



Ensuring livelihoods with equity & dignity

21st Annual Report

2016-17

*Working for rural development
Since 1996.....*

21st Annual Report 2016-2017

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Registered under the Gujarat Societies Registration Act, 1860 and Bombay Public Trust Act, 1950.

Cover page photo caption: Mobile Irrigation Systems being piloted as a water saving device in Rajpur Block, Barwani District, M.P.

Acknowledgement

Dear Reader,

Presenting Annual Report has been always a joyous moment for us. It is an opportunity for us to assess our past performance and sharing with our stakeholders. We have been doing this dutifully for last 22 years since our inception.

The year of 2016-17 has been as exciting as we expected. We work in agriculture space and therefore a year of good monsoon brings a lot of hope and joy to us as it does for millions of Indian farmers. By the end of the year we could reach out with our support to nearly 2,50,000 smallholder farmers spread across in 1446 villages, 24 districts and four states of Central and Central East India namely, Madhya Pradesh, Chhattisgarh, Jharkhand and Bihar. With addition of 335 Self Help Groups during the year, we have supported 3422 SHGs in 2016-17 for their regular meetings, bank credit linkage, market access, etc. These SHGs represent 40379 families, 97% women members with a total savings of INR 41.07 Million and INR 50.84 million of credit linkage from the banking institutions.

During the year 126 rain water harvesting structures of different types such as masonry stop dam, earthen tank, farm ponds, lift irrigation systems have been constructed with direct funding by ASA. Till date ASA has constructed 3874 rain water harvesting structures, renovation of seven canal irrigation system and over 3500 dug wells. All of it have created irrigation potential for 28,543 hectare. Several external and internal studies of our work have confirmed that any farming family which has received irrigation benefit for at least an acre of land has achieved an income level of Rs.120000 per annum at current price level. Families having irrigation benefits for more than five years have net savings/investment of more than Rs. 2 lakhs. These families are capable of absorbing shock of any emergency such as health problem, litigation, etc., a major reason for rural families to fall into the poverty trap.

Through the convergence of MGNREGS programme, an employment guarantee scheme in rural areas by the Govt. of India, in the project villages another 4332 Hectare of farm land brought under irrigation benefits through the construction of 2689 different rain water harvesting structures. Nearly 85000 Hectare has been treated with soil and moisture conservation so far including 440 hectare of horticulture plantation. Needless to mention that such work of land and water conservation brought much needed relief and assurance of agriculture for thousands of small farmers.

Over 1,40,000 farmers have been trained in a continuous handholding manner to practice and adopt sustainable agricultural practices of which about 7500 farmers have adopted organic farming for cotton and rice and about 20,000 farmers practicing non chemical pesticides farming. About 7700 farmers are doing vegetable cultivation. The production system is being aligned with the market requirement. Accordingly varietal replacement is being promoted for certain crops to suit market requirement. 19 new varieties of Soybean, Paddy, Wheat, Black gram, Maize, Millets etc. have been introduced through farmers' field trial. A collaborative research with The International Maize and Wheat Improvement Center (CYMMT) and Syngenta Foundation India has been taken up for field trial of Maize varieties. Similarly a varietal breeding programme has been started with the FIBL, a Swiss research organisation for Non Bt cotton varieties development. The project is going to start from Kharif 2017.

ASA has promoted two more FPCs during the year totaling to 56 FPCs, mostly in M.P. and other states with over one lakh shareholders from the small and marginal farmers category to drive the agri-value chain development through community enterprises like agri.produce trading, seed production, Agri input supply and other such interventions. A comprehensive business planning software has been developed and in use by the FPCs. Another customised accounting software known as "FPC Accounts Management Information System- FAMIS" was commissioned. This is an online system which helps recording accounts transactions along with inventory of items for each FPC.

ASA has started a large project with the support of the Axis Bank Foundation. It covers 55,000 small holder families of five contiguous blocks of eastern M.P, and adjoining Chhattisgarh.

We have provided extensive efforts to ensure that the staff are continuously appraised through various skill training. 20 such major training events were organized for staff outside ASA. To enable faster processing of HR related functions, a user friendly online Intranet system 'Employee Self Service (ESS)" was developed in-house that includes processes associated with proposing to recommendation and approvals of staff leave, tour, training events, staff appraisals. The system has made the intra-ASA communications quicker and simpler.

On behalf of the Board of Trustees, I take the opportunity to convey our sincere gratitude to all our donors, supporters, collaborators, well wishers, and the village communities, for their continuous support and trust in our endeavour. Last but not the least my heartiest congratulations to my colleagues for their sincere efforts in bringing positive change in the lives of the needy farmers.

Sincerely,

Ashis Mondal
Director



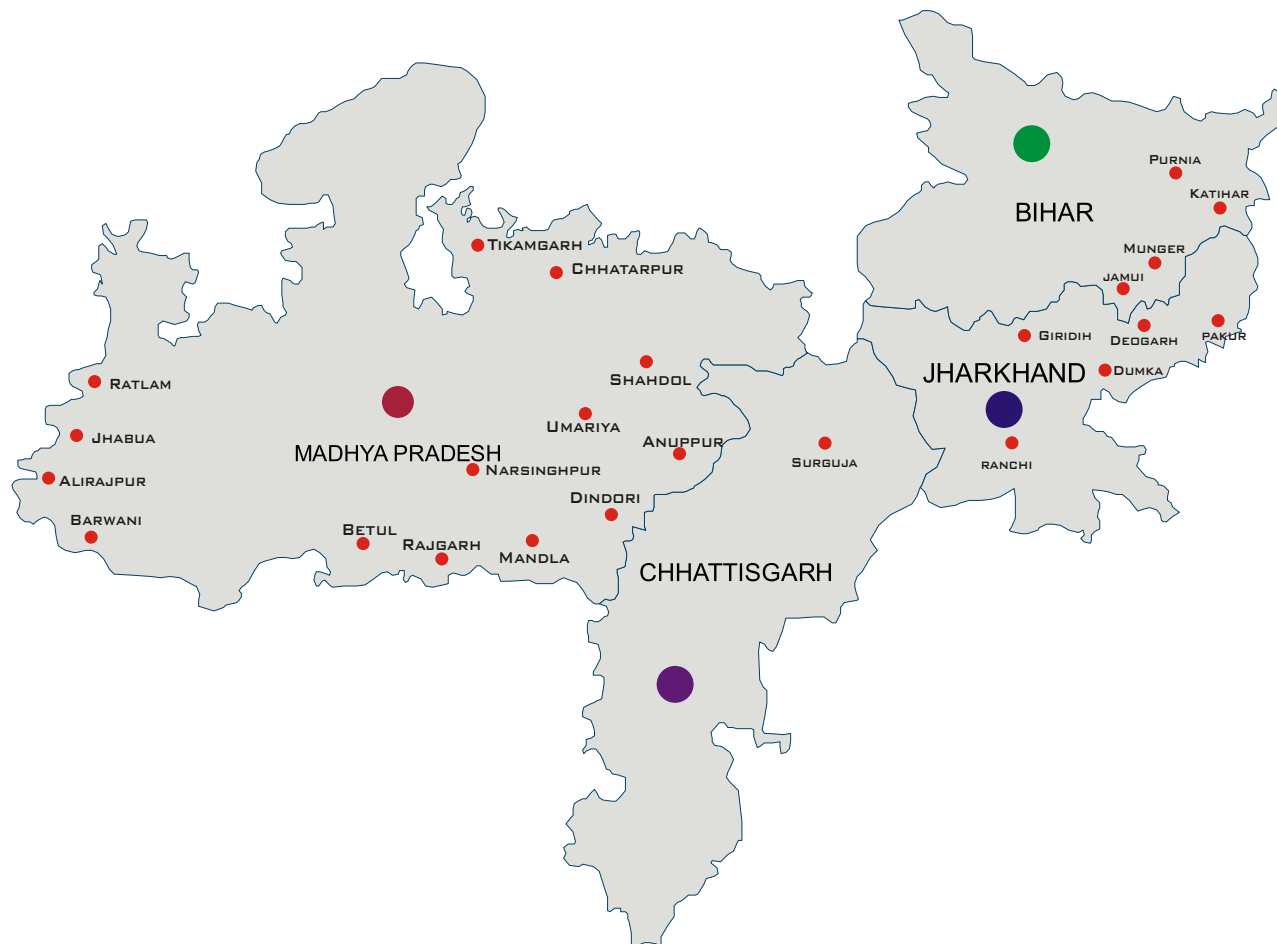
Proud owners of Farm pond- A cheaper source of irrigation. It costs about Rs 32000/ to irrigate an acre of land for at least two cropping seasons, Village Raikera, Sarguja District, Chhattisgarh.

Impact Areas

4 States

24 Districts

44 Blocks



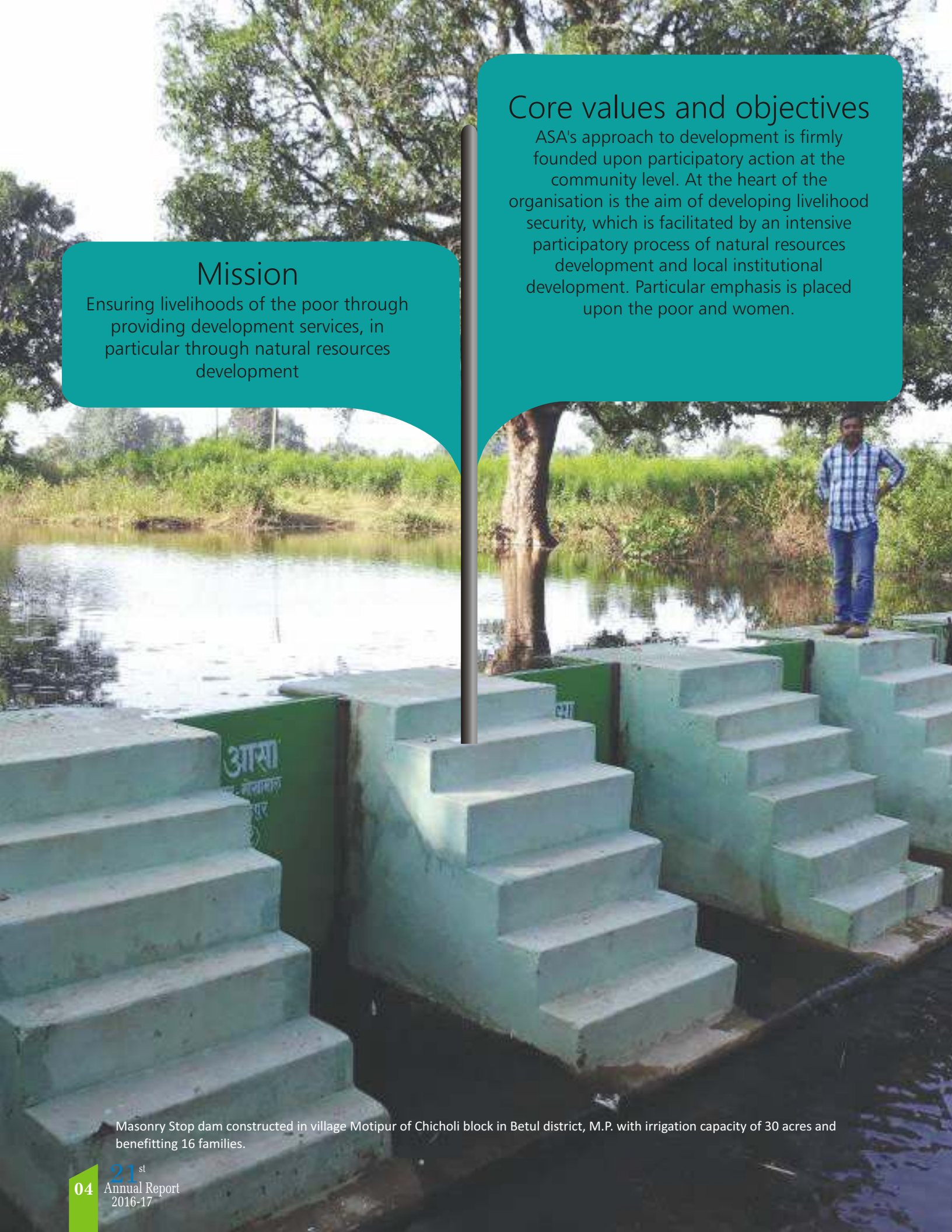
***1446 Villages
and 1,65,000
Families**

Directly benefitted through
ASA's project grants

***1890 Villages
and 2,09,000
families**

Benefited through ASA's
technical support to the
Gram Panchayats for NREGS
implementation as well as
some recent projects

* No. of villages & families overlap.



Mission

Ensuring livelihoods of the poor through providing development 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.

Masonry Stop dam constructed in village Motipur of Chicholi block in Betul district, M.P. with irrigation capacity of 30 acres and benefitting 16 families.

OUR TEAM






Hands-on training being provided to SHG members on Lac cultivation in Jama Block, Deoghar district, Jharkhand.

Statistical overview

| Parameters | Unit | Progress 2016-17 | Progress (Cumulative) |
|---|--------------|------------------|-----------------------|
| Addition of districts under operation | No. | 3 | 24 |
| Addition of villages under programme | No. | 123 | 1446 |
| Families under programme* | | | |
| Families directly benefitted through ASA's project grants | No. | 165000 | 165000 |
| Families benefitted thru' ASA's technical support to gram panchayats for NREGS implementation as well as other projects | No. | 209000 | 209000 |
| <i>* No. of villages & families overlap</i> | | | |
| Staff as on 31 March, 2017 | No. | 192 | 192 |
| Barefoot professionals | No. | 366 | 366 |
| Land & Water Resources Development | | | |
| * Area treated for soil conservation | Ha. | 470 | 78039 |
| Water harvesting structures | | | |
| * Group dugwells | No. | 65 | 2987 |
| * Masonry Stop dams | No. | 7 | 267 |
| * Earthen Tank | No. | 5 | 102 |
| * Dugout Pond/Farm Pond | No. | 36 | 393 |
| * Shallow bore well | No. | 133 | 137 |
| * Canal restoration | Running. Mt. | 0 | 33137 |
| * Group Lift Irrigation | No. | 13 | 124 |
| * Micro sprinklers & drip irrigation systems | No. | 0 | 468 |
| * Irrigation potential created | Ha. | 577 | 28543 |
| Agriculture Productivity Enhancement | | | |
| * Varieties tested for participatory selection (all crops) | Ha. | 19 | 197 |
| * On-farm trial for Varietal selection | No. | 1076 | 4591 |
| * Farmers Field Trials on Good Agriculture Practices | No. | 1132 | 6401 |
| * Vegetable garden (0.1-0.2 acre plot size) | No. | 1023 | 5021 |
| * Farmers practicing Certified Organic | No. farmer | 5840 | 8840 |
| * Farmers practicing Responsible cropping | No. farmer | 81199 | # |
| Agribusiness Promotion for Small farmers | | | |
| * Formation of Farmer Producer Company (FPC) | No./member | 2 | 56 |
| Community Training | | | |
| * Participants in exposure visits | Nos | 145269 | |
| * Participants in Training programmes : | No. Male | 35837 | |
| | No. Female | 109452 | |

#ASA so far has trained over half a million farmers and facilitated their adoption of Good Agriculture Practices.

Direct employment generation under various activities of ASA in 2016-17:

| | Programme Interventions | Total employment (in person days) |
|---|---|--------------------------------------|
|  | Land and water resources development programme through ASA's fund | 68,590 |
|  | Land and water resources development through convergence fund | 10,96,772 |
|  | On-farm irrigated agriculture 2016-17 on 28543 Ha | 20,55,096 |



Front Line Demonstration plot of Basmati rice variety -*Pusa Suganda 4*, in Shahdol district, Madhya Pradesh.

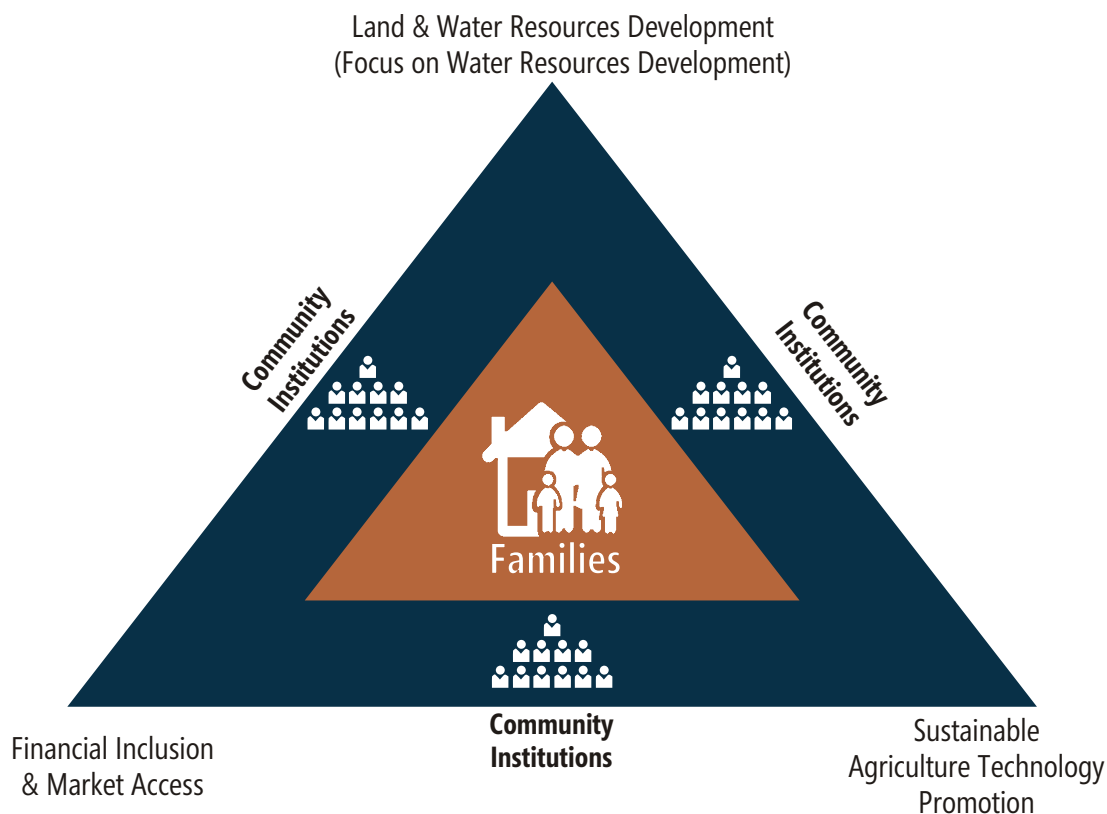


Homestead vegetable cultivation promoted as "*Poshan Vatika*" with a combination of vegetables to meet the nutritional requirements of the family

PROGRAMME AREA PROFILE

- Erratic and highly variable rainfall (750 mm per annum in Jhabua to 2000 mm in Jharkhand)
- High population growth rate and low literacy rate.
- Limited role of women in community activities
- Poor infrastructure
- Agriculture being the primary source of livelihood, with small holdings providing 6-8 months of food security.
- Degraded natural resource base, undulating topography, poor soil depth and poor vegetative cover
- Widespread poverty, with high concentration of Tribals, Scheduled Castes and Other Backward Classes
- Rigid caste structure, especially in the Bundelkhand region of Madhya Pradesh and in Bihar
- <20% area under irrigation
- Exploitative practices of money-lending, multi-layer agents in agricultural marketing, etc. prevailing

Livelihoods Enhancement Model



At ASA, we realize that the restoration and management of available natural resources offers significant opportunities for the enhancement of rural livelihoods. Accordingly, the ASA strategy is based on this hypothesis:

With over 60% of the population dependent on agriculture directly or indirectly, land, water and vegetation constitute fundamental resources for the rural poor. The only sustainable route to livelihoods enhancement is through improvements in these core resources, and the steady flow of institutional credit for intensification and diversification of agriculture and value chain linkages. In this model of livelihood enhancement, local institutional development is instrumental for the

management and sustainability of the investments made. Special focus is placed on the poor and the women in this model.

The livelihood issues are multi-dimensional and thus complicated for small holders.

The programmes of ASA are designed in a manner that it works on: (a) building sustainable asset base at the family and community level as means of production, (b) availability of institutional support by their own institutions at the primary and secondary level, (c) end to end solution packages (farm to market), and (d) constant technical support. We believe this design and our commitment to deliver according to the design are the unique elements of our programme.



Fortnightly meetings of Self Help Groups and their regular bookkeeping in progress

The core of ASA's work in livelihood promotion is building poor people's capability that involves organizing them into Community Based Organisations (CBOs) as Social organisation. Participatory approach and gender dimension are the key elements in our overall scheme of Institutional Model. ASA promotes agriculture based livelihood initiative for small holders. At the most basic level, communities are organised into "purpose-specific" community groups such as

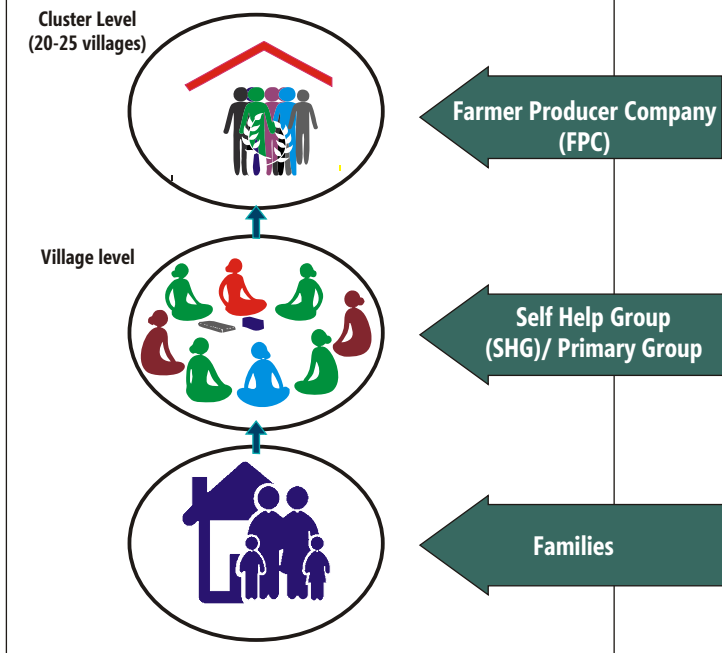
- Self Help Groups (SHG) as the foundation of institutional architecture.***
- Users' Group/Association as users of common resources like water, forest, etc.,***

While some of these primary groups are generic in nature (viz. SHGs) and broad based, others are livelihood or activity specific groups. Households may have multiple memberships in these groups. All these primary groups (PGs) have their distinct identity in terms of name and norms of functioning.

In ASA, 98% of the SHGs promoted are women SHGs, and these SHGs create empowerment promoting conditions for women to move from positions of marginalization within household decision making process and exclusion within community, to one of greater centrality, inclusion of voice. ASA's experience with women SHGs show that although the savings of group members, small in nature do not attract high returns, it is still popular due to security reasons for getting unsecured loans without much formalities and collaterals at lower rates compared to that available at money lenders.

Like the SHGs, there are Farmer Producer Companies, where more than 75% of members are women. All interventions related to training/capacity enhancement inputs are provided to women of a family along with the male members, since we at ASA, deem firmly that farming is a family profession and women are more prone to betterment. At the primary level groups, a cluster of 15-20 villages are federated into higher level groups, such as Farmer Producer Companies (FPC), which are then integrated with agribusiness markets

Community Institutional Model



A self-help group (SHG) usually comprises of 15-20 women from the same hamlet where the members make small regular savings contributions and lend among the members. The SHGs promoted by ASA are in due course of time 'linked' to banks for meeting their larger credit needs. Besides financial independence, the SHGs are experiencing empowering impacts of these institutions in the various aspects of their lives. The barefoot professionals identified from the community are trained to conduct regular meetings, and maintaining their books of accounts are paid on task basis. All SHGs data is stored in a software for easy access, analysis and feedback on real time basis.

Community Institutions

| | | Progress 2015-16 | Progress 2016-17 | Cumulative Progress |
|---|---|------------------|------------------|---------------------|
| Watershed Development Committee (Nos./ members) | > | 0 | 1/12 | 149/1990 |
| Water Users' Group (Nos./ members)* | > | 24/322 | 40/689 | 615/5692 |
| Water Users' Association (Nos./ members) | > | 0 | 0 | 11/4200 |
| Lift Irrigation Groups (Nos./ members) | > | 16/320 | 13/218 | 125/1736 |

* groups managing water bodies like stop dam and earthen tanks



"Panch Patti Ghol" - A solution made of 5 types of leaves as bio-pesticides, Village Balwan in Pitol, Jhabua district, Madhya Pradesh.

The S3 software which is an abbreviation of "Samuh Soochna Sahayak", is a custom made software used in ASA for the data management related to SHGs across its field locations. This is a stand-alone software used in offline mode for data entry from remote locations, that Team Offices. It however has facility to upload data to Web, and then it is used for generation of detailed reports at any point of time.

S3 software functions:

- Data entry of details of SHGs and its members
- Entries of all kinds of transactions of deposits, inter-loans , bank deposits, etc.
- Generation of SHG wise reports and summary reports at all levels of programme management.
- It also captures data of Training activities for SHGs.

On the whole the software facilitates data management from entry to processing to report making on account of all kinds of SHG activities.

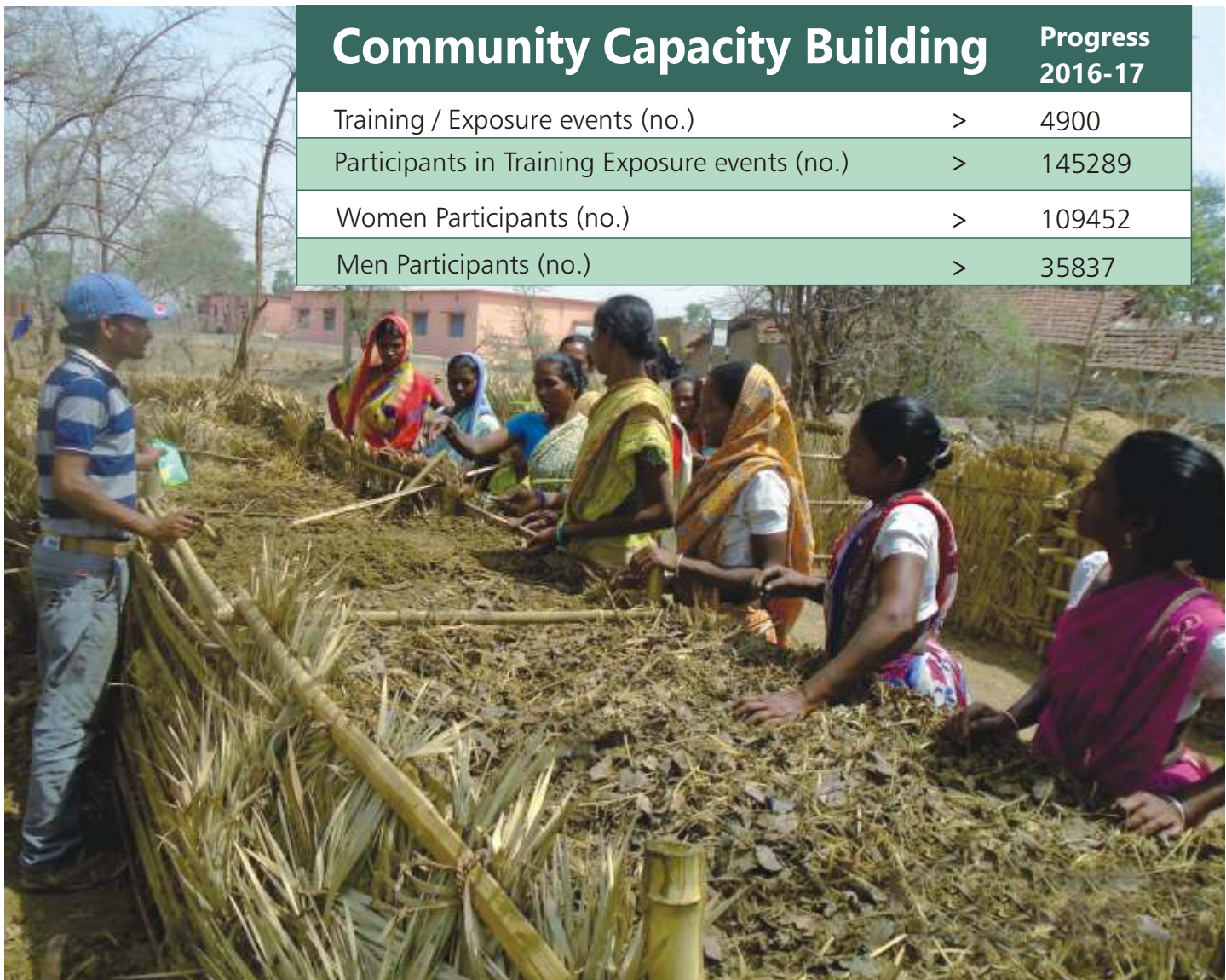


| Self Help Groups | | Progress 2015-16 | Progress 2016-17 | Cumulative Progress |
|-------------------------------|---|------------------|------------------|---------------------|
| No of SHGs | > | 436 | 335 | 3422 |
| Women SHGs (No./%) | > | 352/81% | 320/96% | 3353/98% |
| Total Members | > | 5283 | 4997 | 40379 |
| Women Members (No./%) | | 4812/90% | 4765/95% | 39167/97% |
| Total Savings mobilized (₹) | > | 3169860 | 2998260 | 41066183 |
| Total Internal Loan Given (₹) | > | 2858469 | 2020548 | 32522706 |
| Bank Loan Received (No./ ₹) | > | 57/6215305 | 48/5336040 | 617/50840290 |

Local youth as "Village Resource Persons"

Development of local youth as a cadre of trained technical experts at the community level is woven as a sustainable strategy by ASA alongside providing gainful employment opportunities locally. Local youth are recruited and their capacities are nurtured as service providers through a systematic on-the-job training, who become a bridge between the ASA and the community and become the backbone for ASA's programme implementation. They take up roles such as reaching out to the community, scaling up the project interventions and bringing

sustainability to various projects implemented by ASA. There is a systematic pathway followed for the VRPs to absorb responsibilities from the professional staff. Each VRP is groomed to cater service to about 200-300 farmers. A task based payment system is followed which is proportional to the tasks completed and ground verified through a guided and set "Task Accomplishment Indicators" and its "Mean of Verification". An online exclusive software developed by ASA helps in generating the earnable honoraria to the VRPs. The software further helps in generating multiple reports like trends of payments under different activities, region wise, area wise, team wise etc.



| Community Capacity Building | | Progress 2016-17 |
|--|---|------------------|
| Training / Exposure events (no.) | > | 4900 |
| Participants in Training Exposure events (no.) | > | 145289 |
| Women Participants (no.) | > | 109452 |
| Men Participants (no.) | > | 35837 |

Cross learning through "*farmers field day*" to learn about the NADEP compost making process.



Village plan discussion meeting for convergence in Gram Sabha.



women shareholders of " Jamui Adivasi Kisan Producer Co. Ltd." showing the receipt of share application money during the Annual General Body Meeting.



Training of Village Resource Persons on SHG development.



Hands on training to Barefoot Professionals and Village Resource Persons on management of horticulture plot.



Bird's eye view of irrigated fields from masonry stop dam build more than 10 years back in Ranapur district, Jhabua, M.P, being independently managed by the Water User's Group.

“Land is Livelihood” is the belief that drives ASA's Land and Water Resource Development programme. It remains a core activity in ASA's strategy to develop rural livelihoods. ASA's multi-disciplinary and integrated approach, therefore, is based on the premise that significant opportunities for livelihood enhancement exist through the restoration and management of the available natural resources in the rural areas.

ASA has a long and successful experience of leveraging public fund in large quantity using the NGO donors' fund as trigger. Almost all projects have an in-built leveraging component. In our overall planning and budget format the leveraging is an important target. MGNREGS has been our key target for many years. recently the MoRD has

recognized the efforts of ASA in making NREGS implementation effective by providing technical support to the Gram panchayats.

A simple calculation suggests that each family in a village has entitlement of earning about Rs 15000-16000/ every year through MGNREG. This means that entire need of investment for land and water development for the family can be sourced from the resource entitlement of the same family. What is effectively required is a planning protocol at the village level with the Gram panchayats and technical support mechanism to the GPs for implementing the plan. ASA has been working in this model of supporting GPs and community groups in all its programme areas with considerable success.

Watershed development

Watershed management is one of the critical factors for improving agricultural production. Restoring ecological balance and increasing productivity in such region, necessitates undertaking all developmental activities on a watershed basis. There are multiple reasons for poor land productivity in the region: high soil erosion, undulating topography, lack of irrigation, part failure of monsoon, among others. ASA's watershed programme aims to tackle these issues through a range of measures targeted at arresting soil erosion, accelerating groundwater recharge, in-situ conservation of soil and moisture and harvesting of surface run off.

The ASA strategy emphasizes a “water-controlled livelihoods approach”, which

- ***pivots around using a precious resource responsibly, hence, surface water conservation is highly prioritized, along with land and agricultural development,***
- ***adopts the small river basin approach in watershed development following the “ridge to valley approach”, and***
- ***builds people's institutions around its interventions. Users Groups around each activity/ intervention (for example, a stop dam) fetches economic gain for the people, and keeps them together and motivated.***

The Small River basin approach in watersheds makes a fundamental improvement in the resource by improving sub-surface recharge. When this is complemented with surface water harvesting and post watershed activities like dug wells, small group lift irrigation, orchards, vegetable cultivation, improved seeds and adoption of Good Agriculture Practices (GAP) it enables crop intensification and diversification. Currently ASA's watershed programme is continuing in 925 villages covering an area of 55859 ha. across all states except Bihar.



Smt. Pushpa Tudu, Stop dam in village Ghehuma in Chakai block, Jamui district, Bihar.

Summary of Interventions under Land & Water Resources Development

| Progress | Units | | 2015-16 | 2016-17 | Cumulative |
|----------------------------------|------------------|---|---------|---------|------------|
| Land development*/SMC Work | (Ha.) | > | 337 | 470 | 78039 |
| Masonry Stop dam | (Nos.) | > | 14 | 7 | 267 |
| Earthen Tank | (Nos.) | > | 10 | 5 | 102 |
| Dugout Pond/Farm Pond | (Nos.) | > | 44 | 36 | 393 |
| Group dug wells | (Nos.) | > | 127 | 65 | 2829 |
| Canal restoration | (Running Meters) | > | 0 | 0 | 33137 |
| Group lift irrigation systems | (Nos.) | > | 13 | 13 | 125 |
| Micro sprinklers/drip Irrigation | (Nos.) | > | 0 | 0 | 419 |
| Increase in irrigated area | (Ha.) | > | 820 | 577 | 28543 |
| Drinking water Scheme | (Nos.) | > | 3 | 4 | 7 |
| Wadi-Horticulture plots | (Nos.) | > | 110 | 0 | 468 |

* includes soil & moisture conservation measures like treatment of drainage lines, field bunding, afforestation, land reclamation, etc.



Stop dam in village Bela, Chicholi Block, Betul district, Madhya Pradesh.

One of the significant initiatives under the LWRD programme is utilisation of Mahatma Gandhi NREGA fund for watershed programme in Jharkhand, Madhya Pradesh, and Chhattisgarh. ASA, provides technical support to the Gram Panchayats for planning and implementation of MGNREGA fund particularly for land and water resources development. It is working under the government scheme called "**Cluster Facilitation Team**" where GPs are provided in-situ support in preparing participatory watershed plan and their implementation. The results of this approach are very encouraging and these are recognized and lauded by the state and central government on various platforms. **Rs 31.08 crores worth of works have been completed during 2016-17 by leveraging resources from the MGNREGS.** Over 90 percent of investment has gone into the land and water resources development and that too for the private assets development like farm bund, dug well, farm pond, patch plantation of horticulture crops, etc.

The construction of structures needs proper administrative and technical approval and budget allocations beforehand. ASA has made a customised software for carrying out the steps from proposing an activity to its approval and to keep track of financial progress of such activities through a software developed.

It is entirely custom-based and incorporates all LWRD related sub activities like dugwell, farm ponds, shallow bore wells etc.

The software manages data related to the site of structure, details of technical parameter, cost of the structure, funding sources, etc. The data of the beneficiaries of each activity is also recorded. This is mainly done to keep track of benefits provided to individual beneficiary family.



First Irrigation being done through the Lift Irrigation System installed in village Mutki, benefitting 31 farmers and covering 31.76 acres in Lakhanpur block of Sarguja district, Chhattisgarh.

Water resources development for minor irrigation and efficient water management

Water Resource Development (WRD) is primarily targeted to create minor irrigation facilities for the beneficiaries. Under the WRD programme, ASA deals with the supply side issues by creating minor irrigation structures like stop dam or masonry weir in the river or stream, earthen tanks, farm ponds, lift irrigation systems, dugwell, restoration of canals, diversion based irrigation, etc. For the

demand management it promotes water saving devices like drip irrigation, sprinklers and on-farm water management practices. Participatory Irrigation Management for canal irrigation, water User's groups for the management of newly created structure, awareness building through village institutions like SHGs, Producers' groups, etc. are some of the important strategies for the demand management. Besides, efforts are made to promote drip and sprinkler irrigation mainly through the convergence of the government programmes.



Farm pond constructed in village Umriya by Smt. Mamta bai in Mehandwani district. They are also experimenting by sowing fish seedlings.

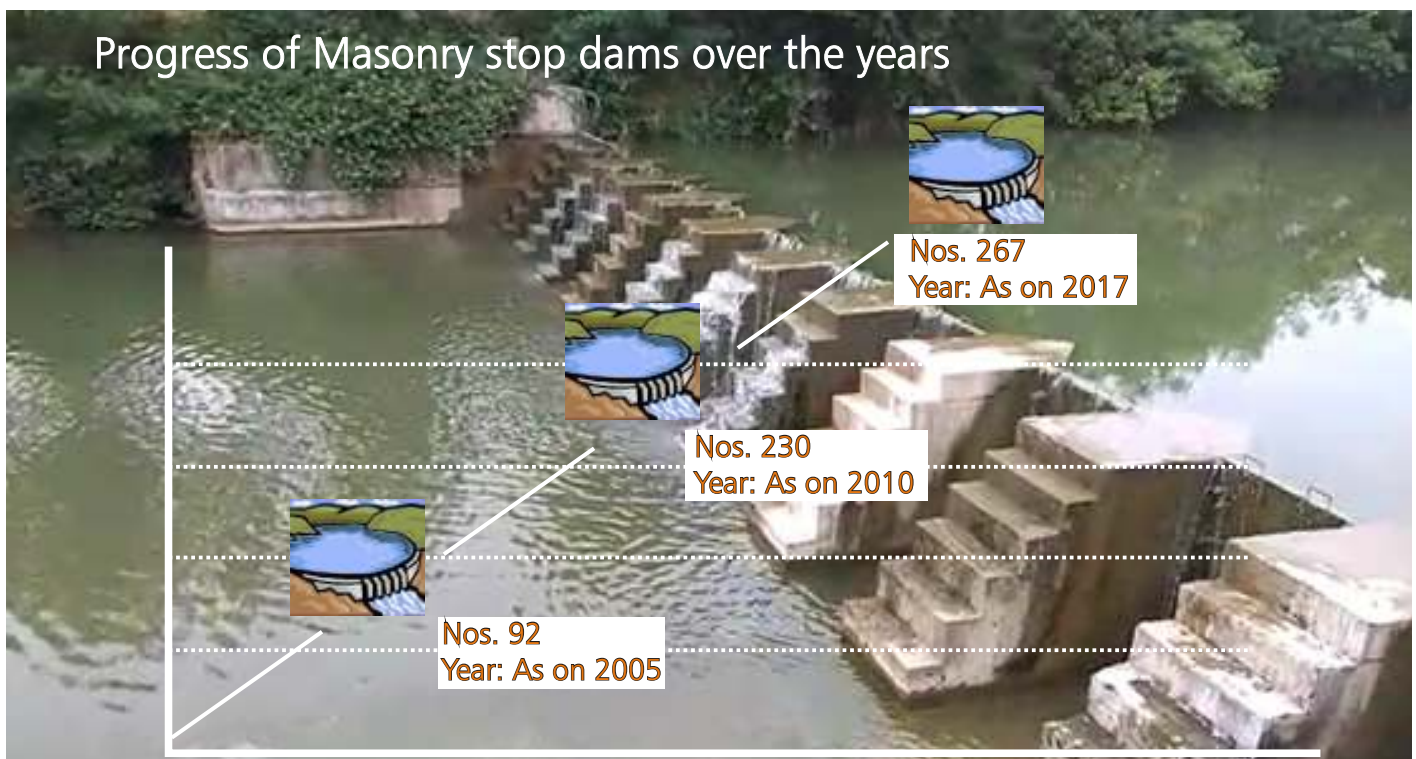
Stop dams

"**Stop dams**" are small barriers built across the direction of water flow on shallow rivers and streams for the purpose of water harvesting. The small dams retain excess water flow during monsoon rains in a small catchment area behind the structure. Pressure created in the catchment area helps force the impounded water into the ground. The major environmental benefit is the replenishment of nearby groundwater reserves and wells. The water entrapped by the dam, surface and subsurface, is primarily intended for use in irrigation during the monsoon and later during the dry season, but can also be used for livestock and domestic needs.

Normally the approach is taken to build them in a series to harvest maximum of residual flow. The management of the dam is left with the beneficiaries after constituting a "water Users' Group" who are trained on the management aspects of the dam. They are involved throughout from planning to implementation of the dam. Part of the cost of the dam, 10-15% depending upon the area, is shared by the beneficiaries in labour and kind.

ASA annually updates the status of each structure created/restored by it.

| Masonry stop dams | | Progress 2015-16 | Progress 2016-17 | Cumulative Progress |
|-----------------------------|---|-------------------------|-------------------------|----------------------------|
| No. of masonry stop dam | > | 14 | 7 | 267 |
| No. of Beneficiary families | > | 170 | 104 | 3950 |
| Area under irrigation (ha.) | > | 165 | 85 | 3200 |



Stop dam (Masonry weir on river/rivulets) constructed in year 2008 is seen irrigating the Rabi crop and is being independently managed by the Water User Group in Ratlam district, Madhya Pradesh.

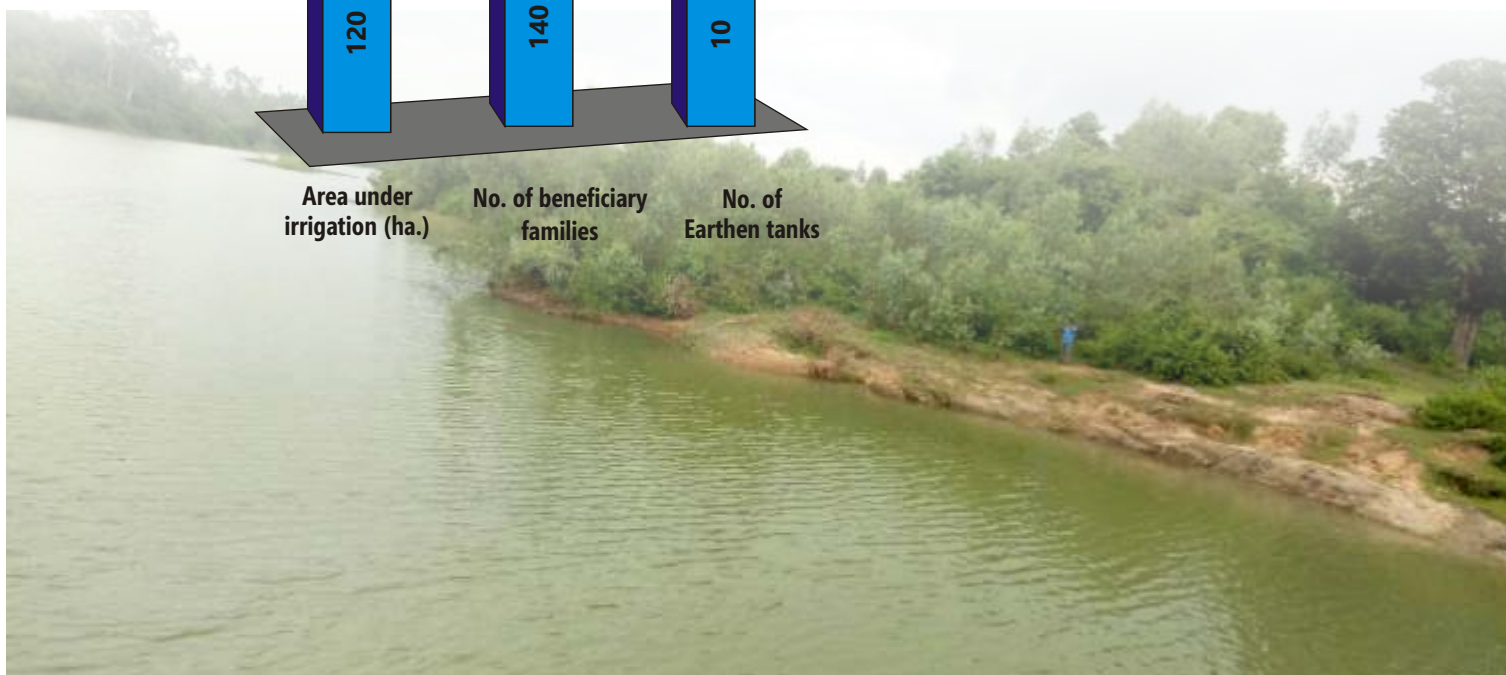
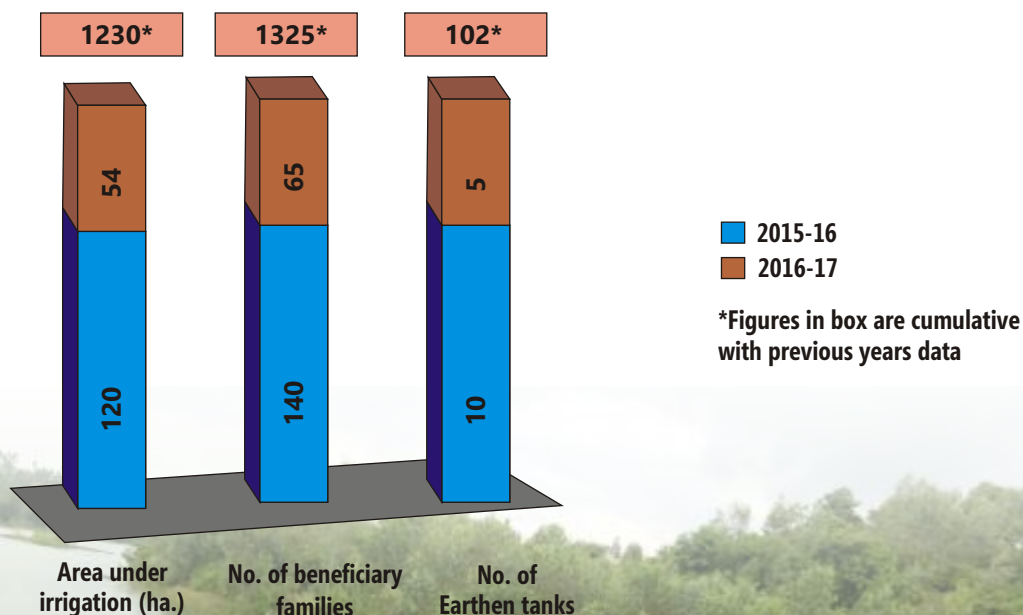
Earthen Tanks

Earthen tanks are constructed either through creating embankment on the streams or sometimes by digging out soil in the lower portion of the watersheds. This is a traditional practice of rain water storage in the rural India. While the

Earthen tank serves the purpose of minor irrigation primarily, it also contributes significantly in recharging the dug wells and bore wells in the downstream. Like stop dam, community contribution is mandatory and users' groups are developed for its management.

| Earthen Tank | | Progress 2015-16 | Progress 2016-17 | Cumulative Progress |
|-----------------------------|---|------------------|------------------|---------------------|
| No. of Earthen tanks | > | 10 | 5 | 102 |
| No. of Beneficiary families | > | 140 | 65 | 1325 |
| Area under irrigation (ha.) | > | 120 | 54 | 1230 |

Progress of Earthen Tanks

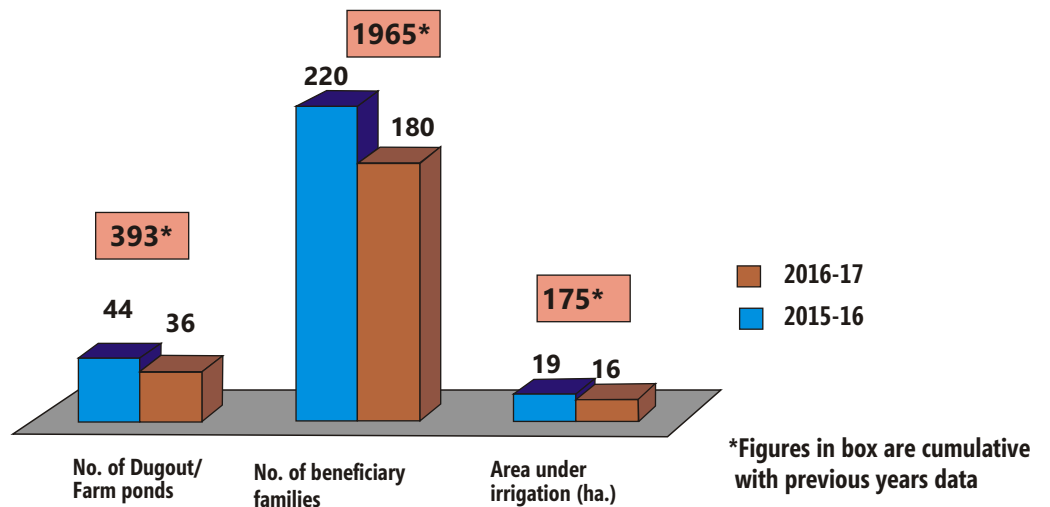


Dugout pond/Farm pond

Dugout pond/Farm pond is more popular in the eastern regions of Madhya Pradesh, Chhattisgarh and Jharkhand, where the land gradient favours

such structures. It is constructed at the lowest point of the farm to harvest runoff water and used for irrigation. It also helps in creating moisture regime in the downstream.

| Farm Pond | | Progress 2015-16 | Progress 2016-17 | Cumulative Progress |
|-----------------------------|---|------------------|------------------|---------------------|
| No. of Dugout/Farm ponds | > | 44 | 36 | 393 |
| No. of Beneficiary families | > | 220 | 180 | 1965 |
| Area under irrigation (ha.) | > | 19 | 16 | 175 |



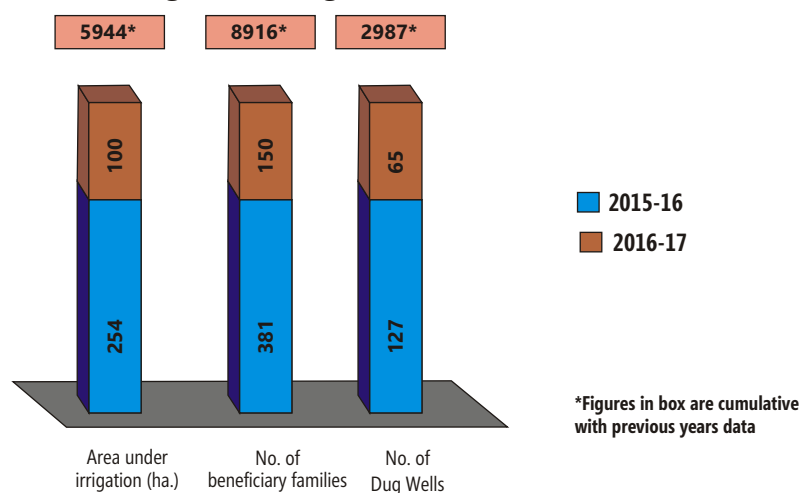
Group dug wells

A dug well or an open well is typically owned by two or three families. The dug well programme is targeted for the very poor families in an attempt to build productive assets and thereby improving livelihoods sustainably. They are also a catalyst to promote entrepreneurship among farmers in

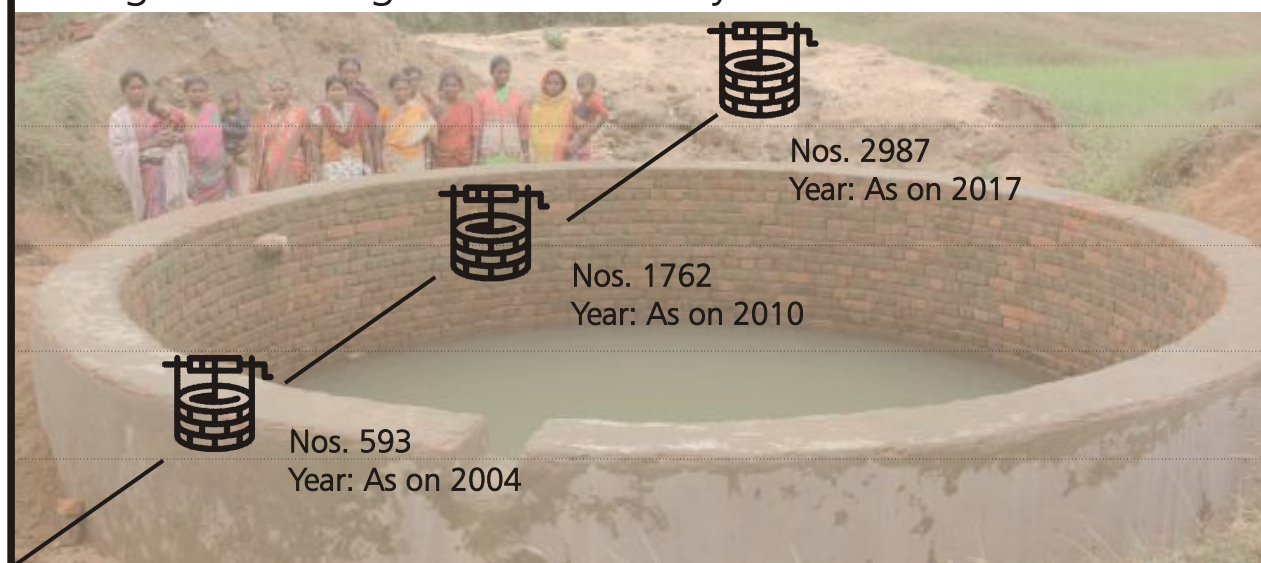
harnessing their agricultural land to increase productivity, and thus their income from agriculture. As part of its programme, ASA contributes Rs 30000-45000/ (depending upon the area and geo-hydrological condition). While the balance cost of Rs. 40000-50000/ is shared between the two-three families, mainly in the form of labour, who co-own the dug well.

| Dug well | | Progress 2015-16 | Progress 2016-17 | Cumulative Progress |
|-----------------------------|---|------------------|------------------|---------------------|
| No. of Dug wells | > | 127 | 65 | 2987 |
| No. of Beneficiary families | > | 381 | 150 | 8916 |
| Area under irrigation (ha.) | > | 254 | 100 | 5944 |

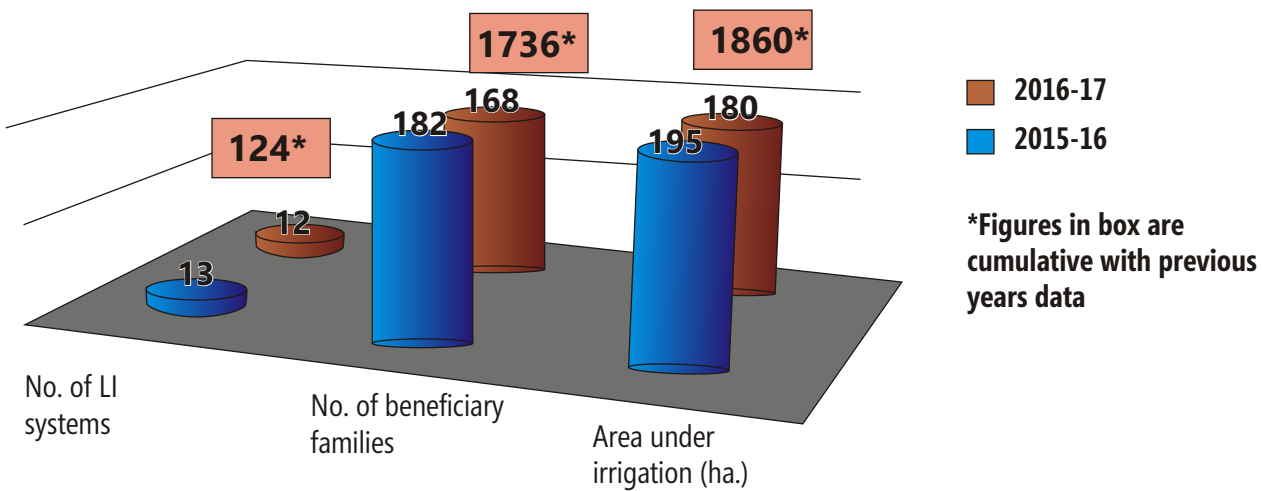
Progress of Dug wells



Progress of Dugwells over the years



Progress of Lift Irrigation Systems



Masonry Stop dam constructed 10 years ago irrigating the Rabi crop in Jhabua district, Madhya Pradesh.

Shallow Borewells

The introduction of low-cost shallow dug well technology combined with electric water pumps by ASA has triggered the development of irrigation to the poorest farmers in the high ground water table area of eastern Madhya Pradesh, Chhattisgarh, Jharkhand and Bihar. These structures are ideal where shallow water tables exist at the depth of 25-30 feet and they can

irrigate upto 1-2 acres.

Shallow bore well costs to Rs. 25,000-30,000/- per unit. ASA provides a subsidy of Rs.15,000 per beneficiary. Balance amount is contributed by the beneficiary farmer. The beneficiary selection is done by the SHGs.

The activity has gained popularity because of its low cost and easy implementability.

| Shallow borewells | | Progress 2015-16 | Progress 2016-17 | Cumulative Progress |
|-----------------------------|---|------------------|------------------|---------------------|
| No. of Shallow bore wells | > | 4 | 133 | 137 |
| No. of Beneficiary families | > | 4 | 133 | 137 |
| Area under irrigation (ha.) | > | 5 | 155 | 160 |



Beneficiary - Smt. Saroj bai



Beneficiary - Smt. Devwati



Beneficiary - Smt. Bharti Prajapati



Beneficiary - Smt. Premwati



A "DOHA" in village Jamli, Chicholi block of Betul district, Madhya Pradesh.
ASA has initiated DOHA model- low cost water harvesting structure build on the stream bed to augment water recharge.
13 Dohas have been created irrigating 20 ha.



Mango Orchard plot with drip irrigation system and intercropping in village Bangabari of Pakuria block, Jharkhand.



Convergence with Government programmes

| | | Progress (Rs in lakh) |
|-------------------------------------|-------------|--------------------------|
| CFT Project - Jharkhand | > | 1300.22 |
| CFT Project - Chhattisgarh | > | 343.18 |
| Convergence other than CFT project | > | 939.16 |
| Convergence from other Govt. Depts. | > | 417.86 |
| Community Contribution | > | 107.10 |
| Total | > | 3107.52 |

Summary of Activities through convergence of MGNREGS Program

| | Progress 2016-17 | Progress Cumulative |
|---|---------------------|------------------------|
| Land Development*/ SMC Work (Ha.) | > 725 | 6791 |
| Large WHS--Earthen Tank, Stop dams (Nos.) | > 116 | 335 |
| Small WHS-Farm Pond (Nos.) | > 1116 | 1407 |
| Group Dug Wells (Nos.) | > 231 | 947 |
| Micro sprinklers/Drip Irrigation/ LI (Nos.) | > 15 | 488 |
| Agro forestry-Bund plantation (Ha.) | > 0 | 578 |
| Canal Restoration (Running Meters) | > 3001 | 16391 |
| Horticulture (Plots) | > 0 | 153 |
| Area increase for irrigation (Ha.) | > 3647 | 4332 |
| Drinking water Scheme (Nos.) | > 4 | 7 |
| Livestock shed (Nos.) | > 63 | 63 |
| Compost pit (Nos.) | > 49 | 49 |

* includes soil & moisture conservation measures like treatment of drainage lines, field bunding, afforestation, land reclamation, etc.



Vegetable production in Jama, Deoghar district, Jharkhand

Responsible Crop Initiative

In 2016-17 ASA supported more than 80,000 farmers under the agriculture programme. This programme is one of the oldest in ASA, initially started to address low productivity of crops in rainfed areas. Focus then was more on agriculture package of practices, the modern inputs like seeds and agro-chemicals. The project farmers received

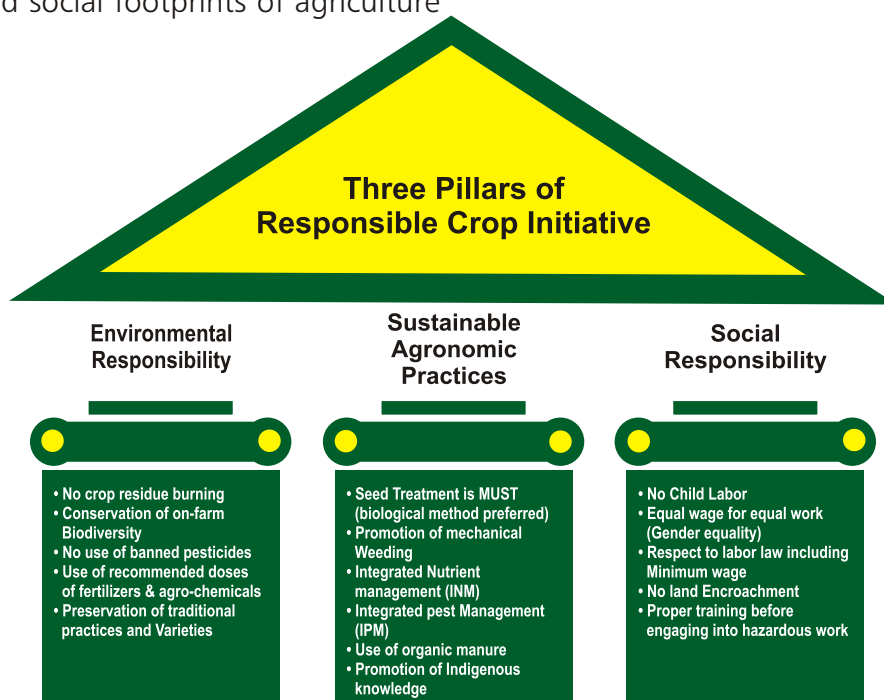
some inputs which were perceived to ensure results in terms of increased yield. In reality we found that the farmers were using more resources (water, family labour, agri-inputs) without incremental yield and were not able to sustain production.

In 2012, we re-modeled the agriculture programme making it more knowledge centric shifting from input driven programme. The key elements were to study the trend, utilize existing resources, change practices and adopt scientific practices, etc.

while increasing yield and productivity for the farmer. These sets of practices are also in line with Good Agricultural Practices as propounded by the Food and Agricultural Organisation of the United Nations, as well as the objectives of the National Mission on Sustainable Agriculture.

ASA's efforts at improving farm productivity have largely been based on "Responsible Crop Initiative" or popularly known as "Jimmedhar Kheti"; a form of agricultural practices that reduces the environmental and social footprints of agriculture

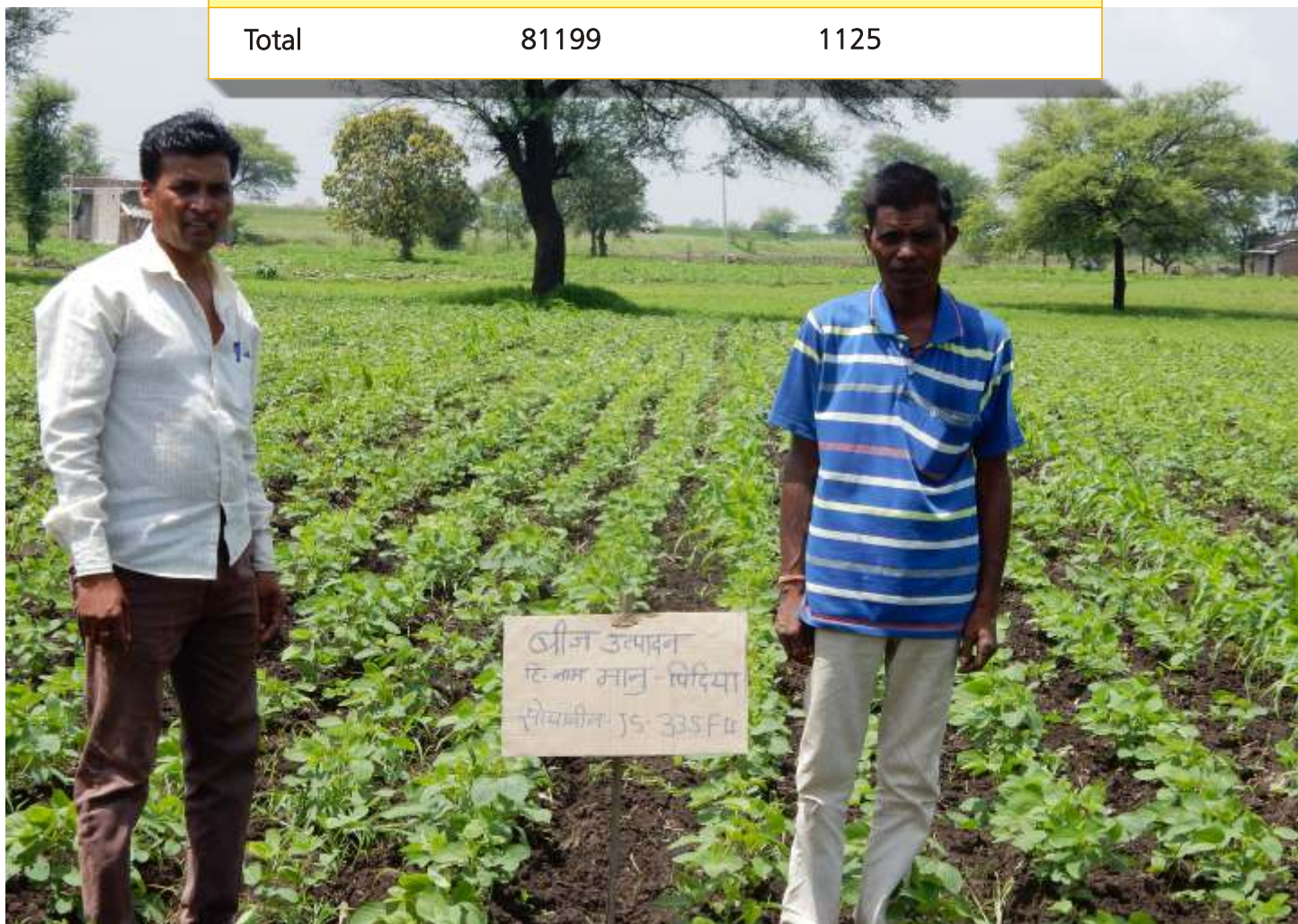
The efforts largely complement some of ASA's other initiatives such as land and water resource development and promotion of Farmer Producer Companies for agribusiness.



Organic cotton fields with maize as intercropping in Petlawad block of Jhabua district, Madhya Pradesh.

ASA is keenly involved in working with the farmers on the Responsible Crop Initiative programme for the past 5 years in all programme area. During 2016-17, 81199 farmers signed up for training to learn "Jimmedar Kheti" methods

| Crop | No. of registered farmers | No. of farmers field demonstrations |
|----------------|---------------------------|-------------------------------------|
| Organic Cotton | 4500 | 86 |
| Maize (Kharif) | 4193 | 60 |
| Maize (Rabi) | 1326 | 40 |
| Soybean | 12407 | 98 |
| Paddy | 37603 | 192 |
| Millets | 1537 | 47 |
| Vegetables | 3894 | 500 |
| Gram | 3807 | 12 |
| Wheat | 11932 | 90 |
| Total | 81199 | 1125 |



Soybean (Variety JS-335) seed production plot in Jhabua district, Madhya Pradesh.

Farmer's Field Trials of New Crop Varieties

| Sr.No. | Name of Crop | No. of Varieties | Name of Varieties | No. of demonstrations for new varieties |
|--------------|----------------|------------------|--|---|
| 1 | Organic Cotton | 9 | •Partech 32, •Daftari Heera •Vishwash •Gujrat 5 •Amba 12 •Daftari 81 •GC-4 •Partech SU •Bunny | 86 |
| 2 | Soybean | 2 | •JS2029, •JS2034 | 98 |
| 3 | Paddy | 8 | •MTU 7029 •Lalat •Rajendra Mansuri •Lala Swarna •Sita •RM •PB-1 •Arize Gold 6444 (Hybrid) | 192 |
| 4 | Maize (Rabi) | 3 | •AAA 7084 •AAA 5144 •AAA 5104 | 40 |
| 5 | Millets | 6 | •Kodo Indra •Kodo JK 41 •Kodo JK 439, •Kutki JK-8 •Kutki koli Hills •Kutki DHLM 36-3 | 47 |
| 6 | Wheat | 3 | •HD 2932 •MP 3336 •MP1203 | 90 |
| 7 | Gram | 1 | •Jaki 9218 | 12 |
| Total | | 32 | | 565 |

“The internal monitoring and the third party certification, which is a built in part in the programme, has helped towards constant qualitative improvement of the programme delivery.



Soybean seed production plot of JS 335 variety in Ratlam district, Madhya Pradesh.

Organic Farming

Organic farming as sub-programme started in 2015 in selected areas is gaining popularity among farmers. During 2016-17, ASA has worked with 11500 farmers for organic farming. Crops included cotton, paddy, millets, wheat, etc.



| | |
|----------------------------|-----------|
| Organic Paddy farmers : | 1500 Nos. |
| Area under Organic Paddy : | 563 ha. |

Maize demonstration plot of variety 5084 in Jhabua district, Madhya Pradesh.

Non pesticide management: To escape from the pesticide trap, NPM was kick-started in 2016-17. This was done with 3000 farmers in Betul, Jhabua, Mandla and Anuppur Districts of M.P. Farmers were trained and

supported on NPM methods by providing display and audio-visual materials, practical demonstrations to explain NPM methods to the farmers and assist farmers with the details of implementing NPM in their fields.



Jaiwik Ghar - a concept promoted by ASA in all programme villages to demonstrate methods of preparation of Bio pesticide and fertilizers.

Organic cotton

While working with organic cotton we realize that farmers are quite disconnect from the supply chain due to sporadic production centers, low volume and lack of efforts to create farmers' institutions to engage with the supply chain. On the other hand we find that there is quite an interest from the brand and retail to engage with the producers and work with them to make organic cotton a business case for the farmers. This connection is absent at the moment or seldom happens.

ASA, at the farmer level works on promotion and stabilizing the organic cotton production by providing training to the farmers. The farmer producer companies engage with the member farmers for managing quality inputs, credit linkage and market linkage

ASA currently works with 4500 organic cotton farmers in the predominantly tribal districts of Jhabua, Ratlam, and Barwani in western M.P,

Key achievements under organic cotton

| Parameters | | Progress 2015-16 | Progress 2016-17 |
|--|---|------------------|------------------|
| Cotton farmers trained (Nos.) | > | 3000 | 4500 |
| Cotton farmers certified as organic producers (Nos.) | > | 2840 | 4500 |
| Area under organic cotton (Ha.) | > | 1014 | 3233 |



Harvesting organic cotton in Barwani district, Madhya Pradesh.

Neglected and underutilized crop (Small and Minor Millets)

ASA with technical collaboration of Bioersity International (a CGAIR institute based in Rome), Italy and MSSRF, Chennai, has launched a full-fledged agro-biodiversity conservation

programme in Mandla and Dindori districts of M.P. The multi-stakeholder approach in the project focusses on the conservation issues particularly for the minor millets and other neglected and underutilized crop species which constitute a significant contribution to climate resilient, tribal food and nutritional security.

Progress during 2016-17

| | Units | 2016-17 | Cumulative (till Mar'17) |
|--|-------|----------------------------|------------------------------|
| Farmers trained on improved cultivation of minor millets (kodo & Kutki millet) | | Female -1301 Male - 750 | Female - 1785 Male - 3062 |
| Minor millet varieties introduced and disseminated | Nos. | Kodo-4 Kutki -2 | Kodo-6 Kutki -2 |
| Minor millet seeds production by farmer producer company | Qtls. | 234 | 419 |
| Minor millet crop aggregated and sold in bigger market by FPC | Qtls | 2700 | 3700 |

*Varieties

Kodo- JK-439, JK-41, Indira-1, DPS-9-1, JK-13, JK-48

Kutki-JK-8, DHL M-363



Millet crop being grown in Mandla district, Madhya Pradesh.

Promotion of vegetable cultivation: Due to lack of skill, poor knowledge about inputs requirement and marketing, vegetable cultivation did not grow to its potential inspite of the growing market to address this issue. ASA is promoting vegetable cultivation benefiting small and marginal farmers who own less than an acre of land. Farmers have started growing vegetables as standalone crop in a plot size of about 10-20 decimals. The intervention is providing cash income of around Rs 15000 to Rs 20000/ per season, in addition to supplementing family nutrition. During 2016-17 about 400 farmers have been trained for organised vegetable cultivation across the programme area. About 80% of the vegetables grown was sold in the market with an approximate value of Rs. 96 lakhs.



The vegetables are being sold in the local market, Dumka district, Jharkhand.

Horticulture development: ASA has promoted 354 horticulture plots with same number of small and marginal farmers. This ensures productive use of the land and regular source of income. Such diversification would minimise risk of agriculture owing to the uncertainty of rainfall. Average 0.5 to 1 acre is the plot size for the horticulture garden. Each beneficiary is supported for three years till the time the Wadi is fully established and fruiting starts. Under this intervention cash crops like mango and other fruits are grown for long term cash inflow to the farmers. However, the aim is also to ensure immediate cash inflow. For this intercropping of vegetable is promoted in the space between these crops.



Shri. Dewan Tudu's Mango Orchard with drip irrigation system and intercropping in village Bangabari of Pakuria block, Jharkhand



Wadi plot in Bakchera village of Mandla district, Madhya Pradesh.

Organic and Fairtrade Cotton Secretariat (OFCS)

With an agenda to create congenial ecosystem for Organic Cotton in M.P., ASA with the support of the C&A Foundation established "Organic and Fairtrade Cotton Secretariat" (OFCS), a multi-stakeholder working group including small farm holders in 2016. The goals of OFCS is to eliminate the barriers that prevent smallholder farmers from adopting organic agriculture and create opportunities for more sustainable livelihoods and an enhanced environment for organic cotton value chain in M.P.

The highlights of 2016-17:

- Prepared Organic Policy Road map for Cotton Sector for the Government of Madhya Pradesh.
- Organic Certificate Course in collaboration with the Jawaharlal Nehru Krishi Vishwa Vidyalaya for rural youth with the aim of increasing supply of trained human resources to support production systems.
- Formal agreement between OFCS and the two State Agriculture University to undertake non GMO seed breeding and multiplication program. This included facilitation of long term agreement between Fibl and SAUs for breeding of Non-GMO Cotton Seed.



1st batch of outgoing students of the 3 months certificate course on Organic Farming in collaboration with JNKVV, Jabalpur, Madhya Pradesh.



Farmer producer company members participating in the Annual general body meeting

Aggregating smallholders into members based farmer producer organizations (FPOs) is one of the most effective means of reducing the risk in agriculture and strengthening the livelihoods of small and marginal farmers. FPOs are basically federated bodies of the village level primary groups which exist under different nomenclature like SHGs, farmer interest groups, livelihood groups, farmers' club, water users' groups, responsible crop producer's groups, etc. Our experience has

shown that FPOs are able to leverage their collective strength and bargaining power to access financial and non-financial inputs and services, technologies, reduce transaction costs, tap high value markets and enter into partnerships with private and public entities on more equitable terms. The aggregation approach also helps small and marginal farmers in accessing various benefits of government schemes for rural development.



Loading of fertiliser bags by FPC to be distributed to shareholder farmers.

ASA has pioneered the model of FPOs in India from the small and marginal farmer category. In trying to establish them in the agri-value chain since 2005. It has promoted over 50 FPCs in M.P and other states with about one lakh shareholders 2014, ASA promoted a state level marketing federation of the FPCs in Madhya Pradesh.

Highlights of 2016-17

- Two new FPCs have been formed by ASA totalling to 56 FPCs.
- 41 FPCs have received training and support from ASA for internal audit, compliance to statutory authorities, leadership, etc.
- 30 FPCs have been facilitated to link with the banks and lending institutions for INR 1308.22 lakhs as credit.
- 11 FPCs have been facilitated to receive equity grant of INR 24.45 lakhs from the Small Farmers Agribusiness Consortium, a Govt. of India organization.
- 20 FPCs have been facilitated to receive management support from the SFAC.
- 9 FPCs have been facilitated to receive infrastructure grant of INR 24.45 lakhs from the SFAC.



Glimpses of various activities of Farmer Producer Companies



Maize experimental plots in Rajpur block of Barwani district, M.P., being visited by Scientists from Syngenta Foundation & CYMMIT

Social Research Initiatives

- A study was commissioned by ASA on **"Marketing potential and feasibility analysis of organic seeds and other value added products (mainly cotton and paddy) in Madhya Pradesh and India"** with the objective of developing a business plan about how to go about developing an organic seed business, cotton in particular, and other crops seeds in general.

Other research studies undertaken in-house were:

- "Creation of a Socio-economic index and assessment of technology adoption for Neglected and underutilised crops in Mandla and Dindori districts of M.P."
- "Using behaviour economic tools for encouraging optimum Neglected and underutilised crops production"
- "Recognising marketability and nutritional benefits: An economic study of NTFPs in Mandla and Dindori districts of M.P."
- "Analysis of nutritional level and dietary patterns of the population of Mandla and Dindori with special reference to minor millets"
- "Market and Consumer Analysis for Minor Millets in urban Areas"

Publications in 2016-2017

- "Resource Book on formation and functioning of Farmer Producer Companies"- The Green Book, 3rd Edition was published with the support of the NABKISAN Finance Ltd. , a subsidiary of the National Bank for Agriculture and Rural Development (NABARD)
<http://asaindia.org/ASA%20FPC%20Resource%20Book.pdf>.
- "Lessons learnt from promoting more socially inclusive value chains for smallholders, women and the poor"- Technical paper presented by Director in the Annual Conference of Round Table of Responsible Soybean Association, Barsilia, Brazil.
- e-caselets were brought out comprising of the success stories from the field and available at <http://asaindia.org/BTG/>.

e-caselets Published :

- Bringing the change the organic way
- Cotton eyed Molava
- Harvesting for perennial hope
- Homemade bounty
- Leading lady of Malhanvada
- One step closer to nature
- Planting an orchard to belief
- Restoring dignity
- The dugwells of fortune
- The joy of experiments
- The sparkling star of Angara
- Wheels of success in motion



Warehouse of 500 MT storage capacity constructed by Barwani Farmer Producer Co. Pvt Ltd. in Rajpur, Barwani district, Madhya Pradesh.



"Know your Board members" display board of the Board of Director's profile at FPC office in Petlawad, Jhabua district, M.P.

ASA has set in place systems to direct and monitor structure, policies, practices and Financial obligation, within a framework which is both open and accountable.

Governing structure

ASA is governed by a General body and a Board of Trustees. The general body meets once a year while the board of ASA meets twice a year formally to discuss policy issues and review progress. Besides these formal meetings there are regular email discussions among the board members on issues that require board's engagement.

A Financial Sub-Committee constituted out of the

board members and external experts meet twice a year to review financial aspects of the organisation. The Programme Director-Finance, of ASA is the ex-officio Secretary of the Committee.

Internal control system

There are Standard Operating Procedures (SOPs) for all programme themes and sub themes which are reviewed every year. Similarly for Human Resources, Administration, and Accounts and Finance such SOPs are used for governance.

New SOPs/Policies developed during the year

- Task based payment system for Village Resource Persons (VRPs)
- Anti bribery & Anti corruption policy
- Conflict of Interest policy
- Whistle blower protection policy
- Records retention and disposal policy

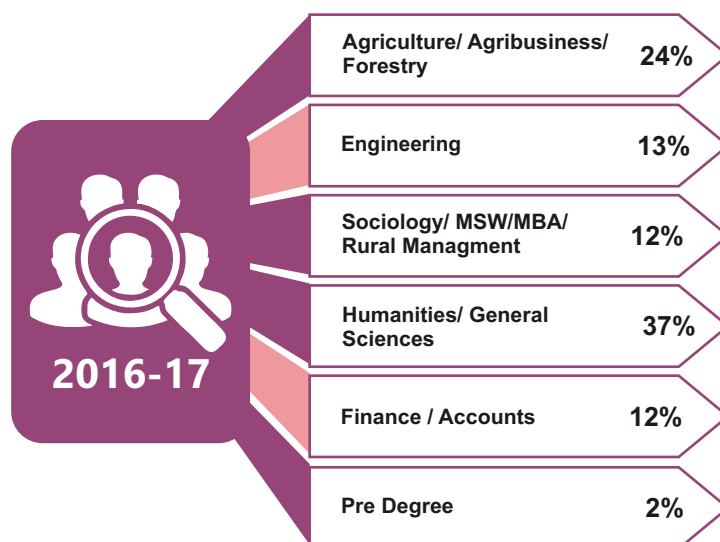
The Internal audit is carried out by M/s R Rishi & Associates. The report of the internal auditor is reviewed by the Financial Sub-Committee and the Board.

There are established programme process audit mechanism in the organisation and followed rigorously.

Staff welfare schemes such as EPF, Gratuity, Leave Encashment, Staff Benevolent Fund, staff Group Medi-claim and Accidental Insurance, etc. are continuing

A system of Incentive/ Disincentive based performance appraisal system is followed for all staff.

Discipline wise staff



Staff training



Some trainings / Exposure visits attended by staff are:

- Exposure visit was organised for engineers and LWRD staff across ASA to innovative activities being undertaken by various NGOs in the country. Visits were made to Dilasa NGO in Maharashtra to see "Doha Model" of low cost water harvesting structure.
- Client awareness sessions on Organic Standards was organised by Control Union in Mumbai on 28th May 2016 participated by 2 Project Managers coordinating the RCI programme in ASA
- Training of Trainers (ToT) on pulses production was organised by Indian Institute for Pulses Research (IIPR) at Kanpur from 16-17 June, 2016 participated by 4 persons
- International Agro-biodiversity Conference organised by Bioversity International, Rome at Vigyan Bhawan, New Delhi from 6-8 April 2016 participated by 2 persons
- Bioversity International, Rome, organised a ToT on "Poor access to and low endowment with livelihoods assets building and poverty reduction" participated by 2 staff for 6 days from 24-26 April 2016
- Training Area office Accountants on FPC Accounting system, MIS software from 21-23 July, 2016, at Pastoral Centre in Bhopal for 15 Accountants.
- Orientation of staff on FPC business plan development 27 August to 6 September, 2016, at Ranchi participated by 50 staff
- Training to engineer on technical aspect of Stop Dam and Lift Irrigation Systems at Sadguru Foundation in Dahod, Gujarat. 21 engineers attended the training
- Participation of SHG members in SARAS Mela, on Millet Marketing from 13-18 January 2017 at Mumbai organised by NABARD. Project staff of coordinating the project participated in this event.
- Exposure visit at Biore in Kasrawad was arranged on the 16th May 2016 participated by 14 staff implementing the Organic Cotton programme.
- Training on seed production was organised at Bihar Agriculture University, Ranchi on 1th June 2016 participated by 8 persons
- Exposure visit to Morarka Organic in Rajasthan was arranged to understand the Organic production system of temperate region under C&A Organic Cotton Programme and to create awareness regarding Organic Crop Production Practices amongst the team members
- Strengthening State Strategies for Climate Actions Launch Workshop 23rd July 2016, in Bhopal participated by Programme Manager-LWRD.
- Workshop on building perspective around governance issues from 23 to 25 August at Samarthan, Bhopal under the TRI project was organised
- Director visited Germany and the Netherlands on business meetings with partner organization related to organic cotton initiative, C&A Buying Head of Corporate Communications, Europe in Berlin and Amsterdam for business purposes on 27th April, 2016 till 2nd May 2016.
- Seed production for Pre-season training of RCI was conducted at different locations participated by Agronomists at field locations.
- Training on Organic standards and amendments held on 8-9 June was attended by 12 staff involved in the organic cotton programme at Rajpur in Barwani district
- As part of the Transform Rural India Initiative, a training on health aspects was held in Ahmedabad on 12 August, 2016 participated by the Project Coordinator.
- On 5-8 December 2016, the Programme Director-Agribusiness promotion, attended a meeting focused on transparency in the global apparel industry, in a gathering of brands, manufacturers, CSOs, workers, and government officials in Colombo, Sri Lanka.

Best performing Awards

- The Best Area office Award in memory of Late Fr. Bogaert, was conferred to **Pakur Area Office** in **2016-17**. It carries a Trophy and a cash prize
- More categories of awards have been introduced in 2016-17. They were: Best field worker, Best innovation, Best strategic planning & Management
- Other than this "Honouring social commitment awards" were given away to those who have been with ASA for more than 10 years.

| Trainings conducted by ASA for external organisations | | | |
|---|---|------------|--------------------|
| Details of training/exposure | For whom | Days (Nos) | Participants (Nos) |
| Exposure cum study tour to apprise importance of NGO and the role played by NGO in social sector for the personnel of various ministries & depts. of Gol. | Institute of Secretariat Training & Management (ISTM), Department of Personnel & Training, New Delhi | 4 | 37 |
| Training on the "RCI Agripreneur Model": Franchise system for RCI extension | Potential Agripreneuers and their team | 5 | 29 |
| Exposure cum workshop on Farmer Producer Companies for addressing livelihoods of small and marginal farmers | NABARD supported NGOs from Raipur, Chhattaisgarh <ul style="list-style-type: none"> •CARDS •RSS •Jijeevisha Samiti •Gram Bartori •HAVSS •CG AGRICON •SEBA •Cohesion Foundation •NIDAAN •BSM •Vikas Samiti •READS •PVS •Janmitra •Maa Sharda Lok Kala Manch •Ekta Samiti •SROUT •Chhayadeep Samiti •Maa Baleshwar Samiti | 4 | 28 |
| Exposure cum workshop on Farmer Producer Companies for addressing livelihoods of small and marginal farmers | The Tata Trusts implemented "Sukhi Baliraja Initiative" through partners across 6 districts of Vidarbha in Maharashtra | 4 | 11 |
| Exposure cum workshop on Farmer Producer Companies for addressing livelihoods of small and marginal farmers | Child fund India | 4 | 2 |

Institutional Development

The M&E department was established in 2015 with exclusive personnel to manage the programme implementation control procedures. In the subsequent period, especially in 2016-17 the functions of the department were strengthened through many software and regular data reporting supplemented by analytical reporting. Many new

types of software were introduced to gather information from field and its compilation at HO level to enable monitoring. Agriculture, LWRD and ABP activities were mainly addressed. Besides, in some of the projects, the baseline data collection and baseline studies were also conducted with the collaboration with respective donors.

New Projects during the year

Approach for holistic development of tribal community of Ranapur block in Jhabua district of M.P. :

Under the "Transform Rural India- Initiative of the Tata Trusts" ASA and the Tata Trust have come together to work on a pilot project, in the most backward block of Ranapur in Jhabua district of M.P. in more than 100 villages covering at least 20000 families.

The focus of the initiative is to facilitate linkage with the public systems to strengthen interface between Farmers' Collectives, Panchayati Raj Institutions and government functionaries to achieve a common goal of comprehensive livelihood development of the targeted community.

Apart from linking community collectives with appropriate markets for inputs, outputs and required services both around livelihoods and other basic needs, the program focuses on ensuring availability of basic amenities like- education, drinking water, sanitation, health and nutrition and overall livelihood enhancement through the grass root community institutions, especially through participation of women based institutions.

Strengthening local governance for multi-dimensional change :

ASA partnering with the Azim Premji philanthropic Initiatives is working on a pilot project in Rajpur block of Barwani district in M.P. in 98 villages covering 20000 families. This project aims at strengthening local self-governance to bring about multidimensional change in the project area through capacity building of the various community based Institutions formed and promoted by ASA and working on strengthening farm based livelihood of the poor and the marginalized farmers.

Farm Based Livelihoods development of small farmers in Madhya Pradesh & Chhattisgarh :

Axis Bank Foundation (ABF) is supporting ASA for a project of five years covering 55,000 families, mainly tribal and smallholder farmers, with the main strategy of converging with MGNREGS for creation of productive individual and community assets by establishing in-situ technical support team to gram panchayats and gram sabhas through a multi-disciplinary team on a continued hand holding basis. The project is operational in 5 blocks covering 55000 families.

Our Partners - Past and On-going

We sincerely acknowledge the contribution of our donors during the year whose generous contribution has made the work possible.



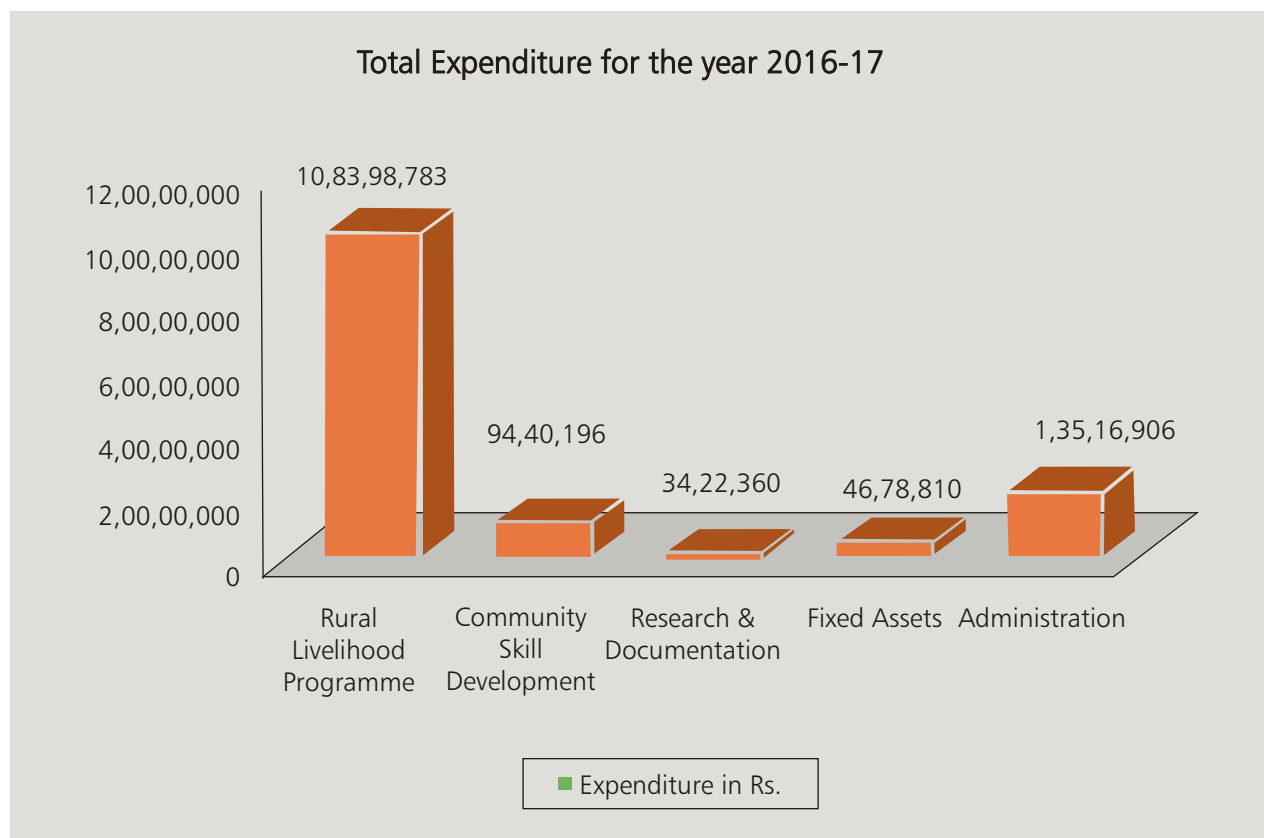
Awards and recognition:

- ✧ ASA was awarded best Indian NGO in the medium category in 2008 by the Nand and Jeet Khemka Foundation and Resource Alliance.
- ✧ ASA was awarded the best NGO in the Participatory Irrigation Management by the Central Water Commission and M.P. Water Resources Department in 2005
- ✧ The Director of ASA served as member in the National Advisory Council (NAC) of the Government of India from June 2012 till May 2014.
- ✧ The Director of ASA is a Member of Agriculture Sector Innovation Council, GoI since 2013
- ✧ For three consecutive terms since 2009 ASA has been elected in the Executive Board of the Round Table for Responsible Soy Bean Association, a global multi-stakeholder platform for improving soy bean value chain (www.responsiblesoy.org)
- ✧ The Director of ASA is a the Board member of the NABKISAN, a subsidiary of NABARD
- ✧ The planning commission of Chhattisgarh invited ASA to become the member of the Standing Working Committee on agribusiness

Total financial expenditure during the year 2016-17 was INR. 62,54,55,296/-

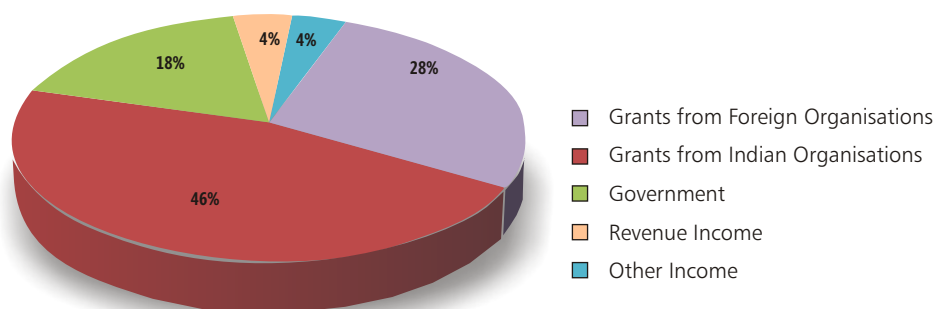
- Funds flowed through ASA accounts: INR. 13,94,57,055/-
- Community contribution : INR. 1,07,10,289/-
- Funds mobilised through convergence of MGRNREGS and other government departments INR. 30,04,41,505/
- Funds flowed directly to community institutions or beneficiaries, facilitated by ASA: INR. 17,48,46,447/-

Break-up of total expenditure through ASA Accounts for the year 2016-17



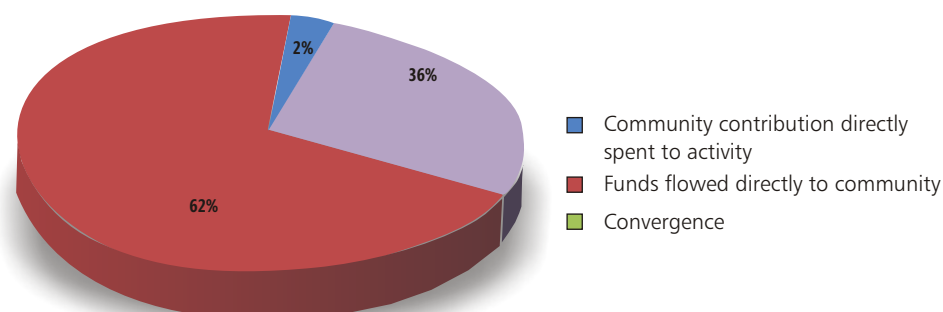
Sources of Fund:- Through Books of ASA

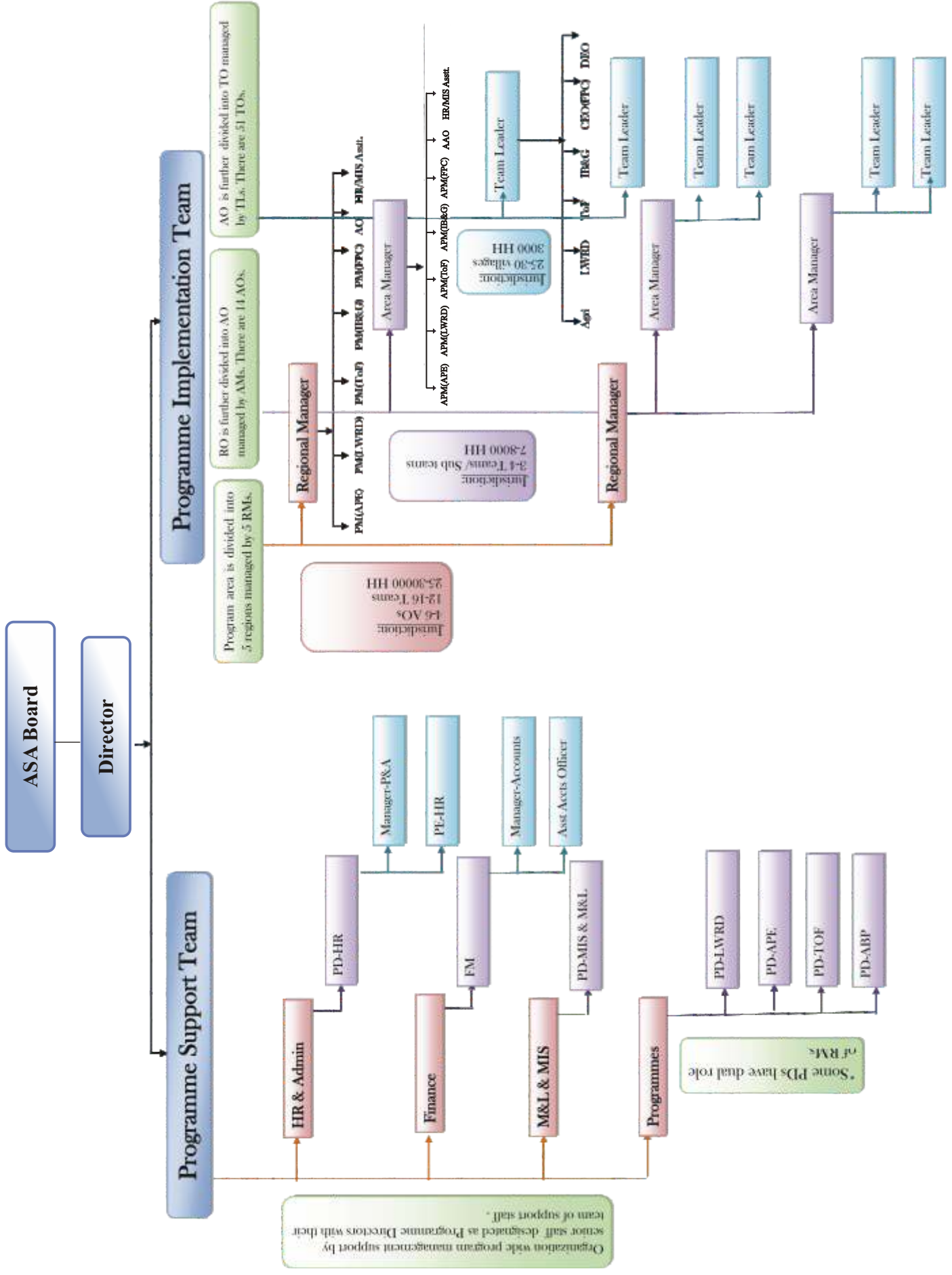
| Source of Funds | | In Lakhs | In Percentage |
|-----------------------------------|---|---------------------|---------------|
| Grants from Foreign Organisations | > | 3,93,41,876 | 28% |
| Grants from Indian Organisations | > | 6,68,31,913 | 46% |
| Government | > | 2,50,18,259 | 18% |
| Revenue Income | > | 62,06,594 | 4% |
| Other Income | > | 49,99,665 | 4% |
| Total | > | 14,23,98,307 | |



Sources of Fund:- Flowed outside the Books of ASA due to facilitation.

| Source of Funds | | In Lakhs | In Percentage |
|---|---|--------------|---------------|
| Community contribution directly spent to activity | > | 1,07,10,2892 | 2% |
| Funds flowed directly to community | > | 17,48,46,447 | 36% |
| Convergence of Government Schemes | > | 30,04,41,505 | 62% |





Back cover page photo caption: Tuar Cultivation on Farm Pond bunds, Village Batouli, District Sarguja, Chattisgarh



Head Office

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