

Organization Profile, 2013

Agrocrats Society for Rural Development



ASORD



Rural Prosperity



Social Research
& Evaluation



Farm Technology



Training &
Development



Health &
Education

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TABLE OF CONTENTS

Table of Contents.....	1
Message from the president	3
Our Vision, Mission & Core Values.....	4
Our Strength	5
Our Intellectual Assets	6
ASORD Badi Model	6
Low Cost Irrigation Model through Bio Diesel.....	7
ASORD Remote Village Electricity Model through Bio-Diesel	8
Ongoing Projects.....	9
ASORD-NABARD WADI	9
NABARD SRI.....	10
SDTI SRI in Consortium with Pradan	11
ICAR National Agriculture Innovation Project.....	12
Microfinance with support from Rabobank & BASIX.....	13
ASORD Krishi Rishi Ashram	14
Agricultural technology Management Agency in Kanker	16
Vocational Training Provider	16
Chairman ITI-IMC Kondagaon.....	16
Significant Past Projects	17
1. Project Facilitating Team & Micro Planning Of Panchayats Under World Bank Poverty Reduction Programme	19

2. Socio Economic Development through Enhancement of Agricultural productivity & Biomass regeneration & conservation: A model programme for the Primitive Tribal Groups (PTG's)	20
3. Regeneration & Promotional Techniques of Bamboo Development & Handicraft Promotion Among Kamars	21
4. Enhancement of Livelihood Status of the Tribal Area of Chhattisgarh through Income Generating Activities.....	22
5. Transfer of Low Cost Technologies to Enhance Productivity.....	23
6. Socio-Economic Research & Development Plan for Tribals in North Bastar	24
7. Establishment of new gardens under National Horticultural Mission	25
8. Agricultural Extension Program under IXth five year plan	26
Finacial, Registration, Contact & Other Details	27

MESSAGE FROM THE PRESIDENT

It is a matter of great pride and satisfaction for us at ASORD, to familiarize you with the endeavours of the organization. Over the years, ASORD has evolved in the direction of providing inputs for Agriculture Development to sustainable livelihoods through Income Generation Activities, Plantation and Afforestation activities, Cultivation and Processing of Medicinal & Aromatic Plants, Collection and Processing of Minor Forest produce. The various dimensions of sustainable rural livelihoods through strengthening of the ecology vis-à-vis economic development of the tribal households have yielded fruitful results. In addition, ASORD has diversified its activities towards the setup of Research & Extension wing, which would provide support and technical guidance to the beneficiary families for the agriculture and forest based income sources. We are delighted to present you a glimpse of the diversified action-oriented activities taken up by the organization in the past few years since its formation. This year we have been involved in following task:

- Implementing ASORD-NABARD WADI : We are doing an implementation of the Wadi model with grant support from NABARD. The project is in its initial phases but we are preserving for optimum results.
- Implementing SRI with NABARD & also in Consortium with Pradan: SRI or Systematic Rice Intensification is a scientific methodology of rice cultivation with lower resources hence better returns. We were doing 2 SRI promotion projects, with NABARD & PRADAN.
- Executing ICAR National Agriculture Innovation Project as per plan: ICAR launched a country wide agriculture innovation and development project and ASORD has been a partner for implementation in parts of Chhatisgarh. We have innovated in water management with a 5% local pond model and we have implemented scientific improvements in poultry, piggery etc.

In addition to above we have progressed significantly on Microfinance program with support from Rabobank & BASIX, a brand new set of products and services have been designed and significant operating changes have been introduced to make our service delivery par excellence. The re-energized initiative will operate and yield results in the forthcoming year. Meanwhile, activities have been going on at ASORD Krishi Rishi Ashram, where we have been conducting training & extension workshops, research on farm practices and knowledge dissemination.

I am delighted to inform you that we have been selected as a partner in Agricultural technology Management Agency program for Kanker district. We have also been registered as a Vocational Training Provider for skill development and enhancement of the aspiring youth of this country.

We are also working on projects for introducing models for completely organic farming with intuitional support structures and income generation, readily implementable at a large scale. The journey has been tremendous so far, and now is the time for us to scale up our impact and deliver on our Vision, Mission and promises.



Looking forward to another fantastic year, Dhirendra Mishra

OUR VISION, MISSION & CORE VALUES

OUR VISION & MISSION

Vasudhev Kutumbakam & Advancement of Human Welfare, We will be a philanthropic organization, committed for Sustainable development with an ideology of "Growth with Equity"

OUR GOAL

Attaining Sustainable Development through creation of equitable social development, economic self-sufficiency and environment

SPECIFIC OBJECTIVES

- + To create self-employment in the rural population by multi-dimensional approaches**
- + Collection, preservation documentation and registration of bio-diversity**
- + Development of co-operative and participatory psychology among rural community**
- + Research on natural co-existence for sustainable development**
- + Development of alternative sustainable path through compatibility of indigenous and modern technologies**
- + Promotion of women and child development programmes.**
- + Promotion of education, literacy, health and family planning awareness**
- + Work with other organizations having similar objectives for strengthening the rural economic system.**

OUR STRENGTH



**17+ Years as an NGO
Operating in Bastar &
Chhattisgarh**

- Found in year 1995, we have been since working for Rural development since with an excellent track record, we are known for our strong and credible experience

**Leaders in Agricultural
Technology &
Productivity tools and
methods**



- We have well established expertise in crop productivity improvement, sustainable agriculture, agricultural innovation, organic methods, farm technology and mechanization



**Microfinance capability
with support from BASIX
& Rabobank**

- We have partnered with BASIX & Rabobank to scale up Microfinance initiative after the initial success with over 200 clients, pursuing excellence in service delivery & operations

**Worked with agencies
like World Bank,
NABARD, ICAR, Ministry
of Agriculture, Pradan**



- We have partnered on rural development project with the best and most relevant organizations in the sector, delivering expected results and assured impact



**Strong Experience in
Project Planning &
Administration**

- We have planned and executed at ground level, various projects and activities involving training, handholding, execution & research within budget and with results

**Understanding of
Ground Realities and
Implementation
capability**



- We are an organization that works hand in hand with the community every day, we understand the issues on the ground and have managed them effectively over a long period

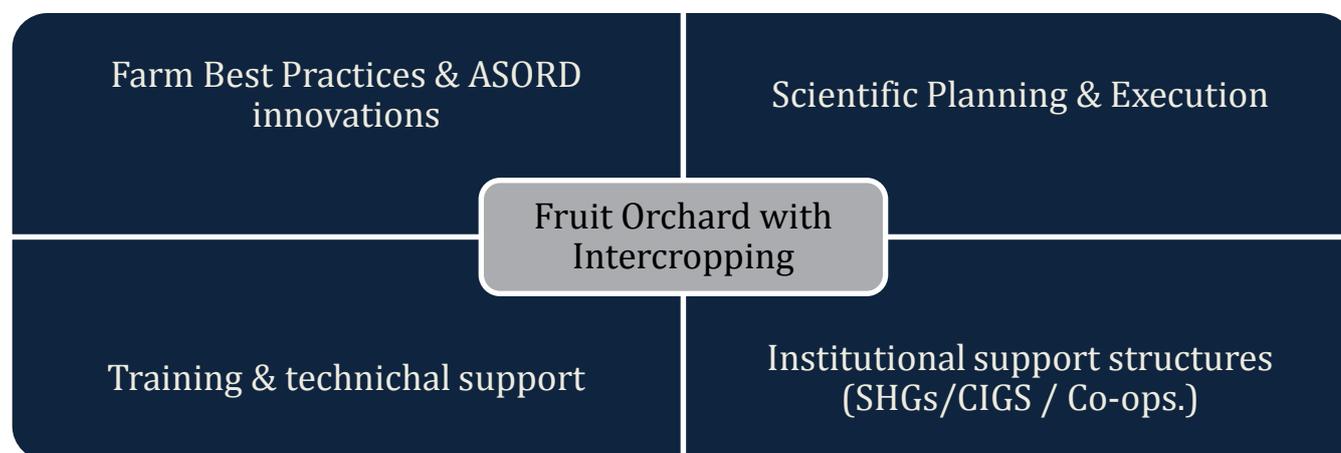


**Financial Muscle &
Assets with Turnover of
3+ Crores**

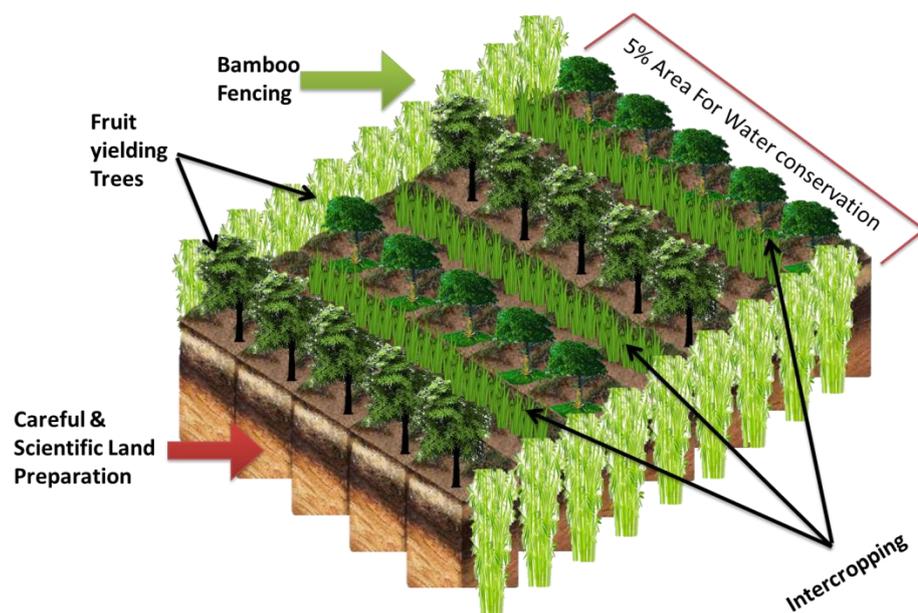
- We have the infrastructure and human resources to execute great projects and the financial muscle with turnover of 3+ cores to see through all seasons and tides

OUR INTELLECTUAL ASSETS

ASORD BADI MODEL



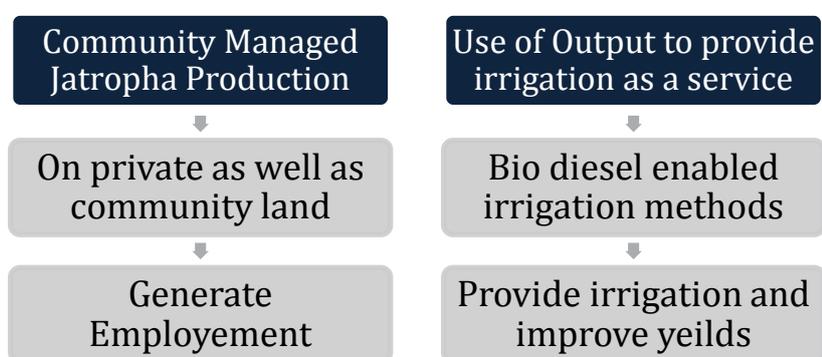
The ASORD wadi model is an outcome of our extensive research & development and years of experience in rural development combined with practical field knowledge and execution capability. It is designed to provide self-reliance and security to small and marginal farmers along institutional structures to enable continued support and empowerment. In simplest words it is a combination of fruit orchard with intercropping arrangements and farm best practices including ASORD innovations and implementation experience, with supporting execution and sustainability plan.



- ✚ One Wadi can be setup on one acre, feasible for small farmers
- ✚ Extensive technical support & training provided by ASORD
- ✚ Careful natural resource management for success in constrained areas
- ✚ Institutional support structures like SHGs/CIGs and village level committees and cooperatives
- ✚ Low cost nutrient management & irrigation using vermicomposting etc.
- ✚ Employs ASORD innovations along with farming best practices
- ✚ Employs frugal innovations in irrigation and pest control

We have found success with the model in past and we are currently implementing a version of it with NABARD grant in Chhattisgarh.

LOW COST IRRIGATION MODEL THROUGH BIO DIESEL



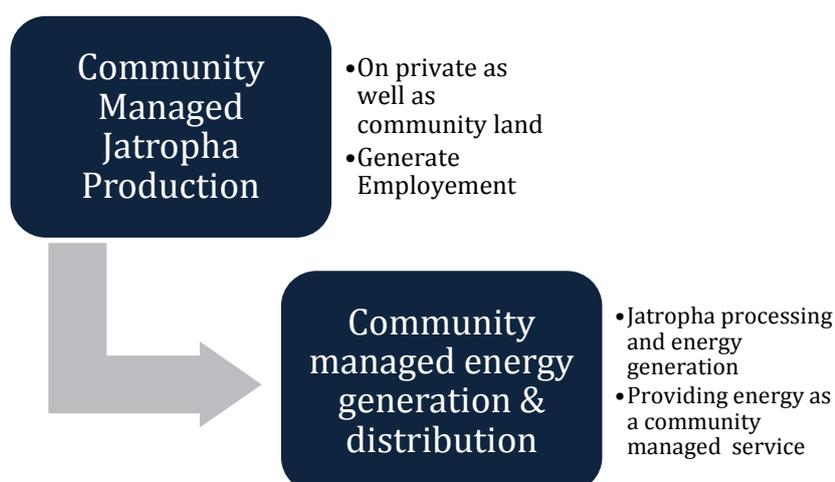
ASORD has carried out an extensive research on the production of Biodiesel from the Jatropha species. The salient features of the Low Cost irrigation model based on Biodiesel as proposed for 10,000 villages of Chhattisgarh state are:

- ✚ Increase in the irrigation potential through Low cost fuel.
- ✚ Low Cost Technology for Irrigation.
- ✚ Plantation would generate employment @ 18,750 man-days in a year.
- ✚ Wasteland can be utilized and converted into “productive state assets”.
- ✚ 1.20 lac ha additional area would be irrigated in the Kharif season.
- ✚ 1.20 lac ha additional assured irrigation for the Rabi season.
- ✚ Generation of several indirect benefits like boost in the diesel pump industry, various agro-processing industries etc.

ASORD has already initiated efforts for the development of model and in 1st phase of the model by plantation of Jatropha in year 2006-07:

- ✚ In Kanker District 60,400 plants of Jatropha planted in 3 villages out of which 44,900 plants on 35 selected tribal farmers & 15,500 plants on 15.50 acres selected community land.
- ✚ In Block Gariyaband & Chhura of Raipur District has done the plantation of 56,94,650 Jatropha plants on the lands 11,395 farmers of 132 villages.

ASORD REMOTE VILLAGE ELECTRICITY MODEL THROUGH BIO-DIESEL



ASORD is implementing the “Remote Village Electricity Model” in Chhattisgarh State to fulfil the following objectives:

- ✚ 5 hectares of community and 15 hectare of individual wasteland will get direct benefits of the Jatropha plantation which directly gives benefits to the 200 families with assured income through selling of the seeds and also gives benefits by conserving the gradual degradation of the forest.
- ✚ The implementation of the proposed model would be able to bestow an adequate amount of electricity facility to the 50 household of each village which gives direct benefit to the 500 households of the project area with assured facilities of power.
- ✚ The establishment of model gives direct benefits to the each family of project village will get the year round employment facilities through regular operation and maintenance works of the model results in the in-house year round employment amenities.

The remote village electrification model will be developed on the basis of following approximate criteria:

- ✚ Number of household per village – 50
- ✚ Load with 11W (each) connections – 1590 Watt
- ✚ Power Required – 2000 Watt = 2 KW
- ✚ Number of hour of operation – 8 Hours
- ✚ Amount of oil required per KW hour – 0.5 Kilogram
- ✚ Per day oil requirement – 8 kilogram
- ✚ Per year requirement – 3000 kilogram/year
- ✚ 1 kilogram of Jatropha oil from 3.4 kg of seed
- ✚ 3000 Kilogram of oil will require 11,520 kilogram of seed/year
- ✚ Taking losses into account say 15000 kilogram seeds/year
- ✚ Number of plants required (estimates of 3 kg seed/plant) – 5000
- ✚ Minimum of land area required per village – 2 ha. (2500 plants/hectare)

ONGOING PROJECTS

ASORD-NABARD WADI

Development of carefully planned and managed orchards on the grounds of small and marginal farmers and tribal families to create a consistent source of income and enabling self-reliance, implemented as a community based model ensuring education, empowerment & health services along with mainstream activities in 200 selected families of 6 villages

Financing	Implementation	Budget	Duration	Status
NABARD Grant & Loan	ASORD, Raigarh Sahyog Samiti, Agriculture departments & Universities	93 Lakhs	5 Years Starting FY 12	20% by both cost & time

The core interventions are designed not only to serve the purpose of income generation by sustainable orchards, but also to leverage the organization structure and contact channels created for the project to support health & literacy programs, SHG creation and Microfinance and women empowerment measures.



Establishment of orchard of the selected fruit crops as a core economic activity



Utilization of orchard fencing for planting of multi purpose forestry and economical species



Adoption of *in situ* soil conservation and low cost nutrient management measures



Development of water resources individually or on community basis



Adoption & Promotion of improved farming techniques by capacity building



Promotion of community health by running awareness program among beneficiaries



Drudgery reduction measures especially for women by supporting activities in the group



The goal is two pronged – Promoting self-reliance & Developing and leveraging community strength.

1. Promoting Self-reliance:- Each wadi of 1 acre consisting of 25 mango grafts and 30 Guavas with intercropping plants along with pitcher irrigation, soil conservation & nutrient management will allow the owner to cross the minimum income of 300,000/ yr by 10th year of operation
2. Developing & Leveraging community strength:- Wadi participant groups of 10 families each will be formed for project execution. These groups will form higher level structures at a later stage like cooperatives and production groups which can be leveraged for microfinance, health & awareness, farm practices and negotiating inputs etc. related initiatives.

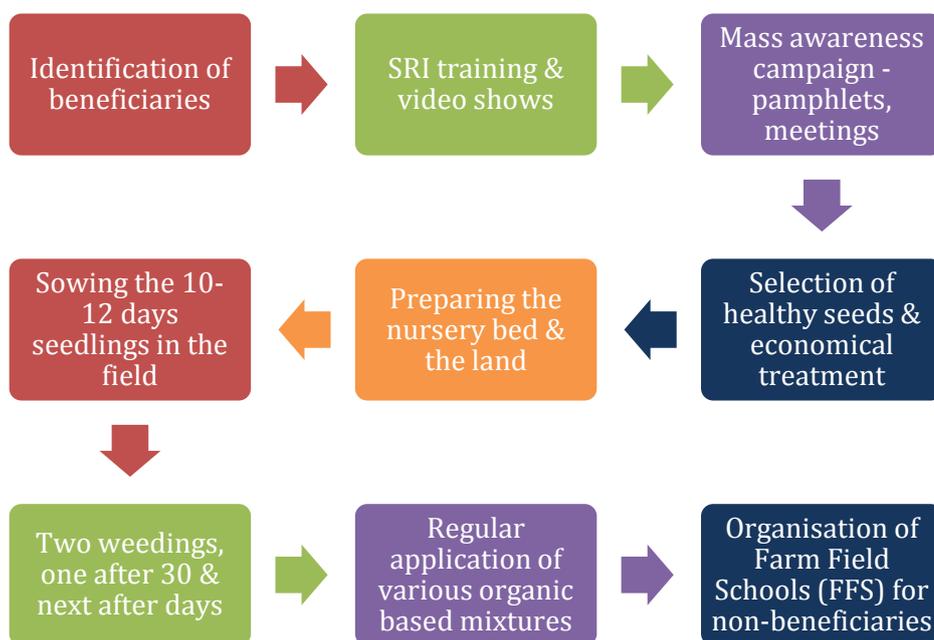
NABARD SRI

To introduce Systematic Rice Intensification (SRI) technique which reduces costs and improves productivity & returns in Paddy production through community managed sustainable agriculture (CMSA) systems by the mode of field level demonstration followed by training & handholding. Target of 400 families in the first year and 560 in the second year.

Financing	Implementation	Budget	Duration	Status
NABARD Grant & Loan, ASORD assets	ASORD, Govt. departments & Universities	17 Lakhs	2 Years Starting FY 11	Completed in Current Fiscal



This project is targeted to provide productivity hence income enhancement to small and marginal farmers. The project employs a well-established method of systematic rice intensification (SRI) which will replace the broadcasting method of sowing which is used by the target group due to lack of awareness and ineffective management of local resources. The project will also provide environmental benefits of soil, water & biodiversity conservation and less use of pesticides.



Cumulatively the project benefitted:

- 960 farmer families
- across 16 villages
- with over 400 acre of land
- In a relatively small budget of INR 17 lakh

Also it shows from the data that:

- a majority of beneficiaries were small farmers & had <= 0.5 acres of land

Over 800 walls were written for the mass awareness campaign, 32 trainings & video show were organized, 1160 pamphlets and brochures were distributed, quality seeds, weeders, markers etc. were provided to the beneficiaries.

This project given its budget and impact is a reflection of ASORD's ground level reach and connection with the community, and its ability to plan & implement projects while keeping with the economic, geographic & cultural constraints of the region we operate in.

SDTI SRI IN CONSORTIUM WITH PRADAN

Again employing the well-established SRI methodology for enhancing returns, this time with Professional Assistance for Development Action (PRADAN), New Delhi, this time in 19 villages of North Bastar district with a slightly modified implementation approach, appointing village resource persons who can lead at local level and arranging input support for enhanced and sustained impact

	Physical (No. of farmers)		Total SRI Area (In Acres)	Financial (In Rs.)	
	Target	Achieved	Achieved	Target	Achieved
2010 – 2011	100	200	48	231700	244479
2012 - 2012	500	667	228	473940	474247
Total	600	867	276	705640	718726



- ✚ We conducted an extensive cost/benefit analysis and impact analysis post the initiative which was reported in an extensive and standardized MIS format.
- ✚ The entire project was executed very efficiently within an ASORD budget of 2.5 lakhs, speaking for efficiency of our ground level operations and capabilities.

ICAR NATIONAL AGRICULTURE INNOVATION PROJECT

Livelihood and nutritional security of tribes and small farmers, by integrated farming and allied enterprises, a sub project under Indian Council for Agriculture Research’s NAIP initiative for increasing % of protected irrigated area, improving breed of poultry, pigs & livestock, setting up of fisheries, vermicomposting, lac cultivation & processing units

Financing	Implementation	Budget	Duration	Status
ICAR NAIP budget	ASORD with support from agriculture department and university	44 Lakhs	5 years Starting FY '09	Completed this Fiscal

The key innovations introduced by ASORD are:

- 5% Model to mitigate drought at critical phases of crops (Water Management Intervention) – The key idea was every plot should have 5% of area for water harvesting
- Adoption of Non Pesticide Management (NPM) and Organic Soil Management (OSM) technology through introduction of Jeevamruit & Chilli Garlic Paste in Paddy crop



5% Pond on Paddy field



Fisheries



Improving Goat Breed



Transplanting SRI



UREA Briquetting



Vermicomposting

The impact numbers of ASORD initiatives are given below:

Output Deliverables	Achievements (Achieved/ Partly achieved/Not achieved)
Increase in Protected Irrigated Area percentage	11 groups (80 farmers)
Breed Improvement of goat	24 groups (130 farmers)
Rearing of Poultry	10 groups (58 farmers)
Breed Improvement of Pig	8 groups (34 farmers)
Fish cultivation to increase average annual income	6 groups (70 farmers)
Availability of Fodder & fuel through establishment of silvi pasture field	4 groups (32 farmers)
Lac Cultivation	17 groups (86 farmers)
Vermicompost	20 groups (103 farmers)
Establishment of Urea briquette machine	1 group (5 farmers)
Establishment of Lac Processing Unit	2 groups (13 farmers)
Increase in production of paddy thorough SRI	50 famers
Non pesticidal management practices	50 farmers
Use of jeevamruit & chilli garlic paste	50 farmers
Use of ambika weeder	50 farmers

The 50 farmers which benefited from SRI, NPM, Jeevamruit & ambika weeder were not in the initial planned activity-beneficiary targets. ASORD found success in this project due to extensive relevant experience on the technical as well as planning/implementation side.

MICROFINANCE WITH SUPPORT FROM RABOBANK & BASIX

With our engagement in rural development, we have had experience in forming common interest groups and supporting livelihoods. We observed the strong need and lack of financial products & services in lives of the farmers we worked with. Hence in 2009, we started the microfinance activities with our own seed fund and observed >97% repayment with a positive impact on lives of the client. We are currently in the processing of scaling up this activity with financial support from Rabo Bank and institutional support from BASIX.

Financing	Active JLGs 'Dec 12	Disbursement	Outstanding credit	Recovery rate	Partnerships
Self, Upcoming from Rabo Bank	50	26 Lakhs	~14 Lakhs	>97%	BASIX & Rabo Bank

We have worked extensively with BASIX to ensure an efficient and client facing microfinance organizational capability. We have worked across parameters of organization design & structure, service operations, standard operating procedures, and product and services design aligned with our vision and mission. With the new energy and capability, we will be offering new products and services in SHG, JLG and individual formats. The offerings are given below:

Product Name	Size	Int. Rate	LPF	Cash Security	Moratoria period	Ins. Max& Min.	Mode	Insurance	Pre Closure Penalty
Trade/Services/ NFS	5000 – 15,000	24% Reducing	6%	10% of loan amt	60 Days	10-24 months	JLG SHG	As per Insurance Company	2% of o/s balance
Animal Husbandry/Dairy.	5000 – 25,000	24%	6%	10% of loan amt	60 Days	12-30 months	JLG	As per Insurance Company	2% of o/s balance
General Purpose Loan	3000 – 6000	24%	Min. (200/6%)	10% of loan amt	45 Days	6-12 months	JLG SHG security	As per Insurance Company	2% of o/s balance
Agriculture Ravi/Kharif	5000 – 20,000	21%	6%	10% of loan amt	180 Days	1 st inst. - Dec. 2 nd inst. - Last of May	JLG	As per Insurance Company	2% of o/s balance
Vegetable production	5000 – 10,000	24% Reducing	6%	10% of loan amt	60 Days	4 Equal inst. upto May.	JLG SHG	As per Insurance Company	2% of o/s balance
Loan to SHG	20,000 – 50,000	21%	1500- 3000	5% of loan amt	60 Days	12 - 36 months	Only SHG.	As per Insurance Company	2% of o/s balance

The operations are now completely computerized with the DELPHIX system now being implemented. Standard questioners are being deployed for SHG/JLG ratings, portfolio assessment, service delivery standardization and client feedback. We are determined to achieve excellence at every level.

ASORD sees microfinance as a strategic and client necessity and also an avenue to leverage the already established connection with our operational areas for purposes of development and empowerment. And by employing the best practices and methodologies with support from BASIX, we are well geared to make deeper inroads along this path.

ASORD KRISHI RISHI ASHRAM

To bring to light the idea that five basic elements of life vis-à-vis Mitti, Jal, Agni, Aakash, & Vaayu need the developmental elements vis-à-vis Human, Energy, Capital, Technique and Resources to sustain and bring prosperity, “ASORD Krishi Rishi Model” stands as a role model for this integration of age old understanding of tribes & their beliefs with the new age necessity for sustainable economic development. It also serves as an operating & vibrant connection of ASORD with the community.

ASORD has established a centre “Krishi Rishi Ashram”, at Village Kergaon, Block Gariyaband, District Raipur. A humanitarian as well as modern integration of rural society is the concept, which is achieved through the establishment of a centre at the working area. The activities under taken at this centre among the rural society are:

- ✚ Development & Scientific Research
- ✚ Training & Demonstration
- ✚ Processing Centre
- ✚ Community Spiritual Activities



The main aims for establishing the centre in remote area are:

- ✚ To disseminate “ASORD Krishi Rishi Model” for sustainable development of rural socio-culture value & rural livelihoods
- ✚ To integrate the rural society with mainstream ideas through the psychological and attitude change connecting the five elements of development to their own spiritual concept of life.

With the help of an external support & consultants, we have initiated a set of activities in the context of fast-changing development scenario both at the state & national level. An important finding was the challenge faced by various stakeholders in rural development with respect to socio-economic & natural impact. It was felt that there was a need to develop a mechanism of empowered participation of the community in planning, implementation and monitoring of social development. The primary operating method of the centre is to promote effective participation of primary stakeholders in the process of development by organising various activities.

NATURAL RESOURCE MANAGEMENT

One of the prime targets of the activity through the centre is to drive a campaign for the gradually degrading natural resources in the villages of the Block Gariyaband & Chhura.

- ✚ The centre has inducted an intensive crusade of plantation activities in the villages.
- ✚ A well-equipped nursery of 50,000 plants of Bamboo, Jackfruit, Drumstick, and Jatropha was established at the centre and the plants were distributed to villagers for plantation at their own & community land either free or at nominal cost.

PROMOTION OF BIO-FUEL CROP – JATROPHA

We are actively involved in the promotion of "Tree Borne Oilseed Crop – Jatropha" through this centre since last year. In the current year nursery of 56,94,650 plants (46,94,400 in 7120 earthen beds & 10,00,250 in poly bag) was established with the support of Chhattisgarh Renewable Energy Development Authority, Raipur. The plants were distributed free of cost in 62 villages of Block Gariyaband (24,89,650 plants to 4982 farmers) and 75 villages of Block Chhura (32,05,000 plants to 6413 farmers).



We have promoted the bio-diesel crop due to its various advantages – the plantation lends itself on low fertility marginal, degraded, fallow, waste and other lands such as along the canals, roads railway tracks, on borders of farmers’ fields as a boundary fence or live hedge in all areas, it can be used to reclaim waste lands in the forests and outside.



It is useful in meeting domestic needs of energy services including cooking and lighting; as an additional source of household income & employment through markets for fuel, fertilizer & animal feed, raw material for soap, cosmetics, etc. in creating environmental benefits – protection of crops or pasture lands, or as a hedge for erosion control, or as a windbreak and a source of organic manure. The proposed programme will also provide self-employment and there by create confidence amongst rural communities for self-reliance.



AGRICULTURAL TECHNOLOGY MANAGEMENT AGENCY IN KANKER

As ATMA partner for Kanker district we have been implementing a strategic plan to achieve:

- ✚ Improvement in yields of cereal crops
- ✚ Promote cultivation of fruit & vegetable crops,
- ✚ Stimulate lac cultivation and processing and
- ✚ Create awareness/adoption of modern fish culture as a means of income

We have started with Demonstration, Training & Exposure visits in this regard and the we will know the impact measurement results soon.

VOCATIONAL TRAINING PROVIDER

We have been providing training and development to the farmers & rural youth ever since we took this path. We have also worked extensively in providing professional training and livelihood support while developing expertise in project implementation and service delivery. We can say with confidence that we can now provide trainings which can lead to income generation and self-reliance. To proceed is this path we are now a registered vocational training provider and we will be implementing exciting plans in this regard in the coming years to enhance the youth skill set with communication, numerical, social, technical, problem solving and entrepreneurial skills.

CHAIRMAN ITI-IMC KONDAGAON

Management of ITI-IMC Kondagaon : Govt Project for upgradation of 1396 govt. it is by Public private partnership model, ASORD appointed as the Chairman, Institute Management Committee

Coordination	ASORD (IMC) Responsibilities	Scale & Duration
Directorate General of Employment Training	Generation & Utilization of Finance, Student & Development & Training, Faculty & Staff Development, Industry Interfacing	IMC Chairman, ITI Kondagaon, 2.5 Crore Project

We have been working to push the development plans of ITI Kondagaon, but the efforts have not yielded expected results and we have some unutilized funding. We have managed the funds with responsibility and transparency and we plan to serious action in the upcoming time to ensure the ITI reaches its full service potential and moves towards becoming a centre of excellence in agriculture & allied enterprises.

SIGNIFICANT PAST PROJECTS

A summary of significant past projects is given below:

S.No.	Project	Partners	Objective	Scale & Duration
1	Project Facilitating Team & Micro Planning Of Panchayats Under World Bank Poverty Reduction Programme	World Bank, Govt. of Chattisgarh	Micro Planning of 53 Panchayats, Project Facilitating Team for Implementation in Churra Block	5 Years, 2000 Grampanchayats in 40 Blocks of the state
2	Management of ITI-IMC Kondagaon : Govt Project for upgradation of 1396 govt. it is by Public private partnership model, ASORD appointed as the Chairman, Institute Management Committee ITI Kondagaon	Directorate General of Employment & Training	Generation & Utilization of Finance, Student Development & Training, Faculty & Staff Development, Industry Interfacing	IMC Chairman, ITI Kondagaon, 2.5 Crore Project
3	Socio Economic Development through Enhancement of Agricultural productivity & Biomass regeneration & conservation: A model programme for the Primitive Tribal Groups (PTG's)	Indigenous	Establishment of "ASORD Badi Model", Lac Multiplication & Processing Programme, Intensive Technical Training & Skill-upliftment Programme	35 Villages, 5887 families, Gariyaband, Pandariya, Bodla, Bagicha, Bilha, Naryanpur and Batauli block
4	Regeneration & Promotional Techniques of Bamboo Development & Handicraft Promotion Among Kamars	Kamar Primitive Tribal Group	Regeneration of Bamboo Resources, Promotion of Bamboo Arts & Skills, Establishment of Residential Centre & Peripatetic Training Camps	50 Villages, 200 Families, 100 Acres area of Gariyaband Block, District Raipur
5	Enhancement of Livelihood Status of the Tribal Area of Chhattisgarh through Income Generating Activities	Indigenous	Badi Plantation, Promotion of Medicinal & Aromatic Cultivation, Establishment of Procurement & Value Addition Centre for medicinal & aromatic crops & forest produce, Skill Training	50 Villages, 1000 socially backward tribal families, Gariyaband Block
6	Transfer of Low Cost Technologies to Enhance Productivity	Indigenous	Transfer of technologies like zero cool energy chamber, low lift pump, pitcher system and soil	5 Villages, 375 beneficiaries, 25 SHGs formed, Skill & Technology Training

			testing kit to peasants and rural youth given	
7	Socio-Economic Research & Development Plan for Tribals in North Bastar	Indigenous	Study of land use & economic activities, Strategic intervention plan for economic development	North Bastar, Kanker District
8	Establishment of new gardens under National Horticultural Mission	National Horticulture Mission	Development of new gardens, Vermi-Compost Units, Micro Irrigation Systems, & Irrigation Resources	2 Districts, 6 Blocks, 50 Villages, 1120 Farmers, 734 Ha area under Main Crop in new gardens, 910 Ha including inter crop
9	Boosting Agricultural Productivity through soil & water conservation	Indigenous	Enhancing agricultural productivity for primitive tribal groups (PTGs)	2055 Acres, 91 Villages
10	Agricultural Extension Program under IX th five year plan	Government of India	Training & Awareness Campaigns, documentation of farming systems, surveys & Knowledge transfers for improved farm practices	4 blocks, 65 villages, 5 years

1. PROJECT FACILITATING TEAM & MICRO PLANNING OF PANCHAYATS UNDER WORLD BANK POVERTY REDUCTION PROGRAMME

Govt. Of Chhattisgarh had initiated a 5-year project “Chhattisgarh district poverty reduction programme” with assistance of world bank in selected 2000 gram panchayats of 40 blocks of state. ASORD was appointed for the preparation of “micro-plan of 53 panchayats” of block basna, district mahasamund and “project facilitating team” for implementing the project in block chhura, district Raipur.



The micro-plan work of project was to develop a plan of panchayats on following aspects:

- ✚ enhancement of organization and entrepreneurial skills among the poor
- ✚ Community control over the design, implementation and financial management of projects
- ✚ finalization of target groups
- ✚ formulate management plan of development programmes for the poor.
- ✚ participation of community in development decisions
- ✚ planning for capacity building, accountability and coordinating role of the pri's

The “project facilitating team” of asord will play a following role in implementation of project:

- ✚ project facilitation teams (pfts) were a core group determining the project's success.
- ✚ PFTs created the common income groups (CIGs) for the development of self-employment resources.
- ✚ PFTs will also help the gps to prepare their own sub-projects its implementation and accounting.
- ✚ Ensure training of cigs in project preparation, project management, accounting & bookkeeping.
- ✚ Help the cigs to formulate proposals for activities to be undertaken by them.
- ✚ Help cigs in establishing linkages with the banks, government offices, markets and mandis, etc.
- ✚ Monitoring of sub-projects and documentation.
- ✚ Providing administrative and technical support to the panchayati raj institutions for infrastructure development such as rural roads, drinking water, electricity or any other infrastructure required for the socio economic development of the villages.

2. SOCIO ECONOMIC DEVELOPMENT THROUGH ENHANCEMENT OF AGRICULTURAL PRODUCTIVITY & BIOMASS REGENERATION & CONSERVATION: A MODEL PROGRAMME FOR THE PRIMITIVE TRIBAL GROUPS (PTG'S)

The project has been implemented in Gariyaband, Pandariya, Bodla, Bagicha, Bilha, Naryanpur and Batauli block of Chhattisgarh state. *The project provides direct benefits to the 5,887 PTG families and indirectly benefits to 2,500 families of the 35 villages of the project area through the implementation of following activities:*

IMPLEMENTATION OF "ASORD BADI MODEL"



- ✚ "ASORD Badi Model" has been established at "one-acre degraded cultivable wasteland" of each beneficiary to provide the additional income apart from their traditional cultivated area.
- ✚ The planting of fruit crops like Mango, Banana, Jackfruit and Munga as main horticulture crops are the major part of "Badi Model".
- ✚ The Bamboo plant on the outer border to serve as a live hedge cum windbreak as well as material for bamboo craft.
- ✚ The inter space available in between the fruit plants will be used for cultivating aromatic crop, "Patchouli", maize, arhar and seasonal vegetables.
- ✚ The core support for orchard development provided in the form of good quality inputs e.g. grafted plants, quality saplings, balance use of fertilisers, etc.
- ✚ The establishment of model badi will help in increasing the land use in the range of 30-75%.

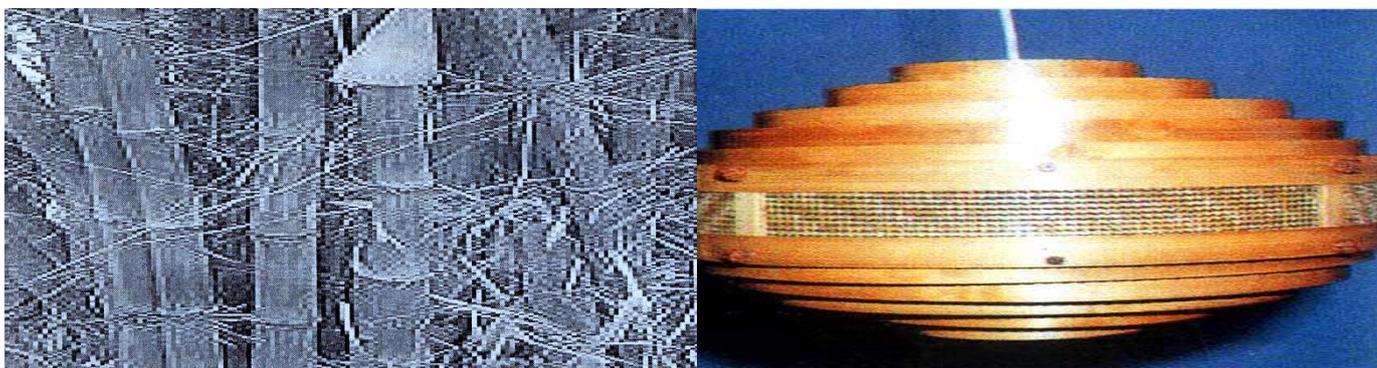
LAC MULTIPLICATION & PROCESSING PROGRAMME

- ✚ The beneficiaries would be trained in the quality production of Lac with the mass scale multiplication campaign of Lac insect on "Kusum and Palas Plants".
- ✚ The activity is also supported by the establishment of a lac procurement and processing centre at "District Bilaspur" to assure forward-linkage support to beneficiary families by on-site buy-back facilities at higher rates and to provide the facilities of local value addition of lac.

INTENSIVE TECHNICAL TRAINING & SKILL-UPLIFTMENT PROGRAMME

Training on establishment & management of the badi and cultivation of medicinal & aromatic crops, on multiplication & improved production techniques of lac to attain the maximum returns of the lac multiplication. Training activities help the beneficiary families to improve their skills and capabilities useful for self-employment and income generation.

3. REGENERATION & PROMOTIONAL TECHNIQUES OF BAMBOO DEVELOPMENT & HANDICRAFT PROMOTION AMONG KAMARS



The project was implemented among the “Kamar Primitive Tribal Groups” of Gariyaband Block, District Raipur in 50 villages covering 200 families. The major activities include the following activities:

REGENERATION OF BAMBOO RESOURCES

- ✚ Regeneration of Bamboo species Bambusa bamboos which is having very high commercial value and can be used effectively to prepare the bamboo crafts and decorative.
- ✚ The regeneration work will be done on the 0.5 acres land of each beneficiary i.e. in total area of regeneration of bamboo in the 50 project villages will reach 100 acres after the completion of the project.

PROMOTION OF BAMBOO ARTS & SKILLS

- ✚ The project aims to provide the maximum returns from the bamboo sector among the project beneficiaries by the methods of improved skills of preparing bamboo craft, decorative and sculptures.
- ✚ The all type's necessary items will be provided to the production groups to prepare every type of bamboo crafts, decorative and sculptures as per demands of the local and international market.

ESTABLISHMENT OF RESIDENTIAL CENTRE & PERIPATETIC TRAINING CAMPS

- ✚ The objective of skill base training will be achieved by the establishment of “residential training centre” at Village Kergaon, Gariyaband Block.
- ✚ The instructor having full skills in preparation of the specialised bamboo articles will give the trainings as per the needs and skills of beneficiaries on the generation of employment time to time among the tribes at this centre.
- ✚ The resources like inputs, implements, etc. during the training process was given to the beneficiaries.
- ✚ The trainings of both comprehensive and specialised type were given to beneficiaries.

4. ENHANCEMENT OF LIVELIHOOD STATUS OF THE TRIBAL AREA OF CHHATTISGARH THROUGH INCOME GENERATING ACTIVITIES

The project has been implemented by ASORD among the socially-backward tribal families of Gariyaband block in Raipur district in 50 villages. The major activities in the project were:

BADI PLANTATION

- ✚ Plantation of commercially important fruits and forest plants Aonla, Moonga & Bamboo in the homestead garden "Badi" or field.
- ✚ 1,000 tribal families were benefited by the activity.

PROMOTION OF MEDICINAL & AROMATIC CULTIVATION

The main emphasis in project is to promote the adoption of commercial medicinal & aromatic crops.

- ✚ Production technology demonstration on "Palma Rosa" in the 100 acres of cultivable degraded wasteland of the tribal families.
- ✚ Facilities of assured forward and backward linkage support.
- ✚ Establishment of Procurement & Value Addition Centre for medicinal & aromatic crops
- ✚ Establishment of procurement & value addition centre at "Village Kergaon, Gariyaband" for processing of minor forest, lac, medicinal and aromatic produce.
- ✚ Centre will provide the facilities to processing up to the level of end product like pulp, oil, lac, etc. to increase the income levels.

MULTIPLICATION OF LAC INSECT

- ✚ The tribal beneficiaries would be trained in the quality production of Lac with the mass scale multiplication campaign of Lac insect on "Kusum and Palas Plants".
- ✚ The main aim of the activity is to regenerate the insects of lac as the tribes of these areas are actively engaged in the production of lac.

ESTABLISHMENT OF LAC PROCUREMENT, PROCESSING & QUALITY TESTING CENTRE

- ✚ Establishment of lac procurement, processing and quality testing centre at "Village Kergaon, Gariyaband".
- ✚ The centre will provide assured forward-linkage support to the tribes by on-site buy-back facilities of lac at higher rates and to provide the facilities of local value addition & quality testing of lac.

SKILL-BASED TECHNICAL TRAININGS

- ✚ The beneficiaries were practically trained on various agriculture, horticulture, medicinal and aromatic crops & minor forest.
- ✚ The tribes were trained in cultivation practices and value addition techniques.

5. TRANSFER OF LOW COST TECHNOLOGIES TO ENHANCE PRODUCTIVITY



ASORD had organised various trainings on the transfer of different low cost technologies useful for increasing the income levels of the farmers by reducing the production cost. The main objectives of the programme are as follows:

- ✚ Transfer of low cost technologies like zero cool energy chamber, low lift pump, NPV, pitcher system, and soil testing kit to resource poor peasants and rural youth
- ✚ Improving the net productivity and profit of agriculture sector.
- ✚ To improve the skill of the target groups.
- ✚ Strengthening the economic conditions of the target group.

The programme was completed in two phases: i) survey and training & ii) formation of self help group.

SURVEY & TRAINING

In the first phase of training over all 375 beneficiaries was selected i.e. 75 beneficiaries at each village. In the first phase initially the survey was organised than after pre-training evaluation and training's on the above-mentioned technologies was organised. The formation of SHG and advantages of SHG was also considered as the one of the subject in the training.

FORMATION OF SELF-HELP GROUPS

Total number of 5 self-help groups was formed at each village with total number of 15 members each group, i.e. total 75 self-help groups was formed in total 5 selected programme villages. After the formation of the self-help groups, a set of each training component, i.e. soil testing kit, zero energy cool chamber, pitcher system, low lift pump and nuclear polyhydrosis virus was given to each group as preliminary assistance by the project team. The self-help groups could start their primary incomes by offering these services to the other villagers or among the members of their group by taking nominal fees for availing the services.

6. SOCIO-ECONOMIC RESEARCH & DEVELOPMENT PLAN FOR TRIBALS IN NORTH BASTAR



ASORD has undertaken an exploratory project on the socio-economic development of north Bastar tribal population entitle – “Survey for Land Use and Effective Changes toward Sustaining and Economic Upliftment of Bastar tribes” with the following objectives:

- ✚ To study the various aspects of land development and socio-economic activity.
- ✚ Preparation of strategic plan of the economic development of tribes.

The team had also studied necessary reports and literature pertaining to the socio-economic status of North Bastar district and its inhabitants. Based on the survey and literature data, a base document containing tentative developmental programmes and strategy was prepared for second round of discussions with field level government officials, social workers and non-governmental organization in the district.

In view of the immense importance of the subject a master plan encompassing all aspects of the over all socio-economic development of tribes of North Bastar district has been prepared on the basis of the results of the survey and discussions at various reports on the present status of the district. This plan besides increase in area and production, will generate huge employment for the urban and rural youth, women’s, landless and marginal farmers especially tribes.

7. ESTABLISHMENT OF NEW GARDENS UNDER NATIONAL HORTICULTURAL MISSION

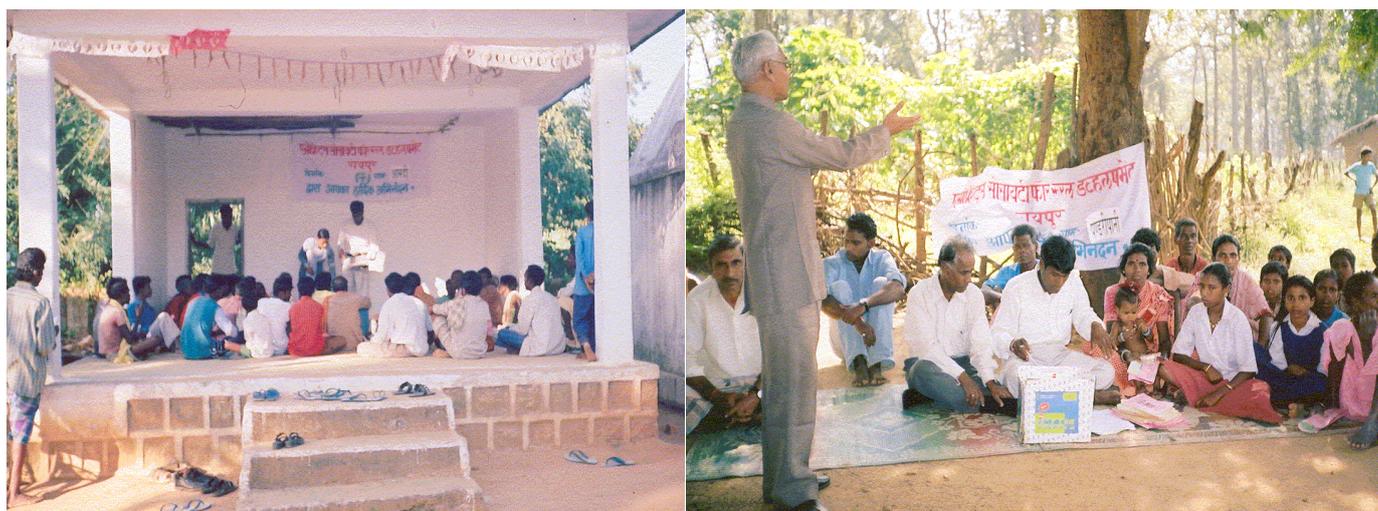
The programme was implemented by ASORD in Pandariya & Bodla blocks of District Kabirdham and Pathariya, Bilha, Kota, Masturi, Takhatpur & Lormi blocks of District Bilaspur.

- ✚ The cluster approach was adopted for the implementation of the programme.
- ✚ A single cluster was defined as minimum area of 250 acres from the villages situated in the periphery of 15 Kms. And the minimum area per village should be minimum 25 acres for establishment of new gardens. The objectives of the programme are following:
 - ✚ Establishment of new gardens on selected farmers' field: 75% of cost as assistance was provided on plant material & inputs required. The assistance involved in other components i.e. preparation of land, digging, pits, manuring, irrigation/watering was born by the beneficiary. The plantation of fruit crops with intercrop of flowers, spices or aromatic crops will be established in new gardens.
 - ✚ Establishment of Vermi-compost units on farmers' field: 50% of cost as assistance was provided on establishment of vermi-compost unit for one hectare. The total cost for one unit was around Rs. 60,000.00 per hectare.
 - ✚ Establishment of Micro-irrigation systems on farmers' field: The assistance was provided to farmers for the development of the micro-irrigation/sprinkler resources in the established or new gardens. The total assistance of 70% to the marginal/small farmers & 50% to the other farmers.
 - ✚ Establishment of irrigation resources: The farmers were 100% assisted to develop the irrigation resources in new gardens on community basis through establishment of community tanks, pond or bore-wells.

Table below gives a snapshot of scale and achievement under this project:

District	Block	Cluster	Villages	Farmers	CIPs	New Area - Main Crop	New Area - Inter Crop
Kabirdham	Pandariya	Pandariya	7	136	10	100	200
	Bodla	Bodla	7	174	11	100	250
Bilaspur	Pathariya	Salfa	13	209	40	155	255
	Masturi	Risda	6	220	32	134	160
	Bilha	Mangla	5	224	26	100	45
	Lormi	Ghanaghat	12	157	31	145	-
	Total			50	1120	150	734

8. AGRICULTURAL EXTENSION PROGRAM UNDER IXTH FIVE YEAR PLAN



Asord has been actively engaged in capacity building of various beneficiaries, field level professionals and extension volunteers.

The ministry of agriculture, government of india, selected the asord as one of the implementing agencies under the scheme in the financial year 2002-03 of ix-five year plan. Under this scheme 4 voluntary organizations would be selected in a year at national level for the period of five years. In the first year of the programme was implemented in the 4 blocks of mahasamund district covering 65 villages. Presently asord had selected kabirdham district for the implementation of the programme. Under this scheme asord is conducting rigorous demonstrations, training camps, awareness campaigns, documentation of farming systems, surveys and farmers visits with in the state for the introduction and adoption of improved agriculture technologies among the farmers.

The various facets covered under the capacity building programme include the technical, social and management aspects of various themes like:

- ✚ improved agriculture practices.
- ✚ low cost technology for irrigation.
- ✚ integrated nutrient management.
- ✚ integrated pest management.
- ✚ horticulture & agro-forestry plantation practices.
- ✚ cultivation of medicinal & aromatic crops.
- ✚ vegetable cultivation.
- ✚ cultivation of mushroom.
- ✚ collection and processing of mfp's
- ✚ Cultivation, procurement & processing of lac
- ✚ Micro planning and problem solving techniques.

FINACIAL, REGISTRATION, CONTACT & OTHER DETAILS

FINACIAL SNAPSHOT

Financial Performance Summary for last three years

<i>All figures In INR</i>	<i>(2008-09)</i>	<i>(2009-10) (Rs)</i>	<i>(2010-11) (Rs)</i>
Turnover	35,40,897.36	39,46,006.61	42,78,097.44
Profit after Tax	NIL	NIL	NIL
Net Worth	35,40,897.36	39,46,006.61	42,78,097.44

REGISTRATION & SPECIFICS

Registration	2833 Dated 28th November 1995 under M. P. Society Registration Act 1973
FCRA Number	327520037 With Nature of "Social"
PAN Number	AABTA3549B
12AA (1) (B) Number	Serial Number 48 Effective From 28TH January 2004
Infrastructure	<ul style="list-style-type: none"> • 2 telephone connections with number 0771-3291936; 4066808 • Residential Training cum Processing Centre - "Krishi Rishi Ashram" in 8 acres of area 130 kms. from Raipur at Village - Kergaon, Block - Gariyaband

OUR ORGANIZATION STRUCTURE

