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# The Good Sight

## Lives & Livelihoods

Image by Igor Ovsyannikov from Pixabay

*Livelihood interventions should  
be designed around local needs.*





Credit: Abhirup Dasgupta

# The Good Sight

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# It's about survival, dignity

Dear Reader,

Livelihood has evolved over the years. Once agriculture was an attractive livelihood option and later information technology proved to be a promising one. The evolution of livelihood will continue. New discoveries and inventions have changed human needs significantly giving rise to new livelihood opportunities. While some livelihoods lost demands, some have gained over the years.

But the fact is that livelihood is not only a matter of survival but also essential for one's dignity. Also, it's a way of life for an individual too. Generally, people know what's good for them. Livelihood makes that happen, be it education or healthy lifestyle. Also, it enables people to fulfil their dreams, small or big.

In this edition, The Good Sight has featured wonderful efforts made by some serious development organisations, bettering the lives of thousands of people. They are using both traditional and innovative approach to help find livelihoods for the poor and needy from urban slums to some of the remotest hamlets. We dedicate this issue to them.

Editors

Asit Srivastava  
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Credit: Swades Foundation

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# Facilitating development through participatory approaches

Focused efforts resulted in bringing overall prosperity to the community by achieving socio-economic and environment development in Wardha and Sikar districts



*A stretch of Yashoda river rejuvenated in Wardha, Maharashtra.*



**B**ajaj family has constituted Kamalnayan Jamnalal Bajaj Foundation (Bajaj Foundation) towards fulfilling social responsibility and gratitude through continuous efforts for the cause of Socio-Economic development of the Society. The vision of Bajaj Foundation is, “Integrated development of the society through participatory approaches that set benchmarks and standards for others to emulate for sustainable development”. To fulfil the vision, Bajaj Foundation has initiated a number of development interventions in the villages of Wardha and Sikar districts. The major emphasis is on integrated water resource development and management, agriculture development, livestock development, women empowerment and training and capacity building through participatory approaches.

Bajaj Foundation works through a livelihood approach to empower the rural community to take charge of their own development in a participatory manner by developing and managing natural resources. The developmental interventions focus on enhancing the income generated from agriculture which is the principal source of livelihood. Bajaj Foundation also promotes alternate agro-based livelihood opportunities such as dairy farming, natural farming, horticulture and promotion of biogas which not only provide additional steady income but allow the rural community to get enhanced quality of life.

The programmes have expanded over 1,208 villages benefitting 3,53,817 families and strengthening the livelihood of 15,86,005 rural people. The partners who have joined Bajaj Foundation in the venture are the governments of Maharashtra and Rajasthan, National Bank for Agriculture & Rural Development (NABARD) and Tata Trusts.

Under water resources development, the revival of 235 rivers/streams over a length of 658 km in Wardha district through widening and deepening has benefitted 1,50,519 acres of farming land of 22,825 farmers in 253 villages. The collaborative efforts of Bajaj Foundation, Government of



Maharashtra and Tata Trusts have resulted in the rejuvenation of the Yashoda Reiver Basin which almost lost its existence because of high siltation caused over the years. The direct benefit from an intervention is an increased area under cultivation and therefore, an increased income to the farmers. Similarly, along with the revival of rivers/streams, construction of 107 check dams, 32 percolation tanks, 3,258 farm ponds, recharging of existing 2,854 wells through rainwater, promotion of 1,515 group lifting irrigation systems and 272 group wells along with soil and water conservation measures such as Nala plugging, construction of 2,991 Bori bandhs, construction of 2,225 Gabion structures, 1,267 acres of farm bunding and contour bunding, 4,998 drips and sprinkler irrigation systems were promoted along

with less water-intensive and short-duration cash crops. 1000 ha of land in Lakshmangarh taluka of Sikar district is covered under the watershed development project. To resolve the problem of the scarcity of water, 709 families from 209 villages in Sikar were supported to establish a roof rainwater harvesting system at the household level. With these need-based integrated efforts, a total of 2,73,875 acres of farming land owned by 70,067 farmers have been benefitted in 919 villages.

A total of 56,654 women have been united in 4,421 Self-Help Groups and the task of increasing their efficiency has been underway in various ways. Through an interest-free revolving fund, a total of 8,379 families have been supported for the rearing of indigenous breed of cows

**668 km of rivers and streams have been rejuvenated in Wardha district benefitting 22,825 families, covering 1,50,519-acre farming land in 253 villages.**

and 6,302 families were supported to initiate rural enterprises to strengthen the livelihood of the needy poor families. Keeping in view the Government of India’s mission for creating a digital India, Bajaj Foundation has linked 1,150 SHGs to E-Shakti portal in collaboration with NABARD, a project of digitization of all Self-Help Group (SHG) in the country. Digital empowerment will help in bringing SHGs on a common web-based e-platform by making bookkeeping easy for low literacy clients. This will help in promoting the national agenda of ‘Financial Inclusion’ and pave the way for the credibility of SHG data which can later be used by Credit Bureaus to reduce the issues related to multiple financing by banks.

More than 73,407 farmers of Wardha and Sikar



were guided to adopt natural farming and improved their farming income. 11,000 farmers have benefitted under Better Cotton Initiatives and 17,339 families adopted horticulture, a WADI project model in one acre of land each. The agricultural fields in Sikar had become undulating as a result of the pilling of sand due to erosion caused by high-speed winds. The land levelling demonstration by the Bajaj Foundation over 982 acres of land of 482 farmers in 57 villages brought land again under cultivation. With these integrated efforts, the average income per acre has increased from Rs. 15,000 to Rs 45,000-60,000 and in many exceptional cases farmers' income has increased up to Rs. 1.5 to 2.6 lakh per acre per annum.

The regular group meetings organised at the village level inculcated the habit of sharing and consultation among the community to find out a solution to the existing agriculture problem. The groups are now federated into 18 Farmers Producers Organizations (FPOs) managed by more than 5,000 farmers. This ultimately has led to the development of trust among themselves and holding hands together for enjoying more benefits. Agro businesses established by these FPOs have been leading to a win-win situation for the farmers and consumers.



*A plantation plot at Wagheda village in Samudrapur block of Wardha. Plantation is an integral part of Bajaj Foundation's activities to increase the green cover, benefitting the environment in many ways.*

*WADI model in one-acre land which serves as livelihood support to farmers. Bajaj Foundation has raised over 7,700 such horticulture models over 350 villages in Wardha district.*



With the promotion of biogas, women have now easy access to low-cost energy at the turn of a knob. Also, women's health-related issues too got resolved as biogas brought them smoke-free kitchens. A total of 5,378 biogas plants have been installed in 360 villages. The impact shows that there is immense potential in biogas for both to become completely self-reliant for cooking fuel and also reducing the negative effect on climate change.

Design for Change is a programme designed to allow children to express their own ideas for the creation of a better world and put them into action. Students are encouraged to explore and resolve the existing problems. The efforts were successfully resulted in the involvement of 300 schools, completed 294 projects and shared on YouTube, inspiring 11,000 children, their teachers and parents to celebrate the fact that the change is possible and that they can lead that change.



*Community-based rainwater harvesting structures are constructed at common drainage line of the village catchment area found useful in increasing the groundwater table. A common water harvesting structure at village Ramsinghpura, Sikar.*



## Economic and environmental impact

To bring landless families into the fold, they were supported for establishing enterprises for sustaining livelihood. Rearing of indigenous cow breed made cow dung and urine available which is prerequisite for the adoption of natural farming as well as made quality milk available for family consumption. On the other hand, the establishment of service enterprises such as flour mill, dal mill, vegetable outlets, grocery shops, etc. reduced the drudgery of the villagers for arranging daily requirements from nearby towns.

The establishment of these enterprises has increased monthly earning by Rs. 5,000 to Rs. 14,000 for each of the families. This has arrested the migration of the families in search of employment. Earlier, employment was available for six months only in the village. Now they are generating livelihood throughout the year living in the same home villages. The formation of farmers' group and SHGs resulted in increased savings and the development of bank credit linkages. It reduced the drudgery of men and women because of which they could spare more time for household chores and the development of their children. The prosperity was reflected in the renovation of houses from *Kaccha* to *Paccha* constructions and the purchase of TVs, vehicles, refrigerators and advance farming implements. The educational status of the children has improved with a reduction in drudgery and increased transportation facility due to the purchase of personal vehicles by the families.

The food security of 54,000 families had been achieved through the increased availability of vegetables, fruits and grains. This has resulted in reducing malnutrition among the children as nutritious food is available at the doorstep and affordable prices. The health checkup camps created awareness about personal health and hygiene, ultimately leading to cleanliness at the village level. The women could access proper medical care as they came to know about their health problems like anaemia, sickle cell, diabetes, blood pressure, etc. Proper medical care improved the overall health status of the community.



*Manishtai Kirnapure of Pipri village has set a flour mill with the support of Bajaj Foundation. Under its women empowerment programme, the Foundation supports income generation activities at village level. More than 3,000 women have been supported in Wardha district.*

## Social impact

The major changes observed were that the villagers came together for the implementation of various group-based activities aimed at social welfare and community development and village-level institutions began to work independently. This trust-building, change in attitude and behaviour among the community has been developed with Bajaj Foundation's interventions. The energetic surrounding inspired youth and farmers who themselves got organised into SHGs as they understood the importance of small savings. SHG members are utilising their savings for improving their livelihoods. The farmers have come forward for collective purchasing of farm inputs through Farmers Producer Organizations.

The villagers have initiated thinking on processing, packaging and marketing of agri-commodities to elevate profits. They are now well aware of government schemes and drawing benefits with effective interaction with the government officials. The efforts enlightened the community and inspired them to stand beside each other in socio-economic needs, thus reducing the pressure on the minds of farmers resulting in arresting the farmers' suicides in the village.

Thus the focused efforts resulted in bringing overall prosperity to the community by achieving socio-economic development. The participatory efforts of holistic development are on. Looking at the hope, confidence and courage of people, it seems that these efforts would keep going till Wardha and Sikar become socio-economic and ecologically developed districts.



*Members of Wagheda Farmers Producers Company. Farmers Producers Companies are the platform for the farmers for collective activities like inputs purchase, aggregation, value addition and selling their produce that fetch them more profit and saves money. Bajaj Foundation has promoted 15 farmers producers companies with a shareholding of 4,500 farmers.*



*Under the river and streams rejuvenation intervention in Wardha district, 1,50,519-acre farming land in 253 villages has been covered.*



“

To translate the Atma-Nirbhar Bharat vision of Hon'ble Prime Minister at the grassroots level, Bajaj Foundation has taken up an initiative towards Atma-Nirbhar Kisan and Atma-Nirbhar Gaon under which our farming families are gradually becoming self-reliant and attaining food security. Forty-four thousand families and their one lakh acres of land has come under the fold of benefits of indigenous cow and local resources-based natural farming programme. Many of these farmers' incomes have already doubled and they have become 'Lakhpati' farmers.



The need of the hour is to share and spread these inspiring stories across the agricultural community by establishing national level networks. Organising 'Kisan Pathshalas' and exposure visits to these farmers would be more fruitful where the farmers from all parts of the country can directly interact with them and explore the benefits.

**-Haribhai Mori**  
**President CSR**  
**Bajaj Foundation**



## Support SNEHA to help Mumbai's vulnerable urban informal communities



SNEHA's work focuses on keeping vulnerable communities in the Mumbai Metropolitan Region safe and healthy including malnourished children, anaemic women, adolescents, and pregnant women. The COVID-19 lockdown made it difficult for several people to access critical services. SNEHA staff continued health and nutrition counselling over phone/online during these difficult times, in addition to sharing preventive measures to be taken to curtail the spread of the COVID-19 virus.

We also worked in close coordination with government systems such as the Municipal Corporations, ICDS, and Police. Our staff assisted frontline healthcare workers in door-to-door and fever camp screenings for COVID-19. We also worked closely with the Public Distribution System to provide ration to needy families and supplied essential items such as masks, sanitizers and PPE kits to health workers.

While SNEHA has currently been prioritizing the response to CoVid-19, our primary work is to promote the long-term health of the urban informal communities. Our work to prevent malnutrition in children and adolescents, reduction of anaemia in married women and promoting safe pregnancies will have a positive impact on the health and immunity of these vulnerable populations.

For more details write to us at [donate@snehamumbai.org](mailto:donate@snehamumbai.org)

### OUR REACH

**300,000 women and children in urban slum communities**

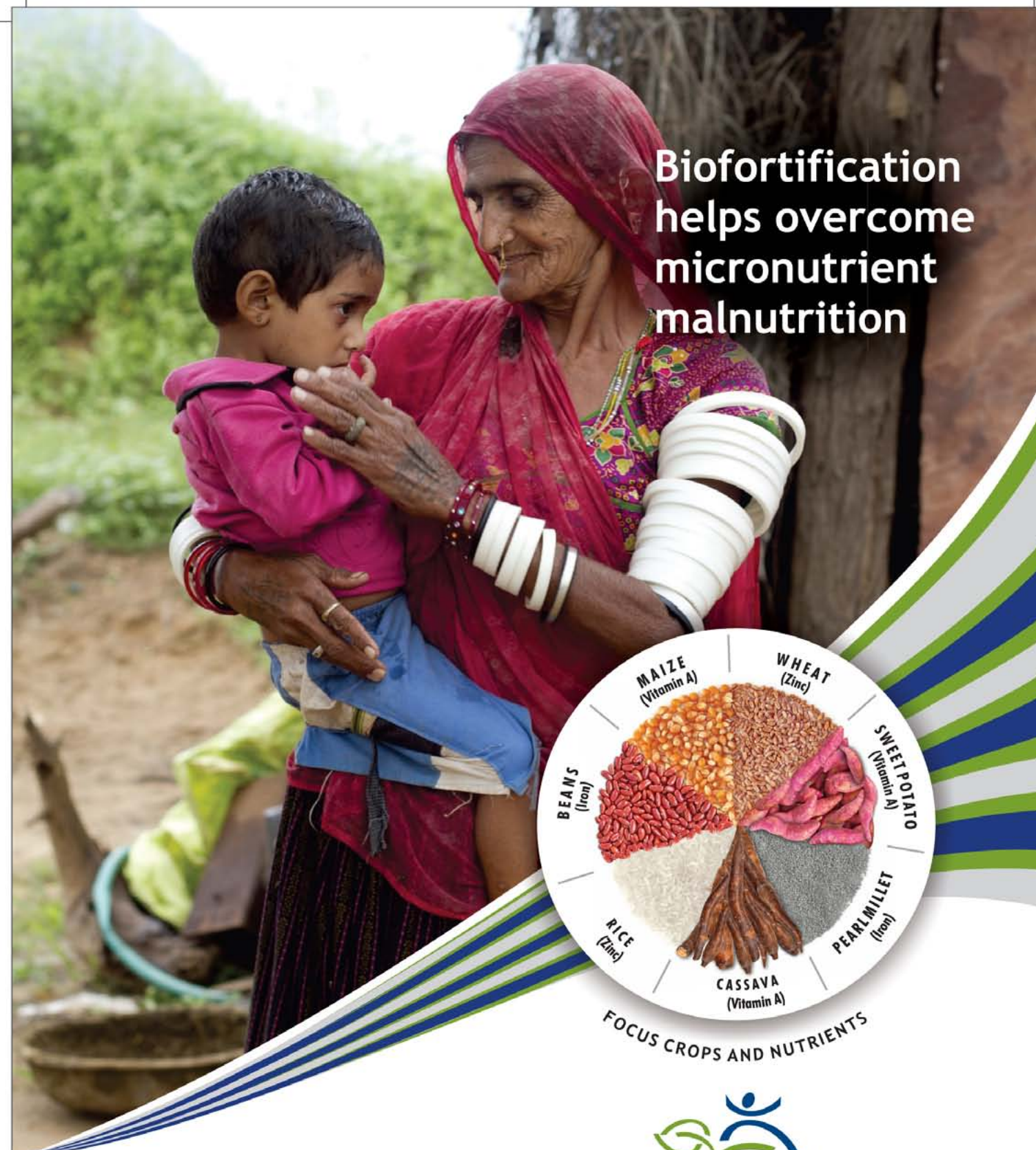
**1,000,000 people reached**

**8,000 community-based volunteers**

We seek your support so we can continue our work in these communities. To donate, please visit: [snehamumbai.org/donate/](https://snehamumbai.org/donate/)



## Biofortification helps overcome micronutrient malnutrition



**Biofortification is the process of breeding nutrients into staple food crops as a sustainable, cost effective, long-term strategy to improve nutrition especially in rural areas.**

HarvestPlus leads a global effort to improve nutrition and public health by developing and deploying staple food crops that are rich in vitamins and minerals. We work with diverse partners in more than 40 countries. HarvestPlus is part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by its 15 research centers in collaboration with hundreds of partner organizations. The HarvestPlus program is coordinated by two of these centers, the International Center for Tropical Agriculture (CIAT) and the International Food Policy Research Institute (IFPRI).

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# Skilling women for better life

CARE India's strategic approach built on Gender Transformative Change has helped in influencing livelihoods and lives of India's most backward and economically vulnerable social groups

CARE has been working in India for over 70 years enabling impact for poor, socially and geographically marginalised women and girls through programmes in health, education, livelihoods and disaster management. In 2019-20, CARE India directly reached out to 50.4 million people in 19 states through 53 programmes.



Registration counter-cum-help desk at a Job Fair organised at DVC Higher Secondary School, Srimushnam, Cuddalore.



**W**hile the Indian economy has grown exponentially since the 90s, the female participation in labour force, considered a key driver of a developing economy, has steadily declined. Between 1990 and 2020, the female labour force participation rate has fallen from above 30% to less than 20% in India (Source: ILO, 2020) ; thereby implying a huge gender disparity in growth and development in the society as well as the economy.

CARE India's strategic approach built on Gender Transformative Change (GTC) has helped in influencing livelihoods and lives of India's most backward and economically vulnerable social groups; and evolve programme approaches that bring changes in lives of women through capacity development and financial inclusion, including leadership at household and community levels to sustain their growth and development.

Titan Company Limited, one of India's leading socially responsive organisations, supported the Kanya Sampurna Project (KSP) which has been CARE India's flagship programme in Cuddalore district, Tamil Nadu, since 2017. This district was carefully chosen for our interventions as it is one of the most backward districts in the

country with a very low literacy rate at 61%, and the Kattumannarkoil block (or Taluk comprising three development blocks) is a special assembly constituency with 37% of the population from the Scheduled Caste community.

KSP focuses on the GTC approach to build capacities of communities through multi-sectoral strategies comprising 'Best start to life', 'Foundational skills', and 'Fit to earn'. This approach was co-created by Titan Company Limited and CARE India. Implemented in Kattumannrakoil and Srimushnam blocks, KSP's goal is to empower girls through a lifecycle approach. Livelihood is a key focus area of the project and centres around young women between 18-35 years of age from 245 villages across 83 Gram Panchayats and two town wards. The project seeks to enable girls/women in the 18 to 35 age group to lead productive lives, and access critical life opportunities through enhancements in skills and capabilities.

Through KSP, CARE India operates four Life Skill Centres covering panchayats in and around Srimushnam and Kammapuram. Livelihood activities were initiated from 2018 with soft skill development, employment skills and entrepreneurship development, being the core



*Certificate distribution among young women who have completed the Basic Computer Training Course at Life Skill Centre, Kattumannarkoil, Cuddalore.*



*Job Fair organised at DVC Higher Secondary School, Srimushnam, Cuddalore.*

*Reusable and eco-friendly sanitary napkin-making training conducted at KSP Life Skill Centre, Kattumannarkoil, Cuddalore.*



development areas. Based on their aptitude and a psychometric assessment at the entry level, the trainees are referred to skill development courses and further on for jobs. Given the imperatives of living in the digital age, digital literacy, communication skills, capacity enhancement and career skills of the trainees are worked upon. KSP tele-callers circulate vacancy notifications for relevant jobs to the trainees.

The project has provided skill development and job referrals to 4,685 women, till now. A total of 1,408 trainees have been placed in different sectors like garments, banking, insurance, automobile, mobile, manufacturing and healthcare etc. KSP has networked with more than 100 employers from diverse business sectors to provide opportunities to the women in the project area, who have been trained and motivated to make a mark for themselves in life. Additionally, five recruitment firms provide support for job referrals to the KSP trainees.

The other key focus area of KSP is promoting dairy and value-based livestock product promotion

based on local resources. With the support of TANUVAS, AAVIN and SRLM, trainings are organised for farmers in the project area to improve knowledge on livestock farming, increasing the volume of milk production, milk products production and marketing. Towards helping set up business enterprises and plans, KSP has trained and provided support to 1,173 aspiring young women out of which 1,009 women have started their own enterprise or expanded their livelihood startup in areas as diverse as sanitary napkins, tailoring, livestock, small shops, idli batter, phenyl, soap and more. It is very heartening to note that 62% have shifted to better opportunities after their first job break came from KSP, while 31% of trainees are continuing in the same jobs since employment. The average monthly salary range of the KSP trained employees has been INR 10,000 INR+.

During 2019-2020, a total of 2,093 young women were supported by KSP, of whom 1,061 are already employed, while 347 were successfully employed even during the COVID-19 lockdown period.



## SHABINA'S DREAM COME TRUE

Shabina, a graduate in Science, lived in Govindarajan Pettai with her family. Her parents worked as agricultural wage labourers. She is proud to share that she and her brother got all the support from their parents to study despite the meagre family income. This triggered a need within her to be gainfully employed and make her parents proud.

She, however, felt that lack of digital literacy made her less competitive in the job market. She did not know how to access employment websites or how to face an interview.

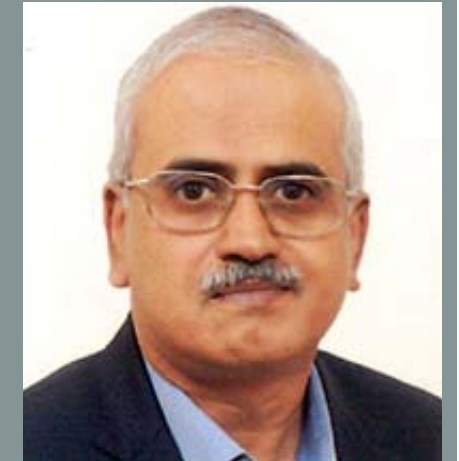
When she came to know about the Kanya Sampurna Project (KSP), she decided to enroll herself in the programme. She went for the psychometric assessment test and came to know her strengths and areas of development. She was referred to the Life Skills Centre. She attended all the sessions on career skills, digital literacy, legal literacy and remarkably improved upon her skills and confidence level.

Post the training she applied for a job and faced failure in her first attempt. However, post her second interview, she successfully got employed in 'Foxcon', a mobile company located in Chennai. With a monthly salary of INR 11, 975 with ESI and PF benefits and other benefits like transportation to office, she feels that her life has changed completely.

Sabina believes that the KSP project has filled the void between her dreams and achievement. Today she is very happy and proud to help her family financially, especially during COVID-19 crisis, during which her parents lost their employment. She is thankful to KSP for bringing light in her life.



CARE India's Vision 2030 goal is to impact 100 million people from the poor and marginalised communities to overcome poverty and achieve social protection. In the new age of digital literacy and business-led entrepreneurship models, Kanya Sampurna Project has worked with one of the most disadvantaged social groups in India and has provided clear evidence that gender transformative changes within the household and the community can empower marginalised women to earn their livelihood and retain control over their resources. This is critical to sustaining India's economic growth and social development. We are also thankful to Titan for providing us the necessary support and encouragement to successfully implement the programme on the ground.



- **Manoj Gopalakrishna**  
**Chief Executive Officer**

**CARE India Solutions for Sustainable Development (CISSD)**



**KSP conducted an entrepreneurship development workshop for women at Kattumannarkoil, Cuddalore.**

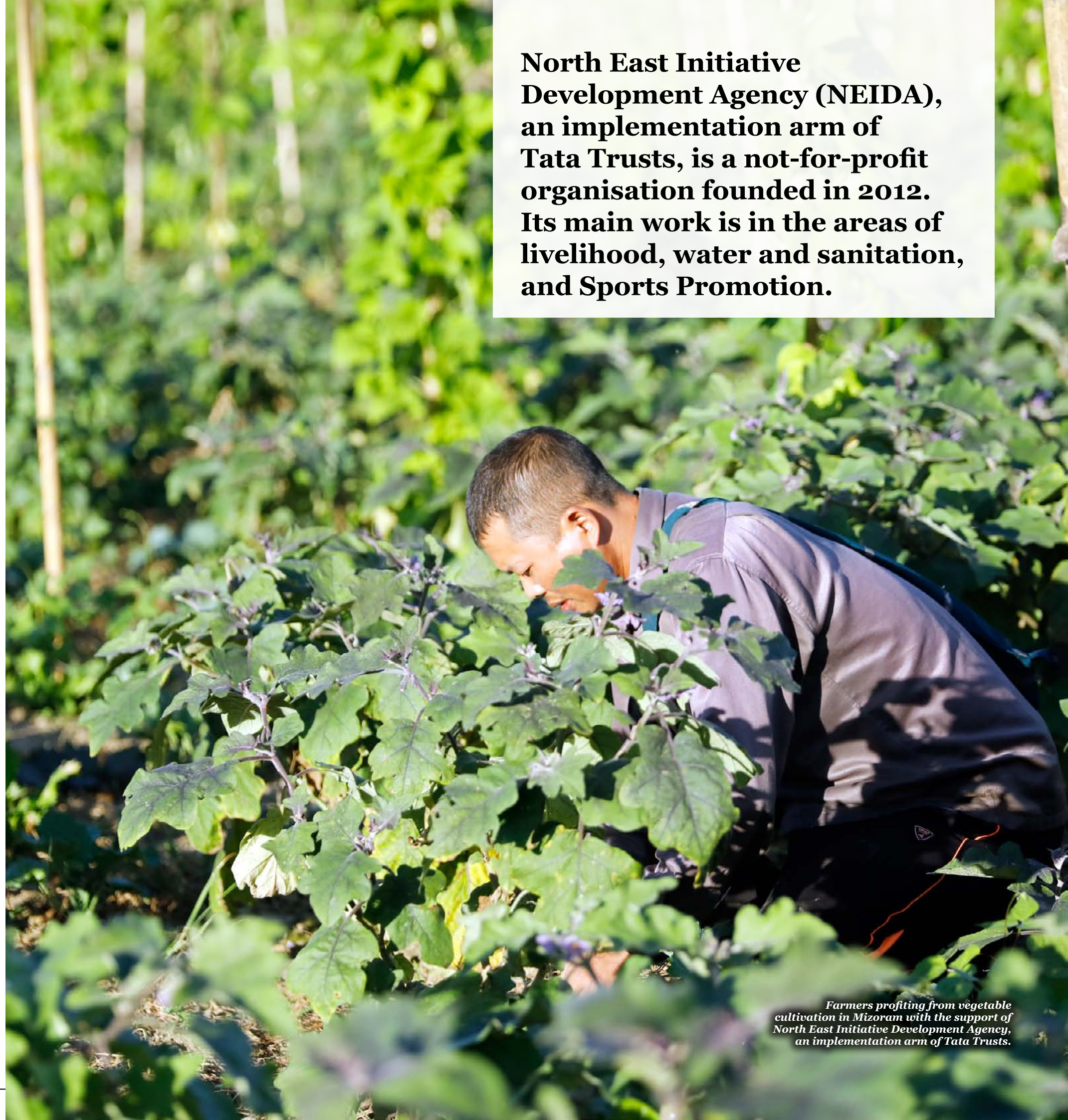




# Making traditional farming practices profitable

NEIDA, an initiative of Tata Trusts, has been implementing Integrated Livelihood Promotion Programme in four districts of Mizoram to improve agriculture and livestock farming

**North East Initiative Development Agency (NEIDA), an implementation arm of Tata Trusts, is a not-for-profit organisation founded in 2012. Its main work is in the areas of livelihood, water and sanitation, and Sports Promotion.**



*Farmers profiting from vegetable cultivation in Mizoram with the support of North East Initiative Development Agency, an implementation arm of Tata Trusts.*



Mizoram is a landlocked state in North East India with an area of 8,142 sq mi and a population of about 11 lakhs. It extends from 21°56'N to 24°31'N and 92°16'E to 93°26'E. The tropic of cancer runs through the state nearly at its middle. The maximum north-south distance is 285 km, while maximum east-west stretch is 115 km. About 76% of the state is covered by forests, 8% is fallows land, 3% is barren and considered uncultivable area, while cultivable and sown area constitutes the rest. Slash-and-burn or jhum cultivation, though discouraged, remains in practice in Mizoram and affects its topography. The state has a mild climate, being relatively cool in summer 20 to 29 °C but progressively warmer, most probably due to climate change, with summer temperatures crossing 30 degrees Celsius and winter temperatures ranging from 7 to 22 °C. The region is influenced by monsoons, raining heavily from May to September with little rain in the cold season.

The state-wide agriculture and livestock farming have been following traditional practices for decades which have not been effective and sustainable in long terms. A new way of improvised vision of the traditional practice with a twist and some modifications that will sustain have been proposed. Hence, Integrated Livelihood Promotion Programme was implemented.

Integrated Livelihood Promotion Programme, also known as ILP, is implemented in four districts of Mizoram (Aizawl, Serchhip, Lunglei and Champhai) for a period of five years since 2015 and now has been extended for another five years. The programme covers rural livelihood activities such as livestock development, stabilising land use, marketing strategies for optimised value chain and empowerment of community institutions. Activities include adoption of improved agricultural practices and livestock developing input-output supply system and value addition also to strengthen the capacity of organisations that are focused on improving rural livelihoods in convergence with the government of Mizoram, NABARD and other organisations.

The programme has covered over 8,000

households under 'Livestock Development' and over 5,000 households under 'Stabilising Land Use' till date. Going forward, the targeted households coverage is around 20,000 households. The activities are implemented in cluster-based approach and the livelihood activities of 'Livestock and Horticulture' are taken up side by side for effective saturation level. Farmers covered under these activities will be empowered through community-based institutions such as Farmers Group/Clubs, Farmers Producers Organisation and Producers Company.

Each activity with their own components is designed to sustain each other providing a stabilised and improved source of income for every beneficiary. Livestock Farming proposed a new way of constructing a pigsty and poultry farm, while assisting the beneficiaries in construction materials, animal feeds and medicines and also providing technical and medical supports. The 'Stabilising Land Use' introduced ways of farming in a new level while keeping the traditional practices intact; change of crops that will suit the land more and assistance in supplying better seeds

of crops that are ecologically sound and at the same time remunerative for the farmers are being practiced.

Agriculture and Livestock farming occupies a prominent place in the economy of Mizoram and is a major source of occupation for the people since time immemorial. All the major components of the programme are taken up side by side for effective saturation level which have started resulting the sustainability and hopefully will continue to do so in times to come.



*Vegetable cultivation in Mizoram promoted by North East Initiative Development Agency, an implementation arm of Tata Trusts.*



*Lalzemawia at his cabbage field in Zawlpui area in Serchhip district of Mizoram.*



## THE CABBAGE PRIVILEGE

Mr. Lalzemawia, a farmer from Zawlpui area in Serchhip district of Mizoram, has faced numerous difficulties in terms of farming which reflects in the daily lives of his family. Access to quality seedlings has been a continuous struggle year after year. Moreover, labour availability is minimal in small villages and cost of labour is high, hence resulting in farming only a small portion of cultivable land. Subsequently, his production was mainly restricted to domestic consumption and surplus product was negligible.

In 2018, NEIDA, through the support of Tata Trusts, promoted better variety of winter vegetable (cabbage, Ryozeke Variety) seeds to each farmer in Zawlpui area. Mr. Lalzemawia was one of the beneficiaries who received 100 gm of the seeds.

NEIDA, in partnership with the Department of Horticulture, Government of Mizoram, through the farmers' group provided two tractors for land preparation i.e. ploughing and tilling in addition to landscape maintenance. This lifted the problem that Mr Lalzemawia was facing in terms of shortage of labour. Besides the quality agriculture input supply, the support also included imparting technical knowledge to farmers on plant, protection and agriculture soil practices.

During the 2018-19 harvest, Mr Lalzemawia earned an approximate amount of Rs 63,000 from harvesting about 4,300 kilograms of cabbage, which is more than double the amount he earned from his harvest last year.

NEIDA aims to motivate and assist subsistence farmers to improve productivity of both agriculture and livestock development by promoting improved practices. The project Integrated Livelihood Promotion promotes sustainable agriculture, piggery development, natural resource management, etc that are ecologically sound, and at the same time remunerative to the farmers.

**- Dharani Ratno**  
**Executive Director**  
**North East Initiative Development Agency**





**BRLF**

# Collaborating for a cause

Supported by Bharat Rural Livelihoods Foundation (BRLF), Ushar Mukti is a unique initiative of cooperation between the CSOs and the government to create sustainable livelihoods for tribal communities, women and other vulnerable groups

*Coming together for a sustainable future.*





**B**harat Rural Livelihoods Foundation (BRLF) is an independent society set up by the Ministry of Rural Development, Government of India to scale up civil society action in partnership with the government. BRLF aims to strengthen rural India, especially the Adivasis in the Central Indian Tribal region, to improve the lives of its impoverished population and to strengthen their confidence in governance in coordination with the Civil Society Organisations (CSO), the Indian government and the state governments. Today, BRLF provides financial support to 59 CSOs, which are implementing large-scale sustainable agricultural livelihood projects with an aim to uplift rural communities, especially tribal communities and women in 8,480 villages, 1,866 Gram Panchayats, 251 blocks, 86 districts in 8 states in Central India.

In 2017, BRLF was invited by the Mahatma Gandhi National Rural Employment Act (MGNREGA) Cell, Panchayat and Rural Department of the Government of West Bengal to launch a project entitled “Ushar Mukti—Effective Implementation of MGNREGA in Watershed Mode in the Jangalmahal area.” It is a unique initiative of cooperation between the CSOs and the state government and is supported by BRLF to create sustainable livelihoods for tribal communities, women and other vulnerable groups across 1.2 million hectares of land in 55 blocks in 5 districts of western West Bengal (also known as Jangalmahal) through appropriate land and water treatment measures implemented in the catchment area with funds from MGNREGA. Agriculture is the main occupation of the people living in the region. However, limited access to irrigation means that farmers rely on rain-fed agriculture - 16% of the net sown area is irrigated. 45% of the rural households in the region belong to the Below Poverty Line (BPL) category with high incidences of poverty among ST and SC communities.

Initial evaluations of MGNREGA show that MGNREGA’s ability to generate lasting assets that can improve the productivity of agriculture and related activities is at best uneven. West Bengal



has been one of the best performing states in implementation of the MGNREGA.

The involvement of the BRLF partner CSOs in the implementation of MGNREGA ranges from mobilisation, transparency, vigilance, quality monitoring and social audits. The Ushar Mukti programme focussed primarily on the relationship between government and civil society. The focus of the programme is not to make the CSOs quasi-implementers of the programme, but to strengthen the MGNREGA ecosystem locally by building capacities of the frontline MGNREGA

functionaries. In addition, the programme has a clear mandate to implement MGNREGA in an approach focused on the rejuvenation of the region’s natural rivers and streams. Perhaps the unique selling point of Ushar Mukti was the shift to a comprehensive watershed treatment of the entire Jangalmahal area.

An evaluation study of Ushar Mukti showed the steady progress in improving and supporting the livelihoods of the marginalised groups. This has been achieved primarily through rapid improvements in the implementation of MGNREGA and the creation of durable and sustainable land and water resources on a large scale. To date, the programme has managed to treat 54,771 ha. of land benefiting 135,976 HHs through 29,869 schemes by leveraging Rs

488.35 Cr. and generating Rs 2.22 Cr. person-days from MGNREGA. BRLF supported Ushar Mukti to ensure the growing involvement of CSOs in the planning and implementation of MGNREGA. Ushar Mukti has witnessed since its inception the growing involvement of the community and the Gram Panchayats (involved in the implementation of MGNREGA) on the planning and implementation of the programme. Community-based organisations (especially self-help groups) serve as catalysts to improve the relationship between communities, Gram Panchayats and CSOs. The institutional mechanisms of interaction between stakeholders are characterised by an increasing complexity of formal-informal/frequent-infrequent connections between decisions and actions.



## DREAM COME TRUE FOR SWAPAN

Purulia is known to be the driest, warmest and one of the poorest districts in West Bengal. Agriculture is the main source of livelihoods for this drought-prone region of the state. Like many inhabitants of the area, water is a critical resource for Swapan Marmu, both for the supply of drinking water to his family and for the cultivation of crops. Swapan is a marginal farmer in the Sagedi village of Pancha Block in the district. After the start of the Ushar Mukti programme, the focus was on asset-building aimed at improving land productivity through soil and water conservation. Pradan, the lead CSO started working closely with the community and members of the Bagda Gram Panchayat. Swapan has always dreamt of having his own hapa (small pond), which will provide him with access to clean drinking water and help him farm.

Swapan worked diligently with the Dharasevaks to plan the construction of hapa on barren land. The newly constructed hapa (60' X 55' X 12') has been built at an estimated cost of INR 100,000 while generating 260 person days through excavation work under MGNREGA. Today, the hapa takes care of the drinking water needs of Swapan's family and neighbours. Swapan also uses the water for the cultivation of seasonal vegetables (pumpkin, snake pumpkin and bitter pumpkin) along with black gram and pigeon peas. His neighbours are happy, too, because there is water on the otherwise unproductive land to grow vegetables and few other crops. Swapan also plans to introduce fish spawns in the hapa. He is optimistic about increasing family income by 50,000-60,000 INR, which will help ensure food security and generate additional income for the family.

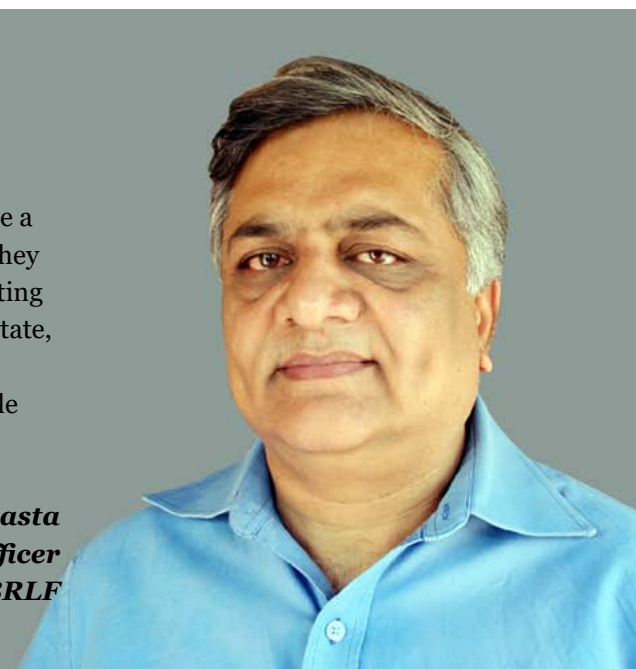
*Watershed development has a holistic approach.*



“

Ushar Mukti is a unique example of state-civil society partnership to take an idea to scale. Such partnerships are a win-win for both state and civil society. For civil society they offer a way of scaling up their work smoothly and translating their localised experiences onto a larger canvas. For the state, such partnerships ensure that the rich experience of civil society work is assimilated to ensure quality at scale, while building capacities of its own grassroots functionaries.

**- Pramathesh Ambasta**  
**Chief Executive Officer**  
**BRLF**



*Guided by resource mapping*



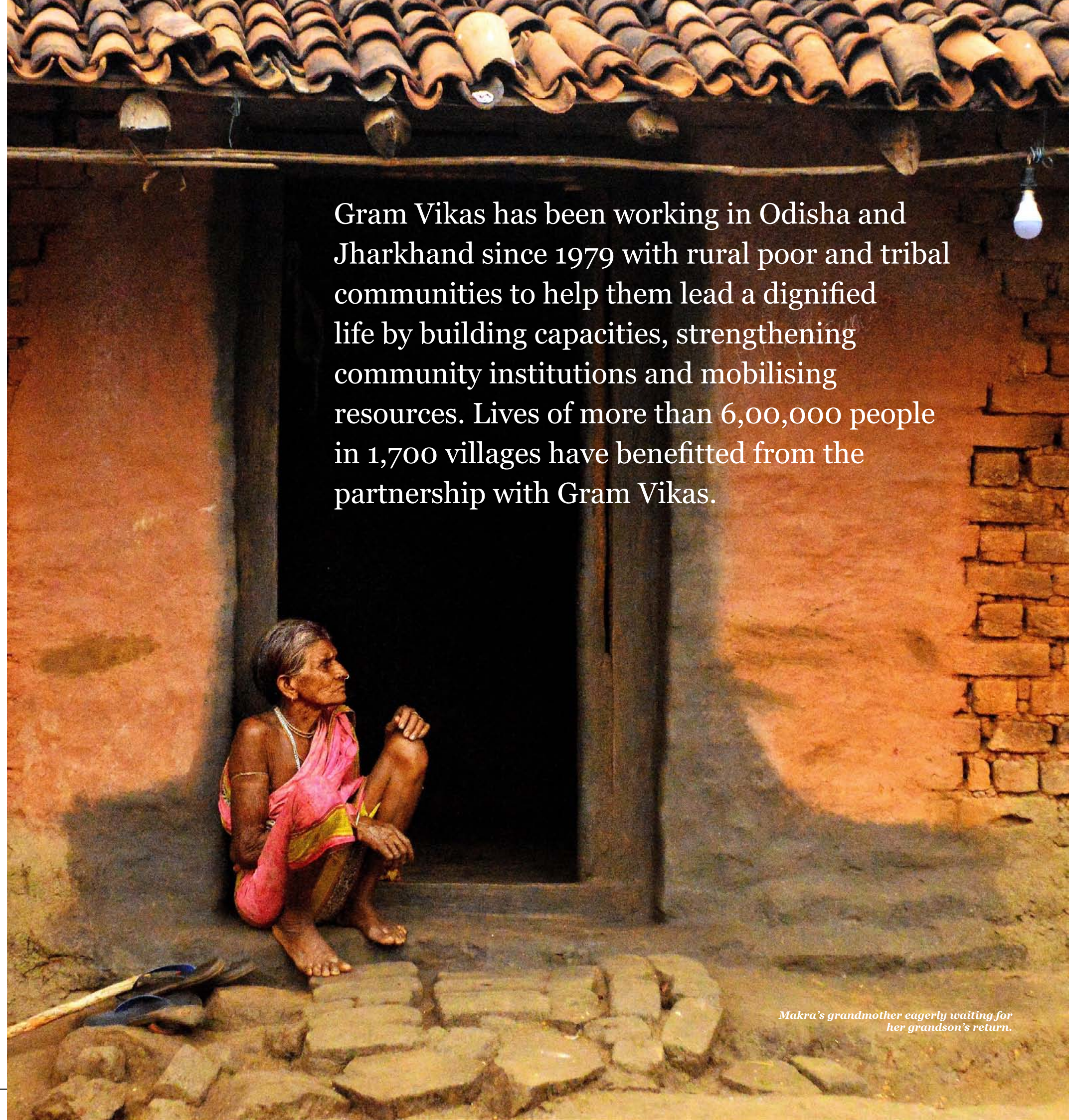




# For the cause of migrant workers

Gram Vikas has been ensuring better lives and livelihoods for migrant workers from remote Odisha villages through its Enabling Safe and Dignified Migration Project

Gram Vikas has been working in Odisha and Jharkhand since 1979 with rural poor and tribal communities to help them lead a dignified life by building capacities, strengthening community institutions and mobilising resources. Lives of more than 6,00,000 people in 1,700 villages have benefitted from the partnership with Gram Vikas.



*Makra's grandmother eagerly waiting for her grandson's return.*



**I**ncreased access to education and exposure to new technologies are transforming the aspirations of the younger generation in remote villages of Odisha. Migration for work is being seen as an intermediate livelihood option, aiding the transition from a completely primary-sector-based society to a more diversified one. It is a choice fraught with emotional, social and cultural challenges. The COVID-19 pandemic and the lockdown have exacerbated some of the difficulties.

The Safe and Dignified Migration Programme of Gram Vikas aims to build a secure mode of migration. Occupational security means the ability of a person to choose to migrate for work or not, with clear information about the prospects and consequences, and for a person who decides to migrate having clear information about the terms and conditions of employment, to find jobs commensurate with their skills, and freedom from exploitation at the workplace. Emotional security denotes the ability of the migrant and the family that stays behind to be in touch with each other and be updated on each other's well-being on a regular basis and reduced uncertainties during travel. Financial security is about the ability of the migrant worker to transfer earnings to her/his family and for them to access the money, when needed, without incurring high transaction costs and having access to easy options for making remittances, greater savings, access to credit at fair terms and appropriate insurance

schemes. Social security denotes the ability of the migrant worker to access social security benefits provided by the government at the destination, and the continuing ability of those left behind to access theirs, including leveraging SHG networks and other mechanisms to ensure that distance does not prevent women and the elderly from accessing their entitlements.

The Programme will cover nearly 70,000 migrant workers predominantly in the Odisha - Kerala corridor, and create an overall impact on about 3,50,000 migrant families at the source location, covering 22 blocks of six districts namely Ganjam, Gajapati, Kalahandi, Kandhamal, Nayagarh and Rayagada in Odisha.

The Safe and Dignified Migration Programme is a joint effort of Gram Vikas, Centre for Migration and Inclusive Development (CMID) Kerala, Prachodhan Development Society and ESAF Small Finance Bank, Kerala. It builds collaboration with skill training institutions, legal service authorities and industry associations and looks to create convergence with Odisha Livelihoods Mission, Mission Shakti and the State Labour Department.

First-time migrants are solely dependent on the friendship/social network for migrating and finding jobs, often without any information about their workplace or details of the job they would be doing. This takes out the agency of the individual



*Gram Vikas staff helping in identifying the skills of the migrants and making their CVs.*



*Mohan Majhi is reunited with his family after being stuck in Kerala for months without work during the lockdown. Gram Vikas contacted Mohan through the migrant helpline and helped him communicate with his family.*



*Migrant workers are being provided transit facilities by Gram Vikas amid the COVID-19 pandemic.*

to make an informed choice regarding the job. Along with the partner organisations, Gram Vikas identifies ethical employers who are ready to be a part of formalising the informal sector. It provides information about the job such as wage, social security benefits, employer's details etc. to the migrants before migrating and helps them to secure a safe and dignified job.

At the village and Gram Panchayat levels, an institutional platform, representing village leaders, women self-help groups and migrant workers' families, carries out the coordination and convergence with local authorities. The Project will help create a Gram Panchayat-level Migrant Registry for real-time information on migrant workers. A cadre of Community Champions acts as coordinators for village, GP and block-level activities.

The Bandhu Shramik Seva Kendras at Berhampur and Bhawanipatna in Odisha and Thrissur and Perumbavoor in Kerala provide on-site resource support to the migrant workers.

These Centres are one-stop locations where a wide range of occupational, financial and social security services are facilitated. At the source, the programme includes up-skilling, financial security and financial and health awareness sessions for the workers before migrating. Transit facilities and awareness about potential jobs is also an important aspect. For migrant households, strengthening SHGs is a priority.

They are trained on how to efficiently manage remittances. At the destination, services including placement with trusted employers, healthcare, financial inclusion and awareness and legal matters are being given top priority, hence providing an end-to-end service to the migrants hailing from poorest of poor villages of rural Odisha.

The Programme is building a knowledge base through the creation of Block Migration Profiles, providing extensive information on the social, economic and occupational context of the locations and the people. This will serve as a baseline for future references.



## PURUN LEAVES FOR GREENER PASTURES, BRINGS BETTER LIFE AT HOME

“I always wanted to start a business in my village which would help my people. After I migrated to Kerala for work, I was able to save enough money and do what I always wanted to do,” says Purun Chandra Majhi, a 26 years old from Dholpas Nuapada village in Thuamul Rampur block of Kalahandi district. Purun used to work as a cook in a restaurant in Thrissur, Kerala.

Purun studied till the 12th standard and then migrated to Kerala in 2012. He started as a cleaning staff in a restaurant earning around Rs. 8,000 per month. He became the master cook in the same restaurant earning Rs. 20,000 per month by 2018 which provided him with enough savings for his siblings’ education and his marriage.

The restaurant Purun worked in had to close down when the devastating flood hit Kerala in 2018. He had to move to a relief camp for a couple of days. The timely intervention of Gram Vikas flood relief team helped him to stay back and continue to work after the flood. The team also helped him communicate with his family.

Purun has become a role model for his fellow youth by wisely investing his income and raising the standard of living of his family.

His village is poorly connected to the block headquarters where the only bank in the block is situated. Villagers had to make frequent bank visits since most of the families had at least one migrant member. He bought an auto-rickshaw and hired a driver in 2017, believing that it would solve the transportation difficulties in his village. After paying the driver and monthly loan repayment, Purun was able to earn Rs. 10,000 every month. He also invested his savings to open a Kirana store and a rice mill in the village.

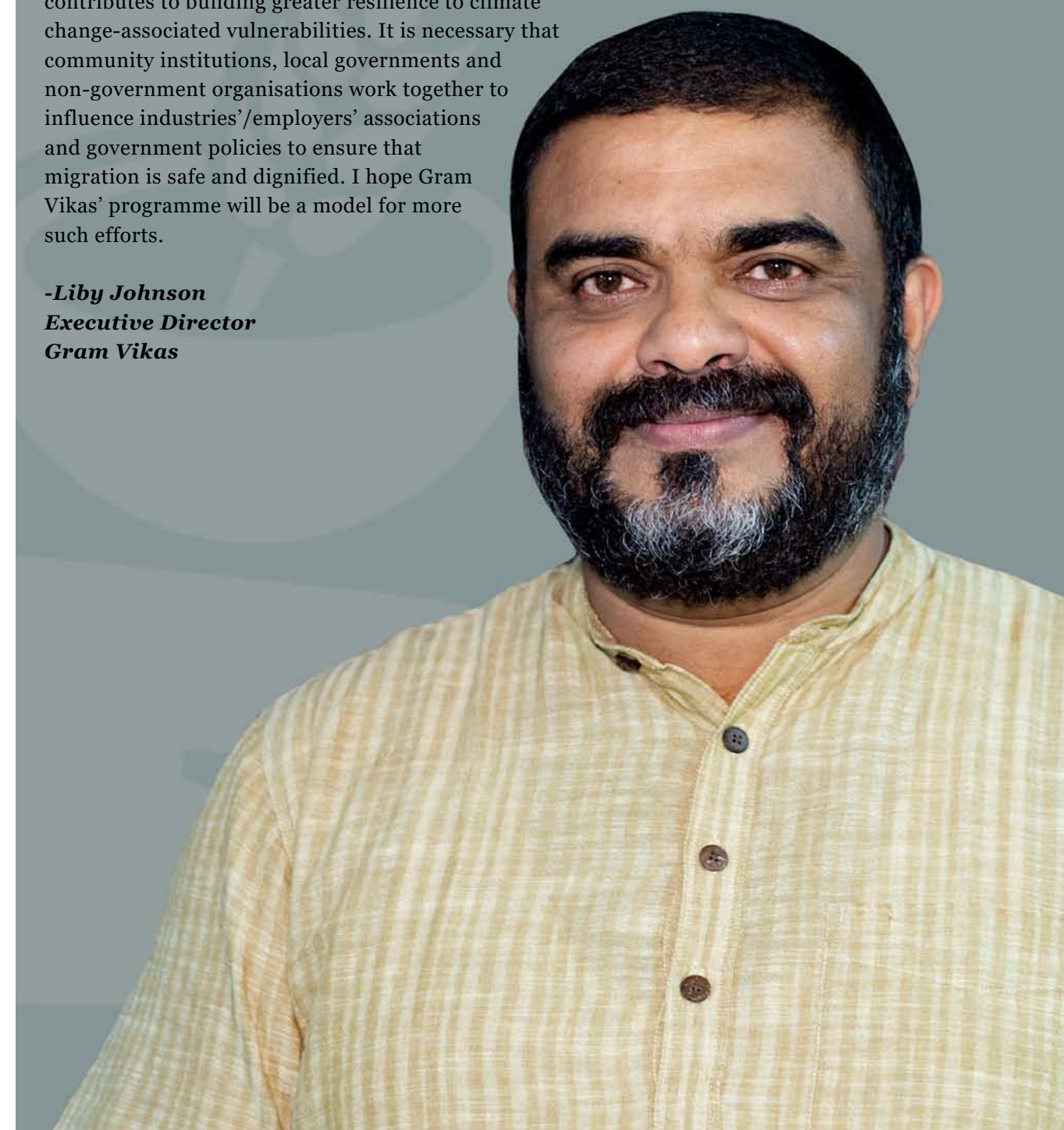


*Purun Majhi in his village with the auto-rickshaw, he bought with his savings, and its driver.*

“

Opportunistic migration has helped a large number of marginalised households from remote parts of Odisha build better livelihoods options. It also contributes to building greater resilience to climate change-associated vulnerabilities. It is necessary that community institutions, local governments and non-government organisations work together to influence industries’/employers’ associations and government policies to ensure that migration is safe and dignified. I hope Gram Vikas’ programme will be a model for more such efforts.

**-Liby Johnson**  
**Executive Director**  
**Gram Vikas**







# Swarambh: Turning passion into profession

Keeping the changing work culture in view, Medha is building a sustainable freelancing marketplace to help rural young women succeed in making a career as freelancers and fulfilling their dreams



Medha improves youth employment outcomes by providing 21st-century skills training, career counselling, workplace exposure and mentorship support. Since 2011, Medha has assisted over 25,000 youth across Uttar Pradesh, Bihar, and Haryana.

*Students learn about digital literacy during a Swarambh session in Bhadohi, UP.*



**M**edha's Swarambh program is creating a sustainable freelancing marketplace in rural India. It aims to help young women in small towns gain essential skills related to "gig" opportunities and build themselves as successful freelancers. It brings three parties together – young women as budding freelancers, proficient freelancers as mentors, and local companies as "gig" providers on a virtual marketplace, thereby enabling access and partnerships between them.

Swarambh works with young women in the age group of 18-30 years. They may or may not have completed high school or undergraduate education. Many of them would be newly married women or young mothers. They generally have travel-related constraints but want to be economically independent. Currently, the operational geography of Swarambh is eastern UP; however, it will soon be available to young women across other regions in UP, Bihar, and Haryana.

There has always been a vibrant "gig" market at play in smaller towns and cities of the country. MSME businesses have been outsourcing parts of the value chain (micro-work) to informal workers and enterprises (micro-firms). With technological advancement and formalisation of the economy, the nature of work has evolved. Pre-COVID-19 "gig" workers were dependent on short-term opportunities as an additional income source. Now, with several aggregator platform companies, gig-work has become an active livelihood source for many.

Post-COVID-19, traditional and labour-intensive workplaces have evolved into more people working from home, with companies adapting to cloud services. All kinds of businesses are outsourcing short-term contractual opportunities and hiring freelancers now more than ever. In fact, remote work has opened a new talent pool for companies. Many segments that stayed out of the workforce due to physical constraints, like homemakers and young women, are now available in the "work-from-home" job market.

The young population of the country, comprising

*Students discuss networking during a Swarambh session in Bhadohi, UP.*



*They learn about local businesses during an exposure visit in Dashrathpur, UP.*

millennials and generation Z, digitally connected over a smartphone and under the growing influence of social media, are also encouraging the "gig culture." Today's youth are increasingly using their skills to build sustainable freelancing careers in digital marketing and communication, social media, web/app development, and e-retailing. Therefore, gig culture is here to stay and would be greatly influencing the business and job landscape in rural India. "Swarambh" is an effort to connect digitally empowered youth with local businesses to create mutually beneficial relationships.

Swarambh facilitates young women, working from their homes, to take on "gig" projects, thereby opening up an alternate employment ecosystem. The entire lifecycle of this program has the following phases for its participants:

## The Swarambh Model



*The three phases of Swarambh.*

### Freelance orientation boot camp:

With a focus on becoming solopreneurs, participants are trained on

- a) Basic financial literacy
- b) Digital and online literacy
- c) Necessary life skills and work-from-home etiquette

### Mentor connect:

Learning from experienced freelancers and experts in the relevant gig, participants work with mentors as part of the program. The mentors provide on-the-job guidance and handholding while also being the initial source of (gig) projects.

### Live projects:

The program connects the participants with hyper-local and short-term "gig" projects for local businesses. After completing a few projects with mentors' help, they gradually progress to sustain themselves in the broader "gig" market.

### Registered freelancer:

All the stages help the participant take their first step in the freelancing ecosystem and build a relevant portfolio to enter the gig economy.

*A session on negotiation skills organised in Dashrathpur, UP.*





Medha is committed to taking this model to scale through an online “marketplace” that addresses budding freelancers’ needs. This marketplace will

be aggregating budding freelancers with proficient “mentors” and connecting them to local businesses offering “gig” projects. This platform is being

developed to address the specific need of rural freelancers, supporting them to build their careers in the emerging gig economy.

*Students use Webinar Pie - a mobile device for connectivity, built by Bangalore-based non-profit Janastu.*





## MAKING HER OWN PATH

Pooja Kushwaha is a resident of Prayagraj, Allahabad, where she is currently pursuing B.Com from Ishwar Saran Degree College. However, her dream is to build a fulfilling career as a freelance photographer.

With Swarambh, Pooja feels she has taken her first step into the freelancing world. Through the program's structured phases, she has learned finer details about freelancing. For example, a session on digital literacy helped her understand the importance of building an online presence and encouraged her to create a professional online profile that showcases her photography to the world.

During the program, Pooja connected with a photography mentor and explored online projects on different freelancing platforms. She developed the skills required to conduct field research and identify potential markets. After being introduced to e-commerce platforms like Amazon and Flipkart, she has done product photography for few microenterprises selling their products online.

In the year 2020 alone, Pooja has built an impressive work portfolio. She has collaborated with multiple media channels on photography projects, worked on a video-editing project with ZEE Education on YouTube, and clicked a cover for a local newspaper magazine. She has also covered two weddings as a professional photographer in her city.

Armed with the knowledge and skills that she has gained during Swarambh, Pooja is all set to conquer the world with her brand new Nikon D34-100 and tripod.



“

Inspired by the internet and digital revolution, millennials and Gen-Z are more than willing to explore newer opportunities available to them in a globalized world. Being a team of millennials ourselves at Medha, we easily connect with and understand this urge. Swarambh provides a new career pathway to our youth to convert their passion into a profession. Powered by the “gig” economy, we are committed to bringing Swarambh to millions of young women from small towns and cities of India.

– Preeti Singh  
Intrapreneur and Project Lead  
Medha (Swarambh)





# Helping them to find better lives

Oasis India has been rebuilding lives of helpless and traumatised women from red-light areas of Mumbai by imparting skill training and finding alternative modes of employment for them

*A woman being trained in vocational tailoring course.*





Oasis India aims to prevent trafficking and other forms of violence against women and children and assist each person to flourish in the context of their community. Its programmes fall into six core areas: Education, Skill Development, Prevention, Rehabilitation, Sports and Community. These programmes are a response to the needs of the community, through which it helps make India better for women and children.

### Skill development for women from the red-light areas of Mumbai

Oasis India's work in Mumbai focuses on anti-human trafficking in two major red-light areas (RLA) of Mumbai viz. Grant Road and Kamatipura. Whilst brothels in Grant Road are building-based, in Kamatipura, it is lane or street-based. None the less, they all survive through pathetic living conditions with minimum sunlight, dark stairways and poor sanitation.

The outreach interventions aim at building relationships with women, pimps, brothel owners and other youth in the community and thereby create an opportunity for them to interact, seek help and take counsel to make good choices for their future and also navigate through the harshness of life.

Besides meeting with them in the brothels, the women are also invited to come to the project centre. A variety of events are

organised to help them enjoy, reflect and make choices for their future. Life skills, counselling, fun celebrations and events, parenting, outings, health awareness and health care are just some of the interventions. Eventually, many women decide to leave the RLA to find alternative modes of employment.

The rehabilitation intervention is for women who choose to leave the RLA. Women have a choice of moving to the residential rehabilitation facility run by Oasis

India or to a safe shelter closer to their home. Here, they can relax and find healing from their past and eventually take up training.

Oasis India's livelihood programme helps women from the RLA to learn, grow and become self-sustainable. Although this is a long-term goal, it takes it one day at a time. It teaches them how to sit, eat, talk, travel and self-groom. Last year, 22 women from the RLA were a part of the rehabilitation facility, of which 14 were trained on hairdressing

and tailoring. In Mumbai, Oasis India has helped train 378 women in acquiring various skills like baking, jewellery-making, patient care etc. Its goal is to help these women from the RLA to leap into the real world with confidence and skills.

*A woman learning beautician skills.*



*A woman being trained in hairstyling.*



*A woman engaged in life skills learning.*





## PUTTING A FULL STOP TO HER ORDEAL

Rajeshwari (name changed) spent most of her life bearing the consequences of the mistakes of those around her. Married at a very young age, her first husband left her and her premature baby. She moved from city to city, trying to find a place to belong to. Along the way, she was hopelessly failed by many men who promised to love her. A man who gave her the same promise gained her trust but his wife sold Rajeshwari to a brothel in Mumbai for just Rs. 10,000. She suffered the unthinkable and was deeply traumatised in the clutches of people and their false promises.

Rajeshwari was constantly abused by a man who lived with her and benefitted from the money she made. He physically abused her and often forced her to drink alcohol and take drugs with him. This greatly affected her health. In 2018, Rajeshwari left the RLA for good and reached out to Oasis India for help. She was moved into Oasis' residential after-care facility where she could live without fear. In the process of reintegrating her into the world outside the RLA, Oasis India staff analysed the likes and interests of Rajeshwari and found her passion for gardening. She was sent to Goa for a week for training on gardening and then to Pune where she received the best training in the field on organic farming and horticulture. She was not only offered training but also counselling, life skills and after-care. This was done to help gain back her confidence and have a new beginning at life. After her skill training, Oasis India staff referred Rajeshwari for jobs and later reintegrated her back at her native town.

Rajeshwari now owns a small land where she cultivates fruits such as papaya and vegetables like pumpkins, coriander, french beans, brinjal, flat beans and green chillies. She also hires workers to help as and when required and earns enough to make a decent living by selling the products in the local market. Her daughter is married and often visits Rajeshwari at her native place. As she is now in good health, physically and mentally, Rajeshwari is grateful that she did not suffer any big setbacks during the pandemic and was able to sell her products. She dreams of taking her farming large scale and plans to create a sustainable business in 2021.

“

The women we meet during outreach in the RLA come from various backgrounds and trauma. Our approach of counselling and guiding them in their process of exploring other vocations and eventually making the decision to leave the RLA by themselves create within them a sense of responsibility for their actions. This also helps them becoming confident individuals in search of finding their place in this world. Teaching livelihood skills for these women gives them the strength to take back what they lost – their freedom and financial independence.

**- Mr Mangneo Lhungdim**  
**Executive Director**  
**Oasis India**





# Connect for a cause on ShareOn



## ShareOn assists CSOs in becoming self-dependent and Donors in creating greater social impact

For more information email: [info@shareon.in](mailto:info@shareon.in)

“Covid-19 pandemic will remain a watershed moment in history, just like WWII. We will have to adapt ourselves to the post-Corona world. We will have to be ready for the opportunities and challenges arising out of it,” said Prime Minister Narendra Modi speaking at the India-Italy Virtual Summit recently. There is no denying of the statement, the severe economic crisis triggered

by the COVID19 pandemic has sharply increased income inequality in India and women, poor, elderly, disabled and migrant population were the worst affected.

Interestingly, in these dark clouds, there was a silver lining with so much of media coverage about migrant and daily-wage labourers’ painful journey back home due to COVID19-induced lockdown, the Indian citizens showed their golden heart and donations poured in through Individual and Institutional giving. To assist

and empower Individual Donors, Corporates and Family Foundations in initiating the change and creating a greater social impact, ShareOn fundraising platform was launched on January 8, 2021. ShareOn aspires to connect the Donors with genuine grass-root level Civil Society Organizations (CSOs) working tirelessly for the livelihood and dignity of rural, tribal, marginalised and vulnerable communities for several decades.

## Fundraising platform by CSOs for CSOs

Most of the existing fundraising platforms are from for-profit organizations and a need was felt for a platform from the non-profit sector itself which led to the birth of [www.ShareOn.in](http://www.ShareOn.in) created by a consortium of reputed and credible CSOs like National Skills Foundation of India, Mahatma Gandhi Seva Ashram & Pravah. Such a platform would better understand the needs, constraints and challenges faced by CSOs and would simultaneously encourage and facilitate accountability and good practices to create greater impact value for the vulnerable sections of the society. The fundraising platform, built under a European Union & Welthungerhilfe supported project, is currently not charging any commission or fee from the CSOs to host as well as promote the campaigns. In order to improve CSOs capacities, the ShareOn Team has been training & mentoring over 80 Civil Society Organizations in storytelling, communications, website optimization, effective use of Social Media Handles, Organizational

Development and Institutional Fundraising since October 2018 under the project, ‘Building domestic resource mobilization capacities of CSOs through innovation, enterprise and technology’.

## ShareOn for SDGs

ShareOn is the foremost fundraising platform linking itself to United Nations’ Sustainable Development Goals (SDGs) and it aspires to assist India in achieving its goals by 2030 by mapping fundraisers to the respective SDGs. In the beginning, major focus is on - SDG 1: No Poverty, SDG 2: Zero Hunger, SDG 3- Good Health & Well Being SDG 4: Quality Education, SDG 5: Gender Equality, SDG 6: Clean Water & Sanitation, SDG 8: Decent Work and Economic growth and SDG 10: Reduced Inequalities.

## Campaigns on ShareOn

About 40 partner organizations of Welthungerhilfe and their affiliated community-based organizations are working on campaigns and development initiatives related to land, water, forests, right to food, ecopreneurship, and food and nutrition security to be launched on ShareOn. The funds raised through these campaigns will approximately benefit 500000 people, belonging to the vulnerable and marginalized sections of society, particularly small and marginal farmers, women, adivasis, and Dalits, who form the constituency of the CSOs. Here are the glimpses of some of the existing campaigns on ShareOn:

## Why pay fee for your good deed ?

Let the maximum donation go to the needy people with our 0% platform fee policy





### Your little push will make 300 Farmers like Balram happy & self-dependent

Balram Lodha (35) is a struggling, debt-ridden mustard farmer from Malghan village in Panna district of Madhya Pradesh. His family, including his 3 children, works day and night on his 3 acres land but all this hard work failed to increase the income of the family. Despite growing a cash crop like mustard, Balram need to sell all his crops urgently, often at a loss, to repay his debts. But now, Jagriti YuvaManch Samiti (JYMS) has decided to change the story of 300 farmers, including Balram, from Panna district by setting up a mustard oil expeller unit in the area so that instead of a distress selling at a loss, these farmers can produce mustard oil and sell it at a much higher price. JYMS is also giving training and handholding support to these farmers for operating the unit as well as production, sale and marketing of the mustard oil. The total cost of setting up the unit is Rs 72,5000, you can play an important role in making these 300 farmers self-dependent. Donate right away- <https://bit.ly/3bx1A7h>

### ShareOn believes in bringing together

Resources, volunteering, expertise, tools and techniques to assist donors and CSOs



### Ramkali, Chanda & Suman are transforming rural India? Invest in training of Women Panchayat Leaders

Ramkali (31), Chanda (32) and Suman (35) are not just any names. They are part of a group of 40 elected women panchayat representatives from Madhya Pradesh who are setting golden examples for leaders across the country. These women, being trained and guided by Manav Jeevan Vikas Samiti (MJVS), have achieved amazing feats in ensuring girl & child rights, including stopping female foeticide and child marriage, providing proper healthcare & nutrition to child & mothers and empowering women through awareness and creating income opportunities like organic farming and rural tourism. These are the women who are going to create the country of your dreams, join their journey of transforming rural India. Donate to MJVS' programme to train women panchayat leaders. Donate here- <https://bit.ly/3krlRzr>

### Lata's father tried to get her married at 17. She is Physiotherapist now. Will you change future of 85 girls like her?

Lata's father, a barber by profession, had planned to marry her off at the age of 17 despite she got flying colours in her Class XII exams. She thought her dreams of higher education will remain just a dream but fate had other plans for her. Today Lata has a bachelor's degree in Physiotherapy and she is on her way to join a multi-speciality hospital in Nizamabad, Telangana. Sanskriti Samvardhan Mandal's (SSM's) Anand Balgram School is the secret Santa of Lata's life. Now, it's your turn to support Anand Balgram and become angel for thousands of girls like Lata. Donate Now. Donate here- <https://bit.ly/37F8lCN>

We **ENGAGE, COLLABORATE** and **SUPPORT** individuals, civil society organizations and institutional donors in raising and sharing funds

We enhance their potential for India to achieve its SDGs by 2030

### How Corporates can benefit

The CSR laws provide an opportunity for funding development initiatives. Big companies have their own foundations, but small and mid-cap companies often do not have internal structures (back-office support) to identify and invest into CSR. They need credible platforms, preferably those verified by third parties, that enable them to identify impactful initiatives for investment based on their organizational mandate and geographical

priorities, ShareOn and its comprehensive support structure will address this need.

The overall and specific objective of ShareOn is to enable a network of credible CSOs to perform their role as independent agents of change through increased capacities on domestic fundraising and mobilizing alternative funding, thus reducing their dependency on foreign grants.

### ShareOn has different offerings for different sections:

#### To Individual Donors

- Donate to credible CSOs
- Choose a cause you love & become its advocate
- No commission or fee charged by the platform
- 80G receipts-50% Tax Benefits
- Contributing towards SDGs
- Volunteer for a cause you believe in
- Stay informed about how you are creating a difference

#### To Civil Society Organizations

- 0% commission & 0% set up free
- Simple & efficient to use
- Expert technical support & handholding
- Comprehensive digital marketing support
- Easy withdrawal of funds
- Trainings & skill building

#### To Corporates & Family Foundations

- Giving solutions covering SDGs
- Strategic employee volunteering
- Collaboration with credible & competent CSOs
- Improved communication & visibility amongst stakeholders



A fundraising platform to support non-profits become self-sufficient



# Empowering women with goats

As part of one of its livelihood programmes, SRIJAN strives to fill the gap in the primary health care for goats and their rearing practices

**S**RIJAN is one of India's premier grassroots implementation agencies working on enhancing the livelihoods and increasing incomes of the vulnerable communities in the poverty pockets of India. Bundelkhand is a region with a huge capacity for livestock, especially for small ruminants such as goat and sheep. Many of the smallholder rearers of goats are dependent only on goat rearing as their main source of livelihood. Due to the lack of primary health care for animals, the rearers face huge financial loss as the goats often get infected with diseases and also fail to receive proper medical care. These are the neediest of the goat rearers, who can only afford to rear 4 to 5 goats, but when the goats get infected with

diseases and the rearers cannot get any medical care for them, they are compelled to sell their goats at cheaper rates to the local buyers due to which they are rendered vulnerable. The goat which has the potential to be a primary asset never reaches its zenith. This was the primary reason for SRIJAN to initiate a goat-based livelihood programme in Tikamgarh, Madhya Pradesh.

## Goat-based livelihood programme

The SRIJAN team began a pilot project in 11 villages off the Jatara location of Tikamgarh district in the Bundelkhand region of Madhya Pradesh. To fill the gap in the primary health care for goats and adoption of improved goat rearing practices (such as disease management, housing, sanitation management, feed management and breed improvement) at a minimum cost, SRIJAN promoted and trained a cadre of women called Pashu Sakhis. These Pashu Sakhis went through a rigorous 9-day training programme where all aspects of goat-based livelihood, health and



*A Pashu Sakhi administers PPR vaccine to a goat.*

disease management were covered. This was an online programme tailor-made for the lockdown conditions. However, as soon as the lockdown was lifted practical trainings were also conducted at the location. Currently, 11 trained Pashu Sakhis are working in their respective villages, providing goat health management services. SRIJAN has also initiated a tie-up with The Goat Trust, Lucknow to provide technical support to the Pashu Sakhis. The Pashu Sakhis started working from the post lockdown period. Starting September 2020, the women have been able to secure an average income of 500 rupees by providing symptom-based primary treatment and other inputs supply.

The Pashu Sakhis ensure that all the primary health care facilities (like symptom-based fast treatment with the help of herbal and Ayurvedic medicines, timely deworming, and vaccinations) are provided to the goats without fail.

Pashu Sakhis have also started making and selling inputs like Danamishran (concentrate seed mixture), Pashu chaat (mineral block). Till date, more than 1,500 goats have been de-wormed and 500 goats have been vaccinated for PPR. As a result of this, there is an increased total weight gain of 3,000 Kg.

All of these Pashu Sakhis promoted are women who belong to the same village that they are servicing. The mantle of Pashu Sakhis has boosted the morale of the women and also given them a sense of purpose. It is an eventful sight to see these women going around the village administering medicines and vaccines to the goats and earning an income through this entrepreneurial activity. In a very short time they have earned a lot of respect within their community and are receiving support from their families and the village paving way to their empowerment.

*Pashu Sakhis administer de-worming medicine to goats.*







*All set to vaccinate.*

## LIFESAVERS OF LIVESTOCK IN THE HINTERLAND

Bati Bai Pal, a native of Vijraban village, Tikamgarh, Madhya Pradesh, initially refused to accept the service of de-worming provided by the Pashu Sakhi. She was always apprehensive of the Pashu Sakhi and was vocally against her.

In due course of time, one of her goats was about to deliver two kids. As the goat was extremely weak, it resulted in the abortion of the two kids. It seemed the goat will also die. It was at this stage, Bati Bai turned to a Pashu Sakhi. The Pashu Sakhi delivered both the aborted kids through the training that she had received.

As the goat had grown extremely weak, the Pashu Sakhi initiated the treatment, provided her extra care and attention. In due course of time, the goat recovered but was still too weak and had rapidly lost more than 2-3 kgs of weight.

After her goat had fully recovered from the abortion, Bati Bai asked the Pashu Sakhi to de-worm her goat. At that time it weighed 27.8 kg. After de-worming Pashu Sakhi encouraged the owner to also provide danamishran to the goat for 15 days. When Bati Bai fed her goat with danamishran for 15 consecutive days, she observed a very rapid transformation in her goat. Her goat gained 4 kg of weight in two weeks and also became very active compared to the pathetic state it was in after the abortion. Now it is also ready to deliver a new set of kids and since it has recuperated fully, the kids are also anticipated to be born healthy.

Inspired by this development, Bati Bai's attitude towards the Pashu Sakhi has changed. Now she regularly speaks to her, takes her advice, and follows her treatment to the last word. Presently she is adopting all the treatment and management practices as suggested by the Pashu Sakhi.



*Pashu Sakhis with their kits.*

“

Goat is considered to be the poor man's cow. It is an important asset for the poor and marginalized community in the rural pockets of our country. However, due to lack of awareness and neglect by the veterinary community, goateries have not been able to reach their true potential. At SRIJAN, we are now beginning to focus on promoting goat-based livelihoods and health management practices as a major intervention. We strongly believe that this will be a profitable addition to the portfolio of livelihoods activities of the villagers and will increase their income in a very short time with a very low investment and least efforts. Also, this will impact women directly and support them in empowering themselves.

**- Prasanna Khemariya**  
CEO  
SRIJAN







# Crafting sustainable livelihoods

Craftizen has been strengthening the crafts ecosystem by bringing together multiple stakeholders to enable long-term livelihoods in a socially, culturally, economically and environmentally sustainable manner



*Flowers being recycled for making eco-friendly Holi colours.*

**Craftizen Foundation was founded in 2014 with a vision to preserve and evolve Indian craft skills so that they remain an integral part of our cultural fabric. We focus on sustainable craft-based livelihoods for persons with intellectual disability and women from underprivileged backgrounds.**



**C**raftizen's flagship 'Patron' programme aims to revive the concept of patronage under which the crafts sector once flourished. It is a comprehensive, multi-pronged model that endeavours to strengthen the crafts ecosystem by bringing together multiple stakeholders to enable long-term livelihoods in a socially, culturally, economically and environmentally sustainable manner. Over the years it has partnered with several corporates and foundations including Accenture India, Deloitte India, Hindustan Petroleum Corporation Ltd. (HPCL), United Way Hyderabad and Social Venture Partners (Hyderabad).

Since 2015, its 'Patron' programme has impacted over 3,000 beneficiaries across 20 livelihood centres in Bangalore, Hyderabad and Kolkata, skilled in over 20 different crafts ranging from hand-embroidery, fabric painting, tailoring, block-printing, grass jewellery, kantha stitch, as well as upcycling a range of discard materials.

#### **Collaborative Model:**

Craftizen partners with likeminded organisations (NGOs and public institutions) to implement its livelihood programmes and provide them end-to-end support including:

- Capacity Building: skill training, design thinking and soft skills
- Setting up group enterprises for sustained production
- Technical and operational support: tools, equipment, systems and processes
- Design development that focuses on enhancing the functional value of crafts
- Market Creation: absorbing the risk of inventory by providing regular orders and guaranteed buyback

#### **Green Skilling Project:**

This unique initiative is Craftizen's largest livelihood programme and provides sustainable and dignified employment opportunities to the underserved.

#### **Target population:**

Persons with intellectual disability (ID) and women from low-income families and disadvantaged backgrounds.



*Diya painting.*



*Petalists at work.*

#### **Operational geography:**

Bangalore (urban and rural), Hyderabad

#### **Scope and Impact:**

- 1,500 beneficiaries have completed skill training during the period 2016 - 21
- This group includes 1,200 persons with intellectual disability with no prior access to income earning opportunities
- Onboarded 13 partner organisations including NGOs and public institutions
- The programme has enabled therapeutic rehabilitation for persons with ID resulting in significant improvement in mental health, concentration levels, social skills and the ability to work with others.
- NIMHANS, Asia's largest centre for mental health, national institute of eminence and a Green Skilling Partner, published a paper in the international Journal of Psychosocial

Rehabilitation and Mental Health in May 2019 documenting the therapeutic and cognitive benefits of the Green Skilling programme in psychotherapeutic rehabilitation.

- Provided livelihoods and safe community work centres for women from vulnerable socio-economic backgrounds including victims of domestic violence
- Environmental impact: To date, we have processed over 35,000 kgs of discard materials including:
  - o Flowers from temples to produce Holi colours and Rangoli powders
  - o Paper-dust (discard from paper mills) to produce medals and festive gifts
  - o Fabric leftovers to produce bags and corporate gifts
  - o Single-use household plastic to produce personal accessories
  - o Silk thread discards (from power loom units) into Jewellery



- The programme has led to artisan earnings enhancement for 60% of the beneficiaries (rest are enrolled for therapeutic care), generating artisan earnings of over INR 75 lakhs to date
- Craftizen has been handpicked as a skill training partner for Health and Family Welfare Services, Government of Karnataka, to support community mental health daycare centres (Manasadhara) across Karnataka

#### **Impact**

- 1,500 beneficiaries trained including 1,200 persons with ID
- 500 persons with ID engaged for therapeutic rehabilitation
- 35,000 kg discard upcycled
- 13 livelihood centres
- 14 craft skills
- 150+ unique craft designs developed

#### **Petalists**

- Craftizen created a collaborative brand called “Petalists” to promote products developed under the Green Skilling programme.
- ‘Petalists’ are persons with intellectual disability who recycle flowers and convert them into beautiful products

#### **COVID-19 response:**

- For persons with ID who are in a high-risk category, Craftizen has provided dry ration kits since many of their parents lost their jobs; it has also enabled work from home opportunities and sustained bulk orders to keep them meaningfully engaged and continue earning
- Many of its women artisans have become the sole breadwinners for their families in the past year and Craftizen has ensured there have been a steady stream of orders enabling many of them to double their monthly earnings





## WORKS ON FLOWERS, SPREADS HAPPINESS LIKE A FLOWER

Naresh (name changed) dropped out of school several years back due to financial constraints and his learning disabilities (Microcephaly with slight Mental Retardation). He started as a helper in animal husbandry but due to the unhygienic workplace, he developed a skin infection and had to relieve himself from the job. After being introduced to the Green Skilling Programme back in 2016, not only has he received a stable source of income but also a safe work environment and friends. He loves recycling flowers and making Holi colours and Rangoli powders. He is the only artisan who is allowed to operate the 3HP pulverizer to powder dried flower petals on his own and he takes this responsibility very seriously and with a lot of pride and joy.

His father is no more and his mother, who was working as a domestic helper before the pandemic outbreak, has lost her job. Naresh is able to support his mother thanks to the income he is earning from making unique and eco-friendly products. Naresh is the big brother of the group, always helping others. He always has a bright smile on his face and a keen interest in undertaking new tasks.



Operating a pulverizer.

“

I see our role as craft architects, building bridges and plugging gaps to enable marginalised communities to earn dignified livelihoods. The crafts sector is the only industry that embraces persons irrespective of ability, of prior training or education to transform them into creative artisans capable of producing beautiful, one-of-a-kind products that are 100% made in India! At Craftizen, our artisans are also proud eco-warriors who embrace the philosophy that there is nothing called waste, everything is a resource that can be used/re-used.

**- Mayura Balasubramanian**  
**Founder & CEO**  
**Craftizen Foundation**







# Growing villages

**How we need to shape the growth of villages and make them self-sufficient, Model गाँव can give you the answer**

**U**narguably India has taken giant strides towards development, but the country still grapples with the urban-rural imbalance. And it's this urban-rural divide that is holding back India from joining the league of developed nations. Model गाँव, is a social initiative conceptualized by Dr Heera Lal, an IAS officer having rich experience of 26 years as a civil servant. It is an attempt to induce the much-needed social and economic transformation in our villages.

“The intent behind the initiative is to make our villages self-reliant,” shares Dr. Heera Lal, Additional Mission Director, National Health Mission, Uttar Pradesh. The initiative draws its inspiration from Mahatma Gandhi's economic wisdom. “Gandhiji envisaged villages as self-sufficient republics. He always stressed on the growth of the rural economy. This can only be achieved through integrated and holistic development of villages. More importantly, the local communities

*Towards path of development.*











# Creating self-sustaining communities

Swades Foundation empowers villagers with livelihoods that echo the local resources of the community

*The farm-based livelihoods have ensured that farmers are able to grow crops round the year.*





**S**wades Foundation operates with the single-minded focus of empowering rural India. It aims to uplift 1 million people out of poverty every 5 - 6 years through its holistic model of rural development. The Swades Building Livelihoods initiative ensures every household in rural Raigad earns a minimum of Rs 2 lakh annually through at least two income sources. Over 20 years of implementation experience in the geography has enabled the Foundation to support livelihoods programs serving every section of the rural community. These are activities that are Farm-Based, Off-Farm, Non-Farm, and Reverse Migration Programs.

### On-Farm Program

The agriculture practiced in Raigad is mostly rain-fed as the scarcity of water in the region and soil's limited water retention capacity puts forward a big challenge for farmers. It limits them to continue farming beyond the monsoons, and farmers are dependent on the paddy crops to sustain their living. As the majority of their produce is for domestic consumption, the income is less. Swades Foundation supports Water for Irrigation (WFI) initiatives and brings land under assured irrigation. WFI enables farmers to grow cash crops in the rabi season and increases the productivity and survival percentage of existing and recently planted orchards. Under the program, progressive farmers are trained in advanced agricultural practices and horticulture through exposure visits. Swades supports farmers with samplings and technical training for planting fruit-bearing trees like Sapota, Mango, Cashews, etc. Post three years of nurturance and care, the farmers can augment their family income by INR 600 – 1,000 per tree every year. Swades has transformed 2732.9 acres through drip and flood irrigation, and 929,274 new plants have been distributed for horticulture. 29,018 farmers have been part of the exposure visits and training for new farming technologies.

### Off-Farm Program

Off-farm activities include animal husbandry (dairy, poultry, and goat rearing) and fisheries. Dairy farming develops an ecosystem around dairy farming and promotes it as a sustainable

livelihood, which creates a steady revenue stream throughout the year. Swades supports farmers by establishing credit linkages, supply chain management, and ensuring good health and nutrition for the cattle. Poultry and Goat-Rearing are the popular livelihoods opted by the poorest households and single women-headed households for income augmentation. Swades supports aspiring poultry entrepreneurs with 50 birds in one cycle with technical training in management and care of the birds. The entrepreneur ensures to retain at least 10 birds for expansion of herd size. On meeting, this criterion Swades support two more cycles of birds. Once the herd size has increased, the entrepreneur can continue with only technical support from Swades. Similarly,

for aspiring goat rearing entrepreneurs, Swades supports one female goat and one heifer for expansion of herd size. The foundation also supports fishers with superior quality fishnets that augment their income by Rs 50 - 60 thousand annually. Swades has created 14,167 entrepreneurs practicing animal husbandry.

### Non-Farm Program

To break the cycle of poverty, Swades trains the rural youth in skills that enhance their job readiness and places them in organized sectors. The various trades in which youth receives skill training are - Accounts Executives, Assistant Electricians, Beauty Therapist, Nursing, Computer Hardware, and Networking, Data Entry Operator,

Debt Recovery, etc. Swades has trained 3,094 youth and placed 2,654 in formal employment, and 79% have completed over a year on their jobs.

### Reverse Migration

Organizing Mumbai Committee meetings with migrated villagers, Swades orients them for livelihood opportunities back in their village and assures them continuous mentoring post they migrate back. More than 250 people have migrated back to Raigad and are mentored by team Swades. Swades follows a push vs pull approach for all its initiatives and ensures that the community bears a 10 - 15% cost of the support provided. This ensures community ownership and sustainability of the program.



*Sonali Waghmare (Tala, Raigad) has stepped towards an empowering future with Swades Foundations Poultry Program.*



## ...I TRUSTED MY ROOTS AND SOIL

Swades nurtured my hobby of growing vegetables to a never-ending passion for farming. Post completing my engineering, I too faced the dilemma of chasing a city life or stay back in the village and struggle. Choosing the latter, I started working at my uncle's farm. People often mocked my decision of staying back but, I trusted my roots and soil. I was aware of the Swades Foundation's initiatives and their support for farmers in Raigad. I got in touch with them, and it changed my life. Motivating a few of my friends, we started community farming and availed the Water for Irrigation Program of Swades.

Practicing drip irrigation, we grew crops like cauliflower, tomatoes, brinjals, chilies etc. Seeing this, the other farmers of our village got motivated too and are growing cash crops. Swades trained me in Advanced Farming Practices and it has helped me expand my farming business. We started farming on less than half an acre of land, and at present, we grow crops on more than 3 acres. I make Rs 1.5 lac annually only by farming. Swades Foundation also supported me with the New Orchard Program and Mango Grafting and soon the fruits will add to this income too. My family is proud of me, and other farmers of my village look up to me.

**Ankush Vijay Maule | Adiste, Sutarkond | Mahad | Raigad**

“Swades building livelihoods initiative is one of our big leaps towards the organization's vision of uplifting 1 million rural population out of poverty every 5 to 6 years. The program offers multiple and sustainable livelihood opportunities to rural communities. These livelihood programs are designed keeping in mind available local resources and geographical context and by involving the community. Our strategy is designed to create pull through engagement and we believe in exiting communities, leaving behind an empowered community to take charge of their development for sustainable rural transformation. And we believe that this will lead to formation of Dream Villages where all households are economically and socially empowered.

**- Mangesh Wange  
CEO  
Swades Foundation**





# Powering Livelihoods

**Three-year CEEW-Villgro project intends to boost the rural economy by increasing the use of clean energy-powered appliances for livelihoods**

Villgro was founded in 2001 by Paul Basil, with a mission to create impactful, innovative and successful social enterprises. Core to its work is the belief that market-based models are a powerful way to solve social problems and create impact at scale. By capacitating these models with the right resources and knowledge, they are a sustainable way of creating lasting social impact.

In 2001, as a pioneering social enterprise incubator in India, the recipe for incubation success was yet unwritten. With a passionate young team, inspiring leadership, an accomplished Board of Advisors, and partners who truly walked the distance with it, Villgro spent many years refining its incubation model. Twenty years and working with over 300 entrepreneurs has perfected Villgro's incubation technique and attuned it to the needs of the innovative early-stage companies that it works with.



*Empowering women with livelihood opportunities.*

**P**owering Livelihoods, a CEEW-Villgro initiative launched in 2020, aims to boost India's rural economy by scaling up the penetration of clean energy-powered appliances for livelihoods. Over three years, the initiative will support at least five enterprises to undertake large-scale commercial deployment of their solutions and use the generated evidence to catalyse the sector. Additionally, this initiative will be piloting strategies for business growth using a gender lens, and will work towards ensuring a minimum of 3,600 livelihood opportunities are generated for women as a result.

## **Enabling enterprises to scale**

Powering Livelihoods will meet the unique needs of each selected enterprise through dedicated

financial, technical and sectoral growth support. The programme aims to achieve its objectives through the following key streams of activity:

- **Capital support:** Support of up to USD 2,50,000 to bridge the gaps faced by the enterprise at the commercialisation stage.
- **Capacity building support:** Up to USD 1,00,000 worth of technical assistance to bridge enterprise specific need gaps, and delivered through strategic partnerships.
- **Sectoral growth support:** Up to USD 1,00,000 worth of sectoral growth support to generate knowledge and evidence to unlock support at the sectoral level. Showcasing and leveraging enterprise success to drive sectoral growth.





# Brooke India backs equine owners in hour of need

Brooke India helped equine-owning community take up alternative income generation activities when brick kiln industry became stands till during COVID-19 pandemic



*Equine owners took up pottery as an alternative income generation activity during the COVID-19 pandemic lockdown.*



Working equines (horses, donkeys and mules) are essential for the survival of thousands of marginalised communities in India. The government’s lockdown order to counter COVID-19 got the Indian Brick Kiln (BK) industry, one of the largest employers of the unorganised labour force, and the working equines, at a standstill. With the shutdown of the BK industry, the primary livelihood source of the equine owning communities was jeopardized.

Understanding the livelihood needs of the community, market demand and lockdown restrictions, Brooke India (BI) explored alternative livelihood avenues. The BI team assisted the equine owning community members and their self-help groups (Equine Welfare Groups-EWG) through online training on alternative livelihoods and government scheme & market linkages.

Below are some of the Income Generation Activities (IGAs), facilitated by the BI team, which ensured regular income during the COVID-19 pandemic.



Face masks being stitched by women group members in Ahmednagar, Maharashtra.

IGAs	Accrued benefits for equine owning communities
Stitching of face masks	More than 100 Women Equine Welfare Groups (WEWGs) across BI’s operational areas used the National Rural Livelihood Mission (NRLM) opportunity of supporting women self-help groups and stitched approx. 20,000 face masks. On each facemask, the stitching cost ranged from INR 2-3.
Pottery	More than 35 Women EWG members from the Prajapati community took up traditional pottery work. The members earned up to INR 5,000 per month during the lockdown.
Stitching Personal Protection Equipment (PPE) kits	In furtherance to NRLM’s initiative of supporting Women Self-help Group, BI linked its WEWGs for stitching PPE kits. Our WEWG members stitched 500 PPE kits during the initial period of the lockdown and earned INR 350-450 daily.
Selling vegetables on horse-driven carts	Owing to halt in the BK operations, BI team encouraged equine owners to explore IGA of selling vegetables and groceries using their equine carts. In some places, due to restriction on vehicle movement, these carts became a vital mode of goods transport from rural areas to urban areas. The marginal farmers were able to sell their produce at decent rates and the urban consumers got access to fresh vegetable supply during the lockdown at a reasonable price. At many places, equine owners were able to earn an average of INR 300-400 per day during the turmoil.

These IGAs proved to be a boon for the struggling equine owning communities. Speaking on BI’s assistance during the lockdown, Manisha, a member of Neem Baba WEWG, said, “With the help of Brooke India’s team, our families did not have to suffer from hunger. We were able to earn enough to fill the stomach of our family members and equines.”



Member of a women self-help group sewing face mask in Fatehpur, Uttar Pradesh.



# Winter gift for women in Dhamtari

Women makes sustainable income through mushroom farming with the support of Gramin Vikas Trust and HDFC CSR funds under Holistic Rural Development Programme in Chhattisgarh

**Gramin Vikas Trust, a non-profit development organisation supported by Krishak Bharati Cooperative Ltd (KRIBHCO), Department of Fertilizers, GOI and DFID (UK), has been working with tribal and marginalized communities with interventions in over 3,900 villages in 94 districts in 24 states.**

*Button mushroom farming.*



**G**ramin Vikas Trust (GVT) has been awarded for its project Parivartan under Holistic Rural Development Programme (HRDP) implemented with the financial support of HDFC CSR funds. The project impacted 3,347 households and 15,608 individuals of 10 villages in Dhamtari district of Chhattisgarh. The project timeline was for three years i.e. from 1st April 2018 to 31st March 2021.

The purpose of the project is to generate a sustainable increase in the income of villagers in the project area through improved agriculture and allied activities, and entrepreneurship development through the active participation of the community.

The major component of the project is institutional development, enhanced knowledge and education, income generation, agriculture development, livestock development, infrastructure development, water resource development, health and sanitation, women development, adaptations of low-cost technology and business development through forming and strengthening Farmers Producers Organisation.

## Mushroom cultivation and entrepreneurship development

Since mushroom cultivation is an alternative source of income for farmers, GVT introduced mushroom (oyster) production in the year 2018-2019. Oyster mushroom farming was done with the financial support of HDFC Bank CSR funds



*Cashing stage.*

under HRDP programme in 10 villages namely Sarangpuri, Sakarwara, Achhota, Bhoyna, Devpur, Bhothali, Banjari, Darri, Kalartarai and Mudpar with 34 SHGs. A total of 318 women were involved in it and earned Rs 150-200/kg each by selling fresh oyster mushroom. Annually, they had an extra income of about Rs 7,000 to Rs15,000 from oyster mushroom.

By observing the capacity and skills of the women, GVT adopted button mushroom farming as a



*Pinhead stage.*

*Mushroom ready for the market*





Expected returns

Unit	Volume of compost kg	No of bags would be filled	Volume of button mushroom produced kg	Selling price Rs 200-350/ kg	Gross income Rs	Total cost of production Rs	Gross profit Rs
1 farmer	150	35	52.5	200	10500	9000	1500
1 group (2 farmers)	300	70	105	200	21000	18000	3000
20 farmers in a village	3000	700	1050	200	210000	180000	30000
100 farmers	15000	3500	5250	200	1050000	900000	150000

Harvesting of oyster mushroom begins in Mudpar village.

Spawning being done.



Latitude: 20.707615  
Longitude: 81.654785  
Elevation: 363.94 m  
Accuracy: 1.4 m  
Time: 11-12-2020 12:17  
Note: Button mushroom spawning  
Village Sarangpuri





## Mushroom making income sustainable

Oyster mushroom cultivation is continuing uninterrupted in five project villages of GVT namely Devpur, Darri, Achhota, Bhayna and Nudpar in Dhamtari since 2018. A total of 30 women SHGs with 186 members have been involved in it. Initially, they did it in group mode following the training under HDFC project. From October 2020, after the pandemic, the mushroom cultivation resumed and fresh mushrooms were sold in the market. Presently, a total of 186 women from 30 women SHG are continuing oyster mushroom cultivation with 2,500 beds at household level by availing internal lending from their SHGs. Through oyster mushroom cultivation, each family is earning an extra income of about Rs 10,000 to Rs 20,000 per year after their home consumption. All the five villages are well connected to the state highway with so many hotels, dhabas, daily-need market and weekly markets at a distance of about 5 to 15 km from Dhamtari district headquarters with a good outreach of selling products and buying raw materials.



*Women preparing beds for the cultivation of oyster mushroom.*

Gramin Vikas Trust in association with HDFC Bank under the HRDP project has taken the challenge of doubling the income by introducing different technologies in the farm sector. The results are very encouraging and now people are looking for not only addressing their food security issues but also to improve their food quality and standard of living by adopting the productive use of farm product especially seed, vermicomposting, horticulture development, onion farming, oyster mushroom farming and button mushroom farming. This establishes the experience into the enterprise with the support of the women's groups and Farmer Producer Organisations(FPO).



**- Shiv Shanker Singh**  
**CEO**  
**GraminVikas Trust**



**Compost preparation.**





# Making underprivileged youth employable

**Committed Communities Development Trust imparts employability skills to youth from socio-economically backward families for their economic empowerment**



*Classroom training in progress.*





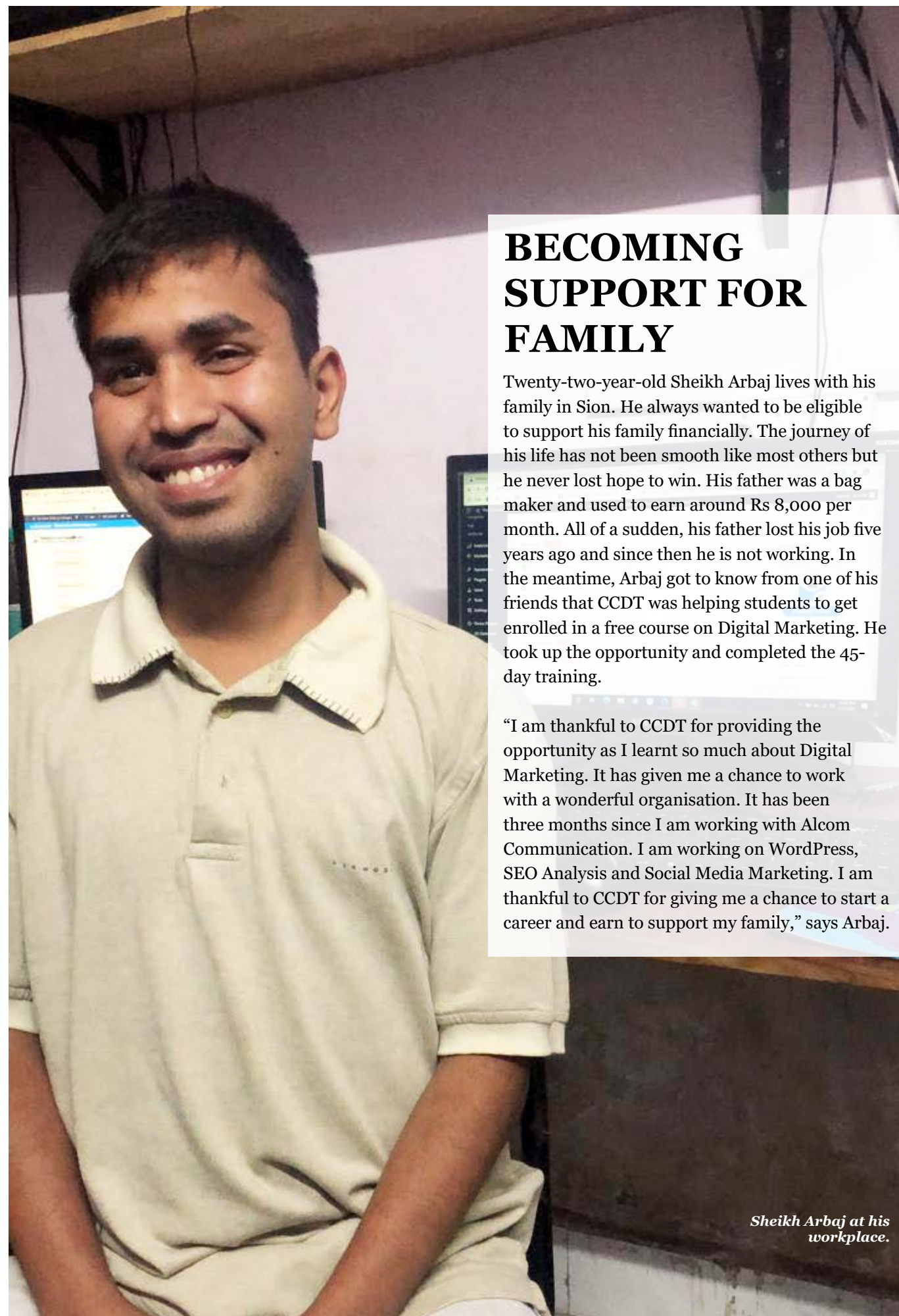
*Participants during the convocation ceremony of Youth Empowerment Programme organised by Committed Communities Development Trust.*

**Committed Communities Development Trust (CCDT), founded in Mumbai in 1990, is a voluntary and secular trust registered under the Maharashtra Trust Public Act of 1950. CCDT has structured its community programmes around the three thematic pillars – Health & Nutrition, Child Protection, Adolescent and Youth Empowerment.**

**Y**outh Economic Empowerment is an initiative of CCDT to support underprivileged youth to enable them to realise their dreams by equipping them with essential life and job-oriented vocational skills. The programme focuses on employability skills and increases employment opportunities so that they are gainfully engaged in decent employment. The youth are from socio-economically backward families. Some of the youth are engaged in unskilled labour work due to lack of proper education and skills required to work in a particular field. One of its recent youth empowerment programmes helped 140 youth

to learn courses such as Digital Marketing, Web Programming, Web & Graphic Designing and Business Accounting. The training was conducted online. The training methodology adopted was based on the concept of “Learn – Implement – Practise”. The participants were trained by a trainer through a Power-Point presentation and the knowledge imparted was implemented by the students as assignments and then practised in their project. This ensured that the knowledge gained was put to use practically. Guest lectures from experts were organised to guide the students on industries.



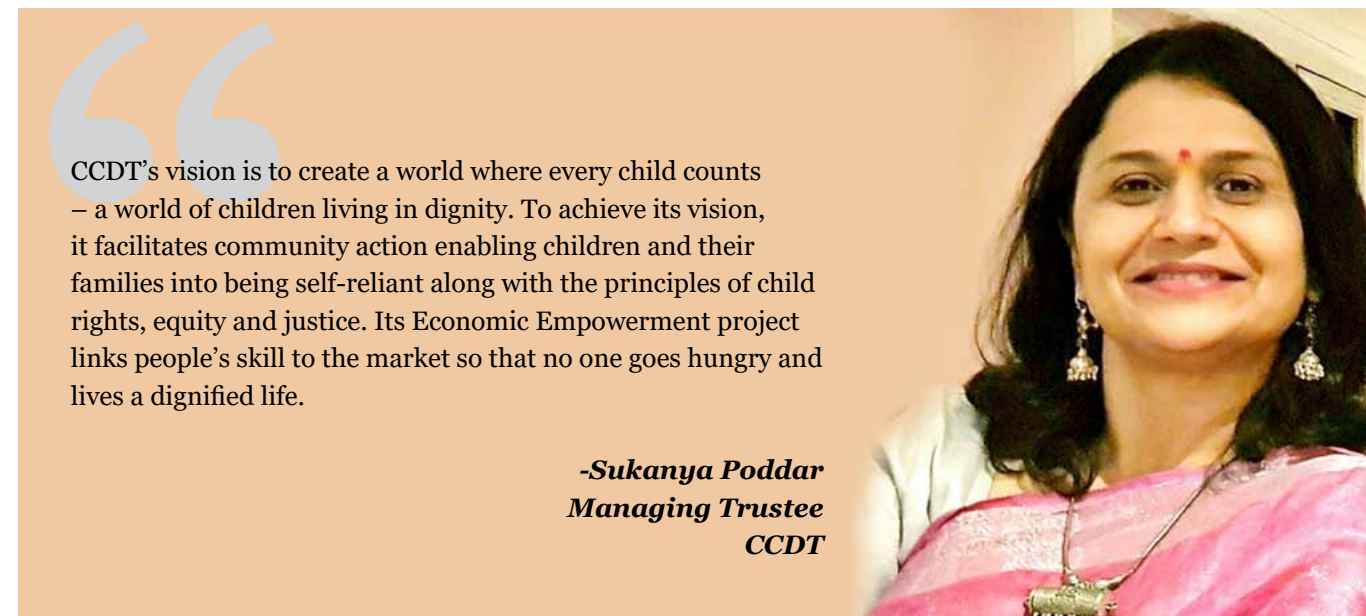


## BECOMING SUPPORT FOR FAMILY

Twenty-two-year-old Sheikh Arbaj lives with his family in Sion. He always wanted to be eligible to support his family financially. The journey of his life has not been smooth like most others but he never lost hope to win. His father was a bag maker and used to earn around Rs 8,000 per month. All of a sudden, his father lost his job five years ago and since then he is not working. In the meantime, Arbaj got to know from one of his friends that CCDT was helping students to get enrolled in a free course on Digital Marketing. He took up the opportunity and completed the 45-day training.

“I am thankful to CCDT for providing the opportunity as I learnt so much about Digital Marketing. It has given me a chance to work with a wonderful organisation. It has been three months since I am working with Alcom Communication. I am working on WordPress, SEO Analysis and Social Media Marketing. I am thankful to CCDT for giving me a chance to start a career and earn to support my family,” says Arbaj.

*Sheikh Arbaj at his workplace.*



CCDT's vision is to create a world where every child counts – a world of children living in dignity. To achieve its vision, it facilitates community action enabling children and their families into being self-reliant along with the principles of child rights, equity and justice. Its Economic Empowerment project links people's skill to the market so that no one goes hungry and lives a dignified life.

**-Sukanya Poddar**  
**Managing Trustee**  
**CCDT**



**CCDT Managing Trustee Sukanya Poddar handing over a certificate to a youth during the convocation ceremony of Youth Empowerment Programme.**





**CASA helping communities severely affected by COVID-19 pandemic**

## Awareness- The Harbinger of Change

*"I was in a dilemma of whether I will get a job in my area or not." - Rajendra*

*"Those days in quarantine were the toughest of times as I was not allowed to go out in my village. I was in a dilemma of whether I will get a job in my area or not." - Rajendra*

Rajendra, age 42 is a resident of TaragutuAmbatoli, a small hamlet in the Gumla district of Jharkhand. The village, encircled by hills and green forests, remains untouched by development. The villagers mostly belong to the Oraon tribe whose chief occupation is agriculture. Within the periphery of this agro-based village, Rajendra heads a family of 5 including him, his wife, and three children.

Due to the lack of irrigation facilities, the farmers depend on rain and their agricultural period spans from June to January. For the remainder of the year, most of the youths migrate to Uttar Pradesh to earn at the Brick Kilns.

For the past 4 years, Rajendra has been migrating to Uttar Pradesh for a span of six months to work in the brick kilns. "We workers reside near the brick factory. Hearing about the pandemic, we took it very casually like other diseases. While watching the television we heard the news about the nationwide lockdown and we were new to such a situation. All of us were in tremendous pressure that everything would be closed from 24th March 2020."

The UP government arranged a vehicle for the guest workers to revert to Jharkhand but when Rajendra arrived at his village, his life took an unpredictable turn. "After all the medical checkups in the village, I was in home quarantine for 14 days. Those days in quarantine were the toughest of times as I was not allowed to go out in my village. I was in a dilemma of whether I will get a job in my area or not."

"While I was in-home quarantine, the Team of CASA visited our village to make the people aware of the COVID-19 pandemic and informed us about the safety measures from washing hands to practice physical distancing and also using the masks."

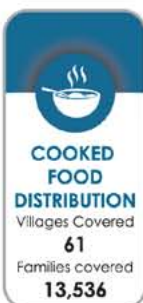
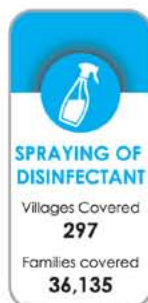
During the awareness program, Bilash Oraon, a volunteer of CASA, communicated about how MGNREGA job cards can help them get employment. Rajendra continues, "Due to the Nationwide lockdown, I thought that even if I have the job card, it will not help me in finding work. I have the MGNREGA card so it came as good news for me."

"When the quarantine period was over, I got employed for 20 days at a plantation and land development work site, near my village. I



### TOTAL REACH OF MATERIAL DISTRIBUTION AND OTHER SUPPORT

Villages Covered: 1946  
Families covered: 1,14,045



received Rs 194/- per working day. In the field, we use masks and follow physical distancing. We practice the regular washing of hands at home. I thank team CASA for sharing the dos and don'ts of COVID-19 and also making us aware of the job card facilities."

CASA looks forward to helping more individuals and families to survive through these unpredictable times with social security and adequate help.

### Total Reach of Material distribution/ other Support and Awareness Initiative

**23**  
States Covered

**11,133**  
No. of villages covered

**40,23,150**  
No. of people reached

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## INDIGENOUS FOOD SOVEREIGNTY

REVIVING TRADITIONAL AGRICULTURE FOR NUTRITIONAL SECURITY



Through our interventions we aim to help indigenous communities in the Nilgiris have the right to own and develop their land, and its resources to follow their own traditional ways of growing food. The preservation of traditional forms of farming knowledge and practice helps to enhance food security.

**DONATE NOW**



### Your Donation will enable us to

- Help indigenous farmers grow traditional food crops (Millets) that are rich in micronutrients, through seed and inputs support.
- Support its production and linking supply through the local Public Distribution System.





Credit: Abhirup Dasgupta



Credit: Abhirup Dasgupta

# The Good Sight

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