



"Ensuring livelihoods with equity & dignity"

Annual Report 2022-23

www.asaindia.org

In honour of 27 years of impacting rural communities



“

The true wealth of a nation lies in its fertile soil and the hardworking hands that nurture it.

- Mahatma Gandhi

”

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Statutory Auditor:
M/s B.C.P. Jain & Company, Bhopal, Madhya Pradesh

Internal Auditor:
M/s A.K.B. Jain & Company, Bhopal, Madhya Pradesh

Bankers:

Axis Bank

Bhopal, Madhya Pradesh

Bank of Baroda

Bhopal, Madhya Pradesh

HDFC

Bhopal, Madhya Pradesh

State Bank of India

Bhopal, Madhya Pradesh

ASA is registered under the Societies Registration Act, 1860 and Bombay Public Trust Act, 1950



Inspiring commendation

What Farmers Say



Smt. Kavita Patel

Village - Jhagra, Block - Sohagpur
District - Shahdol, Madhya Pradesh

Before the LIS, I was barely able to grow any crop that brought home money. Little rainfed paddy was all I could get from my small field of 2 acres. The LIS came in as a big easement to my water woes. Now I have been able to sow the paddy on time. I also hope to increase my yield of paddy 25% more than I used to, without the LIS. I am looking forward to a productive harvest.



Smt. Suman Bai

Village - Pakariha,
District - Annupur, Madhya Pradesh

At first, it was very difficult to manage the plantation. I had never grown eucalyptus before, and I was unfamiliar with the technicalities. During the scorching summer of the first year, many plants withered away. I feared my plantation wouldn't survive. But the ASA Team was my guiding light. They visited the plantation site every now and then, urging me to water the plants and advising me to use the decoction of five leaves and neem extract to nurture their growth. Over time, the plants grew stronger and healthier.



Smt. Rupa Ben Pathwa

Village - Pavijethpur
Block - Chhota Udepur, District, Gujarat

Organic farming has been a valuable learning experience for my family and me. We have gained higher profits from organic farming compared to conventional cultivation. In the past, chemical fertilizers and pesticides would cost us around Rs. 5,000 to Rs. 6,000 per acre for cotton crop cultivation. However, this year, we spent only Rs. 700 per acre applying organic methods. We diligently used manure prepared from organic substances to nourish our cotton crop, leading to a significant reduction in cultivation costs.



Smt. Hemlata

Village - Shirur, Block - Kasar, Beed
District - Beed, Maharashtra

ASA's steadfast support, which includes conducting regular meetings and training sessions for us has significantly enhanced the effective management of available water resources and facilities. The team has actively promoted horticulture plantation, organic cotton seed cultivation, and the adoption of Zataka machines in the village. These interventions have resulted in a noticeable increase in our interest in horticulture plantation, leading to higher crop production and the expansion of Rabi crop cultivation due to improved irrigation availability.



Smt. Shivpyari Hathiya

FPO Member
Village - Daudi, Block - Shahpur
District - Betul, Madhya Pradesh

ASA rendered invaluable assistance to us throughout our endeavours, whether it was halting water through the construction of a dam or engaging with FPOs. They have guided us at every stage, which has enabled us to reach a point where we can now consider our livelihoods as more affluent.



Smt. Savita Vijaynath

Village - Raikera, Block - Sitapur
District - Raigarh, Chhattisgarh

My journey with vegetable farming has helped me evolve into a confident woman. ASA has been instrumental at every step, providing thorough guidance and support. Currently, I am planning to install a drip irrigation system in my farm to maximize the crop yield while conserving water. I cultivate all my crops especially using organic methods, including homemade organic pesticides and fertilisers. This approach not only results in higher profits but also contributes to the good health of my family, as the produce is organic.



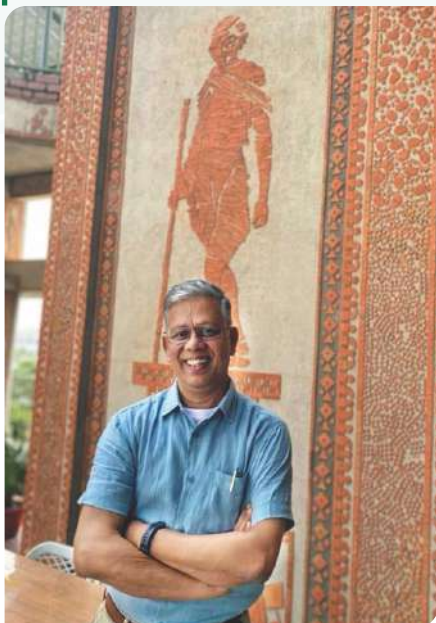
Smt. Malati Kisko

Village - Mohanpur
District - Pakur, Jharkhand

My life took a positive turn when the Birsa Harit Gram Yojana (BHGY) was sanctioned to me allocating 0.5 acres. 56 mango saplings were planted. Unfortunately, due to lack of care, all my plants dried up. However, when ASA Team reached out to me, they suggested intercropping brinjal with the mango plantation, using good agricultural practices. I acted on their advice and intercropped brinjal (VNR variety) in 0.5-acre land, earning an impressive Rs. 25,000 by selling 15 quintals of brinjal in the local market. With input costs of only around Rs. 7000-8000, this venture turned out to be highly profitable. I will continue to cultivate vegetables as intercrop in my Mango plantation plot.



Foreword



Dear readers,

I am glad to present our annual report for the period of 2022-23 and to express our gratitude to the staff, target groups, stakeholders, donors, and readers whose support has been a major catalyst in our journey of “ensuring livelihoods with equity and dignity” of the disadvantaged communities. This year marks a significant milestone as we have completed 27 years of social service during which we have revitalized our approach to embrace and drive the desired progress throughout the year.

Over the course of previous year notable advancements have been made in community engagement, whether it is addressing poverty, implementing organic farming practices, water harvesting techniques or managing ecosystem services.

In the reported fiscal year, we have devoted substantial efforts to establishing Farmer Producer Organizations (FPOs)

successfully. A notable achievement includes the establishment of 100 FPOs, boasting a membership exceeding one hundred thousand shareholders with a predominant representation of women in the FPOs; and successfully developed agri-commodity value chains connecting thousands of farmers with the remunerative markets. Together these FPOs have crossed hundred crore turnover during the reported fiscal.

Natural resources development particularly land, water, trees, pastureland, and sustainable agriculture remains the core of our approach. During the year we have constructed 166 water harvesting structures, restored 600 hectares of land from soil erosion, planted 4,92,541 trees following agro-forestry and agro-horticulture models with the support of donor funded projects; and most importantly converging with the government schemes, particularly the rural wage employment scheme called Mahatma Gandhi National Rural Employment Guarantee Scheme, for the above mentioned infrastructure development.

ASA is a flag bearer for the promotion of sustainable agricultural practices among the farmers who are generally devoid of the services of the formal extension systems, due to the remoteness of the location where our target groups live. In the reported year more than 3,70,000 farmers have been trained constantly by our agronomists to adopt sustainable agriculture practices; 49,000 farmers have adopted organic farming practices certified by the third party; 1547 farmers have switched to commercial cultivation of vegetables in a significant portion of their land; more than 800 farmers have started agro-forestry plantations, planting 3,26,000 trees, covering more than 400 hectare land. We have trained farmers on subjects like SHG management, bank linkage, techno-managerial skill development of FPO office bearers, water users' groups, and watershed committees. These initiatives underscore our dedication to sustainable agricultural practices and highlight our strategic partnerships aimed at fostering positive impacts across various facets of the agricultural landscapes.

As we reflect on our accomplishments of the previous year, we are humbled by the unwavering support and dedication by our hard-working staff, target groups and stakeholders. Together we have strived to make a difference in the community. Our collective effort has brought positive change, and we look forward to the opportunities that lie ahead.

Thank you for being an integral part of this transformative journey.

Ashis Mondal
Director



Impact outcomes - Key Highlights



01 Restoring & Revitalizing Soil health



1,15,827 hectares of land treated with soil and moisture conservation and drainage line treatment measures. And another **53,557 hectares of land** treated under convergence with the government schemes. **60,000+ farmers** have adopted Organic cultivation certified by third party.



02 Water Security



8818 major and minor water harvesting structures such as Stop Dam, Earthen Tank, Lift Irrigation, Shallow Borewell, Dug Well, Farm Pond, Doha and Canal Renovation for irrigation in **36546 hectares** and another **12382 water harvesting structures** built through convergence government schemes providing irrigation in 33187 hectares.



03 Biodiversity & Sustainable Farming

To bolster the livelihood of farmers more than **>71 million agroforestry tree species** have been planted and **4177 horticulture plots** established in **557 hectares**. Another **4249 horticulture plots** were established through convergence of government schemes **3,50,000+ farmer families** have been trained on responsible or sustainable cropping practices in 2022-23. **101 crop varieties** of different crops have been tested through Farmers' Field Trial in 2022-23



66571 families are involved in commercial vegetable production Through the financial inclusion program, **5919 Agri - entrepreneur** and livelihood loan, **1177 micro enterprise loan** and **1878 livestock loan** have been availed by women. **100 Farmer Producers' Organisations** of smallholder farmers with a membership of more than one lakh shareholders (70% women) and annual turnover of **INR. 1000 million** are actively engaged in developing agriculture value chains like seed production, ethnic, organic, and conventional Agri products.



6193 SHGs with savings standing at **INR 12 million** and several million 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 **1153** are involved actively in enabling locally driven inclusive growth.



04 Livelihoods



05 Participation & Gender Equity

Impact

- Increased organic content in soil
- Soil erosion checked
- Improved moisture conservation leading to natural vegetation
- Increased biodiversity

- 526000 Million Ltr. rain water harvested for irrigation and 250% cropping intensity achieved
- 13100 Million Farmers benefited for irrigation

- Reduction in synthetic fertilizers and chemicals leading to reduced GHG emission
- Improved water quality
- Improved biodiversity
- Increase in no. of trees

- 16.7 million person days generated due to increase in irrigated area (person days @240 /Ha)
- 3870 million of additional farm income @ INR. 55500/Ha in irrigated area
- Micro enterprise loan helped increase gross income of INR. 750 million
- Reduction in cost of chemical inputs 100% for Organic & 50% in Jimmedar Khedi

- These community institutions are instrumental in bringing women's leadership to the forefront.
- More than 70% members of the CBOs are women



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. Madhan Mohan Upadhyay
Trustee

Madan Mohan Upadhyay, a retired member of the Indian Administrative Service (IAS) has experience of over thirty years in public service. He 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.



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 organizations. His experience includes public project and organization appraisals, financial management, accountability assurance, and public expenditure.



Mr. Ashis Mondal
Director

Ashis Mondal is the founder Director of ASA. His major work experience spanning more than three decades includes the development of livelihoods for smallholders through natural resource management including sustainable agriculture and promotion of smallholders' organizations for agribusiness. Ashis has served as member in several national and international advisory committees including the National Advisory Council, Government of India.



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 Program at UNDP India. Prema has over twenty-five years of experience in social mobilization, rural development, and women's empowerment.



Mr. Binoy Acharya
Trustee

Binoy Acharya is the founder-director of "UNNATI-Organizations for Development Education". Binoy has been working as a researcher and public educator to promote social inclusion and democratic local governance.



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.



Mr. Subrata Dasgupta
Trustee

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. After retiring as Associate Director, India/South Asia region in IBM, he has been working as an independent consultant.



Ms. G. Jayanthi
Trustee

Jayanthi, one of the founding members of ASA has more than three decades of experience in development work especially human resources management and development communication. She has a post-graduation in forestry management from the Indian Institute of Forest Management, Bhopal.



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 organizations. Asia and Africa are the focus areas of her work.



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, strengthening Panchayati Raj institutions and urban local bodies.





Vision

Empowering communities with sustainable livelihoods through inclusive participation, local institutional development and gender equity



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 organization is the aim of developing livelihood security, which is facilitated by an intensive participatory process of natural resources development and local institutional development. Particular emphasis is placed upon the poor and women.



SDGs we embrace to accelerate our mission



We work in

08

States



Madhya Pradesh



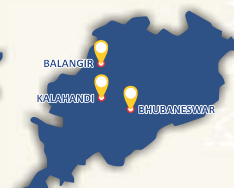
Chhattisgarh



Jharkhand



Bihar



Odisha



Gujarat



Maharashtra



Uttar Pradesh

49

Districts

114

Community
Development Blocks



3800 +
Villages



700000 +
Families

Our Team is Spread Across

22

Field Coordination Office

104

Team Office

>1.2
Mn Ha

Geographical Area

52

Landscape

Comprising of **276** qualified development professionals with a range of specializations and more than **400** barefoot professionals



Awards & Recognition

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

Awards received by ASA promoted FPOs & other Community Institutions

FPO Impact Awards by ACCESS
Development Services, NABARD
& Rabo Bank, New Delhi, 2022



Awards received by ASA

Winner of Indian Chamber of Commerce Social Impact Awards conferred under "Large project category-Environment sustainability" by ICC, Kolkata, 2022



Our Partners in Development

Past & Present

“

We are eternally grateful and thankful to all our donors and funders for their faith and generosity for collaborating with us in bringing about improved source of livelihoods

”

Government



National Organisations



International Organisations



Financial Institutions



A Good Word

From our donor partners



Ms. Anita Chester
Managing Director
Laudes India



“The role of ASA in building a more secure future for people and the planet cannot be over-emphasised. Having their ear to the ground and building the capacity of communities, ASA's journey is an exemplary success story in alleviating agrarian distress, supporting rural livelihoods and regenerating the landscape. Equally, they have embraced the opportunity to connect to the bigger picture, helping farmers develop a strong commercial sense and connect them to the markets. It has truly been a rewarding partnership for us and we have gained tremendously from their visionary leadership.”



Mr. Ashwin J Laddha
MD & CEO
Orient Paper &
Industries Ltd.



“We are proud to see the strides made by ASA on a valued CSR outreach partner of Orient Paper, in empowering marginalized agricultural communities in Madhya Pradesh and beyond. OPIL, one of India's premier paper manufacturers, believes in purpose-driven growth, by reshaping land, lives and livelihoods through our social-impact initiatives. Our vision aligns seamlessly with ASA's approach to developmental work-empowering local communities so we make a sustainable positive impact. Keep up the excellent work. Together, let's continue making a difference!”



Mr. Sanchit Kukreja
Programme Manager-
South Asia
Organic Cotton Accelerator



“At the Organic Cotton Accelerator, we are incredibly grateful to ASA who has played a pivotal role in our journey towards sustainable cotton farming in India. Their expertise and steadfast commitment have not only transformed thousands of cotton farms but also the lives of countless farmers. They have been strong partners in our Farm Programme for years and have set a remarkable example by implementing their innovative practices and unwavering support on the ground. We look forward to continuing this transformative partnership and achieving even greater milestones in the future.”



Facts & Figures – An Overview



Parameters	Units	Progress 2022-23	Progress (Cumulative)
Districts covered under program	No.	49	49
Villages covered under program	No.	3817	3817
Families covered under program	No.	>7,00,000	>7,00,000
Land & Water Resources Development			
Area treated for soil conservation	Ha.	600	78,785
Water Harvesting Structures Constructed			
Masonry Stop Dam	No.	12	339
Earthen Tank	No.	0	113
Farm Pond/ Dugout pond	No.	10	554
Doha (Sunken Pond)	No.	90	910
Group Dug Well	No.	50	3,854
Canal Restoration	Running Meter	0	33,137
Group Lift Irrigation System	No.	4	203
Shallow Bore well	No.	0	1,931
Irrigation potential created	Ha.	461	36,546
Agriculture Productivity Enhancement			
Varieties Tested for Participatory Selection (All Crops)	No.	31	494
On-farm Trial for Varietal Selection	No.	1648	12,516
Farmers' Field Trial on Good Agriculture Practices	No. of Farmer	1159	14,278
Vegetable Garden (in 0.1-0.2 Acre plot)	No. of Farmer	334	63,836
Farmers Practicing Certified Organic Cultivation	No. of Farmer	28,385	59,500
Farmers Practicing Responsible Cropping	No. of Farmer	3,68,796	11,01,123
Wadi (Horticulture Plots)	No.	893	2370
Trees planted on farm (Agro forestry modal)	No.	4,92,541	17,88,667
Integrated Livestock development Center in operation	No.	22	22
Animals covered in Artificial Insemination program	No.	9994	10,587
Cross breed calves born	No.	1952	2075
Agribusiness Promotion for Small Farmers			
Formation of Farmer Producer Organizations (FPO)	No. /Member	7/9000*	
*Members added this year	86/55,640		
Self Help Group	No.	96	6193
Credit linked for livelihoods and micro enterprise (Dairy, vegetable production, goat rearing, micro enterprise, etc.)	No. of Family	3500	13,539
Community Training			
ASA so far has trained over a million farmers and facilitated them to adopt Good Agriculture Practices, leadership and institution management.			



New Projects initiated during the year

PROJECT	LOCATION	DONOR
Improving livelihood through sustainable natural resource management	Ujjain district, Madhya Pradesh	 ITC Limited
Knowledge Partner- Non- Financial Cluster Facilitation Team	Jhabua, Ratlam, Alirajpur, Dhar, Barwani Betul, Mandla, Dindori, Shahdol, Chhindwara, Vidisha, Sagar, Panna, Sidhi, Ujjain, Chhattarpur, Sehore, district, Madhya Pradesh	
Accelerating the transition to organic cotton farming and optimisation of regenerative practices	Dhar, Alirajpur, district, Madhya Pradesh Chota Udaipur district, Gujarat Bolangir district, Odisha	
Undertaking activities in selected blocks of Jharkhand for implementing the Cluster Facilitation Project (CPF) under the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA).	Gumla, Jamtara, Pakur, Sahebganj district, Jharkhand	
Construction of dugwells	Badwani, Jhabua, Alirajpur district, Madhya Pradesh	
Promotion of Five integrated intensive livelihood enhancement clusters with 20000 smallholders, covering 100000 population approximately, through community institutions	Pakur, Jamtara districts, Jharkhand	
Community empowerment for strengthening livelihoods	Beed district, Maharashtra	
Central Sector Scheme of Formation And Promotion of 10,000 Farmer Producer Organizations (FPOs)	Sahebganj, Palamu, Deogarh district, Jharkhand	
Development of FPO driven agriculture value chains based on sustainable production systems with 25,000 smallholders for enhancement of livelihoods	Anuppur, Chhattarpur, Mandla, Shahdol, Umaria districts Sidhi, Madhya Pradesh Koriya district, Chhattisgarh	
Development of FPO driven value chains based on sustainable production systems with 10,000 smallholders for enhancement of livelihoods.	Anuppur, Shahdol, Sidhi districts, Madhya Pradesh Koriya district, Chhattisgarh	
Organic seed innovation platform	Jhabua district, Madhya Pradesh	
Livelihood enhancement through landscape restoration and creating value chain with focus on agro-forestry	Shahdol, Anuppur, Umaria, Dindori, Mandla, Sidhi district, Madhya Pradesh Koriya district, Chhattisgarh	



Program Area Profile



High population growth rate and low literacy rate



Widespread poverty with high concentration of Tribal, Scheduled Castes, and Other Backward Castes



Agriculture is largely subsistence. High dependence on casual wage employment to supplement income



Irrigation facility is at sub-optimal level.



Erratic and highly variable rainfall



Exploitative practices of money lending, multi-layer agents in agriculture marketing, prevailing



Limited role of women in community activities



Rigid caste structure, especially in the Bundelkhand region of Madhya Pradesh



Area provides opportunities for natural farming.

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 program activities in 2022-23



334.35 lakh
person days

Employment generated under land and water resources development through convergence mainly with MGNREGS program



194.79 lakh
person days

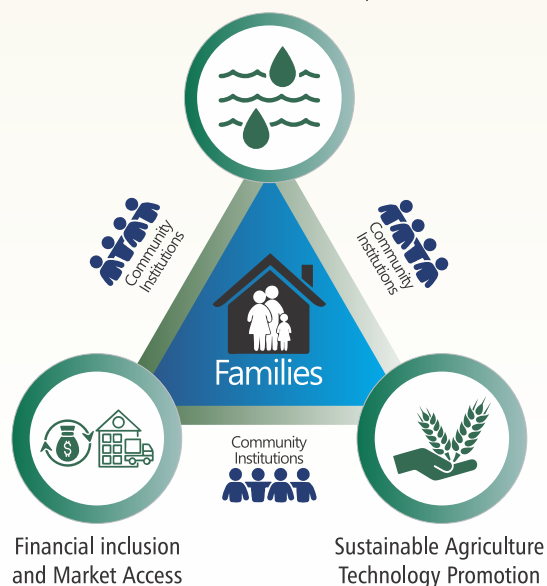
Employment generated due to creation of 169,384 hectare through program intervention since beginning. (one hectare of land creates 115 days of employment under normal farming*)



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

Livelihood Enhancement Model for Regenerative Future

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



Equitable access to resources, opportunities and decision-making processes are crucial for sustainable livelihoods and brighter futures. At ASA, we harmonize People, Nature and Economy within agricultural ecosystems to cultivate a thriving Regenerative Production Landscape that enables and empowers.

We call it the **Livelihood Enhancement Model**. With a focus on poverty alleviation and gender equality, we build community institutions that serve as platforms for capacity building, collective action and the upliftment of marginalized groups.

ASA 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 enable us to achieve the livelihood outcomes that we aim.



Forgotten Kodo-Kutki Millets

on a comeback trail in tribal belt of eastern Madhya Pradesh

The global food system faces many complex challenges, including hunger, malnutrition, a growing global population, limited natural resources, and climate change. One solution is to improve sustainable crop production, resilient value chains, and consumer access to affordable and diverse food. Millets, with their diversity, can contribute to this solution as an affordable source of nutrients for a healthy diet and can be grown in various harsh climates and arid regions with minimal external inputs. In recognition of these achievements, the Government of India has declared 2023 the International Year of Millets to increase awareness, production, and consumption.

Minor millets, especially kodo millet and little millet, locally known as kutki, play a vital role in the traditional rain-fed farming systems of the Scheduled Tribes of Madhya Pradesh. Over the past two decades, however, their acreage has declined by more than 50 percent as more tribal farmers have shifted to rice and corn cultivation.

In M.P., the project "Linking agro-biodiversity value chains, climate adaptation, and nutrition: Empowering the poor to manage risk" is taking a comprehensive approach to address the various challenges in the supply and demand of minor millets. The project involves consultation and collaboration with multiple stakeholders to develop pro-poor value chain interventions for these millets. Action for Social Advancement (ASA) is spearheading the efforts, which include increasing the availability of superior quality seeds, promoting collective action, and implementing marketing strategies to raise consumer awareness and demand.

Collaborating with ASA, Jawaharlal Nehru Krishi Vishwavidyalaya employed Participatory Varietal Selection and Promotion (PVSP), leading to the successful adoption of university-developed seed varieties and a 20% increase in kodo and kutki production over five years in 35 intervention focused villages in eastern Madhya Pradesh.

"In times of low prices, people failed to recognize the worth of these crops and started converting even upland areas into paddy fields. However, with market conditions changing, this trend has reversed." He further identifies the labor-intensive de-husking process as an additional factor contributing to farmers abandoning kodo and kutki cultivation," said Nathu Lal Yumne, farmer, Shapura block, Dindori district in Madhya Pradesh.

Changing market conditions reversed this trend, with the local government recognizing the crops' potential. To improve price returns for millet farmers, ASA has set up Farmer Producer Companies (FPOs) to eliminate middlemen and process millet raw products for sale in key markets. This resulted in increased adoption of millets in selected villages, an increase in the area under kodo cultivation from 52% to 66%, an increase in households commercially selling kodo in three years (2015-2018) (from 10% to 35%), and a significant increase in prices (146%) for Kodo and 100% for Kutki (between 2017 and 2022). Additionally, agro-producer companies play a vital role in seed variety registration, production, distribution, branding, and building trust among farmers to make millets commercially viable. Value-added products such as kodomi are gaining popularity among non-tribal consumers.

Key insights include the recognition of region-specific bottlenecks, such as the availability of high-quality seeds, as a pivotal factor in millet revival, emphasizing the interconnected nature of challenges, the importance of behaviour change over time, the effectiveness of long-term partnerships between various stakeholders, and the integrated approach spanning seed to market that has enhanced the nutritional and economic well-being of local farmers.



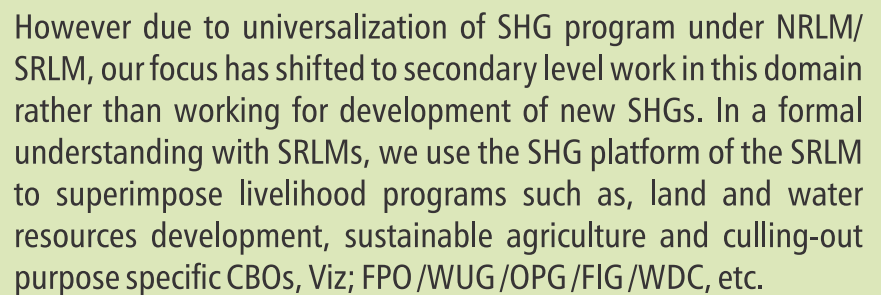
GOAL 1

Transforming Tomorrows
by enabling farm-based 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 core in the village, there are other activity groups formed such as water user's group, seed/vegetable producers' group, organic producers' group, etc. These activity based groups are trained to manage their activities efficiently. Strengthening of Gram Sabha (village Council) is an important function in our institutional development model. At the cluster of village or block level a Farmer Producer Organisation is developed with membership of SHG and user's group members mainly for market linkage of agriculture.



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. A systematic onboarding process for these professionals devised, 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 out various innovative approaches in service delivery. **During the year, 180 AEs have worked in the ASA programs.**



Other programmatic Interventions

Not as core program but as associated programs ASA intervenes in the areas of community drinking water projects, micro enterprise development and sanitation projects. These are taken up as associated programs depending upon the need of the area and interest of the donors. Here are some highlights from these associated programs carried out in 2022-23



Empowering women through sewing training at Prerna institute, supported by SBI



Promoting healthcare and hygiene through integrated sanitation units within buildings



Schools equipped with gym facilities through SBI foundation support



Villages empowered with the installation of solar panels



Promoting quality education through conducting SMART classes in rural schools



Installation of water tanks providing safe drinking water to villagers



ASA support enables female farmer to launch her own grocery store



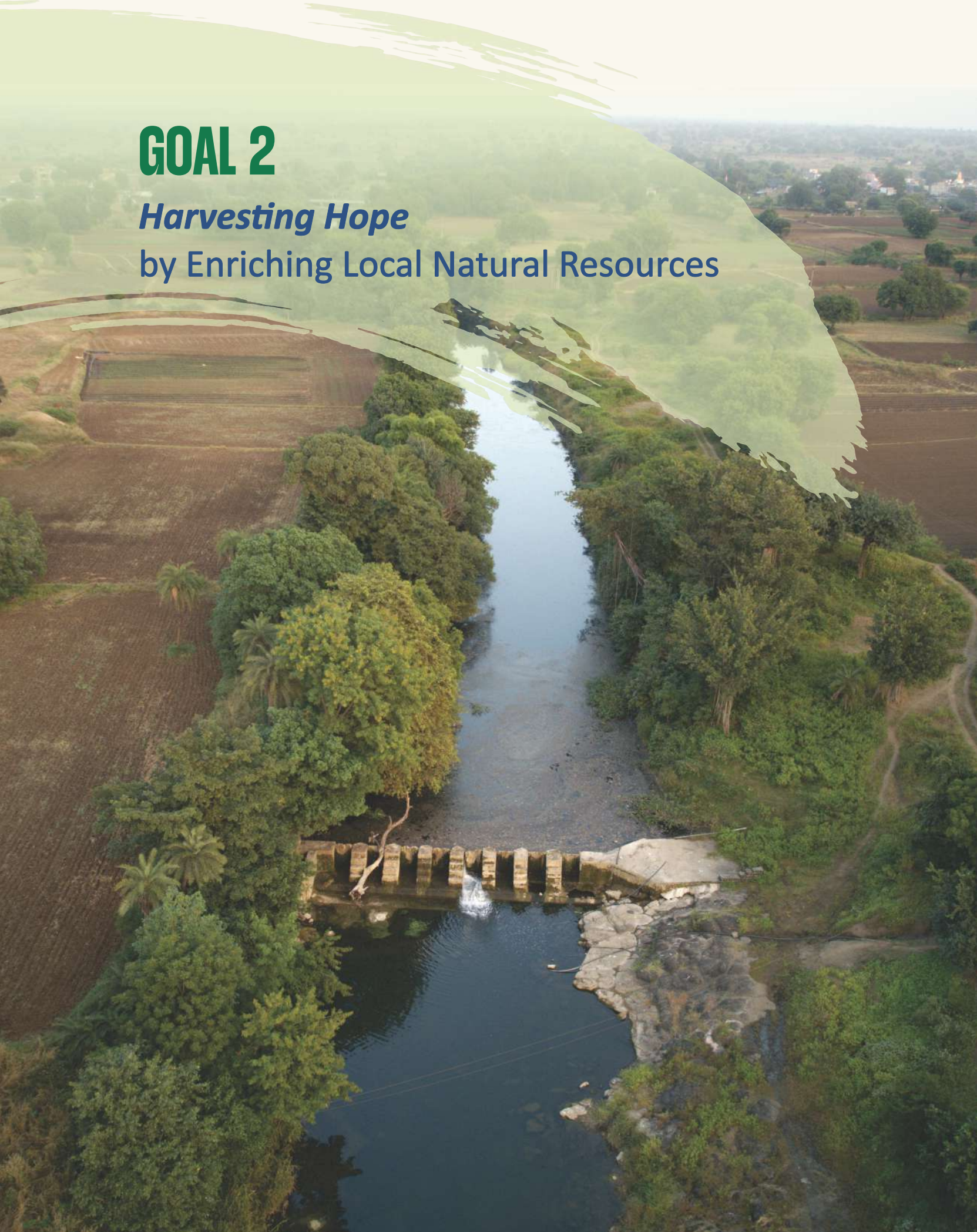
Gram Seva Kendra hosts a range of extracurricular events, including the celebration of Yoga Day with the children.



GOAL 2

Harvesting Hope

by Enriching Local Natural Resources





Land, water and trees are the fundamental asset for creating sustainable livelihoods is the belief that drives our Land and Water Resource Development (LWRD) program. The focus of the program is on the restoration and management of the natural resources to facilitate livelihoods and development of regenerative agriculture production landscape.

The program area is marked by poor land productivity owing to multiple factors such as high soil erosion, undulating topography, lack of irrigation and failure of monsoon. Hence, watershed management in a cluster approach assumes a critical role in improving agricultural productivity. The clusters are chosen on the basis of their administrative as well as geo-hydrological boundaries. The clusters are identified as regenerative agriculture production landscape.

Leveraging financial resources from the Mahatma Gandhi National Rural Employment Guarantee Act. (MGNREGA) for natural resources development is a key strategy. We enter into the 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 program. This model, built around supporting the gram panchayats, field functionaries and community groups has yielded successful results. We also deploy our own resources mobilized from the non-governmental donors to fill gaps in the natural resources' development and technical support.

Progress at a glance under LWRD Program with own fund

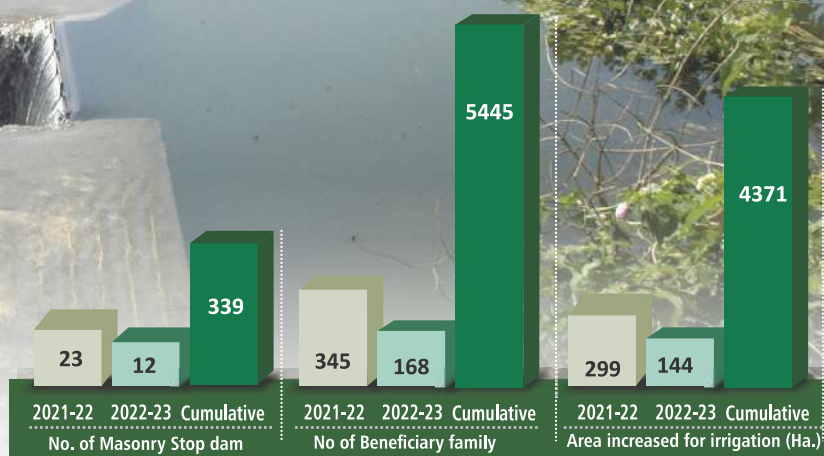
Interventions	Units	2021-22	2022-23	Cumulative
Land development/SMC Work*	Ha	116	600	79,281
Masonry Stop Dam	No.	23	12	339
Farm Pond/Doha	No.	9	10	1464
Earthen Tank	No.	0	0	113
Group Dug Well	No.	66	50	3,854
Group Lift Irrigation System	No.	11	4	203
Increase in Irrigated Area	Ha.	930	461	36,546
Drinking Water Scheme	No.	0	0	19
Wadi- (1 acre Horticulture plot)	Plot	119	137	1614
Trees planted on farm	No.	1,30,173	4,92,541	17,88,667
Shallow Bore Wells	No.	61	0	1,831
Canal Restoration	Running meter	0	0	33,137

Progress at a glance under LWRD Program by convergence with MGNREGA

Interventions	Unit	2021-22	2022-23	Cumulative
Land Development/SMC Work*	Ha.	3,713	1001	20,370
Masonry Stop Dam/Earthen Tank	No.	29	330	884
Farm Pond/Doha	No.	2,448	457	8160
Dug Well	No.	532	312	3338
Canal Restoration	Running meter	228	0	17,302
Wadi (Horticulture Plot)	Plot	340	893	3910
Increase in Irrigated Area	Ha.	3,146	10,092	33,187



Key Activities of 2022-23

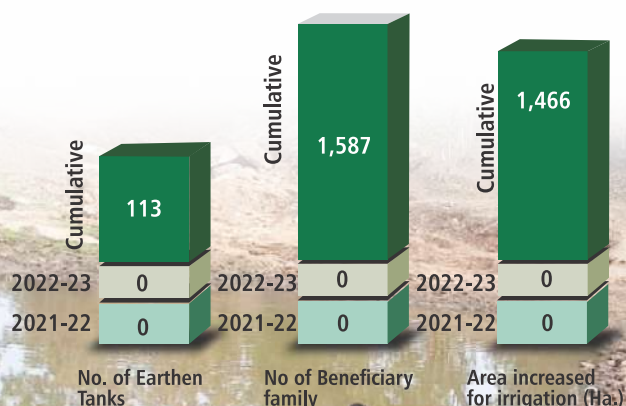


Construction and Renovation of Masonry Stop Dam

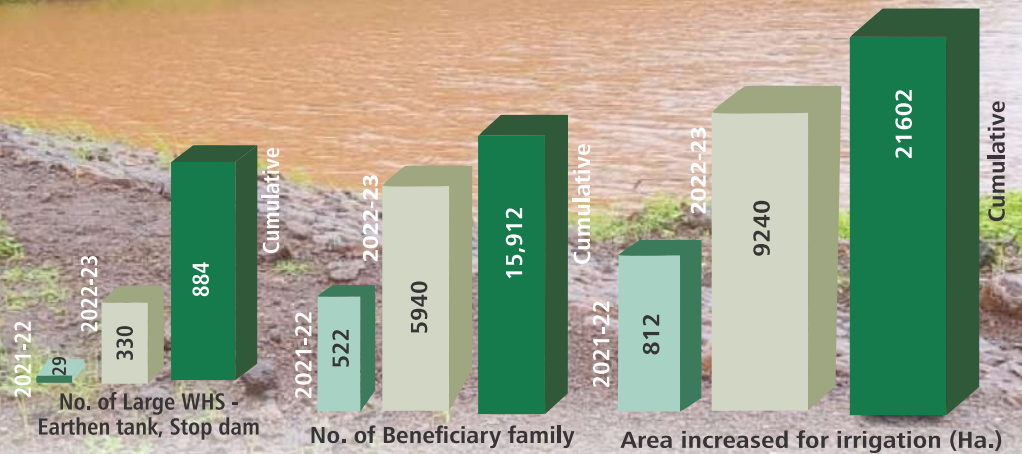
Stop dams are small barriers strategically constructed within minor watercourses such as small streams or rivers primarily for water harvesting. The harvested water is stored in a small reservoir behind the structure. The downward pressure exerted on the reservoir helps to pierce water into the ground. 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 majorly serves as 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 into 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.

Construction of Earthen Tank

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



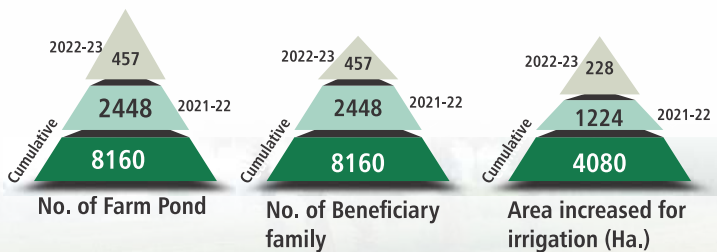
Construction of large water harvesting structure by convergence with MGNREGA



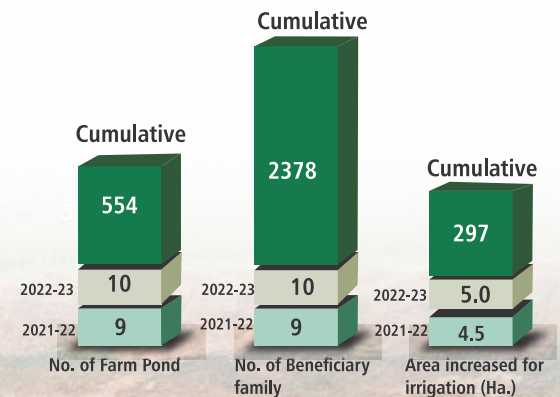
Construction of Farm Pond

Farm ponds serve as effective methods of small-scale irrigation, particularly favoured in the eastern regions of Madhya Pradesh, Chhattisgarh, and Jharkhand due to the favourable land slope. These submerged constructions are established at the lowest part of a farm to collect rainwater runoff for irrigation purposes, and they also contribute to groundwater replenishment.

Construction of Farm Pond by convergence with MGNREGA



Construction of Farm Pond with Own Funds

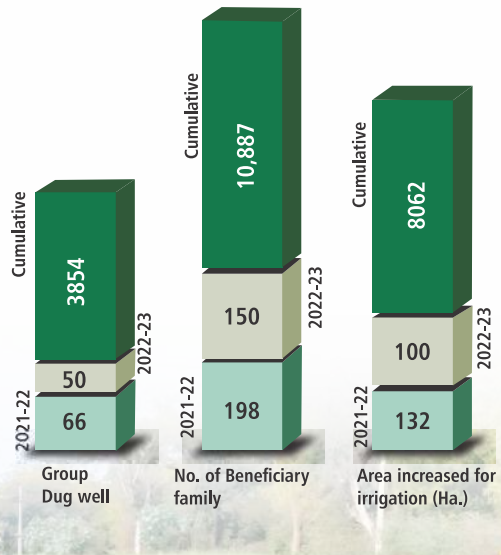




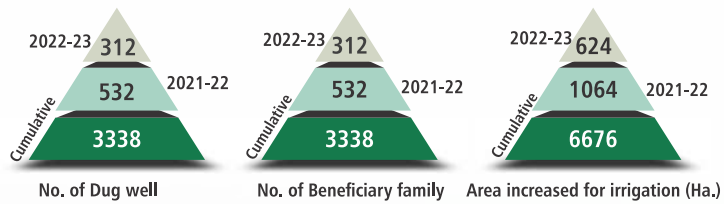
Construction of Group Dug well

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

Construction of Dug well with Own Funds



Construction of Dug well by convergence with MGNREGA





Construction of Shallow Borewell

Shallow borewells are established in areas where the water table lies at depths ranging from 25 to 30 feet. We have successfully introduced this cost-effective technology, incorporating both electric and solar water pumps, among the most economically disadvantaged farmers in eastern Madhya Pradesh and Chhattisgarh. Each borewell has the potential to irrigate between one to two acres of land. This initiative has garnered widespread adoption owing to its affordability and straightforward implementation.



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.





Development of 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 irrigated around 15-20 hectares of land, thereby improving the agricultural incomes of the farmers.

Increased leveraging of program fund from Government schemes

ASA has made good progress in leveraging resources from the government program 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 2022 to 31st March 2023, 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**



Encouraging sustainability through Responsible Crop Initiatives

through Responsible Crop Initiatives



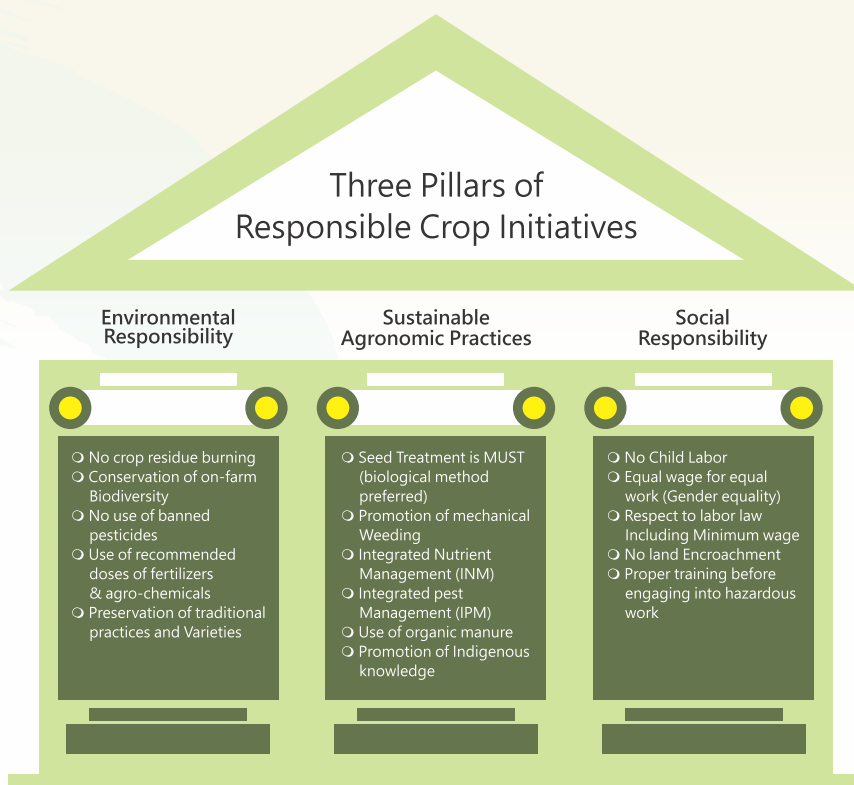
The Agriculture Productivity Enhancement Program stands as a cornerstone of ASA's Livelihood Model. With nearly three decades of implementation, ASA has achieved perceptible improvements in farmers' income within the program area, concurrently ensuring food security and reducing agricultural risks.

Initially, the program prioritized addressing low crop productivity in rain-fed areas, concentrating on practices like modern input utilization, including seeds and agrochemicals. In 2012, the program underwent a transformation, shifting its focus from inputs to a knowledge-centered approach. At the core of ASA's efforts to enhance farm productivity lies the "Responsible Crop Initiative," known as "Jimmedar Kheti" among farmers. This initiative centers on implementing environmentally and socially friendly practices that enhance farm yields while reducing carbon emissions. It aligns with the Good Agricultural Practices outlined by the Food and Agricultural Organization of the United Nations and aligns with the objectives of the National Mission on Sustainable Agriculture. Moreover, it complements other key areas of ASA's focus, such as land and water resource development and the promotion of Farmer Producer Organizations for agri-business.

This year, ASA has provided training and hands-on support to more than 368,796 farmers, enabling them to adopt the principles of Jimmedar Kheti through our projects.

ASA has years of experience in working with farmers from close quarters and has a deep understanding of the prerequisites for successful farming. One such critical component acknowledged by ASA 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 program and ASA is one of the early practitioners of 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.

The work on participatory research has seen ASA developing collaboration with reputed research institutes of both national and international level. 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 (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.



Agriculture Productivity Enhancement program 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 customization of technologies for higher adoption



Key Activities of 2022-23

Farmers' Field Demonstration

Sr. No.	Crop	No. of Farmers' Field Demonstration 2022-23
1	Organic Cotton	53
2	Soybean	35
3	Organic Paddy	1473
4	Paddy	6678
5	Millet	1964
6	Gram	126
7	Wheat	1631
8	Vegetables	334
	Total	12294

Farmers' Field Trial of New Crop Varieties

S.N.	Crop	No. of varieties tested 2022-23	No. of trials 2022-23	Source of Variety
1	Cotton (Non-GMO)	15	32	<ul style="list-style-type: none"> Seeding Green Future, Farmers' varieties, Nuzveedu, State Agriculture Universities
2	Paddy	5	1470	<ul style="list-style-type: none"> Indira Gandhi Krishi Viswa Vidyalaya, National Bureau of Plant Genetic Resources
3	Soybean	4	30	<ul style="list-style-type: none"> JS 9560, JS 2034 RVS 18 NRC-130mo
4	Wheat	8	91	State Agriculture Universities
5	Gram	3	20	Indira Gandhi Krishi Vishwa Vidhyalaya
6	Pea	1	5	<ul style="list-style-type: none"> PSM 3 Pencil gold



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

Summary of Activities through Convergence of MGNREGA

Activity	Unit	2021-22	2022-23	Cumulative
Micro Sprinkler/ Drip Irrigation	No.	0	0	556
Wadi (Horticulture plots)	Ha	340	892	3,909
Compost pit	No.	1768	3702	8,087
Livestock Shed	No.	754	618	3,358



Promotion of Organic Farming

As an integral component of its dedication to the Responsible Crop Initiative, ASA actively advocates for organic farming across its diverse operational regions. This approach to agriculture discourages the use of chemical fertilizers, pesticides, and plant hormones while emphasizing the utilization of locally sourced materials for crafting organic fertilizers and pesticides. Additionally, it encourages the implementation of mechanical cultivation techniques and crop rotation practices. Initiated in 2015 at a limited scale, organic farming has gained significant traction among farmers. **In the 2022-23 timeframe, ASA has collaborated with 60,500 farmers to promote organic cultivation of various crops, including cotton, paddy, wheat, pulses, and minor millets.**



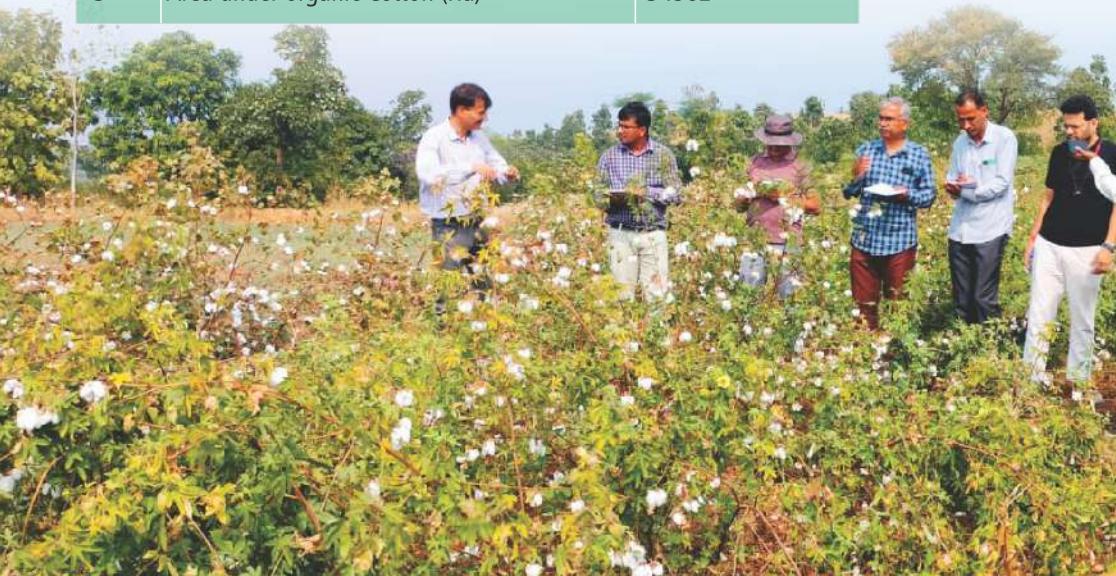
Organic Cotton

The organic cotton program is primarily carried out in the tribal-majority districts of Jhabua, Alirajpur, Ratlam, Barwani, and Dhar, located in western Madhya Pradesh. This program has developed over time, with ASA's initial focus being on stabilizing the production of organic cotton. This involved making adjustments to agricultural practices, providing robust support, and closely monitoring the process to ensure a direct and transparent connection between farmers and the established organic cotton supply chain.

ASA's main objective is to promote cost-effective and environmentally friendly practices. This includes activities like creating homemade pesticides and managing nutrients through methods such as flatbed composting and the use of Vermi compost to enhance soil health. A well-structured system is in place to facilitate pre-sowing agreements with various textile brands, ginners, and spinners. This system includes clear quality criteria and pricing models, all of which are essential elements of ASA's support to organic cotton farmers. A similar approach of a transparent agreement and a well-defined process is followed by the FPOs for procuring cotton and other commodities from its member farmers.

S.No.	Activity	Progress 2022-23
1	Cotton farmers trained	56000
2	Cotton farmers certified as organic producers	49000
3	Area under organic Cotton (Ha)	34582

- **56,000 farmers** practice organic cotton farming
- **21 FPOs** managing the supply chain initiatives.
- Over 80% farmers engaged are women who have received training on organic farming practices
- 80% of FPO members & leaders are women who are being benefitted with potential markets
- 98 Internal Control System (ICS) for controlling and monitoring the farming activities
- 28 production clusters integrating natural resources, development of sustainable agriculture and agri-value chain End-to-end traceability with transparency



Organic Rice

Traditionally, the Indian sub-continent has been known for cultivating a diverse range of fragrant rice varieties that offer a delightful aroma and are best suited for organic cultivation. In the 2015-16 timeframe, ASA recognized the promising potential of these scented rice varieties and initiated their promotion, focusing on the eastern regions of Madhya Pradesh and selected areas in neighboring Chhattisgarh. Among the promoted varieties, Bona Dubraj, improved Jeera Phool, improved Chinnor, as well as several traditional scented rice varieties like Sugandha and others, were introduced. These varieties have demonstrated exceptional performance under organic farming conditions. **Presently 6500 farmers are actively engaged in cultivating** these scented rice varieties using organic farming methods.



No-Chemical Pesticide Agriculture.

The promotion of pesticide-free agriculture represents another significant sub-component within ASA's Responsible Cropping Initiative. The initiative for pesticide-free agriculture was initiated in the year 2016-17, initially involving 3000 farmers located in Betul, Jhabua, Mandla, and Anuppur districts of Madhya Pradesh. Subsequently, this effort expanded to include the Dindori district in Madhya Pradesh, Surguja in Chhattisgarh, and Dumka and Pakur districts in Jharkhand. The implementation of this initiative relies on a combination of approaches, including the dissemination of information through audio-visual resources, practical demonstrations for farmers, and providing hands-on support to facilitate the adoption of pesticide-free practices. **In the 2022-23 period, an impressive number of 368,796 farmers actively participated, receiving training and hands-on guidance to support their transition towards pesticide-free agriculture.**



Promotion of Neglected and Underutilized Species (NUS)

Small and minor millets are crops commonly cultivated in ASA's operational areas, which encompass the districts of Dindori, Mandla, Umari, Sidhi in Madhya Pradesh, and Surguja in Chhattisgarh. These millets are recognized for their exceptional nutritional value and their ability to withstand the adverse impacts of climate change. Despite their suitability for the region, these crops were not preferred by farmers due to various challenges. These challenges included limited demand, difficulties in processing, and a lack of robust market connections. Many farmers also experienced losses due to selling these crops at distressingly low prices.

Activity	Unit	2021-22	2022-23	Cumulative
Farmers trained on improved cultivation of Minor millets (Kodo and Kutki millet)	No.	402	316	4065
Minor millet varieties introduced and disseminated	No.	6	0	46
Minor millet seeds production by Farmer Producer Organization (Certified Seeds)	Qtl.	0	0	1476
Minor Millet crops aggregated and sold in bigger Market by FPOs	Qtl.	1004	3594	10259

ASA has addressed these issues by implementing several measures. These measures include providing comprehensive training on improved cultivation techniques, introducing new varieties of minor millets, facilitating the production of minor millet seeds, and establishing market linkages through farmer producer organizations. **This initiative covered over 1432 farmers in 2022-23.**

As part of this initiative, six farmer producer organizations (FPOs) have actively participated in the commercial seed production of Kodo and Kutki Millets, as well as in the primary processing, aggregation, and marketing of these millets in larger markets. The effectiveness of this initiative is evident in several ways: there has been a notable increase in the cultivation area dedicated to Kodo and Kutki millets, with at least a 50-60% improvement in productivity compared to the pre-project situation. Furthermore, the producers are now receiving 15-20% higher prices for their crops thanks to market interventions facilitated by the FPOs.

ASA launched a project titled "Mainstreaming Agricultural Biodiversity Conservation and Utilization in the Agricultural Sector to Ensure Ecosystem Services and Reduce Vulnerability." This project was carried out in collaboration with UNEP, GEF, CGIAR Institute (Bioversity International, Rome), and ICAR Institutes. It was implemented in 10 villages within the Karkeli block of Umari district in Madhya Pradesh. The primary goal of this project was to conserve the local landraces of six selected crops, namely Paddy, Pigeon Pea, Kodo and Kutki millets during the Kharif season, and Chickpea and Mustard during the Rabi season.

The project played a crucial role in collecting 22 local landraces of these six crops. Additionally, Farm Research Trials were conducted alongside the released varieties of the State Agricultural University (SAU), introducing new packages of agricultural practices. The performance of two local landraces was found to be on par with or even better than the SAU-released varieties in both Madhya Pradesh and Chhattisgarh.

Three local landraces of Paddy which is almost extinct obtained IC number 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 2022-23 for Regenerative Agriculture Production Landscape and Agri-biodiversity conservation was undertaken with local landrace 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 incomes. 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. The initiative has been such that each day of the week, a family has different vegetables available to itself. This activity is earning an income of Rs. 15,000 to Rs. 20,000/- every family, while also supplementing family nutrition.

During the year, ASA supported more than 1000 farmers in Madhya Pradesh and Jharkhand for the Poshan Vatika program with imparting training and providing vegetable seed kits. There are 10,700 farmers who have taken up vegetable cultivation commercially making it their main source of livelihoods.



Promotion of Trees on Farm - Horticulture and Agro-forestry

Under the horticultural development initiative, a total of 492,541 saplings of horticultural and agro-forestry species were planted through a collaborative effort. This endeavor involved cooperation with "Namami Devi Narmade," a sub-scheme of the Green India Mission implemented by the Government of Madhya Pradesh, with the State Department of Horticulture serving as the lead agency. Furthermore, a pre-existing partnership with Orient Paper Mill in Amlai, Madhya Pradesh, continued over the year, leading to the planting of 326,000 saplings under a contract farming model. The paper mill will purchase the mature harvest from farmers three to four years after plantation. Additionally, a convergence with the Mahatma Gandhi National Rural Employment Guarantee Act (NREGA) through the "Harait Gram Yojna" sub-scheme resulted in the planting of saplings using the widely adopted Wadi (horticulture garden) approach. This sub-scheme facilitated the planting of 15,344 plants across 137 acres of land using the high-density plantation method. Finally, an additional 12,705 horticultural saplings were planted using project funds.

Plantation Status

State	Horticulture (No. Plant)	Forestry (No. Plant)
Madhya Pradesh & Chhattisgarh	56,770	373,634
Jharkhand	45,673	16,464



Seed Production by the Farmer Producer Organizations

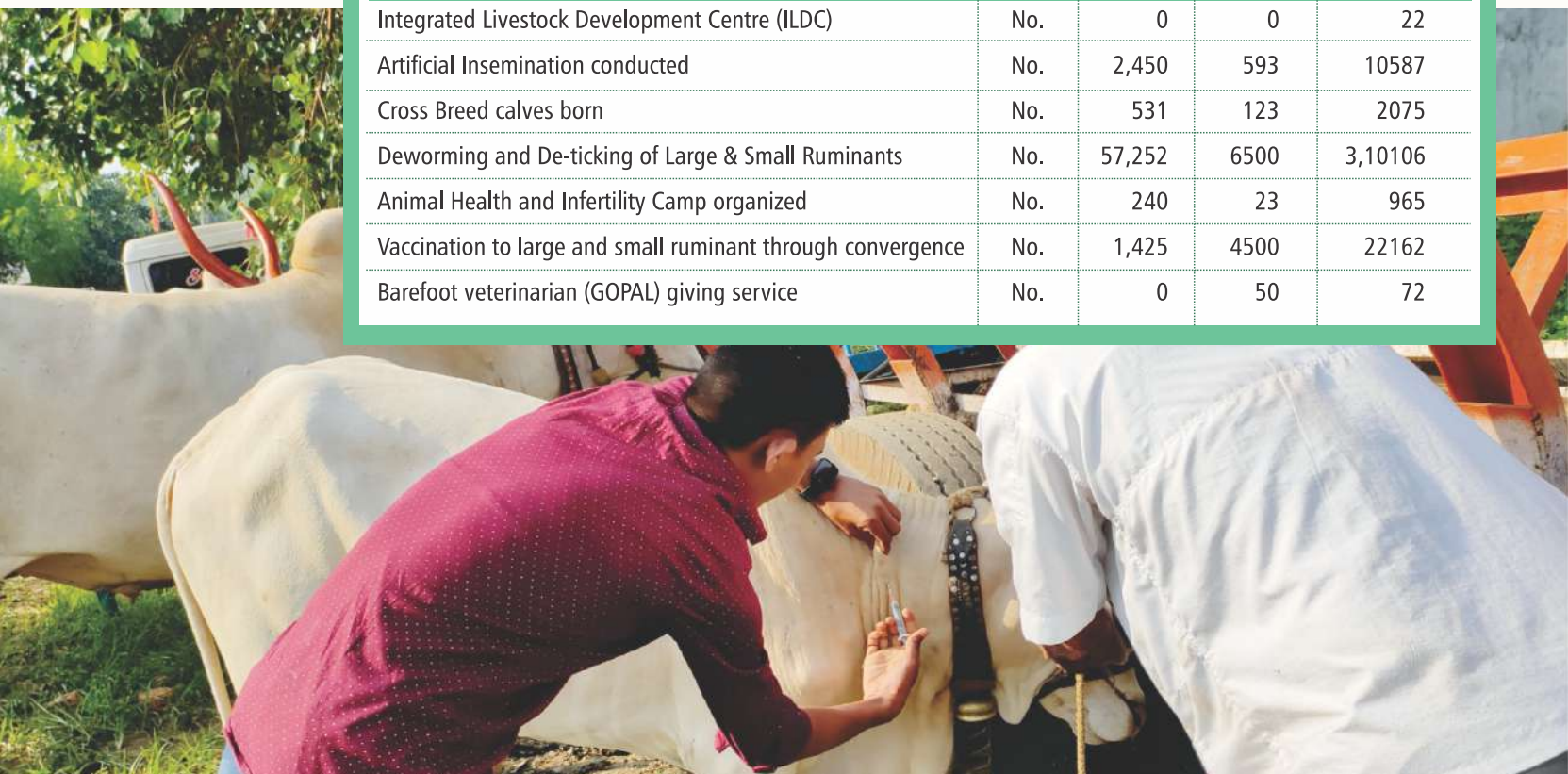
Availability of quality seeds of improved and high-yielding varieties at economical prices is critical for farmers in remote areas to achieve higher productivity. This was the basis of ASA initiating the seed production program to produce quality seeds of various crops in association with the seed growers' network of FPOs promoted by ASA. The program covers Soybean, Paddy, Pulses, Wheat, and Gram 6537 quintals of good seeds were produced in 2022-23 which comprised of 360 quintals of Foundation Seeds and 6177 quintals of Certified Seeds 734 small farmers were benefitted from the program as being seed producers they received premium price. Certified seeds were sold among shareholder farmers of 5 FPOs for better crop production and improving the Seed Replacement Rate among the stakeholders. The seeds were sold under the in-house brand called "Dharti Naturals".



Promotion of Livestock

The livestock development initiative started jointly with the J.K. Trust in the year 2018 have continued during the year. 22 Integrated Livestock Development Center (ILDC) were operational through the year. Each center caters to 15-20 villages for breed improvement and preventive veterinary services.

Project outcome achieved as against the target set	Activity	2021-22	2022-23	Cumulative
Integrated Livestock Development Centre (ILDC)	No.	0	0	22
Artificial Insemination conducted	No.	2,450	593	10587
Cross Breed calves born	No.	531	123	2075
Deworming and De-ticking of Large & Small Ruminants	No.	57,252	6500	3,10106
Animal Health and Infertility Camp organized	No.	240	23	965
Vaccination to large and small ruminant through convergence	No.	1,425	4500	22162
Barefoot veterinarian (GOPAL) giving service	No.	0	50	72



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

Project outcome achieved as against the target set	Activity	2022-23
Promotion of Better Animal Health services	Livestock Intervention promotion	3
Promotion of Goat rearing programme	Livestock Intervention promotion	45
Promotion of Breed improvement facilities	Livestock Intervention promotion	15
Skill Training & Livelihood Enhancement	Animal Health Camp	30





















GOAL 4

Powering Ecosystems
through Supply Chain Integrations



ASA's key milestones on FPO Program

- 
2004 ASA adopted the FPO model.
- 
2005 14 FPOs promoted with the support of MP-DPIP.
- 
2006 13 FPOs collaborated to produce 2500 metric tons of certified seed in 2005, and this production doubled by 2006. Each FPO achieved an annual turnover ranging from 10 to 15 lakh rupees. It was estimated that individual shareholders reaped benefits of INR 3000 to 5000 per annum through the services provided by these FPOs.
- 
2007 Drawing from the knowledge gained during the initial years, ASA published its first FPO Resource Book in 2007, providing guidance for the establishment of producer companies.
- 
2009 6 FPOs reached a collective turnover of INR 5.9 Crore.
- 
2010 ASA released the second edition of the FPO Resource Book with the support of the Food and Agriculture Organization (FAO), United Nations.
- 
2011 ASA established a dedicated "FPO Support Cell" aimed at providing focused technical assistance and guidance to the FPOs.
- 
2012 ASA extended its FPO program beyond Madhya Pradesh to the states of Bihar and Jharkhand.
- 
2013
 - ASA's efforts resulted in the establishment of a total of 41 FPOs.
 - FPOs led to the remarkable achievement of surpassing 50,000 shareholders.
 - ASA played a crucial role in contributing to the development of the FPO user manual and policy framework for the Ministry of Agriculture, Government of India. Further, the manual was published as part of national policy guidelines.
- 
2014 ASA took a significant step by establishing a state-level marketing federation named "Madhya Bharat Consortium of FPO Ltd." (MBFPCL) for the FPOs in Madhya Pradesh. This consortium included a total of 50 FPOs from the state. Within 2-3 years, this consortium became an independent entity.
- 
2015 ASA had been designated as the Resource Support Agency (RAS) by NABARD in Jharkhand to lead the implementation of the FPO program within the state.
- 
2016
 - ASA began actively participating in various platforms to shape policies and contribute to studies related to FPO.
 - ASA had expanded its FPO program into Chhattisgarh.
- 
2017
 - ASA established a robust multi-departmental unit called the "Centre for Incubation & Support of Smallholders Producers' Organisation (CISSPO)" to provide comprehensive support and guidance to the FPOs.
 - ASA, with the support of NABKISAN, published the 3rd edition of the FPO Resource Book.
- 
2018 Drawing on its experience, ASA has successfully integrated three business lines for the FPOs: via (a) . Agri-inputs, (b) Agri-commodity trading, and (c) Seed production.
- 
2019 ASA continued to facilitate the expansion of FPOs' business lines by introducing organic produce, with a particular emphasis on organic cotton. This addition increased the overall count to four prominent business lines.
- 
2020
 - ASA conceptualized and mentored the development of a new institution named "Ploughman Agro Private Limited (PAPL)". PAPL, a pro-farmer organization, training the goal of linking millions of smallholders with the market through Farmers' Organizations.
 - ASA became the Resource Support Agency (RSA) for Odisha Livelihood Mission (OLM) and Odisha Rural Development and Marketing Society (ORMAS) with the objective of enhancing the capacity for nurturing FPOs in the entire state of Odisha.
- 
2021
 - ASA empanelled by NABARD, NCDC, NAFED, and SFAC to promote Farmer Producer Organizations (FPOs) under the "Central Sector Scheme for the Formation and Promotion of 10,000 FPOs".
 - ASA's FPO program has expanded its presence to 3 new states: Maharashtra, Gujarat, and Uttar Pradesh.
- 
2022 In 2022-23, we primarily focused on consolidating the business lines for the FPO. Additionally, we aimed to strengthen our FPO activities across all of our operational states.



ASA is a pioneering organization for ideation and piloting with the concept of Farmer Producer Organization (FPO) in India. The FPO program was started by ASA in 2004 in M.P, the success of which contributed to the proliferation of the concept throughout the country and emergence of national program and ecosystem development since 2013. We have directly supported more than 90 FPOs covering over 1,50,000 small and marginal farmers since the inception of the program. 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 recognize the importance of FPOs and adopt the national program 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. M.P, Odisha and C.G. 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 realize 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 become the key business proposition for the FPO. The FPOs being the organization of the SMFs with poor capacity of mobilizing 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 NDDDB 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 institution/s 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 2022-23

Business activities by our FPOs:

Out of total 86 FPOs, 50 are one to one and a half years old. Therefore, these 50 FPOs are in their initial phase. The remaining 36 FPOs are mature and developed businesses. Some of the highlighted business activities during the year are mentioned below.

Commodity Trading:

- 15 FPOs were engaged in wheat trading, while 5 FPOs were involved in organic wheat trading, collectively marketing 1479 MT to the factory gates of various prominent companies in the sector, such as ITC.
- 5 FPOs traded 400 MT of maize to market leaders directly from small and marginal farmers.
- An FPO itself marketed 249 MT of soybean.
- Five FPOs marketed 357 MT of minor millets like Kodo and Kutki.

Niche Produce:

- 17 FPOs procured 6185 MT of certified organic cotton from smallholders and ginned it into 1852 MT of cotton bales. These bales were exported to spinning mills of renowned global brands such as Inditex, H&M, Arvind Mills, Bestseller, Welspun, and Vardhman.
- Additionally, 4292 MT of seed cotton was sold in open market.

Agri-Input:

- The FPOs supplied 682 MT of quality seeds for various crops to farmers at competitive market prices.



Social Research, Training & Communication

ASA with over 27 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:

ASA's journey of 25 years envisioning "Equity and Dignity for All" (ASA)

<https://www.youtube.com/watch?v=5ZozMI10hOo>

Episode 1: India's FPO Ecosystem and its future in India.

<https://www.youtube.com/watch?v=nHHPxGyObTo&t=25s>

Episode 2: Challenges Surrounding FPOs

https://www.youtube.com/watch?v=vyPZLmfa_ts&t=33s

Episode 3: What works and what does not work for FPOs

<https://www.youtube.com/watch?v=xJSs16zCcSk&t=8s>

Episode 4: Agricultural Innovations by ASA

<https://www.youtube.com/watch?v=SD7fHSNWkSQ>

Episode 5: ASA helping farmers create sustainable livelihoods.

<https://www.youtube.com/watch?v=dSK43438CaQ>

Episode 6: Role of private partners and government in FPOs

https://www.youtube.com/watch?v=_4YDZDDLeJ



The communications department continued year-round activities to promote ASA's profile globally. Our social media followers significantly increased from **3000 in 2021-22 to 6000 in 2022-23 in LinkedIn**. Facebook and Instagram accounts have been opened during the year.

Milan-2023 Meet Think Progress, a three-day Retreat in March 2023 was organised at the picturesque location of Kanha Shanti Vanam, Hyderabad known for its tranquil ambience and natural beauty. The event brought together prominent dignitaries from various sectors, both physically and virtually, to engage in enlightening discussions and exchange of ideas.

Prof. Sukhpal Singh, IIM Ahmedabad, Mr. Jacob Ninan, Ex. CEO, Axis Bank Foundation, Mr. Ashwin Laddha, MD, Orient Paper Industries Ltd. Mr. Oliver Johnson Croom (Founder of Where There's a Well), Ms. Prema Gera-Consultant (Development Alternatives), Mr. Shouvik Mitra-Consultant, World Bank, Ms. Deepika Nukala- Laudes Foundation, Mr. Prasanna Rao- MD, Arya Collaterals, and Mr. Sudip Ghosh, Consultant, have participated in the panel discussions. They delved into crucial topics like post-COVID scenarios and plans, effective communication strategies in the era of social media, inclusive digitization of information, corporate governance and Farmer Producer Organizations (FPOs), nature-based solutions, women's empowerment in agriculture, sustainability, carbon neutrality, traceability measures, and so on.

To add a touch of cultural vibrancy, the retreat featured captivating performances by a Sufi singer group led by Shri. Rajiv Singh, as well as a mesmerizing Bharatnatyam dance group known as Kalamandalam Natyashree. These artistic showcases provided an uplifting conclusion to the event. All in all the Retreat - Milan 2023 was a momentous event, successfully concluded.



Launch of Coffee Table Book

As part of the Retreat, ASA took the opportunity to honor Mr. Oliver Johnson Croom for his support to ASA in providing significant number of dug wells to marginalized farmers for over last fifteen years. His efforts have played a pivotal role in securing their livelihoods and ensuring sustainable future.



Research and Studies

- Impact assessment study of ASA overall program was commissioned to a 3rd party agency called Impacttree and the study is ongoing
- Baseline study for the Regenerative Agriculture Production Landscape project in western Madhya Pradesh and western Odisha was commissioned through a third-party agency Cognisphere & IORA has been completed and the final finding was shared with stakeholders.
- Water.org commissioned impact evaluation of WASH Financing Program of ASA by Athena International in Western M.P. Report was shared through a stakeholder workshop in Bhopal.
- Landscaping of potential corporate buyers for select five organic and no chemical pesticide commodities was undertaken by 3rd party agency called Samavit.



Studies commissioned through engaging Volunteers/ Interns

ASA collaborated with the SBI Youth for India fellowship program, which is facilitated by the SBI Foundation. This 13-month fellowship provides educated and enthusiastic urban youth with a unique opportunity to engage in rural development projects. Apart from this, we engaged interns from different professional institutions and below is a description of the projects they worked on.

Name of the Intern	Education qualification	Study undertaken	Study location	Duration of the study
Sagar Gohil	PGDFM (IIFM, Bhopal) slides and preparation on the status of ASA's WADI interventions in Shadol district, MP	Conducting evaluation	Shahdol, MP	24 th April-23 rd June 2022
Mahesh Ahake	PGDFM (IIFM, Bhopal)	Impact study of the solar based lift irrigation system in Suhagpur block of district Sahahdol, MP	Shahdol, MP	24 th April-23 rd June 2022
Manish Kumar	PGDFM (IIFM, Bhopal)	Formation of Farmer Producers' Organization (FPO), facilitate its incorporation and develop business plan for 2 years	Begusarai, Bihar	24 th April-23 rd June 2022
Shivani Verma	BA.LLB (Hons.) 5 years Integrated, Maharshi Dayanand University, Rohtak	Convergence on Land and water Resource Development aligned with MGNREGA	Sidhi, MP	1 Aug-31 Aug 2023
Mobessira Khannam	PG: M.A in Gender and Development Studies, Indira Gandhi National Open University	Empowering SHG women and marginalized groups for sustainable income, reducing economic instability in selected ASA villages	Sidhi, MP	1 Aug-31 Aug 2023
Apoorva Srivastava	B.com, Deen Dayal Upadhyay Gorakhpur University	ADHIKAAR	Jamtara, Jharkhand	1 Aug-31 Aug 2023
Bipasha Dey	Kalinga Institute of Industrial Technology, Bhubaneswar	Study on various crop certification systems, special features and market potential.	Kalahandi, Odisha	25-April-06 June 2023
Sanju Rudra	Kalinga Institute of Industrial Technology, Bhubaneswar	Study the existing supply chains of Eucalyptus, Bamboo and other tree species in Eastern M.P	Amlai, Shahdol, M.P	25-April-06 June 2023



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

ASA's organizational hierarchy is headed by both a General Body and a Board of Trustees, collectively responsible for governing the organization. The General Body convenes on an annual basis, while the Board members convene formally every six months to comprehensively assess progress and engage in policy-related discussions. Furthermore, continuous email exchanges occur among board members to address pertinent matters that necessitate the Board's attention.

ASA also maintains a Financial Sub-Committee, comprising three Board members and external experts, which meets biannually to conduct a thorough financial assessment of the organization. The Program Director-Finance at ASA serves as the Ex-officio Secretary of this Committee.

Internal Control System

ASA has developed a comprehensive set of Standard Operating Manuals (SOMs) covering all aspects of its programmatic themes and sub-themes. These manuals undergo an annual review and are updated as needed to ensure their relevance and effectiveness. Similarly, SOMs are in place for the management of other functional areas, including Human Resources, General Administration, and Accounts and Finance.

To maintain financial transparency and accountability, ASA conducts internal audits by a third-party auditor on a quarterly basis. The findings from these audits are carefully examined by both the Financial Sub-Committee and the Board. ASA maintains a robust program process audit mechanism, which is diligently enforced to ensure program quality and compliance.

ASA also prioritizes the well-being of its staff members by providing various staff welfare schemes, including Employee Provident Fund (EPF), Employee State Insurance Corporation (ESIC), Gratuity, Leave Encashment, Staff Benevolent Fund, Staff Group Medical Claim, and Accidental Insurance, all in accordance with statutory requirements and administered with due responsibility.

Furthermore, ASA has implemented an incentive-based performance appraisal system for its staff members to recognize and reward their contributions effectively.

A new IT enabled HR Management System called HROne has replaced our in-house developed IP application called Employee Self Service (ESS), has been introduced to seamlessly manage employee life cycle including on-boarding, leave, travel, pay roll, PMS and retirement process.

Staff Discipline wise break-up



Institutional Development

ASA places significant emphasis on enhancing the capacities of its staff, considering it a crucial priority. The organization leverages its wealth of knowledge and network to conduct comprehensive training programs for its field functionaries. These programs are thoughtfully structured and delivered by both experienced in-house professionals and external experts.

To further augment the capabilities of the Monitoring and Learning Department, ASA has implemented various Management Information Systems (MISs) equipped with embedded analytics. These systems play a vital role in facilitating their tasks.

Cultural Activities & Staff Awards



Key Training/ workshops attended by the staff during the year

- Regenerative Production Landscape Compact Learning Workshop organised by IDH, April 2022
- Project end learning and retrospection retreat of the project “Seeding the Green Future (SGF)” organised by FiBL, Switzerland in Amritsar, May 2022
- Workshop on Regenerative Agriculture with focus on Cotton, H&M, May 2022
- World Economic Forum- Food Innovation Hub Coalition for Progress in Madhya Pradesh, June 2022.
- Four days exposure cum learning visit was organised for JOHAR-Jharkhand officials to ASA program areas in Madhya Pradesh, July 2022
- Massive Open Online Course (MOOC) on Farmer Producer Organisation organised by BIRD Lucknow, August 2022
- OCA Secretariat along with experts organised series of online sessions aimed to increase the practical knowledge and understanding of organic cotton cultivation in the months of July, August & September 2022.
- One day online training programme of CBBOs on Orientation of CSS- Formation and Promotion of 10,000 FPOs organised by NCDC Patna, September 2022
- Two days workshop cum training program organised by HDFC to roll out Dhvani a software for reporting purpose to its partners at Pune, Maharashtra, September 2022
- One day workshop organised by HDFC Parivartan on the development of Management Information System (MIS), September 2022
- HSBC India organized a one day workshop on sustainability focusing on strategies to enhance the productivity of the agricultural systems, New Delhi, September 2022.
- Workshop on Credit Guarantee Fund under CSS-10,000 FPOs organised by NCDC Patna, October 2022.
- Rabo Bank organized a two days workshop on Data & AI for Agriculture Financial Inclusion, New Delhi, November 2022
- ASA in collaboration with Pradan organized a Civil Society Organization (CSO) workshop, Bhubaneswar, November 2022.
- The Alliance of Bioversity International and CIAT organized three days CSB Management training, New Delhi, December 2022.
- The Jal Shakti department organized a one day International conference on water conservation as part of the Jal Shakti Mission, Ujjain, December 2022



- Workshop on Statutory compliances under State Cooperative Societies Act organised by NCDC Patna, December, 2022
- Training of Trainers (ToT) programme was organised by SFAC, December, 2022
- Cold Chain Infrastructure Operations was organised by NCDC Patna, December 2022
- IDH and ASA organized a one day meeting on the Western M.P. Regenerative Production Landscape Collaborative Compact on January 12, 2023.
- The OCA, GOTS, and IFOAM organized a three day Organic Cotton and Textiles Conference aiming to advance issues related to social equity, integrity, and capacity through collaborative efforts in Indore, February 2023
- Training on Integrated MIS system of SFAC under Formation and promotion of 10,000 FPOs organised by NAFED, February, 2023
- In-house workshop on "Regenerative Agriculture Production Landscape (RAPL) program as ASA is entering into the new approach to enhance the livelihoods of the poor was conducted for internal staff of ASA, 2023
- ITC organized a one day workshop focusing on policy making and financial guidelines for its partners with discussions centered around operations and finance in Jaipur, February 2023
- Participated in the SBI YFI Conclave 2022 in the Round Table Meeting, March 2023
- Training programme for FPOs wherein APEDA officials would orient FPOs for undertaking export of their crop commodities and the related legal compliances by SFAC, March 2023
- Milan-2023 Meet Think Progress, a three day ASA staff Retreat was organised. The event brought together prominent dignitaries from various sectors, both physically and virtually, to engage in enlightening discussions and exchange of ideas at Kanha Shanti Vanam, Hyderabad, March 2023
- Regenerative Production Landscape Compact Learning Workshop by IDH, in April 2023
- 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 for ASA staff
- Induction and orientation training for new entrants has been a regular event with three batches conducted during the year
- Apart from the above training, every program head has conducted more than 50 days of training to their subordinate Teams



Convergence with Government Program & Community Contribution

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



Program/ Department wise convergence through technical inputs of ASA:

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 2022-23, the community members contributed worth **INR 218,16,900 lakhs** as partial cost towards the work done for them. This contribution was primarily in the form of labor and material.

Program/Department wise convergence	2021-22 INR in lakh	2022-23 INR in lakh
Rural Livelihood Promotion Activity (MGNREGA & NABARD)	6920.31	8754
Credit mobilised through SHG Bank linkage	290.35	150
Credit mobilised for FPOs	828	1700
Credit mobilised for micro enterprise development	1821.5	798
Total	9860.16	11402



Financial Overview



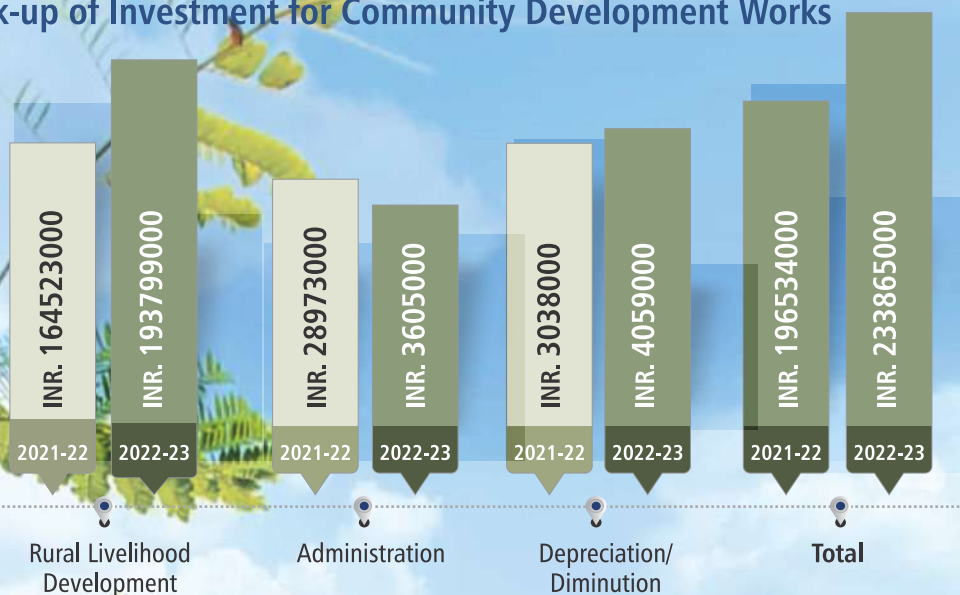
Financial Overview

ASA's primary mission is to collaborate with impoverished and marginalized rural communities in India. This demographic comprises smallholder farmers, tribal communities, scheduled castes, and other vulnerable groups who are essentially deprived of the means for a dignified livelihood. Their precarious situation is primarily attributable to factors such as low income and lack of assets.

ASA's strategic approach includes actively seeking convergence with the mainstream development initiatives operated by the government and financial institutions. One distinctive aspect of our approach is our successful alignment with the ongoing government-led mega programs aimed at promoting climate-smart agriculture, generating employment opportunities, and fostering rural development. We excel at leveraging every donor-funded rupee to achieve a significantly higher impact. These funds are channeled directly to the community and community institutions, adhering to the established procedures of the respective programs.

	Amount in INR.	
Development Investment for Community Development Works	2021-22	2022-2023
Funds through ASA's own resources	192715658	233865958
Funds leveraged through convergence of government program	683055588	875400000
Funds given directly to village watershed committee by NABARD facilitated by ASA	8975582	16005896
Credit from Banks to the SHG & FPOs	293985000	269800000
Beneficiary contribution in village development works	21816900	22300000
Total	1200548728	1417371854

Break-up of Investment for Community Development Works



ACTION FOR SOCIAL ADVANCEMENT (ASA)
BALANCE SHEET AS AT 31st March 2023

(Amount in Rs.)

Sources of Fund	Schedule	As at 31 st March 2023	As at 31st March 2022
Unrestricted Fund			
Corpus Fund	2	3,00,00,000.00	3,00,00,000.00
General Fund	3	6,65,63,353.04	7,61,09,912.37
Restricted Fund	4	10,90,47,103.10	5,75,58,750.22
Secured Loan	5	20,29,204.00	29,51,287.00
Current Liabilities & Provisions	6	1,77,01,542.86	43,04,385.58
Total		22,53,41,203.00	17,09,24,335.17
Application of Funds			
Fixed Assets	7		
Tangible		3,59,02,294.54	3,47,95,691.54
Investments			
Long term	8	11,22,40,370.06	6,81,21,429.69
Short Term	9	1,52,101.00	
Current Assets	10	7,26,35,052.40	6,30,55,857.96
Loans, Advances & Deposits	11	44,11,385.00	49,51,355.98
Total		22,53,41,203.00	17,09,24,335.17

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 M/s B.C.P .Jain & Company

Chartered Accountants

F.R.N. 000802C

CA Amit Jain

Partner

M.No.077986

UDIN: 23077986BGUQHR3216

Place : Bhopal

Dated: 02nd September 2023

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

For Action for Social Advancement

(Signature)

Ashis Mondal
(Director)



(Signature)
G. Jayanthi
(Trustee)

ACTION FOR SOCIAL ADVANCEMENT (ASA)					
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st March -2023					
(Amount in Rs.)					
Income	Schedule	For the year ended 31 st March 2023			For the year ended 31st March 2022
		Unrestricted Funds	Restricted Fund	Total	
Income From Operations	12		20,83,13,596.47	20,83,13,596.47	18,12,26,342.74
Income From other Sources	17	1,32,33,570.36	-	1,32,33,570.36	1,91,49,899.40
Total (A)		1,32,33,570.36	20,83,13,596.47	22,15,47,166.83	20,03,76,242.14
Expenditure					
Application of the fund towards object of the trust	13		19,81,01,943.37	19,81,01,943.37	16,45,23,570.51
Administration	16	2,14,92,990.69	1,02,11,653.10	3,17,04,643.79	2,89,73,602.78
Depreciation/Diminution	7	40,59,371.00		40,59,371.00	30,38,653.00
Total (B)		2,55,52,361.69	20,83,13,596.47	23,38,65,958.16	19,65,35,826.29
Balance being excess of Income over Expenditure (A-B)		(1,23,18,791.33)	-	(1,23,18,791.33)	38,40,415.85

For M/s B.C.P .Jain & Company
Chartered Accountants
F.R.N. 000802C

CA Amit Jain
Partner
M.No.077986
UDIN: 23077986BGUQHR3216
Place : Bhopal
Dated: 02nd September 2023



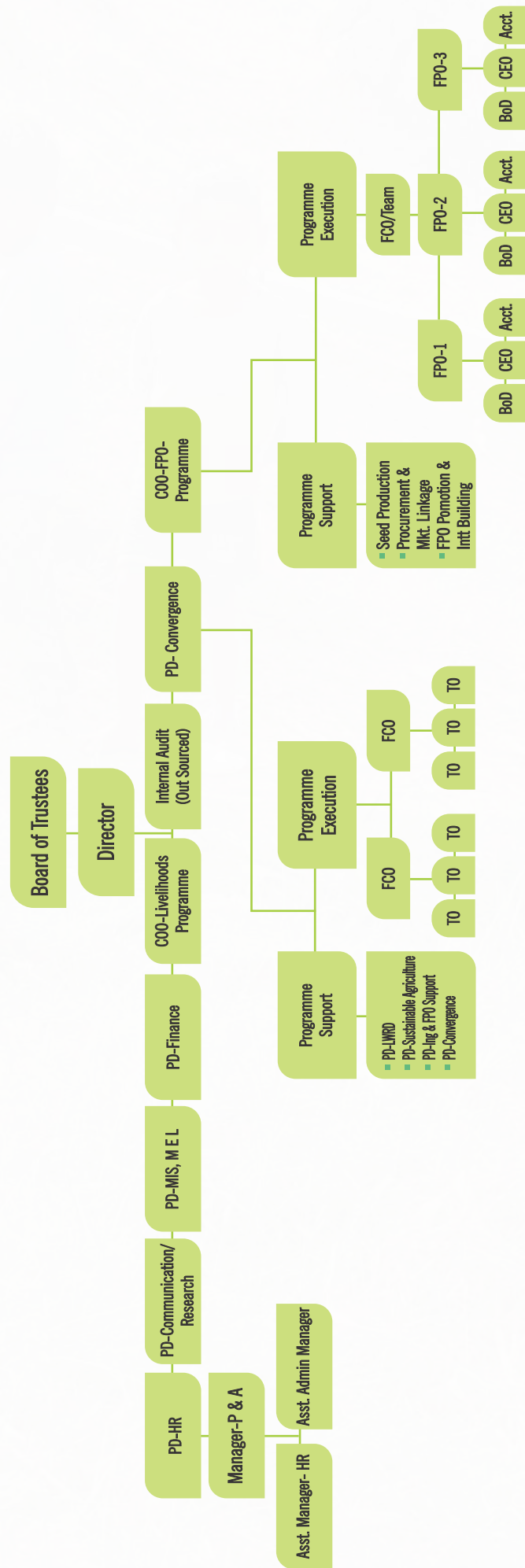
For Action for Social Advancement

(Signature)
Ashis Mondal
(Director)

(Signature)
G. Jayanthi.
(Trustee)



Organisation Structure



FCO - Field Co-ordination Office
To - Team Office
PD - Programme Director
FPO - Farmer Producer Organisation







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: asa@asabhopal.org, url: www.asaindia.org