

Pursuing Livelihoods with Equity & Dignity

Working for rural development since 1996...

24th Annual Report 2019-20

Content

- Foreword by Director
- Special note: ASA's response to the emerging situations due to Covid-19 pandemic
- Governance
- Outreach & Impact
- Our partners in development
- Our Mission & Objectives
- Statistical Overview
- Programme Area Profile
- Our Community 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 Organisations for Value Chain Linkage

Chapter 5

Social Research, Training and Communication

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. Maheswari & 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



Seasons' Greetings!

We have closed the year with little bit of disruption due to COVID-19 induced lockdown. Lots of operational adjustments, whether rescuing colleagues who got stranded while on travel or moving offices and readjustments of tasks and priorities, had to be accommodated. This was not a very happy situation for year closing.

After the initial shock we not only put things in order but also responded actively in relief operation for the Covid affected rural communities. We mobilized our Farmer Producers' Organisations (FPOs) to step up operation for procurement of wheat from their member farmers to save them from distress selling. Rang De, a peer to peer crowd funding source came forward to provide interest free loan to the FPOs for holding materials on behalf of the farmers. The price of wheat crashed due to supply chain break down. Our Jharkhand Team joined the district administration to manage large number of community kitchens. In all our field locations we joined hands with the Government for the mobilization of wage employment under the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), generating over 23,99,632 employment days between April to June 2020 before the monsoon set in. One of our major interventions was to distribute quality seeds of Soybean, Paddy, Maize, Pulses and vegetables to 72494 farmers in Kharif 2020 season considering that farmers did not have enough money to buy quality seeds. Our sincere thanks to the organisations such as Axis Bank Foundation, HDFC Bank, Laudes Foundation, Bayer Science, Syngenta Foundation, Ernst & Young Foundation and others for their extraordinary support. The struggle to cope with Covid situation continues. The stress in the rural areas is quite visible. Disrupted income flow from migration has hit the families hard. The Public Distribution System and the MGNREGA have done a great service during these trying times.

2019-20 has otherwise been a productive year for ASA. We have completed most of our planned activities for the year. We have entered into an agreement with the Government of Madhya Pradesh for technical assistance to the MGNREGA implementation in eight districts especially for the natural resources development. The Organic farming programme got shot in the arm with export linkage for organic cotton. The FPOs are leading this new venture. There are many more developments during the year which I am happy to share in this 24th Annual Report and hope that you will enjoy reading our stories of change.

We, on behalf of our Board of Trustees, take the opportunity to thank our donors for their generous contribution to continue our work and to all our partners and stakeholders for their continued support and trust in our endeavour. My heartiest gratitude to my colleagues for their extraordinary courage and commitment in fulfilling their responsibilities at this hour of crisis.

Sincerely

Ashis Mondal
Director

Special note

ASA's response to the emerging situations due to

Covid-19 pandemic

The unprecedented situation due to the Covid-19 pandemic has badly hit the vulnerable sections which includes the small farm holders. They are short on cash, savings, social security and get very little financial support from their own community members. They have been managing their livelihoods with a mix of income sources including income from their own farm, daily wages from casual employment locally, and income from seasonal migration to the big cities. About 50% of the rural income is from the non-agriculture sector, chiefly from the income of seasonal migration, explains the dependency of rural economy on remittances from the migration income. Further the economic lockdown where the markets were closed, purchase and sale of material was absent and no transportation to support business had literally closed all the options of livelihoods even for their meager sustenance.

Key Highlights

1 }

A Covid-19 Response Team with senior staff was formed in March end to ensure better coordination of field activities, budget monitoring, resource mobilization, and communication with external world including government.

2 }

An appeal for funding was sent out to donors and sympathizers which was received well.

Budget of 2020-21 was reviewed and modified to cope with the emerging situations in agreement with the donors.

3 }

Focused on three main issues for interventions/intensification - Employment generation through MGNREGA, Activate FPOs to procure Rabi harvest, reach out to farmers with quality seeds for Kharif 2020.

4 }



MNREGA for employment

- During April-June 2020 23,99,632 person days of employment created for 66,022 households, average 36 person days/households;
- More than 90% spent on NRM activities, in M.P, CG & Jharkhand.
- 20 Block level Teams were engaged in this collaborative projects with Govt.

FPOs to support farmers for marketing of Rabi harvest to save them from distress sale

- A Price Risk Mitigation Fund was created with donation from donors
- Through collaboration with Rang de, a peer to peer crowd funding source, INR 75 Lakh was mobilized as interest free loan by the FPOs for procurement and holding of farmers' materials for future sale.
- 2600 MT of onion procured by FPOs for NAFED under the price stabilization Scheme of Govt.
- 1500 MT of grains and seeds were procured by the FPOs for future sale.

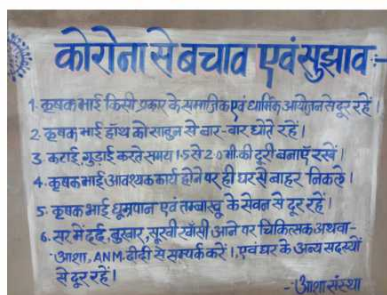
A good campaign to reach out to small farmers with quality seeds for Kharif 2020

- 72494 small and marginal farmers were provided with quality seeds of Soybean, Paddy, Non-GMO Cotton, Maize, Pigeon pea, Minor Millets
- Total investment of INR 5.31 Crore (53.1 Million) supported by eight organizations
- Seed was procured from reputed companies, State Agriculture University and FPOs

Other developments

- Collaborated with Vikas Anveshan Foundation, OXFAM, UNDP, Atal Bihari Vajpayee Institute of Good Governance for few national and regional level survey for rural areas mainly around the issues related to livelihoods, migration, stress, etc.
- The training methods were changed - making them conducive for digital platform, including changing the training materials

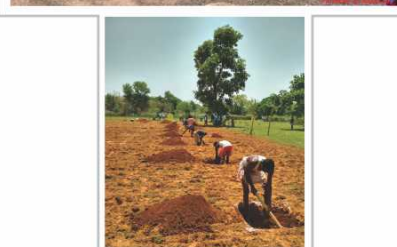
Glimpses of activities in response to Covid-19



मानसून के पहले हर मजदूर परिवार को 10 हजार की राशि मिले



मानसून के पहले हर मजदूर परिवार को 10 हजार की राशि मिले





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.

Mr. Ashis Mondal
Director

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. Ashis has served as member in several national and international advisory committees including the National Advisory Council, Government of India.



Mr. Binoy Acharya
Trustee

Binoy Acharya is the Founder Director of "UNNATI - Organization for Development Education". Binoy 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 & Program Director (HR)

Jayanthi is a post-graduate in forestry management from the Indian Institute of Forest Management, Bhopal. She has more than three decades of experience in the development work. 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, Training and communication portfolios in ASA.



Mr. Madan Mohan Upadhyay
Trustee

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

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. Prema 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.



Mr. Samir Ghosh Trustee

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. Samir 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

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. Soma works as an independent consultant associated with reputed national and international organizations. Asia and Africa are the focus areas of her work.



Mr. Subhash Mittal Trustee

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



Mr. Subrata Dasgupta Trustee

An alumnus of Birla Institute of Technology, Mesra, Subrata 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. Subrata 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

Yogesh 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.





Mission

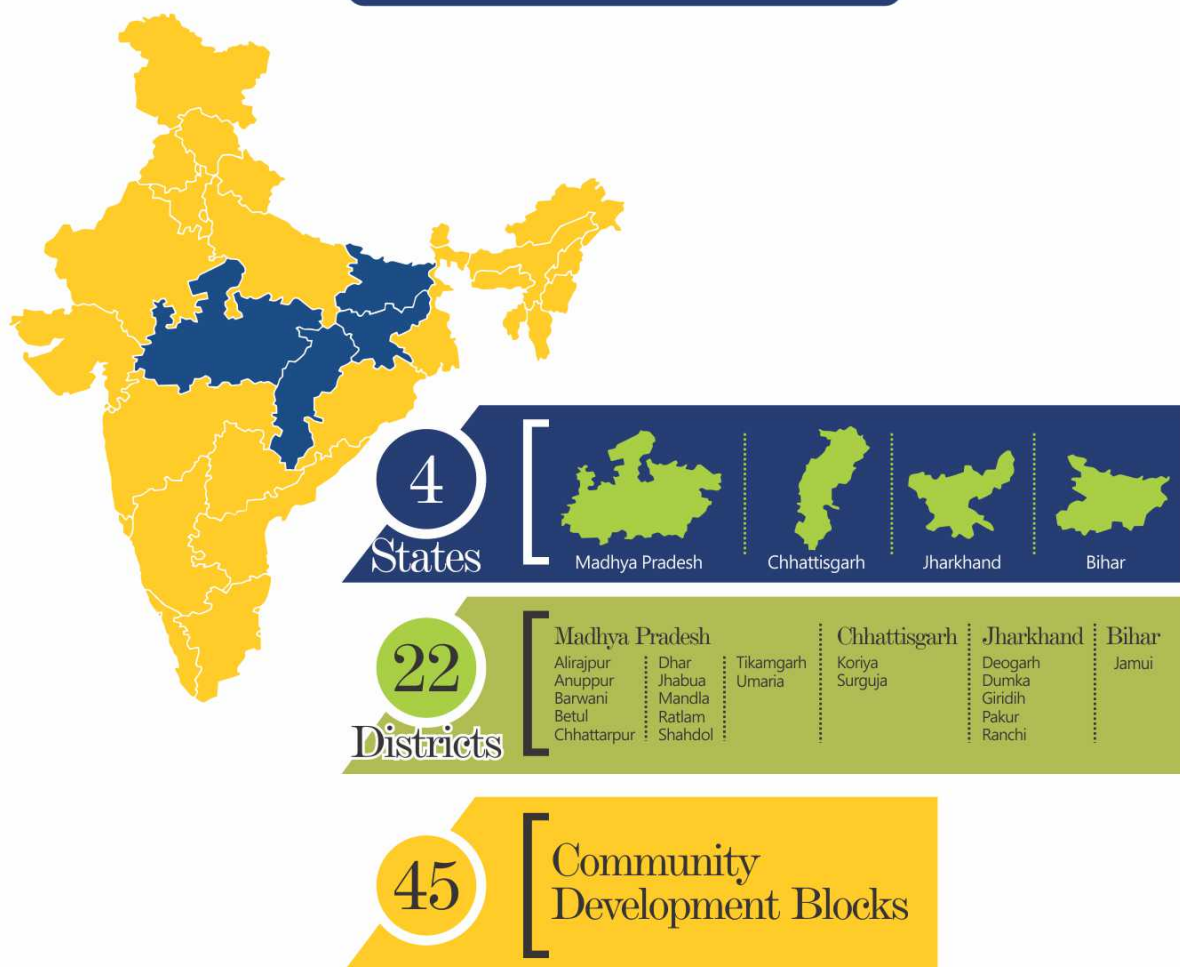
Ensure better living standard for smallholders through natural resources management

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 livelihoods 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

Outreach & Impact



Our Team is spread across



Comprising of **169** qualified development professional with a range of specializations and **131** barefoot professionals

Our Partners in development (Past & Present)

Acknowledgments for supporting our mission of ensuring livelihoods with equity and dignity for poor

Government



National Organisations



International Organisations



Financial Institutions





Statistical Overview

As on 31st March, 2020



Parameters	Units	Progress 2019-20	Progress (Cumulative)
Districts Covered by ASA's Operation	No.	0	22
Villages Covered by ASA's Operation*	No.	0	2208
Families under Program*	No.	21070	311200
Staff as on 31 March 2020	No.	169	169
Land & Water Resources Development			
○ Area Treated for Soil Conservation	Ha.	0	78545
Water Harvesting Structures			
○ Masonry Stop Dams	No.	13	293
○ Earthen Tanks	No.	4	113
○ Dugout Ponds/Farm Ponds	No.	20	530
○ Group Dug Wells	No.	296	3613
○ Canal Restoration	Running Mtr.	0	31137
○ Group Lift Irrigation	No.	13	170
○ Micro Sprinklers & Drip Irrigation Systems	No.	20	577
○ Shallow Bore wells	No.	407	1497
○ Doha (Sunken Pond)	No.	307	725
○ Irrigation Potential Created	No.	1583	34079
Agriculture Productivity Enhancement			
○ Varieties Tested for Participatory Selection (All Crops)	Ha.	113	380
○ On-farm Trials for Varietal Selection	Ha.	2485	9458
○ Farmers Field Trials on Good Agriculture Practices	No. o Farmers	2576	11385
○ Vegetable Gardens (in 0.1-0.2 Acre plot)	No. o Farmers	13000	35765
○ Farmers Practicing Certified Organic	No. o Farmers	16768	28833
○ Farmers Practicing Responsible Cropping	No.	128984	389058
○ Wadi (Horticulture plots)	No.	100	568
○ Trees on Farm planted	No.	373206	892535
○ Integrated Livestock Development Center	No.	02	22
○ Artificial insemination conducted	No.	2656	5208
○ Cross breed calves born	No.	399	665
Agribusiness Promotion for Small Farmers	No./Members	0/2143* *Members added this year	57/33360
○ Formation of Farmer Producer Organizations (FPO)			
Self Help Groups	No.	647	5834
Skilling Rural Youth			
○ Rural Youth Trained for Farm/ Non-Farm Employment	No.	454	1986
○ Placement of trained youth	No.	285	1001
○ Agriculture Entrepreneur trained for self-employment	No.	134	230
Credit linked for micro enterprise	No. of Families	1305	1305
○ (Diary, vegetable production, goat rearing, micro enterprise, etc.)			
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



However there are certain changes in recent times as follows :

- Agriculture income is significantly supplemented by the non-agricultural income.
- Irrigation facility is also increasing; farmers are shifting to high value crops.
- Technology penetration (seeds of HYV, mulching, drip, vegetables/Horti, pesticides, farm machineries, etc.) is increasing at a faster rate.
- Interface between market & agriculture is more frequent and intensive.
- Mechanization is fast becoming a necessity.

Employment Generation through Intensified Farm Activities



Community 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 for employment and livelihoods. 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 interplay of multiple factors. Thus, a multifaceted approach needs to be adopted.

ASA's programs are multipronged and work on:

- Creating a long-lasting asset base at the family and community level as means of production,
- Ensuring institutional support through local community institutions at the primary and secondary level,
- Providing comprehensive solution packages (farm to market), and
- Offering continuous technical support.

We believe the wide-range of our programs and our perseverance in their implementation enables us to achieve livelihoods outcomes that we aim.



Empowering Communities and Building Community Institutions

ASA develops Community Based Organisations (CBOs) with intent to advance the lives of a group of people. CBOs comprising groups such as self help groups (SHGs), Users' groups, Farmer Producer Organizations form the bedrock of all the programs in 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.

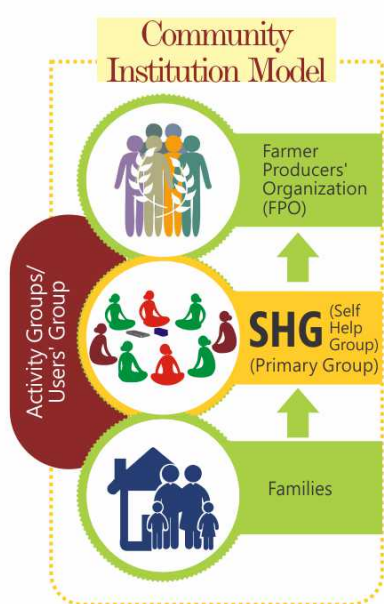
An SHG promoted by ASA is a small group, typically composed of 12-15 women from the same settlement. The activities of an SHG kick off with the members making small regular savings contribution and extending low-volume loans among themselves. As the SHGs mature, they are linked to banks to take care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

The concept of "Samuh Didi" was introduced where in one among the SHG members will take the reins of the SHG to manage the book keeping and other activities around the SHG. Identification and training of such cadres was undertaken during the year.

Self Help Groups	Progress 2018-19	PROGRESS 2019-20	Cumulative Progress
No. of Women SHGs Formed	1084	647	5834
Total Members	11,389	7180	66,684
Total Savings mobilized (₹)	1,38,38,760	1,30,24,513	7,93,10,562
Total Internal Loan Given (₹)	75,25,106	1,31,43,070	7,46,08,943
Bank Loan Received (No./₹)	591/4,09,07,763	678/6,52,35,000	1611/18,09,81,886

During the year 2019-20, 647 SHGs were formed/ revived. The accumulated savings of 5834 ASA promoted SHGs stands at INR 7,93,10,562 till March, 2020. During the reporting period, ASA also facilitated bank credit linkage for 678 SHGs for an amount of INR 6,52,35,000.





Another step in the direction of digitization of SHGs during the year was the ASA's partnership with the project E-Shakti, which is a pilot initiative of Micro Credit and Innovations Department of NABARD. The project aims to bring all SHG members under the fold of financial inclusion thereby helping them access wider range of financial services. Under this collaboration, for Mandla district, ASA facilitated digitization of the data of SHGs, which has been uploaded in NABARD's E-Shakti software. These SHGs have also been covered under Government of India's Social Security scheme.

Community Institutions	Progress 2018-19	Progress 2019-20	Cumulative Progress
Watershed Development Committee (Nos./ members)	1/8	0	150/1998
Water Users' Group (Nos./ members)*	4/223	31/870	681/7389
Water Users' Association (Nos./ members)	0	0	11/4200
Lift Irrigation Groups (Nos./ members)	17/306	13/222	170/2519

* Groups managing water bodies like stop dam and earthen tanks

Over the course of the reporting period, ASA organized **410 training programs** for **40960 SHG leaders** on savings, leadership development, documentation of records, credit linkage, livelihood activities, and to resolve social issues. Different Trainings of Trainers (TOT) on SHG development were also held across project locations.



A mega convention (Maha Sammelan) of FPO leaders was organized for three days in Kesla, Hosangabad, M.P. This was participated by more than 600 FPO leaders, mostly women, across the states of M.P, CG, Jharkhand and Bihar. The purpose was to promote cross learning, solidarity and vowing allegiance to the common charter. The event was named "Bandhan" to signify unification.

Local Youth Groomed as "Front Line Workers"

To ensure prolonged and efficient service delivery to the members, ASA has entwined its various CBOs with the Agriculture Entrepreneurs (AE), who are local youth identified and trained by ASA. ASA has devised a systematic on-boarding 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 AE is nurtured to cater to about 200-300 farmers. The AEs are paid based on the tasks performed and have been trained to try out various innovative approaches in service delivery. During the year, 134 AEs have worked in ASA programme.



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 (EYF) in year 2017. ASA delivers this project in Mandla and Anuppur districts in eastern M. P. and in Barwani and Jhabua districts in western M.P. 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.

The project in its final year 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.



Progress as on 31st March 2020

1986

Youth
Trained

1001

Youth
Employed

716

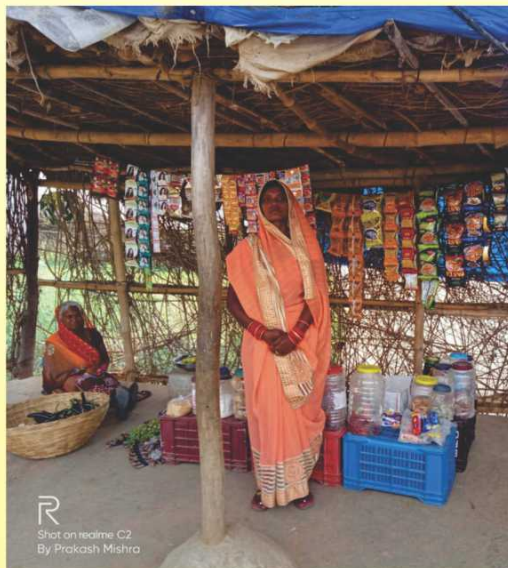
Youth
Retained

The skilled were placed in companies like :



Other Programmatic Interventions :

Not as core programme but as associated programmes ASA intervenes in the areas of community drinking water projects, micro enterprise development and sanitation projects. These are taken up as associated programmes depending upon the need of the area and demand by the donors. Following are the glimpses of such associated programmes carried out in 2019-20.





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 the 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.

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 similar lines the Government of Madhya Pradesh approved a project to ASA to facilitate implementation of



MGNREGA at the village level by providing technical support to the Gram Panchayat in handholding manner. The project was approved in October 2019 for nine community development blocks of Madhya Pradesh, covering over 1000 villages. This project is for three years. The funds for the livelihood development works (irrigation, land development, orchard, etc.) shall be routed through the gram panchayat directly. The proposed initiative of CFT (Cluster Facilitation Team) to facilitate MGNREGA implementation at the Gram panchayat level is aimed at ensuring incremental income of at least INR 80,000 per smallholder families through providing minor irrigation and thereby increasing cropping intensity more than 200%.


Watershed Development


Large tracts of ASA's program locations are marked by poor land productivity owing to multiple factors comprising high soil erosion, undulating topography, lack of irrigation and erratic nature 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 of 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 impact of the landscape level. 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".

 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.



The requirement for the 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 fund from the existing government programme works out to be a useful strategy for financing large community projects. ASA regularly taps Mahatma Gandhi NREGA funds for watershed development projects. ASA is also engaged with the government scheme called "Cluster Facilitation Team" in Jharkhand and Madhya Pradesh and offers in-situ support to gram panchayats to prepare and implement participatory watershed plans and their execution. The state and central governments have acknowledged the success of ASA's approach at various platforms.

Progress under Land and Water Resources Development

Interventions	Units	2018-19	2019-20	Commulative
Land development/SMC Work*	Ha.	200	0	78545
Masonry Stop Dam	Nos.	3	13	293
Earthen Tank	Nos.	1	4	113
Dugout Pond/Farm Pond	Nos.	13	20	530
Doha (Sunken Pond)	Nos.	405	307	725
Group Dug Wells	Nos.	264	296	3613
Canal Restoration	Running meters	0	0	31137
Group Lift Irrigation Systems	Nos.	17	13	170
Micro Sprinklers/Drip Irrigation	Nos.	46	20	577
Increase in Irrigated Area	Ha.	3141	1583	34079
Drinking-Water Scheme	Nos.	0	0	7
Shallow Bore Wells	Nos.	535	411	1497
Solar Drinking/Irrigation Schemes	Nos.	10	4	14

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

During the year, INR. 42,21,02,400. worth of works were completed by leveraging resources from the Mahatma Gandhi NREGA.

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 activities



Summary of Activities through Convergence of MGNREGA

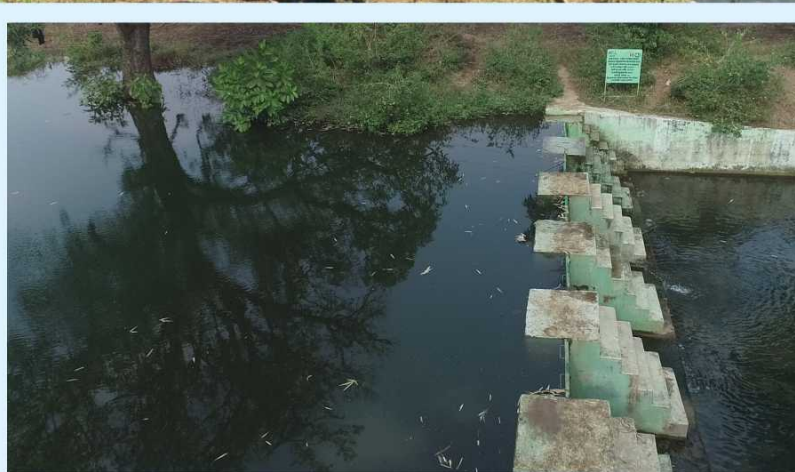
Interventions	Unit	Progress 2018-19	Progress 2019-20	Progress Cumulative
Land Development/SMC Work*	Ha	1774	1750	11,882
Large WHS-Earthen Tanks, Stop Dams	Nos.	35	41	454
Small WHS-Farm Ponds	Nos.	0	741	2886
Dug Wells	Nos.	412	317	2197
Canal Restoration	Running Meters	104	0	16,698
Wadi (Horticulture Plot)	Plot	180	1118	1505
Area Increased for Irrigation	Ha.	4678	2195	16,729
Toilets	Nos.	3427	438	4694

Through convergence of MGNREGA has created irrigation potential for 16729 Ha. of land

Water Resources Development for Minor Irrigation and efficient Water Management

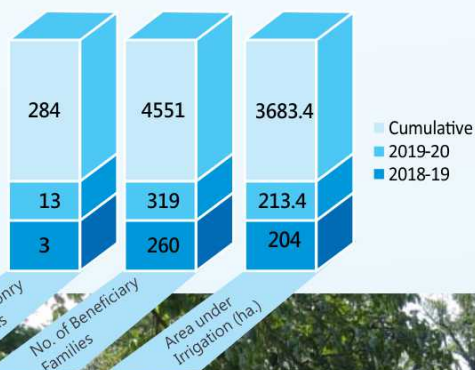
The Water Resources Development (WRD) component of the LWRD program concentrates on developing minor irrigation facilities for farmers. It adopts a comprehensive strategy of targeting both the demand as well as supply-side issues. The supply-side issues are addressed by developing an array of minor irrigation structures such as stop dams or masonry weirs in the river or streams, 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.

The other efforts to address demand-side management includes Participatory Irrigation Management for canal irrigation, developing user's groups for management of newly created structure, awareness creation through village institutions for on-farm water management like ridge and furrow method of irrigation, promotion of low water requiring crops, etc.



Stop Dam

Stop dams are small barriers constructed in small watercourses such as streams or rivers, primarily for water harvesting. The harvested water is stored in a small reservoir behind the structure. 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.

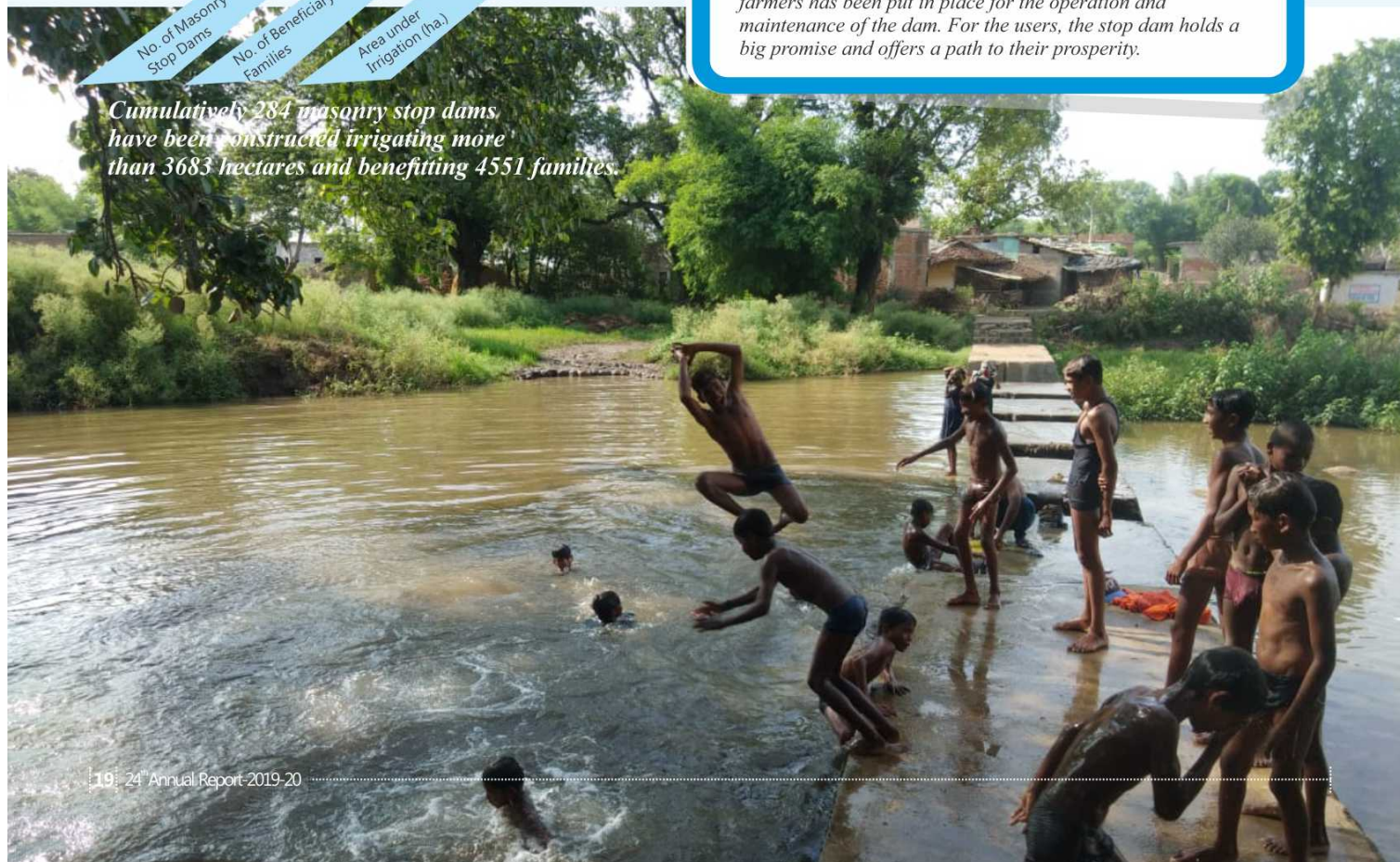


Cumulatively 284 masonry stop dams have been constructed irrigating more than 3683 hectares and benefitting 4551 families.

Stop Dam benefits extended to villages of Sarguja district in Chhattisgarh



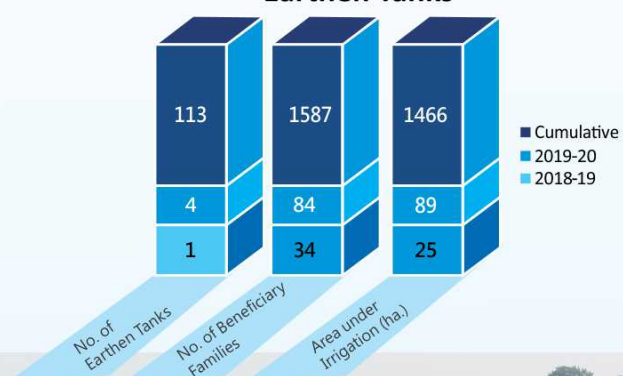
Capitalizing on its experience of building stop dams in the past, ASA quickly identified the need and potential of a bigger water harvesting structure in Bilaspur village of Batauli block of Sarguja district in Chhattisgarh. The residents of the village are mostly from Baiga and Gond tribe. ASA proposed the construction of the dam to the villagers on the condition of them contributing 10 percent cost through labor and material to which the farmers agreed. The construction started in 2018 and was completed in March 2019 through the active involvement of the local farmers. The stop dam built at a cost of INR 26,00,000/- covers 200 hectares of land of 250 farmers from Bilaspur village and the adjoining village of Paprenga for irrigation benefits. The paddy production has seen a good increase from 8 to 10 quintals per acre to 15-18 quintals per acre. A lot of farmers have started growing vegetables during the summer season, thus earning income from its sale. Another important outcome of the stop dam is that 20 hectares of wasteland have directly come under irrigation. Many farmers are now getting ready to prepare the fields for farming in the winter season as they would be cultivating in the season for the first time. ASA has provided them with good quality wheat seeds from a local producer company formed by ASA. A user group called "Dhata Water User Group" of the benefiting farmers has been put in place for the operation and maintenance of the dam. For the users, the stop dam holds a big promise and offers a path to their prosperity.



Earthen Tank

Earthen tanks are another effective measure in providing irrigation while also recharging 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, four earthen tanks were constructed benefitting 84 households and irrigating 89 hectares of land.**

Earthen Tanks



Over the years ASA has constructed 113 earthen tanks benefitting 1587 families with an irrigation potential of 1466 hectares.



Dugout Pond/Farm Pond

Dugout ponds are 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. During the year, 20 farm ponds were constructed, benefitting 114 families.

ASA has so far constructed 530 farm ponds benefitting 2354 households and irrigating 285 hectares of land.



Group Dug Well

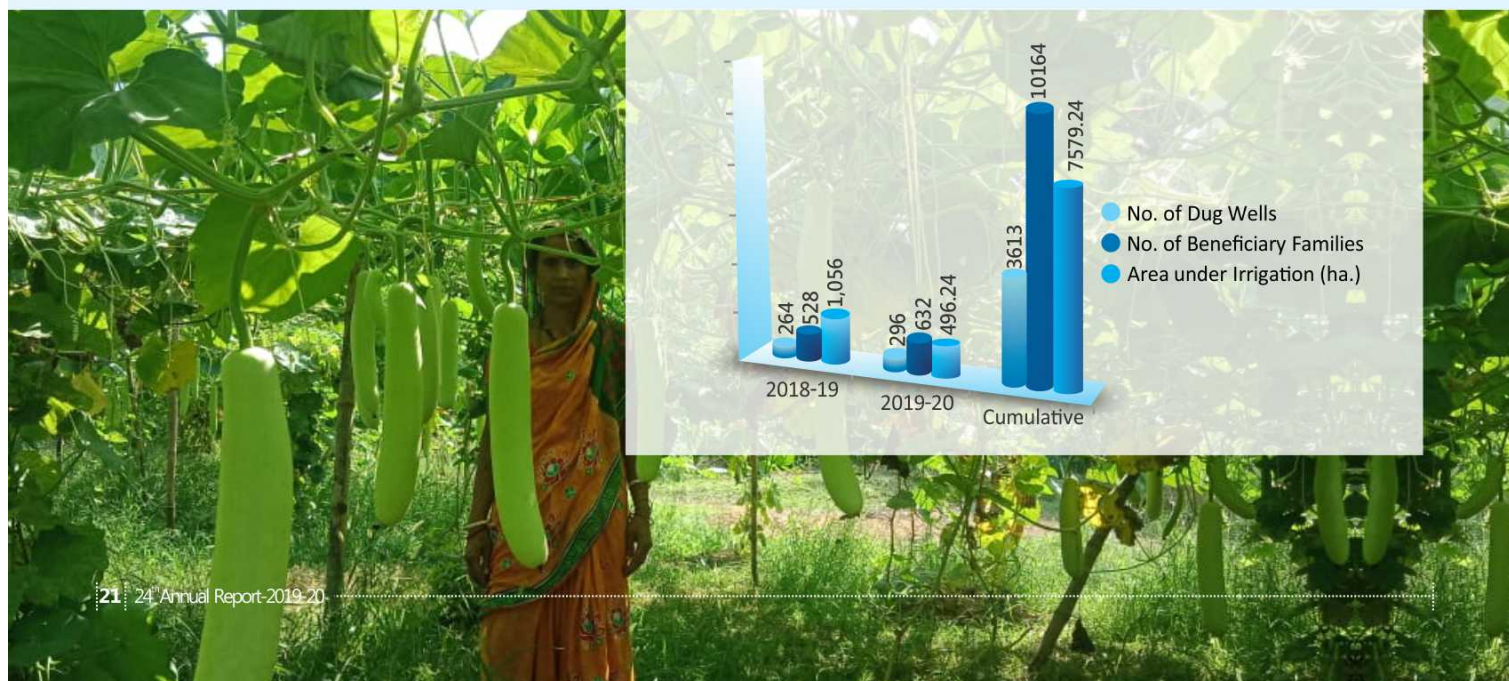
A dug well or an open well is an ubiquitous source of accessing water across rural India. It is commonly used by two to three households. ASA's dug well program aimed at households with very limited means is an endeavor to provide them a productive asset and enhance their income. The financing structure of a dug well comprises ASA's contribution of Rs. 45,000-50,000/- 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.



The reverberations of the ASA's dug well program are being felt by small landholders across its operational areas. 56-year-old Ratilal Uike in Dhoranala Ranntola village of Mandla district has experienced first-hand how the presence of a dug well on his small field of 4 acres turned the tide in his favor when it was constructed by ASA's assistance in 2017. Before the dug well, he was left at the mercy of monsoon to meet his irrigation needs and practiced single-season farming. The seasonal rains allowed him to produce a measly yield of 12 quintals of paddy for a patch of 3 acres. The irrigation has provided the much-needed production boost. He is also able to grow wheat in one acre, which produces enough for the consumption of his family that has seven members. More importantly, he has successfully expanded his crop basket with the inclusion of various vegetables which not only provides nutrition for self-consumption but also for sale in the local market. The dug well irrigation has increased his farm income to INR 80,000/- per annum in comparison to meagre money he earned earlier while keeping him engaged throughout the year.



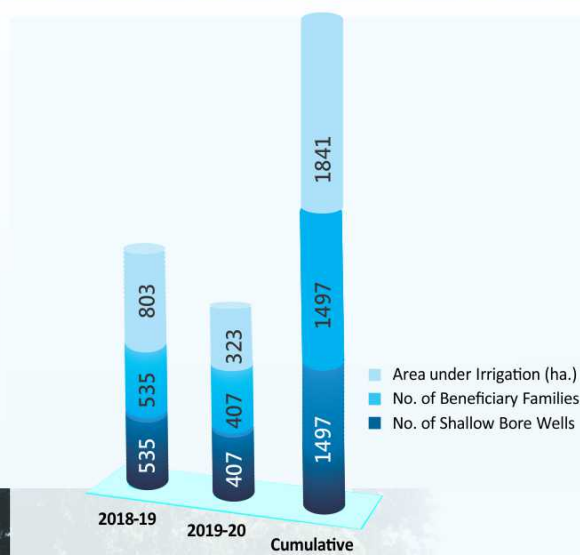
Cumulatively, ASA has constructed 3613 dug wells benefiting 10164 households and irrigating 7579.24 hectares of land.



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 and Chhattisgarh. They can irrigate up to one to two acres of land. The cost is INR.30,000/- per unit within an in-built subsidy of INR.15,000/- provided by ASA. The activity has seen high adoption due to its low-cost and easy implementation.

Till the end of 2019-20, a total of 1497 shallow bore wells have been constructed benefiting 1497 families, irrigating 1841 hectares of land.



The benefits of the shallow bore well are also visible in the district of Shahdol, which is around 500 km from Bhopal. Shahdol is home to Urmila Mishra, who owns 3 acres of land in Chukan village of Kotma block without irrigation. ASA's shallow bore well intervention on her field is helping realize Urmila's hopes. The water availability is leading to a pronounced difference to the agricultural output as she is producing crop in both seasons earning about INR 60,000/- per year in contrast to INR 20,000/- as before.

"Thanks to the shallow bore well, the cereal production such as paddy and wheat has increased sizably. The higher income from agriculture now allows me to buy farm inputs at the right time unlike earlier," Urmila Mishra, Shallow Bore Well User.



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, 307 Doha were constructed in Mandla, Dindori, Anuppur and Shahdol districts of Madhya Pradesh with 3.86 billion litres water storage capacity and 1.16 billion litres recharge capacity. 246.3 hectares of rain-fed land was transformed into irrigated cultivable land benefiting more than 498 families.



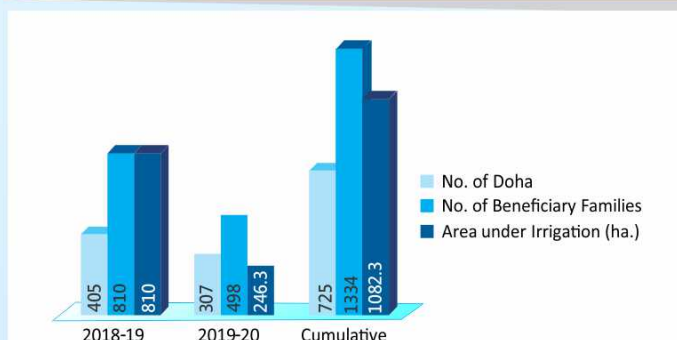
Dohas provide the Irrigation momentum for Small Landholders

Around 50 km from the headquarters of Dindori district, Bahadur Chirpani village in Mehandwani block is part of the area with a terrain oscillating between hills and recesses hyphenated by narrow patches of plain fit for farming. Farmers in such topography face various agricultural challenges including reliable and regular irrigation. A group of 42 farmers from the village was confronted with severe crises of irrigation as a small stream nearby would dry up after the seasonal rains. They were all involved in few months of rain-dependent sustenance farming on a total land of 26 hectares. Distress migration was a regular phenomenon observed among the village farmers. Their sense of hopelessness was cured when ASA Team visited the site and found the local stream ideal for Doha construction. The ASA field Team educated the farmers about the utility of Doha and the promise of irrigation it held for them. The farmers were convinced and partook in the construction of Dohas on the stream. A Water User Association of all the farmers was evolved for the upkeep of the Dohas.



Today, the farmers are engaged on their farms during all the cropping seasons. Taking a full loop approach, ASA also introduced better farming techniques and the results are visible for all. The farmers grow paddy and wheat using improved varieties of seeds along with different vegetables. This had a direct bearing on the farmers' income which has grown from INR. 15,000/- to INR. 40,000/-.

"The lack of irrigation forced me to sow just 1 acre of my 4 acres of land during the monsoon period, which gave me a small production of 4 quintals of paddy. After the access to irrigation via Dohas, I am able to produce 50 quintals of paddy on 5 acres of the plot along with increasing the cropping intensity as I grow wheat along with some amount of red lentil (masoor dal) and chickpeas (channa) in winters and vegetables. I am able to produce 30 quintals of wheat. My annual farm income has jumped to INR 90,000/- from almost nothing before the Dohas. I have also benefited from the series of training organized by the ASA staff, which comprised trainings on home-made manure production, paddy and wheat seed production and use of SRI, which have had positive impacts on my farming. The days of migration have stopped. I plan to intensify the farming and purchase my own motor and pipe for water transmission to the field, which I have to rent currently", **Kaval Singh, Beneficiary Farmer, Bahadur Chirpani Doha.**



ASA has up till now constructed 725 Doha benefitting 1334 families, irrigating 1082.3 hectares of land.

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 income of the farmers. During the reporting period, 13 Group Lift Irrigation Systems were constructed benefitting 222 families. The total additional area brought under irrigation was 178.17 hectares.



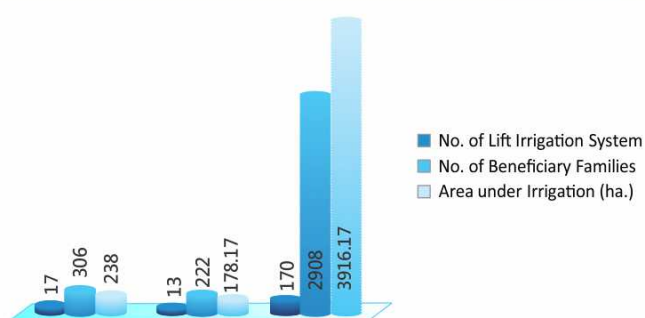
The tale of "Kevai Jal Udhvan Samiti", Janudi Village, Anuppur District

ASA has taken the benefits of the LIS to Anuppur district, which is around 250 km to the east of Mandla. The area is populated by a large number of farmers with very small landholdings with a low level of resources needed to undertake profitable farming. This picture was mirrored in Janudi village in Kotma block of the Anuppur district, where one is witness to large tracts of farm land either left idle or little operations during seasonal rains. Under these circumstances, ASA identified a site for LIS nearby a stream in Janudi village from which few farmers pumped water with great difficulty. ASA explained the benefits of the system to a group of nine farmers, who found it to be an appropriate solution to their irrigation constraints. As is the norm with any community asset, ASA has developed a user group named "Kevai Jal Udhvan Samiti" for the upkeep and operating the system with the nine farmers. With their active involvement during the construction, the group completed and made the system operational in early 2019. The LIS provides irrigation to 14 hectares belonging to all the nine farmers. The users are slowly deriving the irrigation benefits of the system. ASA plans to let the system stabilize for some time and then extend the coverage to other farmers soon. The current users are optimistic about the positive effects that the system will bring especially checking the yearly travel to other locations for livelihood.

During the pre-LIS days, my farming activity comprised of growing black gram (urad dal) on ½ acre for self consumption and sesame on other ½ acre producing one quintal, which earned me INR 12,000/-. 1 acre of the plot was left idle. With water availability, I plan to expand farming to the entire plot and all the three cropping seasons. I expect the scale-up to earn me INR 70,000/- which will have a major bearing on my and my family's quality of life, **Ram Charam Kevat, beneficiary, "Kevai Jal Udhvan Samiti"**.



"I used to pump water from the stream with great effort to irrigate 1 acre of my 4-acre land before the LIS became operational. The system has helped me save the diesel cost of operating the pump as well as water use by 50 percent. I used to grow cauliflower on 1 acre, which bore me 25 quintals earlier, which has now increased to 50 quintals earning me INR 50,000/-. On remaining 3 acres, I grew paddy getting just 20 quintals but now I hope to see the production go up to 60 to 70 quintals, which will significantly increase my income", **Ram Prasad Kevat, beneficiary, "Kevai Jal Udhvan Samiti"**.



So far, 170 Group Lift Irrigation Systems have been built providing benefits to 2908 households and irrigating 3916.17 hectares of land.



Enhancing Agriculture Productivity for Sustainable Livelihoods

The problem of low productivity has been one of the major concerns that an agricultural driven economy had been facing since time immemorial. 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, 2019-20, ASA worked with more than 128984 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.



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

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.

During the year, 128984 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



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.

Our Research Collaborators:



Crop	No. of Registered Farmers for improved agriculture practices	No. of Farmer's Field Demonstration
Organic Cotton	11768	171
Maize (Kharif)	4000	105
Organic Paddy	4500	557
Paddy	82599	964
Millets	352	144
Vegetables	13001	NA
Gram	3094	40
Wheat	8832	348
Total	120552	1772



Powered by N



Farmer's Field Trial of New Crop Varieties			
2019-20			
Crop	No. of Varieties	Source of Varieties	No. of Trials
Cotton (Non-GMO & Organic)	30	FiBL	30
Bengal Gram	08	○ ICAR - National Bureau of Plant Genetic Resources (NBPGR) ○ RVSKVV - Gwalior	40
Mustard	18	○ NBPGR	744
Paddy	31	○ NBPGR	964
Black gram	12	○ NBPGR	06
Maize	3	○ Syngenta Foundation ○ Bayer	105
Millets	8	○ JNKVV ○ IGKVV	144
Wheat	3	○ Indian Agriculture Research Institute, New Delhi	348

During the year, ASA undertook a range of activities in convergence with the State Agriculture and Horticulture Department which included installation of micro-irrigation devices, horticulture, and development of compost pits and livestock sheds through MGNREGA.

Summary of Activities through Convergence of MGNREGA

	Units	Progress 2018-19	Progress 2019-20	Progress Cumulative
Micro Sprinklers/Drip Irrigation	No.	0	0	566
Compost Pits	Nos.	800	130	1752
Livestock Sheds	Nos.	603	415	1710



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 2019-20, ASA engaged with 22,768 farmers for organic farming of crops such as cotton, paddy, millets, mustard, wheat, and pulses, covering about 35,000 hectare.

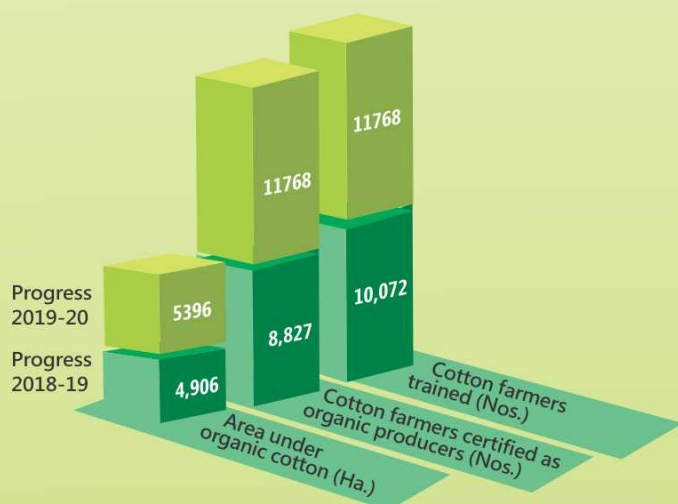
Organic Cotton

The organic cotton program of ASA is majorly implemented in the primarily tribal districts of Jhabua, Alirajpur, Ratlam, Barwani and Dhar in western Madhya Pradesh. The program has evolved focusing initially on stabilizing the output of organic cotton through modifications in the package of practices, 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 like, 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.

High yielding Non-GMO cotton varieties are sown by the farmers. Seed is managed by the FPOs.

By the end of cotton season of 2019-20, 971(11768 farmers) Organic Producers' Groups have been trained through handholding support.



Organic Scented Rice

The Indian sub-continent has traditionally been a host to several varieties 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 and couple of traditional scented varieties namely Jeera ful were promoted and they have performed very well in organic conditions. Currently, 7050 farmers are involved in growing these varieties using the organic system of cultivation. In 2019-20, a sizeable quantity of scented paddy was sold at a premium price to the reputed brands. ASA has drawn plans for further expansion of this program.



Chemical Pesticide free Crop Management

Non-Pesticide Management (NPM) is another significant initiative of the ASA's Responsible Crop Initiative. 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 handholding support to farmers for undertaking NPM on their fields. In the year 2019-20, 52292 farmers were trained on NPM practices.



Neglected and Underutilized Crop (Small and Minor Millets)

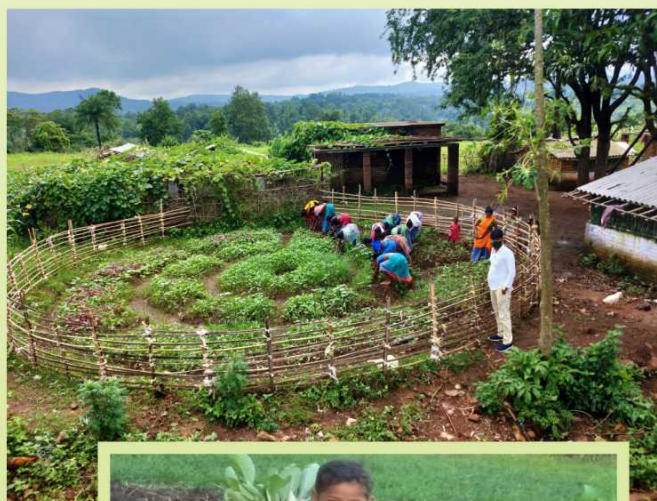
Small and minor millets are common crops found in ASA's operational locations of Mandla and Dindori of Madhya Pradesh and Surguja of Chhattisgarh. Believed to be high in nutritional value, they are also able to withstand the adverse effects of climate change. However, these crops, which have been a regular 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 about 3000 farmers.



Promotion of Vegetable Cultivation-Poshan Vatika

ASA encourages developing vegetable 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 income. 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 year saw ASA engaging with 11750 farmers in Madhya Pradesh, Chhattisgarh and Jharkhand for Poshan Vatika program. The initiative comprised imparting training to the farmers on design and layout and in-situ training.



"Krishi Katha" - A knowledge enhancement platform for farmers

To enrich the knowledge of the farmers, ASA puts together regular events so that the farmers can learn about modern farming techniques, profitable crops, different types of diseases and precautions to be taken to prevent them and various government schemes. Accordingly, ASA held a series of 119 events called "Krishi Katha" (Stories on Agriculture) starting from village level and progressing to the levels of team, blocks and region resulting in the knowledge enhancement of more than 5000 farmers over the duration of July to September 2019. The events were attended by scientists, NABARD officials and, officials from the district agriculture departments.



Horticulture Development

Under the Horticulture development initiative, over 354206 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 scheme by the Government of Madhya Pradesh. A partnership has been forged earlier with Orient Paper Mill, Amlai, Madhya Pradesh, continued over the year and resulted in a plantation of **480000** 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 **198882** saplings getting planted using the popular Wadi (horticulture garden) model. This sub-scheme allows 112 plants per acre of land using high-density plantation method. The overall survival rate is more than 70 percent.



"The Wadi program of ASA has changed the face of my farm and it yields me a decent earning today, a scenario unimaginable for me until a few years back. The earnings have enabled me to bring improvements on my farm as well as my life," Ratiabai Bhagatsingh Warkade, Trees on Farm Program beneficiary.

Plantation Status 2019-20

State	District	Horticulture (# Plants)	Forestry (# Plants)
Madhya Pradesh	Mandla, Dindori, Anuppur, Shahdol	18450	285510
Chhattisgarh	Surguja	16700	32946
Jharkhand	Ranchi, Jamtara, Kundohit, Fatehpur	19600	0
Total		54750	318456



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 FPOs promoted by ASA. The program covers Soybean, Paddy, Pulses, Wheat, Gram and Minor Millet crops. In 2019-20, 31571 quintals of quality seed was produced, which comprised 1227 quintals of Foundation Seed and 30520 quintals of Certified Seeds. The initiative benefitted 1322 small farmers directly as seed producers by getting the premium price of the produce. The certified seed was sold among the farmers of FPOs. The surplus seed was market linked under the brand name "Dharti Natural", a common brand for the FPOs promoted by ASA.

A seed quality testing laboratory has been established by ASA in Bhopal. This laboratory would be used by the FPOs for quality testing of the seeds which they produce in bulk. The FPOs will have added advantages in the market due to this facility.



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 2019-20 got 2812 farmers successfully registered under the PMFBIY scheme in Mandla, Dindori, Anuppur and Shahdol districts of Madhya Pradesh and Surguja district of Chhattisgarh. ASA so far has got 5874 farmers registered under this scheme.

Livestock Intervention

The livestock development intervention initiated jointly with the J.K. Trust in 2018 saw further progress during the reporting year. Two new Integrated Livestock Development Centres (ILDC) were established in Shahdol district during the year taking the total centers to 22 with each center catering to 15 to 20 villages for breed improvement and to provide veterinary services.

The year also saw the establishment of 47 goat rearing units under the NABARD Watershed and WADI Project in Mandla, Narsinghpur and Shahdol 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 objective of goat rearing program is to improve the quality of local stock through pure line indigenous breeding bucks "SIROHI" and its management. Another 23 goat units were established in Shahdol district funded by HDFC's corporate social responsibility program in 2019-20 totalling to 70 goat rearing units.



Livestock Development	Unit	Progress 2019-20	Cumulative
Integrated Livestock Development Centre (ILDC)	No. of ILDC	2	22
Artificial Insemination Conducted	No.	2656	5208
Confirmed Pregnancies	No.	1381	2193
Cross Breed calves born	No.	399	665
De-worming and De-ticking of Large & Small Ruminants	No.	76836	246354
Animal Health and Infertility Camps	No.	198	702
Vaccination large and small Ruminant through Convergence	No.	1358	16237
Barefoot veterinarian (Gopal) giving service	Nos.	02	22



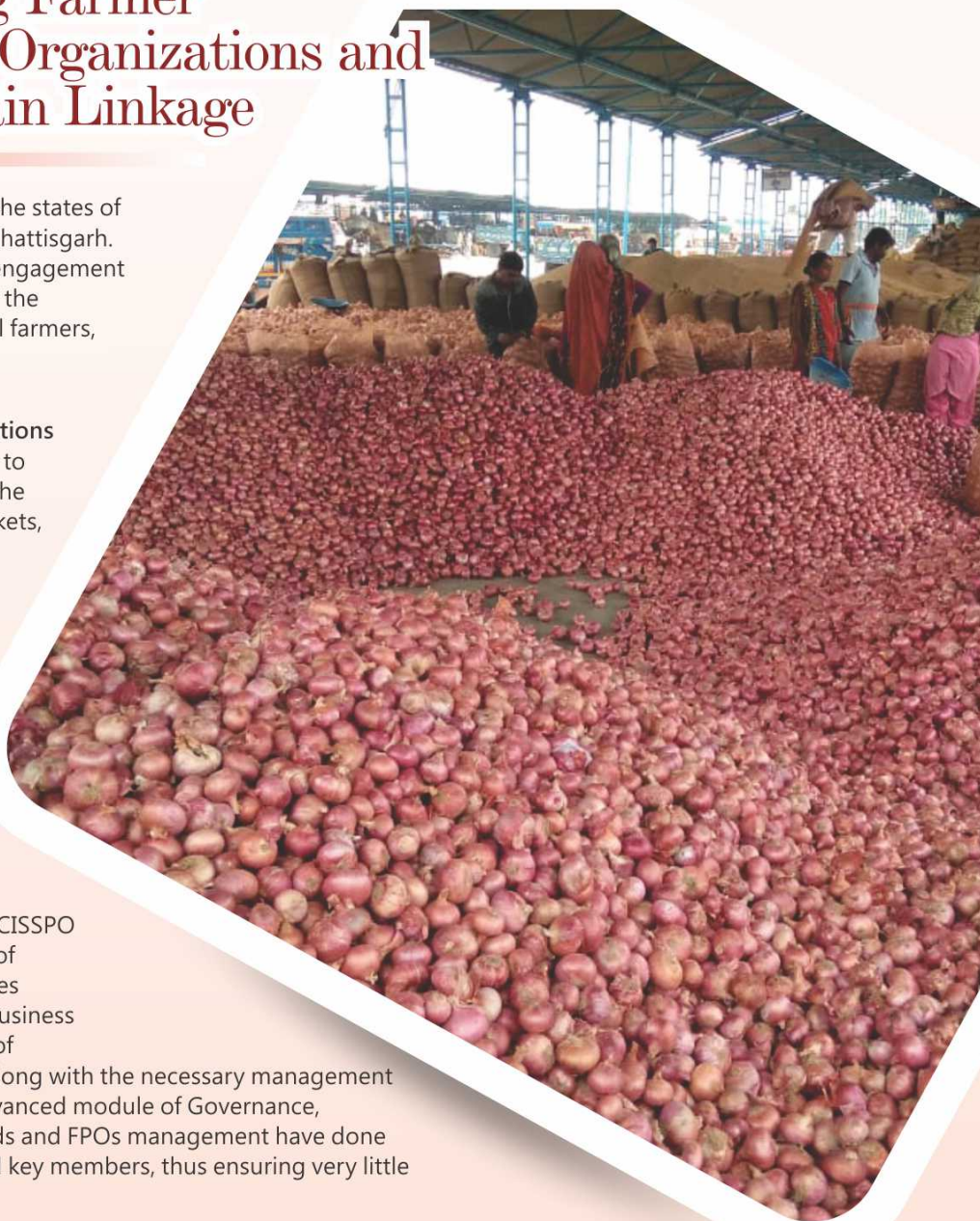


Bolstering Farmer Producer Organizations and Value Chain Linkage

ASA is supporting FPO's directly in the states of Madhya Pradesh, Jharkhand and Chhattisgarh. Adhering to the ASA's objective of engagement with the community, the majority of the shareholders are small and marginal farmers, especially tribal.

Centre for Incubation and Support for Smallholder Producer Organizations (CISSPO), an internal cell continued to extend support to the FPOs across the realm of governance, business, markets, finance and membership. It further strengthened the operations through introduction of procurement software, direct farmer payment systems and third party quality assurance.

Overall, there was an increase of cumulative turnover by 55% on year on year basis. The year saw an increase of 55-60% increase in the member transactions with the FPOs and almost 100% increase in the commodity trading. CISSPO further introduced the new edition of Financial and Procurement guidelines consistent with the need of buyer, business volume and traceability. The Board of Directors (BoDs) of different FPOs along with the necessary management staff were trained further on the advanced module of Governance, Accounting and Business. The Boards and FPOs management have done well in retaining the critical staff and key members, thus ensuring very little employee turnaround.



Highlights of 2019-20

Organic Commodity Trading

The FPOs are able to create a niche market for themselves for Organic segment. During the tenure, FPOs sold Organic Wheat, Pulses, Gram and Cotton. Nearly 1610 MT of Organic Commodities was sold by the FPOs. The FPOs have been excellent in ensuring the quality along with absolute control on GMO contamination on cotton and pesticide level for edible commodities like Wheat. The buyers have been happy and paid premium between 10-15% on the sale price of commodity. The total premium was to the tune of Rs. 32 Lakh and has been shared among the farmer members.

Commodity Trading

The FPOs further strengthened their trading operations through increase in buyers portfolio, commodity portfolio, quantities and most importantly margins for both the FPOs and Farmers. The FPOs in both the season traded nearly 21,000 Metric Tonnes (MT) of Commodities to different buyers.

Equity grant

ASA facilitated obtaining Matching Equity Grant of GOI to four FPOs to the tune of Rs. 8.12 Lakh. This additional equity has further strengthened the books of the FPOs which can be further utilised for capital raising or business activities.

Seed Production & Marketing

The FPOs produced and marketed more than 12000 quintals of Soybean, Paddy, Wheat and Gram seeds(certified). 328 seed growers benefitted with additional premium per quintal over and above the purchase price of seed.

Shareholders

The total shareholders of ASA supported FPOs touched 74164. This year 5951 new members were added by different FPOs with a share capital of Rs. 302 Lakh; an increase of Rs. 16.51 Lakhs

Credit Linkages

ASA facilitated credit linkages to 21 FPOs for an amount of Rs.799.66 Lakhs as working capital. An amount of Rs 64.31 Lakhs was directly given as credit to the Farmers while Rs 735.35 Lakhs to the FPOs.



FPO assisting cultivation of organic cotton in western Madhya Pradesh

Alirajpur, Barwani, Jhabua, Ratlam and Dhar districts in western Madhya Pradesh have been the major operational areas for cotton cultivation promoted by ASA.

In 2019-20 seven FPOs promoted by ASA in this region have participated in the entire procurement and sales of the organic cotton. 326 Metric Tons of lint or 1010 Metric Tons of raw seeded cotton was procured from 2500 producers, processed and traded by the FPOs. The farmers have received a premium worth INR 24 lakh, thus showing a slab for bigger expansion of organic cotton in the near future.



"Bandhan" - Mega meet of 600 Leaders of Farmer Producer Organizations'

It is of utmost significance that the individual experiences and learnings of the leaders from communities is given a platform for sharing with other fellow leaders while also deriving strength from the common purpose. To give shape to this aim in the context of FPOs developed and promoted by ASA, a large-scale congregation (Maha Sammelan) of FPO leaders was organized in June 2019 for three days at PRADAN's rural campus in Kesla, Hosangabad in M.P. by ASA for the first time. The mega event was attended by more than 500 FPO leaders, mainly women from M.P., Chhattisgarh, Jharkhand, and Bihar. During the event, there were sessions dedicated to cross-learning among the FPO leaders and communication on the updates in the FPO space. The event at the same time served as an important means for solidarity and vowing allegiance to the common charter of the FPOs. The event was aptly titled "Bandhan" to connote the spirit of strong bonds and unification.



ASA participates as Founder Trustee in the Organic and Fair-trade Cotton Secretariat (OFCS) Trust.

The Laudes Foundation (Earlier known as C&A Foundation), India, and its partners (ASA, WWF-India, Solidaridad-India) working for the promotion of organic cotton, have set up a charitable trust for the furtherance of the Organic Cotton in India. The Trust would be called Organic and Fair-trade Cotton (OFCS). Established by ASA in 2015 with Laudes Foundation as informal network of stakeholders (Producers, Processors, NGOs, Brands) worked really well so far in engagement with the government for collaboration. The M.P. and Maharashtra State Agriculture Universities have started non- GMO cotton variety development and GoMP started a Centre of Excellence for Organic Cotton in Khandwa. ASA, along with other partners is the Founder Trustee of this new Trust. The Trust has been registered in Delhi.

New Board of Directors elected in the FPOs during Annual General Meetings

ASA facilitated the process of selection/election of the Board of Directors (BoDs) of 37 FPOs in their annual general meetings in September 2019. Campaigns for the large scale participation of the shareholders were undertaken. A proper structure was developed for conducting the meetings to ensure that they were organized systematically and in most transparent manner. Independent observers were appointed to oversee the process.



Social Research, Training and Communication

ASA with over 24 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. A range of social research studies for internal learning and wider dissemination was taken up during this period thus being able to increase our visibility and being useful to the development fraternity. Listed below are some initiatives towards this:

Impact Studies

○ A Midterm evaluation study by the Third Party (M/s Sattva Consulting) was commissioned by the Axis Bank Foundation for the project supported by them in 300 tribal villages of Mandla, Dindori, Anuppur of Madhya Pradesh and Sarguja district of Chhattisgarh. The study findings revealed a high level of effectiveness in the intervened area.

Major outcomes of the study:

"Most people in treatment households (95%) have access to at least 1 source of irrigation whereas only 53% of people in control households have access to irrigation." People in treatment households had increased awareness and adoption of sustainable agricultural practices and were growing more number (vegetables, paddy, wheat, millets, pulses, etc.) and types of crops (better varieties of paddy, wheat) Vs control group. ***"The yield per acre has also doubled for treatment households over last 4-5 years of ASA involvement"*** and farmers are able to not only produce for consumption but are also selling in the markets

to enhance their incomes. The control group households, however are primarily using their produce for consumption. ***"The yearly income from agriculture for treatment group households is also higher than the control group."*** ***"In terms of collectives, a considerably higher proportion of people in treatment households had got linked to SHGs (92%) and FPOs (56%) after the advent of ASA in comparison to the control group (23% for SHGs and 0% for FPOs)."*** This has led to enhanced access points for purchase and sale of crop produce, better access to loans and higher savings than the control group.



- Down To Earth a fortnightly magazine on environment and development wrote a story on ASA's DOHA intervention in Mandla and Dindori districts

<https://www.downtoearth.org.in/blog/agriculture/doha-model-shows-how-to-rein-in-water-for-irrigation-64060>



Rejuvenating lives"- A series of Ten narratives of success among farming communities that integrated sustainable systems and strategies were documented and widely disseminated

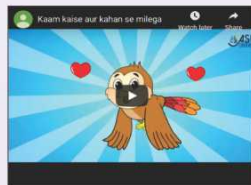


Communication Collaterals

Use of videos is being made an integral part of communication and learning tool. A series of tutorial films on the MGNREGA created with animated characters and graphics. These videos break down the science in a fun and simple manner. It also serves as awareness generation about MGNREGA among users and practitioners.



Majdooron ko milegi raahat, MGNREGS ke tahat



Kaam kaise aur kaha se milega



Kaam karne ki tareeka aur mazdoori bhugtaan



Farm pond



Doha-water harvesting structure





Governance and Institutional development

ASA has evolved a combination of well-synched 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 Expert that meets twice a year for a financial review of the organization. The Program Director-Finance 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 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. ASA implements different staff welfare schemes such as EPF, ESIC, Gratuity, Leave Encashment, Staff Benevolent Fund, staff Group Medi-claim and Accidental Insurance, etc.

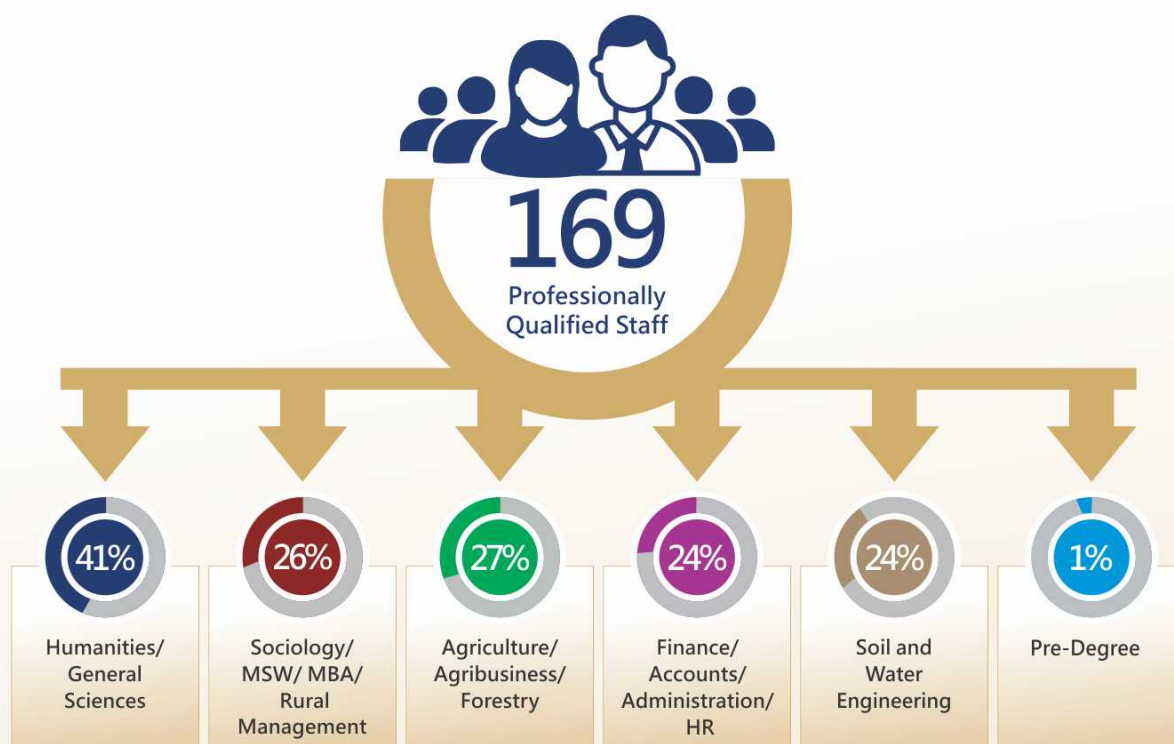


Staff Awards

Several performance Awards at the Team and individual levels are offered during the Annual retreat.



Staff: Discipline wise break-up



Institutional Development

Development of staff capacities is an important focus area for ASA. It extensively uses its gained knowledge and network to train field functionaries through regular training program.

Several kinds of Management Information Systems (MISs) with built-in analytics further enriches the tasks of monitoring and learning of the organisation.



Key Training/Workshops attended by staff

Workshop on the revival of the traditional tanks of Bundelkhand region, organized by SRIJAN in July at Orccha, Tikamgarh

Workshop organized by Rajiv Gandhi Institute for Contemporary Studies (RGICS) and Indian National Association of the Club of Rome (CoR) on 27-28th August-2019 at WALMI, Bhopal on the theme "Regenerating natural capital- land, water and forest"

Launching workshop of Atal Bhujal yojna for ground water management by Jal Shakti Ministry, New Delhi on 25th Dec'19 at Vigyan Bhavan, New Delhi

Invited as Agriculture expert in the Scientific Advisory Committee meeting at Indira Gandhi Tribal University, Krishi Vigyan Kendra, Ambikapur in Nov'19.

Invited as Project Steering Committee member for the project "Mainstreaming agricultural biodiversity conservation and utilisation in agricultural sector to ensure ecosystem services and reduce vulnerability" at Pusa, Delhi in Dec'19

Two days exposure visit in Ma Danteshwari Herbal farm at Kondagaon, Bastar, Chhattisgarh was organized to learn about the organic practices in semi arid condition in Sept'19

A two days exposure visit to Basmati Export and Development Foundation (BEDF), Meerut, UP was organized in Oc'19

The efforts to augment the knowledge of small and marginal farmers continued with ASA organizing a series of events called "Krishi Katha" across ASA program locations.

Three batches of induction and orientation trainings for Team leaders, FPO Business Facilitators and new entrants in ASA was organized to introduce and ignite professionals to the dynamics of community development and program execution processes. All the trainings very interactive sessions conducted at head office in Bhopal followed by field attachment learning component.

In-house training to the technical team members for the smooth implementation of land and water resources development works in the field took place., March 2020

Programme Director-Financial Inclusion participated in India Water Credit Forum, national level multi stakeholder conference in January 2020 in New Delhi.



Awards and Recognition

ASA's work and contribution to the development sector have been recognised at various platforms through numerous prizes and nominations in union and state government policy-making bodies.

Awards conferred in 2019-20



"Mandla Tribal Farmer Producer Company Limited", from Mandla district, Madhya Pradesh promoted and nurtured by ASA since 2012 was awarded as the winner under the category- "FPO of the year in Agriculture-Emerging" at the FPO Impact Awards 2019-20 presented at the Livelihoods India Summit 2019.



"Saraful Mahila Kisan Producer company", Jama block, Dumka district, Jharkhand promoted by ASA was felicitated by NABARD as "Best performing FPO in Jharkhand"



Lifetime Achievement Award conferred by India CSR Group at CSR Leadership Summit and Awards



Awarded the winner of the ICC Social Impact Awards under the category "Environmental Sustainability"





Convergence with Government Program and Community Contribution

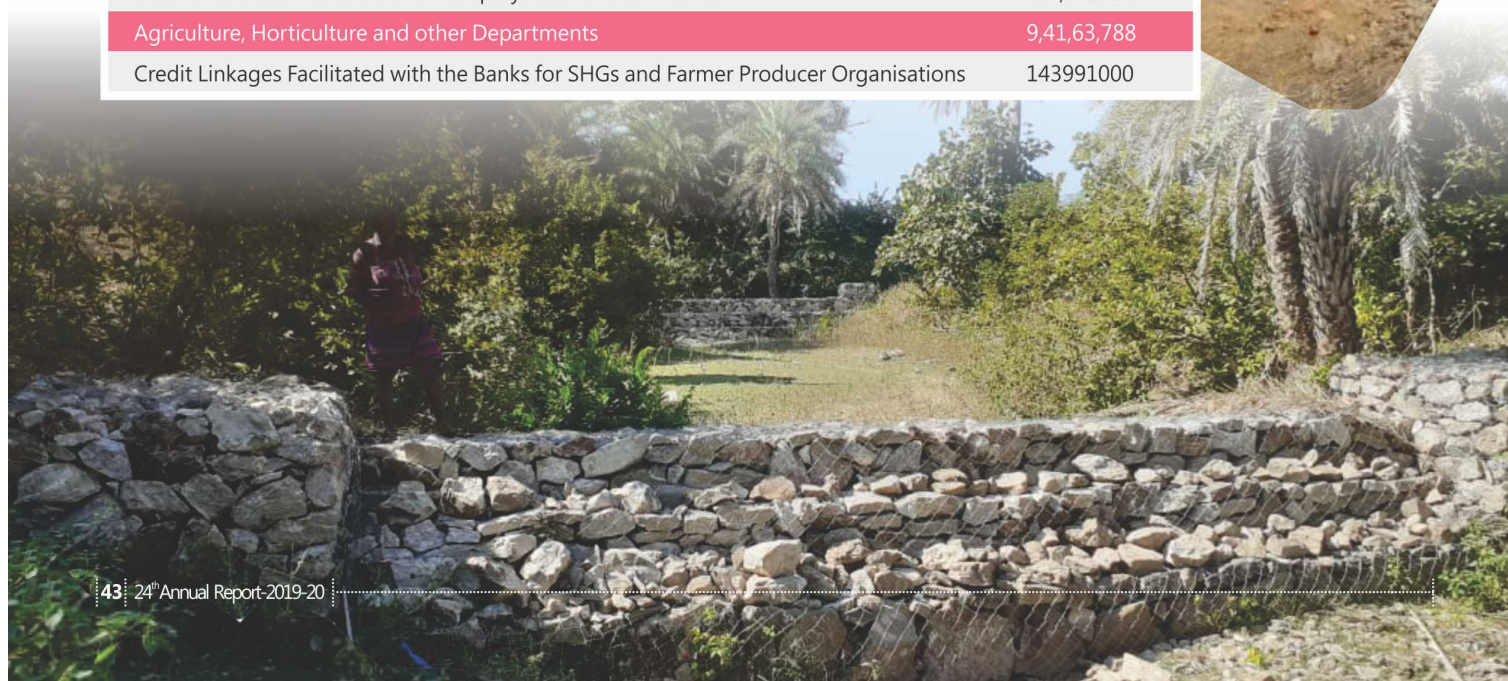
To complement its efforts, ASA seeks to attain convergence with the governmental program. In 2019-20, **INR 44,47,64,455/-** was mobilized by ASA through convergence with government programs and facilitating linkages with the banks for its communities in its operational locations.

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 2019-20, the community members made a contribution worth INR 2,37,39,805/- as partial cost towards the work done for them. This contribution was primarily in the form of labour and material.



Program/Department wise convergence	Amount (INR)
Mahatma Gandhi National Rural Employment Guarantee Act.	31,440286
Agriculture, Horticulture and other Departments	9,41,63,788
Credit Linkages Facilitated with the Banks for SHGs and Farmer Producer Organisations	143991000





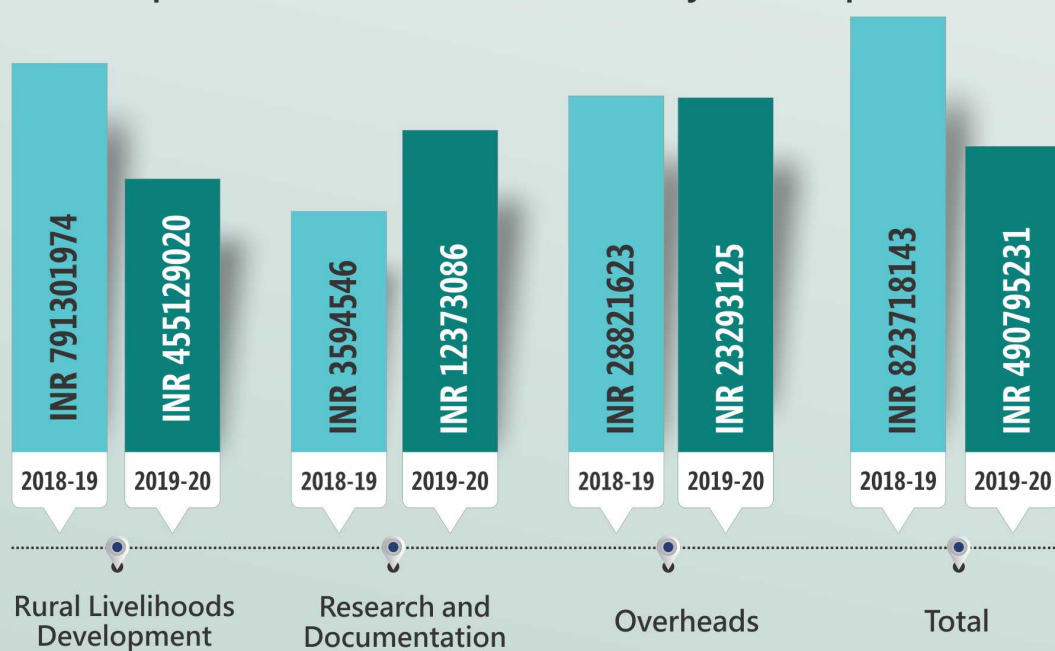
Financial Overview



The main objective of ASA is to work with the poor and marginalised communities of rural India. This is the section of the society who are small and marginal farmers, tribal, scheduled castes and other marginalised 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.

Development Investment for Community Development Works	2018-19	2019-20
Funds through Books of Accounts of ASA	203390576	206864576
Funds leveraged through convergence of Government program	526782085	408566650
Funds given directly to Village Watershed Committee by NABARD facilitated by ASA	3151407	1252370
Credit from Banks to the SHGs & FPOs	74728763	143991000
Beneficiary contribution in village development works	15665312	2,37,39,805
Total	823718143	784414401

Break up of Investment of Community Development works



ACTION FOR SOCIAL ADVANCEMENT (ASA) BALANCE SHEET AS AT 31st MARCH 2020

(Amount in Rs.)

Sources of Fund	As at 31st March 2020	As at 31st March 2019
Unrestricted Fund		
Corpus Fund	30,000,000	30,000,000
General Fund	53,092,034	39,171,506
Restricted Fund	32,783,159	32,356,624
Secured Loan	1,947,778	2,225,000
Current Liabilities & Provisions	5,885,529	4,164,967
Total	123,708,499	107,918,097
Application of Funds		
Fixed Assets		
Tangible	28,226,567	33,121,933
Intangible	-	-
Capital work-in-progress	-	-
Investments		
Long term	26,246,566	15,700,325
Short Term	159,759	580,514
Current Assets	68,311,964	58,249,739
Loans, Advances & Deposits	763,644	265,586
Total	123,708,499	107,918,097

*Extracts from Audited Financial Statement

For S.L. CHHAJED & CO.

Chartered Accountants
F.R.N. 000709C/C400277

For Action for Social Advancement
Vijit Baidmutha

Partner
M.No.406044
UDIN: 20406044AAAAPI4464

Ashis Mondal
(Director)

G. Jayanthi
(Trustee)

Place : Bhopal
Dated: September 15, 2020

Statement of Income as on March 31, 2020

Particulars	As at March 31,2020	As at March 31,2019
Income		
Income from Operations	200,586,513	199,052,671
Income from other Sources	6,278,063	3,086,624
Total (A)	206,864,576	202,139,295
Expenditure		
Application of funds towards object of Trust	166,202,936	174,568,953
Administration Expenses	19,570,401	19,474,552
Depreciation Expenses	3,722,725	2,789,588
Total (B)	189,496,061	196,833,093
Excess of Income over Expenditure (A-B)	17,368,515	5,306,202

*Extracts from Audited Financial Statement

For S.L. CHHAJED & CO.

Chartered Accountants
F.R.N. 000709C/C400277

Vijit Baidmutha

Partner
Membership No. 406044
UDIN: 20406044AAAAPI4464

Ashis Mondal

(Director)

G. Jayanthi

(Trustee)

Place : Bhopal

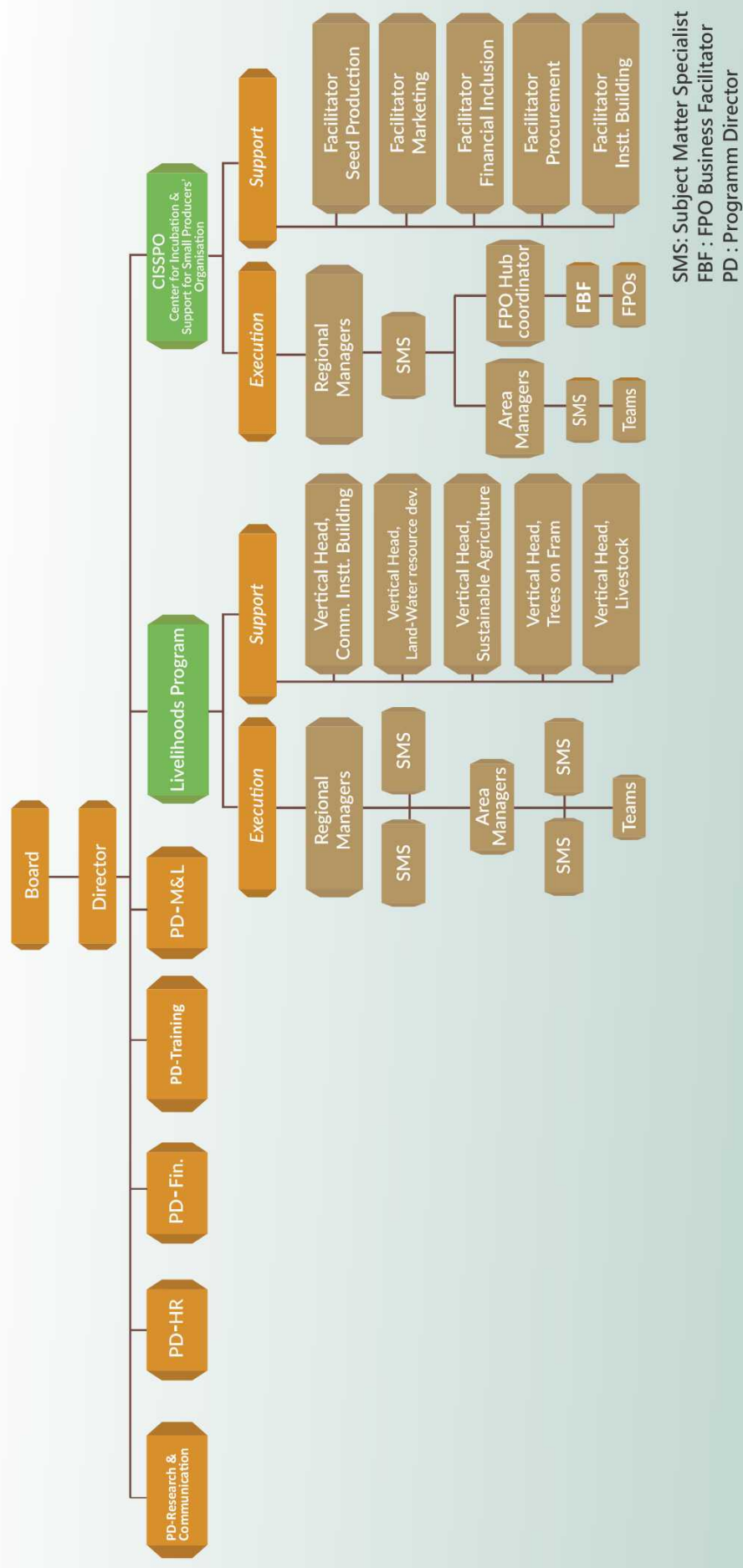
Dated: September 15, 2020

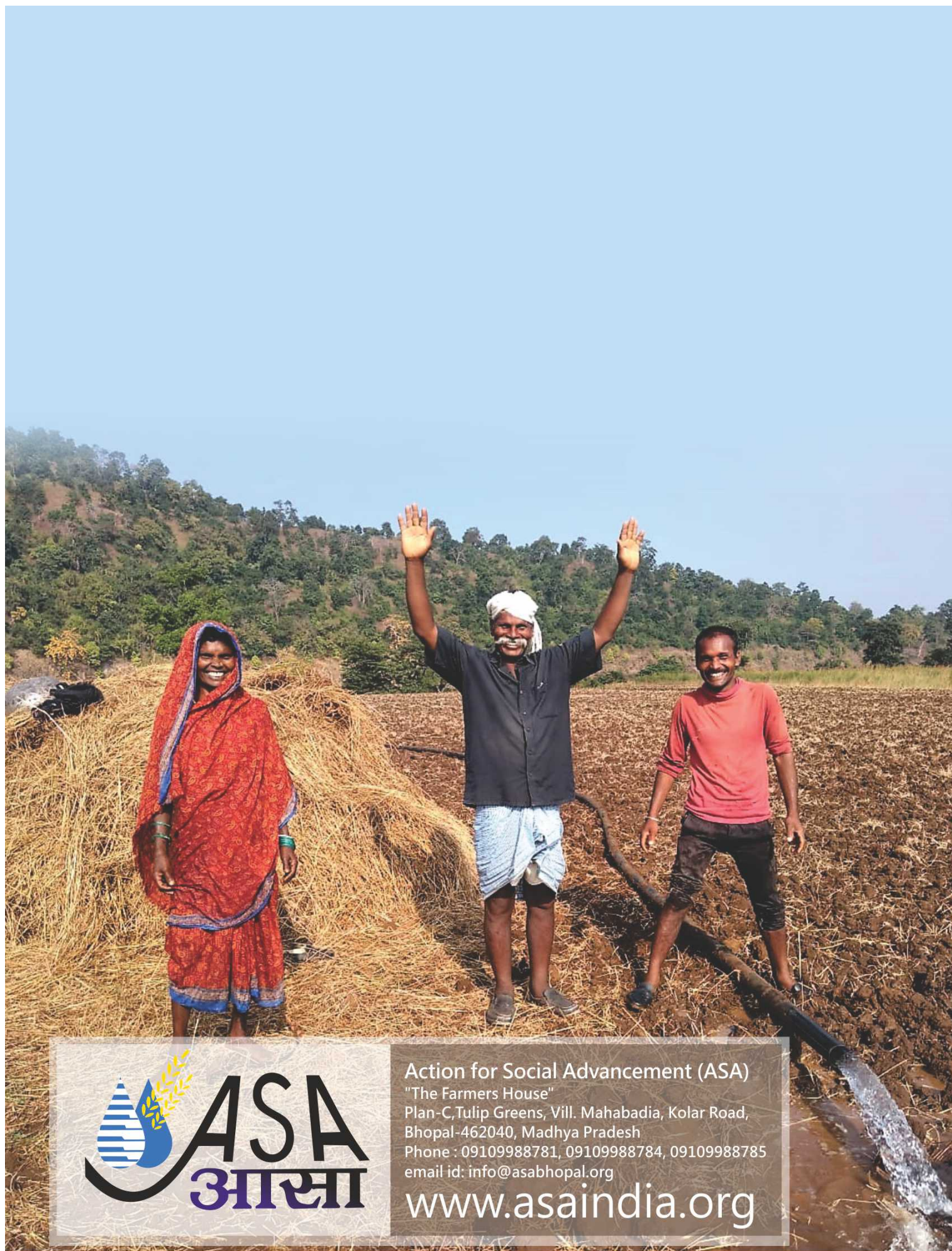




 ASA
Team

Organisation Structure





Action for Social Advancement (ASA)

"The Farmers House"

Plan-C, Tulip Greens, Vill. Mahabadia, Kolar Road,
Bhopal-462040, Madhya Pradesh

Phone : 09109988781, 09109988784, 09109988785

email id: info@asabhopal.org

www.asaindia.org