



Jay Sardar Krushi Vikas Farmers Producer Company's Processing Unit



ANNUAL REPORT 2020-21



Krushi Vikas va Gramin Prashikshan Sanstha

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MESSAGE FROM THE KRUSHI VIKAS CORE TEAM

Krushi Vikas va Gramin Prashikshan Sanstha (Krushi Vikas) has its inception in 1991 as a community-based organization for an advancement in agriculture and rural development of farmers and landless of Vidarbha region of Maharashtra. The initial years had been challenging due to inadequate financial, human and infrastructure resources. To overcome Krushi Vikas adopted the principle of cooperation, trust, and mutual help and always put the community beforehand and it has been the key to sustainability of Krushi Vikas.

Over the years, through systematic planning and execution of contextualized and comprehensive intervention strategies, Krushi Vikas managed to improve the agrarian distress of the region significantly. Today, it is assisting 1,00,000+ households through programs on natural resource management, sustainable agriculture, livelihoods, education, women empowerment, FPOs and so on. We express heartfelt gratitude towards all our partners, associates and other stakeholders for believing and joining hands with Krushi Vikas leading to an achievement of this milestone and thereby contribute to steady growth and development of the communities that matter most.

The year 2021 is significant for Krushi Vikas as it has completed 3 decades of relentless works aligned with its vision, mission and objectives. During this period most of Krushi Vikas programs have been concentrated in Maharashtra and now scaling up in Madhya Pradesh, Gujarat, Rajasthan and Uttar Pradesh. Based on 3 decades of experience we plan to develop sustainable models across the nation.

Krushi Vikas highly value its partners and associates because of whose commitment and long-term partnership made it possible for us to plan and deliver with impactful outcomes. We would like to thank all such partners such as central & state governments, ministries & departments, corporates & foundations.

We appeal to all conscious minds to come forward and become a part of the meaningful journey that Krushi Vikas is leading and facilitate impactful changes through collective synergies and hence move towards attaining the mandated sustainable development goals.



Founder &
Chairman



Chief Executive
Officer



Director (FPO,
Admin & Accounts)



Director
(Programme)

PREFACE

Since inception in 1991 Krushi Vikas Gramin va Prashikshan Sanstha (Krushi Vikas) has come a long way and has successfully implemented several projects on sustainable agriculture, natural resource management, FPO development, animal husbandry, climate change, skill development, education, health and sanitation, women empowerment and tribal development and has emerged as a national level **Resource Organization** on FPO development, integrated development, livelihoods and micro-enterprises promotion, and skill development and training.

The growth trajectory of Krushi Vikas can be broadly categorized into 4 stages- Community Mobilisation Phase (1991-2001), Consolidation Phase (2001- 2011), Research and Development Phase (2011-2020) and Expansion Phase (2021 onwards). The three decades of learnings and experiences enabled it to establish responsive systems, execute works in more systematic and professional ways and also reach out to greater geographical areas.

It has its presence in 5 states viz., Maharashtra, Madhya Pradesh, Gujarat, Rajasthan and Uttar Pradesh working on various aspects of development with around 1 lakh+ HHs and majority of them are from vulnerable groups such as landless,

marginal & small farmers, women, SCs and STs which is an indication of inclusive growth and development. The development process is facilitated by a team of 200+ professionals from various institutes of repute having vast experience in the field of FPO management, agri-business, enterprise development, rural development, partnerships, networking and so on.

Krushi Vikas has put in place a well-defined responsive administrative structure enabling 200+ professionals to coordinate and communicate with each other seamlessly. Besides other facilities, Krushi Vikas also invest in professional growth of its staff by providing regular exposure visits, organizing workshops and mentorship.

It is empanelled with several national and state level bodies such as SFAC, NABARD, NAFED, NCDC and Ministry of Agriculture, MANAGE, Hyderabad, YCMOU, Nashik and has collaboration with various NGOs and Corporates & Foundations. A recipient of several awards, Krushi Vikas valuable contribution to the development of rural areas especially in formation and nurturing of FPOs has got special mention by our Hon'ble Prime Minister on three occasions as part of his 'Mann ki Baat' program and has interacted with our executive team as well.

Further, Krushi Vikas has incubated a new initiative called "All About FPO (www.allaboutfpo.in)" aimed at providing complete solutions to FPOs right from conceptualization till business sustainability.

Presence	No. of HHs touched	Strength
<ul style="list-style-type: none"> • 5 states- Maharashtra, Gujarat, Madhya Pradesh, Rajasthan and Uttar Pradesh 	<ul style="list-style-type: none"> • 1,00,000 HHs touched through our programs in sustainable agriculture, livelihoods, education, FPOs etc. 	<ul style="list-style-type: none"> • 3 decades of experience. • 200+ professionals • Association with Govt., CSR & Foundations, NGOs, Community Orgs.

PARTNERS AND ASSOCIATES

 Healthy Food, Wealthy Farmer	 समृद्धि त्रय महाराष्ट्र शासन	 महाराष्ट्र शासन
 लघु कृषक कृषि व्यापार संघ	 NABARD NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT	 NAFED 60 Years in Service
 United Way Mumbai	 We understand your world	 Yashwantrao Chavan Maharashtra Open University
 www.bettercotton.org	 JOHN DEERE	 COTTON CONNECT
 BISA Borlaug Institute for South Asia	 NASSCOM [®] FOUNDATION	 Mahindra HOLIDAYS
 Mahindra FINANCE	 HUNTSMAN Enriching lives through innovation	 SUD Life A joint venture of Bank of India, Union Bank, Dai-ichi Life
 Powering Business Worldwide	 WATER AND SANITATION SUPPORT ORGANISATION Dept. of Water Supply and Sanitation, Govt. Of Maharashtra सुखाची व स्वच्छता सहाय्य संस्था	 care
 raintree	 60 th ANNIVERSARY igsss Indo-Global Social Service Society Celebrating the Spirit of Humanity	 standard chartered
Many Individual Donors		

We are fortunate enough to have long-term partners from different sectors such as conscious Individuals, Government, CSR & Foundations, Multi-national NGOs, Private Companies, Local Bodies, and most importantly the community people whom we work with and we believe that together we can make a difference in our pursuit towards creating an equitable and sustainable planet.

INTERVENTIONS DURING FY 2020-21

Aggregation and Collectivization of Producers

Aggregation and collectivization of small and marginal farmers/producers into groups and new generation cooperatives called Farmer Producer Companies (FPOs) has been touted as the key to addressing agricultural challenges of India. Krushi Vikas nurtured and promoted 55+ FPOs and 15 women led FPOs who are gradually progressing towards sustainability. Jay Sardar FPO promoted by Krushi Vikas has been recognized as a **model FPO by the Govt. of India and Hon'ble PM acclaimed Krushi Vikas's efforts by highlighting in 'Mann ki Baat' program on three occasions**. Owing to its credibility, Krushi Vikas has been selected as one of the implementing agencies (CBBO) in the 10,000 FPOs formation and promotion scheme of the Govt. of India. In addition, it has also been selected as one of the technical agencies for Scheme of Fund for Regeneration of Traditional Industries (SFURTI) scheme of TRIFED (The Tribal Cooperative Marketing Development Federation of India).



Interaction of Hon'ble PM with Jay Sardar FPC Team



Mann Ki Baat & Bonus distribution

Interventions	Units
No. of FPOs formed/supported	55
No. of women led FPOs formed/supported	15
No. of shareholders mobilized	35000
Share amount mobilized (in Lakh INR)	254

Jay Sardar FPO has emerged as an exemplary model FPO. Last year it **distributed bonus** to its shareholders out of the total profits generated through various business activities. The cumulative total of 70 FPOs comprising of more than 50,000 farmers are steadily bringing about a

transformation both socially and economically.

Women led FPOs initiative is a concrete step towards real empowerment of women and such FPOs are stepping into value chain interventions such as sorting, grading, and processing facilitating economic improvement and sustainability of their respective companies. Efforts invested in aggregation and collectivization is steadily facilitating the *vulnerable groups such as landless, small & marginal farmers, women* to enhance their capacities and income through collective business and convergence of various govt. schemes.

Natural Resource Management

Natural resource management covers aspects of integrated and sustainable use of land, water, air, biodiversity and forests resources. Krushi Vikas has successfully completed natural resource management projects in 27 villages and similar projects are ongoing in 21 villages in Maharashtra and Madhya Pradesh. Focus areas include strengthening drinking water resources, rejuvenating existing land and water conservation structures and then plan for complete watershed treatment.

Interventions	Units
No. of structures created	265
No. of structures renovated	62
Total Impounding (in tcm)	852
Land brought under irrigation (in acre)	3072
No. of plants planted	6576



Recharge shaft for water security & conservation



Gabion structure



Farm Pond with HDPE liner



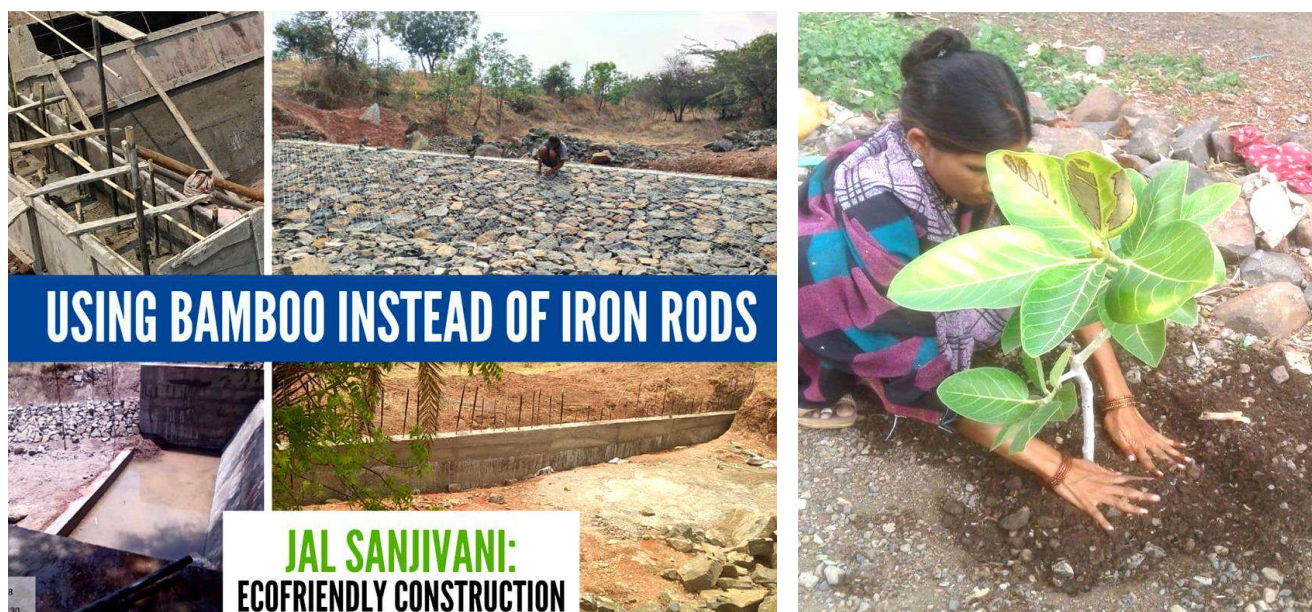
Check dam for water conservation and irrigation



Canal deepening/desiltation



Demo on low cost smokeless chulha



Krushi Vikas has piloted with the **innovative idea of using bamboo instead of iron rods** in construction of concrete structures for check dams in Solapur, Maharashtra. As bamboo is available locally it can be used for construction purposes that shall enable sustainable livelihoods among the bamboo growers. Also it has additional benefit of being environment-friendly as it captures carbon thus contributing to fight against climate change. *Usage of bamboos instead of iron rods has reduced the cost of construction without compromising the strength of the structures.*

Our natural resources are already under strain due to reckless usage in domestic, agricultural and industries by humankind. In order to ensure its sustainability, we must seek and adopt ways that are in sync with nature. As 'nature preservation' is one of the core guiding principles of Krushi Vikas, it ensures that all efforts and initiatives are in sync with nature. During this financial year it has worked on rejuvenation and renovation of various land and water conservation structures; planted trees as a result of which we were able to make significant contribution in natural resource management.

Preserving Nature, Shaping Livelihoods

Sustainable Agriculture – Integrated Farming

Sustainability is core to all the programs/works done by Krushi Vikas especially in agriculture and allied activities. It promotes farmers/producers to adopt sustainable technologies and practices during their farming processes such as best agronomic practices, crop diversification, inter-cropping, IPM, IWM etc. Krushi Vikas is promoting organic farming and good agricultural practices with 78800+ farmers in Maharashtra.



Azolla cultivation



Farmers making Vermi-compost



Preparation of dashparni



Pheromone traps demo



Farmers Field School



Biogas unit

Krushi Vikas demonstrated best agricultural practices and sustainable technologies including agricultural mechanization and also conducted exposure visits and technical trainings so as to enhance the capacities of the producers/farmers in sustainable agriculture and allied activities. Through its consistent efforts, Krushi Vikas has contributed in sustainable use of natural resources and reduction in degrading and harmful practices. Further, it has promoted soil health testing, value addition & market linkages and enterprise development. A total of 2,80,246 stakeholders have benefitted directly during the financial year.

Interventions	Units
Demonstrations of Agri plot (in acres)	7865
Technical inputs (FFS, exposure, in-house training etc.)	3738
Micro irrigation (drip, sprinkler)	259
Soil testing	1979

Livelihoods

A decent sustainable livelihood is an indicator and indispensable part of quality living of an individual. Therefore, promotion of sustainable livelihoods forms a major component of Krushi Vikas. It promotes both farm and nonfarm livelihood activities consisting of good agricultural practices, crops diversification, agriculture and allied activities based micro-enterprises, value chain intervention and market linkages. It also promotes activities such as agri-business, mushroom cultivation, Vermi-composting, micro and mini enterprises, backyard poultry, bamboo production, dairy, backyard kitchen garden etc. especially for the vulnerable groups.



Poultry rearing as a livelihood activity



Group poultry unit



Goat rearing as a livelihood activity



Women supplying saplings from their nursery



Bamboo based products as livelihood activity



Broom making as a livelihood activity



Mini-rice mill as a group livelihood activity



Stitching as a livelihood activity



Beauty parlour as a livelihood activity

Interventions	Units
No. of farm based enterprises (poultry/ fishery etc) promoted	264
No. of nonfarm based livelihoods enterprises (shops/mill etc) promoted	66
No. of bank accounts opened for Direct Benefit Transfer	105
New job cards issued for availing work under MGNREGS	251
Training, demonstration and exposure visits	86

A total of 1626 stakeholders have benefitted directly from Krushi Vikas's farm and nonfarm livelihood interventions and are being able to raise their levels of income leading to better standard of living.

Education

Education plays a crucial role in steady progress and development of the society. Krushi Vikas has intervened in infrastructure upgradation, sessions on effective learning methodologies, strengthening of various committees and provision of learning and games and sports materials thereby facilitating better learning outcomes. The schools are performing better in terms of infrastructure adequacy, students' participation in various school activities.



Games, sports and learning materials for schools



Renovation of school buildings



Digital classroom



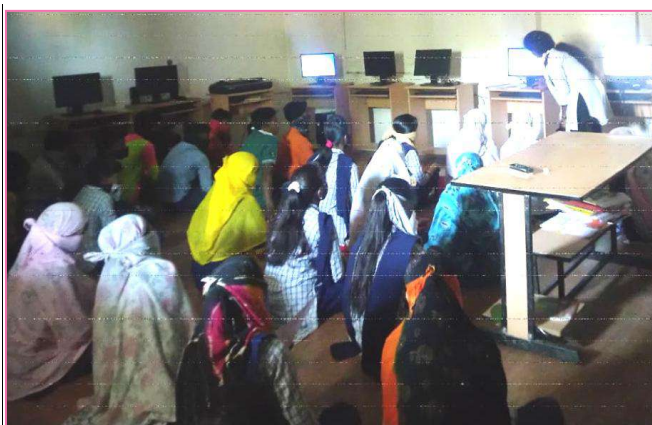
Encouragement of students

Through Krushi Vikas interventions, students who otherwise were deprived of learning levels, various games and sports in their respective schools have now access to various games, sports and learning materials. Additionally, with school infrastructure upgradation the teaching- learning activity between teachers and students is now being conducted in a more conducive environment that has been facilitating improved learning outcomes.

Digital literacy and Skill development

As today's world is driven by digital information and technology, digital literacy has become an indispensable part of being literate. With internet penetration reaching to India's countryside, it has become pertinent for the rural populace to get digitally literate as well. Krushi Vikas is running digital training centres for facilitating digital literacy of the rural populace so that they get connected with the rest of the world. With digital connectivity, rural populace get access to world's latest information and technology and also improve possibilities of better returns for their produce by marketing it to wider market segments.

As of today, Krushi Vikas has provided digital literacy trainings to more than 2000 beneficiaries in 8 centres and villages. During the FY 2020-21, COVID-19 restrictions prohibited classroom trainings however Krushi Vikas ensured that learning process continue unhindered by conducting classes at **village clusters and through online mode.**



Digital literacy classes



Digital literacy classes undertaken at home

Capacity building and IEC

Information, Education and Communication is an integral part of any program/project and are powerful tools to facilitate positive social change among the intended participants group. The IEC tools create awareness, disseminate knowledge and thus act as a stimulus for change in thought processes and behavior change. During the year, Krushi Vikas organized **awareness rallies, wall paintings, video shows, conducted webinars and also started an agri-information center for agriculture and allied activities and a counseling centre for students, parents and teachers.**



Sensitization through drama



Collective discussion through PRA



Wall painting of project details



Exposure visit of women members



Awareness generation through wall paintings



Mashaal ferri for awareness generation

RESPONSE TO COVID-19 PANDEMIC

The onset of COVID-19 in India started in late January 2020 that aggravated with time affecting one and all alike however it is the vulnerable groups such as marginal and small farmers, daily wage labourers, petty shop owners and traders etc. that had been hit the hardest. In order to contain spread of the dreaded infection several measures have been implemented by agencies like Govts., Corporates, NGOs, Foundations, like minded groups etc. Krushi Vikas has taken efforts in the following ways:

Organised special testing and vaccination drive

All COVID-19 protocols followed in all 8 offices

Contributed Rs. 1,02,000/- to both PM Cares Fund and Maharashtra CM Relief Fund

Community awareness through 'Arogya Rath'- a mobile van with audio system and flex

Distributed grocery kit to 3000 needy HHs

Distributed 5000 masks to health workers, police & other members

Distributed 200 PPE kits to health workers

Distributed 100 infrared thermometers to various Panchayats

Facilitated 70 FPOs to continue their farm operations

Market linkages between producers and consumers



आरोग्य रथाच्या माध्यमातून कोरोना आजारा विषयी जनजागृती

मलकापूर ■ तालुका प्रतिनिधी
संपूर्ण जगाला कोरोना सारख्या विषाणूने वेढा घातला आहे. त्याकरीता केंद्र, राज्य शासन कठोर पाऊले उचलत असून कोरोना आजाराविषयी जनजागृती व्हावी याकरीता तहसीलदार यांच्या आदेशावरून कृषी विकास व ग्रामीण प्रशिक्षण संस्था मलकापूर यांचे वतीने आरोग्य रथ निर्माण करून जनजागृतीचे काम सुरू केले आहे. सद्या जगात कोरोना विषाणूमुळे खूप मोठे संकट कोसळलेले दिसत असून त्यासाठी एक सामाजिक बांधिलकी म्हणून तहसीलदार कु.स्वप्नाली डोईफोडे यांनी



जनजागृतीकरीता तयार करण्यात आलेला आरोग्य रथ

दिलेल्या पत्रावरून कृषी विकास व ग्रामीण प्रशिक्षण संस्था मलकापूर यांनी आपल्या संस्थेद्वारे आरोग्य रथद्वारा कोरोना विषयी जनजागृती करण्यासाठी आरोग्य विभागाद्वारे प्रकाशित बॅनर तसेच उपजिल्हा रुग्णालय आरोग्य विभाग मलकापूर यांच्या मार्गदर्शनाखाली जनजागृती करित आहे.



PPE kits distribution to Health workers



Mask distribution to police personnel

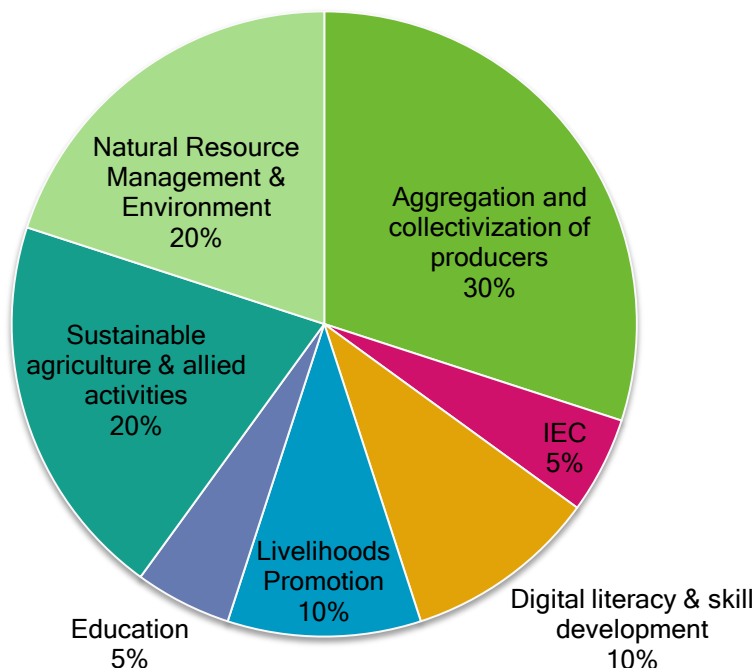
Mask Stitching Competition:

Beside distribution of relief materials and other preventive supplies, we found awareness generation and community mobilization as one of the impactful strategies for containing COVID-19 spread. Awareness generation has been carried out through mobile van, community meetings, house to house visit, wall paintings, and posters/stickers. In one of the project area village, Krushi Vikas mobilized and organized '**Mask Stitching Competition**' whereby households having sewing machines participated and stitched 5000 masks for free distribution to all institutions and members of the village. The participants have been felicitated with gift hampers in recognition of their contribution to the cause.



CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS

Major thematic areas of Krushi Vikas works during FY 2020-21



Sustainable Development Goals Contributed to



All the projects of Krushi Vikas under each thematic area are planned, designed and implemented with multiple components that cover important aspects necessary for holistic growth and development of the stakeholders. During the FY 2020-21 through its various projects, Krushi Vikas has been able to make an impact on 10 SDGs as mentioned above.

WAY FORWARD

1. **Nourish capacities of stakeholders/institutions:** Krushi Vikas experienced that outputs and outcome of all developmental interventions/processes is proportional to the capacity of the stakeholders. Level of ownership increases when capacity of the stakeholders is enhanced and they become active participants in the process of decision making resulting in overall improvement and the development. Acknowledging its importance, Krushi Vikas aims to conduct various capacity building trainings/workshops/exposure visits for more than 100 FPOs/SHGs/Local institutions.
2. **Promote value chain interventions and market linkages for Collectives/ FPOs:** Interventions at higher levels of the value chain supplemented by market linkages are necessary to maximize price realization for producers' produce. Krushi Vikas aims to conduct market research & value chain studies and thereby facilitate market linkages for the producers. It has also plan of integration of FPOs at national level whereby a FPO in one region shall get linked with FPOs of other regions and business transactions can take place mutually. This shall enable the producers to get higher returns for their produce which in turn shall contribute to the Govt. of India's mission of doubling farmers' income.
3. **Strengthening networking and partnerships:** Krushi Vikas believes in networking and partnerships with relevant stakeholders to amplify interventions and bring about transformative changes in the ecosystem it works in. It values all our partners for believing in the efforts of the Team and partnering with us to make impactful outcomes in furtherance of shared vision and mission. We seek to further strengthen partnerships with more than 50 corporate/govt. schemes/donors etc. through alignment at multiple levels i.e. vision, mission, objectives, program strategies and expected outcomes.
4. **Provide complete and integrated solutions:** Considering the need & demand for a dedicated platform that shall provide 360° support to stakeholders/institutions right from inception till business sustainability, Krushi Vikas started a new initiative called 'All About FPO'. It provides 360° professional support and services to all stakeholders/institutions both within and outside the domain of FPOs. This platform shall enable stakeholders to access all services under one roof hassle free and at reasonable costs to more than 100 institutions.
5. **Reinforce alignment with Sustainable Development Goals:** Krushi Vikas has been implementing projects/programs aligned with the UN mandated 17 Sustainable Development Goals (SDGs). During last financial year it has been able to contribute to 10 SDGs and aims to contribute to all the 17 SDGs by next 5 years.

RECOGNITION AND TRANSPARENCY



Mahatma Award by
Liveweek Business 2019



Special Jury Recognition
Award by Indian Chamber
of Commerce in Jan 2019



CSR Implementing Agency
of the year 2016-17
Award by NGO BoX in
India CSR Summit 2017



Certificate of Merit @
World CSR Congress on
World CSR Day for the
contribution in Water
Sector



Dr. Manibhai Desai
Rashtraseva Award, Pune

Transparency & Compliances

- Transparency badge certificate since last 3 years by Guidestar India
- ISO 9001:2015 Quality Management System certified by UK Cert Limited.
- All our income & expenditure are audited by independent CAs.
- We follow all laws as applicable

Empanelment & Partnerships

- Ministry of Corporate Affairs
- National CSR Hub, TISS
- SFAC, NABARD, NCDC, NAFED, TRIFED
- YCMOU
- Govt of India & State Govts.
- Corporates & Foundations and Private partners

Media Coverage & Appreciation

- Regular Special Stories by Leading Dailies and Magazines
- Hon'ble PM praised Krushi Vikas's efforts 3 times in 'Mann Ki Baat' programme.





Certificate of Registration

This is to certify that the
KRUSHI VIKAS VA GRAMIN PRASHIKSHAN SANSTHA
at

TALNI TAL. MOTALA DIST BULDANA - 443102 (M.S) INDIA

has been independently assessed and is
compliance with the requirements of:

ISO 9001:2015

Quality Management System

For the following scope of activities:

**SOCIAL DEVELOPMENT PROGRAMME ON :- NATURAL RESOURCE MANAGEMENT,
SUSTAINABLE AGRICULTURE, LIVESTOCK DEVELOPMENT, WOMEN EMPOWERMENT, SKILL &
LIVELIHOOD, EDUCATION & DIGITAL LITERACY, HEALTH AND SANITATION, ENVIRONMENT &
CLIMATE CHANGE, TRIBAL DEVELOPMENT, PROMOTION OF PRODUCER ORGANIZATION,
CAPACITY BUILDING AND IEC, DROUGHT RESILIENCE PROGRAMME**

Certificate Number: 8014

Date of Registration

: 11 September 2019

1st Surveillance Due

: 10 September 2020

2nd Surveillance Due

: 10 September 2021

Certificate Expiry (subject to the company maintaining
its system to the required standard)

: 10 September 2022

Validity of this certificate can be verified at www.ukcert.co.uk



Monica James
Authorised Signatory

UK Cert Limited (UK)

5 Jupiter House, Calleva Park, Aldermaston, Reading Berkshire RG7 8NN, UK

Website:- www.ukcert.co.uk Email:- info@ukcert.co.uk

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Krushī Vikas[®]

Preserving Nature, Shaping Livelihoods

KRUSHI VIKAS VA GRAMIN PRASHIKSHAN SANSTHA

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www.krushivikas.org

www.allaboutfpo.in



Krushī Vikas & FPO



Krushī Vikas