July, 2015.
- Staff profile includes disciplines such as agriculture, engineering, rural management, social work/sociology, economics, geo-hydrology, mass communication, chartered accountancy, and general management.
- ASA also works with a group of Associate Consultants who are engaged on assignment basis. The Associate consultants are regularly involved in the programmatic interventions of ASA.
- There are more than 350 para-professional staff.



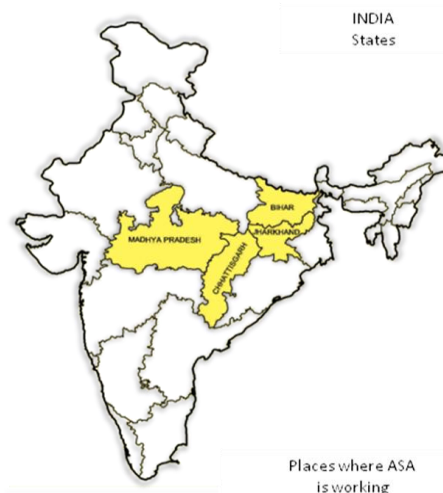
Operational Area :

ASA is operational in 29 districts of Madhya Pradesh, Chhattisgarh, Jharkhand and Bihar.

The operational area is divided into 3 tiers viz:

- 5 Regional structures (MP West, MP East, Bundelkhand, Bihar & Jharkhand and Chhattisgarh);
- 12 Area Offices;
- 50 Team Offices.

Head Office of ASA is at Bhopal, M.P.



Mission:

Ensuring livelihoods of poor people through providing developmental services, in particular through natural resources development.

Core values and objectives :

ASA’s approach to development is firmly founded upon participatory action at the community level. At the heart of the organisation is the aim of developing livelihood security, which is facilitated by an intensive participatory process of natural resources development and local institutional development. Particular emphasis is placed upon the poor and women.

Areas of expertise :

The key competencies of ASA can be broadly categorized into:

- Field implementation of projects especially in community based natural resources management sector which includes community mobilization and participatory implementation of NRM programs, financial inclusion, sustainable agriculture, promotion of farmer producer companies, capacity building of PRIs, etc,
- Development support (Technical support) to the NGOs, Government departments / projects and donor organizations in the areas of NRM including sustainable agriculture, farmer producer companies, project management and institutional development.
- Action Research, Training, consultancy and policy advocacy in the areas of NRM

Governance system:

The governing and executive body of ASA provides the overall governance, determining policies, programmatic directions and oversees the progress of the projects / programme. It provides financial approvals to the annual budgets.

The Board meets twice a year. The Financial Sub-Committee, constituted from within the board and experts, looks into the financial aspects of organization including budget, programmatic funding, investments of corpus fund, and internal audit mechanism.

Awards and recognition:

- a. ASA was awarded best Indian NGO in the medium category in 2008 by the Nand and Jeet Khemka Foundation and Resource Alliance.
- b. ASA was awarded the best NGO in the Participatory Irrigation Management by the Central Water Commission and M.P. Water Resources Department in 2005
- c. The Director of ASA has served as member in the National Advisory Council (NAC) of the Government of India from June 2012 till May 2014.
- d. The Director of ASA is a Member of Agriculture Sector Innovation Council, GoI since 2013
- e. For three consecutive terms since 2009 ASA has been elected in the Executive Board of the Round Table for Responsible Soy Bean Association, a global multi-stakeholder platform for improving soy bean value chain (www.responsiblesoy.org).

Key Donors (on-going and past):

Sr.#	Donor	Sr.#	Donor
Government			
1.	Ministry of Rural Development, SJSY Division, Gol	7.	Panchayats & Rural Development Dept., Agriculture Department and Dept. of Water Resources Development, Govt. of M.P.
2.	Small Farmers' Agribusiness Consortium, Ministry of Agriculture,	8.	Jharkhand State Livelihood Promotion Society, Govt. of Jharkhand
3.	Indian Council for Agriculture Research, Gol	9.	NABARD - M.P. & Bihar
4.	Bihar Rural Livelihoods Promotion Society, Government of Bihar	10.	Jawaharlal Nehru Krishi Vishwa Vidyalaya, M.P.
5.	GAIL, Govt. of India	11.	Odisha Tribal Empowerment and Livelihood Project, Govt. of Odisha
6.	Bharat Heavy Electricals Ltd. Govt. of India		
National Donor Organization			
12.	Sir Dorabji Tata Trust, & Allied Trusts Mumbai	15.	Sir Ratan Tata Trust, Mumbai
13.	ITC Ltd., Kolkata	16.	India Canada Environment Facility, New Delhi
14.	ARGHYAM, Bangalore	17.	M.S. Swaminathan Research Foundation, Chennai
International Donor Organisation			
18.	UK-DFID, New Delhi	24.	Aga Khan Foundation (I), New Delhi
19.	UNDP, New Delhi	25.	Canadian High Commission, New Delhi
20.	International Livestock Research Institute (ILRI)	26.	SOLIDARIDAD, Netherlands
21.	Savitri Waney Charitable Trust, U.K	27.	IDH, Netherlands
22.	Ford Foundation, New Delhi	28.	HIVOS, Netherlands
23.	The World Bank, New Delhi		
Financial Institutions (credit support)			
29.	ICICI Bank Ltd., Mumbai	33.	HDFC Bank Ltd., Chennai
30.	Ananya Finance for Inclusive Growth Pvt. Ltd, Ahmedabad	34.	State Bank of India, Bhopal
31.	Indian Bank, Bhopal	35.	Friends of World Women Bank , India
32.	Rabo Bank Foundation, Bhopal	36.	Friends of World Women Bank , India

The Board of Trustees:

Name	Designation	Occupation
Dr. Amita Dinesh Shah	Patron	Director, Gujarat Institute for Development Research (GIDR), Ahmedabad
Dr. Yogesh Kumar	Chairperson	Director, SAMARTHAN (NGO), Bhopal
Mr. Apoorva Oza	Trustee	Chief Executive Officer, Aga Khan Rural Support Programme (I), (NGO), Ahmedabad ,
Mr. Ashis Mondal	Director & Managing Trustee	Chief Executive Officer, Action for Social Advancement (NGO), Bhopal
Mr. Binoy Kumar Acharya	Trustee	Director, UNNATI, (NGO), Ahmedabad
Ms. Gangana Jayanthi	Trustee	Programme Director-HR, Action for Social Advancement (NGO), Bhopal
Ms.Prema Gera	Trustee	Independent Consultant, Gurgaon
Mr. Samir Kumar Ghosh	Trustee	Independent Development Consultant, Pune
Mrs. Soma Dutta	Trustee	Independent Development Consultant, New Delhi
Mr.Soumen Biswas	Trustee	Working in UNDP, New Delhi
Mr. Subhash Mittal	Trustee	Chartered Accountants, New Delhi
Mr. Subrato Dasgupta	Trustee	Associate Director, Solution Specialist , IBM
