

Brief Organisational Profile of Action for Social Advancement (ASA) September 2009



Name	Action for Social Advancement (ASA)
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Contact Person	Mr. Ashis Mondal, Director
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Address (Head Office)	E-5/A, Girsih Kunj Above State Bank of Indore, Shahpura Branch Bhopal 462 016, M.P Tel/fax: 0755 - 2427369 / 4057925 Email: asa@asabhopal.org Website: www.asaindia.org
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Year of establishment	1996
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Registered Under	<ul style="list-style-type: none">▪ Gujarat Societies Registration Act, 1860, &▪ Bombay Public Trust Act, 1951
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Programme Coverage	11 district in M.P & 3 districts in Bihar. Covering over 1000 villages directly working with over 120,000 poor rural families
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Programmes:

Land, Water and Agriculture productivity enhancement:	<ul style="list-style-type: none">▪ Watershed Development Community▪ Water Resources Development▪ Minor Irrigation▪ Participatory Irrigation Management▪ Participatory Varietal Selection and Promotion▪ Farmers' Field School▪ System of Rice Intensification▪ Participatory Plant Breeding
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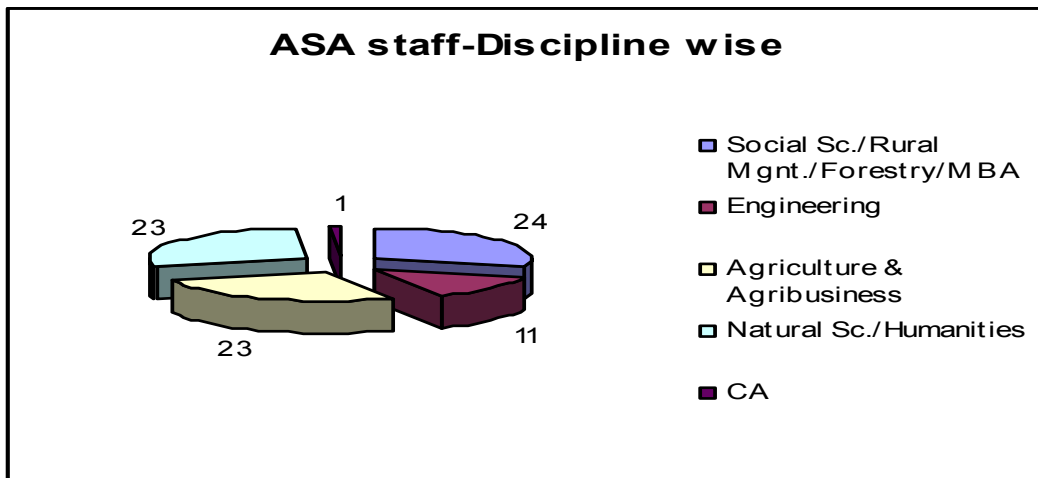
Agribusiness Promotion for Small and marginal farmers:	<ul style="list-style-type: none">▪ Promotion of Farmers' Producers' Company▪ Crop seed Production▪ Other Agribusiness initiatives
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Micro Finance through Self Help Groups	
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Research, Training, and Consultancy	
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Staff Profile:

ASA has 83 professionally qualified staff. The staff profile is as below:



Also, ASA works with a group of Associate Consultants who are engaged on assignment basis. The Associate consultants are regularly involved in the programmatic interventions of ASA.

Branches: 18 Operational Field Locations including the HO in Bhopal.

ASA's Mission:

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

Core values and objectives

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

Areas of expertise

The key competencies of ASA can be broadly categorized into:

- **Field implementation** especially in community based natural resources management sector which includes community mobilization and participatory implementation of NRM programs, Micro credit, Participatory irrigation management; Local governance and capacity building of the involved community, their local institutions including PRIs.
- **Development support** (Technical support) to the NGOs, Government departments/projects and donor organizations in the areas of NRM, Agriculture technologies, Micro credit, Local governance, Project management and Institutional development.
- **Action Research, Consultancy and policy advocacy** in the areas of NRM including Participatory Technology Development (PTD) in agriculture, Participatory Monitoring & Learning.

Donors: Past (last four years) & On-going

Sr.#	Donor	Sr.#	Donor
Government			
1	Panchayat & Rural Development Dept., Government of M.P.	2	Department of Farmers' Welfare and Agriculture Development, ATMA Project, Government of M.P.
3	Indian Council for Agriculture Research, New Delhi, for National Agriculture Innovation Project.	4	M.P. District Poverty Initiative Project (World Bank funded), GoMP
5	Bihar Rural Livelihoods Promotion Society, (World Bank funded), Government of Bihar	6	M.P. Rural Livelihoods Project (DFID funded), GoMP
7	NABARD-M.P. & Bihar	8	Jawaharlal Nehru Krishi Viswa Vidhalaya, M.P.
9	CAPART	10	The Narmada Valley Development Authority
National Donor Organization			
10	Sir Dorabji Tata Trust, Mumbai	11	Sir Ratan Tata Trust, Mumbai
12	ITC Ltd., Kolkata	13	The World Bank, New Delhi
14	India Canada Environment Facility	14	ARGHYAM, Bangalore
International Donor Organisation			
15	Development Alternatives, New Delhi for Poorest Areas Civil Society Organisation supported by DFID	16	The Paul Hamlyn Foundation, U.K
17	Aga Khan Foundation (I), New Delhi	18	International Livestock Research Institute (ILRI)

19	Savitri Waney Charitable Trust, U.K	20	Canadian High Commission, N. Delhi
21	WaterAid India, New Delhi	22	Winrock International India
Financial Institutions			
23	ICICI Bank, Mumbai	24	HDFC Bank, Chennai
25	Friends Women's World Bank, Ahmedabad	26	State Bank of India, Bhopal
27	Indian Bank, Bhopal	28	

Major Projects (Recent Past/ Ongoing)

Project Title	Project Duration
Watershed development under the Narmada Valley Development Authority in Alirajpur & Harda/Hosangabad district.	2009-2014
Improvement in Livelihood of poor tribal of Bajna & sailana Blocks of Ratlam district, M.P through creation of Dug well as durable assets, agriculture development and water management.	2009-2011
Public Private partnership for increasing agriculture productivity in irrigated command through restoration of canal system of minor schemes and through agriculture development initiatives in Barwani district of M.P.	2008-2010
Building market led Farmer Producer Companies for backward & forward linkage of Agriculture in 10 districts of M.P.	2008-2010
Agriculture Sector Support with special focus to the Participatory selection of crop varieties and promotion in three districts of Bihar	2008
Dugwell and Kitchen gardens as durable assets creation for livelihood improvement in tribal households in 3 districts of M.P	2008-2010
Public Private Partnership for Agriculture Extension under Agricultural Technology Management Agency (ATMA) Project, in seven districts in M.P	2008-2009
Integrated Farming System Modules to ensure sustainable Livelihood Security for the Peasants of Disadvantaged Districts of M.P (two districts of M.P).	2008-2012
Community Managed Bio-Industrial watershed for sustainable use of Natural resources and livelihoods project in Narsinghpur district in M.P	2007-2011
Enhancing livelihoods of livestock dependant poor people through increasing use of fodder in Munger district of Bihar	2007-2009
Watershed development under M.P. Rural Employment Guarantee programme in three districts of M.P.	2007-2011
Livelihoods improvements of poor through land , water, agriculture and dairy interventions in Munger, Bihar	2007-2010
Promotion of Micro Finance through SHGs in 5 districts of M.P	1998-ongoing
Enhancing Agriculture productivity through land, water and agriculture interventions in Ratlam and Ujjain districts of M.P.	2005-2010

Enhancing Agriculture productivity through seed sector interventions in Chhattarpur district of M.P.	2006-2007
Promotion of Slope Area Agriculture Technology in Jhabua, M.P.	2005-2006
Participatory canal restoration and management in 3 districts in M.P.	2003-2007
Participatory Monitoring and Learning in World Bank supported rural development projects – An action research project	2002-2005
Technical support to M.P-District Poverty Initiative Project in 14 districts for agriculture interventions and agribusiness promotion	2003-2007

Major Consultancy assignments managed - Past/ Ongoing

No	Name of the Project	Sponsor's	Duration
1	Study on workings of Check dams in M.P.	Poverty Monitoring and policy support Unit (PMPSUS), anchored by State Planning Commission, M.P.	2008-09
2	Evaluation study to assess the reasons for variance in Medium & Major Irrigation Schemes and suggestions for Improvement in M.P.	Poverty Monitoring and policy support Unit (PMPSUS), anchored by State Planning Commission, M.P.	2008-09
3	State plan of Madhya Pradesh Rastriya Krishi Vikas Yojana (RKVY)	Farmers' Welfare and Agriculture Development, GoMP	2008
4	Project document preparation for the community managed bio-industrial watersheds for sustainable use of natural resources and livelihood	M.S. Swaminathan Research Foundation, Chennai	2006
5	District Perspective Plan for NREGA for Jhabua and Balaghat	Panchayat and Rural Development Department, GoMP	2005
6	Capacity building of MP-District Poverty Initiative Project for Agriculture support services	MPDPIP, GoMP	2003-07
7	Capacity building of UNDP sponsored NGOs of Jharkand for establishment of Participatory Varietals Selection and Promotion approach in M.P.	UNDP thru' partner NGOs	2005-08
8	Participatory Monitoring and Learning in Community Demand Driven Project	The World Bank	2002-05
9	Agriculture Sector Support with special focus to the Participatory selection of crop varieties and promotion in three districts of Bihar	Bihar Rural Livelihoods Promotion Society	2008-10
10	Empowerment of Water Users' Association and Agriculture Support Services	Chhattisgarh Irrigation Development Society, Government of chhattisgarh	

The Board of Trustees

No.	Name	Designation	Background
1	Mr. Samir Ghosh	Chairperson	Development Consultant and is active in OD, Health and disability issues in India and Internationally
2	Mr. Achintya Ghosh	Trustee	Program Director, National Level NGO, PRADAN, New Delhi , India
3	Prof. P.K. Biswas	Trustee	Faculty of Sociology & Social Anthropology in Indian Institute of Forest Management (IIFM), Bhopal (MP)
4	Dr. Yogesh Kumar	Trustee	Executive Director of NGO, SAMARTHAN, Bhopal, Madhya Pradesh
5	Dr.(Mrs.) Amita Shah	Trustee	Professor in Gujarat Institute of Development Research,
6	Mr. Binoy Acharya	Trustee	Director of NGO, UNNATI, Ahmedabad
7	Ms. G. Jayanthi	Trustee	Trustee and founder of ASA
8	Mr. Ashis Mondal	Managing Trustee	Director and founder of ASA