



2021-22

Annual Report



Working for rural development since 1996...

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VILLAGE LANDSCAPE BEFORE WATER HARVESTING INTERVENTIONS- JANUARY-2013

Village- Daudi
District- Betul
State- Madhya Pradesh



VILLAGE LANDSCAPE SHOWING INCREASE OF CROPPING AREA DUE TO WATER HARVESTING INTERVENTIONS-JANUARY-2020

Village- Daudi
District- Betul
State- Madhya Pradesh





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Statutory Auditor

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

Internal Auditor

M/s A.K.B. Jain & Co. Bhopal, Madhya Pradesh

Bankers

Bank of Baroda Bhopal, M.P.	State Bank of India, Bhopal, M.P.	Axis Bank Bhopal, M.P.	HDFC Bank Bhopal, M.P.
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ASA is registered under the Societies Registration Act, 1860 and Bombay Public Trust Act, 1950



Foreword

Dear Readers,

It is always a pleasure to introduce you with our latest Annual Report for the year 2021-2022, and to present my gratitude to the staff, target groups, stakeholders and readers who have been immensely supportive in our journey of "Ensuring Livelihoods with Equity and Dignity" of the smallholder communities. With the integrated transitional development plan for our target groups, this year marks the completion of 26 years of our journey, wherein we have revamped our process to embrace the desired progress.

In order to achieve the goals and milestones in 2021-22, we expanded our network of staff, who relentlessly worked on grassroots to ensure livelihoods for rural people across 8 states, 49 districts, 3,218 villages and benefited nearly 7,00,000 families. I would like to thank the whole team of ASA for their focus, trust, empathy and dedication for making the organisation more resilient and productive this year. We are striving to grow more in future and structuring various innovations towards embedding an approach of "Livelihood for all".

To all the donors and funders, who bestowed us with their faith and generosity, we are heartily grateful for your unconditional support and thankful for collaborating with us in bringing green growth and holistic development among rural communities. We, with our donors, envision transformation of rural people through natural resource management and institution building in order to provide the smallholder farmers with economic stability and improved sources of livelihoods.

Furthermore, this year ASA initiated involvement with global coalition through "Regenerative Production Landscape Collaborative" to introduce the new-age agriculture practices that focuses on reducing emissions for agriculture, enabling sustainable and green growth and formation of Community and Producers Organisations for more inclusive decision making values. We are a part of an innovative model to foster agriculture ecosystems that conserve and enhance natural resources and build community resilience whilst enabling businesses to source responsibly.

As the closing remark, I would like to say that moving ahead towards 2023, we have planned significant strides for the new pathways and we will strengthen our competencies to approach new challenges. Every predicament and catastrophe is attaching more and more burden on our community, to which creating a system of empowering people and re-inventing the resources can only improve the ability to face crises ahead. We feel that the multi-stakeholder collaboration for developing sustainable production systems, empowering communities and developing supply chains of sustainable products is the need of the hour to reverse the process of climate change.

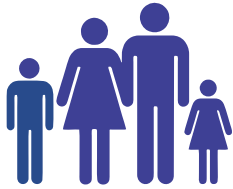
Ashis Mondal

Director





Impact outcomes - *Key Highlights*



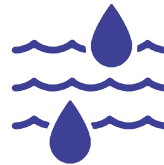
By 2021-22, ASA has worked with communities in **49 districts** across 8 states Madhya Pradesh, Chhattisgarh, Jharkhand, Bihar, Uttar Pradesh, Odisha, Gujarat and Maharashtra directly impacting nearly **7,00,000 families**



6,097 SHGs with savings standing at **Rs 8.9 million** & several millions rupees **received as bank Loan** every year **by the SHGs**. Building a cohort of Community Institutions like Watershed Development Committee, Water Users' Association, and User's groups pertaining to Water, Forest, seed production, etc., totaling **1,090** are involved actively in enabling locally driven inclusive growth.



79 Farmer Producers' Organisations of smallholder farmers with a membership of more than **1,00,000 shareholders (>50% women)** are actively engaged in developing agriculture value chains like seed production, ethnic, organic and conventional Agri products.



1,14,766 hectare of land treated with soil & moisture conservation and drainage line treatment measures. **And another 42,464 hectare of land** treated under convergence with the government schemes.



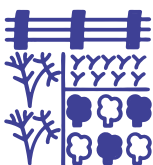
8,644 major and minor water harvesting structures such as stop dam, earthen tank, lift irrigation, shallow borewell, dugwell, farm pond, doha and canal renovation for irrigation in **36,085 hectares** and another **11,283 water harvesting structures** built through convergence, providing irrigation to **23,095 hectares**



To bolster the livelihood of farmers **> 1.5 million agroforestry tree species** have been planted. and **1,477 horticulture plots established in 507 hectare**. **Another 3,017 horticulture plots** were established through convergence of the government schemes.



Approx 3,50,000 farmer families have been trained on responsible or sustainable cropping practices in 2021-22. This includes **31,115 farmers adopted organic cultivation** certified by third party.



65 crop varieties of different crops have been tested through farmers' Field Trial in 2021-22 **63,502 families** are involved in **commercial vegetable production**.



Through the financial inclusion programme, **3,683 Agri- entrepreneur and livelihood loan, 811 enterprise loan and 1,878 livestock loan** have been availed by women.

Our Governance



Dr. Rita Sharma
Chairperson

Dr. Rita Sharma, a retired member of the Indian Administrative Service (IAS), served as Secretary to the Government of India in the Ministry of Rural Development. Dr. Sharma was the Secretary to the National Advisory Council in the Prime Minister's Office.



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 small holders through natural resource management including sustainable agriculture and promotion of smallholders' organisations for agribusiness. 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- Organisations for Development Education". Binoy has been working as a researcher and public educator to promote social inclusion and democratic local governance.



Ms. G. Jayanthi
Trustee

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 development work especially human resources management and development communication. She is one of the founding members of 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 has served in Madhya Pradesh and Chhattisgarh in diverse capacities in various departments such as agriculture and rural development. He retired as Additional Chief Secretary to the Government of Madhya Pradesh.



Ms. Prema Gera
Trustee

Prema Gera is a former official for 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 programme at UNDP India. Prema has over twenty-five years of experience in social mobilisation, rural development, and women's empowerment.



Mr. Punit Sanjay Lalbhai
Trustee

Punit Lalbhai is the Executive Director of Arvind Limited and leads Arvind's manufacturing businesses which include Core Textiles, Advanced Materials, Engineering & Agribusinesses. He also spearheads initiatives in sustainability, CSR and Innovation at Arvind. He has an MBA from INSEAD, France and Masters in Environmental Science from Yale University, USA and a Bachelors degree in Conservation Biology from University of California, USA.



Ms. Soma Dutta
Trustee

Soma Dutta has been working extensively for more than thirty years for energy and sustainable development with special focus on gender. Soma works as independent consultant associated with national and international organisations. 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), Subash 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 organisation appraisals, financial management, accountability assurance, and public expenditure.



Mr. Subrata Dasgupta
Trustee

Subrata has been in the financial sector of the IT industry for more than thirty years. He has managed organisations, software development groups, and large projects. After retiring as Associate Director, India/South Asia region in IBM, he has been working as an independent consultant.



Mr. 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, strengthening Panchayati Raj institutions and urban local bodies.

Outreach & Impact



Districts



Community Development Blocks



3,218 Villages



6,94,097 Families

Our Team is spread across



Comprising of **177** qualified development professional with a range of specialisations and **300** barefoot professionals

Our Partners in development (Past & Present)



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





Mission

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

Core Values & 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.










Facts & Figures - *An Overview*

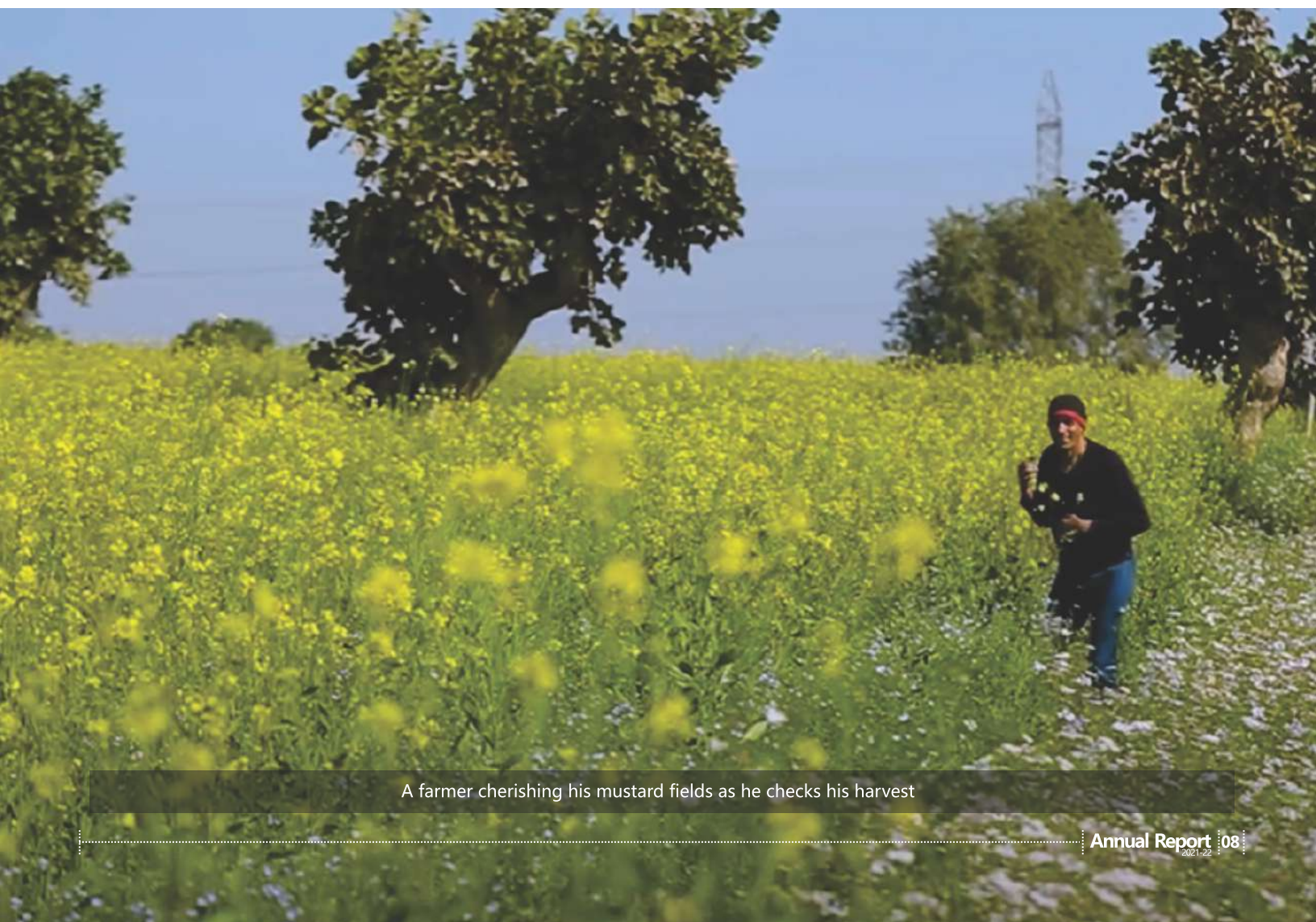


Parameters	Units	Progress 2021-22	Progress (Cumulative)
Districts Covered under programme	No.	49	49
Villages Covered under programme	No.	3,218	3,218
Families under programme*	No.	6,94,097	
Land & Water Resources Development			
Area Treated for Soil Conservation	Ha.	116	78,785
Water Harvesting Structures			
Masonry Stop Dams	No.	23	327
Earthen Tanks	No.	0	113
Farm Ponds/Doha	No.	9	1,324
Group Dug Wells	No.	66	3,819
Canal Restoration	Running Mtr.	0	33,137
Group Lift Irrigation System	No.	11	199
Shallow Bore wells	No.	61	1,931
Irrigation Potential Created	Ha.	930	36,086
Agriculture Productivity Enhancement			
Varieties Tested for Participatory Selection (All Crops)	No.	65	463
Farmers Field Trials for Varietal Selection	No.	735	10,868
Farmers Field Trials on Good Agriculture Practices	No. of Farmers	1,025	13,119
Vegetable Gardens (in 0.1-0.2 Acre plot)	No. of Farmers	14,736	63,502
Farmers Practicing Certified Organic Cultivation	No. of Farmers	31,115	31,115
Farmers Practicing Responsible Cultivation	No. of Farmers	3,43,269	7,32,327
Wadi (Horticulture plots)	No.	119	1,477
Trees on Farm planted	No.	1,30,173	12,96,126
Integrated Livestock Development centre in Operation	No.	0	22
Animal covered in Artificial insemination programme	No.	2,450	9,994
Cross breed calves born	No.	531	1,952
Agribusiness Promotion for Small Farmers	No./Members	33/7,096*	79/46,640
Formation of Farmer Producer Organisations (FPO)		*Members added this year	
Self Help Groups	No.	150	6,097
Credit linked for micro-enterprise (Diary, vegetable production, goat rearing, micro-enterprise, etc.)	No. of Families	3,804	10,039
Community Training ASA so far has trained over a million farmers and facilitated them adoption of Good Agriculture Practices, leadership and institution management.			

New Partnerships initiated during the year

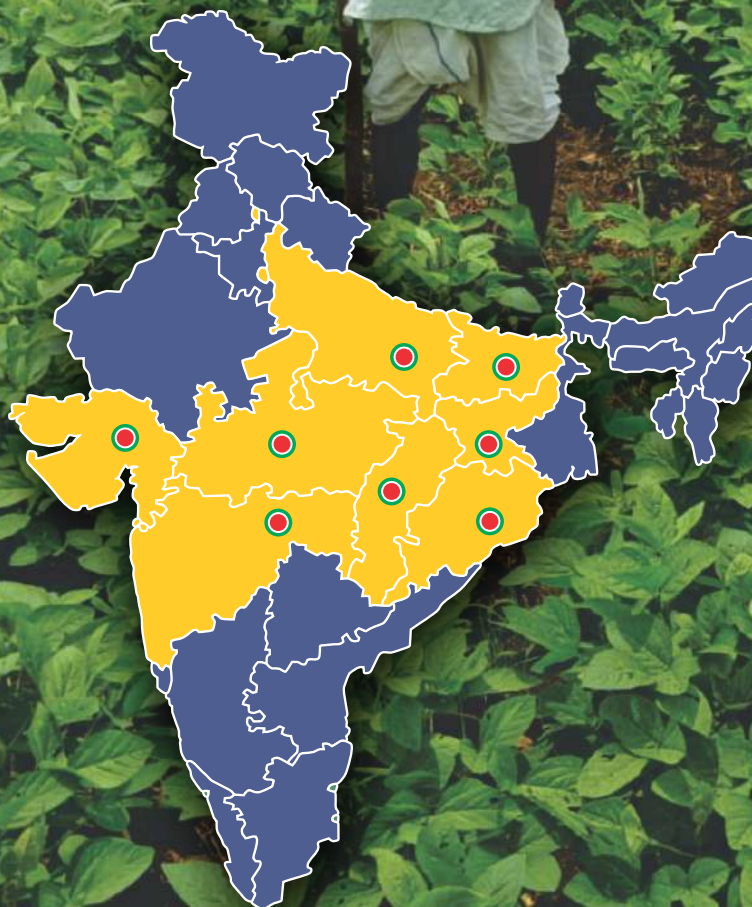


NEW PROJECTS	 DONOR	 LOCATION	 DURATION
Creating a multi-stakeholder action for landscape restoration initiative in a high potential organic farming clusters of Jhabua, Alirajpur, Dhar, Barwani and Ratlam districts, M.P.	 Laudes Foundation	Jhabua, Alirajpur, Dhar, Barwani and Ratlam districts, M.P.	5 years
Watershed development Project	 NABARD	Chhatarpur district, M.P.	5 years
Watershed development Project	 NABARD	Sidhi district, M.P.	5 years
SBI Gram Seva programme-Integrated village development in Vidisha district, M.P.	 SBI FOUNDATION <small>Commitment Beyond Banking</small>	Vidisha district, M.P.	2 years



A farmer cherishing his mustard fields as he checks his harvest

Programme 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 intense
- Mechanisation is fast becoming a necessity





Direct employment days generated by programme activities in 2021-22



1 Lakh
person days

Employment generated under land and water resources development through project funds

27.04 Lakh

person days



Employment generated under land and water resources development through convergence mainly with MGNREGA programme

68.06 Lakh

person days



Employment generated due to creation of irrigation in 59,179 hectare through programme intervention since the beginning. (one hectare of land creates 115 days of employment under normal farming)*

*@ 115 person days per hectare of irrigated land. Source for calculating person days: <http://www.iiwm.res.in/technology.php>

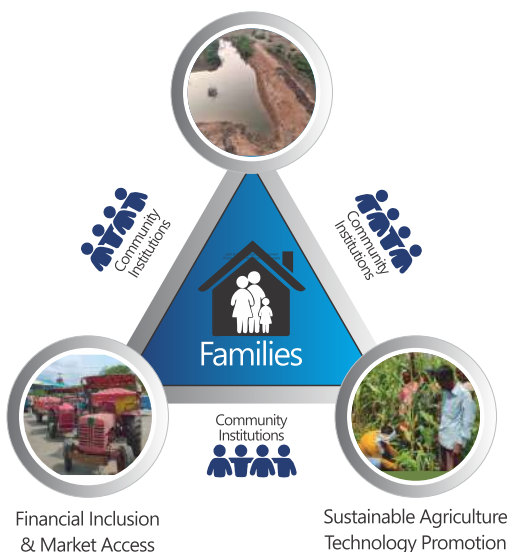


Construction of earthen tank in convergence with MGNREGA, under CFT project with GoMP in Barwani district, Madhya Pradesh

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Rural Livelihoods Enhancement Model

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



ASA is a firm believer that natural resources are intrinsically linked to the livelihoods of rural people. The land, water and vegetation resources are core to agricultural activities, which still support 60 percent of the Indian population for livelihoods. Hence, their effective conservation and augmentation are of utmost significance. ASA's approach to livelihoods enhancement has evolved from the above scenarios and comprises three strands, i.e; natural resources development, 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 are fundamental to administering this threefold efforts. ASA places a special emphasis on the poor and the women in this model.

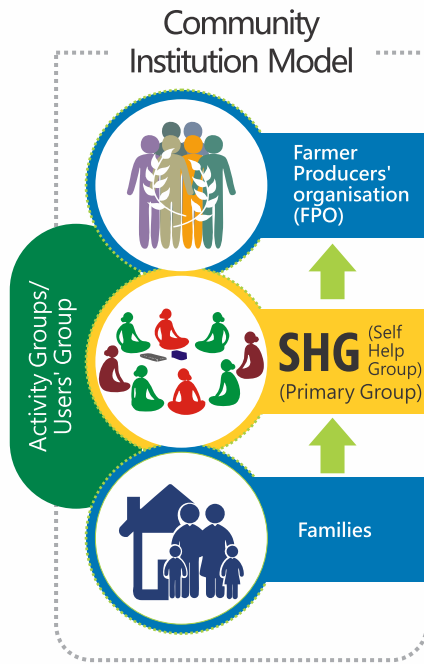
ASA' programmes are multipronged and work on:

- Creating a long-lasting assets 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),
- Offering continuous technical support



GOAL 1

Empowering Communities
and Building Community
Institutions



Community Based Organisations (CBOs) are core advocates in advancing the lives of people in ASA programme areas. CBOs comprising groups such as self-help groups (SHGs), Users' Groups, Farmers Producer Organisations form the bedrock of all the programmes. 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 realising the goals of various programmes facilitated by ASA for securing their livelihoods.

A Self Help Group typically comprises 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 community. The barefoot professionals are tasked with conducting regular SHG meetings, maintaining their books of accounts and are paid on assignment basis.

While SHGs function as the village's core, other activity groups are formed, such as water user groups, seed/vegetable producers' groups, organic producers' groups, etc. These activity-based groups are trained to manage their activities efficiently. The strengthening of Gram Sabha (village Council) is essential in ASA's institutional development model. At the village or block level cluster, a Farmer Producer Organisation (FPO) is developed with a membership of SHG and user group members mainly for market linkage of agriculture. The FPO is an institution of farmers to pursue the agribusiness relative functions of the farmers.

Self Help Groups	Progress 2020-21	Progress 2021-22	Cumulative Progress
Women SHGs Formed (Nos.)	113	150	6,097
Total Members (Nos.)	1203	1758	69,645
Total Savings mobilised (INR)	49,85,706	55,91,349	8,98,87,617
Total Internal Loan Given (INR)	89,93,412	1,77,24,218	10,13,46,573
Bank Loan Received (Nos. / INR)	705/5,07,85,000	725/29,035,000	3,041/260,801,886



SHG - Primary groups at the village level and the foundation of Institutional architecture - Meeting in progress

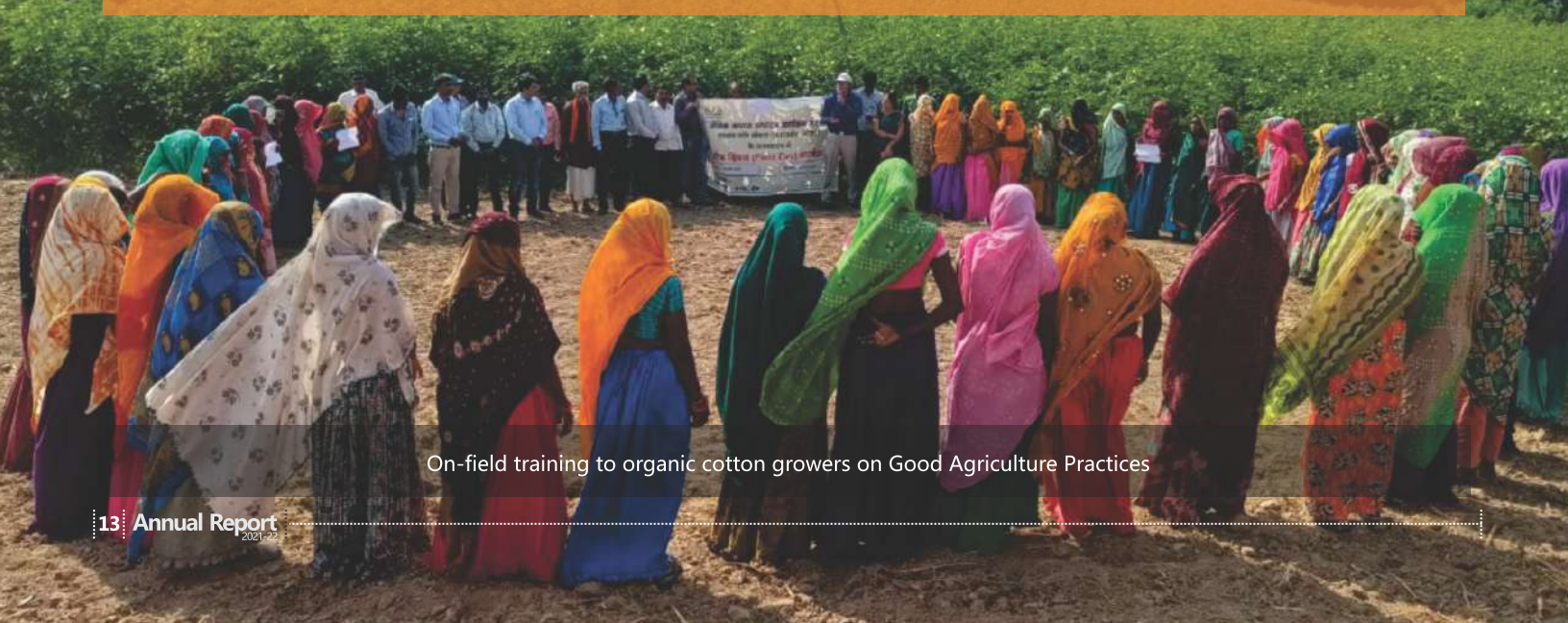


Community Institutions	Progress 2020-21	Progress 2021-22	Cumulative Progress
Watershed Development Committee (Nos./ members)	0	2/24	152/2022
Water Users' Group (Nos./ members)*	21/1096	26/430	728/8915
Water Users' Association (Nos./ members)	0	0	11/4200
Lift Irrigation Groups (Nos./ members)	18/144	11/143	199/2806

* Groups managing water bodies like stop dam and earthen tanks

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 selected by ASA. ASA has devised a systematic onboarding process for these professionals, who go through intensive on-the-job training followed by a growth trajectory. 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 various innovative service delivery approaches. **During the year, 124 AEs have worked in the ASA programmes.**



On-field training to organic cotton growers on Good Agriculture Practices



Other programmatic Interventions

Not as a core programme but as an associated programme ASA intervenes in community drinking water, 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 2021-22.



Promotion of rural electrification through solar energy under the initiative of Gram Seva, Vidisha district, Madhya Pradesh



Gram Seva Kendra, Vidisha district, Madhya Pradesh



Promoting quality education through conducting SMART classes in rural schools



Gram Seva Kendra organises various extracurricular activities- Yoga day being celebrated with the children



Drudgery reducing biomass stoves being used by SHG members



Provision of safe drinking water by providing RO water purifiers through loans



Building integrated sanitation units promoting healthcare and hygiene



GOAL 2

Stimulating Sustainable
Economic Growth through
Natural Resources Development



Land, water and trees are the fundamental asset for creating sustainable livelihoods is the belief that drives our Land and Water Resource Development (LWRD) programme. The programme focuses on restoring and auguring the natural resources to facilitate livelihoods and develop a regenerative agriculture production landscape.

The programme area is marked by poor land productivity owing to multiple factors such as high soil erosion, undulating topography, lack of irrigation and monsoon failure. Hence, watershed management in a cluster approach assumes a critical role in improving agricultural productivity. The clusters are chosen based on of their administrative

as well as geo-hydrological boundaries. The clusters are identified as regenerative agriculture production landscapes.

Leveraging financial resources from the Mahatma Gandhi National Rural Employment Guarantee Act. (MGNREGA) for natural resources development is a key strategy. We enter into an agreement with the state governments for providing technical and knowledge support to the Gram Panchayats and the field functionaries of the MGNREGA for effective planning and implementation of the programme. This model, built around supporting the gram panchayats, field functionaries and community groups, has yielded successful results. We also deploy our own resources mobilised from non-governmental donors to fill gaps in the natural resources

Progress at a glance under LWRD programme with own funds

Interventions	Units	2020-21	2021-22	Cumulative
Land development/SMC Work*	ha.	124	116	78,785
Masonry Stop Dam	No.	11	23	327
Farm Pond/Doha	No.	60	9	1,324
Earthen Tank	No.	0	0	113
Group Dug Well	No.	140	66	3,804
Group Lift Irrigation System	No.	18	11	199
Increase in Irrigated Area	ha.	1,077	930	36,086
Drinking Water Scheme	No.	4	0	19
Wadi- (1 acre Horticulture plot) Plot		790	119	1,477
Trees planted on farm	No.	2,73,418	1,30,173	12,96,126
Shallow Bore Wells	No.	273	61	1,831

Key Activities of 2020-21

Construction and Renovation of Masonry Stop Dam

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

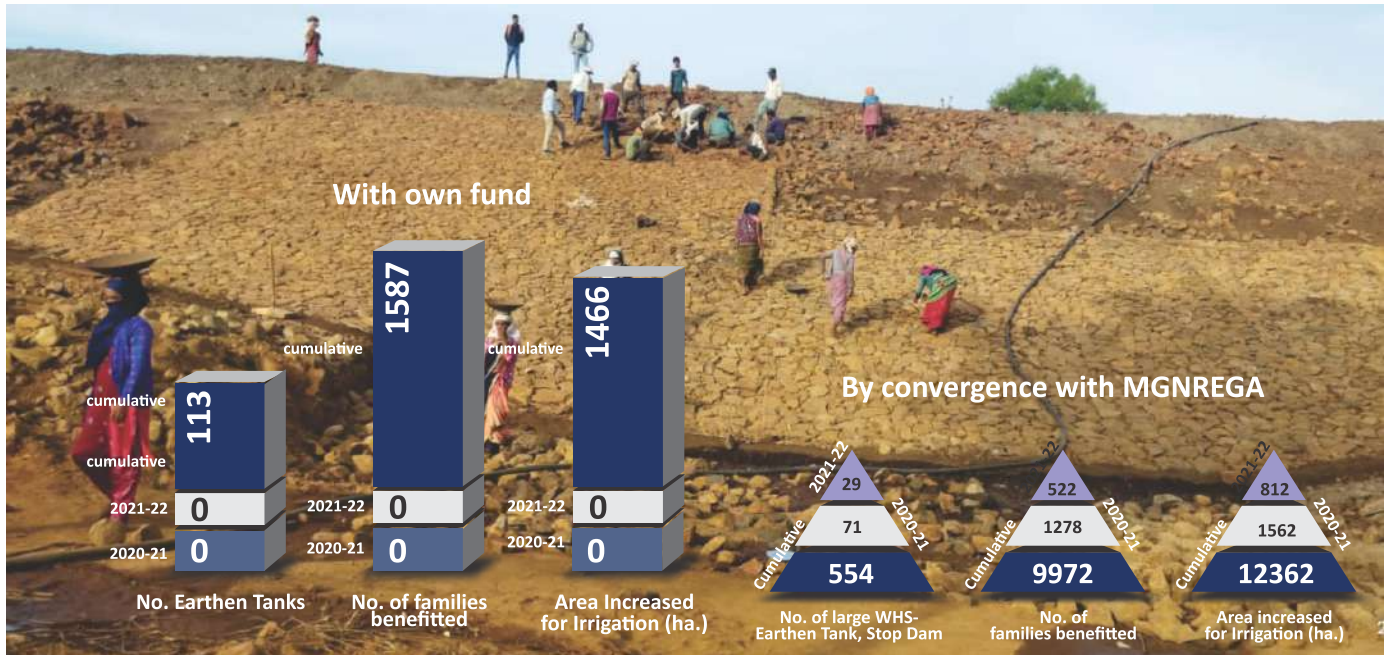
Stop dam constructed with project support is benefitting >250 families of two villages by irrigating around > 200 hectares of land. Sarguja district, Chhattisgarh





Construction of Earthen Tank

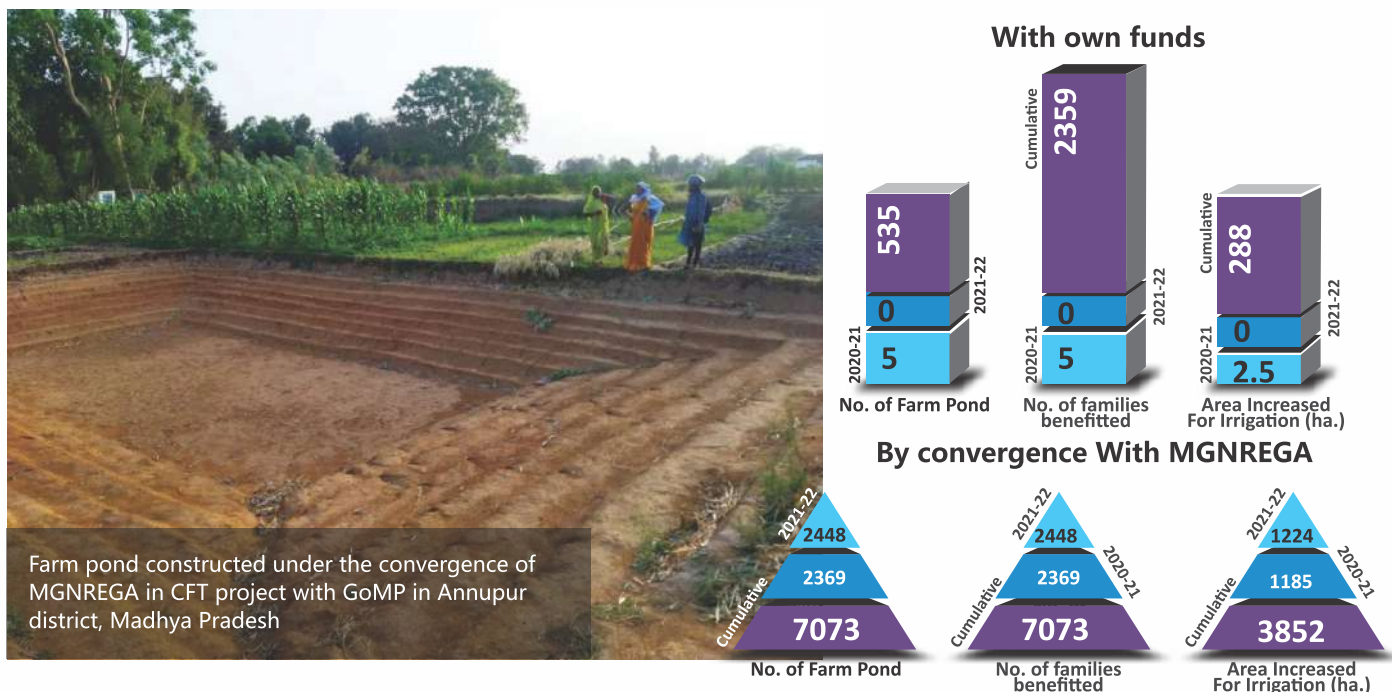
Earthen tanks are another effective measure in providing minor irrigation while also leading to recharge of nearby dug wells and bore-well downstream. A regular feature in rural India, they are built by embanking the stream or digging out soil in the lower section of a watershed. Their operationalisation also comprises mandatory community contribution as well as the formation of users' groups for operation and maintenance.



Construction of earthen tank in convergence with MGNREGA, under CFT project with GoMP in Jhabua district, Madhya Pradesh

Construction of Farm Pond

Farm ponds are useful means of small irrigation, which are preferred in the eastern regions of Madhya Pradesh, Chhattisgarh and Jharkhand owing to the favourable land gradient. These sunken structures are built at the lowest point of a farm to capture runoff water, which is then used for irrigation. They also help in groundwater recharge.

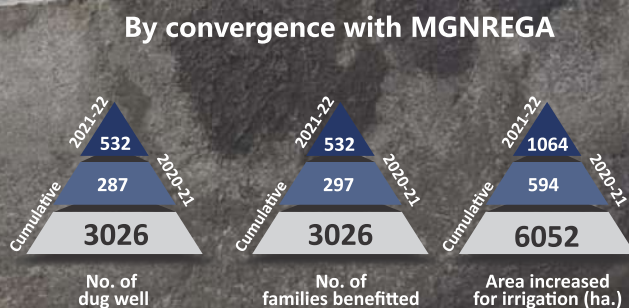
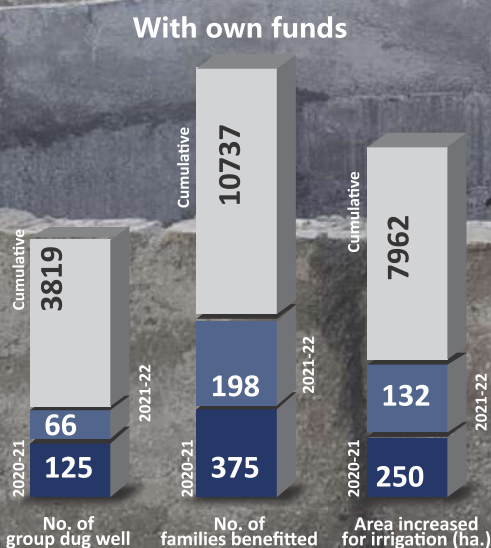


Construction of Group Dug well

A dug well, or an open well is a ubiquitous source of accessing water across rural India, commonly used by two to three households. Our dug well programme is aimed at households with very limited means in an endeavour to provide them with productive assets and enhance their incomes. ASA views the dug wells as an important way of promoting self-reliance among farmers.



Smt. Kalabai says the dug well has enabled her year-long cultivation providing them with steady income as well as opening avenue for seed production. Ujjain district, Madhya Pradesh



Construction of Shallow Borewell

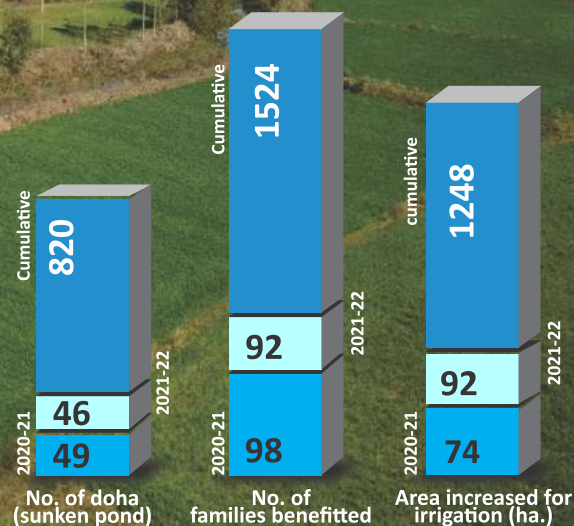
Shallow borewells are built in regions where one finds the water tables at the depth of 25-30 feet. We have successfully implemented this low-cost technology with electric and solar water pumps among many poorest farmers in eastern Madhya Pradesh and Chhattisgarh. One shallow borewell has irrigation potential of one to two acres of land. The activity has seen high adoption due to its low-cost and easy implementation. Till the end of the reporting period, a total of **1831** shallow borewells have been constructed, benefitting **1831** families and irrigating **2509** hectares of land.

Shallow borewell beneficiary growing vegetables has increased her farm income post irrigation in the Mandla district, Madhya Pradesh



Construction of 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. The technology is ideal for places with undulating terrain and helps in enhancing irrigated croplands. A Doha has an average size of 850 cubic meters.

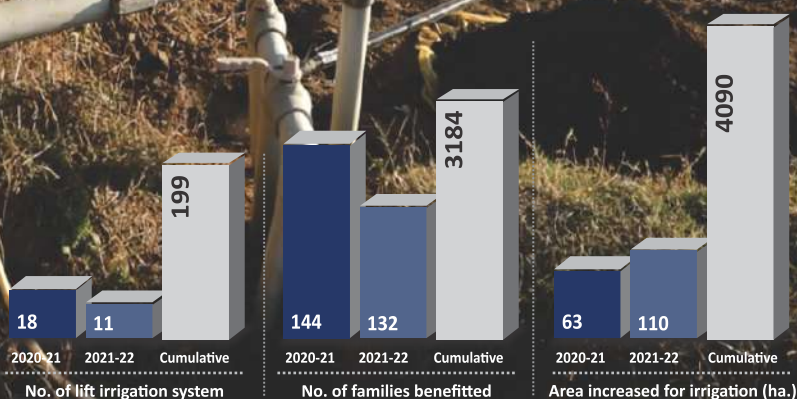


An eco-friendly and cost efficient Doha augments ground water recharge, that is benefitting 34 families in Padariya village, Dindori district, Madhya Pradesh

Development of Lift Irrigation System (LIS)

A lift irrigation system (LIS) is a group irrigation mechanism for which ASA mobilises 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 the agricultural incomes of the farmers.

Minimising the water crisis at higher levels through installation of Lift Irrigation System (LIS) benefitting 17 families and irrigating 14 hectares of land. Village: Jamudi, Anuppur District, Madhya Pradesh





Convergence with the Government schemes

ASA has made good progress in leveraging resources from the government programme especially the MGNREGA for creation of durable assets like irrigation facility through water harvesting structures, land development, orchards, agriculture implements, warehouse, etc. at the individual household and community level. Between **April 2021 to March 2022, 27,03,763 person days of employment was generated. In monetary terms approximately INR 70,78,66,170 worth of work related to land, water and tree plantation has been done in over 750 villages.**



Staggered trenches as part of soil and moisture conservation measures in the ridges under the cluster facilitation team convergence of MGNREGA in Jhabua district, Madhya Pradesh



Construction of earthen tank in convergence with MGNREGA, under CFP project with GoUP in Fatehpur district, Uttar Pradesh



GOAL 3

Enhancing Agriculture
Productivity for
Sustainable Livelihoods



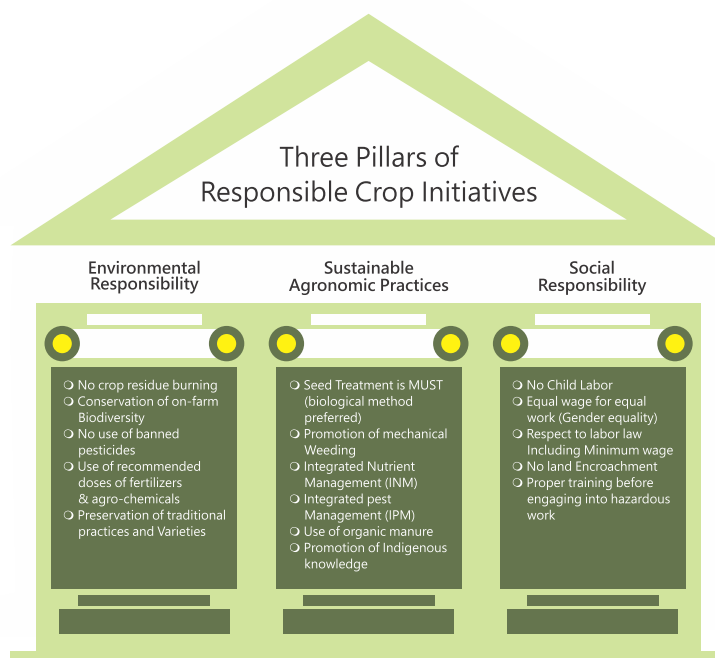
The programme of Enhancing Agriculture Productivity is a cornerstone of ASA's Livelihoods Model. With near three decades of implementation, ASA has made significant contribution for the improvements in the earnings of the farmers in the programme area while also ensuring food security and reducing agricultural risks.

The programme initially prioritised addressing the 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, etc. 2012 saw this programme upgrading and moving from an input-focused approach to a more knowledge-centric one. At the foundation of the ASA's endeavors in augmenting farm, productivity is the "Responsible Crop Initiative", referred to as "Jimmedar Kheti" by Farmer Producer Organisations for agribusiness. This initiative focuses on implementing a set of practices, which are environmentally and socially friendly and increase farm yield while reducing carbon emission. The initiative is in sync with the Good Agricultural Practices as set forth by the Food and Agricultural organisation 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 such as land and water resource development and promotion of Farmer Producer Organisations for agribusiness.

During the year over 3,43,629 farmers have received training and handholding support to learn Jimmedar Kheti methods through our projects.

ASA has years of experience working with farmers from close quarters and deeply understands the pre-requisites for successful farming. One critical component ASA acknowledges is the need for sound research for 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 designed with the clients. Hence, client-oriented participatory agriculture research lies at the heart of ASA's agriculture productivity programme, and ASA is one of the early practitioners of participatory agricultural research. As part of the participatory research, the technology is customised per the client's needs and inputs and is devoid of any imposition.

The work on participatory research has seen ASA developing collaboration with reputed research institutes at national and international levels. These include FiBL, a Switzerland-based independent non-profit Research Institute working to advance cutting-edge organic agriculture science. ASA also collaborates with the Global Environment Facility (GEF) through Bioversity International, the Indian Council of Agriculture Research (ICAR), and various State Agriculture Universities such as Jawaharlal Nehru Krishi Vishwa Vidyalaya, Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, and Indira Gandhi Krishi Vishwa Vidyalaya. In the private sector, ASA works with Syngenta, Nuziveedu Seeds Ltd. and many seed companies for participatory selection of varieties, especially the non-GMO crop varieties of organic cotton.



Agriculture Productivity Enhancement programme comprises of:

- Encouraging the use of Good Agriculture Practices so that farmers adopt a new set of practices to achieve higher yield
- Encouraging natural farming with variants such as organic farming, no chemical pesticides farming
- 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



Key Activities of 2021-22

Farmers' Field Demonstration

Crop	No. of Farmers' Field Demonstration
Organic Cotton	272
Maize (Kharif)	1,587
Organic Paddy	1,192
Paddy	5,742
Minor Millets	1,562
Vegetables	3,069
Gram	330
Wheat	6,031

Farmers' Field Trial of new Crop Varieties

Crop	No. of Variety tested	Source of Variety	No. of Trial
Cotton (Non-GMO)	27	Farmers' varieties, State Agriculture Universities	143
Paddy	02	Indira Gandhi Krishi Viswa Vidhyalaya, National Bureau of Plant Genetic Resources	907
Wheat	02	State Agriculture Universities	70
Maize	01	Syngenta	337
Gram	01	Indira Gandhi Krishi Viswa Vidhyalaya	10



Farmer's field day to newly introduced wheat seed (HI 8759 variety) production plots in village Mohaniya, Mandla district, Madhya Pradesh

ASA's approach of leveraging the Mahatma Gandhi NREGA fund also extends to the agricultural productivity enhancement programme to ensure higher gains for the farmers. During the year, ASA undertook a range of activities in convergence with the MGNREGA funds, including installing micro-irrigation devices, horticulture, and developing compost pits and livestock sheds.

Summary of Activities through Convergence of MGNREGA

Activity	Unit	2020-21	2021-22	Cumulative
Micro Sprinkler/ Drip Irrigation	No.	0	0	556
Wadi (Horticulture plots)	Ha.	71	340	3,017
Compost pit	No.	865	1,768	4,385
Livestock Shed	No.	276	754	2,740



Promotion of Organic Farming

As part of its focus on the Responsible Crop Initiative, ASA promotes organic farming in various locations. This farming method discourages mainly using chemical fertilisers, pesticides and plant hormones. Instead, it promotes using 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 2021-22, ASA engaged with 31,115 farmers for organic farming of crops such as cotton, paddy, wheat, pulses, and minor millets.**



Panch Patti Ghol- Farmers are adopting homemade pesticides promoted by ASA in all its project villages

Organic Cotton

The organic cotton programme is implemented in the predominantly tribal districts of Jhabua, Alirajpur, Ratlam, Barwani, Dhar and Chhindwara in western Madhya Pradesh. The programme has evolved with ASA, focusing initially on stabilising organic cotton output through modifications in the package of practices, robust support and tracking to link farmers with the established organic supply chain transparently. ASA focuses on promoting low-cost, eco-friendly practices, including the preparation of homemade pesticides and nutrient management such as flat-bed composting and the use of Bio compost to enrich soil health. A thorough mechanism of facilitating a pre-sowing agreement with different textile brands, ginner and spinners, along with explicit quality parameters and pricing model, is integral to ASA's support to organic cotton farmers. The FPOs follow a similar approach of a transparent and well-defined process for procuring cotton and other commodities from its member farmers.

Activity	Progress 2021-22
Cotton Farmers trained	26,500
Cotton Farmers certified as organic producers	26,500
Area under organic cotton (Ha.)	12147.36



Reaping the rewards of organic cotton cultivation in Jhabua district, Madhya Pradesh



Organic Rice

The Indian sub-continent has traditionally been a host to a variety of scented rice. This kind of rice has a pleasant fragrance and is prepared best when grown organically. In 2015-16, ASA recognised the potential of scented rice and commenced its promotion in the eastern part of Madhya Pradesh and selected areas of neighbouring Chhattisgarh. Three varieties, namely Bona Dubraj, improved Jeera Phool and improved Chinnor, and several traditional scented varieties, namely Sugandha and others, were promoted. These varieties have performed well in organic conditions. **Currently, 5000 farmers are involved in growing these varieties using the organic cultivation system.**



Rice production plot of Basmati rice variety in Shahdol district Madhya Pradesh

No-Chemical Pesticide Agriculture

Promoting No-Chemical Pesticide agriculture is another significant sub-initiative of ASA's "Responsible Cropping Initiative".

No-Chemical pesticides agriculture began in the year 2016-17 with 3000 farmers in Betul, Jhabua, Mandla, and Anuppur districts of Madhya Pradesh and was subsequently expanded to the Dindori district in Madhya Pradesh, Surguja in Chhattisgarh, and Dumka & Pakur districts of Jharkhand. This initiative is implemented through a combination of methods comprised of dissemination through audio-visual aids, practical demonstrations to the farmers, and offering handholding support to farmers for adopting these practices. **In 2021-22, more than 85,500 farmers participated by receiving training and handholding support.**





Promotion of Neglected and Underutilised Species (NUS)

Small and minor millets are common crops found in ASA's operational areas of Dindori, Mandla, Umariya, Sidhi districts of Madhya Pradesh and Surguja of Chhattisgarh. Known to be of high nutritional value, they can also 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 various

issues. These included low demand, cumbersome processing methods, 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 training on improved cultivation practices, introducing new varieties, facilitating seed production, and providing market linkages through farmer-producer organisations. **This initiative covered over 402 farmers in 2021-22.**

As part of the initiative, three farmer-producer organisations have been involved in commercial seed production of Kodo and Kutki Millets, primary processing and aggregation and selling in the bigger market. The effectiveness of the initiative can be seen in the increase in cropping area for the Kodo Kutki millets; at least 50-60% higher productivity in comparison to the pre-project scenario; 15-20% higher price realisation at the producer's level than what it used to be earlier due to market intervention by the FPOs.

ASA initiated a project titled "Mainstreaming agricultural biodiversity conservation and utilisation in agricultural sector to ensure ecosystem services and reduce vulnerability" in 10 villages of Karkeli block in Umariya district of Madhya Pradesh, in collaboration with UNEP, GEF, CGIAR Institute (Bioversity International, Rome and ICAR Institutes). The main objective is to conserve local landraces of six selected crops, namely Paddy, Pigeon Pea, Kodo and Kutki millets during Kharif and Chickpea and Mustard for Rabi season. The project was instrumental in collecting 22 local landraces of the six crops. In addition, farm research trials were conducted in comparison to the released varieties of the Agriculture University.

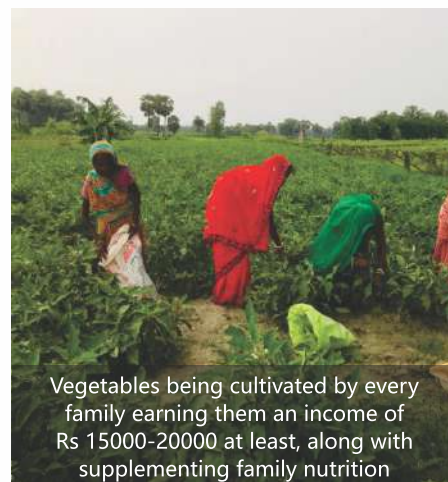
Three local landraces of Paddy, which are almost extinct, obtained IC numbers for ICAR based on their performance when all three varieties were challenged with released varieties of SAU of MP and CG with new PoP. Seed multiplication during Kharif 2021-22 for Regenerative Agriculture Production Landscape and Agri-biodiversity conservation was undertaken with local landraces of paddy variety such as Kali, Saraiya, Newadi and Baghmuch.

Promotion of Vegetable Cultivation- Poshan Vatika

ASA encourages developing kitchen gardens among its target households, which are mainly small and marginal farmers, to meet their nutritional needs through fresh vegetables as well as earn them additional income. Accordingly, the initiative has been named "Poshan Vatika", which 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.

This activity earns an income of Rs. 15,000-20,000, each family while also supplementing family nutrition. During the year, ASA supported 14,736 farmers in Madhya Pradesh, Chhattisgarh and Jharkhand, for the Poshan Vatika programme by imparting training and providing vegetable seed kits. 78,238 farmers in total have taken up vegetable cultivation commercially, making it their main source of livelihood.

Activity	Unit	2020-21	2021-22	Cumulative
Farmers trained on improved cultivation of Minor millets (Kodo and Kutki millet)	No.	482	402	3749
NUS varieties introduced and disseminated	No.	25	6	46
Minor millet seeds production by Farmer Producer organisation (Certified Seeds)	Qtl.	55	0	1476
Minor Millet crops aggregated and sold in bigger market by FPOs	Qtl.	181	1004	6665



Vegetables being cultivated by every family earning them an income of Rs 15000-20000 at least, along with supplementing family nutrition



Production of quality seeds for easy access to the smallholders

The availability of quality seeds of improved and high-yielding varieties at economical prices is critical for farmers in remote areas to achieve higher productivity. This was the basis of ASA initiating the seed production programme to produce quality seeds of various crops in association with the seed growers' network of FPOs promoted by ASA. The programme covers Soybean, Paddy, Pulses, Wheat, and Gram. In total, 6,144 quintals of good seeds were produced in 2021-22, which comprised 1,066 quintals of Foundation Seeds and 5,076 quintals of Certified Seeds, 7000 small farmers benefited from the programme as seed producers; they received premium prices. Certified seeds were sold among shareholder farmers of 5 FPOs for better crop production and to improve the Seed Replacement Rate among the smallholders. The seeds were sold under the in-house brand called "Dharti Naturals".

Promotion of Trees on Farm - Horticulture and Agro-forestry

Under the initiative, over **1,30,173** saplings of horticulture and agro-forestry species were planted. This was achieved as a combination of collaboration, which includes convergence with the "Namami Devi Narmade", a sub-scheme of the Green India Mission adopted by the Government of Madhya Pradesh and for which the State Department of Horticulture is the nodal agency. A partnership was forged earlier with the Orient Paper Mill, Amlai, Madhya Pradesh, which continued over the year and resulted in a plantation of **35000** saplings under the contract farming model. The paper mill shall 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 **47,184** saplings planted using the popular Wadi (horticulture garden) mode. This sub-scheme allows **112** plants per acre of land using the high-density plantation method. **Apart from above 47,989 horticulture saplings were planted through project funds.**

Plantation Status

State	District	Horticulture (No. Plant)	Forestry (No. Plant)
Madhya Pradesh	Mandla, Dindori, Anuppur, Shahdol, Sidhi	47,989	25,000
Chhattisgarh	Surguja	10,000	10,000
Jharkhand	Ranchi, Jamtara, Kundohit, Fatehpur	37,184	0



Mature Eucalyptus plantations in collaboration with Orient Paper Mill in Shahdol and Anuppur districts of Madhya Pradesh



Promotion of Livestock

The livestock development initiative started jointly with the J.K. Trust in 2018 and has continued during the year. As a result, 22 Integrated Livestock Development centres (ILDC) were operational throughout the year. Each centre caters to 15-20 villages for breed improvement and preventive veterinary services.

This year also saw the introduction of pure line buck (SIROHI) in the Khachrod block of Ujjain district in Madhya Pradesh. The goal of the goat-rearing programme is to improve the quality of local stock through pure-line indigenous breeding bucks "SIROHI" and its management.

Another 45 goat units comprising 195 animals were established in the Shahdol district funded by corporate social responsibility programme. Women SHG members, small and marginal farmers and landless households were benefitted from the initiative.



Livestock Development	Unit	2020-21	2021-22	Cumulative
Integrated Livestock Development Centre (ILDC)	No.	0	0	22
Artificial Insemination conducted	No.	2,656	2,450	9,994
Cross Breed calves born	No.	399	531	1,952
Deworming and De-ticking of Large & Small Ruminants	No.	76,836	57,252	3,03,606
Animal Health and Infertility Camp organised	No.	198	240	942
Vaccination to large and small ruminant through convergence	No.	1,358	1,425	17,662
Barefoot veterinarian (GOPAL) giving service	No.	22	0	22



Breed improvement and cattle healthcare services taken forward by barefoot veterinarians, Jhabhua district, Madhya Pradesh



GOAL 4

**Unleashing potential
of the FPOs to create
value chain linkage**

Organic cotton bales stacked in the gin for onward marketing by FPOs in western Madhya Pradesh



ASA is a pioneering organisation for ideation and piloting with the concept of Farmer Producer organisation (FPO) in India. The FPO programme was started by ASA in 2004 in Madhya Pradesh, the success of which contributed to the proliferation of the concept throughout the country and emergence of national programme and ecosystem development since 2013. We have directly supported more than 90 FPOs covering over 1,00,000 small and marginal farmers since the inception of the programme. Besides, as resource organisation it has supported many state governments and other organisations for the development initiatives.

Each FPO which is a group of about 1000-1500 smallholders as shareholders, is supported by professionals who support FPO directors in day to day operation and help them in taking management decision and governance. There is a support cell comprising of senior professionals who support/handhold FPOs on technical matters such as marketing, credit, financial management, compliance, commodity procurement, quality control, market-oriented production systems development (seed production, organic, etc.), processing, IT system development, etc. This support ecosystem is extremely critical for the FPOs to mature into a viable organisation.

ASA played a key role for the GOI to recognise the importance of FPOs and adopt the national programme in 2013. Since then ASA has been constantly working with the national and state governments including NABARD and other parastatal organisations for the favourable policy environment for the FPOs. It has facilitated few states for the development of the state specific FPO policies viz. Madhya Pradesh, Odisha and Chhattisgarh. ASA has been instrumental in establishing few credit guarantee fund for FPOs with the government and NABARD. ASA has signed an MoU with the Government of Odisha to provide technical support to the Odisha Livelihood Mission for FPO promotion in the state.

We realise that agribusiness initiative through farmers' collectives has tremendous potential for creating jobs in the rural areas through value addition in both secondary and tertiary level. The business of FPOs starts with general business like inputs supply and commodity trading but with time diversifies into developing its own niche product/s such as seed production, organic crops, horticulture crops, etc. which then becomes the key business proposition for the FPOs. The FPOs being the organisation of the SMFs with poor capacity of mobilising equity/capital faces several challenges for working capital. These challenges are felt more when the business of FPO crosses a threshold level. For the FPOs to grow further it needs critical support of (a) credit for working capital at reasonable rate of interest, (b) support of trained human resources for reasonable period of time to steer the FPO businesses, (c) technical support in business development, etc. Most importantly, it requires a dedicated support structure or ecosystem by the promoting institutions and others to make bigger impact. The AMUL experience reveals the importance of critical support that NDB has played over decades.

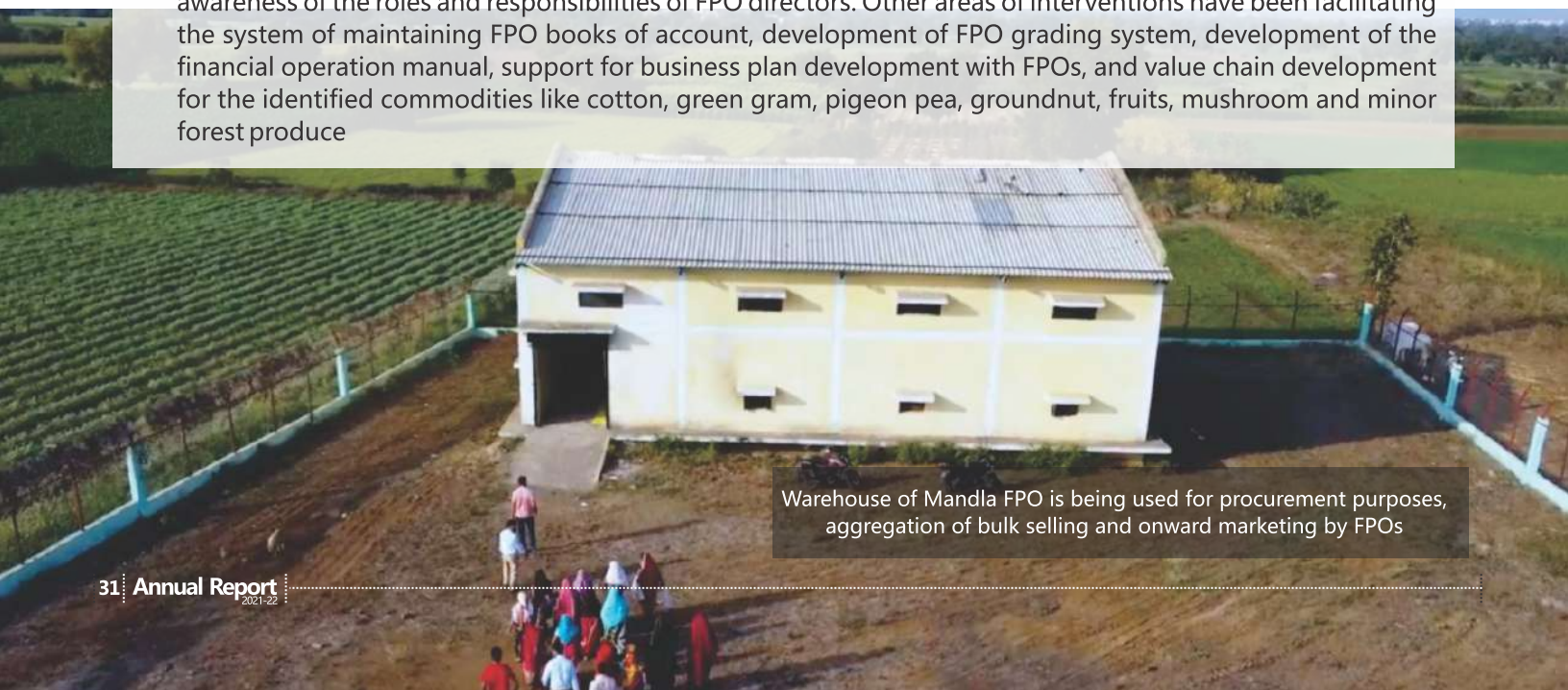
The key results that can be attributed to our credit are: (a) development of value chain of certified seed production and marketing of open pollinated varieties (soybean, paddy, wheat, pulses) with thousands of smallholders. The volume runs into several thousand metric ton every year, (b) development of certified (APEDA & USDA standards) organic commodity value chains for cotton, wheat, scented rice, pulses and millets, (c) aggregation and bulk selling of agriculture commodities such as maize, soybean, wheat and pulses directly to the processors. Several thousand metric ton are traded every year by the FPOs, (d) successfully tied up FPOs into the government procurement of rice, wheat, and onion. There are 15 FPOs who have experienced the MSP procurement and management mainly with the small and marginal farmers who are their members, and (e) effectively engaging with the financial institutions for credit linkage, collateral management agencies, research institutions (viz. SAUs, CIMMYT, FIBL), governments and private enterprises for the business development of FPOs.

ASA envisions creating dedicated institutions to facilitate growth of FPOs. Essentially, this institutional architecture will help in creating umbrella support systems for the FPO sector involving credit, marketing, capacity development, service provision and so on so forth. This is a vision which will take shape over a period of time and through the contribution of successive projects. ASA is committed to work towards this vision.



Key Activities of 2021-22

- The FPO programme extended to the states such as Bihar, U.P, Gujarat, and Maharashtra has been established, besides Jharkhand, Chhattisgarh and Madhya Pradesh, wherein we have already established our FPO programme. We have participated in the national programme of FPO development and taken up projects with the NABARD, SFAC, NAFED and NCDC for developing 42 new FPOs in these states, along with 3 more FPOs under other projects
- A systematic training programme has been organised for 496 directors and the functionaries of the FPOs, mostly in virtual mode
- Annual General body meetings were facilitated for 69 FPOs during the year, including the election of new directors
- Provided support to 79 FPOs, including 33 new FPOs and 10 new cooperatives, for completing their internal and statutory audit and all statutory compliances, including compliances to the Registrar of Companies, Registrar of Cooperatives, GST, Income Tax, Mandi and several others
- Provided technical support to 9 FPOs for the procurement and marketing of 1,188 Metric ton of organic cotton
- Provided technical support to 18 FPOs for procuring and marketing 1,040 Metric ton of agricultural produce comprising wheat, maize, soybean and pulses
- Technical support was given to 8 FPOs for managing nine procurement centres in the Rabi season to procure 11,856 Metric ton of Wheat under the Minimum Support Price Scheme benefitting 2621 farmers. Similarly, 4 FPOs were supported for managing five Centres for procuring 7,811 Metric ton of Paddy in the Kharif season, benefitting 1,784 farmers
- 31 FPOs were provided technical support for the production and marketing of 659 Metric ton of certified seeds of paddy, wheat and soybean
- ASA has facilitated 14 new FPOs for equity matching grants under Central Sector Scheme, out of which 13 FPOs have been sanctioned Rs. 24,94,000. Also, 24 FPOs were supported to source working capital of Rs. 82,800,000 from financial institutions
- ASA is supporting the Orissa Livelihood Mission to strengthen its FPO programme. Under the initiative, about 13 training events at the state level and 7 at the district level, with a total of 811 participants, were conducted for 43 FPOs. The training and capacity-building interventions focussed on leadership development and awareness of the roles and responsibilities of FPO directors. Other areas of interventions have been facilitating the system of maintaining FPO books of account, development of FPO grading system, development of the financial operation manual, support for business plan development with FPOs, and value chain development for the identified commodities like cotton, green gram, pigeon pea, groundnut, fruits, mushroom and minor forest produce



Warehouse of Mandla FPO is being used for procurement purposes, aggregation of bulk selling and onward marketing by FPOs



Social Research, Communication & Training

With over 26 years of working in rural livelihoods and having a first-hand experience with an array of aspects associated with rural livelihoods, ASA 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 increasing our visibility and being useful to the development fraternity. Listed below are some initiatives towards this:

- a. The cotton farmers of the project area in western Madhya Pradesh were featured in the "Portraits of Purpose" live on the DBS Foundation portal. This digital story, captured by the CNN Team, highlights how a transition finance programme is helping organic cotton farmers improve their lives and livelihoods.

The link to the story is- <https://sponsorcontent.cnn.com/int/dbs/transforming-farmers-lives/>.

It is also live on CNN's Social Media channels:

IG: <https://www.instagram.com/p/CXixpR9AgfA/#advertiser>

FB: <https://www.facebook.com/6651543066/posts/951534082455130>

YT: <https://youtu.be/CJNWzTSRiZk>

LI: [https://www.linkedin.com/feed/update/urn:li:sponsoredContent_V2:\(urn:li:ugcPost:urn:li:sponsored creative:155870126\)/?actorCompanyId=1747&viewContext=REVIEWER](https://www.linkedin.com/feed/update/urn:li:sponsoredContent_V2:(urn:li:ugcPost:urn:li:sponsored creative:155870126)/?actorCompanyId=1747&viewContext=REVIEWER)

- b. A series of tutorial films on the FPO programme was developed. The first one in the series, "FPO Kya hai- Ek Parichay", briefly introduces FPO. Link: https://www.youtube.com/watch?v=U3T_LPKY1us



- c. The second in the series titled "**Kisan Utpadhak Sangathan ka gathan aur sanchalak mandal ka chayan**" talks about the formation of FPO and the selection process of its Board of Directors.

Link: <https://www.youtube.com/watch?v=AlOL3Lo8ff8&t=84s>

- d. A short film was developed based on our four-year partnership with HDFC Bank Foundation, as it marked the completion of the project "Sustainable community-based approaches to livelihoods enhancement (SCALE) of small farmers of Madhya Pradesh". The project has been enormously influential in accomplishing the mandate of enhancing farm income and securing the livelihoods of smallholder farmers.

Link: <https://www.youtube.com/watch?v=OOsLXcTQez0&t=6s>

- e. A short film was developed based on our five-year partnership with Axis Bank Foundation, as it marked the completion of the project "Farm-based livelihoods development of small farmers in Madhya Pradesh and Chhattisgarh". The project has been a repository of successful narratives in building a network of community institutions, regenerating degraded ecosystems, and adopting sustainable agriculture practices. It has focused on biodiversity conservation, developing and establishing agri-value chains and improving the quality of life of the most deserving communities.

Link: <https://www.youtube.com/watch?v=KRjyBvr3F6I>

- f. Institute of Livelihood Research and Training (ILRT), Hyderabad, was hired by one of the donors for its project's end-term third-party project impact assessment for the project, "**Farm based livelihoods development of small farmers in Madhya Pradesh and Chhattisgarh**", January 2022.

- g. RA Consulting, Pune, conducted the end term third party impact assessment of the project "Sustainable community-based approaches to livelihoods enhancement (SCALE) of small farmers of Madhya Pradesh".



Studies commissioned by ASA through engaging Interns

ASA partnered with the SBI Youth for India fellowship programme of the SBI Foundation, a 13-month-long fellowship that enables educated and passionate urban youth with an opportunity to work on rural development projects. Five fellows were placed across ASA project areas. Details of their project work are as follows:

Promote Moringa cultivation and processing as an alternate livelihood amongst tribal farmers and link them to the market

Ms. Anantdeep Kaur
BSc Agriculture, Gurunak Agriculture University

Encourage composting to shift farmers into organic farming

Ms. Aishwarya
BE-Civil Engineering, BITS, Pilani

Renovation of earthen tank in Fatehpur block, Jharkhand

Ms. Annie Saloni Nivetha
B. Arch, Anna University, Chennai

Market development study, Revamping the supply chain and developing a cooperative pulse processing business model through FPO to access organised markets to economically benefit tribal women farmers

Mr. Madhukar Adepu
MA, Development Studies, Azim Premji University,
PDD in Youth for India Foundation, Asoka University

To facilitate creation of cluster of farmers that can produce and operate collection and aggregation and post-harvest process, Value addition and trade of organic turmeric and promoting Kodo millet for improved income and nutrition

Ms. Sinu Joy
BSc (Hon) Forestry, Kerala Agriculture University

Baseline study of the Gram Seva programme, Vidisha of SBI Foundation"

1. Suraj Raghuwanshi, 2. Akshat Jain
College of Agriculture Engineering (CAE),
Jabalpur of JNKVV University, Jabalpur



Create alternative rural livelihoods for women SHG through value addition of local produce and other such activities associated with agriculture and allied activities

Ms. Priyanka Sharma
BA, LLB, University of Petroleum and Energy
Studies, Dehradun



Glimpses of the works done by the SBI Fellows in different project locations of ASA





Governance and Institutional development

ASA has evolved a combination of well-synched systems to guide and track policies, programmes, and financial obligations in an environment of transparency and accountability.

Governing Structure

At the top of ASA's organisational structure exists a General Body and a Board of Trustees, which govern the organisation. The General Body meets once annually, while the Board of Trustees formally meets once every six months to review progress and discuss policy matters. Additionally, regular email discussions among the board members on affairs require the Board's attention. ASA also has a Financial Sub-Committee made up of three Board members and external experts that meets twice a year for a financial review of the organisation. The programme Director-Finance, ASA, is the Ex-officio Secretary of the Committee.

Internal Control System

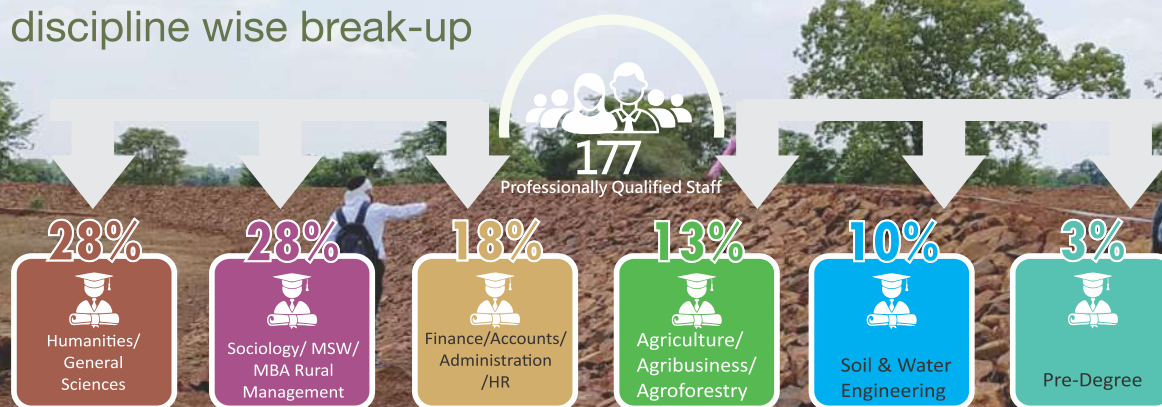
ASA has developed a set of Standard Operating Manuals (SOMs) for all its programmes and sub-programmes, which are reviewed annually and updated regularly. Similarly, for other functions such as Human Resources, General Administration, Accounts, and Finance, SOMs are in place for management.

An internal audit is undertaken by a third party every quarter, and its findings are reviewed by the Financial Sub-Committee and the Board. ASA has a well-established programme process audit mechanism that is implemented rigorously. Different staff welfare schemes include EPF, ESIC, Gratuity, Leave Encashment, Staff Benevolent Fund, Staff Group Medical Claim, and Accidental Insurance.

Staff training

The development of staff capacities is an important focus area for ASA. Staff training for all levels is regularly undertaken for skill upgradation. Management Information Systems (MISs) with built-in analytics further enhance the tasks of internal learning.

Staff discipline wise break-up



Construction of earthen tank in convergence with MGNREGA, under CFP project with GoUP in Fatehpur district, Uttar Pradesh



Staff Awards

The Best Field Office Award in memory of Late Fr. Bogeart, Advisor of ASA, is continuing. Besides, several performance awards at the Team and individual levels are offered during the Annual Retreat.

Key Training/ workshops attended by the staff during the year

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

Webinars and online events attended by ASA staff

- A 5-day webinar series was organised by Bharat Rural Livelihoods Foundation (BRLF) on Statutory Compliance, Grant Management, FCRA, etc. participated by accounts staff, April 2021
- Roundtable workshop Seeds Assurance programme, by Organic Cotton Accelerator, April 2021
- Workshop with Project Partners-WRI and Deloitte Team on M&E framework development, May 2021
- A 3-day Induction training was organised for the batch of 50 new joiners, May 2021
- Workshop for finalisation of work plan of Bioversity International-UNEP-GEF Project, May 2021
- Workshop on process of execution and PRIs role in MGNREGA, Lucknow, June 2021
- Training on rolling out the IEC material on demand generation and accessibility of family sanitation blocks conducted by Water.org, July, 2021
- Training on "Green Finance" focusing on promoting green transformation of economies and understanding the risks and opportunities of green financing by BIRD, Lucknow for two days, August 2021
- Training on water resource development by WASSAN, August 2021
- A 1-day experience sharing workshop on Rabi MSP procurement was organised by ASA which was attended by Principal Secretary-Dept. of Food & Civil Supplies, Director-Food & Civil Supplies, Managing Director-M.P. State Logistics Corporation and other NGOs in the state involved in MSP procurement, August 2021
- E&Y Foundation facilitated a workshop on approaches for institutional strengthening, livelihood promotion and MGNREGA convergence, August 2021
- In-house training organised on how to conduct meeting of Board of Directors of FPOs to the staff who are directly engaged in the FPO mobilisation, formation and capacity building, September, 2021.
- A 2-day strategic planning workshop focusing on enrichment of livelihoods programme was conducted in-house at Kesla Pradan training centre participated by senior staff, September, 2021
- Training on cloud based Farm ERP software for management of businesses of FPO by Shivrai Technologies Limited for two days, September, 2021



A one-month Induction training programme combining classroom sessions and fieldwork for a newly appointed cadres called Development Assistants is in progress



- Workshop on Regenerative Agriculture Production Landscape within the livelihood programme framework of ASA, September 2021
- Capacity building approaches in changing covid times by Arghyam, Bengaluru, October, 2021
- Training on tools for self-assessment of projects by E&Y Foundation, November 2021
- 11th webinar in the series of Agri skill development hosted by ASCI, November 2021
- Inclusive Finance India-Virtual summit by Access, December 2021
- Staff Training on "Bhuwan App" was held, to track the records of works that are already done by the team, December 2021
- Induction training on GIS and DPR preparation was held, with a focus on organic farming, ICS formation and promotion, benefits of organic farming, December 2021
- Training on organic farming was held, wherein the participants were trained on organic farming, ICS formation and promotion, benefits of organic farming, December 2021
- National Summit organised by Centre for Organic Agriculture Research & Training, Akola, Maharashtra, February 2022
- Training on Amrit Mahotsav, Zila Panchayat, Shahdol, February 2022
- Training on FPO, organised by Agriculture University, Banda, UP, February 2022
- "Pradhan Mantri Matsya Sampada Yojana" was organised by NCDC, Patna for integrated, sustainable, inclusive development of marine and inland fisheries at KVK Birouni, Samastipur, March 2022
- Training cum workshop on Water and Sanitation Financing by Banker's Institute for Rural Development (BIRD), Lucknow, March 2022
- Dialogue series on "Challenges and Opportunities in managing climate risk and adaptation", organised by FWFB, March 2022
- Regenerative Production Landscape Compact Learning Workshop organised by IDH, April 2022
- World Economic Forum- Food Innovation Hub Coalition for progress in MP, June 2022
- Refresher training for staff on the various policies like anti-bribery anti-corruption, conflict of interest, sexual harassment at workplace, whistle blower, record retention and disposal, etc., was conducted virtually
- Apart from the above trainings, every programme head has conducted more than 50 days of training to the Team below at every level



Pre-season staff training conducted by ASA to ensure their core knowledge aligns with the objectives of the organisation



Accountants from different States are being given refresher training from time-to-time



Awards and Recognitions in 2021-22

Awards received by ASA promoted FPOs & other Community Institutions

- 🏆 Barwani Farmer Producer Company promoted by ASA won the "Best Women FPO" of the year award in the 2nd Edition of Samunnati and The Economic Times Farmer Producer Organisation Awards 2021, July 2021
- 🏆 Bijawar Farmer Producer Company won the "Best Governance Award" in the 2nd Edition of Samunnati and The Economic Times Farmer Producer Organisation Awards 2021, July 2021
- Best Wadi Project level Tribal Development Committee (PTDC)-Jaisinghnagar Wadi Project, Dist. Shahdol by NABARD, December 2021

Awards received by ASA

- 🏆 ASA's project with the NABARD for Wadi (Orchard) development in Jaisinghnagar block of Shahdol district in Madhya Pradesh was again awarded by NABARD for the second time as the second best wadi project, December 2021
- 🏆 Winner of Indian Chamber of Commerce Social Impact Awards 2021 conferred under "Special Jury Recognition for Social Impact" by ICC, Kolkata, March 2022



Glimpses of various awards received by ASA and FPOs for excelling in different fields of holistic sustainable development



Convergence with Government Programme and Community Contribution



To complement its efforts, ASA seeks to attain convergence with the governmental programme. In **2021-22**, **INR 98,60,16,170** was mobilised by ASA through convergence with government programmes and facilitating credit linkages with the banks for the communities in its operational locations.



Earthen dam work under construction in collaboration with the MGNREGA in Fatehpur district, Uttar Pradesh

Programme/Department wise convergence through technical inputs of ASA

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

In 2021-22, the community members made contributions worth INR 2,18,16,900 as partial cost towards the work done for them. This contribution was primarily in the form of labor and material.

Programme/Department wise convergence	2020-21 INR in lakh	2021-22 INR in lakh
Rural Livelihood Promotin Activity (MGNREGA & NABARD)	7255.99	6920.31
Credit mobilised through SHG Bank linkage	507.85	290.35
Credit mobilised for FPOs	642.98	828.00
Credit mobilised for micro enterprise development	1023.49	1821.5
Total	9430.31	9860.16



Water harvesting structures under construction in collaboration with MGNREGA



Financial Overview

DIGITAL SCALE
Precision Electronic Weighing
• Capacity: 10kg
• Accuracy: 0.1g
• Auto Tare
• Low Battery Indicator
• CE Approved

No	ITEM	Qty
1	Soybean seed	150 Grams
2	Wheat	150 Grams
3	Bajra	150 Grams
4	Toor Mole	150 Grams
5	Miscor Whole	150 Grams
6	Urad Whole	150 Grams
7	Chana Whole	150 Grams
8	Arava Grams	150 Grams

NATIONAL INSTRUMENTS
VADODRA-390 012. (GUJARAT) INDIA

DIGITAL MOISTURE METER

% MOISTURE

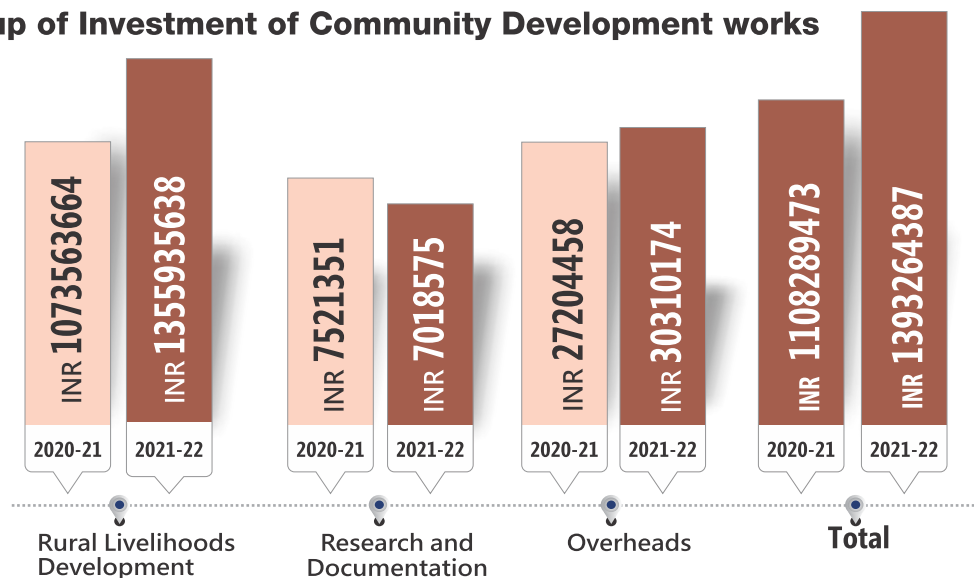


Financial Overview

The main objective of ASA is to work with the poor and marginalised communities of rural India. This is the section of the society of smallholder farmers, tribal, scheduled castes, and other marginalised groups who essentially lack the means for a decent living. Low income and no assets are some of the critical reasons for their current situation. ASA, as part of the strategy, tries to converge with the mainstream development programme run by the Government and credit linkage with banks. One of our unique features is the successful convergence with the ongoing government mega programme for climate-smart agriculture, employment generation, and rural development-leveraging every rupee of donor funding to achieve a much higher impact. These funds flow directly to the community and community institutions per programme guidelines.

Development Investment for Community Development Works	2020-21	2021-22
Funds through ASA's own resources	160650473	192715668
Funds leveraged through convergence of Government programme	725599000	683055588
Funds given directly to Village Watershed Committee by NABARD facilitated by ASA	4278000	8975582
Credit from Banks to the SHGs & FPOs	217432000	293985000
Beneficiary contribution in village development works	330000	21816900
TOTAL	1108289473	1200548728

Break up of Investment of Community Development works



Paddy Seed distribution was held in the 8 districts of Madhya Pradesh and Jharkhand

ACTION FOR SOCIAL ADVANCEMENT (ASA) BALANCE SHEET AS AT 31st March 2022 (Amount in Rs.)			
Sources of Fund	Schedule	As at 31 st March 2022	As at 31st March 2021
Unrestricted Fund			
Corpus Fund	2	3,00,00,000.00	3,00,00,000.00
General Fund	3	7,61,09,912.37	7,18,44,265.52
Restricted Fund	4	5,75,58,750.22	7,73,10,056.14
Secured Loan	5	29,51,287.00	12,40,457.75
Current Liabilities & Provisions	6	43,04,386.13	29,10,559.00
Total		17,09,24,335.72	18,33,05,338.41
Application of Funds			
Fixed Assets	7		
Tangible		3,47,95,691.54	2,92,59,029.54
Investments			
Long term	8	6,81,21,429.69	7,65,64,192.00
Short Term	9	-	
Current Assets	10	6,30,55,857.96	7,43,13,262.63
Loans, Advances & Deposits	11	49,51,356.53	31,68,854.24
Total		17,09,24,335.72	18,33,05,338.41

Significant accounting Policies and Notes to accounts

1

Previous Year's figures has been regrouped/ rearranged wherever considered necessary.

As per our Report of even dated attached.

For S.L. CHHAJED & CO. LLP

Chartered Accountants

F.R.N. 000709C/C400277

Vijit Baidmutha

Vijit Baidmutha

Partner

M.No.406044

Place : Bhopal

Dated: 27.08.2022



For Action for Social Advancement

Ashis Mondal

Ashis Mondal
(Director)

G. Jayanthi

G. Jayanthi
(Trustee)



Action for Social Advancement "The Farmers House" Tulip Greens, Plan C, Vill. Mahabadia Kolar Road, Bhopal-462040
(MP) Tele: 9109988784, 9109988785 Email: asa@asabhopal.org, Website: www.asaindia.org

ACTION FOR SOCIAL ADVANCEMENT (ASA)		
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st March 2022		
(Amount in Rs.)		
Particulars	As at March 31,2022	As at March 31,2021
Income		
Income From Operations	18,12,26,342.74	16,38,29,436.60
Income From Other Sources	1,91,49,899.40	1,59,22,442.19
Total (A)	20,03,76,242.14	17,97,51,878.79
Expenditure		
Application of Fund Towards Object of the Trust	16,45,23,570.51	13,34,46,015.23
Administration	2,89,73,602.78	2,42,47,539.65
Depreciation/Diminution	30,38,653.00	29,56,919.00
Total (B)	19,65,35,826.29	16,06,50,473.88
Balance being excess of Income over Expenditure (A-B)	38,40,415.85	1,91,01,404.91

For S.L. CHHAJED & CO. LLP
Chartered Accountants
F.R.N. 000709C/C400277



Vijit Baidmutha
Partner
M.No.406044



Place : Bhopal
Dated: 27.08.2022

For Action for Social Advancement



Ashis Mondal
(Director)

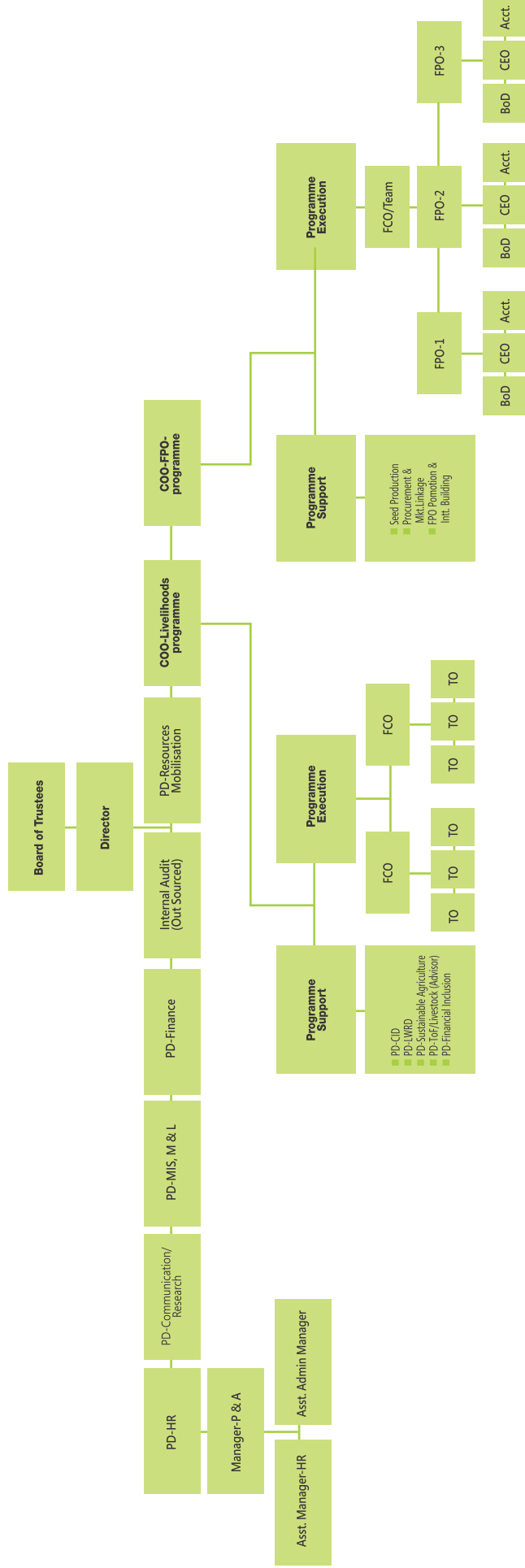


G. Jayanthi
(Trustee)



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Organisation Structure



FCO - Field Co-ordination office
 TO - Team office
 PD - programme Director
 FPO - Farmer Producer Organisation





Organic cotton field



Compact visual of organic farming field



Action for Social Advancement (ASA)

"The Farmers House", Plan-C, Tulip Greens, Vill. Mahabadia, Kolar Road, Bhopal-462040, Madhya Pradesh
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