



# *Brief Organisational Profile of Action for Social Advancement (ASA)*

December, 2016

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**Name** Action for Social Advancement (ASA)

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**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)  
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Website: [www.asaindia.org](http://www.asaindia.org)  
**Year of establishment** 1996  
**Registered Under** Gujarat Societies Registration Act, 1860,  
&  
Bombay Public Trust Act, 1950

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**Programme Coverage:** Working in: 15 districts in M.P., 3 districts in Bihar, 1 district in Chhattisgarh and 4 districts in Jharkhand, in around 1690 villages. Directly working with over 179,000 poor rural families or nearly 9,50,000 population.

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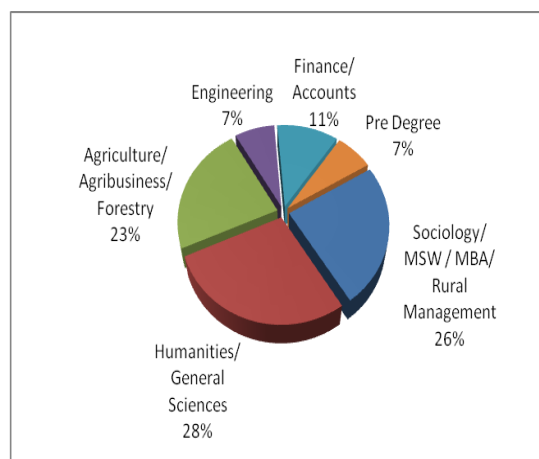
**Programmes:**

- **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 150 professionally qualified staff as on December, 2016.
- 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 170 para-professional staff.



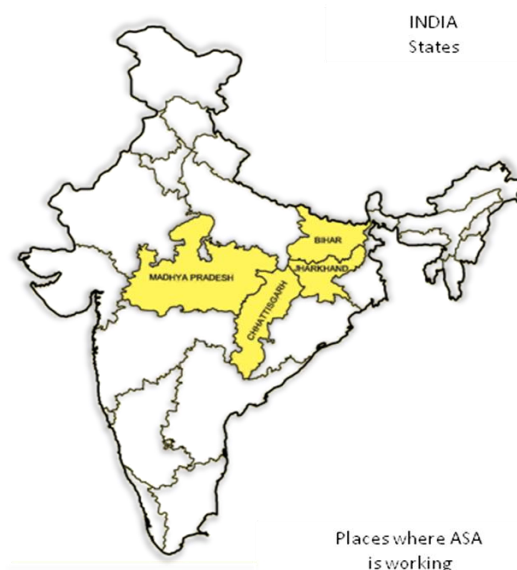
## Operational Area :

ASA is operational in 23 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);
- 10 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:

<ul style="list-style-type: none"><li>▪ Best Indian NGO in the medium category by the Nand and Jeet Khemka Foundation and Resource Alliance, 2008</li></ul>
<ul style="list-style-type: none"><li>▪ Central Water Commission: Best NGO in the Participatory Irrigation Management by the Central Water Commission and M.P. Water Resources Department, 2005</li></ul>
<ul style="list-style-type: none"><li>▪ Consultative Status<ul style="list-style-type: none"><li>• National Advisory Council (2012-14), GOI</li><li>• NABARD for FPO development</li><li>• Standing Working Group Member of C.G. Planning Commission</li><li>• Member, Sector Innovative Council, DAC, GOI</li><li>• Executive Body Member, Round Table for Responsible Soybean Association</li></ul></li></ul>

**Key Donors (on-going and past):**

Sr.#	Donor	Sr.#	Donor
<b>Government</b>			
1.	Ministry of Rural Development, SJSY Division, GoI	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, GoI	8.	Jharkhand State Livelihood Promotion Society, Govt. of Jharkhand
3.	Indian Council for Agriculture Research, GoI	9.	NABARD - M.P. & Jharkhand
4.	Bihar Rural Livelihoods Promotion Society, Government of Bihar	10.	Odisha Tribal Empowerment and Livelihood Project, Govt. of Odisha
5.	GAIL, Govt. of India	11.	Rural Development Department, Govt. of Jharkhand
6.	Bharat Heavy Electricals Ltd. Govt. of India	12.	Panchayats & Rural Development Dept., Chhattisgarh
<b>National Donor Organization</b>			
13.	Sir Dorabji Tata Trust, Mumbai	20.	Sir Ratan Tata Trust, Mumbai
14.	JRD Tata Trust	21.	International Finance Corporation, New Delhi.
15.	ITC Ltd., Kolkata	22.	India Canada Environment Facility, New Delhi
16.	ARGHYAM, Bangalore	23.	M.S. Swaminathan Research Foundation, Chennai
17.	Hindustan Coca Cola Beverages Pvt.Ltd	24.	Navajbai Ratan Tata Trust, Mumbai
18.	Jamshetji Tata Trust	25.	Collectives of Integrated Livelihood Initiatives (CINI)
19.	Axis Bank Foundation		
<b>International Donor Organisation</b>			
26.	UK-DFID, New Delhi	34.	Canadian High Commission, New Delhi
27.	UNDP, New Delhi	35.	SOLIDARIDAD, Netherlands
28.	International Livestock Research Institute (ILRI)	36.	IDH, Netherlands
29.	Savitri Waney Charitable Foundation, U.K.	37.	HIVOS, Netherlands
30.	Ford Foundation, USA	38.	Lutheran World Relief (LWR), Baltimore, USA
31.	The World Bank, New Delhi	39.	Bioversity International, Italy
32.	C&A Foundation, Switzerland	40.	Rabo Bank Foundation, Netherlands
33.	Aga Khan Foundation (I), New Delhi		
<b>Financial Institutions (credit support to SHGs/FPOs promoted by ASA)</b>			
41.	ICICI Bank Ltd., Mumbai	44.	HDFC Bank Ltd., Chennai
42.	Ananya Finance for Inclusive Growth Pvt. Ltd, Ahmedabad	45.	State Bank of India, Bhopal
43.	Indian Bank, Bhopal	46.	Friends of World Women Bank, India

## The Board of Trustees:

Name	Designation	Occupation
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. Subrata Dasgupta	Trustee	Associate Director, Solution Specialist, IBM

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