



GRAMEENA
VIKAS KENDRAM

ANNUAL REPORT

FY
2018-19



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Table of Contents

1	INTRODUCTION	3
2	Organisation Profile	3
3	Locations	5
4	PROJECTS	6
4.1	RESET.....	6
	Problem.....	6
	Solution	6
	Growth	7
	Impact	7
4.2	ZBNF – Zero Budget Natural Farming Project.....	8
	Problem.....	8
	Solution	8
	Facilitation.....	8
	Innovation	8
	Activities.....	8
4.3	PMKSY	10
	Problem.....	10
	Solution	10
	Activities.....	10
4.4	Biodiversity Conservation & Climate Awareness Program	11
4.5	Watershed and WASH Programs	11
4.6	Project Hesperidin.....	12
	Social Problems:.....	12
4.7	Project A.S. Hospital.....	12
4.8	Garment industry future exploration project.....	12
5	Partnerships & Connections	13
5.1	August 2018 – Partnership with Rythu Sadhikara Samstha.....	13
5.2	September 2018 – Partnership with Metawear	13
5.3	December 2018 – RESET MoU with Rythu Sadhikara Samstha	13

1 INTRODUCTION

Grameena Vikas Kendram Society for Rural Development (GVK Society) strives for the upliftment of small and marginal farming communities, tribals and women in India while regenerating their environment. GVK Society designs and implements community driven initiatives that optimize value for peasant farmers and other downtrodden rural households by nurturing producer organisations, value addition, infrastructure, up marketing, and perpetual innovation. GVK Society's models propel collectivism, collaboration, and co-creation to build futuristic value chain communities.

2 Organisation Profile

GVK Society strives for the upliftment of small and marginal farming communities, tribals and women in India by designing innovative models while regenerating their environment.

It is a non-governmental, non-political organisation, registered as a society bearing registration number: 207/1990 under the societies act XXI of 1860 in India and Foreign Contribution Act (FCRA) with registration number: 010120180. Grameena Vikas Kendram is based in Kadapa District and operating in multiple locations in Andhra Pradesh.

- Farmers are our partners, not beneficiaries
- Shared values and vision for unity beyond frontiers
- Aggregation of supply and demand
- Transparency and accountability usher learning and evolving value chain systems
- Continuous improvement at every integration level

Grameena Vikas Kendram works with the downtrodden sections of the society, women, indigenous people, children, farmers, and rural artisans. Our areas of focus include sustainable, regenerative farming, climate change, biodiversity, WaSH (Water, Sanitation and Health), education, empowerment of women and children, value chain relations, ICT (Information and Communication Technology) for development.

Registration Details

Name of the organisation	Grameena Vikas Kendram Society for Rural Development
Registration number	207/1990
Date of inception	1st August 1990
Legal status	Registered as a Society under Societies Act XXI of 1860 in India
Contact details	YSR Colony, Near C.P. Brown Library, YM Palli, Kadapa - 516004. Phone Number: +918489051484
FCRA number	010120180

Team

GVK Society provides outstanding learning opportunities for the working staff, identifying training needs and providing them right platform to learn and exchange necessities. Our strong international networks give us excellent opportunity to establish partnerships with think-tanks, research institutions and academia.

Geographical focus: Kadapa, Anantapur, Vizianagaram, Srikakulam districts in Andhra Pradesh.

Our Vision

We envision a transformed world where self-reliant communities live in harmony with each other and nature.

Our Mission

We stimulate innovation and promote processes which are sustainable, socially inclusive and gender-sensitive to support critical masses of poor.

Our Core Values

- Sustainability
- Innovation
- Equitability
- Trust
- Integrity
- Co-Creation

Our Approach

We believe in self-sufficiency and our causes include social, environmental, and financial (triple bottom line) sustainability. Benefiting women is inclusive in all our work.

Our Focus

We focus on designing and implementation of sustainable agriculture models that create shared-value for all the stakeholders across the global supply chains.

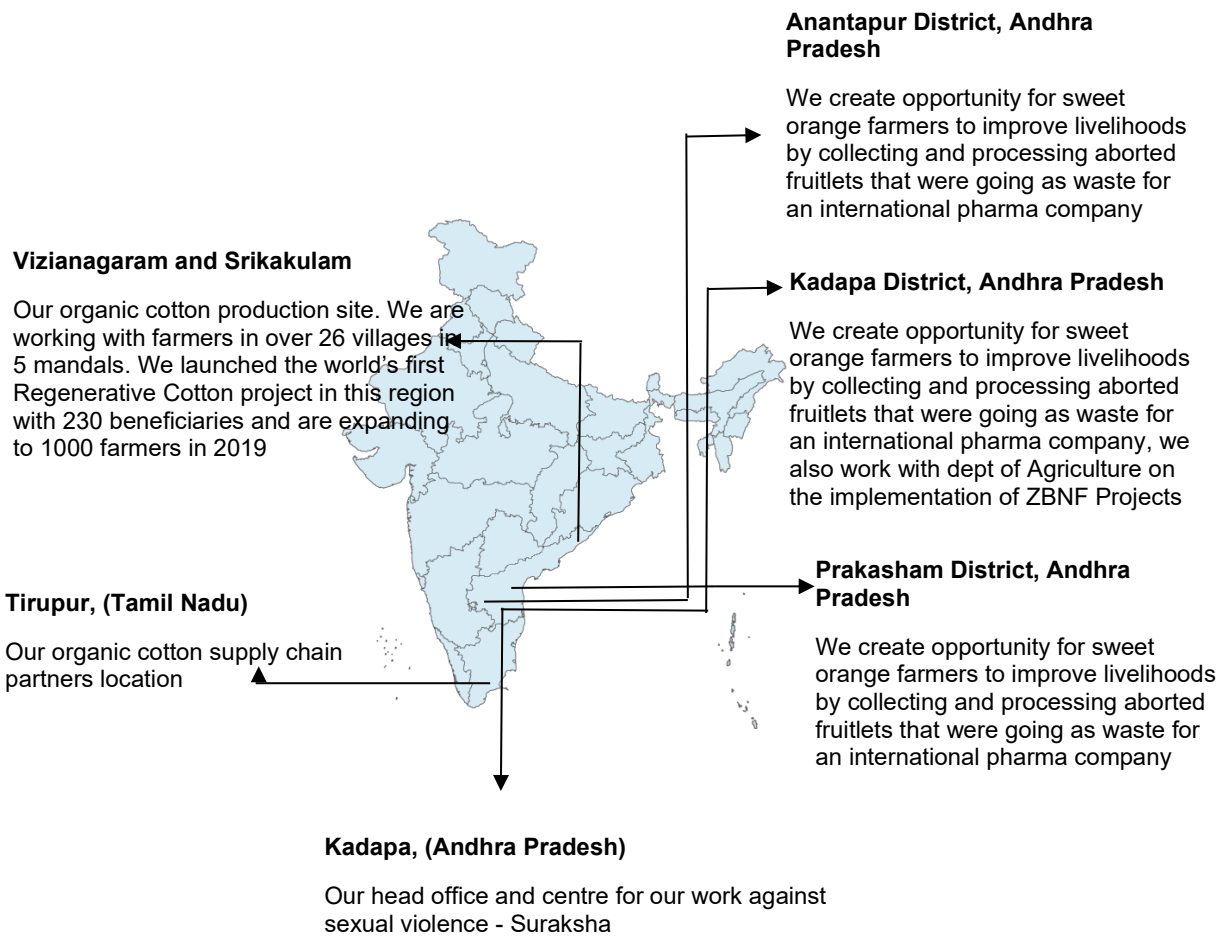
Our Philosophy

We believe that institutional interventions can remove barriers and facilitate individuals, communities and ecosystems to attain their full potential.

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3 Locations



4 PROJECTS

4.1 RESET

Problem

Cotton farmers in India are controlled by unreliable markets and lack of negotiating power. Over 300,000 of debt-ridden Indian cotton farmers committed suicide in a decade.

Small farmers, especially tribal women cotton growers need attention as they are capital poor and chronically exploited by middlemen, pesticide dealers, and trade forces. These farmers are subjected to market and crop vulnerabilities while required to make high investments with high market risk. This in combination with being excluded from mainstream service systems like market information and crop storage, and government infrastructure like transportation.



Problems faced by cotton farmers in India

Environmental:

- Cotton farming occupies 6% of land in India but consumes 44.5% of the country's pesticides
- More than 30% total annual GHG emissions come from agriculture
- It takes 3000 liters of water to make 1 T-shirt
- 94% of Indian cotton is Genetically Modified

Social & Economic:

- Tribal farmers with an income of less than 2\$ a day
- Chronically exploited by middlemen, pesticide dealers and trade forces
- Heavy investment and high risk
- Unsafe working environment for textile workers
- Over 300,000 cotton farmers committed suicide in the last 20 years in India

The organic cotton market is, despite global economic meltdowns, growing consistently with around 12% annual growth, but on the other hand, the gap between supply and demand is widening. Textile Exchange has forecasted this growth to take leaps as the major global cotton textile brands committed themselves to source 100% of their raw material from ethical sources. Cotton farming does not need to be a problem. It can be a solution.

Solution

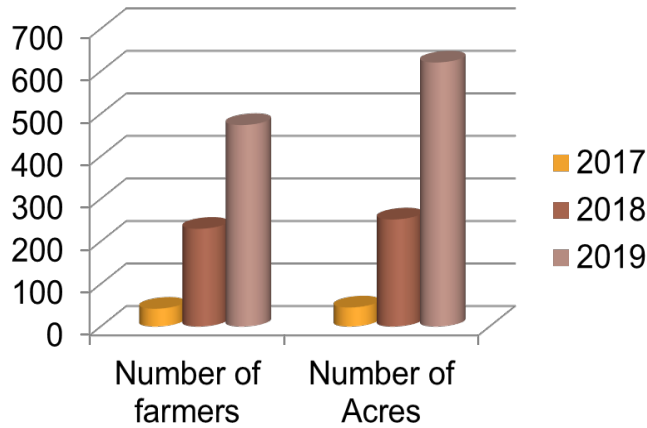
RESET stands for "Regenerate the Environment, Society, and Economy through Textiles". RESET is a holistic systems approach that encourages continual on-farm innovation for environmental, social, and economic well-being. We believe that the textile industry alone can regenerate ecosystems, empower lives, and turn waste into worth.

- Adapting regenerative farming practices
- Strong community organizations
- Value Addition
- Marketing
- Premium Prices

- Connecting farmer stories to the end consumer
- Transparency

Growth

RESET’s implementation has begun in Vizianagaram district in 2017 with 42 farmers. In 2018, RESET has expanded to work with 230 farmers. In 2019, RESET is planning to work with a group of 500 farmers and create a better livelihood for them.



Impact

In the season of 2018-19 RESET worked with 230 tribal farmers. These farmers are in Vizianagaram and Srikakulam districts of Andhra Pradesh. Although the farmers in this belt got very badly effected by the very severe cyclonic storm – Titli, it has to be noted that comparative studies have been made between RESET’s organic farms and conventional cotton farms in the regions adjacent to the path of the cyclone and the organic cotton farmers’ earnings were higher compared to the conventional farmers. The farmers claim that this is because of the low cost of cultivation of RESET fields compared to the conventional neighbours.



4.2 ZBNF – Zero Budget Natural Farming Project

Problem

Resource intensive chemical farming has resulted in losses, high debts, soil degradation, pollution of waterways, encroachment of forest land, biodiversity loss, and water scarcity in due course of time.

Solution

Zero Budget Natural Farming (ZBNF) is a holistic alternative agriculture method that combines the twin goals of global food security and conservation of the environment. ZBNF principles are in sync with the principles of Agro-ecology and are aiming to achieve welfare of farmers` and consumers while striving for a larger social good.



Suryamandal models

ZBNF is pioneered by a Padma Sree Awardee called Mr. Subhash Palekar who believes in the cultivation of crops naturally without using Genetically Modified Organisms (GMOs), chemical fertilizers, and synthetic pesticides. This grassroots level peasant movement emphasizes on climate resilient farming methods that help farmers to reduce the cost of cultivation to zero. Hence, farmers have a better capacity to gain increased income. Locally available inputs like cow dung, cow urine, several plants-based extracts play a key role in ZBNF methodology.

Facilitation

Rythu Sadhikara Samstha (RySS), a not-for-profit company owned by Government of Andhra Pradesh, and Government of India are supporting the programme under the Rashtriya Krishi Vikas Yojana (RKVY) and the Paramparagat Krishi Vikas Yojana (PKVY). Grameen Vikas Kendram is mandated to implement this prestigious program with 10,000 farmers and Azim Premji Philanthropic Initiatives (APPI) is providing technical grants support.



ZBNF farmers treating their paddy in Bheejamrutham

Innovation

- ZBNF`s uniqueness lies in its peer-to-peer learning model. Farmers are the protagonists.
- ZBNF is based on the latest scientific discoveries in agriculture, and, at the same time, it is rooted in Indian tradition.
- All the inputs in ZBNF are locally available. It means zero/extremely low cost and risks for farmers.
- Natural Farming techniques are climate smart.

Activities

- Innovation: Innovations done with biochar, development of resource form and 1.4 acres dry sowing experiments

- Framers Outreach: Reached 2155 farmers through to partial, dry sowing and kitchen gardens along with preparation and applying of ZBNF inputs and 295 seed to seed farmers in the year
- Kitchen gardens and dry sowing: Promoted 430 kitchen gardens and 48 dry sowings as well as 1.4 acre dry sowing experiment
- Convergence with SHGs: Motivated the SHG women to convert in to ZBNF practices by participating in SHG and VO meetings and creating the awareness on ZBNF through the PICO projections
- Trainings to project team: Conducted the trainings to project staff on bookkeeping and professional skills
- Capacity Building: Conducted the capacity building trainings to project staff, active farmers, lead farmers, SHG women and PoP families on ZBNF practices and botanical extracts
- Support to NPM shops: Provided the need-based support to NPM shop owners on the preparation of inputs
- Initiation of resource form: Initiated the resource form to try different ZBNF models to demonstrate
- Internal planning, review, and monitoring process: Conducting cluster level reviews on weekly basis with field staff on planning and review the progress and conducting the monitoring and supportive supervision visits by Project Manager, Cluster Coordinators and Cluster Activists
- External reviews: Project Manager and cluster teams were participating in DPMU briefing and debriefing meetings

Unplanned Key Activities

- Developed 418 lead farmers along with 44 ICRPs
- Initiated the regenerative cotton farming in 98.6 acres
- Facilitated 430 PoP families to take up kitchen gardens in their back yards to improve their food and nutrition security

Innovations/Strategies adopted

Initiated the resource form in ICRP own land and experimenting the different ZBNF models as well as Biochar experiment as well as 1.4 acres diversified 365 days green cover model that which is highest extent in the state.

Lessons Learnt

- The PoP families were not in the position to start the farming activity in their assigned lands due to the lands were fallow from so many years and it needs for land development measures. Noticed that the government must provide to special provision for land development activity through MGNREGS.
- There is a need of village crop planning to take up marketing activity.
- The NPM shops to be converted as marketing outlets for better marketing.

4.3 PMKSY

Grameena Vikas Kendram Society for Rural Development in association with Agriculture Technology Management Agency ATMA Kadapa has been selected as the NGO partner for the implementation of Pradhan Mantri Krishi Sinchayi Yojana in 2016 to implement Pradhan Mantri Krishi Sinchayi Yojana in the district. The focus area of the project is to build awareness among the villagers of rural Kadapa district that are constantly facing acute water shortage both drinking as well as irrigation.



We stepped into the project in 2016, three phases have already been carried out with very reassuring results and participation among the farming communities. In the third part, which was our most recent (from November 2017 to February 2018) encounter, we were actively involved in 30 villages, with a total of around 600 farmers participating in training activities.

Problem

Water, being one of the most primary resources in agriculture, needs to be used in a sustainable manner. Conventional practices see extremes in water consumption, from water scarcity to abundance and blatant wastage. The central government of India is working on irrigation projects around the country and partnering with organisations and various geographical locations to help consolidate all major and minor irrigation projects in India.

Solution

Starting from 2016, Grameen Vikas Kendram is committed to the project during which we will be:

- Organizing activities that reduce the communication gaps that may exist between our NGO and the farmers. We hope to nurture trust among the farmers towards our activities and towards the project as a whole.
- Training farmers and local high school students about the importance of water and soil conservation, to promote judicious use and protection of both resources.
- Implementing awareness campaigns involving visual slogans on villages' walls regarding water and soil conservation.
- Assisting the central government in strategizing and planning of irrigation projects

Activities

As a part of Phase 4 of PMKSY, Grameena Vikas Kendram Society for Rural Development worked in a total of 36 villages in the district of Kadapa and executed a total of 432 wall paintings and awareness campaigns in these villages to increase awareness amongst the heavily drought hit Kadapa district farmers on water conservation. The following wall paintings have been done in the mandals of Ramapuram, Kamalapuram, LR Palli, Sidhout, Simhadripuram, Vallur, Vontimitta, Gopavaram, B Mattam, Atloor and Rajampeta.

4.4 Biodiversity Conservation & Climate Awareness Program

As a continuation of our biodiversity conservation and climate awareness program, in Kadapa district, we expanded our biodiversity conservation and climate awareness programs to other districts of Andhra Pradesh. This FY, this program has expanded into Vizianagram, East Godavari and West Godavari districts.

Awareness campaigns have been conducted in the villages to educate the farmers on the importance of biodiversity, the effect of stubble burning on the environment and how better products can be prepared out of their agricultural biomass compared to earn more income.

4.5 Watershed and WASH Programs

Work on watershed and WASH programs has expanded into the villages of Vizianagaram district where emphasis has now moved into getting access to clean drinking water and irrigation.

Under watershed programs, trainings are conducted to farmers on water conservation and water harvesting in order to ensure all rainwater on their farm is conserved in the farm itself.

Under the WASH programs, access to clean drinking programs and water filters have been distributed to the farmers in the villages of Pachipenta, kurupam and Gummalakshmipuram mandals of Andhra Pradesh.

4.6 Project Hesperidin

Hesperidin is GVK Society's "first of its kind" model in India to create additional income opportunity for small, sweet orange farmers and women labourers from aborted fruits that otherwise go as waste. The project now can stand on its own feet and does not need any support from GVK Society anymore.

Revenue is created from waste by collecting, drying and selling aborted sweet oranges to provide additional income to rural women and farmers in Andhra Pradesh.

Social Problems:

- Sweet orange cultivation demands high investments amid market uncertainties and has a short life span of 12 years
- Sweet orange trees take 4 years to start yielding
- Drought prone farmers with vulnerable livelihoods
- Seasonal availability of work effects the livelihoods of labour women
- Raw material availability:
- The bioflavonoid 'Hesperidin' used in cannot be artificially synthesized in the lab and has to be naturally obtained

Item	2015-16	2016-17	2017-18	2018-19	Scaling (beyond 2020)
Districts	2 Kadapa & Anantapur	3 (Kadapa Ananthapur and Prakasham)	4 (Kadapa Ananthapur and Prakasham, Nellore)	4 (Kadapa Ananthapur and Prakasham, Nellore)	India and abroad
Villages	10	82	200	280	1500
Farmer base	200	500	2000	2500	8000-10000

4.7 Project A.S. Hospital

A.S Hospital is specialized in women's and new born baby's health and can offer treatment to a range of issues including menstruation and fertility issues, sexually transmitted infections (STIs) and hormone disorders.

In the financial year of 2018-19, Grameena Vikas Kendram Society for Rural Development supported AS Hospital, Cuddapah by donating a scanning machine. This fund is utilised from a dedicated donation.



4.8 Garment industry future exploration project

In the FY 2018-19, Grameena Vikas Kendram Society for Rural Development worked with Fairwear foundation, The Netherlands towards the exploration of the future of the garment industry. Fair wear foundation is an independent, non-profit organisation that works to improve conditions for workers in garment factories. Fair Wear Foundation's mission is to create a world where garment industry supports workers in realising their rights to safe, dignified and properly paid employment. Fair wear foundation has initiated a program on the Garment Industry Future. Fair wear

foundation has initiated a program on the Garment Industry Future. For that, GVK Society has conducted a number of interviews and reported the results.

5 Partnerships & Connections

5.1 August 2018 – Partnership with Rythu Sadhikara Samstha

In August, Grameena Vikas Kendram Society for Rural Development has entered into a Memorandum of Understanding with Rythu Sadhikara Samstha an organisation owned by Government of Andhra Pradesh with a goal to implement Zero Budget Natural Farming project in the clusters of Ippenta, Bondalakunta, Bhummayapalli and Nallapureddipalle. The goal is to bring at least 10,000 farmers in these clusters under the zero budget natural farming project.



5.2 September 2018 – Partnership with Metawear

In September of 2018, Grameena Vikas Kendram Society for Rural Development joined hands with U.S. based ethical fashion brand MetaWear, founded by Marci Zaroff in the establishment of RESET. Grameena Vikas Kendram implements the farm program and MetaWear acts as the sales and marketing arm of RESET in the United States, connecting Grameena Vikas Kendram’s supply of regenerative, transitional and organic cotton with MetaWear’s demand for sustainable textiles and apparel.



5.3 December 2018 – RESET MoU with Rythu Sadhikara Samstha

In the December of 2018, Grameena Vikas Kendram Society for Rural Development has entered into a Memorandum of Understanding with Rythu Sadhikara Samstha to support RESET Organic Cotton project in Vizianagaram and Kadapa districts of Andhra Pradesh.

Grameena Vikas Kendram promotes organic cotton cultivation in tribal areas