



INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONALS

ANNUAL REPORT

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ENHANCING
LIVELIHOOD
OPPORTUNITIES



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ABOUT ISAP

Indian Society of Agribusiness Professionals (ISAP) is a non-government, not-for-profit organisation incorporated in 2001 and registered under Section 25 of the Indian Companies Act. It is one of the largest networks of agriculture and allied sector professionals in India and has a dedicated full time staff of more than 600 people across 36 field offices in 10 states. It was set up with an aim to enhance livelihood opportunities for rural communities. ISAP works towards making agriculture a remunerative livelihood for small and marginal farmers, with targeted interventions for economic and environmental sustainability through farmer aggregation, integrated farming and livelihood diversification, knowledge empowerment and market linkages. It currently works with 500,000 farmers directly as members of its producer groups and hopes to expand the network of producer groups to 500,000 in next five years. ISAP integrates the use of ICT (information and communication, technology) in all its work for maximising outcomes. Through its multi-pronged interventions, ISAP contributes towards food security and rural economic development.

ISAP endeavours to bring together the resources of Government agencies, financial institutions, corporate for implementation of developmental projects to improve the quality of life of the weaker sections of the rural community.

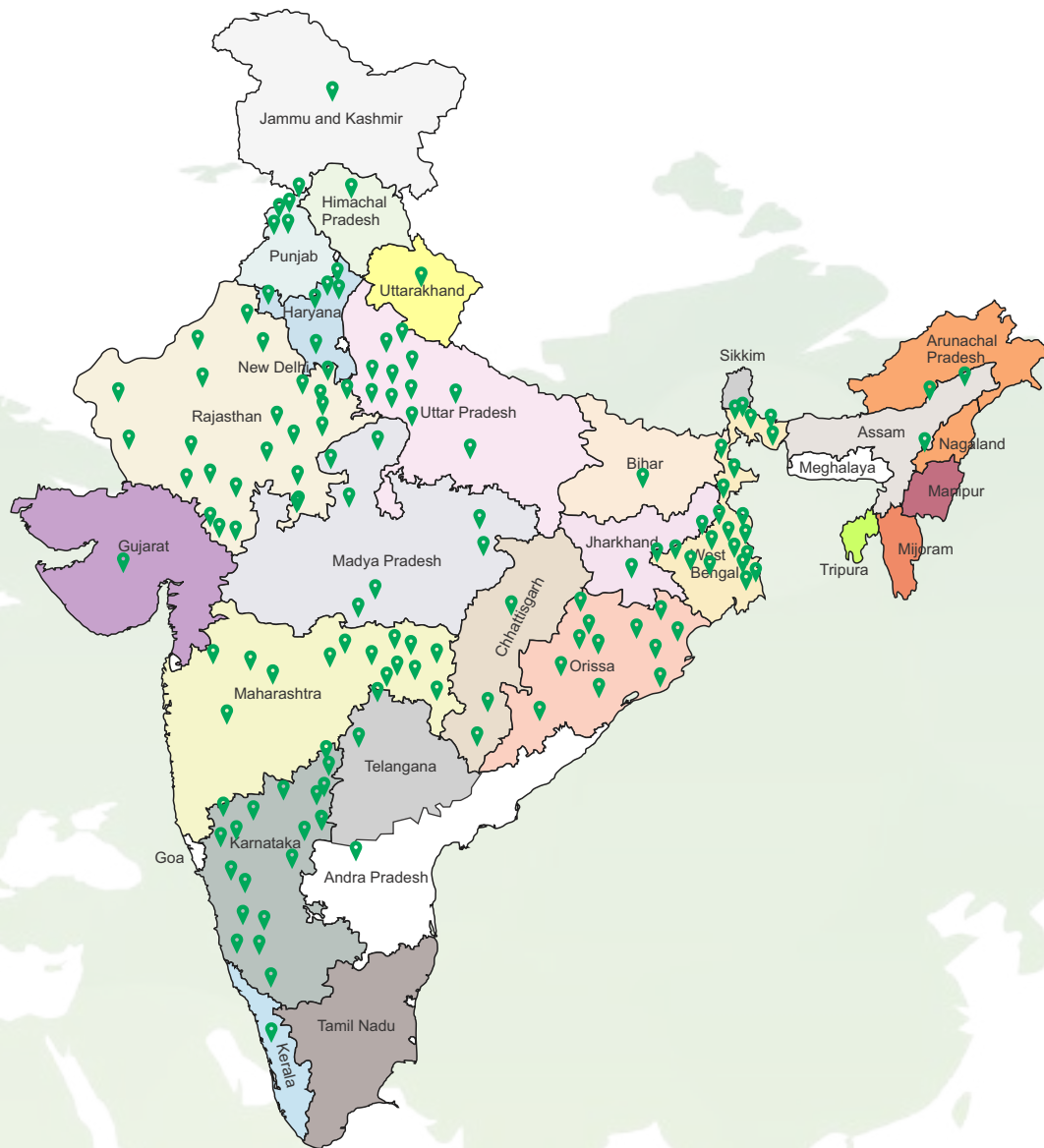
Due to its continuous and unwavering effort to enhance rural livelihoods, it has won several awards and accolades such as Rashtriya Swayamsiddh Samman for Innovative ICT Application in Agriculture, Agriculture Leadership Award Innovative Leadership in Agriculture Extension, Innovative Practices Awards for Sustainable Development Goals (SDGs).

ISAP has now emerged as one of the largest organizations working for the promotion of Farmer Producer Organizations (FPOs). ISAP is currently promoting over 200 FPOs comprising about 200,000 farmers around milk, vegetable, pulses, wheat, rice, corn, cotton, etc. in Maharashtra, Karnataka, Andhra Pradesh, Madhya Pradesh, Rajasthan, Uttar Pradesh, Assam, Punjab, and Haryana with support from Government as well as Corporate Social Responsibility (CSR) Projects funded by Private Sector.

ISAP has undertaken vocational skill training and job placement in non-agriculture trades in the states of Orissa, Chhattisgarh, Madhya Pradesh and Maharashtra through Government Programs as well as Corporate Social Responsibility (CSR) Projects funded by Private Sector. ISAP has achieved more than 90% score in its rating for MIS for skill training from Ministry of Rural Development. ISAP has trained more than 6,000 candidates under Agri-clinics and Agribusiness Center (ACABC) Program in 11 states of India and helped to set-up more than 2,000 successful agriculture based ventures.

During its journey of more than a decade, ISAP has been able to make considerable impact on the lives of rural communities in general and among these BPL families and small farmers in particular. The outreach of ISAP's interventions covers more than one million rural families, 5,000 villages, 100 districts in 18 states of India.

The social media handle of ISAP such as Indian Agricultural Professionals (IAP), the facebook page of ISAP, having more than 250,000 members and IAP Youtube Channel keeps the communities updated on important rural and agrarian issues. Apart from agriculture and agri-entrepreneurship, ISAP is also strengthening its approach on various other sectors such as Rural Development, Water & Sanitation, Renewable Energy, Health, Low cost Housing through various partners.



30 VILLAGE DRINKING WATER SYSTEMS

11,500 JOBS FOR UNEMPLOYED YOUTH

500,000 FARMER HOUSEHOLDS IMPACTED

3 SCHOOLS CONSTRUCTED

250,000 MEMBERS ON IAP FACEBOOK PAGE

6,500 YOUTH TRAINED IN EDP

14 AGRIBUSINESS VILLAGE RESOURCE CENTRES

2 50-BEDDED RURAL HOSPITALS

2,450 AGRIVENTURES FOR UNEMPLOYED YOUTH

15,000 WOMEN SHG MEMBERS

200 REGISTERED FPOs

42 CUSTOM HIRING CENTRES

15,000 UNEMPLOYED YOUTH TRAINED IN VOCATIONAL SKILLS

SUSTAINABLE INTENSIFICATION OF AGRICULTURE



PROMOTION OF FARMER PRODUCER ORGANISATIONS (FPO) WITH SMALL FARMERS' AGRI-BUSINESS CONSORTIUM (SFAC)

ISAP has been working on a number of projects in association with the Small Farmers' Agri-business Consortium (SFAC), a "Society promoted by Department of Agriculture, Cooperation and Farmers' Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of India". The various projects include Karnataka Special Project I(KSP-I), Karnataka Special Project II(KSP-II), National Food Security Mission (NFSM), Mission for Integrated Development of Horticulture(MIDH), Madhya Pradesh Special Project I (MPS-I), Madhya Pradesh Special Project (MPS-II), Vegetable Initiative for Urban Clusters(VIUC), and Spice Board.

66 FPOs have been formed under the various projects, in states of Karnataka (38), MP (12), Rajasthan (2), Haryana (4), Maharashtra (5), and Telangana (5). The main objectives of the projects are:

- Developing Farmer Producer Organizations (FPOs) and Farmer Interest Groups (FIGs).
- Strengthening the farmer capacity through farmer training programs, exposure visits and demonstration of best agricultural practices for enhanced land productivity.
- Facilitating access to fair and remunerative markets including linking producer groups to marketing opportunities.
- Developing sustainable agribusiness models which provide integrated services (meeting both input and output needs) and leveraging resources for and on behalf of the farmers.
- Rejuvenating natural resources which are the keys to the economic development of the producers.

In order to achieve these goals, mobilization of farmers is carried out to form Farmer Interest Groups (FIG) in each village, and demonstrations are conducted on improved agriculture practices. Emphasis is laid on the capacity building of the farmers. This is done by providing training and exposure visits. A business plan is developed as per the need of the farmers. Management service is developed. Through all these activities, ISAP has been able to mobilize around 55,256 farmers. The total turnover from all the business activities last year was more than Rs. 10 cr. Out of 26 FPOs, 25 FPOs have initiated output business and the major vendors are: ITC, MTR, FIFA, and HAPCOM. A few of our FPOs have also created their own brands.

Many FPOs have converged with various schemes. 25 FPOs have received the Matching Equity Grant from SFAC to start their business. One of the FPOs received credit from SBI bank to expand their business, under their credit guarantee scheme. 8 FPOs have got infrastructure support under MIDH Scheme. The major benefits derived by small and marginal farmers are: an increase in per capita income in cultivation,



STRENGTHENING ON-FARM LIVELIHOODS & MARKET LINKAGES FOR PRODUCER ORGANIZATIONS (POs) & WOMEN FARMERS WITH DUPONT INDIA PVT. LTD.

In association with DuPont, ISAP has formed 2 FPOs, one each in Haryana and Telangana. Through this endeavour ISAP seeks to achieve the following objectives:

- To raise awareness and provide rendering support to the farming community to address the problems of non-communicable diseases and regarding the training modules and self-certification app;
- Financial Awareness Campaign for the use of the new farmer friendly financial instruments
- To provide training to the farmers on production aspects (INM, irrigation optimization), Integrated farming System, Artificial Insemination, on the use of farmer friendly IT innovation Krishi Gyan
- To provide demonstrations on crops and integrated farming systems
- To develop new and advanced Krishi Gyan offline enabled, projector supported app for dissemination of crop production information to farmer families and provide advisory through helplines and support system
- To promote Sustainable Agriculture (including Integrated Farming System) through best Package of Practices (POPs) among the beneficiaries to enhance the production and productivity;
- To provide easy access to farmers on information and expertise, extension services and technology;
- To improve women participation, organization and income.
- To strengthen agribusiness activities, value addition at farm gate and market integration through FPOs.
- To set up primary health care unit for diagnosis of non-communicable diseases

These have been achieved by setting up demos where the member farmers were given training on the proven crop techniques. The trainings were conducted on IFS & crop management. Along with the trainings, ICT tools are being developed to facilitate business operations. The FPOs are assisted in scaling business operations and will be provided adequate handholding support to develop retail models for output business



PROMOTION OF FARMER PRODUCER ORGANISATIONS (FPO) WITH—PRODUCER ORGANISATION DEVELOPMENT FUND (PODF) - NABARD



In partnership with National Bank for Agriculture and Rural Development (NABARD), ISAP has worked on the Promotion of Farmer Producer Organisations in the states of Punjab, Haryana, Rajasthan, and Karnataka, during 2015-18.

The project aims to organise farmers into a collective so as to improve their bargaining strength in the market. It also aims to make easy access to investment, technology, quality inputs. Finally, it aims at integration of the FPOs with markets.



ISAP's efforts have led to increased returns for the farmer by direct marketing of produce. It has also caused reduction in transaction cost, weighment loss, distress sale, price fluctuations, transportation cost, etc. Additional employment has been generated due to the promotion of Integrated farming practices. Producers have developed leadership roles; have begun to participate in decision making process, and have gained managerial and entrepreneurial skills.

Shree Dev MahilaKisan Producer Company Ltd. and VaishnoMaaMahilaKisan Producer Company Ltd. were set up by ISAP and these companies have been playing a prominent role in empowering rural women in economic and social spheres.



LIST OF FPOS FORMED UNDER NABARD

S.No.	State	District	Block	Name of FPO
1	Haryana	Karnal	Karnal	Horticulture Farmers Producer Company Limited
2	Haryana	Karnal	Indri	Indri Farmers Producer Company Limited
3	Haryana	Karnal	Nilokheri	Nilokheri Farmers Producer Company Limited
4	Haryana	Kurukshetra	Babain	Babain Vegetable Farmers Producer Company Limited
5	Haryana	Kurukshetra	Ladwa	SabziUtpadak Producer Company Limited
6	Haryana	Kurukshetra	Thaneshar	Thaneshar Farmers Producer Company Limited
7	Rajasthan	Bundi	Bundi	Vaishno Ma MahilaKisan Producer Company Limited
8	Rajasthan	Bundi	Bundi	Shree Dev MahilaKisan Producer Company Limited
9	Punjab	Amritsar	Chogawan	Chogawan Fruit & Vegetable Co-Operative Society Ltd
10	Punjab	Amritsar	Jandiala	Verka Fruit & Vegetable Co-Operative Society Ltd
11	Punjab	Amritsar	Rayya	Beas Fruit & Vegetable Co-Operative Society Ltd
12	Punjab	Tarn Taran	Bhikiwind	Bhikiwind Fruit & Vegetable Co-Operative Society Ltd
13	Punjab	Tarn Taran	Chola sahib	Majha Seed Producer Association
14	Punjab	Gurdaspur	Quadian	Farmer's Producer Organisation, Qadian
15	Punjab	Gurdaspur	Dera baba	Farmer's Producer Organisation, Dera Baba Nanak
16	Punjab	Pathankot	NanakNarot	Farmer's Producer Organisation, Narot
17	Punjab	Pathankot	Sujanpur	Sujanpur Fruit & Vegetable Co-Operative Society Ltd
18	Punjab	Pathankot	Bamial	Bamial Fruit & Vegetable Co-Operative Society Ltd
19	Punjab	Kapurthala	Sultanpur Lodhi	SultanpurLodhi Fruit & Vegetable Co-Op Society Ltd
20	Punjab	Kapurthala	Dhilwan	Farmer's Producer Organisation, Dhilwan
21	Punjab	Kapurthala	Kapurthala	Farmer's Producer Organisation, Kapurthala
22	Karnataka	Bidar	Bidar	South Indian Natural Farm Producer Company Limited
23	Karnataka	Gulbarga	Kamlapur	Sharanbasveshwara Farmers Producer Company Limited
24	Karnataka	Gulbarga	Gulbarga	Akkamahadevi Women Producer Company Limited

INTEGRATED FARMING SYSTEM (IFS) PROJECT WITH OCPF FONDATION

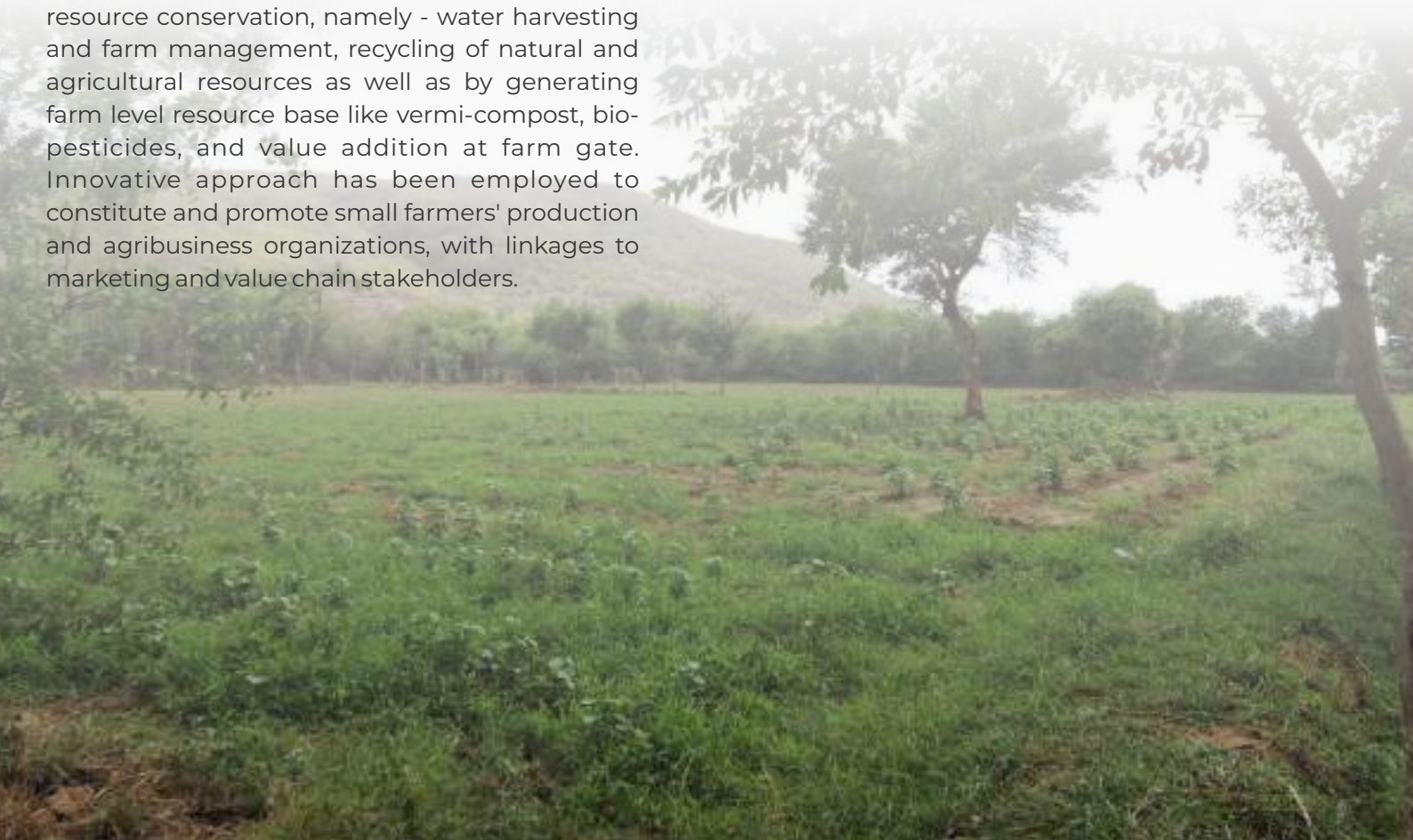
The OCPF-IFS Project undertaken by ISAP in partnership with OCPF assumes a lot of relevance as it aligns with Prime Minister's vision of new India. The project promotes a balanced approach towards strengthening the agricultural value chain and improving farmers' livelihoods. The learning from the project's outcomes can be a critical input towards realising the Prime Minister's goal of doubling farmer's income by 2022-23. The OCPF-IFS project aims at enhancing farmer's income. The project was conceptualised and designed jointly by a team of experts from OCPF and ISAP and senior agricultural scientists.

The project which started in 2014 and will be concluded in 2019, has been implemented in three districts in the state of Rajasthan. This project focuses on increasing productivity of field crops, vegetable and fruit crops, and maximizing the resource base of the area for overall improvement in production, income, and diversification of farming practices in the project geography. As many as 9,600 farmers are directly benefiting from the project, and contributing to it. The projected improvement has been achieved through implementation of improved crop production technologies, Integrated Farming System (IFS) and resource conservation, namely - water harvesting and farm management, recycling of natural and agricultural resources as well as by generating farm level resource base like vermi-compost, bio-pesticides, and value addition at farm gate. Innovative approach has been employed to constitute and promote small farmers' production and agribusiness organizations, with linkages to marketing and value chain stakeholders.

ISAP was instrumental in the formation of 6 FPOs and area specific business set-ups for each FPO. 6 Agri-business Village Resource Centres were also set up with facilities such as Farm Machinery Centre for custom hiring, Warehouse, shed net plant nursery, input store, FPO office, aggregation platform, vocational training centre, primary healthcare centre, children's play area and business/processing units as per the availability of raw material of the area. Later 2 Women FPOs were also formed. Providing ICT crop advisory services to farmers for enhancing production and market integration opportunities through Kisan Call Centre, android based DSS and Agri-pole has been another important aspect of the project.

36 women SHGs were formed and are engaged in production, packing and marketing of their own "Dharini" brand Papad, washing powder and spices. The women SHGs of Hindoli block, District Bundi have been linked to NABARD PODF and two FPOs have been formed.

9600 farmer families have directly benefitted from ISAP's interventions through the project and about 10 times of this are getting benefitted through interactions with direct beneficiaries. 360 units of model IFS comprising Poultry/Goatry, Vermi compost, Horticulture/vegetable and drip irrigation system have been established.



THE GIFT OF KNOWLEDGE

Project Farmer

Rajasthan

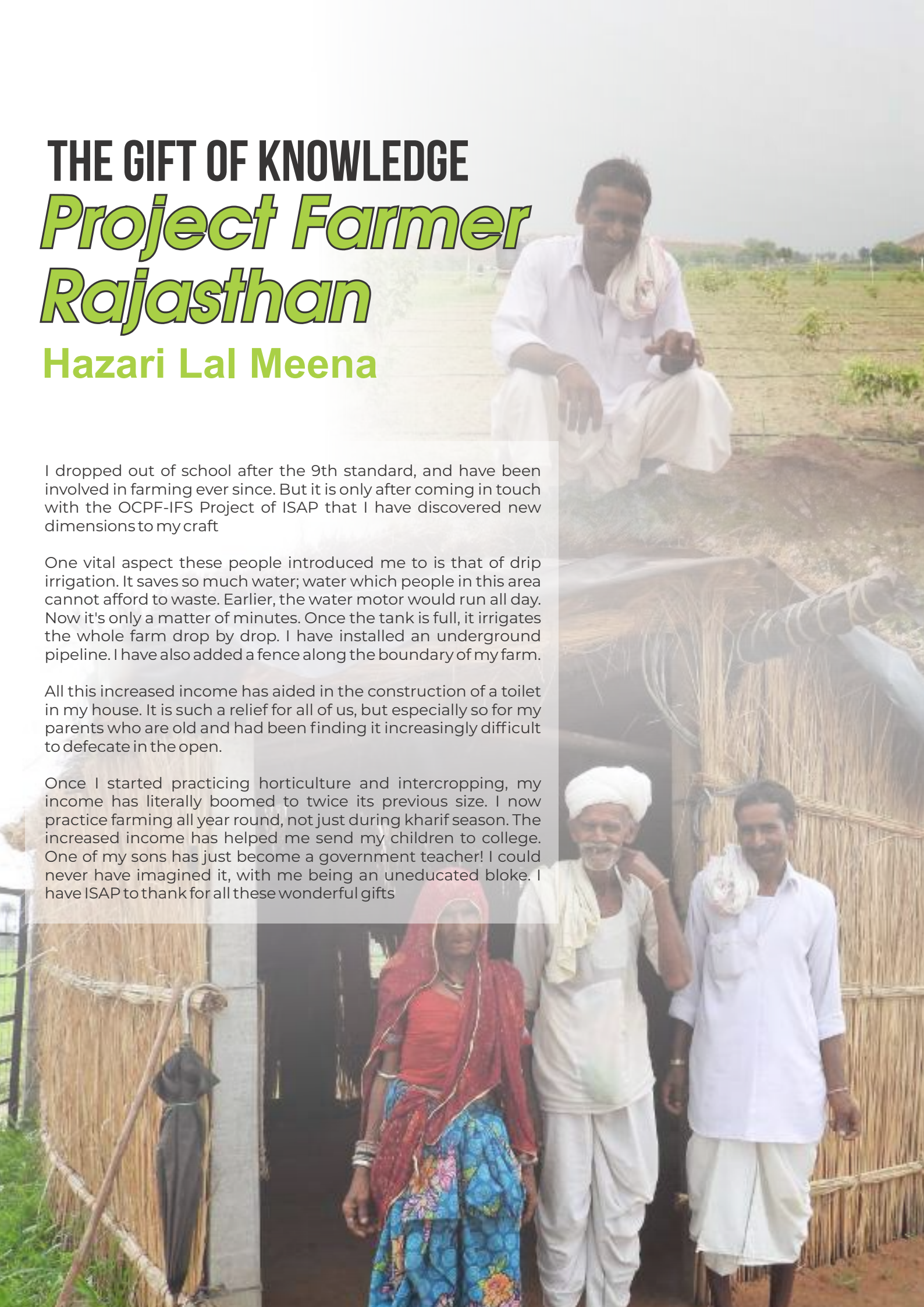
Hazari Lal Meena

I dropped out of school after the 9th standard, and have been involved in farming ever since. But it is only after coming in touch with the OCPF-IFS Project of ISAP that I have discovered new dimensions to my craft

One vital aspect these people introduced me to is that of drip irrigation. It saves so much water; water which people in this area cannot afford to waste. Earlier, the water motor would run all day. Now it's only a matter of minutes. Once the tank is full, it irrigates the whole farm drop by drop. I have installed an underground pipeline. I have also added a fence along the boundary of my farm.

All this increased income has aided in the construction of a toilet in my house. It is such a relief for all of us, but especially so for my parents who are old and had been finding it increasingly difficult to defecate in the open.

Once I started practicing horticulture and intercropping, my income has literally boomed to twice its previous size. I now practice farming all year round, not just during kharif season. The increased income has helped me send my children to college. One of my sons has just become a government teacher! I could never have imagined it, with me being an uneducated bloke. I have ISAP to thank for all these wonderful gifts



DEVELOPING AND EXECUTING SUSTAINABLE INTEGRATED FARMING MODEL FOR DEVELOPING HOMESTEAD LAND - ASSAM STATE RURAL LIVELIHOOD MISSION (ASRLM), GOVERNMENT OF ASSAM

The project, which started in August 2017 and concluded in August 2018, was focussed on developing the capacity building of women SHGs into Producers' Groups and link the produce to the market. The project was implemented in Dhemaji and Tinsukia districts of Assam. The major objectives of the project were:

- To provide services to 6000 SHG members.
- To develop and execute the sustainable integrated farming model for developing homestead land by SHG farmers.
- To develop the capacity of SHGs to start livelihood initiatives and linking the produce to the market by creating producer federations.

The project unfolded in various stages. To begin with, a Scoping Study was conducted in four districts. Awareness Campaigns were also conducted in both the project districts. Wall paintings, Banners, and creative ways like vehicular campaigning were used to do the same. Through the community mobilizations, 6000 women were mobilized into 600 Producers' Groups.

In order to develop the capacity building of the women, ISAP first conducted an assessment to gauge the major aspects in which training would be needed, by grouping the members of 3-4 SHGs together. After assessment, the capacity building trainings were started; covering 6000 beneficiary women

The beneficiaries availed of crop trainings on 4 spices - Garlic, Ginger, Turmeric and Black pepper. Also the Package of Practices booklets of all the spices were distributed amongst them. Demonstrations were given on Garlic, Ginger, and Turmeric to the leading beneficiaries of the SHG, while others replicated the same practices in their homestead land.

Along with all this, the women were taken for exposure visits. 600 beneficiaries became part of these exposure visits (100 women each for the 6 clusters). From Tinsukia, visits were



The registration process for all six FPCs is in progress. Their names have been approved by the ROC. The names are:

- Kakopathar Cluster - Morishika Mahila Farmers Producer Company Limited
- Sadiya Cluster - Dristanta Mahila Farmers Producer Company Limited
- Borjiyha Cluster - Borjiasha Mahila Farmers Producer Company Limited
- Sisiborgoan Cluster - Bikalpa Mahila Farmers Producer Company Limited
- Dhemaji Cluster - Bahnimaan Mahila Farmers Producer Company Limited
- Murkongselek Cluster - Karpunpuli Mahila Farmers Producer Company Limited

BAGANBARI - PILOT PROJECT

Believing in the potential of the ISAP team, the ASRLM commissioned ISAP to implement another parallel project, called BAGANBARI. The idea of the project is to support traditional tea growing women and encourage them to take up vegetable cultivation.

The Tea Garden and Ex-Tea Garden community is one of the backward communities in the state of Assam. There is lack of education, and absence of any skill other than tea plucking. These women also have poor health indicators and anaemia and other micro nutrition deficiencies are high among them. The Tea Garden women have basic knowledge about growing vegetables. Therefore, it was proposed that the women SHGs from the Tea Garden community would be supported for taking up vegetable cultivation. The scheme would therefore be known as Baganbari.

ISAP implemented Baganbari in identified areas of Tinsukia / Dibrugarh districts. It was a model project and ISAP arranged training and capacity building on cultivation practice, production and marketing support to SHGs to be involved in the project. The seeds of amaranthus, cucumber, cowpea, ladyfinger and colocasia were distributed and sowing was completed in March 2018. Amaranthus, Cucumber, Cowpea and Ladyfinger harvesting is almost completed. Colocasia will be harvested by September 2018.



SUNEHRA PRAYAS — ENHANCING THE INCOME OF FARMERS THROUGH ADOPTION OF INNOVATIVE TECHNOLOGIES WITH WALMART INDIA PVT. LTD

The project in association with Walmart India Technical and Consulting Services Pvt. Ltd. is being implemented in the Indian state of Uttar Pradesh. The project aims to directly benefit 750 farmer families especially of Banana, Mango and vegetable cultivation for enhancing their income through adoption of innovative technologies and approach for cultivation of crops.

Under the project, ISAP has established a basic infra-structural support in the form of Cold Storage and Ripening Chamber Centre at Lucknow to effectively manage the services to the farmers and output market for Mango, Banana and other major commodities. This Cold Storage and Ripening Chamber Centre is being managed by Utsarg Farmer Producer Company Ltd and is equipped to handle a variety of services and also to nurture farmers for tapping growth oriented opportunities through targeted assistance and capacity building. Cold Storage and Ripening Chamber Centre consists of facilities like FPO office, input store, horticulture tools & equipment, 4 Cold-storage and Ripening Chambers (each having a capacity of 4 MT) and a portable soil testing facility.

This cold storage and ripening unit is an alternate energy technology based on Vapour Absorption Machines (VAM) used to provide a viable solution to overcome the running of Cold Storages without Grid Power. It is utilizing renewable farm waste like paddy straw, biogas rice husk, biomass briquettes and dried biomass etc. to provide energy to run the refrigeration systems.

To help the vegetable farmers with grading, sorting and market supply of vegetables and other produce, a marketing centre has been established at Gosaiganj, Lucknow. For encouraging women participation in the project, 25% women membership has been ensured in the Farmer Interest Groups.

The main objectives of the project are to introduce Good Agricultural Practices related to Mango and Banana cultivation in the project area. It also aims to provide support to farmers through a standardised training approach and strengthen the capacity of farmers on sustainable agriculture with help from input partners, specialist institutes and universities/KVKs.



SUSTAINABLE HARVEST AGRICULTURAL RESOURCE & ENVIRONMENT (SHARE II)

MAHYCO MONSANTO

The MAHYCO MONSANTO SHARE II Project (2015-18) was implemented in the Indian states of Maharashtra and Telangana. The main objectives of the project are:

- To provide trainings for lead farmers on Sustainable Agriculture through promotion of best package of practices among the farmers to enhance the production and productivity of major crops.
- To provide trainings for lead farmers on Integrated Farming System (IFS) through promotion of livestock rearing, raising of horticultural crops and usage of modern irrigation systems and vermi-composting.
- The promotion of rainwater harvesting and optimal usage of irrigation water through creation of on-farm rain water harvesting structures.
- Improve women's participation, organization and income through formation of 600 SHGs and promotion of enterprises such asgoatery, poultry, etc.
- Facilitate the creation of 30 new FPOs.





IFS Cross Learning Visits were also conducted in Maharashtra and 32 in Telangana in 2017-18.

In Maharashtra, ISAP organised 418 Farmer trainings which focused on Pest and Disease Management, Crop Management, Group Entrepreneurship, Market Linkages and FPO formation while in Telangana 65 such farmer trainings were conducted.

Various **Crop demonstrations** on paddy, cotton, tur, grams, soybean, various horticultural crops, maize, and soybean were conducted in both states. Various inputs are planned to use to see their impact in crop demonstration. The perusal of data revealed that in the demonstration plots yield was substantially higher than the control plots under improved practices.

The total **480 IFS cross learning** target were accomplished in all blocks of Maharashtra and Telangana. Under

IFS Demonstration, ISAP gave the farmers 4 components of allied agriculture to demonstrate maximisation of farm income per unit of given land by adoption of additional units and optimisation of available resources in addition to their regular crops. The 4 components provided were Horticultural component, Animal husbandry, Vermi-compost component, Irrigation component.

30 FPOs got registered in Maharashtra and Telangana during project duration.

ISAP has constructed 15 farm ponds, and 3 cemented nala bunds in the project area, which will benefit 20,000 people.





THE HAND THAT ROCKS THE CRADLE RULES THE WORLD

The ten women of Sri Samarth Sadguru SHG have been proving the proverb true. Their concern and sheer devotion to the well-being of their children led them to do something never done before in their village: construct toilets in their homes.

The tribal village of Anjandoh has always run on strict conventions and codes of conduct. People have not been known to stray from their customs and traditions. Their cultural beliefs are strong and the barriers of caste, untouchability, and superstition are hard to break. However, a mother's love transcends all.

What changed all this was an alarming increase in the number of cases of water-borne diseases among their children. The beautiful paradox is that it is the children who helped bring their attention to the issue more clearly. Their village Anganwadi School has a well-constructed and functional toilet and the children made them see the importance of sanitation and the lack thereof in their own homes.

The ISAP co-ordinator has been our pillar of strength and encouragement. In fact, we were only ever able to form our SHG because of ISAP's help last year", says Vanita Bai Wadhwe, a member of the SHG. "It's true", chimes in Shashikala Wadhwe, another member, "we couldn't make head or tail of how to go about the construction of the toilets. But the ISAP co-ordinator provided us with all the technical know-how and skills to do so. He gave us all the information and held our hand every step of the way. The ISAP team also gave us guidance about getting a loan from a private bank."

A great achievement of this group of women is that they have not used the government subsidy entitled to them, but instead have chosen to forgo it. They did so to empower themselves and feel self-dependent in their own strength. The Rs. 60,000 they received as loan from the bank were divided equally among the 10 members and an additional sum of Rs. 6,000 each was added from their own pockets. Now all 10 homes have fully covered, well ventilated, and well-constructed toilets as opposed to their previous counterparts which were open and unhygienic.



A before and after image of the toilet. Whereas earlier it had no roof, no walls, no water supply, no hygiene, now it is well constructed and enclosed, with ventilation and proper water supply.

When asked if this bold new step has caused any changes in their day-to-day social lives, Chandrakala Wadhwe recounts an incredible tale. There was a wedding in the village of one of the member's daughters. After the initial few talks and discussions, it came up that the boy's family did not have a toilet constructed in their house. Despite it being a 'good match' on all other accounts, the family rejected the match because compromising on hygiene and sanitation was not an option for them anymore. They had been enlightened. In the wake of this event, the entire village now only seeks grooms who have toilets in their homes!

Not only has this endeavour led to community development and lent support to the respective families, but it has helped address larger health issues as well. The elders of the village say that they were always aware of the fact that open defecation was unsanitary, but always just went along with it because it was their custom. It was the children's poor health that finally woke them out of their slumber. It has also set an example for the rest of the community about the benefits of being a part of a Self Help Group. They have also become semi-skilled at the construction of toilets as they were taught so by the ISAP co-ordinator.

"ISAP has also taught us the importance of paying the bank loan on time. Because we were able to pay the loan on time, it has become easy for us to consider taking another loan if need be, since the bank now trusts us", say the members with proud smiles on their faces. "It is our children for whom we do everything, because the kind of society they will create tomorrow is dependent on what we teach them today", is the ennobling thought that keeps them going forward. And ISAP wishes them all the luck in all their future endeavours.

PROJECT UNNAT KISAN - AGRICULTURE ENTREPRENEURSHIP DEVELOPMENT PROGRAM WITH DOW AGROSCIENCES

The Unnat Kisan Project (2016-2018) was implemented in the Indian state of Maharashtra in order to bring holistic development by improving yield and income of demo farmers, promoting good agricultural practices and assess the extent of socio-economic status of households in the identified villages of Aurangabad district.

In order to do that, various activities, such as crop demos, crop trainings, farmers' field days, etc. were conducted as part of the project. The crop demonstrations serve as an effective instrument for rapid dissemination of technology. To achieve that, farmers were given demonstrations of Maize, Gram and Sweet corn. Intercropping technique was introduced along by cropping maize with Soybean.





Crop Training helps farmers incorporate the latest scientific advances and technology tools into their daily operations. A series of demonstration skits, speeches and other activities focused on a central theme were strung out over the course of a day to promote new agricultural practices and bring recognition to successful farmers and agricultural workers in a particular area. ISAP generally invites nearby farmers at the time when the crop matures.

Farmer Field Days are special. The chief function of this field day is to generate interest within the community and it also raises the status of the agricultural workers and innovative farmers in the area.

In addition to these activities, **RO Water Purification Units** were installed in the target villages. A good RO system can remove contaminants such as arsenic, nitrates, sodium, copper and lead, some organic chemicals, and the municipal additive fluoride. The main reason behind installing the units in these villages was to help improve water quality for drinking, cooking and other important uses. **8 Agripoles** were also installed in the villages.

Furthermore, a **Wind + Solar PV Hybrid Green Power Plant** has also been installed in one of the villages. The plant has proven to be particularly successful. With accessibility to safe drinking water in the village, women and children do not have to walk more than 2 kilometres for collecting water. The daily travel undertaken by the livestock to have water at a distant point has also been reduced. Water-borne diseases were a common occurrence in the area due to the poor quality of drinking water, which is anticipated to be reduced with clean drinking water facility. Electrification of the village has changed the life of each village resident in different ways.

The women now look forward to being able to cook indoors even after dark, which has been impossible without electric lighting. For children, electricity means being able to continue playing even after sunset and studying late into the night. Farmers, after having completed the work during day time, enjoy social gatherings in the evenings.

An FPO by the name of **Shikshan Samrat Savitribai Phule** Farmer Producer Company Ltd. was registered on 4th December 2017, and is currently getting ready for market linkages. More Farmer Mobilizations have been completed in new villages. 50 new FIGs and 516 farmers have been mobilized this year. 1016 farmers have been mobilized in two years.



IMPROVING THE PRODUCTIVITY OF EXPORT QUALITY ZERO-RESIDUE GRAPES – MAHINDRA & MAHINDRA

ISAP collaborated with Mahindra & Mahindra for the project 'Enhancing the Productivity of Export Quality Zero-residue Grapes', which was implemented in Nashik and Sangli districts of Maharashtra. The project started in 2015 and is currently underway.

The project's aims have been to improve the production of 150 farmers in 3 years from the existing grape plots, to improve market access, technical know-how of the farming community, reducing chemical application, and the promotion of sustainable farm practices. These are being achieved through Awareness Campaigns, Soil Testing, Farmer Demonstrations for Weather Advisory, various Learning Events, and Message based Agriculture Information Services.

Mahindra
Rise.



JEETEGA KISAAN-DCM SHRIRAM

Jeetega Kisan project has been implemented in 18 villages of Ladpura Block of District- Kota of Rajasthan with an aim to increase the Households' income through intensification of farming and cultivation of high yielding commercial/cash crops and enhancing agribusiness activities. The objectives of the project are:

- To raise awareness among farmers about efficient irrigation measures, among the farmers and to help them switching from sustenance farming to commercial farming through high yielding varieties;
- To promote Sustainable Agriculture (including Integrated Water Management System) through best practices among the beneficiaries to enhance the production and productivity;
- To provide easy access to farmers on information and expertise, extension services and technology through agri-advisory services
- To improve household income of farmers.
- To strengthen agribusiness activities.



46 Farmer Interest Groups (FIGs) have been formed under the project. 39 trainings have been conducted on pre-sowing for Kharif & rabi Season, Integrated Farming System, Post-harvest management and value addition. Established market linkages with well-established firms such as NCML, Soufflet, Walmart for better price realization

SKILL DEVELOPMENT & ENTREPRENEURSHIP

Indian Society of Agribusiness Professionals has implemented many national-level and state-level government programs as well as programs for corporate companies to facilitate the employment of BPL youth, thus improving their employability and creating a cadre of agripreneurs. Through the various initiatives, ISAP trains many candidates throughout the year to facilitate their placements.



PRODUCER & WOMEN AWARENESS PROGRAMME ON QUALITY AND CLEAN MILK PRODUCTION WITH SAAHAJ MILK PRODUCER COMPANY – NATIONAL DAIRY DEVELOPMENT BOARD (NDDDB)

ISAP partnered with National Dairy Development Board for their Milk Producer Company – SAAHAJ. Currently the project is in its fourth year of implementation and is very close to completing its target of training 5,13,900 farmers. ISAP has been working on capacity building of the farmers under three different programmes i.e. Producers Awareness Programme, Clean Milk Production Programme and Women Awareness Programme. The project was implemented in the villages of ten districts of Uttar Pradesh namely Agra, Aligarh, Hathras, Etah, Mainpuri, Etawah, J.P. Nagar, Badaun, Moradabad, and Firozabad.

The capacity building training programmes included topics related to disseminating correct information to villagers about the MPC, improved feed and health practices for the animals, maintaining the quality of the milk produce, maintaining the supply of quality milk to the MPC regularly and timely, importance of clean milk production, factors/reasons affecting quality of milk (breeding and feeding) and explain the disadvantages of adding water, mixing carry over milk in fresh milk and colostrum milk with good milk. The trainings involved the members of the MPCs along with the potential member participants. Encouraging other milk producers of the village to become members was one of the major aims of the project activities. A separate capacity building programme under the project was aimed at women empowerment.



JOHN DEERE — HUNAR

The main objective of the 'Hunar' Skill Program is to provide training on operations and maintenance of tractors and combines as means to improve livelihoods and increase qualified labor force in remote markets. The 'Hunar' Skill Program has been implemented in Akola region of Maharashtra, Bhopal region of Madhya Pradesh, and Dharwad region of Karnataka.

This program provides training on: 1) Tractor and Combine Mechanics; 2) Tractor Operations; and 3) Combine Operations. The training program is developed in such a way that trainees are able to find employment and/or self-employment opportunities after the training. In total, the program has trained 441 people in its first phase, and 500 people in its second phase. 367 trainees got placed in the second phase. There was a special batch for women for training on tractor operator. The motive of women batch was to educate women farmers and making them technically efficient so that they can handle their day to day farming task based on tractor and farm equipment. Koushal Vikas Kendra Badwai Bhopal were also engaged in so many special trainings for their valuable employees, local mechanics and dealership staff.



CNH INDUSTRIAL

Through this program, ISAP's aim is to increase access to livelihood and income among the unemployed youth through skill development. ISAP has designed training modules and delivered training to 160 rural youth on tractor operator and mechanics; and to provide placement/self-employment to at least 50% of the trained rural youth.

The Skill Development Program in Tractor Operator and Tractor Mechanic has been implemented in Karnataka and Maharashtra. The training is designed in such a way that the trainees will be able to find employment/self-employment opportunities. In total, the program has trained 162 youth, which includes 80 trainees in each of the two program locations.



RPL TRAINING PROGRAMME FOR SKILL DEVELOPMENT IN FISHERIES— NATIONAL FISHERIES DEVELOPMENT BOARD (NFDB)

ISAP concluded the NFDB – RPL – Fisheries Project this year, through which 2500 fish farmers from UP benefited. National Fisheries Development Board, Department of Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture and Farmers Welfare, Government of India contracted ISAP for conducting Recognition of Prior Learning (RPL) under PMKVY in Uttar Pradesh State. The RPL training was conducted in Aquaculture Worker domain of three days' duration, based on the QP approved by Agriculture Skill Council of India (ASCI).

Recognition of Prior Learning (RPL) is a platform to provide recognition to the informal learning or learning through work to get equal acceptance as the formal levels of education. RPL is a process of assessment of an individual's prior learning to give due importance to learning as an outcome rather than learning as process. Under PMKVY, special focus is given to RPL by recognizing prior competencies of the assessed candidates and provides a certificate and monetary reward on successful completion of assessments.

The main purpose of the entire project was:

- Benefitting 2500 fish farmers in Uttar Pradesh State.
- All trainers proposed received Training of Trainers Certification by ASCI.
- Certificate Distribution Ceremony along with the RPL certificate with beneficiaries.
- Impact assessment study of the entire project.



PMKVY SPECIAL PROJECT

PMKVY is the flagship vocational skill training scheme of the NSDC under Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this skill certification and reward scheme is to enable and mobilize a large number of Indian youth to take up skill training and become wage and self-employable and earn their livelihood. Under the scheme, monetary reward would be provided to trainees who are successfully certified in skill courses.



The objective of the PMKVY training program is to train the rural youth of Haryana and to provide them employment linkage to improve the livelihood of the farmers and unemployed rural youth in Agriculture and Food processing domains. In total ISAP aims to train 1650 candidates and has successfully trained 818 candidates under this training program in Gharaunda block of Karnal District in Haryana. ISAP has completed 33 batches of candidates and also mobilized 2 batches for Food processing domain and is planning to start a new centre at Lalupura. Trainings have been provided on various domains such as tractor operator, quality seed cover, animal health worker, dairy farmer, gardener, Pickle Making Technician, Jam Jelly & Ketchup Processing Technician, Micro Irrigation Technician, Small Poultry Farmer and Green House Operator.



CASE CONSTRUCTION

Indian Society of Agribusiness Professionals (ISAP) completed training and Job Placement of 90 unemployed youth in vocational skill training and training of Integrated Farming System to 900 farmers in rural areas of Karnataka and Rajasthan. This program is supported by CASE NEW HOLLAND (India) Private Limited under CSR project, and aims to train 960 candidates. The geographical focus of this project is on the rural areas of Karnataka and Rajasthan, covering Dharwad, Hassan and Jaipur region. The training is for Integrated Farming System and was conducted in 10 batches consisting of 30 students each in all the three locations covering a total of 900 farmers. The skill development training was conducted for 90 students in Jaipur and Dharwad locations.



A STORY OF PERSEVERANCE

The following story is the journey of a trainee, Yallappa Lambani, who had not been able to earn a dignified living for himself and his family before the training. The big challenge for him was that his father was no more and also there was the financial problem of his sister's marriage. Yallappa was (and is) the only earning member of his family and had the responsibility of raising his mother, brother, and sister upon his shoulders. But he wasn't able to find a way through. He had only two acres of land from which the earning was very little and insufficient for his family to live a day to day normal life.

A while ago, he learned about and took an appropriate decision to join the Backhoe Loader Operation Skill Training and has been proudly associated with ISAP since. He came to know about the training program during mobilization in his village. Upon hearing about the program, his village mates started showing interest and

enrolled themselves into it. Yallappa discussed his problems with the ISAP facilitators and shared his concerns about learning to operate the case machine on his own. He was very convinced with the objectives of the program. The program was free of cost, and therefore garnered a lot of enthusiasm from the villagers in the age group of 18-35. So many people, along with Yallappa joined this program that they normally couldn't have afforded. The day he came to the training centre, Yallappa was delighted to see that many other boys from his village would be taking the training together. In fact, they all felt that together they can make a great change in their future.



Being in the case Operator domain, he learnt how to use a case machine in different kinds of fields, maintenance of the machines, and many other related aspects; for instance, when to get the case machine serviced, which increases the life of a machine and thus improves the quality of work done by a huge machine with proper knowledge. He was quite happy with the training and skill he gained from the theory and practical lessons of the Backhoe Loader Operation Skill Training Program.

After successfully completing his training, Yallappa joined as a Backhoe Loader Operator and helper. After three months of successfully working with the machine he could run any machine confidently on his own, and started earning more than Rs. 15,000 per month, which is sufficient for his family to live a better life. In off-season he involves himself in his own field which is an additional benefit for him.

Now Yallappa is preparing for his sister's marriage with a nice boy and also is able to send his younger brother to school. Today, he believes that the Backhoe Loader Operation Skill Training Program has given a right direction to his career and has helped him bring success to his life.

WOMEN EMPOWERMENT

The amelioration and autonomy of women, and the improvement of their social, economic, and health status is a key focus of ISAP's. The empowerment of the women of a community is essential for sustainable development too. Through its many projects, ISAP strives to serve that goal. The ASRLM project was in many ways solely devoted to developing the capacity building of women SHGs into Producers' Groups and link the produce to the market. Its off-shoot project Baganbari, supports traditional tea growing women and encourages them to take up vegetable cultivation.



RINA MURA

A SUCCESS STORY OF THE ASRLM PROJECT



One of the SHG members, Rina Kurmi Mura of Panitola TE, harvested 200 bunches of Amaranthus and sold them in the local market @Rs 2 per bunch. From her earnings she purchased a duck, which cost Rs 300/- and within no time she made the duck incubate and after 28 days acquired 14 ducklings. In future she could sell them and earn a good profit out of them.

In its efforts towards women empowerment, ISAP helped set up a Mini Dall Mill Plant at Yavatmal, Papad making machine at Nagpur, and Chigodi and Papad making business activity in Telangana under the project SHARE II. The businesses of these women are doing exceedingly well, as is evident from the following story.

THE SUCCESS STORY OF SAMRUDHI MAHILA BACHAT GAT

**Pink “Pallus”
LIKE A BOSS!**



Virago, thy name is Samrudhi Mahila Bachat Gat! This group of saree-clad women define fierceness and fortitude as they reclaim pink: the colour that has come to be associated with docile femininity. They, on the contrary, are proving that there's courage in this very femininity.

These tenacious twelve got together and overcoming all odds, set up their own papad and vadi manufacturing business. They set out to achieve a sale target of 100 kilos, which they did triumphantly and even made a profit of Rs. 15000 within a sale period of two months!

When asked about their story, AnurodhaSuraj, the President of the group says reminiscently, “We were just a bunch of women who wanted to not be helpless anymore, to support our families, and stand on our own feet. It was difficult, as you can imagine. Initially, we were not very organised in our day-to-day activities because we were not working formally. Production did not occur on a regular basis, nor did we know how to maintain any records. As a result, we even disbanded for a little while.”

What made them keep going, then? “We all need support and help to rise up in life”, she says. “For us that support came in the form of ISAP. Right from the operational functions all the way to the market linkages, ISAP has been a constant guiding figure and friend to us. Our initial queries about the sources of raw material, manufacturing, sale processes, market linkage were all addressed by Project SHARE of ISAP.” Their awe-inspiring work and sheer will to persevere has deservedly gained them a papad and vadi making machine through the project!

Sangeeta Deepak Sadathkar, Secretary of the group talks about how their lives have transformed since the intervention of the project. “The change is momentous. We are now financially independent, full of self-confidence and experiencing a new identity altogether. The business activity has given us a sense of being self-made in our tiny little village and we feel like we have wings to fly high and achieve more and more”, she expresses with a gleeful blush.

Several women are now able to take loans from the SHG mainly for an enduse like making payment to the agricultural labour, for family functions, etc. This has not only increased their financial independence in the family, but has also ingrained a sense of fulfilment and a feeling of self-sufficiency in them.

Sindhu Ben Nagore, a member of the group, recounts how she took a loan of Rs. 20,000 for the admission of her son in the Govt. College of Polytechnic, "earlier, whenever my family needed money we would go to the money lender and had to pay a 5% rate of interest per month (3% higher than SHGs loan) and even a collateral which would have to be of a higher value than the loan amount. However, the group has provided me the loan at a much lower rate of interest and as a result, my son will be able to go to college!" Sindhu Ben will now have an educated son in the family who will contribute immensely to the financial growth of the household.

Recently, Anuradha Suraj, the President, had taken a loan of Rs. 20,000 from the SHG during her pregnancy as she and her child were critically ill. She is now in good health and is thankful to her fellow SHG women for granting her the much needed money which saved her from taking a loan from the money lender.

The women also chime in with great pride about how they are learning banking transactions such as pass book completion, writing cheques, depositing money in bank account, etc. which they have started doing with the help of the training given to them under Project SHARE. This is another valuable step towards achieving complete self-reliance.

With their latest sale profit, they decided to reward themselves on Diwali. Hence, their distinguished pink sarees to mark how far they've come on this incredible journey!

They've come this far, but where will they go from here? The spirited ladies have big plans. They aim to diversify their product range by introducing sewai (vermicelli) to their repertoire. With the setting up of the papad and vadi machine, they are already planning to expand the scale of their production. In terms of marketing, they are planning to brand their product well and also focus on better packaging. We wish them the best in all their endeavours!



Under the **Saahaj NDDB Project**, a separate capacity building programme was aimed at women empowerment. Important topics covered were the role of women in animal husbandry and dairy industry, opportunities available in getting enrolled as members of the MPC, dairy farming activities with reproductive and care responsibilities, importance of self-care, health, hygiene and mutual support. The trainings also covered social topics like dealing with restrictive social norms violation, source of getting information and person to be contacted.

Under the **OCPF-IFS Project**, 36 women SHGs were formed and are engaged in production, packing and marketing of their own "Dharini" brand Papad, washing powder and spices. The women SHGs of Hindoli block, District Bundi have been linked to NABARD PODF and two FPOs have been formed.

Furthermore, Shree Dev Mahila Kisan Producer Company Ltd. and Vaishno Maa Mahila Kisan Producer Company Ltd. were set up by ISAP and these companies have been playing a prominent role in empowering rural women in economic and social spheres.



PM LPG PANCHAYAT- HINDUSTAN PETROLEUM CORPORATION LIMITED (HPCL)

ISAP was assigned the tasks to PMLP in Rajasthan and West Bengal states of India. Pradhan Mantri Ujjwala Yojana was launched by Hon'ble Prime Minister Shri Narendra Modi on May 1st, 2016 in Ballia, Uttar Pradesh with the aim of providing clean cooking fuel to BPL women and reducing the drudgery and hazard of biomass cooking.. Under this scheme, 5 Cr LPG connections will be provided to BPL families with a support of Rs.1600 per connection in the next 3 years. It is aimed at providing free LPG connections in the name of women in BPL (Below Poverty Line) households across the country. The government has set a target of 5 Crore LPG connections to be distributed to the BPL households across the country under the scheme at Rajasthan, West Bengal, Assam and Madhya Pradesh. ISAP has trained more than 5 lakh rural women in this regard.



WATERSHED DEVELOPMENT



WATER CONSERVATION AND GROUNDWATER RECHARGE PROJECT (PUNJAB), COCA-COLA INDIA PVT.

Coca-Cola's Water Conservation and Recharge Project (2018-19) is being implemented in Amritsar and Ludhiana districts in the state of Punjab. Under the project, ISAP has undertaken the renovation of old community ponds in the target areas. The main objectives of the project are water conservation and rainwater harvesting. ISAP has encouraged village communities to learn the efficient use and management of water through the project.

3954 families of 5 villages (Janian, Bandala, Dharar, Balia Majpur and Nijjarpura) of Amritsar, and 907 households of 2 villages (Jaspalon & Mandiala Kalan) of Ludhiana have been directly benefitting from the project



Under the project, the weed growth in different sections of the drain is manually cleared. Soil is excavated, and the slush disposed off. The turfing of slopes of new banks with rough grass, including the planting of doob grass roots is done. Also, supplying and planting permanent trees, including digging of earth pits, refilling the excavated earth with manure, and watering them is part of the pond renovation

ISAP partnered with Dhanuka Agritech Ltd for implementing the Water Conservation and Harvesting Project. The project was implemented to conserve and harvest water through construction of Check dam to enhance the surface water availability and augment ground water recharge. Project location was Malpura, Keshwana and Jaipur in Rajasthan. 27242 beneficiaries were benefitting from the project.

Major activities carried out under the project:

- Community mobilization.
- Procurement of NoC from Gram Panchayat
- Clearing of sites - including uprooting vegetation, grass, bushes, shrubs around check dam site.
- Earth work i.e. excavation in foundation.
- Construction of gravity type check dam: Body wall, side wall, wing wall, apron.
- Construction embankment - dressing of sides and ramming of filled materials.
- Technical supervision during execution by ISAP engineer
- Handing over of structure to Gram Panchayat for its post project maintenance



JAL SANJIVANI- UNITED WAY MUMBAI & JOHN DEERE INDIA PVT. LTD

With an objective to intensify income and productivity in the region of Damoh (Madhya Pradesh), Indian society of Agribusiness Professionals (ISAP) has implemented Jal Sanjivani project under guidance of United Way Mumbai, with financial support of John Deere India Private Limited to bring distinctive change in the livelihood of the people. This project was implemented with an objective of building drought resilient agrarian communities through systematic interventions for capacity building and soil & water conservation. The objectives of the project are:

- To protect & increase of ground water availability through run-off control, soil and water conservation control measures.
- To increase soil moisture retention capacity of agriculture land in watershed area.
- To improve agriculture production through sustainable farming practices and stabilize crop.
- To Adopting suitable cropping pattern and crop management system with community
- To build capacity of formers for strengthening village level institutions.
- To develop livelihood opportunity through Agriculture Related Activity / product.
- To Achieve Project Goal through training module is prepared with purpose
- To develop ecological balance in the project area.
- To disseminating, creating, making and aware about Soil & water conservation intervention.

84 Vegetative and Engineering Structures such as Checks & plugs, Gabion Structure, Core wall gabion structure and 39 Water Harvesting Structures such as farm ponds, stop dams, dug well cum recharge, soak pits have been constructed. Trench and field bunds were also constructed for soil and moisture conservation. 14211 beneficiaries have been benefitted from the project. Livelihood activities such as crop demonstrations, Integrated Farming System Demonstrations, Construction of Vermi Composting pits and Animal Health Care-cum-Breed Improvement Camps were also conducted. John Deere India Private Limited to bring distinctive change in the livelihood of the people. This project was implemented with an objective of building drought resilient agrarian communities through systematic interventions for capacity building and soil & water conservation. The objectives of the project are:



WATER HARVESTING AND CONSERVATION PROJECT-LUDHIANA BEVERAGES PVT LTD

Water Harvesting and Conservation Project has been carried out with an objective to increase water storage capacity and augment ground water recharge in Hoshiarpur district of Punjab. The project will directly benefit 1329 families of 4 villages having total population of 6308.

Major activities carried out under the project:

- Launching the project and announcing project components and its benefits publically to local community.
- Provide the beneficiaries group/Panchayat with an implementation and management guideline.
- Awareness creation on proper water harvesting and management
- Cleaning and desiltation of existing pond
- Approval from local gram panchayat for the structures to be built on common land.
- Constructing earthen bund around pond with provision of inlet and outlet structure for safe entry and exit of surplus water.
- Construction of recharge pit for enhancing ground water recharge.
- Supervising, monitoring and evaluating the implementation process.
- Preparation of project completion report and dissemination of results
- 5 existing ponds have been developed for water harvesting and ground water recharge purpose in the targeted areas. Expected minimum recharge volume per year in targeted region is 75141 CUM.



PROJECT JAL SANCHAY- CNH INDUSTRIAL

In order to augment ground water recharge, enhance capacity of existing ponds and maintain a healthy biodiversity in the surroundings, the CNH Industrial engaged Indian Society of Agribusiness Professionals for implementation of Jal Sanchay project in the 4 targeted villages namely Kheda Chauganpur, Surajpur, Devla of Greater Noida and Sorkha of Noida region. The project will directly benefit 2376 families of 4 villages. The objectives of the project are:

- To harvest and store rainwater for domestic use and ground water recharge purpose.
- To reduce the effects of drought.
- To contribute in reducing the water scarcity problems.

The activities carried out by ISAP under this project are dewatering of wastewater accumulated in pond by pumping set, clearing of Weed growth and other rubbish/debris materials grown in ponds, silt & sludge excavation, excavation in soil to increase the storage capacity of the pond, construction of boundary embankment around the pond, construction of artificial recharge pit, inlet and outlet structure, fencing and plantation around pond periphery, installation of solar lights and repair and maintenance work.



ICT & AGRICULTURAL EXTENSION SERVICES



ANIMATION VIDEOS - IFFCO

ISAP's Animation Videos Project, 2018, was carried out in association with IFFCO. Through this project ISAP has developed 11 3-D animation videos of the input products in 12 different Indian languages, viz. Hindi, Telugu, Oriya, Marathi, Bengali, Tamil, Kannada, Gujarati, Punjabi, Malayalam, Assamese, and English. The input products were Bio-fertilizer, Water-soluble Fertilizer, and Micro Nutrient.



ISAP created comprehensible and self-explanatory animation videos, which explain the product in a matter of seconds. They are highly compatible so that they can run easily on mobile phones, PCs, laptops, tablets, etc. The graphics and characters used in the videos are instantly striking.



ESTABLISHMENT OF BIOTECH- KISAN HUB AT INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONALS (ISAP), GULBARGA- DEPARTMENT OF BIOTECHNOLOGY, MINISTRY OF SCIENCE & TECHNOLOGY, GOVT OF INDIA, NEW DELHI

“The Establishment of Biotech – KISAN Hub at Indian Society of Agribusiness Professionals (ISAP), Gulbarga”, started in March 2018 and is being implemented in the states of Karnataka and Telangana. The project was originally being funded by the Department of Biotechnology, Ministry of Science & Technology, Government of India, New Delhi.

The project aims to understand the problems of local farmers in selected 10 locations of Kalaburgi and Bidar districts through actual visits and survey by staff. It does so by scouting available technologies and solutions to the problems of farmers in the region (through networking of knowledge from-local, regional, zonal, national, international institutions, private companies and innovative farmers)-integrating the knowledge and technologies gathered to solve the problems at local level through live demonstrations, skill training and capacity building for addressing the problems related to water, soil, seed, varieties and marketing issues by establishing a strong 'COMMUNICATION CELL' at Kalaburgi hub.

A major component of the project is establishing a technology and knowledge exchange platform (involving farmers, scientists, private companies, banks and line department officers).

IAP PAGE ON FACEBOOK

Indian Agriculture Professionals (IAP) is a part of the Indian Society of Agribusiness Professionals network. IAP is an online platform aimed at enhancing information exchange amongst the Indian Agriculture professionals including farmers. The IAP (www.facebook.com/groups/agribizz4u) has a membership of more than 2,80,000 individuals. The IAP platform acts as an information service provider to help advertise availability of agriculture related produce, products and services to a large number of people. Interested agri-professionals are invited to share their personal experiences, pictures and videos pertaining to agriculture.



COMMUNITY RADIO STATION

ISAP is effectively utilizing the medium of “Community Radio” to provide agri-extension services to farmers. ISAP has established its first agriculture-based Community Radio Station (CRS) 'KisanVani' at 90.4FM at Sironj in Vidisha district of Madhya Pradesh. Kisan Vani is catalysing the process of rural empowerment in the surrounding 400 villages in the range of 40 km (due to geographical conditions) around Sironj. Kisan Vani, Sironj broadcasts timely and useful information for the farmers, such as advanced cropping techniques including INM, IPM, irrigation and plant protection, weather updates, mandi prices, information on government schemes related to health, agriculture, education and water.



RESEARCH STUDIES



EVALUATION AND IMPACT ASSESSMENT OF SUB-SCHEME AGRICULTURAL MARKETING INFRASTRUCTURE (AMDI) OF INTEGRATED SCHEME FOR AGRICULTURAL MARKETING (ISAM)

For creation of agricultural marketing infrastructure, Grameen Bhandaran Yojana (GBY) is being implemented since 01.04.2001 and Scheme for Development/Strengthening of Agricultural Marketing Infrastructure, Grading & Standardisation (AMIGS) is being implemented from 20.10.2004. In the Integrated Scheme for Agriculture Marketing (ISAM), these two, i.e. GBY and AMIGS are being subsumed into one sub scheme, which is henceforth known as Agricultural Marketing Infrastructure (AMI). The study was focussed on conducting the evaluation of the twelfth plan of the scheme. A sample of 7742 was covered in 18 states of India wherein storage, other than storage facilities' entrepreneurs, Financial Institutions, State/ District officials of the ISAM scheme, NABARD officials and DMI officials were interviewed for the primary data collection. An impact assessment study was completed with a report, which was analysed objective-wise using intensive statistical analysis



EVALUATION AND IMPACT ASSESSMENT OF THE SCHEME MASS MEDIA SUPPORT TO AGRICULTURAL EXTENSION (MMSAE) UNDER SUB-MISSION ON AGRICULTURAL EXTENSION (SMAE)

The Central Sector Scheme - Mass Media Support to Agricultural Extension was launched on 21st Jan, 2014 with a view to revamp agricultural extension services through augmented mass media support, especially the radio, television and print media, targeting multi-pronged information dissemination strategy. These media have an advantage of reaching a wide audience at a very low cost and at faster speed.

The Ministry had decided to get the scheme quickly evaluated for its operational performance and impact before its funding is continued further. In order to carry out this evaluation 'Indian Society of Agribusiness Professionals' was awarded this task through a proper bidding process. The objective of the assignment is to conduct comprehensive evaluation of different aspects of implementation of the scheme and also to assess the impact of programmes telecast/broadcast under the scheme. The study has been conducted in 10 states – two states from each region i.e. North, South, East, West and North-East, pre-defined in the ToR. State level interface meetings were carried out to assess the media network, selection of districts/blocks and media consumption issues. ToRs stipulated that the selection of districts/blocks should be done in consultation with the states. Senior State Functionaries were needed to be involved in this decisions, hence state level interfaces were organised. An impact assessment study was completed with a report which was analysed objective-wise using intensive statistical analysis.



BASELINE STUDY IN KOTA, RAJASTHAN-DCM SHRIRAM FOUNDATION

ISAP was appointed by DCM Shriram to conduct baseline study to assess needs of community pertaining to development in agriculture and allied sector in 20 villages of Seemalheri, Baniyani and Jodhpura blocks of Kota district of Rajasthan.

The objectives of the study were:

- To understand the needs of the community in villages positively impacted by the water conservation project, pertaining to water and agri allied sector development
- To have an understanding of the prevailing farm productivity, farm incomes, cropping pattern, and farm practices in the mentioned villages
- To propose recommendations for suitable approaches for enhancing agricultural productivity
- To provide fair estimate of likely improvement in farm productivity, farm incomes etc over a period of three years after adhering to and implementing above recommendations
- The data collected through the baseline survey was analysed using suitable analytical tools and a detailed report was prepared and submitted.

FINANCIALS



Balance Sheet as at 31st March, 2019

(Amount in Rs.)

Particulars	Note No.	31st March, 2019	31st March, 2018
I. EQUITY AND LIABILITIES			
(1) Shareholder's Funds			
(a) Share Capital	2	1,00,000	1,00,000
(b) Reserves and Surplus	3	11,88,11,415	11,50,62,777
(2) Non-Current Liabilities			
(a) Long-term borrowings	4	4,69,847	-
(b) Long-term provisions	5	30,78,483	20,30,359
(3) Current Liabilities			
(a) Short-term borrowings		-	-
(b) Trade payables		-	-
(c) Other current liabilities	6	5,83,34,163	7,97,71,983
(d) Short-term provisions	7	53,256	39,751
"Total"		18,08,47,164	19,70,04,870
II. Assets			
(1) Non-current assets			
<i>(a) Fixed assets</i>			
- Tangible assets	8	2,91,41,863	2,90,79,409
(b) Non Current Investment	9	1,01,90,000	1,01,90,000
(c) Long-term loans and advances		-	-
(d) Other non-current assets		-	-
(2) Current assets			
(a) Receivables	10	4,71,55,096	4,88,00,074
(b) Cash and cash equivalents	11	6,56,36,530	8,59,58,068
(c) Short-term loans and advances	12	1,06,15,288	1,09,61,139
(d) Other current assets	13	1,81,08,387	1,20,16,180
"Total"		18,08,47,164	19,70,04,870

Summary of Significant Accounting Policies |
 The accompanying notes (1-26) are integral part of Financial Statements

Signed in terms of our report of even date

For M S A & ASSOCIATES
 CHARTERED ACCOUNTANTS
 FRN No. - 009717N

CA SANJAY BHARDWAJ
 (PARTNER)
 M.No. - 087847

For and on Behalf of Board of Directors
 INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONALS

New Delhi

SUNIL DAGA KHAIRNAB
 DIRECTOR
 DIN NO. - 00147694

SUDARSHAN SURYAWANSHI
 DIRECTOR
 DIN NO. - 01871962

Place : New Delhi
 Date : 10.09.2019

INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONALS
 Plot No. B-1, Block B-1, 1st & 11nd Floor, Mohan Cooperative, Mathura Road, New Delhi - 110044
 CIN No. - U74899DL2001NPL109771

Statement of Income & Expenditure A/c for the year ended 31st March, 2019

(Amount in Rs.)

Particulars	Note No.	31st March, 2019	31st March, 2018
I. Revenue from operations		-	-
II. Other Income	14	23,99,97,500	24,14,39,650
III. Total Revenue (I + II)		23,99,97,500	24,14,39,650
IV. Expenses:			
- Purchase of Stock-in-Trade		-	-
- Changes in inventories of finished goods, work-in-progress and Stock-in-Trade		-	-
- Employee benefit expense	15	2,89,38,480	2,90,15,423
- Financial costs		4,88,947	-
- Depreciation and amortization expense	8	24,09,225	18,84,019
- Other expenses	16	20,44,12,210	20,20,12,098
Total Expenses		23,62,48,862	23,29,11,540
V. Surplus/(Deficit) before exceptional and extraordinary items and tax (III - IV)		37,48,638	85,28,111
VI. Exceptional Items			
- Prior Period Expenses / (Income)		-	-
VII. Surplus/(Deficit) before extraordinary items and tax (V - VI)		37,48,638	85,28,111
VIII. Extraordinary Items		-	-
IX. Surplus/(Deficit) before tax (VII - VIII)		37,48,638	85,28,111
X. Tax expense:			
- Current tax		-	-
- Deferred tax		-	-
XI. Surplus/(Deficit) for the period from continuing operations (IX - X)		37,48,638	85,28,111
XII. Surplus/(Deficit) from discontinuing operations		-	-
XIII. Tax expense of discontinuing operations		-	-
XIV. Surplus/(Deficit) from Discontinuing operations (XII - XIII)		-	-
XV. Surplus/(Deficit) for the period (XII + XV)		37,48,638	85,28,111

The accompanying notes (1-26) are integral part of Financial Statements

Signed in terms of our report of even date

For M S A & ASSOCIATES
 CHARTERED ACCOUNTANTS

FRN No. - 009717N

CA SANJAY BHARDWAJ
 (PARTNER)

M.No. - 087847

Place : New Delhi

Date : 10.09.2019

For and on Behalf of Board of Directors
 INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONALS

SUNIL DAGA KHANAR
 DIRECTOR

DIN NO. - 00147694

SUNIL DAGA KHANAR
 DIRECTOR

DIN NO. - 01871962

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