

ANNUAL REPORT

ISAP
Enterprise4impact



Coming together
For a greener future

2022-2023



Harnessing Technology
for Transformation



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From the CEO's Desk

Mr. Kamal Khurana

CEO

ISAP INDIA FOUNDATION

Dear stakeholders,

I am delighted to present the annual report for the fiscal year 2022-23, highlighting the remarkable strides and accomplishments of the ISAP India Foundation. Since our inception in 2001, ISAP has remained resolute in our mission to uplift rural communities in India by creating better livelihood opportunities and establishing agriculture as a viable source of income for small and marginal farmers.

Throughout the year, our unwavering focus remained fixed on our core goal: to implement targeted initiatives that drive economic and environmental sustainability in agriculture. Our strategies, including farmer aggregation, integrated farming, and livelihood diversification, have empowered farmers and uplifted their incomes. By equipping farmers with knowledge and facilitating market connections, we enabled the adoption of innovative practices and access to lucrative markets for their produce. Collaborative efforts with likeminded organizations, government bodies, and stakeholders have allowed us to pool our expertise, resources, and networks, thus amplifying our impact. Moreover, our embrace of technology has enhanced agricultural extension services, streamlined market information access, and facilitated the integration of digital tools for efficient farm management.

I would like to extend my heartfelt appreciation to the dedicated professionals involved in our various programs. Their unwavering commitment and fervour have been the cornerstone of creating models of development that can be replicated and scaled. My sincere gratitude goes to our esteemed partners, supporters, and stakeholders for their steadfast trust and collaboration. It is with your continued support that ISAP can continue to bring about meaningful change in the lives of rural communities across our nation. Together, we can turn our shared vision of a prosperous and sustainable India into a reality.

Kamal Khurana

**CULTIVATING CHANGE
WITH COMMITMENT**



ABOUT ISAP INDIA FOUNDATION

The Indian Society of Agribusiness Professionals (ISAP) is a non-profit development organization that was established in 2001. ISAP works with farmers, youth, and women in rural areas to help them adopt sustainable agriculture practices, develop skills, start businesses, and conserve natural resources. ISAP has a strong track record of success in achieving its goals, and is committed to continuing its work to make a difference in the lives of millions of people in rural India.

ISAP WORKS IN FOUR MAIN AREAS:

Sustainable agriculture: ISAP helps farmers to adopt sustainable agriculture practices that improve their yields and incomes, while also protecting the environment. ISAP provides training and support to farmers on a variety of topics, including integrated pest management (IPM), water conservation, and soil health.



Skill development: ISAP provides training and support to rural youth to help them develop the skills they need to find gainful employment. ISAP offers training programs in a variety of areas, including vocational training, entrepreneurship training, and IT training.



Entrepreneurship development & incubation: ISAP helps rural entrepreneurs to start and grow their businesses. ISAP provides entrepreneurs with training, mentorship, and access to financial resources. ISAP also helps entrepreneurs to connect with potential customers and partners.



Natural resources management: ISAP works to conserve natural resources in rural areas, such as water, forests, and soil. ISAP implements a variety of projects to conserve natural resources, including watershed management, forestry, and soil conservation.



ISAP is committed to enhancing the incomes of smallholders through access to markets and technologies, and to empowering them to take control of their own lives and destinies. ISAP believes that by empowering smallholders, it can help to create a more just and equitable society in India.

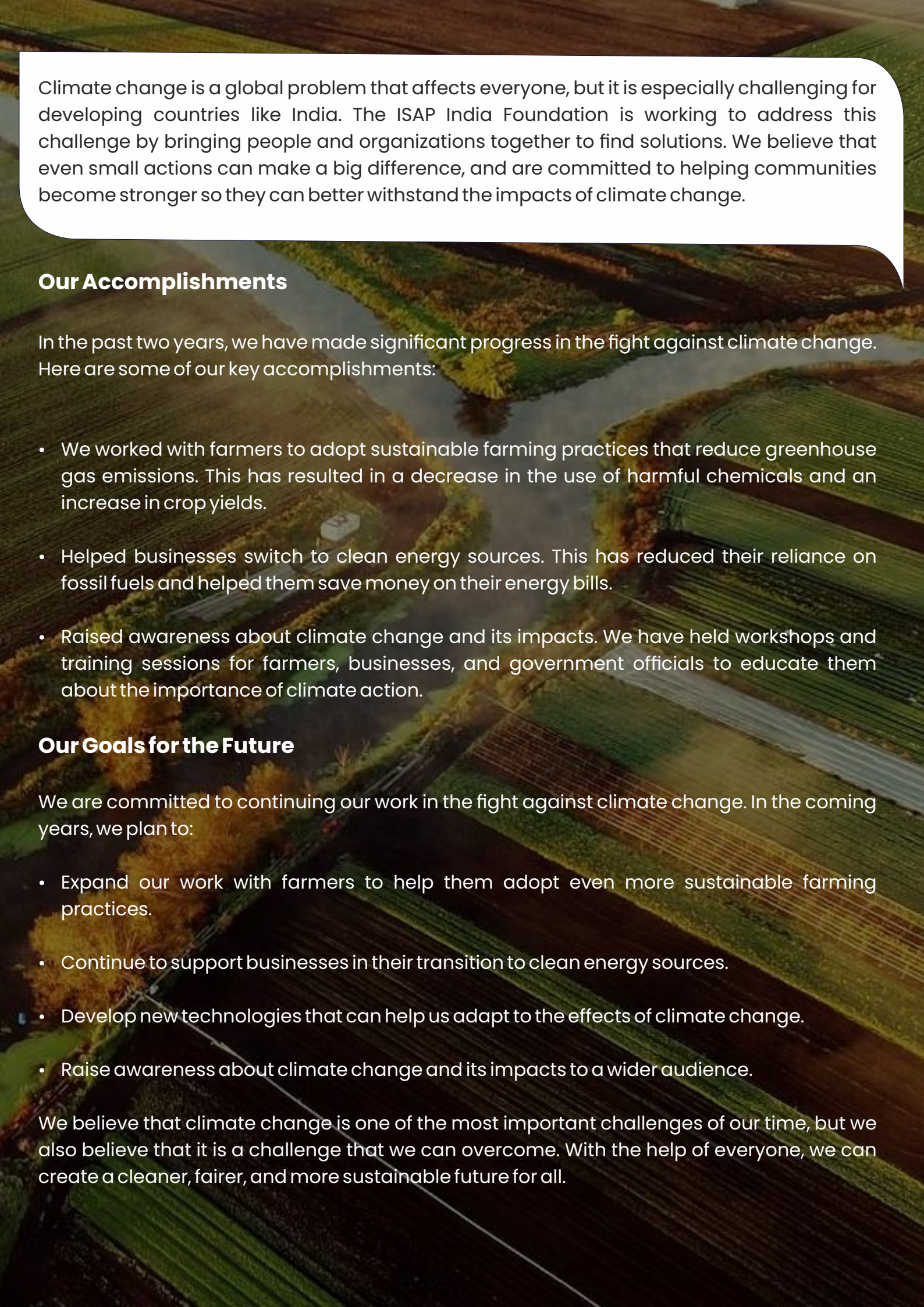
ISAP takes a holistic, long-term approach to addressing the problems faced by rural communities. It offers a variety of approaches, also in tandem with its affiliate partners, to inform, train and support farmers, women, and youth in rural communities. ISAP is committed to working with communities to identify their specific needs and to develop solutions that are tailored to those needs. ISAP also works to build the capacity of communities to sustain their own development over the long term.

ISAP is driven and motivated through the impact its work can bring to its target communities. ISAP cares deeply about real and tangible change and is committed to strenuous qualitative and quantitative measurement to assess if it is bringing effective and sustainable transformation to rural communities and to understand how it can do better in everything that it does



COMING TOGETHER FOR A GREENER FUTURE: INITIATIVES IN CLIMATE CHANGE





Climate change is a global problem that affects everyone, but it is especially challenging for developing countries like India. The ISAP India Foundation is working to address this challenge by bringing people and organizations together to find solutions. We believe that even small actions can make a big difference, and are committed to helping communities become stronger so they can better withstand the impacts of climate change.

Our Accomplishments

In the past two years, we have made significant progress in the fight against climate change. Here are some of our key accomplishments:

- We worked with farmers to adopt sustainable farming practices that reduce greenhouse gas emissions. This has resulted in a decrease in the use of harmful chemicals and an increase in crop yields.
- Helped businesses switch to clean energy sources. This has reduced their reliance on fossil fuels and helped them save money on their energy bills.
- Raised awareness about climate change and its impacts. We have held workshops and training sessions for farmers, businesses, and government officials to educate them about the importance of climate action.

Our Goals for the Future

We are committed to continuing our work in the fight against climate change. In the coming years, we plan to:

- Expand our work with farmers to help them adopt even more sustainable farming practices.
- Continue to support businesses in their transition to clean energy sources.
- Develop new technologies that can help us adapt to the effects of climate change.
- Raise awareness about climate change and its impacts to a wider audience.

We believe that climate change is one of the most important challenges of our time, but we also believe that it is a challenge that we can overcome. With the help of everyone, we can create a cleaner, fairer, and more sustainable future for all.

On Field Activities

Project: Sustainable Environment Solution

Funder: CNH Industrial Pvt Ltd

Project Objectives

- To raise awareness among paddy-growing farmers about the harmful effects of stubble burning and stubble management
- To provide training and technical assistance to farmers on alternative crop residue management techniques, such as mechanized farming, use of specialized equipment, and innovative practices
- To introduce and promote sustainable solutions encouraging farmers to adopt sustainable agricultural ex-situ practices
- To collaborate with local communities, government agencies, research institutions, and industry stakeholders to foster partnerships and develop long-term solutions



Activities conducted during the year

Situational Analysis and Stakeholder Engagement: To gain insights into the prevailing conditions and understand the perspectives of local farmers, a comprehensive situational analysis was conducted in the regions of Raigarh and Mahasamund. The goal was to establish an informed foundation for the subsequent project activities.

Engaging with Key Stakeholders

District Officials Interaction: Productive meetings were held with district officials to introduce the project and discuss its objectives.

Agriculture Department Collaboration: Close interactions with officials from the Agriculture Department facilitated a better understanding of the current issues faced by farmers in paddy cultivation areas. These discussions also paved the way for brainstorming potential solutions.

Collaboration with Knowledge Partners: Interactions with esteemed institutions like Krishi Vigyan Kendra (KVK) and Dean Agriculture College played a pivotal role in identifying trainers for farmer awareness sessions.

On-Ground Interactions and Launch Events

Paddy Field Visits and Farmer Engagement: Stepping into the paddy fields, we engaged in insightful conversations with farmers. These interactions provided a firsthand understanding of their challenges and aspirations.

Farmers' Awareness & Launch Program in Raigarh and Mahasamund: These events marked significant milestones in our journey:

Distinguished Guests and Trainers: Eminent personalities graced the Raigarh event, including Dr. K.K. Paikera (Subject Matter Specialist, Agronomy), Dr. K.D. Mahant (Soil Science Scientist), Dr. Manisha Chaudhary, Dr. Tapan, DDM NABARD, and Mr. Abhishek Patel (Agriculture Development Officer, Raigarh), along with Mr. Chanchla Paras Shaw, Janpad Upadhyaksh of Raigarh.

Participants: The events welcomed active participation from members of Farmers' Producer Organizations (FPOs), Self-Help Groups (SHGs), and farmers from neighboring villages.

Empowering Farmer Networks: In Mahasamund, the event saw the presence of esteemed guests including Mr. Pankaj Jha, AGM of Punjab National Bank; Sarpanches Mr. Dular Singh Yadav (Lamidih), Mr. Yugal Kishor Yadav (Kasi Behra Panchayat), and Mr. Choolal Chaudhary (Sonar Silli); and industry representatives Mr. Nitin (Head of Crop Solutions, CNH) and Mr. Sunil Kshatriya (Chhattisgarh Head).

PROJECT MILESTONES



1



Empowerment through
Knowledge Transfer

Addressing Climate
Change Challenges

2



3



Strengthening Value
Chains for Growth

Community Engagement
& Empowerment

4



5



Exploring Innovative
Solutions





CONSULTING
HELPING ORGANIZATIONS
THRIVE WITH DATA
DRIVEN INSIGHTS



The Consulting wing/division at ISAP India Foundation specialize in conducting comprehensive research studies, providing data-driven insights to inform strategic decision-making. With a client-centric approach, we collaborate closely to understand unique challenges and tailor research accordingly. The cross-disciplinary team ensures methodological rigor and innovation, upholding high ethical standards and data privacy. Thought leadership through publications and seminars contributes to industry knowledge.

Since the organization's founding in 2001, the consulting team has experienced significant growth and success. Over the last 11 years, the team has grown from a small team with a handful of clients to serving clients across multiple industries and sectors. During this time, the division has expanded the service offerings, grown the team of talented consultants, and established a strong industry excellence reputation. Today, we have a diverse portfolio of clients and a track record of delivering exceptional results.

The consulting division offers a comprehensive suite of services to support organizations throughout their lifecycle. The team conducts thorough Baseline, Impact Assessment, and Program Monitoring & Evaluations to gauge effectiveness and optimize outcomes. Our expertise in Pre-Feasibility & Diagnostic Studies provides critical insights for informed decision-making. The team also excels in Supply Chain & Value Chain Analysis, optimizing operational efficiencies and identifying growth opportunities. The Market & Demand Forecasting empowers clients to confidently navigate dynamic market landscapes. Additionally, the Need Assessment & Feasibility Analysis ensures project viability and sustainability.

We take a client-centric approach to consulting, which means that we collaborate closely with our clients to understand their unique challenges and tailor our research accordingly. We also have a cross-disciplinary team of consultants with expertise in a variety of fields, which allows us to provide a holistic view of our clients' challenges and opportunities. Additionally, we uphold high ethical standards and data privacy in all of our work. The consulting division at ISAP India Foundation has had a significant impact on the organizations we work with. We have helped organizations improve their performance, increase their efficiency, and achieve their goals. We have also helped organizations to make a positive impact on the world by developing sustainable practices and products.

We are committed to continuing to provide our clients with the highest quality research and consulting services. We are also committed to expanding our reach and impact, and we plan to work with organizations in new sectors and geographies in the coming years. We believe that data-driven insights are essential for organizations to make informed decisions and achieve their goals.



HIGHLIGHTS

2022-2023





Baseline & Capacity Building Strategies For the project Sustainability and Value Added in Agricultural Supply Chains

Client: GIZ

Project Duration: July, 2022– December, 2022

Geographical location: Karnataka, Kerala, Uttar Pradesh, and Rajasthan

Beneficiary Size: 200

Brief Description of the services offered: The baseline assessment of the project was conducted to understand the prevailing socio-economic of the farmers and environmental condition of the project area for their adaptability of the sustainable farming practices and the existing challenges faced by the farmers. By identifying critical regions for project implementation with primary and secondary stakeholders and target FPOs in recognized states and by developing a plan for capacity building and critical implementation areas for the identified stakeholders, target groups, and associated intermediary institutions/organizations stakeholders to support sustainable tea production, the Baseline survey results proposed to help GIZ in promotion of the practices, natural resource conservation, engagement of women farmers, enhancing the livelihood and standard of farmers



End Line Survey on the Phase II Project for Crop Diversification in Himachal Pradesh

Client: JICA

Project Duration: July, 2022– October, 2022

Geographical location: Himachal Pradesh

Beneficiary Size: 800

Brief Description of the services offered: Himachal Pradesh Crop Diversification Promotion Project (HPCDP) is a project financed by the Japanese Government and aimed at promoting crop diversification in five districts in the state of Himachal Pradesh through the development of necessary infrastructures such as irrigation facilities and farm access roads in parallel with technical training for farmers on vegetable cultivation, food grain cultivation, and post harvesting technology. ISAP India Foundation was commissioned by JICA to conduct an Endline Survey through collection of relevant data; analyzing progress of the project against the objectives and indicators of the project and extent to which the project has incorporated principles of the project; identifying constraints and challenges faced by stakeholders in the project and lessons learned by stakeholders in project management and implementation; and comparing terminal Impact against the baseline information and achievements of the projects with the information of non-project areas



Baseline Survey of “Secure and Resilient

Livelihoods for Smallholder Farmers in Umarpada

(Phase II) & AWE–some Nexus Project in Dang”

Client: CARE India

Project Duration: March, 2023– April, 2023

Geographical location: Gujarat

Beneficiary Size: 340

Brief Description of the services offered: ISAP was commissioned by CARE India to undertake comprehensive baseline study for establishing the status of the key indicators where key components of the project is concerned, to enable measurement of the project's impact and outcomes, as committed in the project's logical framework. The baseline study collected data and information, helping in the assessment of the outcome and impact level indicators of the project.



Baseline Survey of Rainforest Alliance Sustainable Agriculture

Standard (RA SAS) 2020 farmer practices

and cost benefit, Karnataka (KA)

Client: UTZ and Rainforest Alliance

Project Duration: February, 2023– August, 2023

Geographical location: Karnataka

Beneficiary Size: 800

Brief Description of the services offered: In order to undertake the baseline study of coffee farmers, ISAP selected a random sample of 800 RA SAS2020–uncertified coffee farmers, 400 in each of the two clusters that span the districts of Chikkamagaluru, Kodagu and Hassan of KA. Further, the application of the survey to the sample coffee farmers selected and therefore establish a baseline (reference) of the degree to which targeted uncertified coffee farmers practices in KA are applying RA’s SAS, as well as identify key criteria of the standard that will need to be stressed farmer trainings, and identify and analyze evident drivers of farmer’s practice adoption. ISAP also assessed profitability (cost–benefit) of a subset of 200 farmers surveyed, selecting those which provided the best (most complete) data.



Assessment of Farmer Producer Organizations & their Commodity Specific Value Chain for Agribusiness in Karnataka

Client: SELCO Foundation

Project Duration: February, 2023– April, 2023

Geographical location: Karnataka

Beneficiary Size: 3 FPOs

Brief Description of the services offered: The Assessment of champion FPOs in the state of Karnataka was undertaken with the following objective:

1. Identification of commercially viable community-oriented business opportunities for three FPO/FPC across Chitradurga and Tumkur
2. Development of business plan for three FPOs/FPCs based on their priority value chain (Millet + +)
3. Developing standard operational training module with prime focus on DRE driven technologies



Baseline survey of “Odisha Socio-economic Development & Hatching Hope India Phase III in Mayurbhanj & Keonjhar districts of Odisha, India”

Client: Heifer International

Project Duration: January, 2023– May, 2023

Geographical location: Odisha

Beneficiary Size: 2700

Brief Description of the services offered:

Establish and document the base values of the project's indicators in relation to the two stated objectives and impact areas of OSED & HHI P3 projects.

Review the project MEL Plan including targets based on the baseline Result Framework and Indicators Performance Tracking Table (IPTT)

Generate a draft baseline report that will be validated during validation workshops and production of the final baseline report.

Validate the assumptions made for the economic analysis of the project and re-project the targets and returns for all the years.

SUSTAINABLE AGRICULTURE



ISAP is committed to promoting sustainable agriculture in India. We believe that sustainable agriculture is essential for the future of our planet and for the well-being of rural communities. Sustainable agriculture is a way of farming that protects the environment and sustains the livelihoods of farmers. It uses natural resources wisely and minimizes pollution. Sustainable agriculture also helps to reduce poverty and hunger.

Our Interventions

We work with farmers, government agencies, and other organizations to promote sustainable agriculture in India. We provide training to farmers on sustainable farming practices, help them to form Farmer Producer Organizations (FPOs), and advocate for policies that support sustainable agriculture. We also work on value chain interventions, which help farmers to improve the value chain for their products. This includes helping farmers to connect with buyers, improve their quality standards, and get fair prices for their produce.

Details of specific interventions are as follows:

Training farmers on sustainable farming practices: ISAP provides training to farmers on a variety of sustainable farming practices, including Integrated pest management (IPM). We orient farmers how to identify pests and diseases, and how to use natural methods to control them.



Soil & Water conservation:

ISAP is involved with farmers on implementation of various new technologies like drip irrigation and other water-saving techniques. Improving soil health of the farm by using crop rotation, cover crops, and other methods.



Formation of FPOs:

FPOs are a great way for farmers to pool their resources and work together to improve their livelihoods. ISAP support farmers to form FPOs by providing them with training, mentorship, and access to financial resources.



Advocating for policies that support sustainable agriculture:

ISAP advocates for policies that support sustainable agriculture, such as subsidies for sustainable farming practices, access to credit for farmers, market linkages.



Value chain interventions:

ISAP works with farmers to improve the value chain for their products. This includes helping farmers to connect with buyers, improve their quality standards, and get fair prices for their produce.

We have worked with farmers to improve the value chain for their products, such as connecting them with buyers and helping them to get fair prices for their produce.

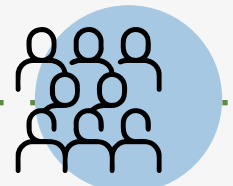
PROJECT: ORGANIC CERTIFICATION OF GROWER GROUP/ FARMER PRODUCER COMPANY IN MANIPUR



NAFED



Manipur 1800 ha



1800 Farmers

The Manipur Organic Mission Agency (MOMA) came forward with a plan to promote the production and marketing of organic certified pineapple in the state. ISAP, in collaboration with NAFED, was assigned to promote 4 Farmer Producer Companies (FPCs) with an area of 1800 Ha of farmers in the East Imphal District of Manipur State. The area under cultivation of pineapple is the primary crop, whereas ginger, turmeric, black rice, etc., are the secondary crops. The names of the FPCs are as follows:



- Nongmaiching Organic Producer Company Limited
- Yelhoumee Organic Producer Company Limited
- Nongpok Apunba Organic Farmers Producer Company Limited
- Chingburoi Tamburoi Fed Organic Farmer Producer Company Limited

Project objectives:

- Provide capacity building to farmers on organic farming practices
- Establish ICS (Integrated Crop Management System) for the FPCs
- Promote organic crop management
- Improve post-harvest management
- Add value to the produce
- Improve supply chain management
- Help farmers to get better prices for their produce



Project Outcome:

- Production of organic certified commodities for better premium and export
- Sustainable agriculture for soil health
- Collection Centre and Processing Plants with each FPCs
- Organic Agriculture Practices

Activities conducted during the year:

- Capacity building of beneficiaries on various aspects of farming
- ICS establishment and management
- Establishment of infrastructure for processing

Major achievements in the Project:

- Trade of pineapple among FPCs to FPCs
- Processing Units are being established in FPCs and are expected to be operational by the end of 2023
- Farmers have been trained on organic farming practices and are now using these practices in their fields
- The project has helped to improve the soil health in the project area
- The project has helped in generation employment opportunities for the local community



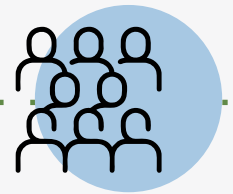
PROJECT: KISAN FIRST



HDFC



Kashmir 1800 ha



6000 Farmers

The Kisan First project is a farmer-centric project that aims to unlock the potential of agri-horti value chains to double the income of farmers in 6 districts of Kashmir by nurturing their collectives to strengthen to climb up the value chain.

Beneficiaries:

6,000 farmers in the 6 districts of Baramulla, Budgam, Shopian, Pulwama, Kupwara and Ganderbal.

Project Objectives:

- Improve the productivity and quality of crops in the region
- Create new market linkages for farmers
- Build the capacity of farmers to manage their businesses
- Reduce the carbon footprint of the agricultural sector
- Project Outcome:
 - Increased productivity and quality of crops
 - New market linkages for farmers
 - Improved capacity of farmers to manage their businesses
 - Reduced carbon footprint of the agricultural sector



Activities conducted during the year:

- Extension of “Best Practices with low carbon foot print” to enhance the production and quality of the agri-horti value chains - Apple, walnut, Saffron, Heeng and stone fruits
- Piloting of primary and secondary value addition in Apple, walnut, Saffron, Heeng and stone fruits to realize better prices
- Build capacity of farmers and their collectives to understand market dynamics, negotiate and diversify the linkages through alternative markets like contract farming, e-markets, direct marketing etc using IT Tools and applications.
- Build capacity of farmers and their collectives to manage supply chains, value addition and multi-level marketing (MLM)
- Bring awareness about the opportunities and challenges in food safety and requirements for getting linked with profitable value chains.
- To bring information about ways to have access finance, credit and risk management in marketing.

Major achievements in the Project:

- Over 6,000 farmers have been mobilized in the 6 districts of Kashmir.
- More than 100 training programs on pre-harvest, post-harvest, value addition, and capacity building have been conducted.
- 3 apple sorting/grading units, 3 walnut cracking & grading units, and 4 drying units have been installed.
- Farmers have been trained on the use of the ICT tools and applications to improve their market linkages.
- Farmers have been able to increase their productivity and quality of crops.
- Farmers have been able to access new market linkages and get better prices for their produce.
- Farmers have been able to improve their capacity to manage their businesses.
- The carbon footprint of the agricultural sector has been reduced.



PROJECT: JEETEGA KISAN



DCM Shriram



Uttar Pradesh



200 Farmers

Funder:

The Jeetega Kisan project is a farmer-centric project that aims to improve the incomes of farmers in Sonbhadra, Uttar Pradesh by improving their agricultural practices and technologies. The project focuses on the wheat and rice value chains.

Project Objectives:

Provide farmers with access to improved agricultural practices and technologies

Improve the productivity of wheat and rice crops

Increase the incomes of farmers in Sonbhadra

Strengthen the local economy of Sonbhadra

Project Outcome:

- Increased productivity of wheat and rice crops
- Increased incomes of farmers in Sonbhadra
- Strengthened local economy of Sonbhadra
- List of Activities Conducted in the Year:
- Demonstration of improved agricultural practices and technologies on wheat and rice crops with 200 farmers
- More than 60 training programs on pre-harvest training for farmers
- Market linkage for wheat and rice crops - 60+ MT of paddy sold to organized players and wheat sold more than 200 MT to organized players like Adani
- Partnership with IRRI Varanasi for training and technology transfer



Major Achievements in the Project:

- The Jeetega Kisan project has achieved the following major qualitative and quantitative achievements:
- Over 200 farmers have been trained on improved agricultural practices and technologies.
- The productivity of wheat and rice crops has increased by 10%-15%.
- The incomes of farmers in Sonbhadra have increased by 20%-25%.
- The local economy of Sonbhadra has been strengthened.
- A partnership with IRRI Varanasi has been established for training and technology transfer.



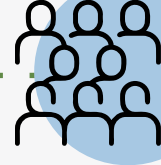
PROJECT: FPO NAFED



NAFED



Kashmir, Karnataka, West Bengal,
Mathura, Rajasthan, Madhya
Pradesh, Uttar Pradesh, Ladakh



1,00,000+ Farmers

The FPO Nafed Project is a collaboration between NAFED (National Agricultural Cooperative Marketing Federation of India Ltd.) and FPOs (Farmer Producer Organizations) across India. The project aims to help FPOs to sell their produce directly to buyers, bypassing middlemen and getting better prices.

Beneficiaries: The project beneficiaries are FPOs in Kashmir, Karnataka, West Bengal, Mathura, Rajasthan, Madhya Pradesh, Uttar Pradesh, and Ladakh. These FPOs represent over 100,000 farmers.

Project Objectives:

The project aims to help FPOs to sell their produce directly to buyers, bypassing middlemen and getting better prices. This will increase the income of farmers, improve the quality of agricultural produce, and reduce the role of middlemen in the agricultural sector.



Project Outcome:

The project has already had a significant impact on the beneficiaries. In the first year of the project, NAFED helped FPOs to sell over 10,000 tonnes of agricultural produce through the e-NAM and GEM portal. This has resulted in an increase in the income of farmers by an average of 20%. The quality of agricultural produce has also improved, as FPOs are now able to store and transport their produce in a more efficient manner. The role of middlemen has also been reduced, as FPOs are now able to negotiate directly with buyers.

Activities during the year:

- Facilitated the transfection of agricultural produce through the e-NAM and GEM portal. The e-NAM portal is a national agricultural market that allows farmers to sell their produce directly to buyers. The GEM portal is a government initiative that provides financial assistance to FPOs.
- Provided training and capacity building to FPOs on various aspects of business management. This training has helped FPOs to improve their financial management, marketing skills, and production techniques.
- Helped FPOs to secure FSSAI licenses. FSSAI licenses are required for FPOs to sell their produce to retailers and restaurants.
- Promoted the sale of organic produce by FPOs. Organic produce is in high demand, and NAFED has helped FPOs to get their products certified as organic.

Major achievements of the project:

- Meraksahib Horticulture Farmer Producer Company Limited, one of the FPOs that NAFED is working with, was felicitated by the Minister of Agriculture & Farmer Welfare, Shri Narendra Tomar ji, for its valuable contribution to the field of horticulture.
- The Ministry of Agriculture & Farmer Welfare has also shared about the e-trade transactions between NAFED and FPOs through the e-NAM platform on social media.

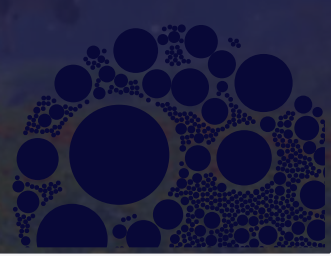


Association with NABARD:

As the Central Business Development Organization (CBDO) for the Central Sector Scheme (CSS), ISAP plays a crucial role in the implementation of the scheme aimed at establishing and promoting Farmer Producer Organizations (FPOs). The scheme's primary objective is to strengthen the agricultural sector by empowering farmers through the formation of FPOs. ISAP has been actively involved in implementing the scheme across multiple states in India, including Punjab, Assam, Rajasthan, and Uttar Pradesh. These FPOs act as platforms for farmers to collaborate, share resources, gain access to markets, and enhance their agricultural practices. By strengthening the agricultural sector at the grassroots level, the scheme aims to improve the income and livelihoods of farmers, ultimately driving the sustainable growth of the agricultural sector in these states.

S.No	STATE	DISTRICT	BLOCK	NAME OF FPO
1	ASSAM	DHUBRI	MAHAMAYA	NAYAHAT AGRO PRODUCER COMPANY LIMITED
2	ASSAM	DARRANG	SIPAJHAR	PATHORUGHAT MUSTARD AGRO PRODUCER COMPANY LIMITED
3	ASSAM	DARRANG	KOLAIGAON	GARIA PARA AGRO PRODUCER COMPANY LIMITED
4	ASSAM	SIVASAGAR	DEMOW	THOWRANITAI AGRICULTURAL FARMER PRODUCER COMPANY LIMITED
5	ASSAM	HOJAI	LUMDING	THAISU VALLEY AGRO FARMER PRODUCER COMPANY LIMITED
6	PUNJAB	HOSHIARPUR	DASUYA	DASUYA BASMATI PRODUCER COMPANY LIMITED
7	PUNJAB	HOSHIARPUR	MAHILPUR	BACHHOHI FARMERS PRODUCER COMPANY LIMITED
8	PUNJAB	JALANDHAR	RURKA KALAN	RURKA HONEY & VEGETABLES PRODUCER COMPANY LIMITED
9	PUNJAB	S.B.S	BALACHAUR	BALACHAUR AGRO FARMER PRODUCER COMPANY LIMITED
10	UP	HARDOI	HARIAWAN	HARIWAN AGRI FARMER PRODUCER COMPANY LIMITED
11	UP	HARDOI	PIHANI	JAJUPARA FARMER PRODUCER COMPANY LIMITED
12	UP	SONBHADRA	BABHANI	BABHANI AGRO PRODUCER COMPANY LIMITED
13	UP	SONBHADRA	MYORPUR	MYORPUR AGRO FARMER PRODUCER COMPANY LIMITED
14	UP	SONBHADRA	KARMA	KARMAI FARMER PRODUCER COMPANY LIMITED
15	RAJASTHAN	BARMER	BARMER	BARMER FARMER PRODUCER COMPANY LIMITED
16	RAJASTHAN	BARMER	AADEL	NOKHARA ADEL MALANI FARMER PRODUCER COMPANY LIMITED

PROJECT: FORMATION AND PROMOTION OF FPOS UNDER CSS SCHEME



Beneficiaries:

Small and marginal farmers across 4 states and 10 districts in India (approximately 1000 farmers).

Project Objectives:

The project's primary goal is to empower small and marginal farmers through the formation of Farmer Producer Organizations (FPOs). These organizations facilitate collective action, enabling farmers to access resources, technology, and markets more effectively. The project aims to enhance agricultural productivity, improve farmers' bargaining power, and uplift their socioeconomic status.

Project Outcome:

The project's ultimate outcome is to foster sustainable farming practices and improve the livelihoods of farmers. By enabling farmers to work together and pool resources, FPOs help increase productivity, provide better access to inputs, credit, and technology, and strengthen farmers' market engagement.

Activities During the Year:

The project achieved several key milestones during this period. It conducted a baseline survey to assess farmers' needs, successfully registered an FPO, and mobilized 300 farmers. The formulation of a comprehensive business plan marked a significant step toward ensuring the FPO's sustainability and growth.

Major Achievements of the Project:

- **Successful FPO Registration:** The project facilitated the registration of a Farmer Producer Organization, providing a formal platform for collective action and growth.
- **Mobilization of Farmers:** Mobilizing 300 farmers showcases the project's ability to engage and unite farmers toward a common goal.
- **Formulation of Business Plan:** The development of a robust business plan lays the foundation for sustainable operations and impactful activities.
- **Market Connections:** Strengthening market linkages paves the way for increased market engagement, benefiting both FPOs and farmers.
- **Socioeconomic Impact:** By empowering farmers and enhancing their access to resources and markets, the project contributes to the upliftment of farmers' socioeconomic status.





LIVESTOCK



PROJECT: DAIRY GENDER PROJECT

Funder: DCM Shriram

The DCM Shriram sugarcane project in partnership with IFC aims to address the challenges in dairy processing in Uttar Pradesh. The project will provide training and capacity building to dairy smallholders' farmers, mobilize women dairy farmers, and facilitate the formation of Self-Help Groups (SHGs). The project will also liaison with government departments and provide women dairy farmers with access to government schemes. Additionally, the project will guide farmers about access to government facilities and leverage government schemes for financial linkages. Finally, the project will connect IFC/DCM with good probable Milk processing company to facilitate milk procurement canters and support the programme in the project area.

The key interventions of the project are:

Intervention	Description
Training and capacity building	Farmers will be trained on smart dairy practices, entrepreneurship, and gender awareness.
Mobilization of women farmers	Women farmers will be mobilized to adopt good dairy practices.
Formation of SHGs	SHGs will be formed to organize women dairy farmers in groups.
Liaison with government departments	The project will liaison with government departments to provide women dairy farmers with access to government schemes.
Guidance on access to government facilities	Farmers will be guided about access to government facilities such as veterinary services and artificial insemination.
Leveraging government schemes for financial linkages	The project will leverage government schemes to provide financial linkages to dairy farmers.
Connecting with milk processing company	IFC/DCM will be connected with a milk processing company to facilitate milk procurement canters and support the programme in the project area.

Area Covered

The project is being implemented in 2 districts of Uttar Pradesh. The villages were selected around the 4 sugarcane mills in Hardoi (3 mills) and Lakhimpur Kheri (1 mill) districts. The villages within 10 -15 km in the perimeter / catchment of these sugarcane mills are termed as villages under gate area. This year, the project activities were expanded to some villages beyond the gate area. The table below highlights the number of villages covered this year.

S.No	Unit	Total No Of Village Inner Gate Region	Total No Of Village Outside Gate Region
1	Hariawan	93	14
2	Rupapur	57	9
3	Loni	41	57
4	Ajbapur	40	117

Project objectives

- Support women smallholder dairy farmers to learn and adopt sustainable dairy practices and standards
- Increase efficiency in water-usage, cattle manure usage and sugarcane residue usage by smallholder dairy farmers in dairy processing.
- Adoption of the above sustainable and improved dairy processing practices is expected to help increase household incomes as a result of better quality and quantity of milk production.
- Adoption of practices that enable women smallholder dairy farmers to pursue dairy as a business
- Leveraging government schemes for providing market and financial linkages (Public Sector Banks, Agri-Banks, Public Sector Schemes for dairy development at district level)

List of activities conducted:

- Demo Plots developed (by lead women dairy farmers) for African Tall Maize for Sillage Production:11
- Demo Plots developed (by lead women dairy farmers) for cattle fodder /feed (Oats/Jae):19
- Total number of milk production/lactation record card distributed:100
- Women entrepreneurs trained, developed and supported: 04
- Total number of cattle vaccinated for Foot and Mouth disease:553
- Total number of cattle vaccinated for lumpy disease:952
- Total number of cattle vaccinated for Haemorrhagic Septicemia (H.S.):1,814
- Total number of milk collections centers run by women dairy entrepreneur (Hariawan – Namaste India): 01
- Total number of dairy farmers developing Vermi-compost beds and Biogas plants: 92
- Camps and Mela participated in –
- Rupapur block officers and government veterinary department Camp.
- DCM Shriram Mechanization Mela – distribution of mineral mixture and medicines by the government veterinary department :02
- Weekly Dairy Messages posted on E – Suvidha and online platform :15
- Digital Mapping of villages covered under the dairy gender project – Ajbapur Sugar Mill :01



Major achievements in the Project

- Established fodder cultivation demo farms to promote the cultivation of superior and high-yielding varieties of fodder.
- Using the E-SUVIDHA Application to connect women farmers and raise awareness about the Dairy Gender Project.
- Identifying and supporting women entrepreneurs in the field of fodder production and management of AI in the centres.
- Organizing vaccination camps for cattle.
- Motivating farmers to expand their vermicompost bed numbers and sell their khaad in nearby towns and cities.
- Recording milk production data for 25 farmers in each cluster. Trade transactions between NAFED and FPOs through the e-NAM platform on social media.



TRANSFORMATIVE DAIRY FARMING: PINKI SINGH'S SUCCESS STORY

With a dairy farming legacy spanning 22 years, Pinki Singh and her family have cultivated expertise in milk production. Their activities encompass catering to household needs and selling nearly 40% of their output within the local market. Pinki's involvement in the dairy value chain primarily centres around essential tasks such as milking, cattle care, feeding, and maintaining the cattle house. Pinki's turning point came with the IFC - DCM Shriram dairy gender initiative, which aimed to empower her with climate-smart technical training for advancing her dairy knowledge and transitioning her farm into a thriving business venture. Pinki's commitment to progress made her a standout progressive dairy farmer. Notably, she was an integral part of the IFC's dairy farming pilot program, spanning from mid-December 2018 to mid-January 2019. During this transformative year, Pinki's dairy farm witnessed a remarkable uptick in milk yield and income.

Before adopting enhanced dairy practices, Pinki's farm yielded an average of 6 litres of milk, each selling at INR 30 per litre. The trial results speak volumes:

Parameters	Begin of trial	End of trial	Response
Milk volume, kg	6.05	8.4	+2.35
Fat %	5.5	6.4	+0.9
SNF %	9.1	9.1	-
Standardized milk, kg	5.4	8.3	+2.9 (+53%)

As shown in the data, Pinki's farm experienced a positive impact from the pilot initiative. The milk volume increased from 6.05 kg to 8.4 kg, resulting in a significant 2.35 kg increment. The fat percentage in the milk increased from 5.5% to 6.4%, representing a 0.9% rise. While the SNF (Solid Not Fat) percentage remained constant at 9.1%, the standardized milk yield saw a substantial increase from 5.4 kg to 8.3 kg, marking a 2.9 kg rise, which is a remarkable 53% improvement.

Pinki's association with the dairy initiative has not only elevated her understanding but has also broadened her engagement within the dairy value chain. Her participation now extends to practicing Artificial Insemination (AI), efficient deworming procedures, and improved feeding practices. This expanded involvement showcases her commitment to adopting sustainable and efficient techniques to bolster milk yield and overall income. Pinki Singh's remarkable journey stands as a testament to the potential of informed training and progressive dairy practices. Her transformation from a traditional farmer to a forward-thinking entrepreneur is a beacon of inspiration.

VOCATIONAL, SKILL & ENTREPRENEURSHIP DEVELOPMENT



Empowering Rural Youth through Skill Development

ISAP recognizes the challenges faced by rural youth in terms of limited access to education, skills, and awareness about available opportunities. To address this gap, ISAP has designed projects that create diverse opportunities for rural youth, both in terms of employment and entrepreneurship.

One of the most successful of ISAP's skill development projects is the "Youth Entrepreneurship and Skill Development Program". This program trains rural youth in a variety of skills, such as computer programming, welding, and beautician training. The program also provides mentorship and support to help the youth start their own businesses. To date, the program has trained over 1,000 youth, and 70% of the trainees have secured gainful employment or started their own businesses.

Another successful project is the "Agricultural Skill Development Program". This program trains rural youth in the latest agricultural techniques, such as drip irrigation and crop rotation. The program also provides access to seeds, fertilizers, and other inputs to help the youth start their own farms. To date, the program has trained over 500 youth, and 80% of the trainees have increased their crop yields by 20% or more. ISAP plans to continue to scale up their skill development projects in the coming years. We aim to train over 5,000 youth within the next three years.

Sectors and Courses

ISAP's skill development projects cover a wide range of sectors, including agriculture, IT, and hospitality. They also offer a variety of courses, such as computer programming, welding, and beautician training. This ensures that the youth have access to the skills that are in demand in the job market. In addition to the two projects mentioned above, ISAP also offers skill development programs in other sectors, such as solar energy, tourism, and garment manufacturing. They also offer courses in entrepreneurship, life skills, and financial literacy.

Partnerships

We have established partnerships with various organizations to implement their skill development projects. This allows us to leverage the expertise and resources of these organizations to deliver effective training programs. ISAP also works with government agencies to ensure that the youth have access to employment opportunities after completing their training. One of ISAP's key partnerships is with the National Skill Development Corporation (NSDC). ISAP's partnership with the NSDC has enabled them to train over 1,000 youth in the last three years. ISAP also partners with industry associations and private companies to provide training in specific sectors. For example, they have partnered with the IT industry association Nasscom to provide training in computer programming.

Gender Equality

ISAP is committed to gender equality and empowering women through skill development initiatives. They have a specific target of having 30% women beneficiaries in their skill development projects. This ensures that women have equal opportunities to access skills training and employment. To achieve this target, ISAP works with women's organizations and self-help groups to reach out to rural women.

ENTREPRENEURSHIP DEVELOPMENT

Enterprise promotion has emerged as a vital strategy within ISAP's agricultural efforts, especially for vulnerable farming communities. Understanding the significance of creating sustainable sources of income, ISAP has introduced a model known as 'Enterprise for Impact' (E4I). This model centres around achieving tangible social benefits through results-driven implementation.

The E4I model embraces a unique blend of community education and entrepreneurship. By instilling an entrepreneurial spirit and providing knowledge to farmers, ISAP facilitates community growth, increased productivity, and self-sufficiency. This approach strives not only for immediate outcomes but also for lasting impact, fostering resilience and sustainability over time.

ISAP's dedicated focus on enterprise promotion aligns seamlessly with its commitment to tackle the socio-economic obstacles faced by farming communities. By fostering entrepreneurship, ISAP empowers farmers to broaden their income horizons, reduce vulnerability, and enhance their overall economic stability. This approach isn't just about individual gains; it also plays a pivotal role in uplifting entire communities, fostering development and empowerment.



Types of Enterprises

Agri-input store, Poultry hatchery & feed, Dairy & cattle feed, Mushroom, seed production, floriculture, horticulture, piggery, fishery, goat, organic farming



Incremental Income

100+ enterprises are having turnover of more than 1 crore



No. of Entrepreneurs

2400+

PROJECT: STRENGTHENING & NURTURING WOMEN ENTREPRENEURS IN INDIA

Funder: Ford Foundation

The program aims to create a favourable ecosystem for start-up businesses led by women from low-income regions in aspirational districts throughout India. This initiative is focused on promoting sustainable economic growth in the agri-food-livestock sector, which will generate opportunities for doubling the income of farmers. ISAP India Foundation is leading this effort and aims to support women entrepreneurs by helping them scale and diversify their existing agri-food and livestock enterprises. The program will focus on food, agriculture, agri-tech, dairy, and livestock farming in underserved and low-income areas in aspirational districts.

Project Objectives

- To capacitate women entrepreneurs to expand their existing agri-food and livestock businesses. This involves providing them with the necessary skills, knowledge, and resources to succeed in their ventures.
- To build a cadre of coaches and mentors who can guide and support women entrepreneurs in aspirational districts.
- Beneficiaries: The program's target group is women-led enterprises in underserved and low-income areas in aspirational districts. These areas are often characterized by poor infrastructure, limited access to resources, and low levels of economic development. The program works to address these challenges and provide opportunities for women entrepreneurs to grow and thrive in these regions.

Activities Conducted during the year

Awareness Campaigns
at Maharashtra, Uttar
Pradesh, Odisha &
Madhya Pradesh

Evaluation & Cohort
Selection Stage

Selection of COHORT-2

Technical Sessions-3
Months

2 Final Event @ Delhi

Major achievements in the Project

Over three months, a digital platform meticulously executed an extensive program comprising over 100 hours of training and mentoring sessions. This comprehensive initiative included 12 collaborative joint sessions and 60 cluster-wise mentoring sessions. During this period, participants were immersed in a transformative experience, gradually cultivating a robust understanding of the funding ecosystem, which earned a commendable rating of 8 out of 10. As a direct outcome of this program, a notable range of 150 out of the targeted 250 jobs was successfully generated, reflecting the program's tangible impact on employment.

One of the most remarkable achievements of the program was its ability to nurture an entrepreneurial mindset among the participants. Through a well-crafted blend of knowledge dissemination and practical training, participants acquired essential skills and a strong entrepreneurial attitude. This transformative journey empowered individuals with the tools needed to excel in entrepreneurship.

The program's narrative unfolds as an intensive and impactful endeavour that leveraged the digital landscape to deliver valuable knowledge, cultivate entrepreneurship, and foster growth within the farming and business communities.



Empowering Dreams: The Inspirational Journey of Anita Malge

The journey of Anita Malge, a determined FPO entrepreneur, has been nothing short of an inspiration. Hailing from a small village in the economic capital state of the country, Maharashtra, she has always aspired to empower women. Coming from a humble agricultural background, Anita's dream became a reality when she established her venture- Yashashvini Agro- Producer. With the unwavering support received from her husband, her inspiring journey began in the year 2021 with an eye towards the horizon of opportunity. It was not just a journey but a mission. She wove a tapestry of social initiatives that were not only visionary but vital. She focused on empowerment: financial literacy, skill development and women's entrepreneurship. Though uniquely hers, her footsteps became a trail for every aspiring woman entrepreneur to tread.

Anita's path was strewn with challenges that were menacing and relentless. But with a spirit unbroken, she forged in adversity of political threats and societal barriers that stood tall like impenetrable walls. She celebrated her first achievement as women around her broke free from the shackles of dependence, boldly taking the reins of their own businesses. It was from such turbulent yet humble beginnings that Yashashvini Agro-Producer was born. Benefitting from a government grant of INR one lakh, a seed was planted, blossoming into a thriving enterprise. By blending traditional and contemporary techniques, they promoted organic products through innovative marketing strategies. They directly reached consumers, planted weekly markets nurtured by supportive collectors, and sowed the seeds of their message through pamphlets and digital marketing.

What started as a modest turnover of 10-20 lakhs soon spiralled upward as the seeds of demand sprouted. Anita's vision broadened - a desire to participate in more melas and festivals, casting a wider net. Recognizing the winds of opportunity, Yashashvini Agro-Producer made its mark by signing MOUs with industry giants like Reliance Foundation, Reliance Fresh, and ITC. Committed to continual growth, they fortified their expertise by attending various training programs, focusing on marketing, branding, and packaging, honing their skills to an even sharper edge.

Yashashvini Agro-Producer began its journey with a humble ensemble of 15 products. However, as the market's resonance swelled, so did their range, diversifying to an impressive array of 55 product types. A testament to their commitment to empowerment, the company that initially embraced ten women into its fold now supports 700-800 across diverse groups. Personal engagements, including attractive samplings at festivals and melas, paint a rich tapestry of customer relationships.

Anita's relentless pursuit of progress led her to attend buyer-seller meetings organized by the National Bank for Agriculture and Rural Development (NABARD), building valuable alliances and exploring export opportunities. Yashashvini Agro-Producer has travelled a monumental journey since its humble financial inception. The company is growing and thriving with investments summing up to 1.50 Crore, a sanctioned Smart project worth 1 Crore, and an ambitious 7 Crore project on the anvil. By skillfully navigating subsidies, contributions, and bank loans, they keep the ship of progress steadily sailing towards a promising future.

Yashashvini Agro-Producer's remarkable journey has impacted over 1.5 lakh women, aiming to cast an even more comprehensive web. The vision is to embrace 2-2.5 lakh lives and foster a resilient community of 3000 stakeholders. From a local beginning, the business now spreads its influence across six states, with aspirations of imprinting global terrain. Anita's captivating narrative has echoed through her community, earning respect even from her erstwhile adversaries. Her relentless efforts have earned her 95 awards from government authorities and broadcast media. Her story is not just about personal success but a demonstration of the power of collective upliftment and perseverance.

Her journey exemplifies the transformative power of determination, passion, and community impact. Through Yashashvini Agro-Producer, she has built a successful business and is a testament to her empowerment of rural women, a significant step up in their financial standing. Anita's unwavering commitment to women's empowerment, strategically aligned with her insightful planning and government support, has made her an exemplary entrepreneur.

PROJECT: WOMEN SKILLS AND ENTREPRENEURSHIP DEVELOPMENT PROGRAM AT NANDGHARS

Funder: Vedanta Foundation

The project aims to empower economically marginalized women above the age of 18 by offering them sustainable livelihood avenues. The project's core objectives include fostering entrepreneurship development among women, facilitating job opportunities through skill training, and ensuring that these women benefit from various government schemes and programs. By focusing on these fundamentals, the program seeks to uplift the socio-economic status of its target group. Through a well-structured scope of work, the initiative will not only provide entrepreneurship training but also create avenues for job work that align with the skills acquired. Furthermore, it will play a pivotal role in linking these women to relevant government initiatives, ensuring that they gain access to essential resources and support. By equipping women with the means to achieve financial independence, this project envisions a brighter future for the women it serves, fostering empowerment, economic growth, and enhanced social well-being.

Beneficiaries: 5250 women above 18 years of age who are economically marginalized.

Activities conducted during the year:

- Market Research Study
- Enrollment of 30 Women per Nand Ghar
- Linked women with at least one government scheme
- Trade based Skill Training
- Linking to prospective employers for guaranteed Job Work
- Micro-loans and Self-Employment





Empowering Women Through Entrepreneurship at Chandapur Nandghar

The Chandapur Nandghar project stands as a shining example of how one woman's determination and entrepreneurial spirit can transform the lives of many. Pooja, a driven individual hailing from Chandapur Nandghar, embarked on a journey to empower women through skill development and job creation. Her story is a testament to the power of grassroots initiatives in fostering economic growth and social empowerment.

Pooja's vision was to equip women from her community with practical skills that would not only enhance their self-esteem but also provide them with a sustainable source of income. Recognizing the potential of nearby Nandghars, she saw an opportunity to utilize these centers as platforms for skill development and job creation. The art of papad making became the focal point of her endeavor, offering a traditional craft that could be translated into a viable livelihood. Pooja's journey began with a fervent desire to make a difference. She leveraged her entrepreneurial drive to skill over 200 women from five neighboring Nandghars in the intricate art of papad making. Her dedication went beyond mere training; she became a mentor, guiding these women through the nuances of the craft and instilling in them the confidence to transform their lives.

Through Pooja's efforts, women who were once confined to the boundaries of their homes found themselves equipped with a marketable skill. The papad-making training not only imparted a valuable craft but also opened doors to income-generating opportunities. Pooja's dedication did not stop at training alone; she took the initiative a step further by facilitating job opportunities for these skilled women. By connecting them with local markets and vendors, she transformed their newfound expertise into sustainable livelihoods. Pooja's initiative has had a profound impact on the lives of the women she worked with. These women have transitioned from being recipients of training to active contributors to their households and communities. The skills they acquired under Pooja's guidance have empowered them to take charge of their financial independence, enhancing their social standing and self-esteem.

Pooja's efforts have extended beyond individual empowerment. By training and creating job opportunities for women, she has catalyzed economic growth within the community. The success stories of these women have inspired others to explore their potential and strive for self-improvement.



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Illuminating Empowerment Through Art and Vision at Nandghar Bansipur

Ms. Poonam Patel, an epitome of determination and transformation, who embarked on a journey of empowerment from Nandghar Bansipur. Her story embodies the essence of the Nandghar program, showcasing how one woman's dedication can ignite a spark of creativity, skill development, and empowerment that radiates throughout her community. Poonam Patel's journey began with a simple yet profound decision to enroll in the Nandghar program. Driven by her desire for personal growth and community upliftment, she set out to harness her creative potential. Little did she know that her dedication would not only change her life but also pave the way for transformative change in the lives of countless others.

Through the Nandghar program, Poonam discovered her passion for Stone Pasting on Sarees, a traditional art form with immense cultural significance. She meticulously honed her skills, mastering the intricate techniques that brought life to this craft. Her dedication to becoming an expert in her chosen field was evident in her every endeavour. Poonam's journey transcended personal accomplishment. Recognizing the power of her newfound expertise, she embarked on a mission to empower other women in her community. Her unwavering dedication and commitment to sharing her knowledge led to the training and upskilling of over 200 women. Through her guidance, these women not only acquired a valuable craft but also gained access to meaningful job opportunities.

Under Poonam's leadership and vision, Nandghar Bansipur underwent a remarkable transformation. What was once a humble village has now evolved into a vibrant center of creativity and empowerment. Poonam's efforts have not only elevated the economic prospects of the women in her community but have also contributed to the preservation and promotion of traditional art forms.

Poonam Patel's journey embodies the spirit of empowerment and positive change. Her determination to transform her own life and the lives of others has illuminated a path to radiant futures. Through her dedication, she has nurtured a community where creativity, skill development, and women's empowerment flourish hand in hand.

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“ Empowering Economic Opportunities Through Skill Training at Govindpur Nandghar

Sangeeta Patel's story began when she joined a 5-day training program at Govindpur Nandghar. Eager to enhance her skills and explore new avenues, she seized the opportunity to learn carry bag making. Little did she know that this decision would not only enrich her life but also contribute to the betterment of her community.

During the training program, Sangeeta acquired comprehensive knowledge about carry bag making. From understanding the materials to mastering the techniques, she absorbed every aspect of the craft. Her enthusiasm, determination, and dedication to learning were evident as she immersed herself in the training. Equipped with her newly acquired knowledge, Sangeeta received the necessary training materials to start making carry bags. With initiative and enthusiasm, she embarked on her journey as a carry bag maker. Her ability to apply what she had learned during the training was a testament to the effectiveness of the program in imparting practical skills. Sangeeta's efforts reached beyond personal growth. As she successfully produced carry bags, she contributed to her community's sustainable development. By generating economic value through her craft, she not only empowered herself but also set an example for others to follow. Her determination became an inspiration for women in her community to explore their potential.

Sangeeta's journey exemplifies how skill training can be a catalyst for positive change. Her ability to turn training into action showcases the tangible impact of such programs on women's economic empowerment. As Sangeeta's carry bag making initiative thrived, it became a stepping stone for women like her to contribute to the local economy and drive sustainable development.

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WOMEN EMPOWERMENT



PROJECT: TEJASWINI PROJECT- COMMUNITY SERVICE PROVIDER

Funder: Jharkhand Women Development Society

The Tejaswini project aims to build the capacity of adolescent girls and young women (AGYWs) in different sectors to become confident, assertive, and face challenges in their own lives. The project engages girls and women of 14-24 years of age.

Geography:

Three districts of Jharkhand, India: Saraikela Kharsawan, Simdega, and East Singhbhum.

Beneficiaries: The beneficiaries of this project are the AGYWs in the project area. These include girls and women who are disproportionately affected by social and economic barriers.

Project Objectives:

- Build the capacity of AGYWs in different sectors, such as social empowerment, education, skills training, and livelihood opportunities.
- Improve the health and well-being of AGYWs by raising awareness of menstrual hygiene and providing access to sanitary pads.
- Empower AGYWs to become active members of their communities and to take action to address the challenges they face.

Project Outcome:

- The expected outcome of this project is to improve the lives of AGYWs in the project area. This will be achieved through the following:
- Increased capacity of AGYWs in different sectors.
- Improved health and well-being of AGYWs.
- Increased empowerment of AGYWs.

Activities Done During the Year:

- Identification and mobilization of AGYWs.
- Formation of Tejaswini Clubs.
- Hygiene awareness program and WASH training.
- Initiative on menstrual hygiene awareness.
- Skills training for entrepreneurship and self-employment.
- Linkage for employment opportunities.
- Community mobilization and advocacy.

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WATERSHED



PROJECT: SYNGENTA BOREWELL PROJECT: CONSTRUCTION & COMMISSIONING OF HAND PUMP IN BARMER & JAISALMER

Funder: Syngenta

Geography: The project is being implemented in 124 villages located in the border districts of Barmer and Jaisalmer, Rajasthan, India.

Beneficiaries: The beneficiaries of this project are the marginalized and poor populations in the project area. These include women, children, and elderly people who are disproportionately affected by the lack of access to clean drinking water.

This project focuses on providing drinking water to marginalized and poor populations in 124 villages located in the border districts of Barmer and Jaisalmer. The primary objective is to ensure access to clean drinking water for life sustenance.

Project Objectives:

- Provide a reliable and sustainable source of clean drinking water to the beneficiaries.
- Improve the quality of life of the beneficiaries by reducing waterborne diseases.
- Promote economic development within the communities by enabling agricultural activities and supporting livelihood opportunities.

Project Outcome

The expected outcome of this project is to improve the access to clean drinking water for the beneficiaries. This will have a positive impact on their health, well-being, and economic opportunities.

Activities Done During the Year

- Baseline survey was conducted at the proposed project locations.
- 50 sites were selected for implementing the project.
- Block-wise clusters were formed to ensure efficient installation and maintenance of the water assets.
- Borewells were installed in all 40 villages in Barmer and 10 villages in Jaisalmer.
- Two methods were used for borewell installation: Direct-to-Home (DTH) system and Rotary system.
- Community participation was ensured through various activities, such as awareness generation and capacity building.

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HEALTH



PROJECT: MOMENTUM ROUTINE IMMUNIZATION TRANSFORMATION AND EQUITY AND ISAP

Funder: John Snow India, USAID

The MOMENTUM Routine Immunization Transformation and Equity (M-RITE) Project aims to improve routine immunization coverage and equity in Tamil Nadu and Jharkhand, India. The beneficiaries of this project are the vulnerable, marginalized, and disadvantaged populations in the project area. These include nomadic groups, fisher folk, brick kiln workers, farmers, refugees, persons with disabilities, elderly folk, religious minority communities, adolescent children, factory workers, salt workers, sewage workers, rag pickers, people with cognitive disabilities, pregnant and lactating mothers, construction workers, migrant laborers, and socially ostracized communities such as transgenders.

Project Objectives:

- Improve routine immunization coverage by strengthening the cold chain, providing training to health workers, and conducting outreach activities to reach hard-to-reach populations.
- Support the COVID-19 vaccination campaign by providing technical assistance to the government, conducting awareness and mobilization activities, and supporting the vaccination of vulnerable populations.

Project Outcome:

The expected outcome of this project is to improve the health of vulnerable populations in Tamil Nadu and Jharkhand by increasing routine immunization coverage and supporting the COVID-19 vaccination campaign.

Activities Done During the Year:

- Trained over 1,000 health workers on routine immunization and COVID-19 vaccination.
- Conducted outreach activities to reach hard-to-reach populations and raise awareness about the importance of routine immunization and COVID-19 vaccination.
- Provided technical assistance to the government in the COVID-19 vaccination campaign, including conducting awareness and mobilization activities and supporting the vaccination of vulnerable populations.



OVERCOMING VACCINE HESITANCY IN DHAB PANCHAYAT, CHC KODERMA

In Dhab Panchayat, a village under CHC Koderma, a success story emerged highlighting the efforts to address vaccine hesitancy. This case study provides a detailed account of the situation, the interventions undertaken, and the outcomes achieved through the collaboration of ISAP staff.

Identification of the Issue

Vipin Ravidas, the Community Supervisor of ISAP, met with the Swasthya Sahiya (health worker) in Panchayat Dhab. During their discussion, they learned about a family hesitant to vaccinate their children against Routine Immunization. The Sahiya, Neelam Devi, informed them about Somari Devi, who was unwilling to vaccinate her 2-year-old daughter due to concerns about potential health issues post-vaccination.

Intervention Strategy

Visit to Somari Devi's home was planned to address her concerns and provide accurate information about vaccinations. On visiting her, the ISAP staff gathered detailed information about her daughter's vaccination status and the reasons behind her hesitation. Somari Devi shared her belief that vaccination would make her child sick, citing instances of neighboring children falling ill after vaccination. The ISAP staff empathetically addressed Somari Devi's concerns. They



explained that vaccines are designed to protect children from serious diseases and that most adverse effects are minor and temporary. They clarified that vaccines do not cause illness but rather safeguard children from various diseases. Furthermore, the staff engaged in a conversation about the benefits of RI and the importance of community-wide immunity. The team succeeded in dispelling Somari Devi's misconceptions through accurate information and compassionate communication. They emphasized that RI vaccines are crucial for preventing diseases that can be life-threatening. After a comprehensive discussion, Somari Devi expressed her willingness to consider vaccinating her daughter.

Outcome

Following Somari Devi's agreement, ISAP staff coordinated with her to facilitate her daughter Soni Kumari's RI vaccination. On 20/07/2023, with ISAP's assistance, Soni Kumari received her RI vaccines at the Anganwadi Center in Panchayat Dhab. The Swasthya Sahiya, appreciative of the support, expressed her gratitude for the vaccination efforts. This case highlights the significance of effective communication, accurate information, and addressing misconceptions when dealing with vaccine hesitancy. Collaborative efforts between the ISAP team, the Swasthya Sahiya, and Somari Devi were pivotal in overcoming her concerns and ensuring her child's health. This achievement contributes to the broader goal of increasing vaccination coverage and promoting better public health in the region.

PROJECT: HIGH IMPACT INTERVENTIONS IN THE DISTRICTS OF MADHYA PRADESH AND MAHARASHTRA

Funder: SKOLL Foundation

The project is to support the vulnerable communities in the state of Madhya Pradesh & Maharashtra through four key interventions:

Vaccine demand generation: Demand generation for COVID-19 vaccination.

- Social protection (SP) help desks: Facilitate entitlements and schemes provided by the State and Central Government to all the eligible community members.
- Livelihood promotion: Ensure that vulnerable groups who lost their livelihoods/livelihoods are impacted due to COVID may be linked to some small businesses or to the government programs.

Geography: Madhya Pradesh & Maharashtra.

Beneficiaries: The elderly, small and marginal farmers, adolescent girls, tribals, migrants etc.

Project Objectives

- Increase awareness of NCDs and COVID-19 among vulnerable communities.
- Generate demand for COVID-19 vaccination among vulnerable communities.
- Facilitate access to social protection schemes for vulnerable communities.
- Promote livelihood opportunities for vulnerable communities.
- Activities Done During the Year
- Conduction of vaccine awareness sessions.
- Identification of eligible individuals for vaccination.
- Identification of locations, timings, and local partner for conducting screening camps.
- Livelihood support.



IMPLEMENTATION FACTS & FIGURES

S.No	Indicators	Male Beneficiaries	Female Beneficiaries	Cumulative Achievement
1	Total number of people reached with vaccine awareness	2,68,543	2,58,011	5,26,554
2	Total number of people supported for vaccine registration	1,30,328	1,23,568	2,53,896
3	Total number of people reached through health camps (NCD screening)	7,614	9090	16,704
4	Enrolment in social protection Schemes (verifying docs, filling up forms and ensuring receipt)	7,679	7,636	15,315
5	No. of people reached with livelihood enrolment	1555	1759	3,314



PROJECT: SAMARTHYA-ELDERLY CARE PROGRAMME (55 YEARS+) IN NANDURBAR DISTRICT, MAHARASHTRA

Funder: NSE Foundation

The Samarthya project is a project funded by NSE Foundation to help the elderly citizens regain their empowerment, independence, and cooperation among their families and the community. The project aims to create Elderly Self Help Groups (ESHGs) to bring together the elderly citizens in the village and club them to form groups so that they grow together and empower each other with mutual support and trust. The project also stresses enabling them with technical, digital, and financial literacy and other life skills so that they are less dependent on others for these aspects and become the agents of change in the community. The project also gave impetus to health issues and not only on curative measures to the destitute elderly citizens but would also help the active and assisted early in preventive medication.

Geography: Maharashtra

Beneficiaries: Elderly

Project Objectives

- Help the elderly citizens regain their empowerment, independence, and cooperation among their families and the community.
- Create Elderly Self Help Groups (ESHGs) to bring together the elderly citizens in the village and club them to form groups so that they grow together and empower each other with mutual support and trust.
- Enable the elderly citizens with technical, digital, and financial literacy and other life skills so that they are less dependent on others for these aspects and become the agents of change in the community.
- Address the health issues of the elderly citizens, both curative and preventive.


Activities Done During the Year

- Awareness and Mobilization Campaign
- Elderly Self-Help Group Formation and Operations
- Chair Distribution to ESHGs
- Digital, Legal & Financial Literacy Training Programme
- Monthly visits by Mobile Medical Unit
- Convergence Activities –ESHG linkage
- Organic Farming Training Programme for Quinoa and Chia
- Farmer Producer Organization Formation and Strengthening
- Coronavirus Awareness Training
- Beekeeping Training
- Online Cotton Training
- Exposure Tours



COVID 19 RESPONSE PROJECT

#COVID ACTIONCOLLAB  इयोग अभियान

The project is currently being implemented in five districts of Rajasthan, namely Karauli, Sawai Madhopur, Dholpur, Kota, and Bundi. Significant milestones have been achieved under the project, both quantitatively and qualitatively. 

- Quantitative milestones achieved include reaching 299,453 households and approximately 1,199,114 individuals with vaccine and COVID-19 awareness.
- A total of 76,520 individuals have been supported with vaccine registration, with 48,740 receiving at least one dose, 26,582 receiving both doses, and 454 receiving a precautionary dose.
- SP awareness has reached 26,622 individuals, resulting in 5,038 applications for social protection schemes.
- The project has facilitated 37 schemes for the benefit of the target population.
- Health camps have screened 11,581 individuals for NCDs and assessed 23,698 individuals for COVID-19 risk.
- A total of 640 individuals have been referred for COVID-19 testing, and 263 individuals have been identified as COVID-19 positive.



Qualitatively, the project has achieved various milestones. The staff involved in the project received timely induction training and capacity building on all interventions. Meetings were conducted with relevant authorities such as Chief Medical and Health Officers (CMHOs), Block Chief Medical and Health Officers (BCMHOs), and Auxiliary Nurse Midwives (ANMs) to ensure effective coordination. The project procured and distributed NCD equipment and organized special NCD screening camps in collaboration with government health camps. Medicines were provided free of cost to local



CAVACH (COVID AWARENESS AND VACCINATION CAMPAIGN FOR HEALTH)

Funder: NSE Foundation

The project operated in the Nandurbar, Dhadgaon, Akalkuva, and Navapur Blocks of Nandurbar District, focusing on several objectives. Firstly, it aimed to raise community awareness about Covid-19 in approximately 136 Gram Panchayats across the four blocks. This was achieved through the use of audio-visuals, Information Education and Communication (IEC) materials, and interpersonal communication activities. The project aimed to educate the community about the virus, its prevention, and the importance of vaccination.



Secondly, the project aimed to mobilize eligible beneficiaries for vaccination. Through door-to-door surveys, the project team identified individuals who were eligible for vaccination and provided them with support for registration. They also facilitated the linking of vaccination sites and conducted follow-up activities to ensure that individuals received their vaccination doses.



Furthermore, the project collaborated with the Nandurbar district administration and other concerned departments to support vaccination drives. This involved joint efforts in mobilizing beneficiaries, making logistical arrangements, providing counseling services, and conducting necessary follow-up activities. The project aimed to work closely with the authorities to ensure a smooth and efficient vaccination process.

Lastly, the project had a comprehensive goal of achieving 100% vaccination coverage in the four blocks of Nandurbar district. By implementing various strategies, including awareness campaigns, mobilization efforts, and collaboration with local authorities, the project aimed to maximize vaccination uptake and contribute to the overall goal of mitigating the impact of Covid-19 in the community.



WITHIN THE KITCHEN, AND BEYOND IT...

MY NAME IS RANJANA PRAVIN MAHURE

and I am a resident of Morchapur village of Selu tehsil of Wardha district.



Before I met the ISAP team, my family and I were going through a rough time. After meeting members of the ISAP organization, I learned about kitchen gardening.

My interest in growing food spawned at a training program with Krishi Sahayak, and later planted a kitchen garden at home. Green vegetables eventually began to grow. Initially, only my family started consuming it, later we also informed the neighbors. Several neighbors purchased the



vegetables and consumed them. As a result, my kitchen garden gained a positive reputation and I eventually began earning a lot of money from it.

My household's condition has significantly improved since then. I want to thank ISAP and their entire team from the bottom of my heart for supporting us to meet all needs.

RITU PUROSHOTTAM KADU

AND HER FAMILY ARE RESIDENTS OF PARSOOI VILLAGE IN THE BAMBHADAON TEHSIL OF YAVATMAL DISTRICT.

The family is involved in farming. Ritu has a degree and is computer literate, but there are no employment opportunities for her in the village.

Ritu joined this project when ISAP's team visited Parsooi village and expressed her desire to do something for livelihood. Ritu explained to the team that the elderly village residents receiving old age pensions and the tribal residents found it challenging to withdraw money because there was no bank in the village and residents had to travel to another village to withdraw money from their accounts. As a result, the team advised them to open a mini bank in the village and gave them detailed instructions about it.

With the help of the project team and her family, Ritu started a mini bank at her residence itself, through which people in the village are now able to withdraw or deposit money from their bank accounts. People of the village are also pleased because they now have access to a bank facility in their own village.

This has not only helped residents of the village in bringing bank facilities right to their doorstep but has also supported Ritu economically.

WIND BENEATH HER WINGS!



Ritu is grateful to the ISAP organization and the Skoll Foundation for helping her become financially independent. She believes that it is because of them she has been able to effectively use her education and expertise.

HEALTH



COMMUNITY RADIO

The Indian Society of Agribusiness Professionals (ISAP) partnered with Nasscom Foundation and Google to create DigiVaani, a call center that helps rural women become entrepreneurs. DigiVaani offered free one-hour phone counseling to 30,000 women in six states in India: Haryana, Himachal Pradesh, Rajasthan, Uttarakhand, Uttar Pradesh, and Bihar. The program taught women digital, financial, and entrepreneurship skills. DigiVaani used innovative digital solutions like Interactive Voice Response System (IVRS) and WhatsApp to reach its target audience. 

The program was divided into three phases:

Awareness and sensitization: The first phase focused on raising awareness about entrepreneurship among rural women. The program staff conducted awareness sessions in villages and interacted with women to understand their needs and aspirations.

Skill training: The second phase focused on providing skill training to women in areas such as digital literacy, financial literacy, and entrepreneurship. The training was conducted by experienced trainers and covered topics such as how to use a computer, how to manage finances, and how to start a business.

Mentorship and support: The third phase provided mentorship and support to women to help them implement their business ideas. The program staff provided guidance and advice to women on how to start and run their businesses.

DigiVaani helped rural women bridge the digital divide and succeed in their entrepreneurial endeavors. The program helped women to acquire the skills and knowledge they needed to start and run their own businesses. DigiVaani also helped women to connect with other entrepreneurs and resources, which gave them the support they needed to succeed.



Women Employment and Entrepreneurship Program



ISAP Kisan Vani 90.4

ISAP Kisan Vani 90.4 is a community radio station that serves the farmers of Sironj block in Vidisha district, Madhya Pradesh. It is the first community radio station established by an NGO in India. The radio station broadcasts a variety of topics, including farm-specific information, social issues, government announcements, and bank schemes. It also provides weather updates, health programs, education programs, and debates on social issues. ISAP Kisan Vani aims to provide valuable information and support to farmers, keep them updated with the latest agricultural news, and help them make informed decisions.

The radio station is run by a team of experienced professionals who are committed to providing quality programming. The station has a wide range of listeners, including farmers, agricultural laborers, traders, and government officials. ISAP Kisan Vani has been praised for its informative and engaging programming.

The radio station has received several awards and recognitions, including:

- A National Award from the Ministry of Information and Broadcasting
- Recognition from the Centre for Good Governance (CGG)
- Appreciation from the National Institute of Rural Development and Panchayati Raj (NIRD)
- Appreciation from former state minister Mr. L.K Sharma
- The prestigious Manthan Award in 2014

ISAP Kisan Vani is a valuable resource for farmers in the Sironj block. The radio station provides them with the information they need to make informed decisions about their crops and businesses. ISAP Kisan Vani is also a platform for farmers to share their experiences and learn from each other.



ONLINE PRESENCE



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Management Consulting

"Triumphs & Achievements of COVID-19 vaccination" a success story booklet was presented to Mr. **Banna Gupta**, Minister of Health and Family Welfare, Jharkhand. The minister appreciated the innovative strategies implemented by the project to reach the vulnerable and marginalized population with COVID-19 vaccination.

"Leaving No-one Behind: COVID-19 Vaccination Learning & Experience Sharing" meeting was jointly organized by ISAP & **Plan India**. Mr. **Vijay Paulraj**, Senior Health System Strengthening Advisor, **USAID India** appreciated the efforts undertaken by frontline health workers to enhance the COVID-19 vaccination coverage in the state.

The meeting was attended by leading development partners. The event also included voices from the community, photo gallery walk and panel discussions on learnings of COVID-19 vaccination.

#experiencesharing #projectinnovations
#coffeetablebook #vaccinationjourney
#communityinfluencers



SBCC Alliance for Madhya Pradesh
@SBCCalliance4mp

Join Radio Kisanvani Sironj for insightful radio #interview with @DrSantoshShukli3 (Director Immunization NHM,MP) on #routineimmunizatio. Listen to one of the most captivating segments that dive deep into the topic!

@MoHFW_INDIA @UNICEFindia @Jhimly2 @monicamaurya2 @IapAgribiz4u

ROUTINE IMMUNIZATION
YOUR KEY TO A HEALTHIER FUTURE

Dr Santosh Shukla
Director Immunization NHM, Madhya Pradesh

IN CONVERSATION WITH

Jitender Sharma
Station Manager, ISAP KisanVani Sironj

0:23 / 1:39

Ministry of Agriculture & Farmer's Welfare, Government of India

1 hr

#eNAM has the best and freshest produce. #Walnut Kernels trade Inter-State from Athwas Horti #FPO, #Handwara, J&K to @nafedindia #AndhraPradesh #digitalindia #agribusiness #agrigo #agriculture #aatmanirbharkisan #AatmaNirbharKrishi PMD India Narendra Singh Tomar Kailash Choudhary Shobha Karandlaje MyGovIndia Press Information Bureau - PIB, Government of India Indian Council of Agricultural Research Prasar Bharati News Services DD Kisan

@agrigo



एग्रीकल्चरल सेंटर से करियर को मिलेगी दिशा



कृषि स्नातक युवाओं को जानकारी देते नोडल पदाधिकारी ओम प्रकाश ● जलजलण जागरण संवर्द्धना, बोकारो : आइएसएपी इंडिया फाउंडेशन की ओर से लोहांचल में कृषि स्नातक बेरोजगार युवाओं के लिए प्रशिक्षण शिविर लगाया गया। नाबार्ड बोकारो के डीडीएम फिलमोन विलुंग, कृषि विज्ञान केंद्र बोकारो के प्रोग्राम को-ऑर्डिनेटर ड.अनिल कुमार व फाउंडेशन के नोडल पदाधिकारी ओम प्रकाश ने कार्यक्रम का शुभारंभ किया। नाबार्ड बोकारो के डीडीएम फिलमोन विलुंग ने कहा कि कृषि मंत्रालय भारत सरकार की ओर से एग्रीकल्चरल सेंटर स्कीम के तहत कृषि स्नातक बेरोजगार युवा व युवतियों को 45 दिन निशुल्क प्रशिक्षण दिया जाएगा। अनुसूचित जाति, अनुसूचित जनजाति के बेरोजगार युवाओं व महिलाओं को 44 एवं अन्य लोगों को 36 प्रतिशत सब्सिडी दी जाएगी। ड.अनिल ने कहा कि कृषि से संबंधित व्यवसाय के माध्यम से युवा आर्थिक रूप से सबल बन सकेंगे। मौके पर सोमनाथ मुखोपाध्याय, दिनेश्वर कुमार, नेहा मिश्रा आदि थे।

Dr. Naqeeb Raja • 3rd+
Ph.D Scholar

1Fist 1 Voice 1 Slogan #Progression
ProuD ISAPIAN 🇮🇳

HDFC partners with ISAP India Foundation to transform Agriculture in the Valley through 'Kisan First Programme'

A top-down view of a group of business professionals in a meeting. Their hands are stacked in a circle on a table, symbolizing teamwork and collaboration. The image is overlaid with a dark blue semi-transparent filter. The text 'OUR PEOPLE' is written in white, bold, sans-serif font on the left side of the image.

OUR PEOPLE

BOARD MEMBERS



Mr. Bhaskar Natarajan



Mr. Kamal Khurana



Dr. B R Patil



Ms. Liza Bhansali



Dr. V V Sadamate



Dr. Manisha Bhosale



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