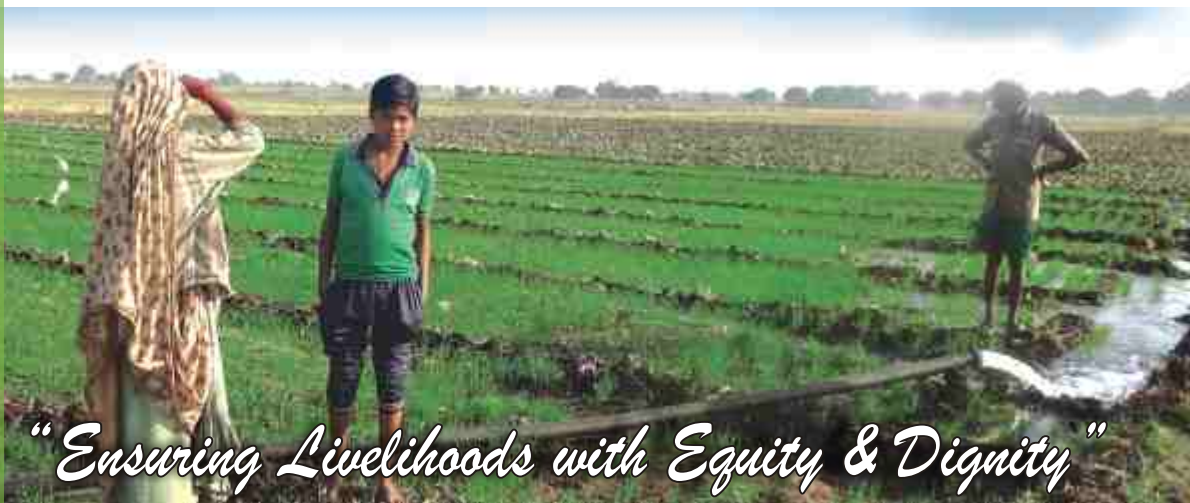




22nd
Annual Report
2017-18



"Ensuring Livelihoods with Equity & Dignity"



Working for rural development since 1996...



Scented paddy cultivation through SRI method by Smt. Indubai Manglu, Village Mohaniya Patpara, District Mandla, Madhya Pradesh

22nd Annual Report 2017-18

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

Internal Auditor - M/s R. Rishi & Associates, Bhopal, Madhya Pradesh

Bankers

- Bank of Baroda, E-8 Arera Colony, Bhopal, Madhya Pradesh
- State Bank of India, Shahpura Branch, Bhopal, Madhya Pradesh
- AXIS Bank, M.P. Nagar, Bhopal, Madhya Pradesh

Registered under the Gujarat Societies Registration Act, 1860 and Bombay Public Trust Act, 1950.

Farmers using portable harvesting machine through custom hire center run by Jamui Adivasi Mahila FPO, Block Chakai, District Jamui, Bihar

Acknowledgment

Dear Readers,

The core of ASA's work in livelihood promotion rests on building poor people's capabilities through organizing them into community-based organizations. During the year 681 SHGs were formed/revived. Cumulative savings of 4103 SHGs stands at Rs.5,24,47,289/- till March, 2018. Bank credit linkage for the reporting period was done for 342 SHGs for an amount of Rs.2,39,98,533/-.

Water resources development for minor irrigation and efficient water management is the core programme of ASA. Over the years ASA has constructed 277 Masonry stop dams irrigating 3379 Ha. of land, 108 earthen tanks having 1353 ha. of irrigation potential, 497 farm ponds irrigating 252 ha., constructed/deepened 3053 dug wells irrigating 6027 ha. of land. In addition to the development of ground water, significant numbers of wells have been rejuvenated due to water harvesting and soil and moisture conservation activities. Introduction of low-cost shallow bore-well technology last year combined with electric water pumps by ASA has triggered the development of irrigation to the poorest farmers in the high ground water table area of eastern Madhya Pradesh, Chhattisgarh, Jharkhand and Bihar. 551 bore-wells have been constructed till March 2018, irrigating about 446 ha. of land. Doha model, a low-cost water harvesting structure build on the stream beds to augment ground water recharge has been initiated since last year. 13 Dohas were created as a pilot initiative in Betul district, M.P., covering 650 mts area with 33150 m³ water storage capacity and 9945 m³ recharge capacity. During the reporting year 15 Group Irrigation systems were constructed benefitting 255 families.

ASA in 2017-18 supported more than 80,000 farmers for adopting sustainable agriculture practices. 66130 farmers signed up for training to learn Jimmedar Kheti (Responsible farming) methods. 13500 farmers are continuing for organic farming mainly cotton and rice. Besides, about 25,000 farmers have signed up for adoption of total chemical pesticides free production systems. ASA helps farmers to align their production systems with the market demands and connect them with the market through the farmers' organization.

Leveraging public fund as convergence to our programme is a key strategy of ASA. MGNREGS has been meaningful for this purpose for many years for primarily building minor irrigation assets in villages besides land development, plantation, etc. Rs.41.62 Crores worth of works have been completed during the year through convergence with the MGNREGS. ASA teams provide end to end in-situ technical support for the planning and execution of the activities under convergence.



A pilot initiative has been taken up for livestock development in few selective locations (eastern M.P and adjoining Chhattisgarh) in collaboration with the J.K.Trust. Ten Integrated Livestock Development Center (ILDC) to carry out Livestock activities have been established catering to about 200 villages with a plan to open another ten centers in next year.

ASA, last year started promotion of Lac cultivation programme in Jharkhand with the objective of augmenting incomes of the tribal families. During the year, 1224 tribal families from Jama block, Dumka district were engaged in lac cultivation. A yield of 1952 Kg of lac earned them Rs. 12.35 lakh in a season.

ASA has pioneered the model of Farmer Producer Organization (FPO) in India trying to establish smallholders in the agri-value chain since 2005. In 2017-18, ASA promoted the Centre for Incubation and Support for Smallholder Producer Organizations (CISSPO), an institutional entity, working closely with the FPOs to develop their value chain, develop ecosystem congenial to their growth while maintaining food security and biodiversity necessary to reduce risk at producers' level. This center is providing direct support to 38 FPOs promoted by ASA and many government and non-governmental organizations indirectly for the promotion of FPOs and FPO sector in general.

The time has come to multiply efforts, replicate models and exchange knowledge. ASA is gradually maturing to stabilize and speed up development efforts, widen the scope and geographies. We hope the learning from the past, the capabilities built over time and our teams' dedicated working would start rendering much better results very soon. ASA would not step back, as we stand committed to bring about positive change in the lives of the poorest of poor through all possible means that we may use. I join my Governing Council members and all staff to say a big Thank You to all our stakeholders who have partnered with us in the journey.

Sincerely,

Ashis Mondal

Director

September, 2018



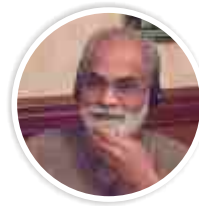
Board Members

*As on April 2018



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. She was Secretary to the National Advisory Council (NAC), in the Prime Minister's Office. Her areas of specialization include development policy and planning, food and livelihoods security, climate smart agriculture, empowerment of farm women and skill development of rural youth. She is the member of the Board of Trustees of the International Rice Research Institute, Los Banos and the World Agro-forestry Centre, Nairobi. She is also the Board Member of the Trust for Advancement of Agricultural Sciences, a Delhi-based Think Tank, and Member of the Steering Committee on Agriculture for Food Security Agenda 2030 (AgriFoSe2030), Stockholm



Binoy Acharya
Trustee

Binoy Acharya is the Founder Director of "UNNATI-Organisation for Development Education". He 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 decentralised governance.



G. Jayanthi
Trustee and Program
Director-Human Resources,
ASA

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 development work especially with the tribals of central India. She is one of the founding members of the Action for Social Advancement (ASA). She has specialisation in community organisation, designing development interventions in the field of natural resource management, livelihood promotion and institutional development. She steers the human resources development activities in ASA.



Soma Dutta
Trustee

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



Subhash Mittal
Trustee

After working as a Chartered Accountant in United Kingdom and in India (with PwC) Shri. Mittal chose to work in social development sector, associated with agencies like Unicef, World Bank, Danida and several other bilateral and multilateral agencies as independent consultant. His experience includes public project and organization appraisals, financial management, accountability assurance, public expenditure, etc. He is the founding Director of Socio Research Reform Foundation and started an e-platform of SRRF Dialogue with more than 5000 members, who actively participate in social issues.



Subrata Dasgupta
Trustee

Subrata Dasgupta has been in the financial sector of IT industry for more than 30 years. He has managed organizations, software development groups and large projects; designed and built large business solutions and portals. He 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 independent consultant.



M.M. Upadhyay
Trustee

Spanning over thirty years of illustrious career in public service Shri Madan Mohan Upadhyay joined the All India Services first as IFS in 1978 and then IRTS in 1980 and in the Indian Administrative Services in 1981 as a cadre of Madhya Pradesh. Being in government service, Shri. Upadhyay served in Madhya Pradesh and Chhattisgarh in diverse capacities in various departments like agriculture, rural development, food and civil supplies, health, education, etc. He retired as the Additional Chief Secretary to the Government of Madhya Pradesh in July 2015. He has written several books on diverse topics such as management & public administration, good governance, art and linguistics, history, culture and poetry. He is the recipient of the highest national award “Krishi Karman Award” for two consecutive years in 2011 & 2012 for excellence in agriculture, from the Hon'ble President of India and the Common Wealth Award for Public Administration & Management in 2008



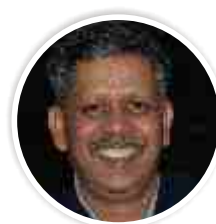
Prema Gera
Trustee

Prema Gera is a former United Nations Official where she served in different capacities from 2002-2013, with the last post being the Assistant Country Director and Head of the Poverty Programme at UNDP India. Prema has over 25 years of experience in social mobilisation, rural development and women's empowerment. She has been involved in programme design, programme management and policy advocacy.



Samir Ghosh
Trustee

Samir Ghosh currently works as a senior consultant with the World Bank and UNDP. Earlier he has worked as a senior consultant with UNICEF India as Social Planning expert. He 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.



Ashis Mondal
Trustee and Director

Ashis Mondal is the founder Director of Action for Social Advancement (ASA). His major working experience of three decades include development of livelihoods for smallholders through natural resources management including sustainable agriculture and promotion of smallholders' organization for agribusiness. He has significant consulting experience with the World Bank, FAO, Asian Development Bank, Planning Commissions of Indian States and International NGOs. Ashis has co-authored book “Monitoring for Outcomes in Community Driven Projects”, published by The World Bank, Washington DC, 2007. He was a member of the National Advisory Council of India. He has served as member in various advisory committees and governing bodies of government organisations, national and international organisations.

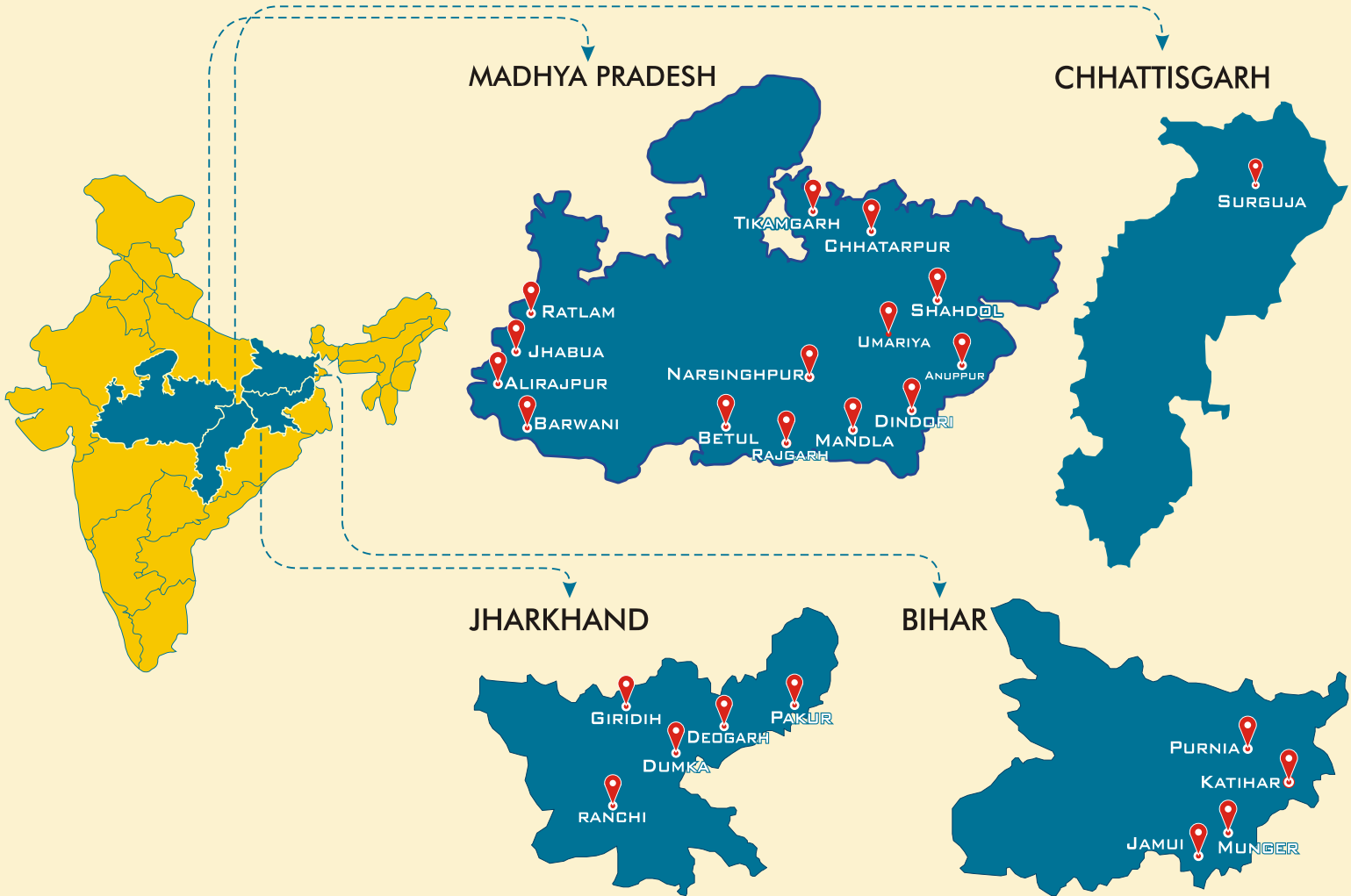


Dr. Yogesh Kumar
Trustee

Dr. Yogesh Kumar 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 functions to provide management support to the NGOs, facilitates participatory and strategic planning in development programme and engages in research and policy analysis, besides working on strengthening Panchayati Raj Institutions and urban local bodies at the grassroots.

Impact Areas

4 States **24 Districts** **44 Community Development Blocks**



**1780 Villages*
and 2,24,000
Families***

Directly benefitted through
ASA's project grants

**1890 Villages*
and 2,91,600
families***

Benefited through ASA's
technical support to the
Gram Panchayats for MGNREGS
implementation as well as
other Govt. schemes

* No. of villages & families overlap.



Mission

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

Core values and objectives

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

Our Team

4

Regions

12

Area Offices

46

Teams

171

Professionally
qualified staff

366

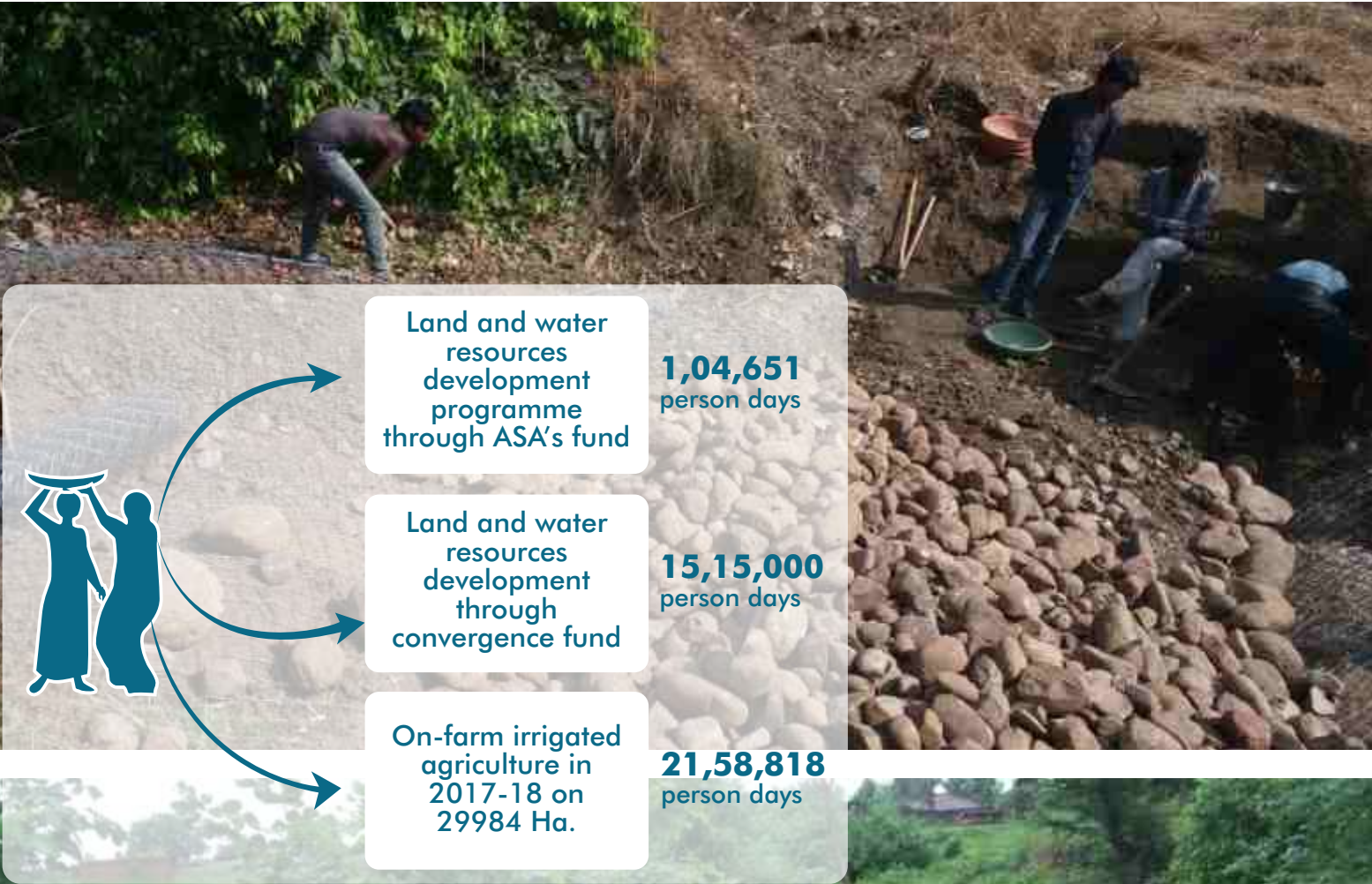
Barefoot
professionals

Statistical Overview

As on 31st March, 2018

Parameters	Unit	Progress 2017-18	Progress (Cumulative)
Addition of district under operation	No.	24	24
Addition of villages under programme	No.	334	1780
Families under programme*			
<ul style="list-style-type: none"> Families directly benefitted through ASA's project grants 	No.	224000	224000
<ul style="list-style-type: none"> Families benefitted thru' ASA's technical support to gram panchayats for MGNREGS implementation as well as other Govt. schemes. 	No.	291600	291600
<i>* No. of villages & families overlap</i>			
Staff as on 31 March, 2018	No.	171	171
<ul style="list-style-type: none"> Barefoot professionals 	No.	350	350
Land & Water Resources Development			
<ul style="list-style-type: none"> Area treated for soil conservation 	Ha.	306	78345
Water harvesting structures			
<ul style="list-style-type: none"> Masonry Stop dam 	No.	10	277
<ul style="list-style-type: none"> Earthen Tank 	No.	6	108
<ul style="list-style-type: none"> Dugout Pond/Farm Pond 	No.	104	497
<ul style="list-style-type: none"> Group dugwell 	No.	66	2895
<ul style="list-style-type: none"> Canal restoration. 	Running. Mt.	0	31137
<ul style="list-style-type: none"> Group Lift Irrigation 	No.	15	140
<ul style="list-style-type: none"> Micro sprinklers & drip irrigation systems. 	No.	92	511
<ul style="list-style-type: none"> Shallow bore well. 	No.	418	551
<ul style="list-style-type: none"> Irrigation potential created. 	Ha.	1441	29984
Agriculture Productivity Enhancement			
<ul style="list-style-type: none"> Varieties tested for participatory selection (all crops) 	Ha.	29	226
<ul style="list-style-type: none"> On-farm trial for Varietal selection 	No.	1414	6005
<ul style="list-style-type: none"> Farmers Field Trials on Good Agriculture Practices 	No.	1703	8104
<ul style="list-style-type: none"> Vegetable garden (0.1-0.2 acre plot size) 	No.	5529	10550
<ul style="list-style-type: none"> Farmers practicing Certified Organic 	No. farmer	7500	16340
<ul style="list-style-type: none"> Farmers practicing Responsible cropping 	No. farmer	66130	147329
Agribusiness Promotion for Small farmers			
<ul style="list-style-type: none"> Formation of Farmer Producer Organisation (FPO) 	No./member	0	56/42967
Self Help Groups	No.	681	4103
Community Training			
<ul style="list-style-type: none"> ASA so far has trained over a million farmers and facilitated their adoption of Good Agriculture Practices. 			

Employment Generation in person days

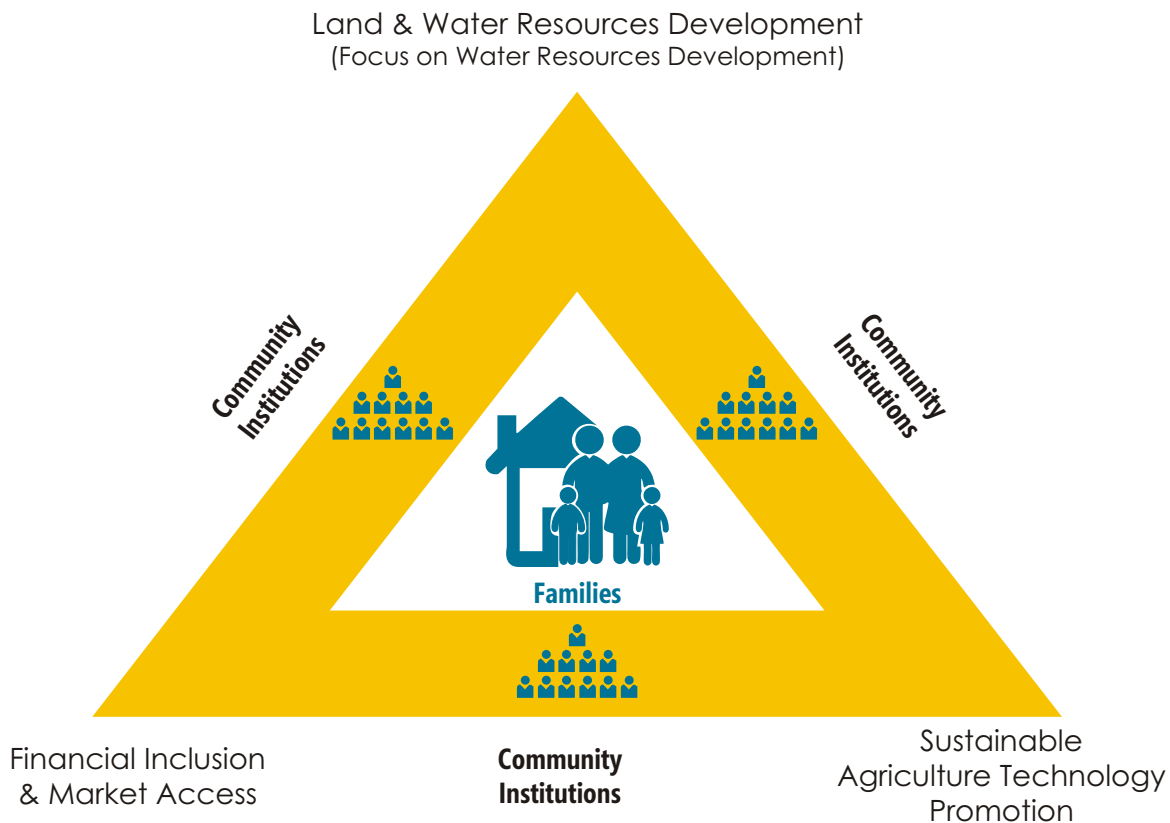


Gabion check dam built to protect banks of a stream against erosion in Village Pipariya, Block Chichli, District Narsinghpur, Madhya Pradesh



Solar irrigation system installed in Village Piyarsala, Block Jama, District Dumka, Jharkhand.

Livelihoods Enhancement Model



At ASA, we realize that the restoration and management of available natural resources offers significant opportunities for the enhancement of rural livelihoods. Accordingly, the ASA strategy is based on this hypothesis:

With over 60% of the population dependent on agriculture directly or indirectly, land, water and vegetation constitute fundamental resources for the rural poor. The only sustainable route to livelihoods enhancement is through improvements in these core resources, and the steady flow of institutional credit for intensification and diversification of agriculture and value chain linkages. In this model of livelihood enhancement, local

institutional development is instrumental for the management and sustainability of the investments made. Special focus is placed on the poor and the women in this model.

The livelihood issues are multi-dimensional and thus complicated for small holders.

The programmes of ASA are designed in a manner that it works on: (a) building sustainable asset base at the family and community level as means of production, (b) availability of institutional support by their own institutions at the primary and secondary level, (c) end to end solution packages (farm to market), and (d) constant technical support. We believe this design and our commitment to deliver according to the design are the unique elements of our programme.



Construction of a Stop Dam in Village Patakheda, Block Shahpur, District Betul, Madhya Pradesh.

Chapter 1

Empowering Communities and Building their Institutions

Community Based Organisations (CBOs) such as SHGs, users' groups, Farmer producer organisations are the backbone of all the programs of ASA. While some of these primary groups are generic in nature (viz. SHGs) and broad based, others are livelihood or activity specific groups. These organisations have the requisite potential for bringing sustainability of assets and institutions created around the activities.

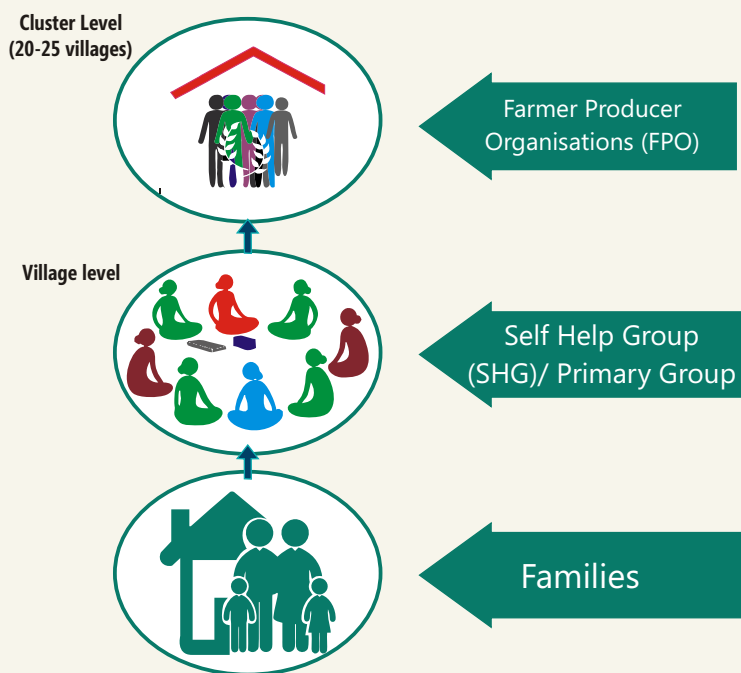
In ASA, 98% of the SHGs promoted are women SHGs, and these SHGs create empowerment promoting conditions for women to move from positions of marginalization within household decision making process and exclusion within community, to one of greater centrality, inclusion of voice.

A self-help group (SHG) usually comprises of 12-15 women from the same hamlet where the members make small regular savings contribution and lend among the members. The SHGs promoted by ASA are in due course of time 'linked' to banks for meeting their larger credit needs. Besides financial independence, the SHGs are experiencing empowering impacts of these institutions in the various aspects of their lives. The barefoot professionals identified from the community are trained to conduct regular meetings, and maintaining their books of accounts and are paid on task basis. All SHG data is stored in software for easy access, analysis and feedback on real time basis.



Smt. Merry Murmu an active member of Jiyar Jharna SHG, Village Kamudumaria, Block Jama, District Dumka, Jharkhand.

Community Institutional Model



Regular training programmes were organized to train SHG members for savings, leadership development, documentation of records, internal loaning, livelihood activities and to resolve social issues within the community. 73229 members participated in these trainings. Trainings of Trainers (TOT) on SHG development were organized across project locations.

During the year 681 SHGs were formed/revived. Cumulative savings of 4103 SHGs stands at ₹.52447289/- till March '2018. Bank credit linkage for the reporting period was done for 342 SHGs for an amount of ₹.23998533/-.

Community Institutions	Progress 2016-17	Progress 2017-18	Cumulative Progress
Watershed Development Committee (Nos./ members)	1/12	0	149/1990
Water Users' Group (Nos./ members)*	40/689	31/604	646/6296
Water Users' Association (Nos./ members)	0	0	11/4200
Lift Irrigation Groups (Nos./ members)	13/218	15/225	140/1736

* groups managing water bodies like stop dam and earthen tanks



MGNREGS awareness Rally by SHG members, Block Littipara, District Pakur, Jharkhand.

The S3 software which is an abbreviation of "Samuh Soochna Sahayak", is custom made software used in ASA for the data management related to SHGs across its field locations. This is stand-alone software used in offline mode for data entry from remote locations. It has facility to upload data to Web, and then it is used for generation of detailed reports at any point of time.



Fortnightly meeting of Self Help Group and regular bookkeeping in progress, Village Patakheda, Block Chicholi, Betul

S3 software functions:

- Data of SHGs and its members
- All kinds of transactions of deposits, inter-loans, bank deposits, etc.
- SHG wise reports and summary reports at all levels of programme management.
- Captures data of Training activities of SHGs.

On the whole the software facilitates data management from entry to processing, to report generation of all SHG activities.

Self Help Groups	Progress 2016-17	Progress 2017-18	Cumulative Progress
No of SHGs	335	681	4103
Women SHGs (No./%)	320/96%	681/100%	3939/98%
Total Members	4997	7736	48115
Women Members (No./%)	4765/95%	7833/100%	39167/97%
Total Savings mobilized (₹)	2998260	11381106	52447298
Total Internal Loan Given (₹)	2020548	21418061	53940767
Bank Loan Received (No./ ₹)	48/5336040	342/23998533	617/74838823

Local youth groomed as "Bare Foot Professionals"

Over the years, good number of community based organisations have been formed and they are functioning well in terms of providing services to their members through Bare foot professionals evolved from within the community. Development of local youth as a cadre of trained technical experts and technology agent at the community level is woven as a strategy by ASA while providing opportunities for gainful

employment locally. Capacities is nurtured through a systematic on-the-job training. There is a systematic pathway followed for the BP/VRP to absorb responsibilities from the professional staff. Each BP/VRP is groomed to cater to about 200-300 farmers. A task based payment system is followed which incentivise talent and innovations.



Community training on drip irrigation, Village Karahiya, Block Jama, Jharkhand.

Soft skills training for rural youth to enhance their employability

With the support of Ernst & Young foundation (EYF) ASA initiated a programme for rural youth under the flagship of “Skilling Rural Youth” This program is implemented in five blocks of Mandla, Dindori and Anuppur districts in Madhya Pradesh and Sarguja of Chhattisgarh. The programme is meant for the youth in the age bracket of 18-30 years. To enable these youth to gain a foothold in the competitive job market, they are trained in livelihood and soft skills in an environment of interactive learning and mentoring that helps develop their inherent capabilities. The major objectives of the programme being to impart employability skills and provide access to employment opportunities.

The trained youth have been placed in companies like IL&FS skills, Pratibha Syntex, Vardhamaan Yarns, Anant Spinning Mills, Mahima Pure-Spun, Khushal Kisan, ASA and Nav Kisan Bio Plantec Ltd. during the year



551
Youth Trained



168
Employed



119
Retained

Placement of trained Rural Youth under Skilling Rural Youth Program in Nav Kisan Bio Plant Limited, Jabalpur

Ms. Priyanka Tiwari,
Vill. Podi Choudi, Block Kotma, District
Annupur

*I was sitting idle after completion my school education when I heard about the SRY program implemented by ASA. I became interested and underwent the 10 days training module. I found the training program very useful and it completely changed my life. I got placed in **Reliance Mart** and now I am working as a part time worker and earning Rs. 4500 per month. I am happy that I am able to support my father and pursue my studies further.*



Ms. Aarti Kurmi,
Vill. Bijuri, Kotma, Annupur

*After attending the SRY training from ASA, I got placed in **Anant Textiles private limited, Mandideep, Bhopal**. I am working as a Supervisor and earning Rs. 10,670 per month. Now I am able to support my younger sister's education. I am really thankful for the training and placement assistance.*

Ms. Sheila Karkata,
Vill. Murta, Sarguja, Chhattisgarh

*I am a divorcee with an eight year old daughter. Earlier, I was totally dependent on my father. I have completed 12th Std. with first division but I had no job, Then I heard about SRY training program implemented by ASA and participated in it. After successful completion of my training program I got selected as a **Barefoot Professional in ASA- Murta team**. I am earning a monthly income of Rs. 7500 now.*



Chapter 2

Stimulating sustainable economic growth through Natural Resources Development

“Land and Livelihood” is the belief that drives ASA's Land and Water Resource Development programme. It remains a core activity in ASA's strategy to develop rural livelihoods. ASA's multi-disciplinary and integrated approach, therefore, is based on the premise that significant opportunities for livelihood enhancement exist through the restoration and management of the available natural resources in the rural areas.

ASA has a long and successful experience of leveraging public fund in large sum using the NGO donors' fund as trigger. Almost all projects have an in-built leveraging component. MGNREGS has been our key target for leveraging for many years.

A simple calculation suggests that each family in a village has entitlement of earning about Rs. 15000-16000/ every year through MGNREG. This means that entire need of investment for land and water development for the family can be sourced from the resource entitlement of the same family. What is effectively required is a planning protocol at the village level with the Gram panchayat and technical support mechanism to the GPs for implementing the plan. ASA has been working in this model of supporting GPs and community groups in all its programme areas with considerable success.



Watershed development

Watershed management is one of the critical factors for improving agricultural production. Restoring ecological balance and increasing productivity in such region, necessitates undertaking of all developmental activities in a watershed basis. There are multiple reasons for poor land productivity in the region: high soil erosion, undulating topography, lack of irrigation, failure of monsoon, among others. ASA's watershed programme aims to tackle these issues through a range of measures targeted at arresting soil erosion, accelerating groundwater recharge, in-situ conservation of soil and moisture and harvesting of surface run off.

The Small River basin approach in watershed development makes a fundamental improvement in the resource by improving sub-surface water recharge. When this is complemented with surface water harvesting and interventions like dug wells, small group lift irrigation, orchards, vegetable cultivation, improved seeds and adoption of Good Agriculture Practices (GAP) it enables crop intensification and diversification.

Through direct and non-direct interventions (convergence), ASA is continuing watershed programme in 925 villages



ASA strategy emphasizes a water-controlled livelihood approach, which...

- Pivots around using a precious resource responsibly. Hence, surface water conservation is highly prioritized, along with land and agricultural development,
- Adopts small river basin approach in watershed development following the "ridge to valley approach", and
- Builds people's institutions around these interventions. Users' Groups around each intervention (for example, a stop dam) is a must for management of the asset in a sustained manner.

Trees on farm, Block Kotma, District Annupur, Madhya Pradesh

Summary of Interventions under Land & Water Resources Development

Interventions	Units	2016-17	2017-18	Cumulative
Land development*/SMC Work	Ha	470	306	78345
Masonry Stop dam	Nos	07	10	277
Earthen Tank	Nos	05	06	108
Dugout Pond/Farm Pond	Nos	36	104	497
Group dug wells	Nos	65	66	2895
Canal restoration	Running Meter	0	0	31137
Group Lift Irrigation System	Nos	13	15	140
Shallow Bore well	Nos	0	418	551
Micro sprinklers/drip Irrigation	Nos	0	92	511
Increase in irrigated area	Ha	577	1441	29984
Drinking water Scheme	Nos	4	0	7
Wadi-Horticulture plot	Nos	0	0	468

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

One of the significant initiatives under the LWRD programme is utilisation of MGNREGA fund for watershed programme in Jharkhand and Madhya Pradesh. ASA provides technical support to the Gram Panchayats for planning and implementation of MGNREGA fund particularly for land and water resources development. It is working under the government scheme called "Cluster Facilitation Team" where GPs are provided in-situ support in preparing participatory watershed plan and their implementation. The results of this approach are very encouraging and these are recognized and lauded by the state and central government on various platforms. *Rs. 41.62 crores worth of works have been completed during the year by leveraging resources from the MGNREGS.*

Over 80 percent of investment has gone into the land and water resources development and that too for the private assets development like farm bund, dug well, farm pond, patch plantation of horticulture crops, etc.

The construction of structures needs proper administrative and technical approval and budget allocations beforehand. ASA has made customised software for carrying out the steps from proposing an activity to its approval and to keep track of financial progress of such activities. It is entirely custom-based and incorporates all LWRD related sub activities like dug well, farm ponds, shallow bore wells etc.

The software manages data related to the site of structure, details of technical parameter, cost of the structure, funding sources, etc. The data of the beneficiaries of each activity is also recorded.

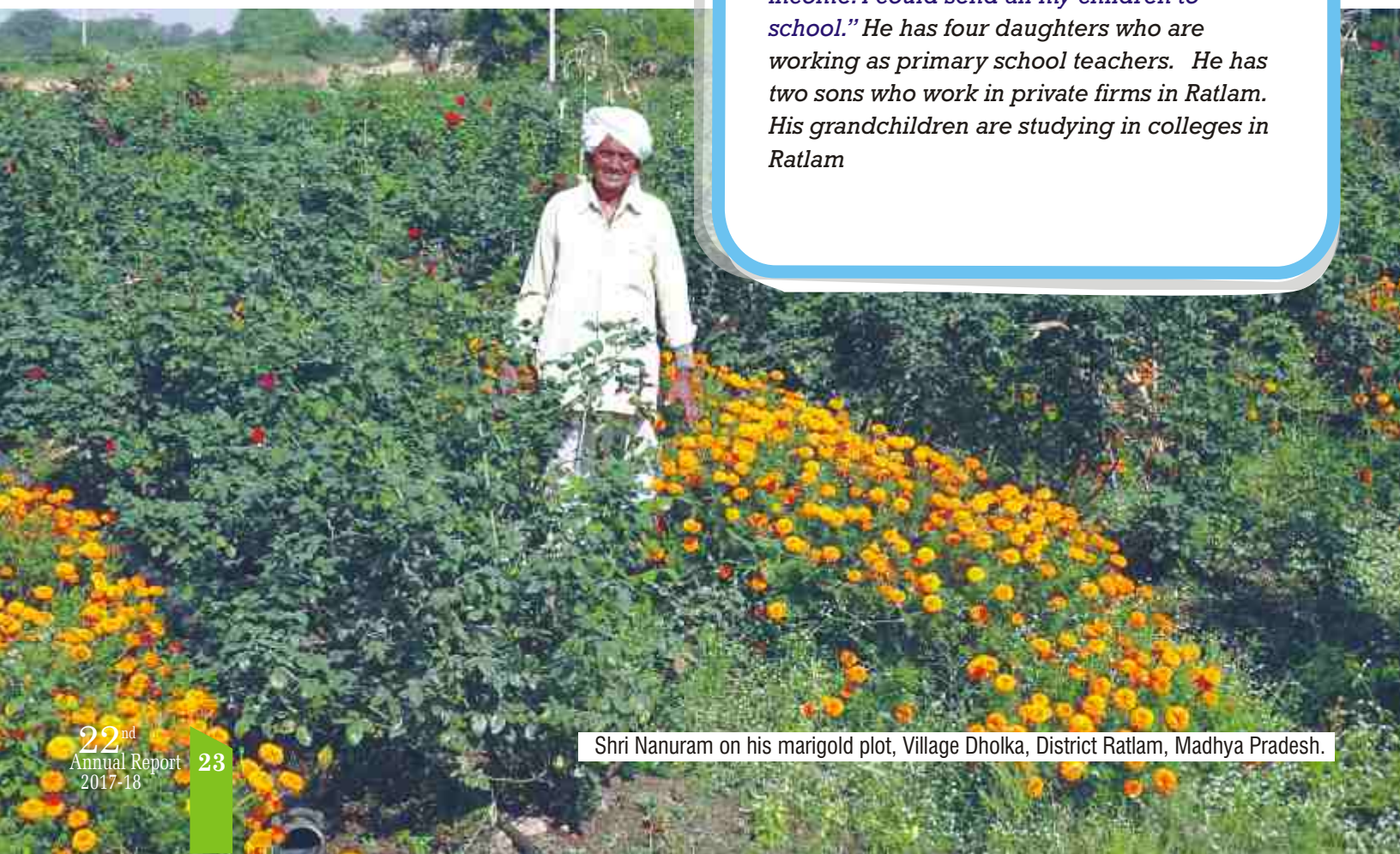


Shallow bore well beneficiary took up summer vegetable cultivation and fisheries, Village Badikhar, Amadand, Block Kotma, District Annupur, Madhya Pradesh

Water resources development for minor irrigation and efficient water management

Water Resource Development (WRD) is primarily targeted to create minor irrigation facilities for the beneficiaries. Under the WRD programme, ASA deals with the supply side issues by creating minor irrigation structures like stop dam or masonry weir in the river or stream, earthen tanks, farm ponds, lift irrigation systems, dug well, restoration of canals, diversion based irrigation, etc. For the demand management it promotes water saving devices like drip irrigation, sprinklers and on-farm water management practices. Participatory Irrigation Management for canal irrigation, water User's groups for the management of newly created structure, awareness building through village institutions like SHGs, Producers' groups, etc. are some of the important strategies for the demand management. Besides, efforts are made to promote drip and sprinkler irrigation mainly through the convergence of the government programmes.

Shri. Nanu Ram, age 75 from Dholka village of Ratlam District worked as agricultural labour for many years. He had 8 acres of rain fed land but without irrigation facility, the land could not be brought to much use. With inadequate income from land and labour, basic needs of the family were also not met. In 2008 with the support from ASA he got a dug well. After the Dug well he started growing soybean on 2.5 acres of land in Kharif. He grew Wheat and Gram in Rabi season on 1 acres of land. He started growing vegetables with sufficient water availability from well in summers. Gradually he started growing peas, garlic, tomatoes and chillies. In 2017, he did marigold farming with lemons in summer. He has also sown 100 gooseberry and 7-8 mango plants. Now he is engaged in rose and marigold farming on a small patch of his land. Nanu Ram is now able to earn Rs. 3, 00,000-Rs. 4, 00,000 per year. He says, "After construction of the well with the support from ASA, I was able to do farming on my land and earn sufficient income. I could send all my children to school." He has four daughters who are working as primary school teachers. He has two sons who work in private firms in Ratlam. His grandchildren are studying in colleges in Ratlam



Shri Nanuram on his marigold plot, Village Dholka, District Ratlam, Madhya Pradesh.



Stop dams

Stop dams" are small barriers built across the direction of water flow on shallow rivers and streams for the purpose of water harvesting. The small dams retain excess water flow during monsoon rains in a small catchment area behind the structure. Pressure created in the catchment area helps force the impounded water into the ground. The major environmental benefit is the replenishment of nearby groundwater reserves and wells. The water entrapped by the dam, surface and subsurface, is primarily intended for use in irrigation during the monsoon and later during the dry season, but can also be used for livestock and domestic needs. Normally the approach is taken to build them in a series to harvest maximum of residual flow. The management of the dam is left with the beneficiaries after constituting a "water Users' Group" who are trained on the management aspects of the dam. They are involved throughout from planning to implementation of the dam. Part of the cost of the dam, 10-15% depending upon the area, is shared by the beneficiaries in labour and kind. ASA annually updates the status of each structure created/restored by it. *During the year 10 masonry stop dams were constructed irrigating 179 ha. and benefitting 205 families.*

Stop dam in Village Bela, Block Chicholi, District Betul, Madhya Pradesh.

Due to construction of the stop dam significant number of farmers have taken up vegetable cultivation. They are not only growing for household consumption but also for market. Water availability for domestic use has increased. Says Smt. Meera Bai, Village Mokhamaal, Shahpur Betul

Masonry stop dams

	Progress 2016-17	Progress 2017-18	Cumulative Progress
No. of masonry stop dam	07	10	277
No. of Beneficiary families	104	205	4155
Area under irrigation (ha.)	85	179	3379

Earthen Tanks

Earthen tanks are constructed either through creating embankment on the streams or sometimes by digging out soil in the lower portion of the watersheds. This is a traditional practice of rain water storage in the rural India. While the Earthen tank serves the purpose of minor irrigation primarily, it also contributes significantly in recharging the dug wells and bore wells in the downstream. Like stop dam, community contribution is mandatory and users' groups are developed for its management. ***During 2017-18 six Earthen Tanks were constructed benefitting 144 families and irrigating 122.39 hectares***

Over the years ASA has constructed 108 earthen tanks benefitting 1469 families and having 1352 ha. of irrigation potential .

Earthen Tank	Progress 2016-17	Progress 2017-18	Cumulative Progress
No. of Earthen tanks	05	06	108
No. of Beneficiary families	65	144	1469
Area under irrigation (ha.)	54	122.39	1352.39



Dugout pond/Farm pond

Dugout pond/Farm pond is more popular in the eastern regions of Madhya Pradesh, Chhattisgarh and Jharkhand, where the land gradient favours such structures. It is constructed at the lowest point of the farm to harvest runoff water and used for irrigation. It also helps in creating moisture regime in the downstream. *During the year 2017-18, 104 Farm Pond were constructed, benefitting 236 families.*

So far we have constructed 497 farm ponds benefitting 2201 households and irrigating 252 ha. of land.

Farm Pond	Progress 2016-17	Progress 2017-18	Cumulative Progress
No. of Dugout/Farm ponds	36	104	497
No. of Beneficiary families	180	236	2201
Area under irrigation (ha.)	16	77.2	252.2



Farm Pond constructed in convergence with MGNREGS in Village Bhad, Block Kotma, District Annupur, Madhya Pradesh.

Group dug wells

A dug well or an open well is typically used by two or three families. The dug well programme is targeted for the very poor families in an attempt to build productive assets and thereby improving livelihoods sustainably. They are also a catalyst to promote entrepreneurship among farmers in harnessing their agricultural land to increase productivity and income from agriculture. As part of its programme, ASA contributes Rs 30000-45000/ (depending upon the area and geo-hydrological condition), while the balance cost of Rs. 40000-50000/ is shared between the two-three families, mainly in the form of labour materials who co-own the dug well.

Cumulatively we have constructed/deepened 3053 dug wells benefitting 9004 households and irrigating 6027 ha. of land.

Dug well	Progress 2016-17	Progress 2017-18	Cumulative Progress
No. of Dug wells	65	66	3053
No. of Beneficiary families	150	88	9004
Area under irrigation (ha.)	100	83	6027



Dugwell in Village Baretha, Block Shahpur, District Betul, Madhya Pradesh



Smt. Sunita Ramdular with family in her farm after construction of Shallow Borewell, Block Kotma, District Annapur, Madhya Pradesh

Shallow Borewells

The introduction of low-cost shallow dug well technology combined with electric water pumps by ASA has triggered the development of irrigation to the poorest farmers in the high ground water table area of eastern Madhya Pradesh, Chhattisgarh, Jharkhand and Bihar. These structures are ideal where shallow water tables

exist at the depth of 25-30 feet and they can irrigate up to 1-2 acres. Shallow bore well costs to Rs. 25,000-30,000/- per unit. ASA provides a subsidy of Rs.15, 000 per beneficiary. Balance amount is contributed by the beneficiary farmer. The activity has gained popularity because of its low cost and easy implementability.

Shallow borewells	Progress 2016-17	Progress 2017-18	Cumulative Progress
No. of Shallow borewells	133	418	551
No. of Beneficiary families	133	418	551
Area under irrigation (ha.)	107	339	446

551 borewells have been constructed till march 2018 benefitting 551 families, irrigating 446 ha. of land

Doha

To utilise the Sub-surface ground water for increasing irrigated crop lands, ASA initiated Doha model, a low cost water harvesting structure built on the stream beds to augment ground water recharge. An Average size of a Doha is 850 cubic meters. Water Users' Groups are formed around these structures for its operation and maintenance.

13 Dohas were constructed as pilot initiative in Chicholi Block of Betul district, Madhya Pradesh with 33150 M3 water storage capacity and 9945 m3 recharge capacity. 48 acres of rain-fed land was transformed into irrigated cultivable land benefitting 34 families. Another 26 families were benefitted due to recharge in nine dugwells in the downstream.



Eco friendly and low-cost DOHA build on the stream beds to augment ground water recharge, Village Padariya, Mehedwani Block, Dindori District, Mandla, Madhya Pradesh.

Lift Irrigation System

Lift irrigation system is targeted for small farmers with 1-2 acres of land. To enhance the agriculture productivity and the income, 15-20 farmers are mobilized in to a water user group for creation of Lift irrigation system. On an average an LIS irrigates 15-20 hectares of land improving livelihood sustainability of the farmers.

ASA contributes 90% of the cost of the LIS project and 10% cost is contributed by the community in the form of labour. *During the reporting year 15 Group Lift Irrigation systems were constructed benefitting 255 families. The total additional area brought under irrigation is 375 ha. in 2017-18.*



Lift irrigation System	Progress 2016-17	Progress 2017-18	Cumulative Progress
No. of LIS	13	15	140
No. of Beneficiary families	168	255	2380
Area under irrigation (ha.)	180	375	3500

Lift Irrigation system in Village Poprenga, Block Sitapur, District Sarguja, Chattisgarh.



Job card distribution to applicants through convergence with MGNREGS, Village Jamkudar, Block Littipara, District Pakur, Jharkhand.

Summary of Activities through convergence of MGNREGS Programme

	Units	Progress 2016-17	Progress 2017-18	Progress Cumulative
Land Development*/ SMC Work	Ha.	725	1567	8358
Large WHS--Earthen Tank, Stop dams	Nos.	116	43	378
Small WHS-Farm Pond	Nos.	1116	738	2145
Group Dug Wells	Nos.	231	520	1467
Canal Restoration	Running Meters	3001	203	16594
Micro sprinklers/Drip Irrigation	Nos.	15	78	566
Area increase for irrigation	Ha.	3647	5524	9856
Horticulture	Plots	0	54	207
Compost pit	Nos.	49	773	822
Livestock shed	Nos.	63	629	692
Toilets	Nos.	0	829	829

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

Convergence with Government programmes and Community contribution

	Progress (₹ in lakh) 2017-18
Convergence with MGNREGS	4086.32
Convergence with other Govt. Depts.	75.19
Total	4161.5

Biogas construction work under convergence from MGNREGS, Village Dohranala, Block Maharajpur, Mandla, Madhya Pradesh.



60 x 60 Ft. Farm Pond constructed under CFT project, (MGNREGS) village Barasarsa, Block Littipara, District Pakur, Jharkhand.

Model Village Initiative

ASA with the support of Hindustan Coca Cola Beverages Pvt. Ltd. has undertaken a initiative for model village development in Raigarh district, Madhya Pradesh in a cluster of five villages in the Pilukhedi Industrial area. With the objective of access to health, sanitation, safe drinking water and creating livelihood opportunities through vocational training the following interventions were taken up during the year:

- Safe drinking water provided to 50 families and 150 school children.
- 500 community members participated in health camps.
- 45 women trained in sewing skills.
- 20 youth trained in computer skills.
- 8 sanitation awareness programme conducted.

Converging on Multi-dimensional Change

Converging on Multi-dimensional change, ASA is working in Ranapur block of Jhabua district with 8000 households in 89 villages and in Rajpur block of Barwani district with 18,000 households in about 80 villages to facilitate interface between Farmers' Collectives, Panchayati Raj Institutions and government functionaries to achieve comprehensive livelihood development of the target community.



Beneficiary of Solar Street Light, Village Jhagraha, Sohagpur District, Shahdol, Madhya Pradesh.



Provision of Safe drinking water through water tanks in Village Gailakhedi, Block Narsingarh, District Rajgarh, Madhya Pradesh

Progress

- ◆ 70% HHs availed health & education facilities.
- ◆ 38 Nukkar Nataks (Street plays) organized for awareness generation on Water and Sanitation and social issues.
- ◆ 26 women rallies, audio-visual shows organised.
- ◆ Three cluster level sammelan and training organized on various socio-economic and WASH related matters.
- ◆ Facilitated 1875 application for construction of toilets in convergence with Government programme.
- ◆ 61 VO leaders trained on water testing kits for fluoride contamination.
- ◆ 170 water sources tested for fluoride contamination.
- ◆ 399 Change Vectors (134 Health, 130 Education and 135 for Governance) developed.
- ◆ 15 holistic village development plans developed with the help of community institutions.



Awareness Rally under Model Village Initiative, Village Bagdumra, Block Kotma, District Annupur, Madhya Pradesh.

Chapter 3

Enhancing Agriculture productivity for sustainable livelihoods

ASA in 2017-18 supported more than 80,000 farmers under this programme. ASA has been focussing on agriculture for last two decades and the results have been phenomenal. Also since the activities are taken up and managed by CBOs, it gives assurance of sustainability to these interventions.

This program initially started to address low productivity of crops in rainfed areas. Earlier, the focus was more on agriculture package of practices, modern inputs like seeds and agro-chemicals.

In 2012, we re-modelled our agriculture programme making it more knowledge centric shifting from input driven programme. The key elements were to study the trend, utilize existing resources, and adopt scientific practices, etc.

ASA's efforts at improving farm productivity have largely been based on "Responsible Crop Initiative" or known among the farmers as "Jimmedhar Kheti"; a form of agricultural practices that reduces the environmental and social footprints of agriculture while increasing yield and productivity for the farmer. These sets of practices are also in line with Good Agricultural Practices as propounded by the Food and Agricultural Organisation of the United Nations, as well as the objectives of the National Mission on Sustainable Agriculture. The efforts largely complement some of ASA's other initiatives such as land and water resource development and promotion of Farmer Producer organisations for agribusiness. *During the year 66130 farmers signed up for training to learn Jimmedar Kheti methods.*



Summer Vegetable Cultivation, Village Imligaon, Block Maharajpur, District Mandla, Madhya Pradesh

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

Agriculture Productivity Enhancement

The interventions under the programme include:







- *Promotion of Good Agriculture Practices for the farmers to adopt new practices to gain higher yield. This also includes replacement of old varieties with high yielding varieties,*
- *Promotion of non-pesticides crop as well as organic cultivation for reducing cost of cultivation and for fetching higher prices from the market,*
- *Promotion of vegetable garden for nutritional sufficiency as primary aim but also for earning additional income.*

Crop	No. of registered farmers	No. of farmer's field demonstrations
Organic Cotton	6000	97
Maize (Kharif)	13106	130
Soybean	3426	160
Paddy	30214	954
Millets	1081	36
Vegetables	3676	0
Gram	2132	0
Wheat	6495	326
Total	66130	1703



Farmer's Field Trials of New Crop Varieties

2017-18

Crop	No. of Varieties	Name of Varieties	No. of demonstration
 Cotton (Organic)	9	•Partech 32,	48
		•Namskar Gold •Ambika	
		•BioRe -01 •BioRe – 09	
		•Mallika	
 Soybean	2	•JS 2029 •JS 2034	60
 Paddy	8	•PB-01 • PS-04	954
 Maize (Rabi)	3	•AAA 5084 •AAA 5144 •AAA 5104	130
 Millets	6	•JK 48 •Jk 439 •JK 41 •JK 147 •Bada kodo & chhota Kodo	19
		•JK-8 •JK 36, kali Kutki & Safed Kutki	17
 Wheat	6	•Hd 2932, •HD 2932 •JW3336	186
Total	34		1414

"The internal monitoring and the third party certification, which is a built in part in the programme, has helped towards constant qualitative improvement of the programme delivery."

Organic Farming

Organic farming started in 2015 in selected areas and has gained popularity among farmers. During 2017-18, ASA has worked with 13500 farmers for organic farming. Crops included cotton, paddy, millets, wheat and pulses.



Organic cotton

Sowni Bai, Village Meghlakhali, Rauti, Ratlam is one of the lead farmer's under ASA Organic cotton program. She was conventional farmer of cotton and used to incur huge expenses in farming. With training on preparing bio-fertilizers and pesticides, inputs for her crop are now met from home. She uses cow dung, ash from the chullha (stove), and other organic matter to make natural fertilizers for our cotton. "We heard about the organic farming but were not very sure about the processes and the results, however thought of giving it a try. We are now enjoying the benefits of organic farming by additional income and feeling more secure".

Organic cotton procurement by Petlawad Farmer Producer Organisation, Village Kushalpura, Block Thandla, District Jhabua, Madhya Pradesh

ASA is currently working with 6000 organic cotton farmers in the predominantly tribal districts of Jhabua, Ratlam, and Barwani in western M.P. While the first two years were focused on stabilizing the organic cotton production through changes in package of practices, rigorous hand-holding support and monitoring; the year 2017-18 saw its first major challenge towards directly connecting farmers to the established organic cotton supply chain in a transparent manner.

Procurement and purchase of organic cotton from member farmers was one of the key initiatives which are being evolved with significant involvement of member farmers and buyers. As a precursor to it, different brands, ginners and spinners were approached for pre-sowing agreement. Accordingly, the quality parameter along with pricing model was finalised. On similar lines, the FPOs also got into agreement with the member farmers highlighting upon the quality parameters and premium associated with it. It also highlighted the process to be followed while procuring organic cotton directly from the villages.

Key achievements under Organic Cotton

Parameters	Progress 2016-17	Progress 2017-18
Cotton farmers trained (Nos.)	4500	6000
Cotton farmers certified as organic producers (Nos.)	4500	5074
Area under organic cotton (Ha.)	3233	3972.25

Organic Scented Rice

ASA since 2015-16 started promoting scented rice (Pusa-01 and PS-04 popularly known as Pusa Basmati) in the eastern part of Madhya Pradesh and adjoining chhattisgarh area. Farmers were trained on the package of practices of these new varieties, Both the varieties have performed very well in the organic condition. In total 2000 farmers are growing these varieties as organic. In 2017-18 significant quantity of produce of scented varieties was sold at premium price. A larger programme has been Planned from Kharif '2018.

Non pesticide management

NPM was initiated in 2016-17 with 3000 farmers in Betul, Jhabua, Mandla and Anuppur Districts of Madhya Pradesh. In 2017-18, 25,000 farmers were trained and supported on NPM methods. This was done through audio-visual material, practical demonstrations to explain NPM methods to the

farmers and assist farmers with the details of implementing NPM in their fields. In 2017-18, the ASA project areas in eastern region of Madhya Pradesh, ie, Mandla, Dindori and Anuppur districts and Sarguja district in Chhattisgarh were completely converted into NPM area.



“Dharti Naturals”- A local brand of seeds of FPOs.

Neglected and underutilized crop (Small and Minor Millets)

Small and minor millets are commonly grown in Mandla, Dindori of Madhya Pradesh and in Sarguja of Chhattisgarh where ASA is working. Millets are considered as highly nutritious and climate smart crops. However, due to low price of millets, caused by low demand and unavailability of proper market and production hazards prevented farmers from

taking up millet cultivation or often lead to distress selling of their produces at very low rates resulting to losses. But with development of a supply chain through Farmer Producers Organisation, farmers are now enthusiastic to grow millets. Project reached 3500 Minor Millet growing households.

Progress during 2017-18

	Units	2017-18	Cumulative
Farmers trained on improved cultivation of minor millets (kodo & Kutki millet)	Nos.	Female -935 Male 457	Female-1785 Male-3062
Minor millet varieties introduced and disseminated	Nos.	Kodo - 6 Kutki - 3	Kodo-6 Kutki-2
Minor millet seeds production by farmer producer organisation (certified seed)	Qtls.	230	419
Minor millet crop aggregated and sold in bigger market by FPO	Qtls	Suspended due to poor monsoon & poor quality of grains this year	3700



Promotion of vegetable cultivation

In recent years vegetable cultivation has taken priority in ASA's programs. During the year vegetable cultivation was taken up with small and marginal farmers with less than an acre of land. Farmers have started growing vegetables as stand alone crop in a plot size of about 10-20 decimals. The intervention is providing cash income of around Rs. 15000 to Rs. 20000/ per season, in addition to supplementing family nutrition.

ASA promoted the concept of Kitchen Garden for producing fresh vegetables for household consumption for good health and well-being. This is adapted and rechristened as "Poshan Vatika" that symbolizes promoting the importance of nutrients in a community. It is developed on a small piece of land either on a part of agriculture field or on a small area adjacent to homestead.

The main objective of Poshan Vatika is to get fresh nutritive vegetables and fruits on daily basis. The model has been designed in the manner that seven days, seven different vegetables will be available to the family.

In 2017-18, ASA worked with 5529 farmers mainly in Madhya Pradesh, Chhattisgarh and Jharkhand for Poshan Vatika program. Training on design and layout were imparted to the farmers. Vegetable kit was made available to members.





Tomato cultivation through drip mulching, Village Kahraiya, Block Jama, District Dumka, Jharkhand



Watermelon Cultivation, Block Jama, District Dumka, Jharkhand

Smt. Parvati Mohan Dhurve, Vill. Kotmi, Block Shahpur, Dist. Betul, Madhya Pradesh. was leading a very challenging life with marginal income, less food availability and dependence on money lenders for sustenance. The family had no choice but to migrate outside in search of labour for 4-5 months every year. The project intervention in her village brought some relief to her. She became member of a self help group and started savings regularly. Easy inter loans from the group saved her from the exploitation of the moneylenders. She underwent training on Responsible crop initiative and learnt about Good Agriculture Practices. She also learnt about preparing organic inputs for agriculture using resources available at home. Soon, she started growing vegetables using organic inputs on one acre of land. She grew bitter gourd, sponge gourd, tomatoes and brinjals. She earned ₹1,04,000/ from the sale of vegetables in the first year itself. With increased income and savings, the family is now happy.

Her last year's production details

Vegetables	Total Production (kg)	Income (₹)
Bitter Gourd	800	24000
Sponge Gourd	800	18000
Tomato	2400	36000
Brinjal	2600	26000
Total		104000



Smt. Parvati Mohan Dhurve engaged in organic vegetable cultivation in Village Kotmi, Block Shahpur, Dist. Betul, Madhya Pradesh.

Horticulture development

During 2017-18, over two and half lakh saplings of Horticulture and agro-forestry species were planted. Most of it was done by convergence with the Government of India Scheme called "Green India Mission" or "Namami Devi Narmade" as named by Government of M.P. There was also a collaborative effort with the Orient Paper Mill, Amlai, M.P. with whom ASA facilitated planting 215,726 saplings in 1078 Ha. under the contract farming mode. The paper mill will buy-back the harvest from farmers after three to four years when crop is matured. In convergence with MGNREGS, 12644 horticulture saplings were planted in wadi (Horticulture garden) mode in Jharkhand.



Plantation status 2017-18			
State	District	Horticulture (no. of Plants)	Forestry (no. of Plants)
Madhya Pradesh	Mandla	21422	10525
	Dindori	50435	40700
	Annupur	7000	41000
Chhattisgarh	Ambikapur	16000	16000
Jharkhand	Dumka	1145	-
	Ranchi	4480	-
	Pakur	7019	-
Total		107,501	108225

Plantation of Mango crops under the scheme Namami Devi Narmade (NDN) in Block Mandla, Madhya Pradesh.



Mango Festival organised by NABARD at Bhopal with Wadi participating families of district Mandla, Madhya Pradesh.

Dhiri Ghutu is the local name given to once a stony patch of land in the village Birajpur of Littipara block of Pakur district. Under the plantation scheme of MGNREGS, 3.8 acres of contiguous patch was finalized for mango plantation in village Birajpur. Shri Munci, Shri Babulal, Shri Dinesh & Shri Bajyanath were the direct beneficiaries for the scheme. They were motivated to demand dug well and farm pond in the gram Sabha meetings. Two dug well and a farm pond was provided under MGNREGS to these farmers. Work was initiated with the proper layout, followed by pit digging and filling. Continuous technical support was provided by ASA at all stages. As a result stony land of “Dhiri Ghutu” became ready for plantation within a month with the efforts of community. Approximately, 2736 man days of work was created under the plantation activity during the year for 30 people. This is coming out to 80-85 days of employment to each worker in the year. Regular income was ensured to the direct beneficiaries through intercropping resulting in to additional income of ₹20,000/ to ₹30,000/ per year per farmer. Once matured the horticulture garden can ensure sustainable income for these families.



Plantation under MGNREGS on 3.8 acres of land in village Birajpur, Block Littipara, District Pakur, Jharkhand.



Mango plantation on Dhiri Ghutu (a stony patch of land), Village Birajpur, Block Littipara, District Pakur, Jharkhand.

Seed production

To ensure availability of quality seeds of improved varieties, ASA initiated Seed Production Program to produce seeds of different agricultural crops with the help of seed grower's network of FPOs promoted by ASA. Total 4704 quintals of quality

seeds was produced during the year comprising of 1762 quintals of foundation and 2942 quintals of certified seeds. 1443 farmers were directly benefited through seed production program.



Livestock intervention

New initiative has been taken up by ASA for Livestock Development jointly with the J.K. Trust. Ten Integrated Livestock Development Centres (ILDC) has been established in Mandla and Dindori Districts to cater to about 200 villages. This is a pilot initiative. Ten more centres are in the process of being developed in M.P. and Chhattisgarh. Activity wise performance of all ten centres is given in the table.

Livestock Development	Unit	Total
Integrated Livestock Development Centre (ILDC)	No. of ILDC	10
Artificial Insemination conducted	No.	495
Confirmed pregnancy	No.	123
Calf born	No.	00
Vaccination large & small ruminant through convergence	No.	2295
Deworming large & small ruminant	No.	18869
Deticking of large & small ruminant	No.	12578
Animal health & infertility camps	No.	349
Castration large & small animals	No.	678
First aid	No.	3017
Livestock extension meetings	No.	289

Besides, ASA has also taken up two new initiatives on Goat rearing in NABARD supported Watershed and Tribal development programme in Narsinghpur and Mandla District respectively in 2017-18 on pilot basis. The objective of goat rearing is to improve the quality of local stock through pure line indigenous breeding bucks "SIROHI" and its management. The goat rearing initiative has been taken up mainly with the landless women SHG members.



New Born Jersey cross progeny under Livestock breed improvement program, Village Kindri, Mandla District Madhya Pradesh

Improving Livelihoods from Lac cultivation

Lac is a natural resin secreted by insects that is used as a natural dye in cosmetics, for making sealing wax, perfumes, bangles and polishes.

Jharkhand is one of the highest lac growing states in India. Despite of lac cultivation being a major subsidiary source of income for many farmers in the state, it was found that farmers had gradually given up on cultivation of lac due to lack of availability of remunerative markets.

Considering Lac cultivation as the high revenue yielding activity, ASA, last year re-introduced cultivation of Lac with the objective of augmenting incomes of the tribal families in Jama Block of Dumka District, Jharkhand. This activity was taken up by the Jagruk Mahila Farmer Producer Organisation promoted by ASA in Jama. The FPO is helping the farmers to access quality inputs and tap high value markets.

During the year, 1224 tribal families from Jama block of Dumka district in Jharkhand were engaged in lac cultivation. A yield of 1952 Kg of lac earned them 12.35 lakh in a season.





Chapter 4

Strengthening Farmer Producer Organizations and Value chain linkage

ASA has pioneered the model of FPOs in India trying to establish small holders in the agri-value chain since 2005. It has promoted 57 FPOs in M.P and other states with about one lakh shareholders from the small and marginal farmer category.

In 2017-18, ASA has promoted **Centre for Incubation and Support for Smallholder Producer Organisations (CISSPO)**, an institutional entity, working closely with the FPOs to develop their value chain, develop ecosystem congenial to their growth while maintaining food security and biodiversity necessary to reduce risk at producers' level. CISSPO is headquartered at Bhopal, M.P, working with ASA promoted FPOs in Madhya Pradesh, Chhattisgarh, and Jharkhand.

As is the case in ASA the members of the FPOs are from the SHGs. Hence, the FPO is in a way the second-tier organization of the SHGs. The business for FPO whether it is for input supply or for commodity procurement begins at the SHG/village level and gets aggregated at the FPO level. The connection between SHG/ Village with FPO is therefore very strong. Majority of the share holders in FPO are women.



The key business activities for the FPOs during the year

- ✦ 21 FPOs have been facilitated to receive equity grant of Rs 48.37 lakhs from the Small Farmers' Agribusiness Consortium, a Govt. of India Organization.
- ✦ 19 FPOs have been facilitated to receive management grant support from the SFAC.
- ✦ FPOs help members credit linkage for agriculture inputs through lending institutions. 32 FPOs together have linked 7345 members for credit of Rs. 828.39 lakhs during last one year.
- ✦ Two FPOs from M.P. East region participated in farm gate procurement of organic (in process) basmati rice promoted by the project and sold it to the processors at Jabalpur. The total quantity procured and supplied was 67 MT. This was a pilot initiative by the project which yielded encouraging results. The producers gained about Rs.400 per quintal additional in comparison to the conventional variety of non-organic type. Based on this successful experiment, a major production plan for organic basmati is being planned by for the region from kharif 2018.
- ✦ There was a Workshop for marketing of Kodo and Kutki millets was organized in Mandla, attended by major millet traders of Mandla and surrounding districts and some processors from Nasik along with FPO representatives and officials of district administration. The workshop was aimed at finalizing a strategy of large scale millet procurement by the FPOs for the traders operating in the project districts as well as in Nasik. A detailed strategy for the procurement of the Kodo and Kutki millet produce of 2018 is planned.
- ✦ During the period FPOs have procured about 466 MT of paddy seed, 227.4 wheat and 5.3 MT gram which were taken under the seed production program by FPOs.



Facility of Sabour Agriculture University, Bhagalpur, Bihar was used by FPO for seed processing.



Bringing in mechanisation support for the farmers by establishing Custom Hire Center by Bijawar FPO at Block Bijawar, District Chattarpur, Madhya Pradesh

ASA is actively involved with the Government on varieties of issues regarding FPO development.

ASA's role as implementing organization for FPO development has significantly contributed in the policies for FPO promotion at the central and state level. ASA contributed significantly in the making of FPO guidelines of 2013 issue by the Government of India. Besides, ASA contributed to the development of NABARD's FPO

guidelines, FPO policy development in many states and more importantly leading the continuous dialogue with the Government, bilateral agencies, foundations and private sector to enable policies for FPO sector. This included setting up of few credit guarantee funds, exemption of Income tax on FPO income and so on. ASA is leading a group of experts set up by the Government of India to revise the guidelines of FPOs to make a Common National Guidelines.

Highlights of 2017-18

Formation of Agri-Business Facilitation Cell i.e Centre for Smallholder Producer's Organisation (CISSPO)

One new FPO has been formed by ASA totalling to 57 FPOs.

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

35 FPOs have been facilitated to link with the banks and lending institutions for INR 1018.78 lakhs as credit in low rate of interest.

14 FPOs have been facilitated to receive equity grant of INR 33.11 lakhs from the Small Farmers Agribusiness Consortium, a Government of India organization.

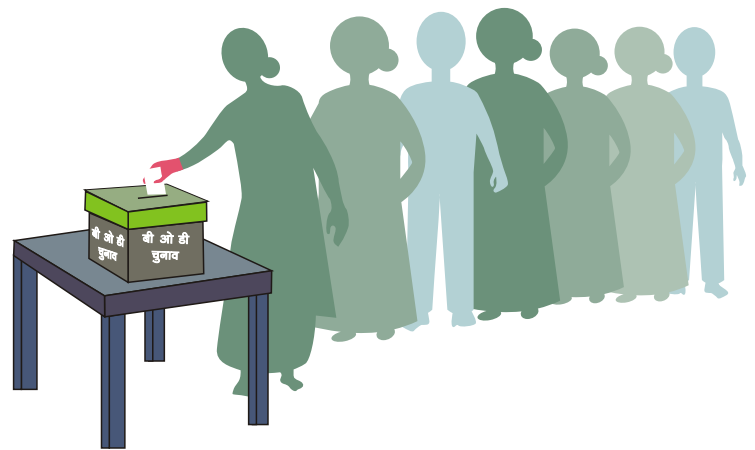
19 FPOs have been facilitated to receive management support from the Small Farmers Agribusiness Consortium

229 crop insurance cases registered under Pradhan Mantri Fasal Bima Yojana in 5 blocks in two Districts.

FPO Board election process



A systematic plan for selection/election of the BODs was implemented this year, with foundation at the SHG level to ensure representation from all the geographies. Massive awareness campaign for the active participation of the shareholders was undertaken with the formal selection/ election of the BODs in the Annual General Meetings.



Official from lending institutions in discussion with BOD & stock verification, Mandla Tribal Farmer Producer Organisation, Mandla, Madhya Pradesh

Chapter 5

Social Research, Training and Documentation

ASA with its experience of more than 22 years in the field of natural resources management has become a knowledge hub. Field functionaries are trained extensively through training programmes, designed and implemented through experienced professionals and other resource persons. The training programs are conducted regularly to strengthen our own capacity. ASA also takes up both qualitative and quantitative social research for its own consumption and also for other shareholders. Various documentation and research publication of ASA conducted during the year are as following:



Research and Publications in 2017-18

“Rejuvenating lives” - Narratives of success among farming communities that integrated sustainable systems and strategies.

https://drive.google.com/open?id=1_pbijfNlV7JXLeKy5X5rRcGNdZmACYv6

Turn land to irrigated land: Development of Doha in Chicholi Block, Betul district.

http://hr.asamis.in/member/uploads/upload_late_st_update/xl9uqjzg6j484c.pdf

Killer smoke snuffed out of 315 rural households: A case study of smokeless oven for women in Bihar and Jharkhand, September 2017.

<http://asamis.in/Case%20study%20smokeless%20chullah.zip>

Cultivation of summer vegetables in Dumka district in Jharkhand, June 2017.

<http://asamis.in/Summer%20vegetable%20cultivation%20by%20SHGs%20in%20Dumka-JK.zip>

·Organic Cotton: Building on traditional production system.

<http://asamis.in/REJUVENATING%20LIVES-Organic%20cotton-2017.zip>

·Water resources development for enhancing livelihoods.

[November 2017 http://asamis.in/HCCBPL-%20Brochure-2017.zip](http://asamis.in/HCCBPL-%20Brochure-2017.zip)

·Dug wells: Enroute to stable livelihoods’

BOD of “Maheshmati Tribal Farmer Producer Organizations presenting their progress report in the Annual General Meeting, Mandla District, Madhya Pradesh.



Brochures/leaflets/flyers

- Farmer Producer Organisation for integration of smallholders with Agriculture value chain.
- Strengthening Farmer Producer Organisation through infrastructure development
- Axis Bank Foundation project brief
- Farm based livelihoods development of small and marginalized farmers

Films/Audio-visuals



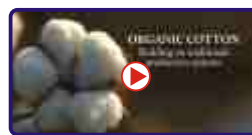
Film showcasing the impact of ASA's interventions in bringing prosperity to the smallholder farmers.

<https://youtu.be/QxfpEbiqYTU>



Women in Agriculture for "Yes I am the Change Challenge" (YIAC)

<https://youtu.be/3Bofj0uaupg>



Organic cotton-Building on traditional production systems

<https://youtu.be/B5muQTHkVAw>



Stories from the project- Integrated community based natural resources development with focus on water resources development for enhancing livelihoods of tribal farmers of Betul district, Madhya Pradesh

<https://youtu.be/B5muQTHkVAw>



Water Resources development for enhancing livelihoods-Dug wells and Lift irrigation systems as durable asset creation for livelihood improvement in tribal households of western Madhya Pradesh and Chhattisgarh

<https://youtu.be/unVTeqh408c>

Chapter 6

Governance and Institutional development

ASA has set in place systems to direct and monitor structure, policies, practices and financial obligation, within a framework which is both open and accountable.

Governing structure

ASA is governed by a General body and a Board of Trustees. The general body meets once a year, while the board of ASA meets twice a year formally to discuss policy issues and review progress. Besides these formal meetings there are regular email discussions among the board members on issues that require board's engagement.

A Financial Sub-Committee constituted with three board members and external experts meet twice a year to review financial aspects of the organisation. The Programme Director-Finance, of ASA is the ex-officio Secretary of the Committee.

Internal control system

There are Standard Operating Manuals (SOMs) for all programme themes and sub-themes which are reviewed every year. Similarly for Human Resources, General administration, Accounts and Finance SOMs are used for governance.

The Internal audit is carried out by external agency concurrently. The report of the internal audit is reviewed by the Financial Sub-Committee and the Board.

There are established programme process audit mechanism in the organisation and followed rigorously.

Staff welfare schemes such as EPF, Gratuity, Leave Encashment, Staff Benevolent Fund, staff Group Medi-claim and Accidental Insurance, etc. are implemented with complete compliance with the statute and with responsibility.

A system of Incentive/ Disincentive based performance appraisal system is followed for all staff.



Best performance awards and trophies.

Staff: Discipline wise



2017-18

171 professionally qualified staff

Agriculture/Agribusiness/Forestry	24%
Engineering	13%
Sociology/MSW/MBA/Rural Management	12%
Humanities and General sciences	37%
Finance/Accounts	12%
Pre-degree	02%



Best performing Awards

- The Best Area office Award in memory of Late Fr. Bogaert, was conferred to Ranchi and Pakur Area Offices jointly in 2017-18. It carries a Trophy and a cash prize
- There are some more awards conferred to the individual employee. The winners for the year 2017-18 are as following:

Award	Winner
Best Field Worker	<ul style="list-style-type: none"> ➤ Md. Kamruzuman-Jama team Deogarh, ➤ Somnath Chawle- Bakori team, Mandla ➤ Nilesh Bhatewara-Petlawad team, Jhabua, ➤ Amit Dwivedi-Shahpur team, Betul
Best Innovation	➤ Souvik Acharya- Deoghar AO
Best Strategic Planning & Management	➤ Md. Rashid Sheikh - Petlawad AO
Best Field Worker-FPO	➤ Bherulal Singh Rathor - Ratlam Adivasi Kisan Producer Organisation, Ratlam

Some Trainings/Exposure visits attended by staff during the year:

- Seed production training for agriculture staff organised in two batches of 3 days each at JNKVV, Jabalpur, M.P. attended by 54 persons in May, 2017
- Field attachment cum orientation training on FPO development was organised for 10 days in May, 2017, participated by 12 FPO staff.
- Skilling Rural Youth programme Facilitators training for 2 days conducted in participated by 7 persons in May, 2017
- International workshop on gender and nutrition sensitive value chain for underutilised species organised by Bioversity International in Rome was attended by 2 persons in May, 2017
- Training on financial systems to Area Office Accountants and FPO Accountants was organised in Bhopal in August, 2017 participated by 22 persons
- FPO Executives vision building workshop was organised in September 2017 participated by 51 persons.
- New joinees Induction training was conducted in July, 2018 for four days attended by 27 persons
- Four days training on Natural resources management and promotion of village Institutions for livelihood enhancement was organised by Sadguru Foundation at Dahod, Gujarat in November, 2018. 16 engineers participated from all field locations of ASA.
- Three days in-house training on communication and facilitation skills was organised in Ranchi for the Jharkhand team members in August, 2017 participated by 26 persons.
- Three days in-house training on communication and facilitation skills was organised in Mandla in July, 2018 participated by 19 persons.
- An exposure visit to Bankura in west Bengal was organised in August, 2017 for five persons on skilling rural youth initiative.
- FPO staff training was organised in three batches of five days each by BIRD, Lucknow. 15 persons from across ASA locations attended the trainings
- Training for FPO Board of Directors was conducted by external training resource agency in the FPO hubs located at Petlawad, Ratlam, Jobat and Ranapur blocks of M.P.
- Three days training on Pradhan Mantri Fasal Bima Yojna (PMFBY) was organised in October, 2017 participated by 11 persons
- Five FPO Review and planning workshops was organised during the year with an average of 40 staff in each workshop
- Three quarterly review and planning workshops were organised during the year with an average participation of 40 staff in each workshop.

Institutional Development

The functions of the M&E department in 2017-18 was further strengthened through several types of MISs and built-in analytics. The department indulged in extensive data compilation and report generation enabling monitoring of all the thematic programmes. Besides, in some of the projects, the baseline data collection with online entries was taken up for large number of households and successfully accomplished in collaboration with donors. Short term studies were initiated to analyse the beneficiary selection, inclusiveness of poor and ultra poor families and impact of project activities.

Our Partners in change

We sincerely acknowledge the contribution of our donors, past and present whose generous contribution has made the work possible.



13
Government Donors

17
National Donors

17
International Donors

8
Financial Institutions

Awards and recognition

ASA has been recognized for its work through various awards and through nominations in the policy making bodies of the federal and state governments. ASA won the Best Non-Governmental Organization (NGO) Award in the medium category in 2008 by the Nand and Jeet Khemka Foundation and Resource Alliance. It received the best NGO award for the participatory management of irrigation by the Central Water Commission, Government of India. The Director of ASA was nominated as member in the National Advisory Council, a policy advisory body of Prime Minister of India, during 2012-14. He is a member of the National Innovative Council of India since 2013. He is a member of the National Advisory Committee of the National Bank for Agriculture and Rural Development (NABARD) for the FPO development programme. He is an Independent Director (honourary) of the NABKISAN (a fully owned subsidiary of NABARD)- a non-banking financial institution for agriculture financing mainly to FPOs.



Life Time Achievement Award to the Director of ASA conferred by India CSR Group at CSR Leadership Summit & Awards

Chapter 7

Convergence with Government Programme and Community contribution

ASA aims to do convergence with the governmental programme to supplement its efforts. During the year Rs. 41,61,51,632/- has been mobilised through the convergence of Government programmes in the working area by the efforts of the ASA team. Programme/Department wise convergence is as following:

Programme / Department	Amount
Mahatma Gandhi National Rural Employment Guarantee Scheme	INR. 40,86,32,632
Agriculture, Horticulture and other Departments	INR. 75,19,000

ASA facilitates the community institutions such as Watershed Development Committees, Self Help Groups and Gram Panchayats to plan and execute the fund received by them through the convergence of government programmes. Similarly, ASA facilitates the Government departments and its functionaries as mentioned above to implement their programme effectively in the working villages of ASA.

During the year the community members have contributed Rs.1,25,09,593/- as partial cost to the work that was done for them. This contribution was mainly in the form of labour and material.



Solar Irrigation system through convergence, Village Karahiya, Jama block, Dumka district, Jharkhand

Balance Sheet as on March 31, 2018

Particulars	As at March 31, 2018	As at March 31, 2017
I. Sources of Funds		
1. Trust Funds		
Corpus Fund	3,00,00,000	3,00,00,000
General Fund	3,39,76,408	2,71,81,249
Earmarked Fund	4,87,32,628	2,17,28,268
2. Current Liabilities		
Other Current Liabilities	19,13,476	58,25,238
GRAND TOTAL	11,46,22,512	8,47,34,755
II. Application of Funds		
1. Non Current Assets		
Fixed Assets- Tangible Assets	1,54,57,070	1,67,90,955
Capital Work in progress	1,08,19,906	48,58,287
2. Investment		
Long Term	1,54,08,422	79,39,454
Short Term	2,12,13,216	3,57,196
3. Current Assets		
Cash and Bank Balance	1,13,29,962	1,89,74,104
Other Current Assets	3,82,15,204	3,26,94,530
Loans Advances & Deposits	21,78,732	31,20,229
GRAND TOTAL	11,46,22,512	8,47,34,755

For, S.L. Chhajed & Co.
Chartered Accountants
Firm Regn. NO. 000709C

CA Vijit Baidmutha
Partner
Membership No. 406044

Place: Bhopal
Date: July 30, 2018

Ashis Mondal
Director

Place: Bhopal
Date: July 30, 2018

G. Jayanthi
Trustee

Statement of Income & Expenditure

For the year ended March 31, 2018

Particulars	As at March 31, 2018	As at March 31, 2017
Income		
Income from Operations	19,22,99,717	13,73,98,643
Income from Other Sources	66,24,922	49,99,664
Total	19,89,24,639	14,23,98,307
<hr/>		
Expenditure		
Application of funds towards object of Trust	17,04,57,207	12,12,61,339
Administration Expenses	1,80,53,514	1,22,86,920
Depreciation Expenses	26,22,688	12,29,987
Total	19,11,33,408	13,47,78,245
Excess of Income over Expenditure	77,91,231	76,20,062

For, S.L. Chhajed & Co.
Chartered Accountants
Firm Regn. NO. 000709C

CA Vijit Baidmutha
Partner
Membership No. 406044

Place: Bhopal
Date: July 30, 2018

For and on behalf of the Board of Trustees

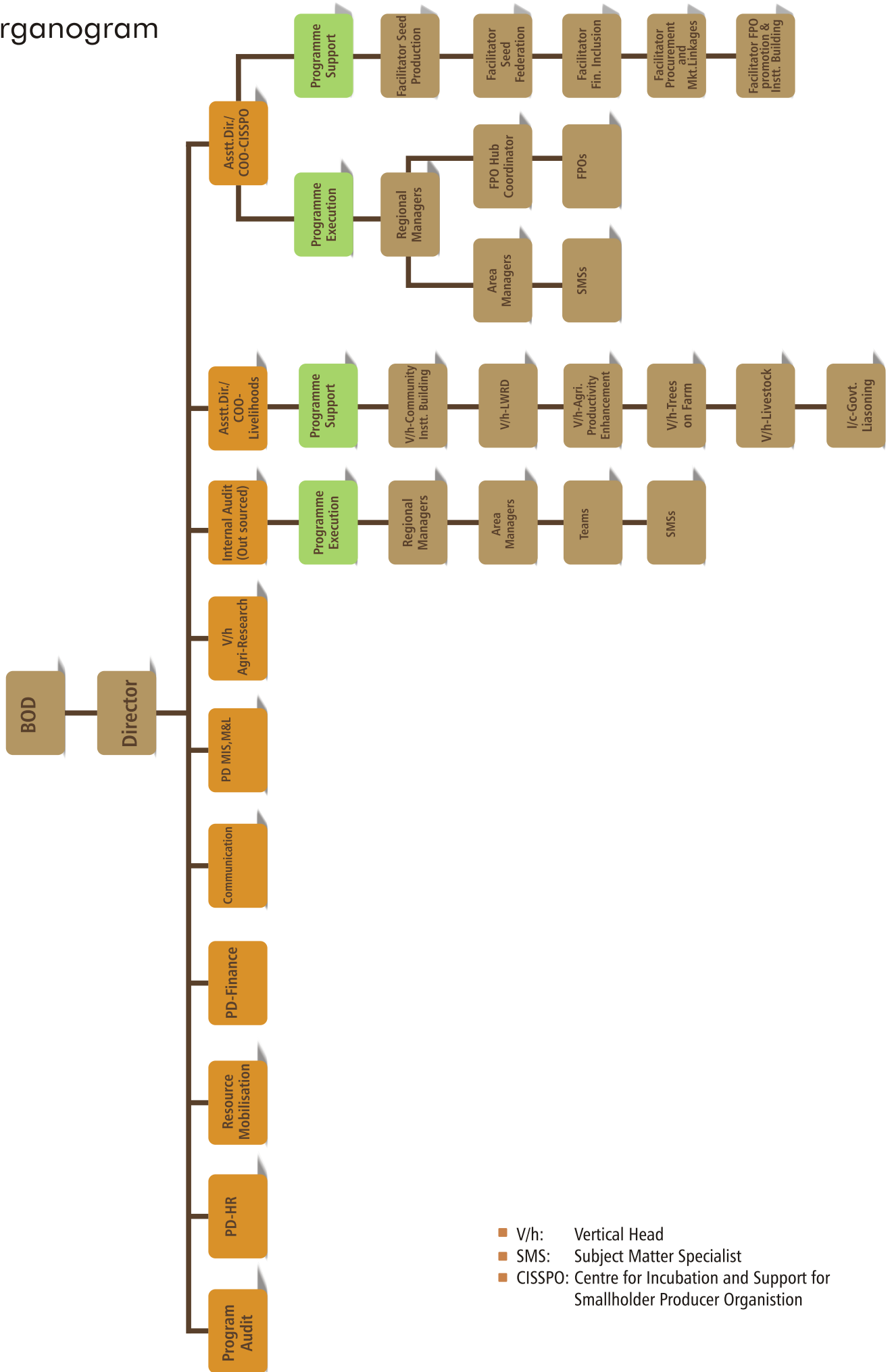
Ashis Mondal
Director

G. Jayanthi
Trustee

Place: Bhopal
Date: July 30, 2018



ASA Organogram



- V/h: Vertical Head
- SMS: Subject Matter Specialist
- CISSPO: Centre for Incubation and Support for Smallholder Producer Organisation



Action for Social Advancement (ASA)
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