

2023-24 ANNUAL REPORT

AGROCRATS SOCIETY FOR RURAL DEVELOPMENT



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At a Glance On Organization

- 1. Name of Organization:** Agrocrats' Society for Rural Development (ASORD)
- 2. Vision:** Vasudhev Kutumbakam and advancement of human welfare
- 3. Mission:** We are a philanthropic organization committed for Sustainable Development with an ideology of "Growth with Equity"
- 4. Address:** C/23, In Front DEO Office, Besides Bank of Baroda, Shailendra Nagar, Raipur
- 5. Tele-FAX.:** 0771-4066808
- 6. Mobile:** 09993099488, 09993099490
- 7. Email:** agrocrats_society@rediffmail.com
- 8. Year of Establishment:** 2833 Dated 28th November 1995 under M. P. Society Registration Act 1973
- 9. FC Registration:** 327520037 with Nature of "Social"
- 10. PAN No.:** AABTA3549B
- 11. 12AA (1) (B) Number:** Serial Number 48 Effective from 28th Jan. 2004
- 12. Exemption U/S Section:** Serial Number 37/08-09 Effective from 1st
- 13. 80 G of IT Act 1961:** February 2008
- 14. Place of Working:** Presently working in 5 Districts of Chhattisgarh State, earlier in 10 district
- 15. Details of Board Member:**
 - a. President:** Dhirendra Mishra, Economist
 - b. Vice President:** Bhumika Gupta, Lawyer
 - c. Secretary:** Dr. Rajnish Gupta, Agri. Extension
 - d. Joint Secy:** Gurucharan Nirmalkar, Sociologist
 - e. Treasurer:** Dr. C. K. Chandravanshi, Agri. Entomologist
 - f. Board Member:** Urmila Mishra, Chemist Sangita Chandravanshi, Educationalist
- 16. Infrastructure Available:**
 - 2 telephone connections with number 0771-3291936; 4066808
 - ASORD Research & Development Centre at VIP Road, Raipur with complete facilities of testing equipments

Residential Training cum Processing Centre – "Krishi Rishi Ashram" in 8 acres of area 130 kms. from Raipur at Village – Kergaon, Block – Gariyaband

President's Note



**Dhirendra Mishra,
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, Water and soil conservation 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, resource organization for GIS assisted INRM planning for MGNREGA which would provide support and technical guidance to the beneficiaries to improve their forest and agro based income through a robust planning e-mechanism in place. 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. In addition to above we have progressed significantly on Microfinance program, mainstreaming GIS in MGNREGA, supporting State as Mega Watershed Management for MGNREGA-NRLM convergence programme with the generous support from BRLF, Ford Foundation, NABARD and Chhattisgarh Government. The re-energized initiative will operate and yield results in the forthcoming year. Meanwhile, activities have been going on at ASORD's *Krishi Rishi Ashram* in Kergaon, Gariyaband where we have been conducting training & extension workshops, research on farm practices and knowledge dissemination. 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"

1. ORGANIZATIONAL PROFILE

Agrocrats' Society for Rural Development (ASORD) is working since 1995. ASORD focus to work an artistic change in the rural social system of small and marginal community through diversified and sustainable system. ASORD moved ahead in the direction of social and economic upliftment of downtrodden tribal families by providing inputs for economic development for sustainable livelihoods through various income generating activities in agriculture, animal husbandry, horticulture, MFP & allied enterprises with our commitment for sustainable development with **vision of "Vasudhev Kutumbakam & advancement of human welfare" & mission "Growth with Equity"**.

ASORD is spread up all throughout Chhattisgarh state. The head office is situated at capital of Chhattisgarh and 3 regional offices are established in different districts of Chhattisgarh.

The various new dimensions of sustainable rural livelihoods through strengthening of the ecology vis-à-vis economic upliftment have yielded fruitful results. In addition, established R&D-wing, which would provide support and technical guidance to beneficiary families for agriculture allied and forest-based income sources. Our model of NRM got the all-round recognition and participating community has recognized as very appropriate for the backward districts, particularly, the tribal districts.

During past years, we had implemented many development projects in the tribal and rural areas of approximately 450 villages. The impacts of the projects were quite attractive and enthusiastic and due to result of which the villagers had gained very much to join the stream of development. We have formed 1300 CIG's in order to earn their livelihood. The organization is having well experienced technically qualified human resources in the field of rural technology, economics, anthropologist, agriculture, horticulture, survey monitoring and evaluation etc. Its young enthusiastic and energetic team carries out the planning and implementing activities.

Organization has initially inception of Micro Finance work from Nov. 2007 when we try to make understand the concept of Micro Finance through attend the training program of Micro Finance which was held on Xidas management institute Jabalpur. Then after Governing Body of organization decide to take support from Indian Gramin services (Basix) for intuitional development, upgrade his staff's skill and capacity building for micro finance work. In the meanwhile organization decided to start micro finance operational work and select the area Raipur urban for MF work because minimize the cost of operational and establishment charges.

OUR VISION

Vasudhev Kutumbakam and advancement of human welfare

OUR MISSION

We are 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 conservation

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.



1. Participatory Planning for Watershed Management

'High Impact Mega Watershed Project in Chhattisgarh' in partnership with the Govt. of Chhattisgarh, Bharat Rural Livelihoods Foundation and Axis Bank Foundation was introduced in Dhamtari district in Oct 2018-19. Project aims to 694,500 hectares of catchments in the upper ridges in 26 blocks of 12 districts in the state of Chhattisgarh and improve the cropping intensity in about 350,000 hectares of land. Project focuses in the checking of rain-water run-off by 50% in operational village area, capacity building of the community members, small farmers, PRI members and ground level staff of NREGA around watershed management approach, improved technique in farm based livelihood and development of sense of ownership on soil and water conservation planning for their village.

Phase II of this project started in 2022-23 FY with the objective to translate the change further and extend the impact made by the phase I implementations.

Goal:

- ✓ To increase the income of 1,50,000 small and marginalised households to an additional
- ✓ 25% on a sustainable basis.
- ✓ Key objective:
- ✓ Land and water treatment measures in 5 lakh hectares
- ✓ Double cropping intensity in 3.5 lakh hectares of land
- ✓ Sustainable increase in income of 1,50,000 small and marginalized households with the
- ✓ inclusion of women collectives
- ✓ Promote APC covering 40,000 households
- ✓ Support 1,10,000 households to enhance their income through the improved practice of
- ✓ diversified livelihood activities
- ✓ Build capacities of frontline functionaries, community and CSOs on watershed and
- ✓ livelihood intensification.

Scope in HIMWP Phase II

Completion of the work planned under DPR

Restoration of 5 lakh Ha of land through land and water treatment

Utilisation of NRM assets through gainful livelihood interventions

Rs 400 crores will be leveraged under NRM based work

50 000 households will be supported to increase their income by 25 under various livelihood activities

Convergence with line departments for livelihood layering Rs 39 crores will be leveraged

2. Kanchanpur Watershed Development Project

Located in the Kota Block of Bilaspur District, this project focuses on Integrated Natural Resource Planning.

- **Objective:** To treat 755 hectares of land and 251 hectares of drainage lines to reduce soil erosion by 75-80%.
- **Environmental Impact:** Plans aim to convert approximately 90 hectares of fallow land into productive agricultural land while increasing crop production.



3. Rural Haat Infrastructure & Impact

ASORD has facilitated the development of modern "Rural Haats" to provide safe, clean, and organized trading spaces for farmers and artisans.

- **Rajpur Haat (Bilaspur):** Developed at a cost of ₹14.92 Lakh, providing 32,700 sq. ft. of trading space with drinking water, lighting, and sanitation facilities.



- **Raniganv Haat (Bilaspur):** Constructed for ₹16.67 Lakh, with substantial funding support (₹14.94 Lakh) from NABARD.
- **Roharakala Haat (Mungeli):** A large-scale market covering 56,700 sq. ft. to support local trade.
- **Rasela Haat (Gariaband):** Established at a cost of ₹15 Lakh to eliminate the difficulties of open-air markets during monsoon seasons.

4. Livelihood & Social Impact Case Studies

Mushroom Production (Maa Danteshwari SHG)

In Belora village, the Maa Danteshwari Self-Help Group (SHG) transitioned from daily wage labor to scientific mushroom cultivation.

- **Outcome:** The group now produces approximately 5kg of mushrooms daily, generating a daily income of ₹800 (at ₹160/kg).
- **Social Change:** Beyond income, the members have formed a "Livelihood Committee" to share technical knowledge with other SHGs.

Diversified Farming & Pisciculture

Individual farmers like Indulal Nishad from Giraud village have seen dramatic income shifts through technical guidance.

- **Intervention:** ASORD supported the conversion of an unused pond ("Dabari") into a productive fishery, stocking it with Grass Carp, Rohu, and Katla fish.
- **Technological Shift:** The family also adopted "Machaan" (trellis) methods for vegetable cultivation using polymer wire and high-quality seeds.

Fishery Farmer Producer Organization (FFPO) – Tikamgarh (Madhy Pradesh)

The FFPO initiative in Tikamgarh district Madhy Pradesh focuses on institutionalizing fish farming through convergence with the Fisheries Department and District Panchayat.

- **Activities:** Organized exposure visits to government farms, awareness programs in Baldevgarh, and Annual General Meetings (AGM) to strengthen farmer governance.

5. Organizational Profile & Governance

- **Registered Office:** Raipur, Chhattisgarh.
- **Operational Approach:** ASORD utilizes GIS-based planning, socio-economic surveys, and climate studies to ensure the sustainability of rural interventions.

Major Partners: National Bank for Agriculture and Rural Development (NABARD), Bharat Rural Livelihoods Foundation (BRLF), Axis Bank Foundation, and the Government of Chhattisgarh.