

23rd Annual Report
2018-19

“Ensuring Livelihoods
with Equity & Dignity”

Working for rural development since 1996...



Masonry Stop dam, Village: Bilaspur, Sarguja District, Chhattisgarh

Front Cover Photo: Doha- low cost water harvesting structure built on the stream beds to augment ground water recharge, District Dindori, Madhya Pradesh

Content

Foreword by Director
Our Governance
Outreach & Impact
Our Partners in development
Our Mission, Objectives
Statistical Overview
Program Area Profile
Employment Generation through intensified farm activities
Livelihoods Enhancement Model

Chapter 1

Empowering Communities and Building Community Institutions

Chapter 2

Stimulating Sustainable Economic growth through Natural Resources Development

Chapter 3

Enhancing Agriculture Productivity for Sustainable Livelihoods

Chapter 4

Strengthening Farmer Producer Organizations for Value Chain Linkage

Chapter 5

Social Research, Training and Documentation

Chapter 6

Governance and Institutional Development

Chapter 7

Convergence with Government Program and Community contribution

Chapter 8

Financial Overview

ASA Team - Photo

Organisation Structure

Statutory Auditor - M/s S.L. Chajjad & Associates, Bhopal, Madhya Pradesh

Internal Auditor - M/s L.K. Maheshwari & Co. Bhopal Madhya Pradesh

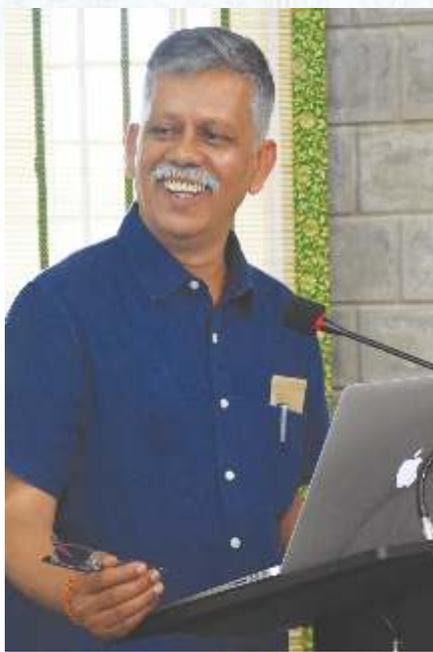
Bankers - Bank of Baroda, Bhopal, Madhya Pradesh

- State Bank of India, Bhopal, Madhya Pradesh

- AXIS Bank, Bhopal, Madhya Pradesh

HDFC Bank, Bhopal, Madhya Pradesh

Foreword



Ashis Mondal
Director

Dear Readers,

It is with great delight that I present to you the progress achieved in strengthening livelihoods of our communities in the hinterlands of Madhya Pradesh, Chhattisgarh, Jharkhand, and Bihar in the year 2018-2019. We consider ourselves fortunate to be keen participants in the field of rural development and remain optimistic about our future pathway. At the same time, our attention is drawn towards a few pertinent questions rooted in the larger context of the sector. A broad spectrum of agencies in India has been working incessantly over the decades in improving rural lives with encouraging outcomes. Nevertheless, the bottom 10 percent often asset-less households are still untouched by the development benefits. What hinders the flow of benefits to this segment of ultra-poor families?

Empowerment of communities is often cited as the ultimate tool for poverty reduction. However, what we notice is that empowerment without asset often doesn't mean much for the ultra-poor households. We all need to reflect and work around this aspect in a more concerted manner to bring every poorest household under the fold of development, thereby, strengthening the grass-root democracy. As a response to this scenario, ASA has been gradually shifting its focus to areas in eastern Madhya Pradesh, Chhattisgarh, and Jharkhand, which are still home to many ultra-poor families.

Another subject that constantly occupies our mind space is how to achieve the goal of doubling farmers' income by the year 2022. The current dispensation at the Center has reiterated its commitment towards the same time and again. To turn it into a reality, there is a need for sustained and enormous investments and efforts from various stakeholders and not just from the Government alone.

We believe that around 2,50,000 gram panchayats, provided their capacities are enhanced, have an undeniable potential in being a vital facilitator in realizing the goal of doubling farmers' incomes since they are closest to the farmers. This is more so important since multiple Union Government Ministries and departments at the state level work on rural development and synergies among them is not always and easily possible. Thus, focusing on gram panchayats as a pivot for convergence may yield better results with consistency.

ASA as an approach works closely with gram panchayats by forming and operating various community institutions comprising local members. The focus is on a tripartite approach of land and water development, financial inclusion and market access and sustainable agriculture technologies to augment livelihoods.

We accomplished significant headway under various programs in 2018-19. Starting with the Self-help groups (SHGs), which are the primary vehicles of the ASA's developmental activities, 1,084 SHGs were formed/revived during the year. ASA up till now has supported 5,187 SHGs and their cumulative savings at end of March 2019 stood at Rs. 6,62,86,049/-. ASA also facilitated bank loans of Rs. 4,09,07,763/- for 591 SHGs during the reporting period.

Land and water resources are the principal facets of ASA's work. ASA has carried out land development and soil and moisture conservation work on 78,545 hectares of land over the years, thus, improving the land quality in the regions with the toughest terrain. The water resources development program of ASA is built around minor irrigation, which has resulted in an increased irrigated area of 3,141 hectares during the year and 33,125 hectares so far. Besides, Rs. 52,99,33,492/- worth of works were completed by leveraging resources from the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) and other government departments.

Another Rs. 1,56,65,000/- was mobilized through community contribution.

The agriculture productivity enhancement program of ASA continued to evolve in 2018-19 with more than 1,00,000 farmers equipped with sustainable agriculture practices and nearly the same number of farmers also were trained on Jimmedar Kheti (Responsible Farming) methods. Under the organic cotton program, ASA helped more than 8,000 farmers secure certification as organic producers in 2018-19. ASA also helped 1,554 farmers secure their crops against weather-related calamities by facilitating them to register under the Pradhan Mantri Fasal Bima Yojana during the year. ASA has also forged many collaborations since the last few years with reputed research institutes and agriculture universities focused on improved seed varieties. The current partnerships include collaborations with the CIMMYT and Syngenta Foundation for Maize variety development; FiBL, a Swiss research institute for participatory plant breeding of Non-GMO cotton varieties; Rajmata Vijayaraje Scindia Krishi Vishwavidyalaya (RVSKVV), Gwalior for varietal research; and National Bureau of Plant Genetic Resources, Indian Council of Agriculture Research for varietal promotion of traditional varieties; Bioversity International for varietal improvement and promotion of minor millets (Kodo & Kutki millets) and so on. The joint project with the J.K.Trust centered on livestock healthcare and breed improvement was further consolidated and scaled up with the addition of 10 more integrated livestock development centers taking

the total centers to 20 with each center catering to 15 to 20 villages to provide veterinary services.

ASA introduced the model of farmer producer organization (FPO) in India to collectivize small and marginal farmers and link them to the agri-value chain in 2005. ASA continued making strides on this front since then. An important outcome of this effort was the formation of the Centre for Incubation and Support for Smallholder Producer Organizations (CISSPO), a formal body to further the cause of the FPOs by engaging with them. Today, it directly works with 56 FPOs. During the year, the total shareholders of ASA supported FPOs touched 68213 with significant impact and values created at the member's level.

On the Institutional Development front, a series of capacity-building efforts were undertaken for the staff and automation of programs and HR processes were implemented. A major boost for ASA's operations was the completion of its office-cum-resource centre in Bhopal. The head office team moved to the new premises during the year and it is improving the operational efficiency. We are enthused with so many positive developments and we are fully geared for the coming times to make further favorable impacts through our work in the lives of our chosen communities. We, on behalf of our Board of Trustees, take the opportunity to thank our donors for their generous contribution to co-create values in the society; and to all our partners and stakeholders for their continued support and trust in our endeavour.

Sincerely,

Ashis Mondal



Shallow bore well beneficiary Smt. Lalita Dharmo Ekka, has increased threefold her paddy production post regular irrigation and increasing her farm income to Rs 1,50,000/ annually. Village: Soor, Sarguja District, Chhattisgarh.

Our Governance



Dr. Rita Sharma
Chairperson

Dr. Rita Sharma, a retired member of the Indian Administrative Service (IAS), served as Secretary to the Government of India in the Ministry of Rural Development. Dr. Sharma was the Secretary to the National Advisory Council in the Prime Minister's Office. She has served in the Board of International Rice Research Institute, Manila, and the ICRAF, Nairobi Her areas of specialization include development policy and planning, food and livelihoods security, climate-smart agriculture, skill development and empowerment of farm women.



Shri. Ashis Mondal
Director

Mr. Ashis Mondal is the founder Director of ASA. His major work experience spanning three decades includes the development of livelihoods for smallholders through natural resource management including sustainable agriculture and promotion of smallholders' organizations for agribusiness. He has significant consulting experience with the World Bank, FAO, Asian Development Bank, Planning Commissions of the Indian States and International NGOs. Mr. Mondal has served as member in several national and international advisory committees including the National Advisory Council, Government of India.



Shri. Binoy Acharya
Trustee

Mr. Binoy Acharya is the Founder Director of "UNNATI - Organization for Development Education". Mr. Acharya has been working as a researcher and public educator to promote social inclusion and democratic local governance. For more than two decades, he has been associated with movements, networks and government forums relating to Dalit rights, gender issues, and decentralized governance.



Ms. G. Jayanthi
Trustee and Program Director (HR)

Ms. G. Jayanthi is a post-graduate in forestry management from the Indian Institute of Forest Management, Bhopal. She has nearly three decades of experience in the development work. Ms. Jayanthi is one of the founding members of ASA. She specializes in community organization, natural resource management, livelihoods promotion, and institutional development. She steers the human resources development activities in ASA.



Shri. Madan Mohan Upadhyay
Trustee

Mr. Madan Mohan Upadhyay, a retired member of the Indian Administrative Service (IAS) has experience of over thirty years in public service. Mr. Upadhyay served in Madhya Pradesh and Chhattisgarh in diverse capacities in various departments such as agriculture, rural development, food and civil supplies, health and education. He has written several books on diverse topics. He retired as Additional Chief Secretary to the Government of Madhya Pradesh.



Ms. Prema Gera
Trustee

Ms. Prema Gera is a former Official from the United Nations where she served in different capacities from 2002 to 2013 with the last position being of the Assistant Country Director and Head of the Poverty Program at UNDP India. Ms. Gera has over twenty five years of experience in social mobilization, rural development, and women's empowerment. She has been involved in program design, program management, and policy advocacy.



Shri. Samir Ghosh
Trustee

Mr. Samir Ghosh currently works as a senior consultant with the World Bank and UNDP. He has previously worked as a senior consultant with UNICEF India as Social Planning expert. Mr. Ghosh has also undertaken various projects and research studies for several national and international organizations in social inclusion especially for persons with physical and mental challenges. He has been advising many state governments on matters related to social inclusion policy.



Ms. Soma Dutta
Trustee

Ms. Soma Dutta, a post-graduate in Rural Management from IRMA, Anand, has been working extensively for about thirty years for energy and sustainable development with a special focus on gender. Ms. Dutta works as an independent consultant associated with reputed national and international organizations. Asia and Africa are the focus areas of her work.



Shri. Subhash Mittal
Trustee

After working as a Chartered Accountant in the United Kingdom and India (with PwC), Mr. Mittal chose to work in the social development sector and has been associated with agencies such as UNICEF, World Bank and DANIDA and reputed CSR organisations. His experience includes public project and organization appraisals, financial management, accountability assurance, and public expenditure.



Shri. Subrata Dasgupta
Trustee

Mr. Subrata Dasgupta has been in the financial sector of the IT industry for more than thirty years. He has managed organizations, software development groups, and large projects. Mr. Dasgupta has subject matter expertise in financial solutions, including Retail Banking, Micro-Finance, Stock Exchange, Securities Processing, Custodial Services, and Accounting. After retiring as Associate Director, India/South Asia region in IBM, he has been working as an independent consultant.



Dr. Yogesh Kumar
Trustee

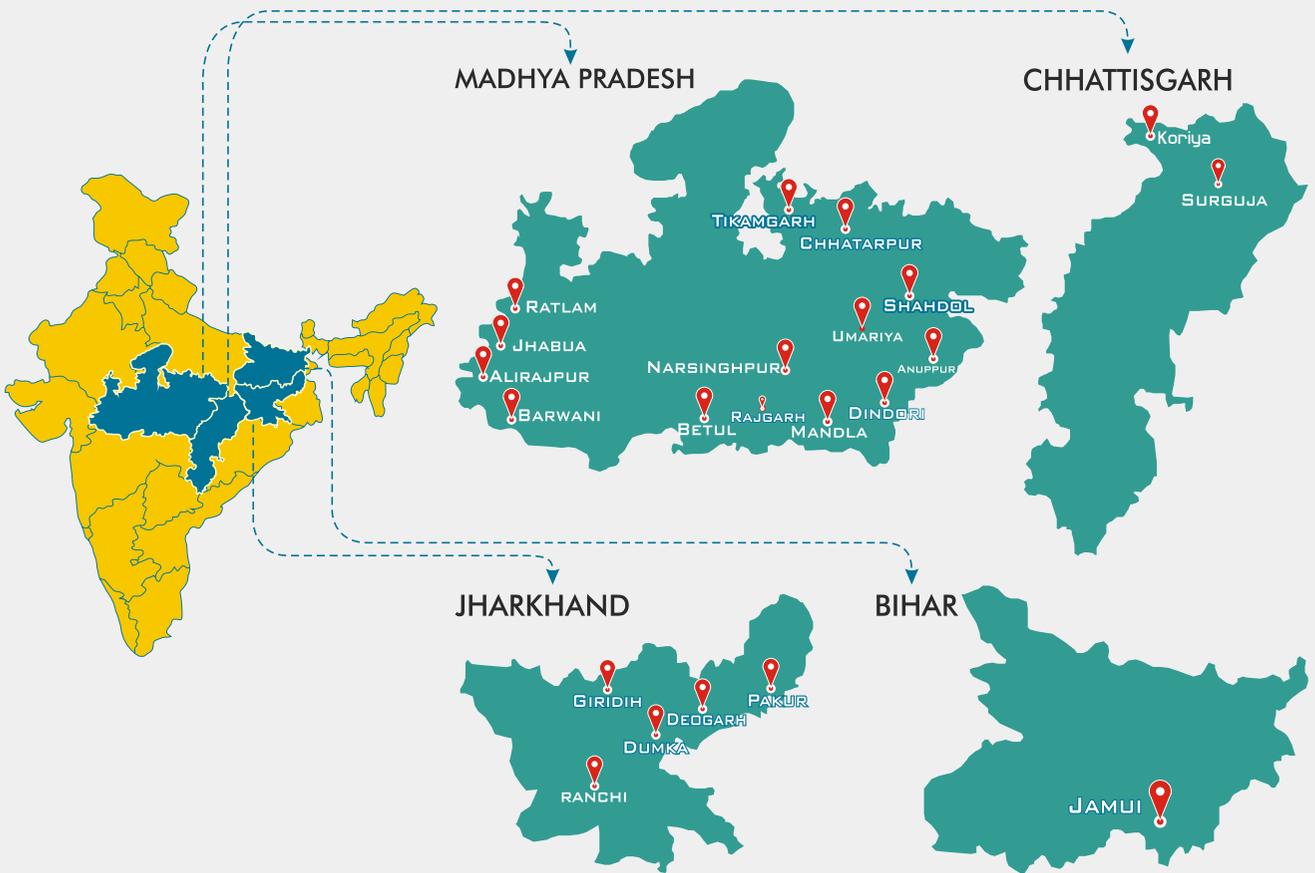
Dr. Yogesh Kumar is the founder Director of "Samarthan - Centre for Development Support", Bhopal, which primarily works for strengthening civil society efforts to promote participatory development and governance in Madhya Pradesh and Chhattisgarh. Samarthan also provides management support to NGOs, facilitates participatory and strategic planning in development programs and engages in research and policy analysis, besides working on strengthening Panchayati Raj Institutions and urban local bodies.

Outreach & Impact

4
States

22
Districts

45
Community
Development
Blocks



We work in **2,208 Villages** with **3,11,200 Families**

Our Team is spread across



Comprising of **172** qualified development professionals
with a range of specialisations and **268** barefoot professionals

Our Partners in development (Past & Present)

Acknowledgements for supporting our mission of ensuring livelihoods with equity and dignity

Government



National Organisations



International Organisations



Financial Institutions





Mission

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

Core Values and Objectives

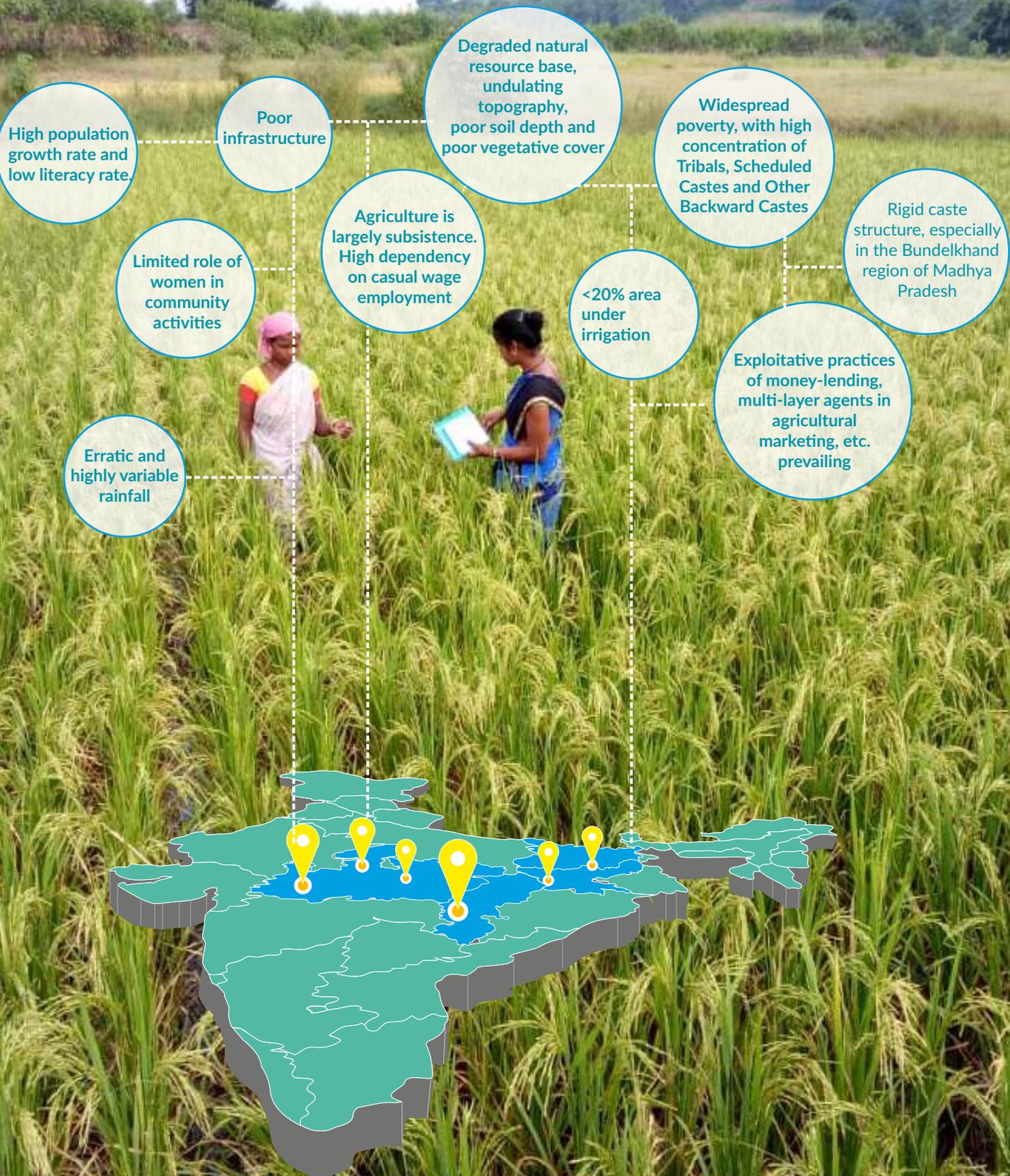
ASA's approach to development is firmly founded upon participatory action at the community level. At the heart of the organization is the aim of developing livelihood security, which is facilitated by an intensive participatory process of natural resources development and local institutional development.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

Statistical Overview

As on 31st March, 2019

Parameters	Unit	Progress 2018-19	Progress (Cumulative)
♥ Districts Covered by ASA's Operation	No.	03	22
♥ Villages Covered by ASA's Operation	No.	428	2208
♥ Families under Program	No.	86250	311200
♥ Staff as on 31 March, 2018	No.	172	172
♥ Barefoot professionals	No.	268	268
♥ Land & Water Resources Development			
Area treated for soil conservation	Ha.	200	78545
Water harvesting structures			
Masonry Stop dam	No.	3	280
Earthen Tank	No.	1	109
Dugout Pond/Farm Pond	No.	13	510
Group dugwell	No.	264	3317
Canal restoration.	Running. Mt.	0	31137
Group Lift Irrigation	No.	17	157
Micro sprinklers & drip irrigation systems.	No.	46	557
Shallow bore well.	No.	535	1086
Doha (Sunken Pond)	Ha.	405	418
Irrigation potential created.	Ha.	3141	33125
♥ Agriculture Productivity Enhancement			
Varieties Tested for Participatory Selection (All Crops)	Ha.	41	267
On-farm Trials for Varietal Selection	No.	968	6973
Farmers Field Trials on Good Agriculture Practices	No.	705	8809
Vegetable Gardens (in 0.1-0.2 Acre plot)	No.	12206	22756
Farmers Practicing Certified Organic	No. farmer	12065	12065
Farmers Practicing Responsible Cropping	No. farmer	112745	260074
♥ Formation of Farmer Producer Organisation (FPO)	No./member	5603 (Members added this year)	56/68213
♥ Self Help Groups	No.	1,084	5,187
♥ Skilling Rural Youth			
Youth Trained	No.	470	1526
Youth Placed	No.	238	633
♥ Community Training			
ASA so far has trained over a million farmers and facilitated their adoption of Good Agriculture Practices, leadership and institution management .			

Program Area Profile



Employment Generation through Intensified Farm Activities



Livelihoods Enhancement Model

Land & Water Resources Development
(Focus on Water Resources Development)



ASA is a firm proponent of the belief that natural resources are intrinsically linked to the livelihoods of rural people. The land, water, and vegetation resources are core to agricultural activity, which still supports 60 percent of the Indian population. Hence, their effective preservation and management are of utmost significance. ASA's approach to livelihoods enhancement has evolved from the above scenario and comprises three strands, which are natural resources augmentation, promotion of sustainable agriculture practices for intensification and diversification of agriculture and market access to agriculture (credit, value chain linkages, insurance, etc.). The local community institutions formed by ASA are fundamental to administering this threefold effort. ASA places a special emphasis on the rural poor and the women in this model.

The issues associated with rural livelihoods are complex and an interplay of multiple factors. The situation is more so difficult for small landholders to deal with on their own. Thus, a multifaceted approach needs to be adopted.

ASA's programs are multipronged and work on: (a) creating a long-lasting asset base at the family and community level as means of production, (b) ensuring institutional support through local community institutions at the primary and secondary level, (c) providing comprehensive solution packages (farm to market), and (d) offering continuous technical support. We believe the wide-range of our programs and our perseverance in their implementation enable us to achieve livelihoods outcomes that we aim.

Chapter 1

Empowering Communities and Building their Institutions

ASA develops Community-Based Organizations (CBOs) with an intent to advance the lives of a group of people. CBOs comprising groups such as self-help groups (SHGs), Users' Groups, Farmer Producer Organizations (FPOs) form the bedrock of all the programs of ASA. These groups are focused on different activities spanning from savings and access to credit to livelihoods to other development activities. They perform an essential role in realizing the goals of various programs facilitated by ASA for securing their livelihoods.

Acknowledging and building on the central role of women in bringing about development in their communities, **98 percent of the SHGs promoted by ASA are women SHGs.** The SHGs are the fundamental platform for women to team up to reverse their position of marginalization at the household and community level to one that facilitates their evolution in confident individuals taking on greater roles within their family and community.

An SHG promoted by ASA is a small group, typically composed of 12-15 women from the same settlement. The activities of an SHG kick off with the members making small regular savings contribution and extending low-volume loans among themselves. As the SHGs mature, they are linked to banks to take care of their larger credit needs. Apart from

enhancing their social standing, the SHGs make a vital contribution in providing financial independence to women members. For effective management and building capacities of the SHGs, ASA identifies barefoot professionals within the communities. The barefoot professionals are tasked with conducting regular SHG meetings, maintaining their books of accounts and are paid on an assignment basis. A software is used to store all the data on SHGs for easy access, analysis, and feedback on a real-time basis.

In the year 2018-19, ASA modified its strategy to further consolidate its SHG program. The addendum to the strategy comprised (a) strengthening the existing SHGs through intensive regular meetings and trainings instead of forming new ones and (b) revival of defunct SHGs formed under other government programs in many areas. Consequently, the **strengthening of SHGs has further increased the involvement of communities in the program implementation, thus, leading to better targeting, selection, and implementation of the development activities.**

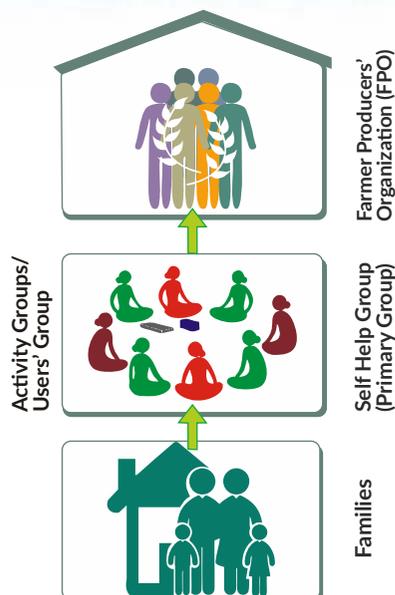
Over the course of the reporting period, ASA organized 257 training programs for 4119 members on savings, leadership development, documentation of records, internal loaning, livelihood activities and to resolve social issues. Different Trainings of Trainers (TOT) on SHG development were also held across project locations.



Board member of "Nanpur Adiwasi Kisan Producer Co. Ltd." Alirajpur, sharing achievements of her company in the FPO convention organized by ASA and participated by more than 500 shareholders from 37 FPOs across ASA operational areas.

The year 2018-19 saw ASA forming/reviving 1,084 SHGs. The accumulated savings of 5,187 ASA promoted SHGs stands at INR 6,62,86,049/- till March, 2019. During the reporting period, ASA also facilitated bank credit linkage for 591 SHGs for an amount of INR 4,09,07,763/-.

Community Institution Model



SHG members participate in MGNREGS awareness rally demanding for their entitlements under MGNREGA, Jharkhand.

ASA employs a special custom-made software, "Samuh Soochna Sahayak" (S3) to meet its SHG data management needs. This exclusive software comes with an in-built feature of operating in an offline mode for data entry purpose from remote locations, where internet connectivity is erratic, thus ensuring regular software usage. At the time of internet connectivity, the data is uploaded on the Web, which is further used for detailed reports generation and analysis.

The software has achieved optimization of the SHG program's data management from entry to processing, to report generation leading to improved decision-making and expedited action.

Another step in the direction of digitization of SHGs during the year was the ASA's partnership with the project E-Shakti, which is an initiative of Micro Credit and Innovations Department of NABARD. The project aims to attain digitization of all the SHGs in consonance with the Government of India's push to digitization in the country. Under this collaboration for Mandla district, ASA facilitated digitization of the data of 230 SHGs, which has been uploaded in NABARD's E-Shakti software. All the 230 SHGs have also been covered under Government of India's Social Security scheme during 2018-19.

Community Institutions	Progress 2017-18	Progress 2018-19	Cumulative Progress
Watershed Development Committee (Nos./ members)	0	1/8	150/1998
Water Users' Group (Nos./ members)*	31/604	4/223	650/6519
Water Users' Association (Nos./ members)	0	0	11/4200
Lift Irrigation Groups (Nos./ members)	15/225	17/306	157/2297

*groups managing water bodies like stop dam and earthen tanks



SHG members involved in planning of MGNREGS, Village: Dulhari, Umaria District, Madhya Pradesh

Self Help Groups	Progress 2017-18	Progress 2018-19	Cumulative Progress
No of SHGs formed	681	1084	5187
Total Members	7,736	11,389	59,504
Women Members (No./%)	7,736/100%	11,389/100%	59,504/100%
Total Savings mobilized (₹)	1,13,81,106	1,38,38,760	6,62,86,049
Total Internal Loan Given (₹)	2,14,18,061	75,25,106	6,14,65,873
Bank Loan Received (No./ ₹)	342/5336040	591/4,09,07,763	933/11,57,46,586

Local Youth Groomed as "Barefoot Professionals"

To ensure prolonged and efficient service delivery to the members, ASA has entwined its various CBOs with the Barefoot Professionals (BP), who are local youth selected by ASA. ASA has devised a systematic onboarding process for these professionals, who go through an intensive on the job training followed by a growth trajectory. Since they are from within the communities and go through a well-defined absorption program, their integration in their roles of technical experts and technology agent serving their community is seamless. Moreover, the strategy also ensures local-level job creation. Each BP is nurtured to cater to about 200-300 farmers. The BPs are paid based on the tasks performed and have been trained to try out various innovative approaches in service delivery. During the year, 268 BPs have worked in ASA programme and they have attended number of refresher training conducted for them.

Converging on Multi-dimensional Change

Farmer producer organizations along with women SHG are the core architect of ASA's livelihoods programme primarily focused on small and marginal farmers. ASA's numerous years of experience has led it to the belief that these groups are one of the most effective pathways for not only addressing the challenges of agriculture but also bringing around overall development of the villages. ASA and Transform Rural India Foundation work on a project - 'Multi-Sector approach for Holistic Development of Tribal Community' in Ranapur block of Jhabua district with 8,000 families in 89 villages and Rajpur block of Barwani district with 18,000 households in about 80 villages.

The project works on facilitating an interface between Farmers' Collectives, Panchayati Raj Institutions, and government functionaries to achieve comprehensive livelihood development of the target community.

The project approach is to ensure maximum community participation in institutionalizing the system of local self-governance, preferable through women, to bring about multi-dimensional change. The objective is to improve access and use of basic amenities such as education, drinking water and sanitation, livelihood enhancement, health, and nutrition.

Besides facilitating farmers' collectives and panchayats to achieve various livelihood activities by converging with the government schemes, the project also has made inroads to secure 166 drinking water facilities from fluoride contamination, facilitated submission of 5,120 applications for construction of toilets in convergence with the government program and establishment of eight Children Activity Center. 849 Change Vectors on Health, Education, and Governance developed and deployed with village organizations and SHGs



Fortnightly meeting of Self Help Group and regular interaction on the bookkeeping updates, Jharkhand

Other Programmatic Interventions



Water wheel being used for easy transportation of drinking water, Village: Nargi



Solar based drinking water supply through installation of water tank, Village: Bandhavabada



Drudgery reducing biomass stoves being used by SHG member, Village: Khelmania



Furniture provided to Anganwadis and walls painted with BaLA painting has ensured a friendly atmosphere for children



Furniture provided in Government primary schools, Village: Patkai



Training being provided to school teachers on digital smart class, Village: Bicharpur



Government primary schools have been given a new look through BaLA paintings, Village: Lamro

Soft Skills Training for Rural Youth to Enhance their Employability

ASA launched a program focused on rural youth aged between 18 to 30 years under the flagship of "Skilling Rural Youth" with the assistance of the Ernst & Young Foundation last year. ASA delivers this project in five blocks of Mandla, Dindori and Anuppur districts in Madhya Pradesh and Sarguja district of Chhattisgarh. The project endeavors to help employable young people establish themselves in an environment of competitive job scenario by equipping them with skills in different vocations coupled with soft skills in an interactive learning and mentoring environment. The project also works on providing access to employment opportunities to the youth.

This was the second year of the project and it has resulted in different positive outcomes. These include the pursuit of higher education by the employed candidates alongside their jobs unlike earlier, thus raising their aspirations and career goals. The project has more importantly encouraged a lot of female candidates to come forward and undertake training, thus, actualizing their professional aims. Providing a sense of purpose and means to achieve the same, the project has led to an environment of overall positivity among the youth.

The skilled have been placed in companies such as Anant Spinning Mills, Vardhaman Textiles Limited, Yuva Parivartan, Navkisan Bio Plant Limited, Kushal Kisan, Shiv Shakti, and Pradhanmatri Kaushal Kendra.



Aspirant youth attending automobile motor repairing training at PACE Automobile Training Center at Bhopal facilitated by ASA



Trained youth placed in Emerald Royal Resorts in Ahmedabad and Daman & Diu through a Placement Agency

In their own words...



Name: Jyoti Bairagi
Village: Mohgaon
District: Mandla, Madhya Pradesh

I hail from a small village in Mandla district. Like every youth of my age, I always aspired to find a decent job and earn on my own. However, having studied only till the eighth standard, I found this to be hampering my job prospects. We have an ASA promoted SHG in our village through which I learned about the SRY initiative. I was excited about the project and enrolled in the training. Today, I attended training ASA Office through which I got admitted in Pace Institute in Bhopal where I took training for two months in Hotel Management. Now I am employed with Hotel Baghban Palace in Harda, and earn a decent salary every month and complimentary stay and meals.



Name: Manoj Yadav
Village: Mohari
District: Anuppur, Madhya Pradesh

Before joining the SRY initiative, my knowledge about various career avenues was limited. I am thankful to the project team, which helped me chart a career path in the government sector by helping me join Zilla Panchayat, Anuppur. Working in the government sector provides one an opportunity to receive multi-dimensional learning. Today, I am earning Rs. 10,000/- per month and am gearing up for a long innings in the sector.



Name: Bhanmati Yadav
Village: Mohari
District: Anuppur, Madhya Pradesh

The SRY intervention helped me build on my motivation to train and find a job, which involves interacting with people. After completing my training, I found a placement in Hotel Plum Resort in Bhopal. I draw a decent salary here along with complimentary stay and meals and work as Public Area Attendant, where I interact and help the guests at our resort. My family is also happy with my professional progress.

Chapter 2

Stimulating Sustainable Economic Growth through Natural Resources Development

Land is a fundamental asset in sustained rural livelihoods creation and this is the main tenet that drives the ASA's Land and Water Resource Development (LWRD) program. The steadfast focus of the program is on the restoration and management of the available natural resources in the rural areas to facilitate livelihoods augmentation.

ASA has over the years developed an expertise in leveraging a large amount of public fund to drive the program, which is activated with the donors' funds. Mahatma Gandhi NREGA has been the main source of leveraging funds for years. Every family in villages is entitled to around INR. 20,000/- per annum under MGNREGA as guarantee for wage employment. This readily available source of public fund is used to meet the investment need for land and water development for ASA's program households. ASA combines this by assuming the role of a technical facilitator and developing a well-defined project design at the village level, which comprises efficient targeting, planning, and implementation for the gram panchayat. This model, built around supporting the gram panchayats and community groups in all its program areas, has yielded successful results.

In Jharkhand, ASA in collaboration with the State Government has been working in six Blocks as Technical Support Agency (TSA) to support gram panchayats for effective planning and implementation of Mahatma Gandhi NREGA. The programme covers more than 600 villages. The programme implementation efficiency is found to be far better than blocks without the support of the TSA, as found by various internal assessment of the Jharkhand government.

Encouraged by the results ASA in collaboration with the Rural Development Department (RDD) of GoJH represented by the JSLPS and the Mahatma Gandhi NREGA Council has started another big project in five Blocks since January'2019. The programme is to support the JSLPS team and the village institutions created under their programme to leverage assets for livelihoods from the Mahatma Gandhi NREGA and services from the line departments to enhance livelihoods of the target group. The project is supported by the E&Y Foundation.

In the similar line a discussion is progressing with the Government of Madhya Pradesh for a large scale project of supporting gram panchayats and the State Rural Livelihood Mission for effective implementation of Mahatma Gandhi NREGA targeting creation of livelihood asset for land and water resources development for the poorer families



"Barrai Water User's Group" comprising of 20 farmers have come together for the upkeep of the Doha structures constructed on an earlier dried-up rivulet, Village: Barrai, Dindori District, Madhya Pradesh

Watershed Development

Large tracts of ASA program locations are marked by poor land productivity owing to multiple factors comprising high soil erosion, undulating topography, lack of irrigation and failure of monsoon. Hence, watershed management assumes a critical role in improving agricultural production. It focuses on enhancing land quality through judicious use of land and water resources for enhanced and persistent production while restoring the ecological balance. ASA's watershed program comprises arresting soil erosion, accelerating groundwater recharge, in-situ conservation of soil and moisture and harvesting of surface runoff.

Water conservation at the surface, as well as the sub-surface level, is vital in meeting the irrigation needs of land for improved production. ASA has been practicing the Small River Basin approach within watershed development for enhancing sub-surface water recharge. This approach is integrated with surface water harvesting and a range of other activities such as development of dug wells, small group lift irrigation projects, orchards, vegetable cultivation, improved seeds provision and adoption of Good Agriculture Practices to achieve crop intensification and diversification.

ASA's strategy is centered on prudent water use for livelihoods enhancement. The main facets of this strategy are:

- 💧 Responsible use of a finite and precious resource. Consequently, there is a high emphasis on surface water conservation in conjunction with land and agricultural development,
- 💧 Employing the small river basin approach within watershed development following the "ridge to valley approach", and
- 💧 Creating people's institutions around these interventions.

Presence of Users' Groups around each intervention (for example, small lift irrigation scheme) is essential for management of the asset for a long-term duration.



Progress under Land and Water Resources Development Interventions

Interventions	Units	2017-18	2018-19	Cumulative
Land development*/SMC Work	Ha.	306	200	78,545
Masonry Stop dam	Nos.	10	3	280
Earthen Tank	Nos.	6	1	109
Dugout Pond/Farm Pond	Nos.	104	13	510
Doha (Sunken Pond)	Nos.	0	405	418
Group dug wells	Nos.	66	264	3,317
Canal restoration	Running Meters	0	0	31,137
Group Lift Irrigation System	Nos.	15	17	157
Micro sprinklers/drip Irrigation	Nos.	92	46	557
Increase in irrigated area	Ha.	1,441	3,141	33,125
Drinking water Scheme	Nos.	0	0	7
Wadi-Horticulture plot	Nos.	0	0	468
Shallow Bore well	Nos.	418	535	1,046
Solar Drinking/Irrigation Schemes	Nos.	0	10	10

*includes soil and moisture conservation measures like treatment of drainage lines, field bunding, afforestation, land reclamation, etc.

The requirement for the large investments for the community development projects, primarily in disadvantaged communities is high. More often than not, such projects require investments much beyond the donor funding. In this scenario, leveraging Mahatma Gandhi NREGA fund works out to be a useful source for financing large community projects. ASA regularly taps Mahatma Gandhi NREGA funds for watershed development projects in various locations. ASA is also engaged with the government scheme called "Cluster Facilitation Team" in Jharkhand and offers in-situ support to gram panchayats to prepare and implement participatory watershed plans. The state and central governments have acknowledged the success of ASA's approach at various platforms. This approach resulted in more than 80 percent of the funds being invested into land and water resources development, mainly directed towards the development of private assets such as farm bunds, dug wells, farm ponds and patch plantation of horticulture crops

During the year, INR. 52,99,33,492/- worth of works were completed by leveraging resources from the Mahatma Gandhi NREGA fund and government departments

The creation of assets related to land and water resources development requires administrative and technical approval and budget allocations in advance. To streamline and automate the processes of LWRD program, ASA uses customized software, which covers the entire chain of an initiative from its proposal to its approval and tracking the financial progress. The software incorporates an entire spectrum of all the LWRD related sub-activities such as dug wells, farm ponds, shallow bore wells, etc. Furthermore, the software has a host of data including the site of a structure, technical parameters, cost, funding source and details of the beneficiaries.

Convergence of MGNREGA has created additional irrigation potential for 14534 Ha. of land

Summary of Activities through Convergence of MGNREGA

Interventions	Units	2017-18	2018-19	Cumulative
Land development*/SMC Work	Ha.	1,567	1,774	10,132
Large WHS-Earthen Tanks, Stop Dams	Nos.	43	35	413
Small WHS-Farm Ponds	Nos.	738	0	2,145
Dug Wells	Nos.	520	412	1,880
Canal Restoration	Running Meters	203	104	16,698
Area Increased for Irrigation	Ha.	5,524	4,678	14,534
Toilets	Nos.	829	3,427	4,256

*includes soil and moisture conservation measures like treatment of drainage lines, field bunding, afforestation, land reclamation, etc.



Stop dam constructed during the summer of 2018-19 shall be benefitting 171 families by irrigating around 200 hectares. Village: Bilaspur, Sarguja District, Chhattisgarh.



Trench cum bunding in upland, Village: Dumaria, District Jamtara, Jharkhand



Installation of drip irrigation system in mango orchard, Village: Gurleta, District Ranchi, Jharkhand

As part of tapping into the MGNREGS funds for watershed development projects, ASA is engaged with the government scheme called "Cluster Facilitation Team" in Madhya Pradesh and Jharkhand and offers in-situ support to gram panchayats to prepare and implement participatory watershed plans. The state and central governments have acknowledged the success of ASA's approach at various platforms.

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Water Resources Development for Minor Irrigation and Efficient Water Management

The Water Resources Development (WRD) component of the LWRD program concentrates on developing minor irrigation facilities for farmers. The WRD component adopts a comprehensive strategy of targeting both the demand as well as supply-side issues. The supply-side issues are addressed by developing an array of minor irrigation structures such as stop dams or masonry weirs in the river or stream, earthen tanks, farm ponds, lift irrigation systems, dug wells, restoration of canals and diversion based irrigation. The demand-side management issues are dealt with by promoting water-efficient devices like drip-irrigation systems and sprinklers, mainly through convergence with government schemes and on-farm water management practices. The other efforts to address demand-side management includes Participatory Irrigation Management for canal irrigation, developing user's groups for management of a newly created structure, awareness creation through village institutions such as SHGs, and Producers' Groups for on-farm water management like ridge and furrow method of irrigation, promotion of low water requiring crops, etc.

During the year, Rs. 52.99 crores worth of works were completed by leveraging resources from the MGNREGS and other government departments



Irrigation through farm pond, Sarguja District, Chhattisgarh

Stop Dams

Stop dams are small barriers constructed in small watercourses such as small streams or rivers primarily for water harvesting. The harvested water is stored in a small reservoir behind the structure. The downward pressure exerted on the reservoir helps force the stored water into the ground. The major advantage of the stop dams is that they assist in augmenting the water levels in nearby groundwater reserves and wells. The harvested water is majorly used for irrigation but can also cater to domestic needs or livestock. The responsibility of the upkeep and management of the structure is assigned to the benefiting farmers by grouping them in a water users' group and training them on the management of the structure. The benefiting households are involved right from the inception stages to the construction and later management of the dam. 10 to 15 percent of the cost is borne by the users of the dam for increased ownership and involvement in the form of labor and kind. ASA records and annually updated the status of each dam constructed or restored by it.



This Stop dam constructed in 2018-19 shall be benefiting 43 families by irrigating 36 hectares of land. Village:Nadra, Betul, Madhya Pradesh.

280 masonry stop dams have been constructed irrigating 3583 hectares and benefitting 4415 families so far. Additionally 413 stop dams and earthen tanks have been constructed through convergence of government programmes

Masonry stop dams

	Progress 2017-18	Progress 2018-19	Cumulative Progress
No. of masonry stop dam	10	3	280
No. of Beneficiary families	205	260	4415
Area under irrigation (ha.)	179	204	3583



This Stop dam constructed in 2018-19 shall be benefiting 34 families by irrigating 36 hectares of land. Village: Mokhamal, Betul, Madhya Pradesh.

Dugout Ponds/Farm Ponds

Dugout ponds are another useful means of small irrigation, which are preferred in the eastern regions of Madhya Pradesh, Chhattisgarh and Jharkhand owing to a favorable land gradient. These sunken structures are built at the lowest point of a farm to capture runoff water, which is used for irrigation. They also help in groundwater recharge. In 2018-19, 13 farm ponds were constructed, benefitting 39 families.

Farm Pond	Progress 2017-18	Progress 2018-19	Cumulative Progress
No. of Dugout/Farm ponds	104	13	510
No. of Beneficiary families	236	39	2240
Area under irrigation (ha.)	77.2	5	257



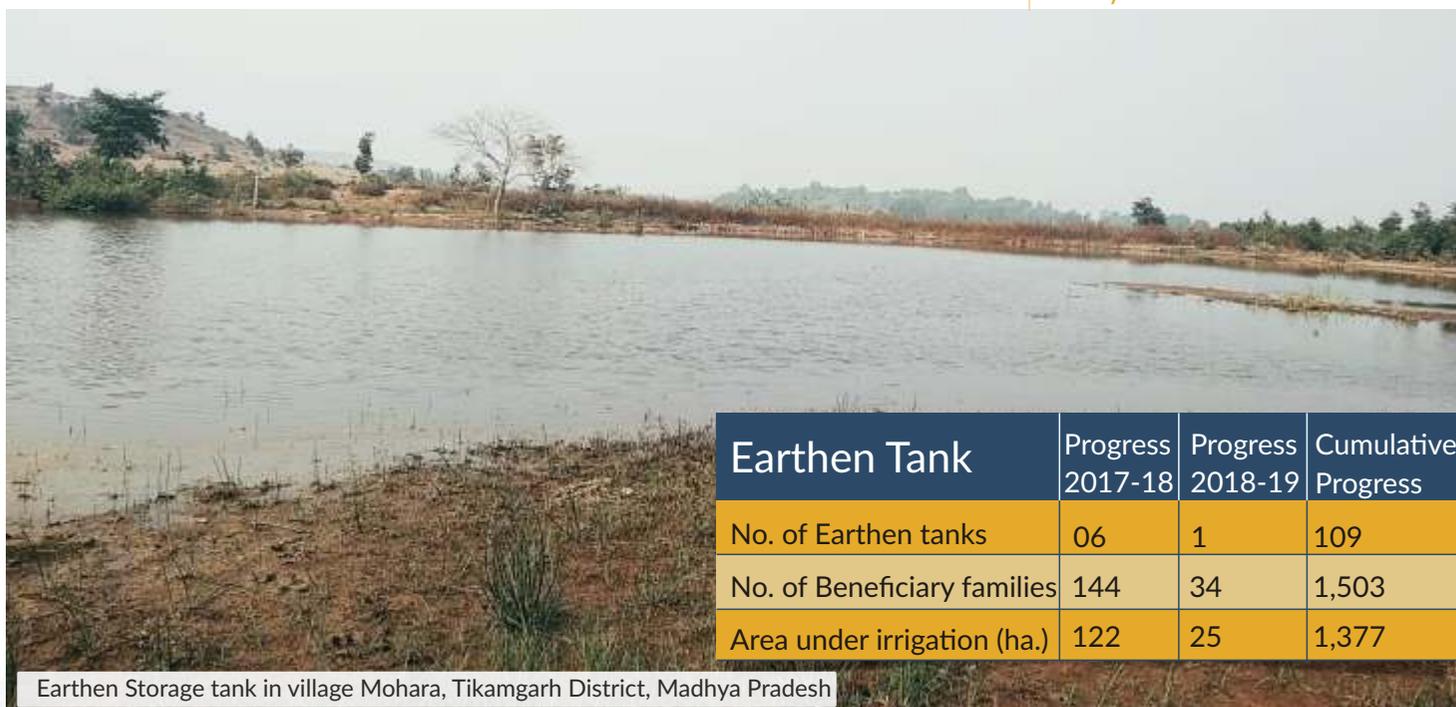
Smt. Ganesha Bai Gayaprasad Kevat is experiencing substantial gains in her income realizing Rs. 70000/ pa from her farm including Rs. 36000/ through sale of fish from the farm pond. Village: Soyibela, Anuppur District, Madhya Pradesh

ASA has so far constructed 510 farm ponds benefitting 2240 households and irrigating 257 hectares of land.

Earthen Tanks

Earthen tanks are another effective measure in providing minor irrigation while also leading to recharge of nearby dug wells and bore wells in the downstream. A regular feature in rural India, they are built by embanking the stream or digging out soil in the lower section of a watershed. Their operationalization also comprises mandatory community contribution as well as the formation of users' group. During the year, one earthen tank was constructed benefitting 34 households and irrigating 25 hectares of land.

Over the years ASA has constructed 109 earthen tanks benefitting 1503 families with an irrigation potential of 1,377 hectares.



Earthen Tank	Progress 2017-18	Progress 2018-19	Cumulative Progress
No. of Earthen tanks	06	1	109
No. of Beneficiary families	144	34	1,503
Area under irrigation (ha.)	122	25	1,377

Earthen Storage tank in village Mohara, Tikamgarh District, Madhya Pradesh

Group Dug Wells

A dug well or an open well is a ubiquitous source of accessing water across rural India. It is commonly used by two to three households. ASA's dug well program aimed at households with very limited means is an endeavor to provide them a productive asset and enhance their incomes. ASA views the dug wells as an important way of promoting self-reliance among farmers. The financing structure of a dug well comprises ASA's contribution of Rs. 40,000-45,000/- based on the area and local geo-hydrological conditions and the remaining cost of Rs. 40,000-50,000/- is shared between the two-three co-owning families in the form of labor and materials.

Cumulatively, ASA has constructed/ deepened 3317 dug wells benefiting 9532 households and irrigating 7083 hectares of land. In addition 1880 dug wells have been constructed through convergence of government programme

Dug well	Progress 2017-18	Progress 2018-19	Cumulative Progress
No. of Dug wells	66	264	3,317
No. of Beneficiary families	88	528	9,532
Area under irrigation (ha.)	83	1,056	7,083



Smt. Chidurbai Maravi says the dug well has enabled her year-long cultivation providing them with steady income as well as opening avenue for paddy seed production. Village: Kuda Deori, Mandla District, Madhya Pradesh

Shallow Bore Well

Shallow bore wells are built in regions where one finds the water tables at the depth of 25-30 feet. ASA has successfully deployed this low-cost technology with electric water pumps among many poorest farmers in the high groundwater table area of eastern Madhya Pradesh, Chhattisgarh, Jharkhand, and Bihar. They can irrigate two to three acres of land and cost Rs. 25,000-30,000/- per unit within an in-built subsidy of Rs.15,000/- per beneficiary provided by ASA. The balance amount is borne by the beneficiary farmer. The activity has seen high adoption due to its low-cost and easy implementation.



To facilitate her contribution Smt. Hamlibai took a loan of Rs. 10000/ from her SHG for the installation of Shallow bore well, raising her family income to Rs 75000/ from Rs 25000/ in the very first year. Village: Kherimal, District Mandla, Madhya Pradesh

Shallow borewells	Progress 2017-18	Progress 2018-19	Cumulative Progress
No. of Shallow borewells	418	535	1086
No. of Beneficiary families	418	535	1086
Area under irrigation (ha.)	339	803	1,518

Till the end of the reporting period, a total of 1086 bore wells have been constructed benefitting 1086 families, irrigating 1518 hectares of land.

A young woman becomes the torchbearer of development for her village

Summi Parte is a resident of Kherimal village in Mandla district which faces acute shortage of water for at least a couple of months every year. This time is marked by a shortage of potable water for both household consumption and animals. As a result of this, women are compelled to travel long distances to fetch a few buckets of water. Some of the cattle-rearers prefer to migrate to nearby water sufficient areas.

Summi studied up to 12th standard under difficult financial conditions. She was instrumental in forming ASA facilitated SHG in her village. She has always been inquisitive on how an SHG can help address issues about livelihoods, education, health, and other social aspects. She viewed the water paucity in her village as a chance for her to find a solution to a very relevant village problem. She enquired and explored a lot of solutions before zeroing in on shallow bore wells. She knew that the families in her village didn't have sufficient funds for the same. Hence, she took

the lead in mobilizing additional funds from the SHGs and helped bridge the financial gap. Her efforts have enabled more than 10 farmers to own shallow bore wells and have brought more than 25 acres of land under irrigation besides meeting the domestic water needs and feeding the livestock. Witness to the benefits being reaped by the farmers, other farmers have come forward to seek her help in owning the shallow bore wells.

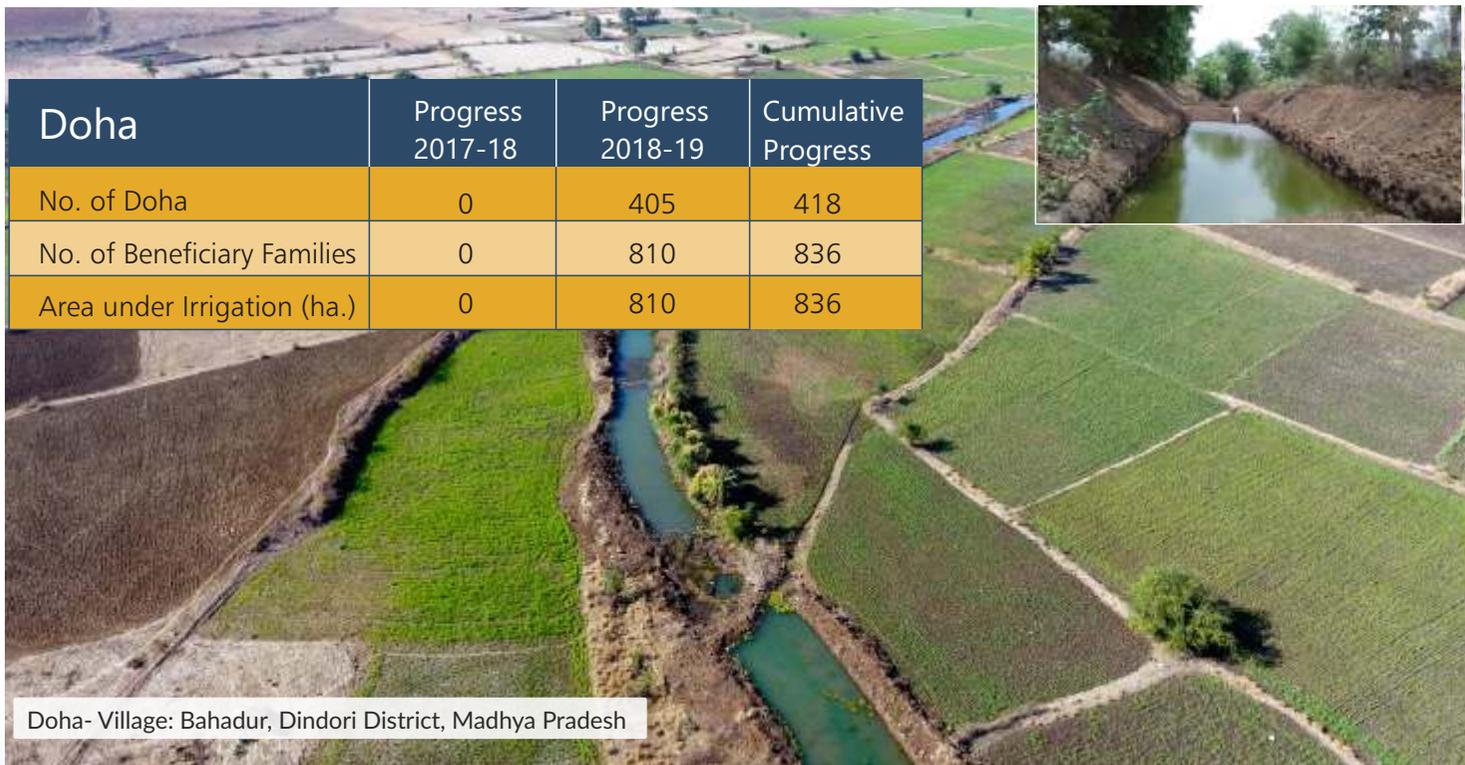
Today, at a young age of 26, she sits on the Board of Mandla Tribal Farmer Producers' Company Limited (MTFPCL) and helps with the management of the company. She has played a major role in seed production of millets (Kodo and Kutki), rice, organic millets, organic rice with farmers, their procurement and selling in the market at higher prices and passing the benefits to the farmers. Her plans include promoting plantation of fruit and forestry plants by providing 10 saplings to each family as a measure to promote a new source of livelihood as well as mitigating the effects of climate change.

DOHA (Sunken pond)

Doha is a low-cost water harvesting structure built along the length of a stream on its beds to increase the availability of water in the streams and improve groundwater recharge. This technology is ideal for places with undulating terrain and helps in enhancing irrigated croplands. A Doha has an average size of 850 cubic meters. ASA has been implementing this technology for couple of years and it forms Users' Groups for its operation and maintenance. **During the year, 405 Doha were constructed in Mandla, Dindori, Anuppur and Shahdol districts of Madhya Pradesh with 5.83 billion litres water storage capacity and 1.9 billion litres recharge capacity. 810 hectares of rain-fed land was transformed into irrigated cultivable land benefitting more than 810 families.**

ASA has up till now constructed -418 Doha benefitting 836 families, irrigating 836 hectares of land.

Doha	Progress 2017-18	Progress 2018-19	Cumulative Progress
No. of Doha	0	405	418
No. of Beneficiary Families	0	810	836
Area under Irrigation (ha.)	0	810	836



Doha- Village: Bahadur, Dindori District, Madhya Pradesh

“Singarpur is a small gram panchayat in Mandla district of Madhya Pradesh with a population of 169 tribal households. The landscape of the area is marked by regular undulations. Singarpur also lies at an elevation. Consequently, the village saw a heavy amount of rainwater getting washed away as runoff. The villagers faced a situation of low-water availability for irrigation during cultivation seasons. There was insufficient water for livestock as well and women trudging long distances in search of water was a regular aspect of their lives.

The villagers and ASA Team got together to remedy this situation. After joint visits, careful study of the area and in-depth discussions, it was decided to construct Doha for reigning in the water runoff and putting it to productive use for irrigation, feeding livestock and meeting other needs. The ASA team and local farmers identified a small stream near the village for the construction of the Doha. Survey was done and a water users group of 15 farmers whose farmlands were situated beside the stream was formed. The user group was involved from the very inception until the construction of Doha. After finalization of the design, 11 composite Doha were constructed.

Today, 33 acres of farmland is getting irrigated and 49,50,000 liters of water is being recharged to the ground. The water is available for irrigation throughout all the seasons. The farmers are planning crop diversification because of sufficient irrigation water availability. Besides, there is enough water for the livestock's consumption as well.

”

So far, 157 Group Lift Irrigation Systems have been built providing benefits to 2686 households and irrigating 3738 hectares of land.

Installation of Lift Irrigation System benefitting 17 families and irrigating 14 hectares land. Village: Jamudi, Anuppur District, Madhya Pradesh

Lift Irrigation System

A Lift Irrigation System (LIS) is a group irrigation mechanism for which ASA mobilizes 15-20 farmers into a water users group with each farmer holding one to two acres of land. The LIS performs the dual task of water collection from a nearby stream/dam through pumps and distributes it in the fields of targeted farmers. The LIS irrigates around 15-20 hectares of land, thereby improving agricultural incomes of the farmers. **During the reporting period, 17 Group Lift Irrigation Systems were constructed benefitting 306 families. The total additional area brought under irrigation was 238 hectares**



Lift Irrigation system, Village: Bhusu, Sarguja District, Jharkhand

Lift irrigation System	Progress 2017-18	Progress 2018-19	Cumulative Progress
No. of LIS	15	17	157
No. of Beneficiary families	255	306	2,686
Area under irrigation (ha.)	375	238	3,738

Model Village Initiative

ASA and Hindustan Coca Cola Beverages Pvt. Ltd. have joined hands to develop a cluster of five villages in the Pilukhedi Industrial area in Raigarh district, Madhya Pradesh into model villages by adopting a comprehensive development approach. The project aimed at ensuring access to health services, sanitation promotion, the formation of women SHGs and promoting livelihoods targeted vocational training.

During the reporting period, an array of development activities were implemented, which are stated below.

- Work was undertaken with 12 SHGs for savings. Linkages were created to access livelihoods based loans. The capacities were built through a series of trainings
- 300 farmers were trained on Good Agriculture Practices. Improved seeds demonstrations and exposure visits were organized for various farmers including a visit to Ralegaon Sidhi along with vegetable cultivation promotion
- 10 Doha were developed to meet the irrigation needs of 60 farmers
- Two computer training centers were set up and 40 youth were trained
- Regular garbage collection from households was initiated
- Health camps organized every six months in every village
- Three medical camps for livestock organized in each village



Provision of Safe drinking water through installation of water tank, Village: Pachdi, Shahdol District, M.P.

Farmer producer organizations along with women SHG are the core architect of ASA's livelihoods projects primarily focused on small and marginal farmers. ASA's numerous years of experience has led it to the belief that these groups are one of the most effective pathways for not only addressing the challenges of agriculture but also bringing around overall development of the villages. ASA and Transform Rural India Foundation work on a project – 'Multi-Sector approach for Holistic Development of Tribal Community' in Ranapur block of Jhabua district with 8,000 families in 89 villages and Rajpur block of Barwani district with 18,000 households in

about 80 villages.

The project works on facilitating an interface between Farmers' Collectives, Panchayati Raj Institutions, and government functionaries to achieve comprehensive livelihood development of the target community. The project approach is to ensure maximum community participation in institutionalizing the system of local self-governance, preferable through women, to bring about multi-dimensional change. The objective is to improve access and use of basic amenities such as education, drinking water and sanitation, livelihood enhancement, health, and nutrition.



Villagers sharing the impact of various development interventions through natural resource mapping in Betul District, Madhya Pradesh

Chapter 3

Enhancing Agriculture Productivity for Sustainable Livelihoods

Enhancing Agriculture Productivity program is a vital cornerstone of the ASA's Livelihoods Model. With over two decades of implementation, ASA has made perceptible improvements in the earnings of the farmers in its program areas while also ensuring food security and reducing agricultural risks. The CBOs are essential to this program and they implement and manage various activities, thus, leading to continued gains. During the year, 2018-19, ASA worked with more than 1,00,000 farmers under this program.

The program initially commenced with prioritizing on addressing low-productivity of crops in rain-fed areas. As a result, the emphasis was on the agriculture package of practices, modern inputs like seeds and agrochemicals. The year 2012 saw this program getting an upgrade and moving from the input focused approach to a more knowledge-centric one. With the knowledge-centric approach at work, newer elements such as studying the trend, utilizing available resources, and adopting scientific practices drove the program.

At the foundation of the ASA's endeavors in augmenting farm productivity is "Responsible Crop Initiative", which is referred to as "Jimmedar Kheti" by farmers. This initiative focuses on implementing a set of practices, which are environmentally and socially friendly and increase farm yield and productivity. The initiative is in sync with the Good Agricultural Practices as set forth by the Food and Agricultural Organization of the United Nations and the goals of the National Mission on Sustainable Agriculture. The initiative is also in perfect synergy with other focus areas of ASA's such as land and water resource development and promotion of Farmer Producer Organizations for agri-business.

Three Pillars of Responsible Crop Initiative

Environmental Responsibility

- No crop residue burning
- Conservation of on-farm Biodiversity
- No use of banned pesticides
- Use of recommended doses of fertilizers & agro-chemicals
- Preservation of traditional practices and Varieties

Sustainable Agronomic Practices

- Seed Treatment is MUST (biological method preferred)
- Promotion of mechanical Weeding
- Integrated Nutrient management (INM)
- Integrated pest Management (IPM)
- Use of organic manure
- Promotion of Indigenous knowledge

Social Responsibility

- No Child Labor
- Equal wage for equal work (Gender equality)
- Respect to labor law including Minimum wage
- No land Encroachment
- Proper training before engaging into hazardous work

During the year, 1,14,745 farmers signed up for training to learn "Jimmedar Kheti" methods.



Agriculture Productivity Enhancement

The various activities under the program comprise:

- ✦ Encouraging the use of Good Agriculture Practices so that farmers adopt a new set of practices to achieve higher yield. As part of this, old varieties are replaced with high yielding varieties,
- ✦ Encouraging non-pesticides crops along with organic cultivation to minimize production cost and securing higher prices from the market
- ✦ Encouraging the development of vegetable garden to mainly meet the nutritional needs of the families along with earning supplemental income
- ✦ Farmers' field research for customisation of technologies for higher adoption



Panch Patti Ghol- Homemade pesticides promoted by ASA in all its project villages is being adopted by farmers.



Cross learning through "farmer's field day" in vegetable plots using mulching. Village: Mohania, District Mandla, Madhya Pradesh

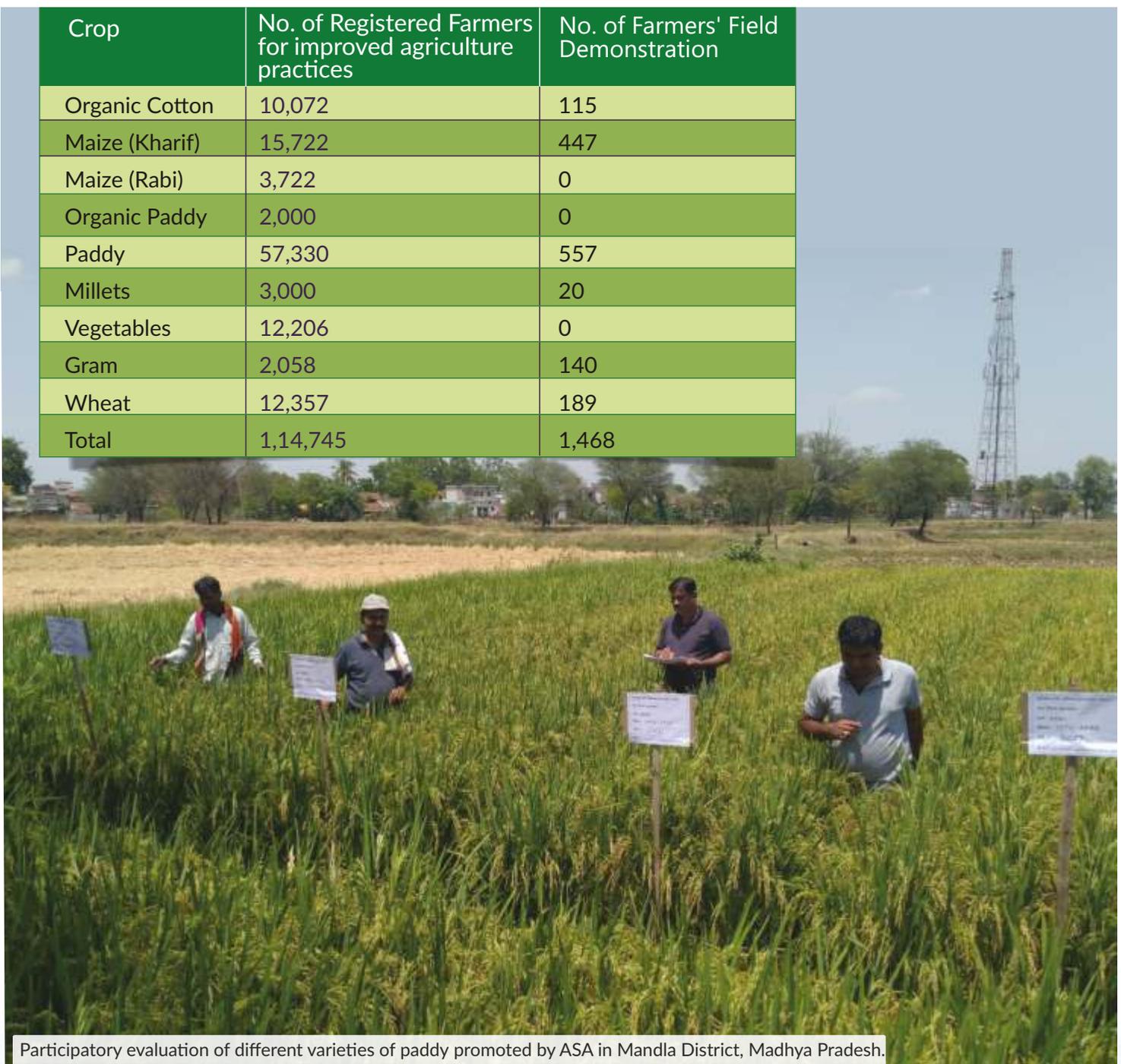


Lead farmers taking part in recording crop performance. Village: Mohania, District Mandla, Madhya Pradesh

ASA has years of experience in working with farmers from close quarters and it has a deep understanding of the prerequisites for successful farming. One such critical component acknowledged by ASA is the need for sound research inputs for high-quality technology inputs. However, a key learning for ASA early on was that there is a huge challenge in promoting technology adoption unless it is not designed with the clients. Hence, client-oriented participatory agriculture research lies at the heart of ASA's agricultural productivity program and ASA is one of the early practitioners of the participatory agricultural research. As part of the participatory research, the technology is customized as per the needs and the inputs of the clients and is devoid of any imposition. Thereafter, it is thoroughly tested and then disseminated.

The work on participatory research has seen ASA developing collaborations with top-class research institutes of both national and international fame. These include FiBL, a Switzerland based independent, non-profit, research institute, which works to advance cutting-edge science in the field of organic agriculture. ASA also collaborates with The Global Environment Facility (GEF) through Bioversity International and the Indian Council of Agriculture Research, which provides funding to assist developing countries in meeting the objectives of international environmental conventions. Biodiversity International, a global research for development organization is another prominent partner. ASA also has partnerships with leading national research body, Indian Council of Agriculture Research (ICAR) and various state agriculture universities such as JNKVV, RVSKVV, and IGVK.

Crop	No. of Registered Farmers for improved agriculture practices	No. of Farmers' Field Demonstration
Organic Cotton	10,072	115
Maize (Kharif)	15,722	447
Maize (Rabi)	3,722	0
Organic Paddy	2,000	0
Paddy	57,330	557
Millets	3,000	20
Vegetables	12,206	0
Gram	2,058	140
Wheat	12,357	189
Total	1,14,745	1,468



Participatory evaluation of different varieties of paddy promoted by ASA in Mandla District, Madhya Pradesh.

Farmers' Field Trial of New Crop Varieties 2018-19			
Crop	No. of Varieties	Source of Varieties	No. of Trials
Cotton (Non-GMO & Organic)	14	BioRe Foundation, Partech, Daftari, Maharudra Seeds	115
Gram	18	ICAR - National Bureau of Plant Genetic Resources (NBPGR), Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola, Maharashtra	70
Mustard	11	NBPGR, Jawaharlal Nehru Krishi Vishwavidyalaya, Jabalpur, Madhya Pradesh	70
Paddy	7	Dr. Rajendra Prasad Central Agricultural University, Samastipur, Bihar	164
Maize	3	The International Maize and Wheat Improvement Center (CIMMYT), Syngenta Foundation	110
Millet	3	Jawaharlal Nehru Krishi Vishwa Vidhyalaya, Jabalpur, M.P.	20
Wheat	3	Indian Agriculture Research Institute, New Delhi	189

Summary of Activities through Convergence of Government Programmes				
Interventions	Units	2017-18	2018-19	Cumulative
Micro Sprinklers/Drip Irrigation	No.	78	0	566
Horticulture	Plots.	54	180	387
Compost Pits	Nos.	773	800	1622
Livestock Sheds	Nos.	629	603	1295

ASA's approach of leveraging the fund from government programs also extends to the agricultural productivity enhancement program to ensure higher gains for the farmers. During the year, ASA undertook a range of activities in convergence with the MGNREGA and schemes of Agriculture Dept., which included installation of micro-irrigation devices, horticulture, and development of compost pits and livestock sheds.



Farmers field training. Village: Baledi, Alirajpur District, Madhya Pradesh

Organic Farming

As part of its focus on the Responsible Farming Initiative, ASA promotes organic farming in various operational locations. This method of farming discourages the use of chemical fertilizers, pesticides, and plant hormones and promotes the use of locally available material to produce manure and pesticides along with mechanical cultivation and crop rotations. Started in 2015 in a few locations, it has caught fast among farmers. In 2018-19, ASA engaged with 12,065 farmers for organic farming of crops such as cotton, paddy, millets, mustard, wheat, and pulses.



Organic cultivation of Peginon pea by Smt. Lalita Dharmo Ekka from Village Soor, Sarguja District, Chhattisgarh.

Organic Cotton

The organic cotton program of ASA is majorly implemented in the primarily tribal districts of Alirajpur, Jhabua, Ratlam, and Barwani in western Madhya Pradesh. The program has evolved with ASA focusing initially on stabilizing the output of organic cotton through modifications in the practices package, robust support and tracking to directly linking farmers with the established organic cotton supply chain in a transparent manner. ASA focuses on promoting low-cost eco-friendly practices including preparation of home-made pesticides and nutrient management practices such as flatbed composting and use of vermi-compost to enrich soil health. A thorough mechanism of facilitating a pre-sowing agreement with different cotton processing companies, ginners and spinners along with explicit quality parameters and pricing model are integral to ASA's support to organic cotton farmers. A similar approach of a transparent agreement and well-defined process is followed by the FPOs for procuring cotton from its member farmers.



Adoption of low cost eco-friendly practices in organic cotton fields- Use of Yellow Sticky traps smeared with castor oil against pests, use of Pheromone traps, etc. in Petlawad in Jhabua District, Madhya Pradesh.

Key achievements under Organic Cotton

Parameters	Progress 2017-18	Progress 2018-19
Cotton farmers trained (Nos.)	6,000	10,072
Cotton farmers certified as organic producers (Nos.)	5,074	8,827
Area under organic cotton (Ha.)	3,972.25	4,906

Policy dialogue on promotion of Organic Cotton in Madhya Pradesh

ASA's policy advocacy work on organic cotton is centered on multi-partner collaboration including producers' organizations, donors, civil society organizations, apparel brands, input suppliers, research institutions and State Government. An important milestone in this aspect was the setting up of "Organic and Fairtrade Cotton Secretariat" (OFCS) jointly with its partner C&A Foundation in the past. OFCS is gradually creating an amiable environment for organic cotton to flourish in the M.P. with a focus on small farm holders. The initial work of OFCS is triggering many positives for the sector in the state. ASA as part of the OFCS had previously developed the Organic Policy Roadmap for Cotton Sector for the

Government of Madhya Pradesh. The State Government has pledged its full commitment for the growth of the sector and announced various policy measures including setting up of India's first Centre of Excellence for organic cotton in Khandwa.

OFCS had facilitated two State Agriculture Universities to undertake non-GMO seed breeding and multiplication program. This also included engagement with FiBL, a leading Swiss research institute focused on organic agriculture, to undertake research on non-GMO organic cotton seed varieties. Going forward, ASA will continue to retain its focus on further strengthening multi-stakeholder engagement and press for more sector friendly policy measures.



ASA Agronomist recording data in organic cotton field. Alirajpur District, Madhya Pradesh.

Stakeholders from Organic Cotton Sector Pledge Persistent Support for Organic Cotton Farmers at a Seminar

ASA and the C&A Foundation in partnership with the Government of Madhya Pradesh jointly organized a seminar, 'Cotton Trailblazers' on 8th May 2018 in Bhopal. The seminar deliberated the current status of organic cotton farming globally and at the national level with a special focus on Madhya Pradesh. It dwelt on issues such as current status, advances, gaps and policy climate and saw suggestions on ways of strengthening the status of organic cotton farmers in the value chain. The event was attended by Mr. Gourishankar Bisen, Hon'ble Minister-Farmer Welfare & Agriculture Development, Government of Madhya Pradesh (GoMP), Agriculture Production Commissioner, GoMP, Principal Secretary, Department of Farmer Welfare & Agriculture Development, GoMP, Managing Director, Mandi

Board, and Director, Department of Farmer Welfare & Agriculture Development, GoMP; Ms. Leslie Johnston, Executive Director, C&A Foundation, Ms. Anita Chester, Country Head, India Programme, C&A Foundation; senior officials from international and national apparel brands and other stakeholders taking the total number of participants to 300. On this occasion, the GoMP made commitments to strengthen organic cotton sector in the state, which included promotion of at least 100 clusters for organic cotton under the Paramparagat Krishi Vikas Yojana (PKVY), setting up of Organic Research Centre in Mandla, establishing India's first Centre of Excellence for organic cotton at Khandwa, and strengthening marketing of organic cotton and promoting it through India's first-ever state-level agricultural produce export promotion agency.



Organic Scented Rice

The Indian sub-continent has traditionally been a host to a variety of scented rice. This kind of rice has a pleasant fragrance and prepares best when grown organically. In 2015-16, ASA recognized the potential of scented rice and commenced its promotion in the eastern part of Madhya Pradesh and selected areas of neighbouring Chhattisgarh. Two varieties, namely Pusa-01 and PS-04, popularly known as Pusa

Basmati and couple of traditional scented varieties namely Jeera ful were promoted and they have performed very well in organic conditions. Currently, 2000 farmers are involved in growing these varieties using the organic system of cultivation. In 2018-19, a sizeable quantity of harvested scented varieties was sold at a premium price to the reputed brands. ASA has drawn plans for further expansion of this program in Kharif 2019.



Smt. Taravathi bai Shraavan and her family is one among the 2000 families who are cultivating scented Paddy which was sold at a premium price to reputed brands. Village: Padour, District Anuppur, Madhya Pradesh

Non-Pesticide Management

Non-Pesticide Management (NPM) is another significant sub-initiative of the ASA's Responsible Farming Program. NPM, which is an organic alternative to chemical pesticide, began in the year 2016-17 with 3000 farmers in Betul, Jhabua, Mandla and Anuppur districts of Madhya Pradesh and was subsequently expanded to Dindori district in Madhya Pradesh, Surguja district in Chhattisgarh and Dumka and Pakur districts of Jharkhand.

The NPM initiative is implemented through a combination of methods comprising of dissemination through audio-visual aids, practical demonstrations to the farmers and offering consultation to farmers for undertaking NPM on their fields. In the year 2018-19, 37075 farmers were trained on NPM practices. These farmers include 6500 farmers who experimented with the cultivation of scented rice using NPM practices.

Neglected and Underutilized Crop (Minor Millets)

Minor millets are common crops found in ASA's operational locations of Mandla and Dindori of Madhya Pradesh and Surguja of Chhattisgarh. Believed to be high in nutritional value, they are also able to withstand the adverse effects of climate change. However, these crops, which have been a regular feature in the region, were not preferred by the farmers owing to a range of issues. These included low demand, processing hazards and poor market linkage. Many farmers also ended up bearing losses due to distress selling at very low prices. ASA addressed this by conducting proper trainings on improved cultivation practices, introducing new minor millet varieties, facilitating minor millet seed production and providing market linkages through farmer producer organization. This initiative covered 2,036 farmers during the year.

Progress during 2018-19

Interventions	Units	2018-19	Cumulative
Farmers trained on improved cultivation of Minor millets (Kodo and Kutki millet)	Nos.	1,080 (F) 956 (M)	2,865 (F) 4,018 (M)
Minor millet varieties introduced and disseminated	Nos.	03	15
Minor millet seeds production by Farmer Producer Organization (Certified Seeds)	Qtls.	500	1,376
Minor Millet Crops Aggregated and Sold in bigger Market by FPOs	Qtls.	1,260	4,960

To increase the availability and use of high-quality millet seed by production and commercialization through farmer producer organizations, ASA and Biodiversity International are implementing an initiative, "Linking Agro biodiversity Value Chains, Climate Adaptation and Nutrition: Empowering the Poor to Manage Risk" in Mandla and Dindori districts. It is supported by the International Fund for Agricultural Development (IFAD), the European Commission and the CGIAR Research Programme on Climate Change Agriculture and Food Security (CCAFS) from 2015–2018. To increase varietal diversity the project has introduced 15 new varieties by procuring from different SAUs and research

institutes across the country. Out of this, eight to nine varieties have been identified by the community and adopted for seed multiplication

As part of the project, three farmer producer organizations engaging more than 2,000 shareholding households have been involved for commercial seed production and Kodo and Kutki Millets, primary processing and aggregation and selling of produce in the bigger market. The effectiveness of the project can be seen in gradual increase in cropping area for the Kodo and Kutki millets; at least 30-40% higher productivity in comparison to the pre project scenario; 15-20% higher price realization at the producer's level than what it used to be earlier due to market intervention by the FPOs.



Mother trial of various millet varieties cultivated adopting improved agriculture practices. Village: Magartagar, Dindori District, Madhya Pradesh.

Promotion of Vegetable Cultivation

ASA encourages developing kitchen gardens among its target households, which are mainly small and marginal farmers to meet their nutritional needs through fresh vegetables as well as earn them additional incomes. Accordingly, the initiative has been named as "Poshan Vatika" that illustrates the importance of healthy nutrition among rural households. The vegetable gardens are developed on the agriculture plots or in the backyard of the houses in a size of about 10-20 decimals. The initiative has been designed such that each day of the week, a family has different vegetables available to itself. This activity is earning an income of Rs. 15,000 to Rs. 20,000/- every season, while also supplementing family nutrition.

The year saw ASA engaging with 12206 farmers in Madhya Pradesh, Chhattisgarh and Jharkhand for Poshan Vatika program. The initiative comprised imparting training to the farmers on design and layout and providing vegetable seed kits.



Bitter gourd cultivation, Dumka District, Jharkhand

Horticulture Development

Under the Horticulture development initiative, over 5,00,000 saplings of horticulture and agro forestry species were planted. This was achieved as a combination of collaboration, which includes convergence with the “Namami Devi Narmade”, a sub-scheme of Green India Mission adopted by the Government of Madhya Pradesh and for which the State Department of Horticulture is the nodal agency. **A partnership has been forged earlier with Orient Paper Mill, Amlai, Madhya Pradesh, continued over the year and resulted in a plantation of 2,71,050 saplings under the contract farming mode.** The paper mill will buy-back the harvest from farmers after three to four years when the plantation attains maturity. **The convergence with Mahatma Gandhi NREGA under the sub-scheme “Nandan Falodyan” saw 15,704 saplings getting planted in using the popular Wadi (horticulture garden) mode.** This sub-scheme allows 112 plants per acre of land using high-density plantation method.



Plantation Status 2018-19			
State	District	Horticulture (# Plants)	Forestry (# Plants)
Madhya Pradesh	Mandla, Dindori,	89,713	3,79,068
Chhattisgarh	Anuppur Surguja	18,844	16,000
Jharkhand	Ranchi, Pakur	15,704	0
Total		1,24,261	3,95,068



Vegetable cultivation with horticulture plantation sparks beneficiary responsibility for its maintenance and reaping benefits. Works under MGNREGS through technical support by ASA to Gram panchayats, Village: Kalipathar, District Jamtara, Jharkhand.

Seed Production

Availability of quality seeds of improved and high yielding varieties at the economical prices is critical for farmers in remote areas to achieve higher yields and augmented productivity. This was the basis of ASA initiating the Seed Production Program to produce quality seeds of various crops in association with the seed grower's network of FPOs promoted by ASA. The program covers soybean, paddy, pulses, barley, wheat, and mustard crops.

In 2018-19, 10,634 quintals of quality seeds were produced, which comprised 1,352 quintals of foundation seeds and 9,282 quintals of certified seeds. The initiative benefitted 1,754 farmers directly as seed producers. The certified seeds were sold among the shareholder farmers of 37 FPOs for better crop production. The year saw the commencement of hybrid maize seed production with technical collaboration with the Syngenta of the drought-resistant variety, TA-5084 to ensure better maize yields among farmers in the rain-fed areas.



Roguing being done in seed production plots. Village: Mohania Patpara, Mandla District, Madhya Pradesh



Participatory Agriculture Research

Currently, ASA works along with the Syngenta for the adoption of AAA hybrid TA-5084 of maize in tribal areas, which is developed for rain-fed areas jointly by the Syngenta Foundation and the CIMMYT. ASA collaborated for the farmers' field trial for these upcoming varieties. This year more than 3 Metric Tonne of AAA varieties of maize seeds were produced with the support of FPOs and provided to 300 farmers for field-level demonstration. ASA also conducts Seed Production Research (SPR) trials in collaboration with the Syngenta (I) Ltd. for the possibilities of hybrid seed production of maize in the western Madhya Pradesh. ASA has also tied up with Swiss research institute FiBL for participatory development of Non-GMO cotton varieties suitable for organic conditions. More than 40 baby trials and 10 mother trials were undertaken for cotton in western Madhya Pradesh during the reporting period. Additionally, ASA collaborated with the HarvestPlus, a research program of Consortium of International Agricultural Research Centers (CGIAR) implemented by International Food Policy Research Institute (IFPRI) to conduct trials with 42 women tribal farmers on the productivity of fortified wheat in Bihar to improve nutrition and public health by promoting bio-fortified crops.

"Mainstreaming Agricultural Biodiversity Conservation and Utilization in Agricultural sector to Ensure Ecosystem Services and Reduce Vulnerability" is another project being implemented by ASA along with the GEF in 10 villages in Umaria district in M.P. The objective of this project is to mainstream the conservation and use of agricultural biodiversity for resilience in agriculture and sustainable



Maize seed production research trial in collaboration with Syngenta Ltd., Barwani District, Madhya Pradesh



production to improve livelihoods and access and benefit-sharing capacity of farmer communities across project district. During the year, 20 champion farmers were identified, who took up seed multiplication and took part in the participatory varietal selection process of Paddy, Pigeon Pea, and Kodo and Kutki crops using a new package of practices during the Kharif season. 15 varieties of Gram seeds and 10 varieties of Mustard seed received from NBPGR for which demonstration trials were undertaken with selected farmers with positive results. Strong ties were established with the Department of Agriculture and Krishi Vigyan Kendra (KVK), which is an agricultural extension center, both government-run institutions at the district level. They are providing very strong technical handholding support to farmers.

During 2018-19, 19,193 farmers across 497 villages were assisted in consolidating farming through a range of interventions comprising on-field trainings, introduction of improved agricultural techniques, seed replacement and use of regular analysis and yield assessment for further enhancements in productivity.

These interventions were focused on different crops such as paddy, pulses, maize and vegetables. The FPOs of the area supplemented the efforts by

making timely supply agriculture inputs, contract farming with the producers for seed production, renting farm equipment, etc. The impact of the interventions encompassed a productivity increase of 35 to 50 percent for cereals and 20 percent for pulses. Besides, the cropping intensity increased by 35 percent and the cost of cultivation dropped by around 15 percent. The income gains for the farmers because of these interventions resulted in an annual increase of Rs. 10,000/- per annum to Rs. 40,000/- per annum.

ASA and Jharkhand State Livelihood Promotion Society jointly promote sustainable agriculture

In another initiative, ASA undertook the capacity development of Ajjivika Krishak Mitras (AKM), local cadre of agriculture extension agents, associated with the Jharkhand State livelihood Promotion society (JSLPS), which is the nodal agency for effective implementation of livelihood promotion in the state. ASA has been working as the technical support organization for agriculture for the JSLPS in eight districts of Jharkhand in which it supports the JSLPS on the ground in training its field staff and AKMs to promote sustainable agriculture practices.

The capacity building exercise by ASA included components such as in-house and on-field training, field demonstration, regular field monitoring and fortnightly review to assess progress. During the year 1,09,346 farmers across eight districts of the state have been trained on various aspects of the sustainable agriculture practices for paddy, pulses, maize and vegetables.

Crop Insurance

Crop insurance is of critical importance especially in the context of Indian agriculture, which is characterized by changing weather patterns and at risk of calamities. Small and marginal farmers, which form the majority of Indian cultivators, are most vulnerable to this risk. Hence, it is essential to ensure that the farmers receive an insurance cover for their crops. ASA has been working on facilitating registration and claim settlement of farmers under

the Government of India's crop insurance scheme, Pradhan Mantri Fasal Bima Yojana (PMFYB) since 2017-18. The project is jointly supported by the International Labour Organisation (ILO) and the Axis Bank Foundation. ASA in 2018-19 got 1554 farmers successfully registered under the PMFYB scheme in Mandla, Dindori, Anuppur and Shahdol districts of Madhya Pradesh and Surguja district of Chhattisgarh. ASA so far has got 2763 farmers registered under this scheme.



Infusing loan support to farmers to create individual assets



Enabling access to affordable credit to SHG members through developing linkages with Financial Institutions

Livestock Intervention

The livestock development intervention initiated jointly with the J.K. Trust last year saw further progress during the reporting year. **10 new Integrated Livestock Development Centres (ILDC)** were established in Mandla and Dindori Districts during the year taking the total centers to 20 with each center catering to 15 to 20 villages for breed improvement and to provide veterinary services.

The year also saw the establishment of 46 goat units under the NABARD Watershed and WADI Project in Mandla and Narsinghpur districts targeted at women SHG members with a special focus on small and marginal farmers as well as landless households as an additional livelihood option for them. The goal of goat rearing program is to improve the quality of local stock through pure line indigenous breeding bucks "SIROHI" and its management. Besides, 23 goat units were also established in Shahdol district funded by HDFC's corporate social responsibility program in 2018-19.



Gir breed female calf through Artificial Insemination, Village: Kathoutia, Shahdol District, Madhya Pradesh

Livestock Development	Units	Progress 2018-19	Cumulative
Integrated Livestock Development Centre (ILDC)	No. of ILDC	20	20
Artificial Insemination Conducted	No.	1088	2552
Confirmed Pregnancy	No.	170	812
Calves Born of Improved Breeds	No.	70201	169518
Deworming and De-ticking of Large & Small Ruminant	No.	60	266
Animal Health and Infertility Camps	No.	153	504
Vaccination to Large and Small Ruminant through Convergence	No.	4179	14879



New born calf under breed improvement programme in Shahdol District, Madhya Pradesh

Goat rearing boosts earnings of landless families

Smt. Budhi Bega is a resident of Padri village in Sohagpur block of Shahdol district in Madhya Pradesh, where she lives with her husband and three children. The family does not own any land and mainly relies on labor work as a source of its livelihood. Under the HDFC supported project for the promotion of goat rearing, new SHGs were formed and priority was extended to landless families for the membership. The project introduced the idea of improving the economy of the landless members through goat rearing activity. Budhibai, a member of one such SHG evinced her interest in taking up goat rearing activity. She submitted her application in her group for its approval. A resolution was passed by the group, wherein Rs. 2,500/- as a token contribution from her and loan of Rs. 40,000/- was approved to her. She successfully underwent

training as part of the project, which covered both theoretical and practical aspects of goat rearing. She was also a part of an exposure visit to Goatwala Farm in Dhar district. She received four goats and one buck of Sirohi breed as part of the project. The goats were treated for various contagious diseases and their prevention by vaccination, de-worming, and were also covered under insurance before distribution. Budhibai is now actively involved in the breeding of the goats. The economics of the goat rearing activity is such that now she is assured of an annual income of Rs. 15,000/-, which will give financial stability to the family and help to create a sustainable source of income through further scaling up of the activity. This has set in motion higher demand from other landless families and the project intends to keep reaching out to such families for their social and economic elevation.



Improving Livelihoods from Lac cultivation

Lac is an animal-based natural resin. An insect, known as a lac-insect, secretes it. It is used for furniture polish and making perfumes, bangles, imitation fruits and flowers. Jharkhand, being the largest lac producing state in the country, accounts for 50 percent of national production. It was observed that farmers were no longer continuing with lac production activity owing to lack of availability of remunerative markets.

ASA reactivated lac production last year because of its income earning potential among the tribal families

in Jama Block of Dumka District, Jharkhand. An ASA promoted FPO called Jagruk Mahila has taken up the activity and is providing access to quality inputs and tapping high-value markets for the farmers. In addition, ASA also links farmers in Angara block in Ranchi district to the market for better price realization. The market linkage is led by the ASA promoted FPO at Angara.

In 2018-19, 2,757 tribal families from Jama block of Dumka district and Angara block of Ranchi district in Jharkhand were active in lac cultivation. A yield of 4,532 kg of lac earned them INR.24,90,000/- in a season.

Chapter 4

Strengthening Farmer Producer Organizations and Value Chain Linkage



Annual General Body meeting of FPOs in progress

ASA was the first organization in the country to introduce the concept of Farmer Producer Organizations (FPOs) in 2005, whereby it began attempts to link small and marginal farmers to the agri-value chain. **ASA has supported 57 FPOs in Madhya Pradesh and other states collectivizing around 1,00,000 small and marginal farmers as members.** During the year, ASA further consolidated the operations of Centre for Incubation and Support for Smallholder Producer Organizations (CISSPO), a formal body founded in 2017-18 to engage with the FPOs to bolster their value chain, develop an amiable environment for their growth along with focussing on ensuring food security and diversity of produce to mitigate risk at the producers' level. Headquartered at Bhopal, CISSPO's work spans FPOs in Madhya Pradesh, Chhattisgarh, and Jharkhand.



Board Member presenting progress in the Annual General Body meeting, Pakur District, Jharkhand

FPOs need an ecosystem of support

In the last 14 years, ASA has promoted 57 FPOs in the states of MP, Jharkhand, Chhattisgarh and Bihar that are at different growth trajectories. With a significant variation in geographic outreach, commodity base, social aspects and to ensure further development of systems and processes along with engagement of theme specialists and other experts in a decisive manner, Center for Incubation of Smallholder Producers' Organization (CISSPO) was conceptualized and put into action almost an year ago within ASA. It is often found that FPOs are unable to exploit their full potentials due to lack of a support ecosystems. CISSPO in that sense is an experiment to create an ecosystems of support for the FPOs for their all round growth.

With a multi-disciplinary team of qualified professionals CISSPO has been working closely

with the FPOs to ensure that necessary support is extended to them in a timely manner. In its first year, major emphasis was given on establishing and strengthening the processes and systems. A cloud based accounting system was introduced to carry out business of the FPOs in a much smoother manner. This has not only helped in getting better control over the financial and cost savings but also helped in making real time decisions. Towards helping FPOs to systematically develop value chain for agriculture commodities including Certified seeds the CISSPO has developed guidelines and trained FPO staff for production quality, procurement, storage, chain of custody, warehouse management, traceability of special commodities such as organic and non-pesticides, etc. Market development, linking FPOs for credit, business plan development and execution, institutional governance of the FPOs, etc. are some of areas where CISSPO provides constant support to the FPOs.



ASA organized a consultative meet on strengthening FPO support ecosystems in Bhopal, which was attended by Principal Secretary, Panchayat and Rural Development, GoMP, CEO, MP-SRLM, Managing Director, M.P., Mandi Board, along with other stakeholders

Conforming to the ASA's model of engagement with the community, the FPO members are from the ASA supported SHGs itself. Thus, FPOs form the second level organization of the SHGs and majority of FPO shareholders are women. There is a strong link between the SHG and the FPOs since any business associated with the FPOs, be it input supply of commodity procurement commences at the SHG or the village level, which gets aggregated at the FPO level.

In 2018-19, ASA successfully linked the FPOs with established brands for organic cotton. Linkages have also been created for special commodities like scented paddy, minor millets, organic pulses, fetching the farmers a premium for these products. ASA has been instrumental in ensuring farmer-friendly contracts with well-known companies since the small and marginal farmers have low capabilities in forging such agreements on their own. Special emphasis was

placed on ensuring that these agreements were devoid of any punitive implications for farmers because of extreme weather patterns in today's context. ASA has also played a major part in streamlining and further consolidation of the Seed Production Program with the development of internal quality assurance and improved monitoring process.

ASA has put its years of experience in FPO formation and promotion to effective use in Jharkhand by forming four FPOs with 3,020 shareholders. In 2018-19, the FPO promotion work encompassed promotion of seed production for paddy crop. The FPOs also purchased and marketed 709 quintals of raw paddy seeds and 407 quintals of certified processed paddy seeds, thus enabling the farmers to earn better prices as compared to the harvested paddy. Additionally, the FPOs undertook the sale of agriculture inputs, horticultural crops, non-timber forest products (NTFP) inputs and produce and clocked a revenue of Rs. 56,86,000/- in the year.

Highlights of 2018-19

ASA facilitated credit linkages for 19 FPOs for an amount of Rs. 3,38,21,000/- as working capital

ASA facilitated FPOs together to have procured, processed and marketing of at least 4000 metric tonnes of agriculture commodities including certified seeds and commodities such as wheat, soy bean, pulses, maize, cotton, millets, paddy, vegetables and lac. Some of it were of organic and non-pesticides products. Average price premium for the farmer was 7-10% of the market price at the farm gate level.

37 FPOs have received training and support from ASA for internal audit, compliance to statutory authorities and leadership

Under the seed production program, CISSPO facilitated self-sufficiency in Foundation Seeds in all crops; and introduced Maize and Mustard seeds production

The portfolio of buyers was increased for different crops along with strengthening local and external markets

Introduction of improved guidelines and process for procurement and payments

Centralized support offered to the FPOs for Accounting, Compliances to the Registrar of Companies, Internal and Statutory Audit, tax compliances, credit & finance linkages and business plan development

Training and capacity building was done for FPOs on accounts, taxation, commodity trading and seed production

Being the pioneer of FPO formation in the country, ASA pursues a range of issues with the Government for FPO development. **ASA has made a vital contribution to the policy development on FPOs at the central and state level. This includes the contribution in forming of FPO guidelines of 2013 issued by the Government of India, NABARD's FPO guidelines, and FPO policy in few states. Besides, ASA continually engages with the Government, bilateral agencies, foundations and private sector to enable favourable policies for FPO sector, which resulted in setting up of few credit guarantee funds and exemption of income tax on FPO income, etc.** Currently, ASA is steering a group of experts invited by the Government of India's Small Farmers Agro-Business Consortium (SFAC) for revision of the FPO guidelines and developing Common National Guidelines. The experts are from prominent institutions including IRMA, NABARD, BIRD Lucknow and NGOs such as Bangalore based Vrutti. A few recommendations have already been submitted, which have been positively received.



Mandla Tribal Farmer Producers' Company transporting minor millets to the processing unit, Mandla District, Madhya Pradesh

Farmers' Producer Organisation brings about transformative change in the Bijawar Block in Chhattarpur

Bijawar is one of the backward blocks of Chhattarpur district in Madhya Pradesh. The paucity of irrigation sources hinder the agricultural activities. Due to the lack of availability of good seeds, there was a low seed replacement rate. ASA had been implementing farm based livelihoods works in the area. However, it realized that to make a sizable impact on enhancing the farmers' incomes, it will have to go beyond its current activities. It started by piloting sale of quality seeds through SHGs, which was scaled up by establishing an enterprise largely focused on seed production. The enterprise named Bijawar Mahila Farmer Producer Company Limited (BFPCL) was registered as a farmer producer company (FPC) in 2011 with SHG members becoming the shareholders of FPC. The main objective was to promote sustainable agricultural practices along with quality inputs and income enhancement through better market options.

While the initial years were largely focussed on seed production of different crops and sale of inputs, later procurement of pulses and other private players was initiated. For two years, the company procured more than 29,000 quintals of pulses. Gradually, BFPCL developed two warehouses of 5,000 quintals capacity each and a grading plant to complement its seed production program and improve the business margins. At present, BFPCL has 2,669 shareholders with Rs. 25,00,000/- as share capital. At the membership and Board of Directors levels, women's presence is 72 percent and 70 percent respectively with rigorous involvement. BFPCL has invested in good technology and through real-time decision making, it has improved its margin significantly along with appropriate product costing. In the last financial year, BFPCL clocked a turnover of Rs. 94,00,000/- which also covered the salaries of its four staff members. Having built necessary internal strength and credibility over the years with different financial, technical, seed and institutional buyers, it is slated for bigger expansion.



Seed production by Bijawar Farmer Producer Company, Chhattarpur District, Madhya Pradesh



Bijawar FPO awarded "Best FPO of the Year" at the FPO Impact Awards 2019 by ACCESS & Rabobank at Livihoods India Summit



FPO leader sharing her experience in a workshop

Chapter 5

Social Research, Training and Documentation

ASA with over 23 years of working in the field of rural livelihoods and having a first-hand experience of an array of aspects associated with rural livelihoods has developed a useful repository of knowledge, which has grown through the years. ASA also actively takes up a range of social research studies for internal learning and wider dissemination through external stakeholders.

A range of knowledge related activities were undertaken during the year, which is listed below:

Impact Studies

“ **Study reveals high level of inclusiveness of poor and ultra-poor households within ASA's water resource programmes August, 2018** The study reveals high level of inclusiveness of poor and ultra-poor households within ASA's water resource program. The study entailed a field survey to understand individual level interventions as well as focus group discussions to assess collective interventions. These were undertaken amongst beneficiaries of five area offices. Sampling techniques were used to ensure that the sample was both random and representative of the relevant population and geographies. Interventions assessed included dug-wells, drip irrigation, stop dams, lift irrigation, earthen tanks, farm ponds and shallow borewells. For the purposes of the study, ultra-poor farmers were defined as those with less than 1.5 hectares of land and no pre-existing irrigation facilities. Overall, more than three-quarters (77.9%) of the beneficiaries were found to be ultra poor as per this definition. Individual intervention wise it was found that 100% beneficiaries of the shallow bore-well were poor, 96.8% in case of farm pond beneficiaries, and 95.8% of stop dam beneficiaries fell within this category. Meanwhile the lowest proportion was for those in receipt of earthen tanks which was just over a quarter (27.3%). Outside of the ultra-poor grouping, the majority of beneficiaries had holdings of between 1.5 and 2 hectares (and could therefore be considered marginal) and the overall figure with land totaling 2 hectares or less was 90.3%. The findings demonstrate a high level of effectiveness in the targeting of poor and ultra poor for water resource programme and that existing methods of beneficiary selection are working well.”



Crop cutting exercise by farmers, Mandla District, Madhya Pradesh

Convergence study shows high awareness of government programmes through ASA support.

Alongside the ASA funded interventions, we also aim to support beneficiaries to access government programmes and the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in particular to maximise income security. As such, a study was conducted to assess how successful the project (Axis Bank supported project in M.P. East region) has been thus far (after two years of project) in enabling beneficiaries to access their entitlements under the Act. The study involved 23 focus group discussions with beneficiaries from as many villages (225 participants overall), as well as 28 interviews with project staff and 11 interviews with Gram Panchayat and Block level government representatives. Amongst beneficiaries, overall awareness of what was available to them under the MGNREGA was high with 94% of participants having heard about it. The most well known elements were that it guaranteed 100 days of work per year (91%) and that the job card is linked with bank accounts and Aadhar for direct bank payments (87%). Almost two-thirds (65%) knew that payment would be made with 15 days, while there was slightly lower awareness of details such as the current rate of pay (43%) and that work must be within 5 kilometres of residence (35%). ASA's role in generating this awareness was demonstrated by the fact that 45% reported the organisation being their main source of information. While others received information primarily from Panchayat Raj Institution (PRI) members and other villagers, in some cases this may also have been derived indirectly through the organisation. Almost two-thirds (64%) had been encouraged to participate in Gram Sabha meetings by ASA staff in order to make demands under the MGNREGA. There was also a high level of satisfaction with the ASA approach amongst PRI members. All interviewed reported being satisfied with the approach the organisation took to social mobilisation, demand generation and technical support. Eight out of 11 also reported receiving support with paperwork from the ASA team to support access to schemes. In terms of future wishes, eight wanted ASA to do more awareness generation activities, while six were keen to see a continuation of demand generation activities. Staff interviews found a very high level of understanding of convergence with 93% having an understanding of this and the ASA convergence approach. They reported using a range of techniques to engage with beneficiaries at village level and build awareness, including concept seeding meetings, awareness rallies and street plays. Within the study it was clear that there are very high expectations of ASA and what it should be able to offer to the communities it works with. As this study took place predominantly in areas new to ASA and with new staff teams, it will be important to consider the findings of this study more deeply and to work with staff to consider how best to support communities to access the benefits of government schemes such as the MGNREGA and to manage expectations of what the organisation is able to do.

Linking Agro- biodiversity Value Chain, Climate Adaptation and Nutrition: Empowering the Poor to Manage Risk

implemented by ASA partnering with Bioversity International under a funding agreement with the IFAD. The primary purpose of the study was to assess the change in effective adaptation of conservation practices, improved production, and consumption in nutrition sensitive manner among the targeted community. The key findings were: That there has been an increase in availability of improved seed variety in the project area with the introduction of new breeder seed and seed production program by the project through the FPOs; (b) There has been positive sales price appropriation of minor millet through linkages and development of value chain evolved with aggregation of farmers in the Farmer Producers' Organisation; (c) Increased learning on nutrition value, introduction of recipes and fair sales realization led to mainstreaming of minor millet as crop of preferred choice from least choice among tribal community.

Discussion Note on “Sustainable Agriculture Initiatives in the Tribal areas of Madhya Pradesh”, March, 2019.

The discussion paper was developed to initiate a dialogue with the Atal Bihari Bajpayee Institute of Good Governance, Bhopal, a policy research organisation promoted by the Government of Madhya Pradesh.

Communication Collaterals

- A three-minutes film on Successful Journey of “Bijawar Mahila Farmer Producers' Company Limited, Chhattarpur, Madhya Pradesh”
- Pictorial pamphlets on water and soil conservation activities for use of Village Resource Persons for field level trainings and reference during work implementation
- Pictorial leaflets on Package of Practices and interventions at critical stages of different crops
- Posters on process of election of Board of Directors of Farmer Producers' Organisation
- Pictorial booklet on Self Help Group



Media Coverage

- ASA success stories featured in “Down to Earth” magazine published by Centre for Science and Environment, New Delhi: “Winds of Change in Tribal Villages of Mandla”, July 2018
<https://www.downtoearth.org.in/news/agriculture/winds-of-change-in-tribal-villages-61246>
- “Doha Model shows how to rein in water for irrigation”
<https://www.downtoearth.org.in/blog/agriculture/doha-model-shows-how-to-rein-in-water-for-irrigation-64060>



Pictorial pamphlets for use of Village Resource Person as reference during work implementation

Chapter 6

Governance and Institutional development

ASA has evolved a combination of well-synced systems to guide and track structure, policies, practices and financial obligation in an environment of transparency and accountability.

Governing Structure

At the top of the ASA's organizational structure exist a General Body and a Board of Trustees, which govern the organization. The General Body meets once annually, while the Board members meet once every six months formally to review progress and discuss policy matters. Additionally, there are regular email discussions among the board members on affairs that require the Board's attention.

ASA also has a Financial Sub-Committee made up of three Board Members and External Experts that meets twice a year for a financial review of the organization. The Program Director-Finance, ASA is the Ex-officio Secretary of the Committee.

Internal Control System

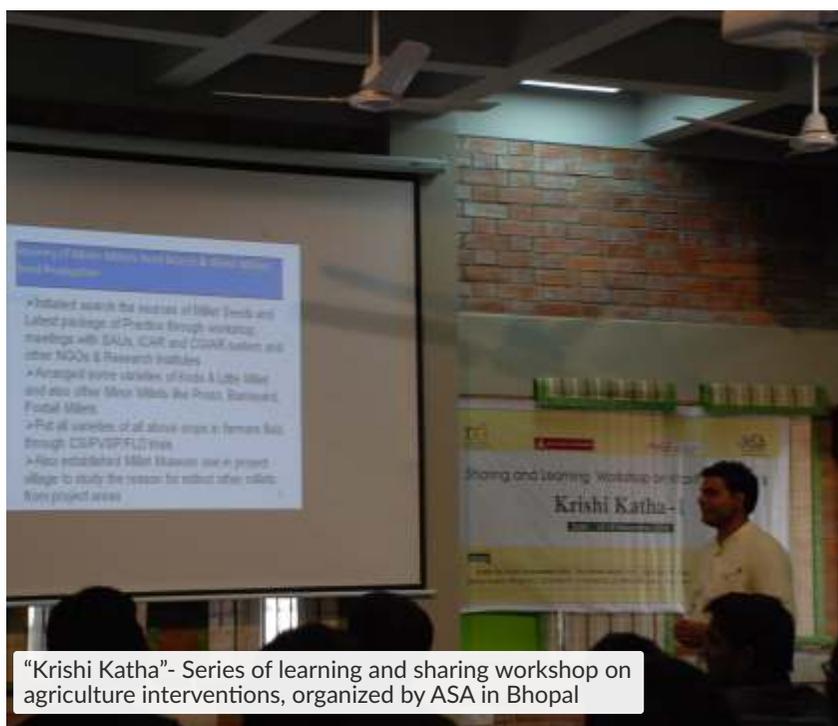
ASA has developed a set of Standard Operating Manuals (SOMs) for all its programmatic themes and sub-themes, which are reviewed annually and updated on need basis. Similarly, for other functions comprising Human Resources, General Administration, Accounts and Finance, SOMs are in place for management.

An internal audit is undertaken by a third party every quarter and its findings are reviewed by the Financial Sub-Committee and the Board. ASA has a well-established program process audit mechanism that is implemented rigorously. There are different staff welfare schemes such as EPF, ESIC, Gratuity, Leave Encashment, Staff Benevolent Fund, staff Group Medi-claim and Accidental Insurance following statutory compliance and administered with responsibility.

ASA also follows a system of Incentive/Disincentive based performance appraisal system for its staff members.



Seminar organized by ASA on "Access to Irrigation- a key trigger to doubling farmers' income – experience of semi-arid Central India" in October 2018



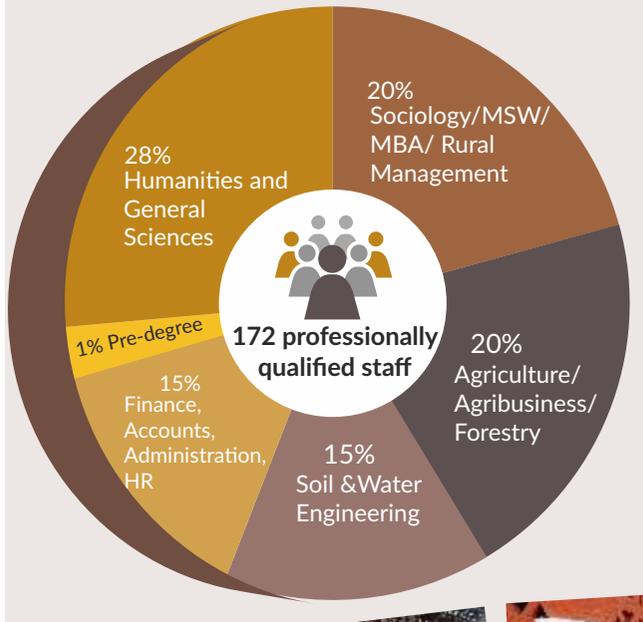
"Krishi Katha"- Series of learning and sharing workshop on agriculture interventions, organized by ASA in Bhopal

Institutional Development

Development of staff capacities is an important focus area for ASA. It extensively uses its gained knowledge and network to train the various field functionaries through well-designed regular training programs through seasoned internal professionals and external resource persons.

Several kinds of Management Information Systems (MISs) with built-in analytics further enhanced the tasks of the Monitoring and Learning Department in 2018-19. Extensive data compilation was undertaken along with report generation enabling thorough monitoring of all the thematic programs. Furthermore, baseline data collection along with online entries were taken up for a large number of households in some of the projects with the donors. Short studies were also undertaken on aspects like beneficiary selection, inclusiveness of poor and ultra-poor households and project impacts for future learning.

Staff: Discipline Wise 2018-19



Best Performing Awards

The best Area Office Award in memory of Late Fr. Bogeart, Advisor of ASA, is continuing. The Best Area office Award recognizes and rewards the performance entire Area Office and the Teams in its purview. It comprises of a Trophy and cash prize of Rs. 30000/-.

The Mandla Area Office was awarded with the title for the second time.

More categories of awards include Best Field worker, Best Innovation, Best Strategic planning & Management, Best FPO, Best FPO worker and Best Team Office. Another category of award included Director's Special Award. Under this category were Best Administration & Office Support and Best Women Worker.



Glimpses of staff receiving various awards during the Staff Annual Retreat celebration event.

Key Trainings/Workshops attended by Staff during the Year

Coaching and mentoring support to senior staff of ASA by engaging a Senior consultant from the development sector throughout the year was held in four batches for a duration of three to four days for each batch in the months of May, July, August, and November 2018

A two-day training program on GST and other tax-related matters for all the Accountants, 11th-12th March 2019

A collaborative training program on the Restoration Opportunities Assessment Methodology (ROAM) by the World Resources Institute (WRI), India to scope project pipelines under Climate Funds was held at Bankers Institute of Rural Development (BIRD), Lucknow on 12th-13th April 2018

Azim Premji Philanthropic Institution organized a meeting of all local democracy grantee partners at National Institute of Rural Development and Panchayati Raj, Hyderabad, 11th-12th April 2018

The Director, ASA was invited to participate in the conference on Organic Cotton organized by the Matter Solutions, SRI, Milan, Italy, from 19th to 28th October 2018. He also visited Research Institute of Organic Agriculture, which is also known as FiBL, located in Frick, Switzerland from 16th to 18th October 2018 for knowledge enhancement on organic cotton

The Tribal Cooperative Marketing Development Federation of India (TRIFED) organized a half-day national level advocacy workshop on Minimum Support Price for Minor Forest Produce items and Van Dhan Scheme at its head office in Delhi on 4th June 2018

The Programme Director-Financial Inclusion and Insurance, participated in the workshop on Agri-finance on 29th-30th October 2018 in Ahmedabad

A two-day capacity building workshop was organized in Bhopal on 5th and 6th June 2018 with the objective of reviewing ASA's role in facilitating registration under the Pradhan Mantri Fasal Bima Yojana (PMFBY) scheme, which was attended by field project staff members, Project Coordinator and representative of the International Labor Organization (ILO), which is supporting the project

Training cum exposure visit on formation and development of Lift Irrigations Federation at Sadguru Development Foundation, Dahod, Gujarat, was organized for three days for the Land and Water Resources Development Program. The Programme Manager-LWRD and the Engineers from field locations participated

"Krishi Katha - A series of learning and sharing workshops on agriculture interventions" was organized in Bhopal for two days, which was attended by 60 ASA team members



Organic day celebration, Sarguja District, Chhatisgarh



Training of AKM's in the field, Ranchi District, Jharkhand



The year saw the establishment of ASA's new head office-cum-resource centre at Bhopal.

The inauguration event on 10th October 2018 was graced by Shri. R. Parshuram, Former Chief Secretary, GoMP, Dr. S.K. Rao, Vice Chancellor, Raj Mata Vijayraje Scindia Krishi Vishwavidyalaya, Gwalior, Shri. M.M. Upadhayay, Former Agriculture Production Commissioner, GoMP, Smt. Anita Chester, Country Head, C&A Foundation, Smt. Neelima Dalvi, Project Officer, Axix Bank Foundation and many dignitaries from the NGO sector and Government. The occasion was celebrated with a workshop on "Access to Irrigation- a key trigger to doubling farmers' income-Experience of semi arid central India".



View of inner courtyard of new office building cum resource center.

Awards and recognition

ASA's work and contribution to the development sector have been at various platforms through numerous prizes and nominations in union and state government policy-making bodies. The past honours include winning the Best Non-Governmental Organization (NGO) Award in the medium category in 2008 instituted by the Nand and Jeet Khemka Foundation and Resource Alliance in New Delhi. ASA was conferred the best NGO award for participatory management of irrigation by the Central Water Commission, Government of India and M.P. Water Resources Department in 2005. ASA's Director was nominated as a member in the National Advisory Council, a policy advisory body of Prime Minister of India during 2012-14. He is also a member of the National Innovative Council of India since 2013. He is a member of the National Advisory Committee for the FPO Development Program of the National Bank for Agriculture and Rural Development (NABARD). He is an Independent Director (Honorary) of the NABKISAN, which is a fully owned subsidiary of NABARD and a non-banking financial institution for agriculture financing mainly to FPOs.

Awards Conferred in 2018-19



Mr. Ashis Mondal, Director, ASA, featured in 'Gems of Purest Ray Serene', a book which narrates the life stories of twenty-two outstanding Indian social workers, whose initiatives are supported by Tata Trusts, with foreword by Shri Rata Tata, the Chairman of the Tata Trusts and ex-Chairman of the Tata Group.

Felicitation at the conference -

<https://www.youtube.com/watch?v=DlzJFloZBYE&t=491s>
Interaction with social workers

<https://www.youtube.com/watch?v=oKS5KnHaU-o&t=211s>



ASA declared Winner under the category "FPO Promoting Institution of the Year 2019" by the distinguished jury of the FPO Impact Awards 2019 constituted by the ACCESS and Rabobank at the Livelihoods India Summit 2019



"Bijawar Mahila Farmer Producers' Company", Chhattarpur, Madhya Pradesh promoted and nurtured by ASA since 2011 in Bundelkhand awarded "Best FPO of the Year 2019" at the FPO Impact Awards 2019



"Ma Machna Farmer Producers' Company Ltd.", Shahpur Block, Betul, promoted by ASA, was felicitated by NABARD regional office as "Best Performing FPO in Madhya Pradesh".

Chapter 7

Convergence with Government Program and Community Contribution

To complement its efforts, ASA seeks to attain convergence with the governmental program. In 2018-19, Rs. 52,99,33,492/- was mobilized by ASA through convergence with government programs and facilitating credit of Rs. 74728763/- by linkages with the banks for its communities (SHGs & FPOs) in operational locations.

Program/Department wise convergence is as following:

Program/Department	Amount
Mahatma Gandhi National Rural Employment Guarantee Scheme	₹ 48,97,66,221
Agriculture, Horticulture and other Departments	₹ 40,16,7271
Credit Linkages Facilitated with the Banks for SHGs and Farmer Producer Organisations	₹ 7,47,28,763

To ensure optimum utilization of the funds received by various community institutions such as Watershed Development Committees, SHGs, and Gram Panchayats through the convergence of government programs, ASA works with them closely on the aspect of planning and execution. Similar support is also extended to the government departments and its functionaries for effective program implementation in villages covered by ASA.

In 2018-19, the community members made a contribution worth Rs. 1,56,65,312/- as partial cost towards the work done for them. This contribution was primarily in the form of labour and material.



Farm pond constructed under CFT project (MGNREGS), District Pakur, Jharkhand



Drip Irrigation material supplied by panchayat, Ranchi District, Jharkhand



Improved Vermi Compost unit, Ranchi District, Jharkhand

Chapter 8

Financial Overview

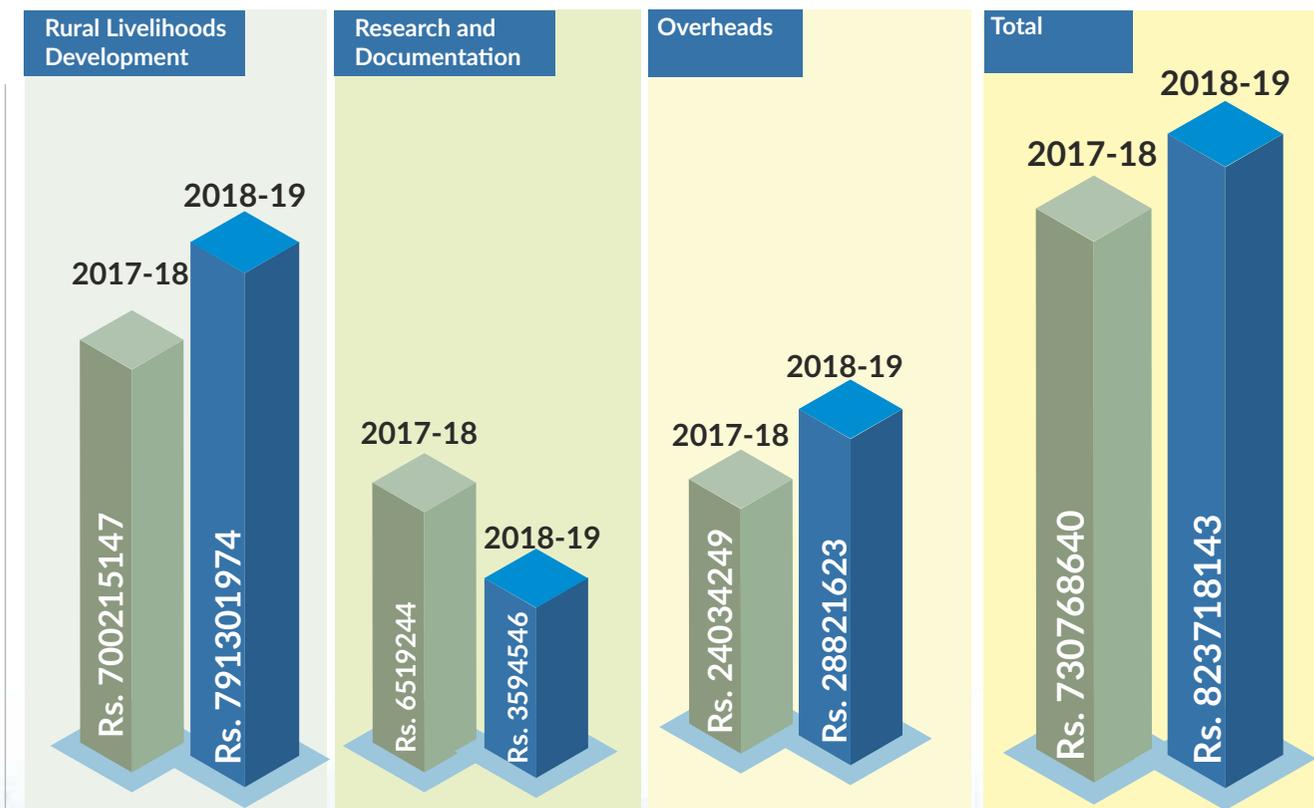
The main objective of ASA is to work with the poor and marginalized communities of rural India. This is the section of the society who are small and marginal farmers, tribal, scheduled castes and other marginalized groups, who essentially lack means for decent living. Low income and no asset are some of the key reasons for their current situation. ASA as part of strategy, makes effort to converge with the mainstream development program run by the Government and Banks. One of our unique features is the successful convergence with the on-going government mega program for climate smart agriculture, employment generation, rural development- leveraging every rupee of donor funding to achieve a much higher impact. These funds flow directly to the community and community institutions following standard procedures of the program and therefore do not reflect in the books of Accounts of ASA.

Total Development Investment for community development work in 2018-19 is as following:

Development Investment for community development works	2017-18	2018-19
Funds through Books of Accounts of ASA :	194491456	203390576
Funds leveraged through convergence of Government program :	408632632	526782085
Funds given directly to Village Watershed Committee by NABARD facilitated by ASA	3360426	3151407
Credit from Banks to the SHGs & FPOs	111774533	74728763
Beneficiary contribution in village development works	12509593	15665312
Total	730768640	823718143

During the year Rs.823718143/- was mobilised from various sources for community development works, which is 13% more than last year's investment of Rs.730768640/-.

Break up of Investment of Community Development Works:



Balance Sheet as on March 31, 2019

Particulars	As at March 31, 2019	As at March 31, 2018
I. Sources of Funds		
1. Trust Funds		
Corpus Fund	3,00,00,000	3,00,00,000
General Fund	3,91,71,506	3,39,76,408
Restricted Fund	3,22,95,897	4,87,32,627
Secured Loan	22,25,000	-
2. Current Liabilities & Provisions	42,25,693	19,13,476
TOTAL	10,79,18,096	11,46,22,512
II. Application of Funds		
1. Non Current Assets		
Fixed Assets- Tangible Assets	3,31,21,932	1,54,57,070
Capital Work in progress		1,08,19,906
2. Investment		
Long Term	1,57,00,325	1,54,08,422
Short Term	5,80,514	2,12,13,216
3. Current Assets	5,82,49,739	4,95,45,165
Loans Advances & Deposits	2,65,586	21,78,732
TOTAL	10,79,18,096	11,46,22,512

* Extracts from Audited Financial Statement

For, S.L. Chhajer & Co.

Chartered Accountants

Firm Regn. NO. 000709C

(CA Vijit Baidmutha Partner)

Membership No. 406044

UDIN: 19406044AAAAIL4674

Place: Bhopal

Dated: 11th September 2019

Ashis Mondal
(Director)

G. Jayanthi
(Trustee)

Place: Bhopal

Date: July 30, 2018

Statement of Income as on March 31, 2019

Particulars	As at March 31, 2019	As at March 31, 2018
Income		
Income from Operations	19,90,52,671	19,22,99,717
Income from Other Sources	30,86,624	66,24,922
Total (A)	20,21,39,295	19,89,24,639
Expenditure		
Application of funds towards object of Trust	17,45,68,953	17,04,57,207
Administration Expenses	1,94,74,552	1,80,53,514
Depreciation Expenses	27,89,588	26,22,688
Total (B)	19,68,33,093	19,11,33,409
Excess of Income over Expenditure (A-B)	53,06,202	77,91,230

* Extracts from Audited Financial Statement

For, S.L. Chhajer & Co.

Chartered Accountants

Firm Regn. NO. 000709C

(CA Vijit Baidmutha Partner)

Membership No. 406044

UDIN: 19406044AAAAIL4674

Place: Bhopal

Dated: 27th August 2019

Ashis Mondal
(Director)

Place: Bhopal

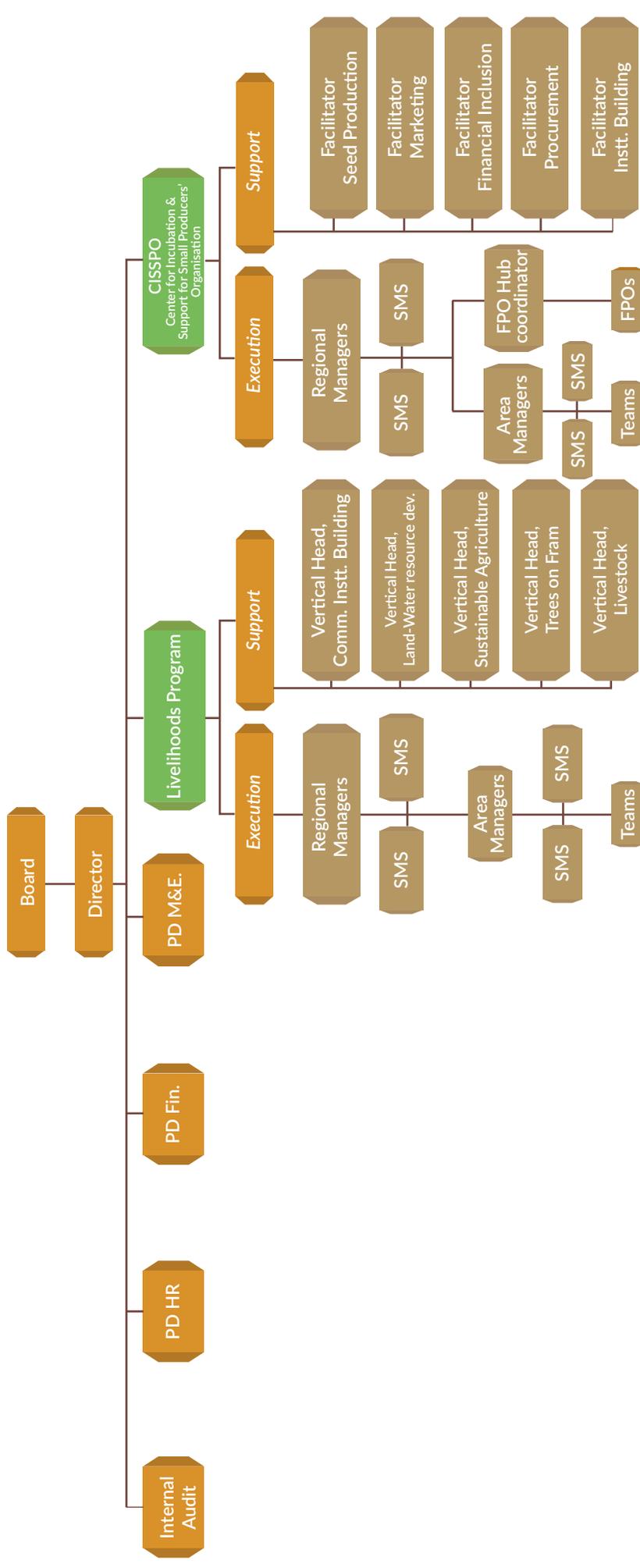
Date: July 30, 2018

G. Jayanthi
(Trustee)

ASA Team



Organisation Structure



SMS: Subject Matter Specialist



Action for Social Advancement (ASA)
"The Farmers House" Plan-C,
Tulip Greens, Vill. Mahabadia, Kolar Road,
Bhopal-462042, Madhya Pradesh
Phone: 09109988781, 09109988784,
09109988785
email id: info@asabhupal.org
url: www.asaindia.org

"The Farmers House"- ASA office cum resource center in Bhopal inaugurated in October 2018.