



**VIJAYVAHINI
CHARITABLE
FOUNDATION**

Corporate No. 19A/1A TRUSTS

ANNUAL REPORT 19-20

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NUTRITION

INTEGRATED NUTRITION PROGRAM

PROBLEM STATEMENT :

Malnutrition is a universal issue holding back development with unacceptable human consequences. In India, the burden of malnutrition amongst women and children is unacceptably high and progress is slow. Andhra Pradesh's stunting rate is 31.4% and the analysis shows that the rural population is more vulnerable to stunting in comparison with urban population. Whilst Kurnool district has the highest rate of stunting at 44.1%, Krishna district has the lowest rate of stunting at 22.6%. Overall, 17.2% of children under five are wasted in Andhra Pradesh.

The Government of Andhra Pradesh is committed to accelerating the reduction of all forms of malnutrition in Women and Children, with an aim to deliver evidence-based nutrition services at scale with equity. By adopting the multi-faceted approach to nutritional security and working with stake holders across state's food and healthy ecosystem, the Trusts are working towards achieving a large-scale sustainable impact on the state's most vulnerable population and sustainable ecosystem for nutrition in Andhra Pradesh

Parameter	Source	Andhra Pradesh (in%)
Stunting	NFHS 3	38.4
	NFHS 4	31.4
	CNNS	31.5
Wasting	NFHS 3	14.9
	NFHS 4	17.2
	CNNS	17.1
Underweight	NFHS 3	29.8
	NFHS 4	31.9
	CNNS	33.5

Vision:

The over arching vision is to contribute to the reduction in stunting and micro nutrient deûciency among women and children targeted through this program. There will be special focus on the most vulnerable populations and families.

Action Plan

The Trusts proposes to cataly seaction through the existing ICDS system in 3 districts (Krishna, Guntur, and SPSR Nellore) in Andhra Pradesh. The project is investing resources to work on both the supply and demand sides and improve service delivery and demand for services with following key objectives.

- Transforming Anganwad is with an aim to improve children and mothers' retention and thus increase demand for ICDS services.
- Bolstering the ICDS ecosystem through enhanced training and capacitation of front line workers and improve the services of 1000 days' window.
- Strengthening and restructuring the ICDS through convergent actions which ensures efficient service delivery of ICDS.

The core idea is to increase community ownership, convergence of systems. Improve delivery and encourage necessary behaviour change during the 1000 Day Window of Opportunity.

Activity Done

- Transformed over 253 Anganwadi centres with infrastructure refurbishment.
- Trained over 500 Anganwadi workers on optimal nutrition practises including 1000 days' care through Anganwadi visits.
- Reached over 20000 people through BCC/IEC activities and engaged communities towards improved ICDS services.
- conferred with a certificate of merit from the state Government honouring Trusts services in Nutrition domain.
- Supported the implementation of KishoriVikasam which aims to educate adolescent girls on multiple issues in SPSR Nellore district.
- Through our active advocacy, Government of Andhra Pradesh initiated the transformation work in 4000 plus AWCs in tribal region in the state.
- A study was conducted on the prevalent nutrition customs and practices among vulnerable groups in specific areas in Andhra Pradesh. Specifically, the study was aimed at assessing the knowledge, behaviours, and practices relating to maternal and child nutrition among the identified vulnerable communities; and identifying key triggers and tools that could potentially motivate communities to adopt better nutritional practices.

<i>Number and name of the state/s</i>	1
<i>No. of districts covered</i>	3
<i>No. of children covered (3-6 years old)</i>	326437
<i>If the beneficiaries are women, please state the number of women beneficiaries</i>	139869
<i>No of AWCs</i>	11991
<i>Total AWCs transformed</i>	253
<i>No of ICDS functionaries under went capacity building training</i>	12500(AWW SAND SUPERVISORS)



BENEFICIARYSAYS :

G Bhavani, mother, DVR Model Colony, Kanchikacherla, Andhra Pradesh says “Myson Akhil (4) was here at first but people said that the convent (private kinder garten) would be better for him. So we sent him there, though it cost us Rs. 7,000. He was very unhappy in that place. He missed his friends and the helper here, who he is very close to. He used to come back home at the end of the day and say he didn’t do anything all day. He just slept. There was no food given either. After coming back here, he’s happy again. He learns many rhymes and recites them to us when he comes home. He eats well and wants to be here”.



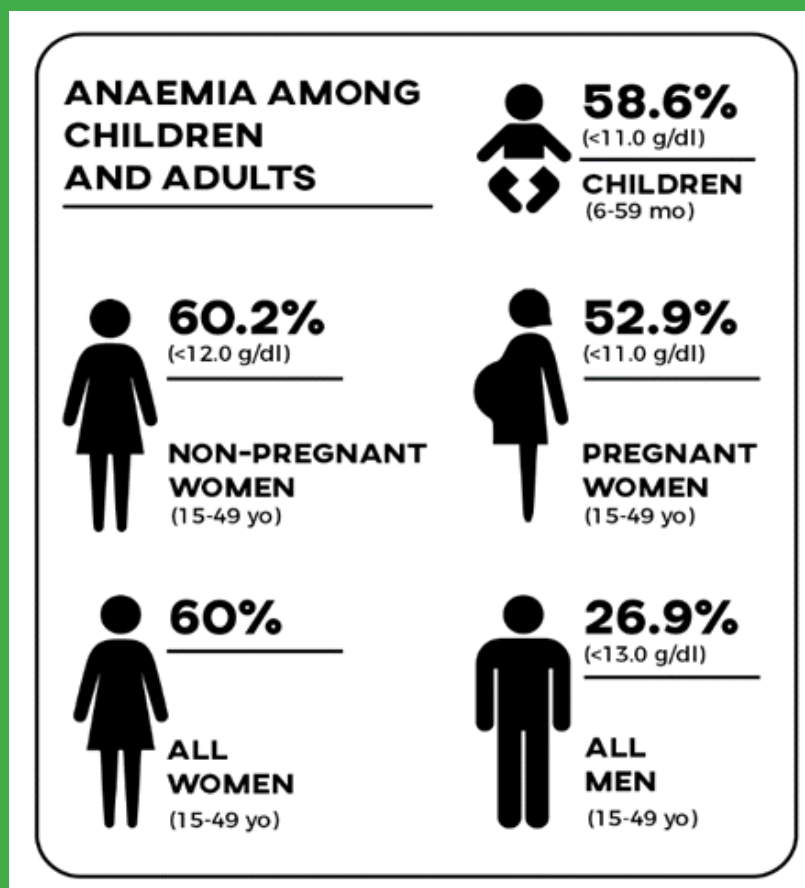
WAY FORWARD :

- Collaborate with Village Development committees to regularize and institutionalize the VHSND activities
- Capacitate, train and reorient front line worker on 1000 days' care opportunities
- Transformation of 30 more AWCs through infrastructure refurbishment and equip with themful lrequired facilities.
- Formation of 1000 days' care groups in association with ICDS front line workers to educate communities on vital 1000 days' period.
- Community based events to be conducted across three project districts to disseminate and penetrate the knowledge of nutrition to last mile beneficiary.
- Advocacy with government institutions to scale up the Transformation initiative to other districts in the state.
- Focus on Early childhood education and Care (ECCE) and initiate pilots with respect to ECCE in selected blocks.

RICE FORTIFICATION PROGRAMME

PROBLEM STATEMENT

Deficits in vitamins and minerals has an adverse impact on health, productivity and psychological development. More than 2 million people around the world suffer from “hidden hunger” as a result of such deficits. India’s record of malnutrition is particularly deplorable with over 48% of children under five years being stunted due to chronic under nutrition. Similarly, anaemia among women of reproductive age (15 - 49) stands at an a by small 53%. In Andhra Pradesh where the current intervention of fortification is being implemented, the statistics seem just as grim. 52.9% of pregnant women (15- 49 years) and 60% of all women of reproductive age (15 - 49 years) were found to be suffering from anaemia. Similarly, 58.6% of children below the age of 5 were also found to be anaemic. As indicators of malnutrition, wide spread incidence of anaemia relates to a deeper issue with iron deficiency in the population. Food fortification using micro nutrient inputs for enrichment of staples is a particularly effective public health intervention against malnutrition. In this context, fortification of rice is the most cost-effective and sustainable manner of supplying micro nutrients to large populations using existing public funded channels such as ICDS, MDM and PDS schemes.



Source: Andhra Pradesh Fact sheet, National Family Health Survey, 2015-16.

VISION

The overall vision of the project is to contribute towards improving health and well being of marginalized and vulnerable communities by mitigating Micro nutrient deficiency problem through consumption of fortified rice.

ACTION PLAN

The VCF piloted the usage of fortified rice to reduce micro nutrient deficiencies including iron deficiency anaemia by leveraging state-run ICDS, MDM and Public distribution system in Krishna, Guntur and West Godavari districts in Andhra Pradesh through following objectives.

- Addressing the Micro Nutrient deficiency and improving iron stores among children and mothers through provision of fortified rice.
- Demonstrating the scalable and sustainable blending model of rice fortification initiative across the state and country.
- Bolstering the existing supply chain management system of APSCSCL by providing ample capacity building trainings.

Activity Done

- Produced over 26,00 MT of fortified rice which caters 60 million meals in MDM and ICDS in Krishna and West Godavari Districts of Andhra Pradesh state.
- So far on boarded 9 rice mills in two districts to accelerate the production of fortified rice in the state.
- Capacitated frontline workers of APSCSCL in order to ensure the efficient supply chain management for the distribution of fortified rice.
- Initiated efficacy trial to capture the longitudinal impact of fortified rice. Base line assessment is completed and monitoring of the study is underway.
- Reached over 10000 people through various BCC/IEC campaigns communicating the benefits of Fortified rice.

<i>No. of districts covered</i>	2 (KRISHNA, WEST GODAVARI)
<i>No. of individuals</i>	797302
<i>No. of children covered</i>	710387
<i>No. of schools</i>	6921
<i>If the beneficiaries are women, please state the number of women beneficiaries</i>	87175

ACTIVITY DONE

- Produced over 36,000 MT of fortified rice which caters 60 million meals in MDM and ICDS in Krishna and West Godavari Districts of Andhra Pradesh state.
- So far on boarded 79 rice mills in five districts to accelerate the production of fortified rice in ICDS, MDM and PDS in selected districts of the state.
- Blending activity for PDS pilot in Vizianagaram completed under Kharif season. Total target of 1 lakh MT of fortified rice has been achieved.
- Capacitated frontline workers of APSCSCL in order to ensure the efficient supply chain management for the production and distribution of fortified rice.
- As part of equipping rice mills with required machinery, we have supported 10 rice mills in installing dosing machinery such as length graders storage bins to expedite and improve the production process.
- Initiated efficacy trial to capture the longitudinal impact of fortified rice. Base line assessment is completed and monitoring of the study is underway.
- Reached over 5000 people through various BCC/IEC campaigns communicating the benefits of Fortified rice

No. of districts covered	3(KRISHNA, WEST GODAVARI, VIZIANAGARAM)
No. of individuals	797302
No. of children covered	710387
No. of schools	6921
If the beneficiaries are women, please state the number of women beneficiaries	87175



BENEFICIARY SAYS:

Koti Reddy, Assistant Manager-Technical, APSCSCL says “Marginal and vulnerable communities are far from having Nutritious and healthy lifestyle and their access to nutritious food is limited due to socio-economic conditions. But rice fortification/ fortified rice is a path breaking initiative which provides required daily recommended nutrients by adding micro nutrients in staple food like rice and helps addressing hidden hunger among those communities”.

After introducing fortified rice in regular meals, Children started taking full meals without wasting the food. We have also observed that they are feeling hungrier which is the good sign of Appetite and thus improves the nutrition intake through consuming fortified rice”, said Padmaja, APSWREIS Principal, Amaravathi.



WAY FORWARD :

- Piloting the distribution of Fortified rice in PDS in Vizianagaram is in progress. This is in line with Central government's goal of expanding Rice fortification to aspirational districts in the country
- Expansion of Rice Fortification project to Guntur district and streamline the Supply Chain Management.
- Close monitoring the Efficacy trial initiated in 4 Schools to capture the longitudinal impact of fortified rice on children.
- Advocacy with Government of AP to scale up the rice fortification initiative to other districts in the state.

HEALTH

SWASTHA KUTUMBAKAM TELEMEDICINE

PROBLEM STATEMENT

A major initiative of Tata Trusts in Andhra Pradesh is “Swastha Kutumbham”, for the residents of 265 villages in Krishna district. Considering the need for providing quality primary health care by piloting Hub and Spoke methodology named as, “Primary Healthcare Through Telemedicine” project started in Nov 2017.

The Primary Health Care through Telemedicine project, under the Vijayavahini Charitable Foundation, has set up 20 Primary health Care centres across the district in a hub and spoke methodology. Spokes were setup in strategically located rural zones, to reach out to the maximum number of beneficiaries. The hub has consisted of numerous highly qualified doctors, connected via high-speed internet to the spokes for providing daily consultations. This is supported by an MMU for out reach and OPD services in the project area.

Our prime focus is to make primary health care easy, quickly accessible and cost effective by using innovative healthcare solutions to create a scalable, affordable and commercially viable health care ecosystem leveraging the technology advances to enhance the doctors reach via multiple channels like Telemedicine, email chat, SMS. The Primary Health care program is designed to use advanced tele-medicine technology and integration with many devices. The device puts people in greater control of their own health, promoting a more proactive approach to health and wellness.

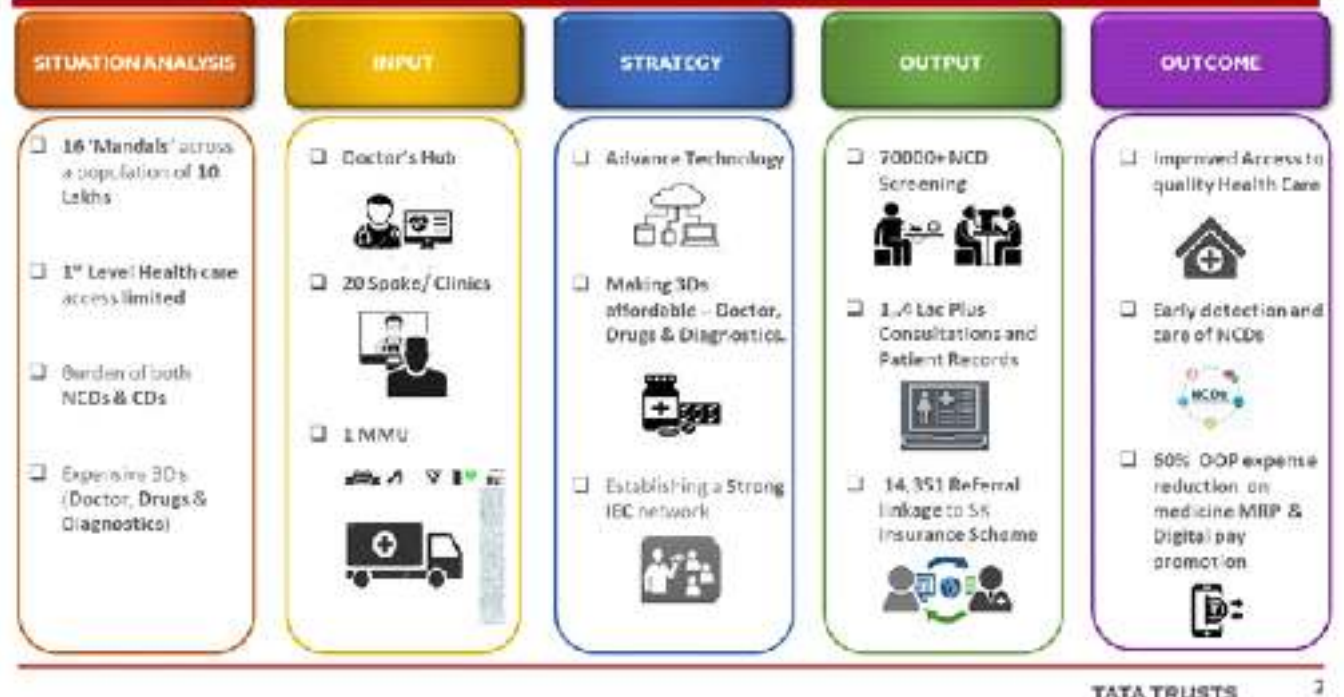
VISION

Project aims at demonstrating a model of accessible and affordable primary health care service delivery using Tele-Medicine platforms as well as to gain expertise to provide similar services in other communities.

ACTION PLAN

Objective of Tele medicine project is to provide Primary Health Care services in the Krishna District with special focus on screening common Non Communicable Disease (NCD) with the disease management and ophthalmic conditions.

TELE-MEDICINE VIJAYAWADA - INFOGRAPHIC



ACTIVITY DONE IN PROJECT

- Established a state of art centralized Diagnostic Laboratory in the project area, this lab would be catering the diagnostic needs of all 20 Tele medicine units and MMU.
- Has provided consultations to 78,394 through virtual mode using Hub and spoke model.
- MMU could able to provide service to 16,716 consultations including Ophthalmic screening and Laboratory tests through portable Lab.
- Has honored 76,979 prescriptions by dispensing affordable medicine to the beneficiaries.
- Have saved more than 70% of Out of pocket expenses spent of health by the beneficiaries.
- Screened more than 70000+ beneficiaries for NCD's (Hypertension and Diabetics).
- Presented the pilot model of HUB & Spoke in International Telecon 2019. Have received appreciation both from national and international delegates for the results produced by the program 1,28,000 Consultations.
- Poster presentation of AP telemedicine in IPHACON 2020. Both the judges and participants were impressed about the model being piloted.

Parameters**	Coverage (in the fiscal year 2019-20)	Cumulative figures (Status and plan till 2020)	
		Cumulative outreach (Since year of project operationalization up to March 2020)	Cumulative Target
Number and name of the Spokes	1. CHANDARLAPADU 2. VASTAVAI 3. G.KONDURU 4. KAMBHAMPADU 5. JAGGAYYAPETA 6. JUJJURU 7. PENUGANCHIPROLU 8. VELVADAM 9. THOTAMULA 10. REDDIGUEM 11. CHEEMALAPADU 12. SMPETA 13. TIRUVURU 14. KANCHIKACHERLA 15. NANDIGAMA 16. MYLAVARAM 17. IBRAHIMPATNAM 18. VUTUKURU 19. VISSANNAPETA 20. RAMIREDPALLI	20	20
No. of districts covered	1	1	1
No. of villages covered	265	265	265
No. of Households/families	73,571	1,16,314	2,70,000
No. of individuals	81,746	1,29,238	3,00,000
No. of children covered	4018	6599	
No. of screening camps in schools	22CAMPS	22 CAMPS	
If the beneficiaries are women, please state the number of women beneficiaries	35,961	59,720	
Beneficiary composition (BPL) in numbers	66,778	1,05,575	2,45,070

SNAP SHOT OF THE PROJECT BEFORE PANDEMIC :



School Camp



OPd Camp



TRINETRA SCREENING FOR DIABETIC RETINOPATHY



WORLD HYPERTENSION DAY – COMMUNITY AWARENESS



DIABETES DAY AWARENESS ACTIVITIES AWARENESS AT SCHOOL





BENEFICIARY QUOTES

“It used to be very difficult and costly to travel to near by town of good Doctor’s visits with loss of daily wages. It was yet nice experience for me to have such (Telemedicine) consultation in TV.....! Now due to this clinic in our village consultation, diagnostics and medicines are available easily under one roof.....” -Subbamma

PROJECT PRAYAAS

PROBLEM STATEMENT

Gorakhpur and Siddhartha Nagar districts in Eastern Uttar Pradesh, bordering Nepal, are endemic for Acute Encephalitis Syndrome (AES) with frequent out breaks over the years and considerable morbidity. **Management of encephalitis cases is done mostly at the Govt. B.R.D. Medical College Hospital** which is presently the principal tertiary care referral center for the entire Gorakhpur Division.

Apart from the dearth of tertiary care services, there is **compromised accessibility to basic primary health care in the region**. Hence, early identification and prompt referral becomes difficult. Most of the cases reach the Medical College Hospital at an advanced stage. These tragic and unacceptable deaths have highlighted the dire need to strengthen the Public Health Infrastructure; mainly the primary health care system and referral care.

Considering the complexity of the problem, it has been assessed by the Govt. that multi-sectoral action is needed to combat AES in the region. The Govt. has tasked the Tata Trusts through the ongoing partnership with executing Community Based Health Promotion interventions, in this AES prone region, in two selected Blocks, to serve as 'model' demonstration Blocks for the rest of the State. Both blocks put together cover approx. 3.5 lakhs population and all 121 gram panchayats. Govt. set up health facility at CHC level but unavailability of doctor and paramedics at centre, capacity and skills of ASHAs, ANMs especially in identification of fever cases, referral and follow-up of the patients were major concerns.

Annually up to 2,000 AES cases are admitted for management at Medical College Hospital, Gorakhpur. Japanese encephalitis virus (JEV) accounted for <10% of AES cases.

One Third cases remain negative for JE, ST, Dengue (*Murhekar MV et al, 2018*)

Investigations conducted during the 2014 and 2015 out breaks indicated *Orientiats utsugamushi* as the etiology for 60% of AES cases with case fatality rate as 16% (*Murhekar MV et al, 2016*)

- High proportion of cases attribute to ST (*Mittal Metal, 2016*)
- Hospital based surveillance study informs that One Fifth cases had (IgM) antibodies against *Orientiats utsugamushi*. Dengue & *Leptospira* accounted for 8% and 3% (*Thangaraj JW et al, 2017*)
- Low response to IV – Azithromycin in treating Scrub Typhus after CNS involvement. Early treatment is critical

Year	Total AES cases (UP)	Case Fatality Rate	Gorakhpur region Cases	Case Fata lity Rate
2014	3,329	18%	-	-
2015	2,894	16%	-	-
2016	3,919	15%	-	-
2017	2,871	12%	2,389	11%

83% cases & deaths are from Gorakhpur region (Govt.records)

Vision

The aim of the Project is to establish a 'Model Block' to strengthen primary healthcare delivery combining an innovative community mobilization approach with early identification and prompt referral of illnesses being the key stone, and a 'Model Facility' by selective strengthening of the primary health care system through capacity building of Govt medical and paramedical staff and equipment augmentation at select sites, including and not limited to Paediatric ICUs, Encephalitis Treatment Centres.

Action Plan

The project intends to **facilitate for the community, through their active participation, with the assistance of the ASHAs**, the following:- Health Education pertaining to prevailing health problems, Promotion of food safety and proper nutrition, supply of safe water at the domestic and community level, enhancement of basic sanitation, MCH care including Family Planning Services as and when available, facilitation of immunization against major infectious diseases, prevention and control of locally endemic diseases, appropriate treatment of common diseases & injuries

The intent of **developing 'Model Village' and 'Model Block'** within the existing system of primary health care in the designated geography of Uttar Pradesh, is to encourage replication of the same initiatives across the region, given the existing context, with existing resources being harnessed in the future.

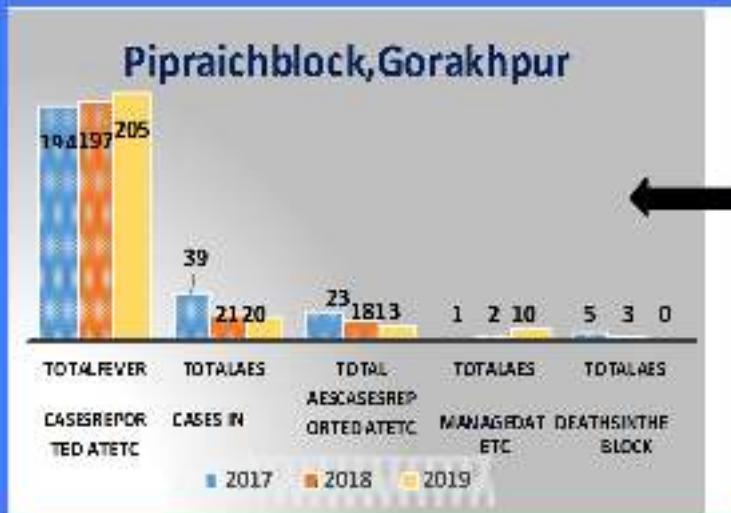
Field action	Primary health care service delivery	Strengthen Facility based paediatric care
<p>Population based program, community based Health Promotion:</p> <ul style="list-style-type: none"> • Creating awareness about AES and preventive measures in villages, including schools • Implement vector control measures in partnership with community and govt. departments • Mobilise community and govt. depts. To execute WASH related work • Closely work with ASHAs, ANMs and AWWs on ground <p>(Key HR: Team of 25 Cluster coordinators and 2 Block Coordinators)</p>	<ul style="list-style-type: none"> • Deploy equipped Mobile Medical Unit one per block to begin with • Clinical scope of MMU service mainly includes management of fever cases, childhood illnesses and care for pregnant women • Health education on MCH matters • Growth monitoring camps (bi-annual) <p>(Key HR: MMU equipped with doctor, nurse, Lab Technician and Pharmacist)</p>	<ul style="list-style-type: none"> • • <p>(Partnership with Ekam Foundation for Model facility work)</p>

Activity Done :

- **Community based ITN campaign was successfully implemented in 4 highrisk villages** as demonstration. State government appreciated this effort and invited the project team to provide technical training to NVBDCP staff of 18 endemic districts for Malaria.
- Paper presentation of ITN effort at National conference of Indian Society of Malaria and Other Communicable diseases (ISMOCD-2019).

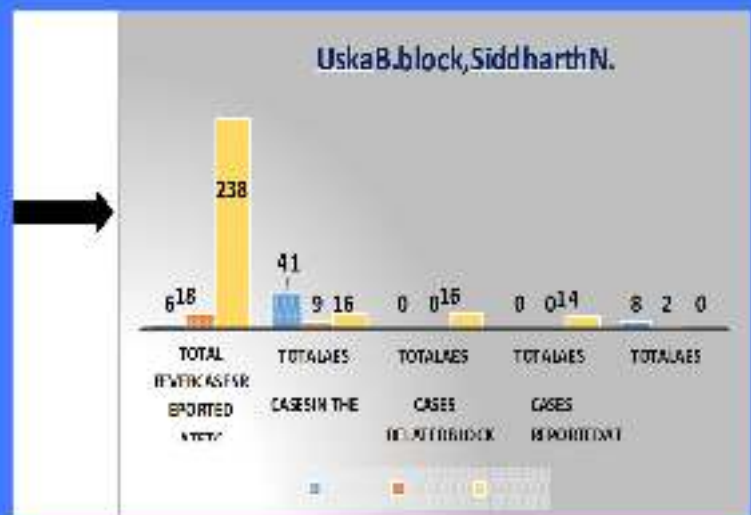
- Successful participation in three DASTAK campaign–Inclusion of *Swasthya Jan Samwad* campaign, focusing on COVID-19
- Two Poster presentations in Indian Public Health Conference (IPHACON-20)
- Successful execution of **CME on Scrub Typhus, in collaboration with AIMS-Gorakhpur on the topic of Scrub Typhus. 70 Medical officers participated**
- Successful integration of NCD screening component in the Health promotion work with more than 10,000 screenings completed, Dengue campaign was implemented by setting up Anti-Dengue Task force in Nov2019.
- Total 24 Health Promotion events conducted, out of which 2 events were related to AES affected children as announced by the CM, Uttar Pradesh

Output Indicators	Overall Target	Overall achieved	% of Complete on	Corrective Measures Proposed in case targets under achieved
	2019-2020	As on 31st Mar. 2020	(Against target till 31st Mar 20)	
<i>ASHAs completing tracking for fever (0-5years)</i>	250	236	94	MCTS, Safe water, Other campaigns
<i>No. of fever cases tracked by ASHAs</i>	Actual	15,576	20% visited MMUs, 40% visited govt. facilities	2,720 (18%) Green cases, 12,643 (81%) Yellow cases and 213 (1.3%) Red Cases 74
<i>Primary schools covered under WASH related BCC interventions</i>	150	150	100	Collaboration with UNICEF Quarterly engagement (50schools/month)
<i>Total consultations served at MMUs</i>	24,000	27,438	114	
<i>Total consultations-Fever</i>	9,600	11,651	119	
<i>No. of Children enumerated through ASHA tracking system</i>	27,000	26,651	98	
<i>% of children received JE vaccination</i>	100	$\frac{74}{(5454/7365)}$		Vaccine availability is usual issue, Families migrated, Resistant families



Trend of fever cases reported at ETC
Volume of AES cases has come down in 2018 and 2019
Reporting of AES cases at ETC is increased from 58% to 85% from 2017 & 2018, but further dropped to 65% in 2019
Proportion of cases managed at ETC is increased from 4% to 11% to 76% from 2017 to 2019 out of those which were reported

Fever cases reported at ETC are increased substantially from 2017 to 2019, as ETC was made functional
Volume of AES cases has come down in 2018 and 2019
Reporting of AES cases at ETC is increased from 0% to 100% from 2017 to 2019
Proportion of cases managed at ETC is substantially increased from 0% to 88% from 2017 to 2019



BENEFICIARIES QUOTE

After this Mr Umesh Gaud told to cluster coordinator and ASHAs:

"If you had not guided us and took to ETC then I would have taken my child again to a private hospital, which would have added in my debt and also, I wasn't sure if they would have treated my child appropriately. Referring at ETC has not only saved my child, but also helped me to understand importance of that facility."

Way forward

Continue on going health promotion interventions through 250 ASHAs and with the help of 2 mobile medical units (MMUs) to reach out to 3.5 Lakh population in existing 2 project blocks.

REGULAR COMPONENTS:

- Engagement with 250 ASHAs–Records maintenance, fever tracking etc
- Integrated vector control strategies–Through 120 Pradhans
- *Swacha Vidyalaya*–Through School 150 Teachers
- Health Communication campaign–DASTAK
- *Swasthya Jan Smawad campaign* –As per the monthly schedule
- Out reach through mobile medical units
- Health promotion events–Monthly 2

Owing to current context of COVID-19 threat, awareness activities and communication campaign will be merged with the on going work

Mobile Nutrition Van: New Initiative to be launched

The Mobile Nutrition Van concept aims to apply Positive Deviance Approach on care givers (mainly mothers) to enhance nutritional status of children through regular Growth Monitoring at Anganwadi Centers, with appropriate counseling of caregivers.

The plan will be coordinated with the *Poshan Abhiyaan* through ICDS Dept and Health Dept. of the District.

Objectives:

- To enable, empower and motivate Anganwadi workers (AWWs) in provision of expected nutrition services to children, pregnant women and adolescent girls
- To revitalize ‘Growth Monitoring’ services provided through select AWW and enable AWWs to follow up malnourished children through a Positive Deviance Approach.
- To improve records maintenance at AWW level and demonstrate effectiveness of functioning when supported.



CME held for Govt. Medical Officers on Scrub Typhus organised by Project Prayaasin Collaboration with All



ITN Campaign Held in High Risk villages of Project block



Participation in Health promotion event announced by C Mat Siddhartha Nagar for the children affected by



School Health Activity on Sanitation and WASH

SN	Indicators (Data period : Oct 18 to Feb 21)	Target	Achievement
1	Total consultations provided through MMUs	56,000	43,568
2	Total child health- FEVER related consultations provided through MMUs	7,000	6,496

Prayaas Poshan Abhiyaan

Recently, a Mobile Nutrition Vehicle is deployed in the project with the aim to build capacity of Anganwadi workers to reform growth monitoring services for children 0-5 years in the region. At present 40 Anganwadi Centers are included in the initiative as a pilot initiative. Total 10 SAM cases (Severe Acute Malnutrition) were successfully referred and treated at Nutrition Rehabilitation Centers (NRCs). Total 68 severely under weight children have shown progress (Red to Yellow, Yellow to Green) in a period of one quarter.

SN	Indicators (Data period : Dec 20 to Mar 21)	Achievements
1	No. of children who have undergone growth monitoring	1,425
2	No of children in 'Green' category	1,060
3	No of children in 'Yellow' category	248
4	No of children in 'Red' category	124
5	No of SAM cases children advised referral to NRCs	27
6	No of children admitted in NRCs	14
7	No of children completed 14 days of admission at NRC	10

Impact of lockdown on field activities & project work

The project work has been affected due to the on going COVID crisis. Due the lockdown that was implemented in mid-March 2020, the organization adopted the work from home policy. Regular field activities were stopped; Mobile Medical Unit services were kept on hold. Because of COVID -19 crisis field work was impacted to a great extent. Support to ASHAs and Pradhans was mainly provided through remote coordination. Based on requirements and requests from govt. functionaries, on ground support was provided.

RESPONSE TOWARDS COVID-19 PANDEMIC IN PROJECT VILLAGES (FY 20-21)

Community based communication campaign:

- The project has focused on BCC to provide information about precautionary measures related to hand hygiene, respiratory etiquettes and other key preventive measures. Through this initiative the project has directly reached out to 250 villages, 3 Lakh population.
- A quick survey related to knowledge and key behaviour was conducted. Based on the findings IEC material (slogans, songs) prepared in local language, collated and distributed. 7,000 pamphlets were distributed at doorsteps. 4 Folk shows were conducted (Before lockdown)
- Under the campaign, 232 ASHAs and 34 nurses were trained in March 2020 for COVID-19 and its prevention. (before the lockdown)

Enabling ASHAs :

The 250 ASHAs were equipped with masks and sanitisers. Telephonic contacts were established and guided ASHAs to have 2.32 L home visits for counselling, coordination purpose during the period. Guided ASHAs for to do line listing of around 2100 persons with history of travel during the lockdown period.

Instigating community action :

Built capacity of SHGs and youth groups to locally produce around 12,910 masks, make market available through Pradhans and help SHG women earn total 83,910/- INR in the process. Coordinated with youth groups to execute safety campaign for Sanitation workers, to locally produce 300 face shields which were distributed to the sanitation workers operating in villages.

Setting up quarantine facilities :

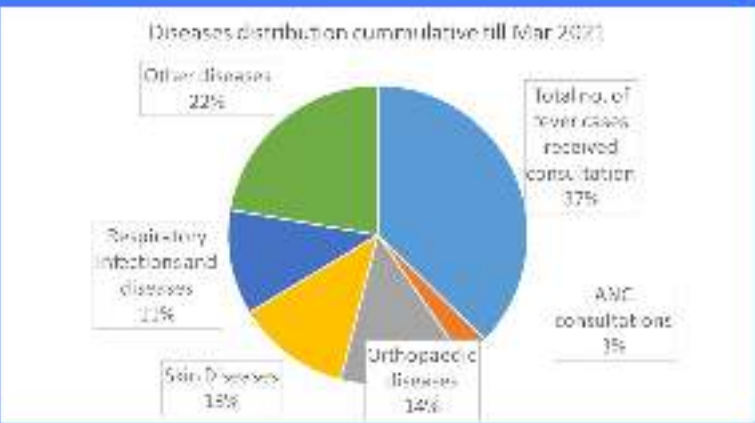
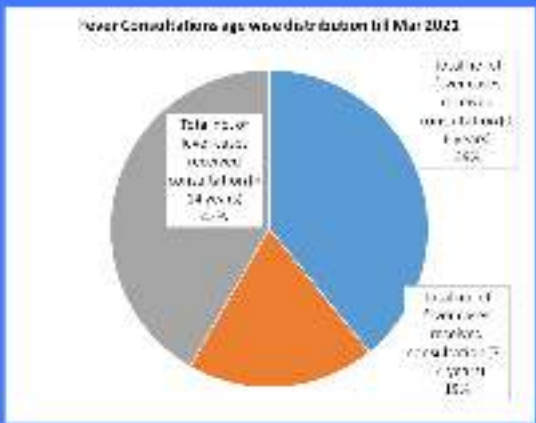
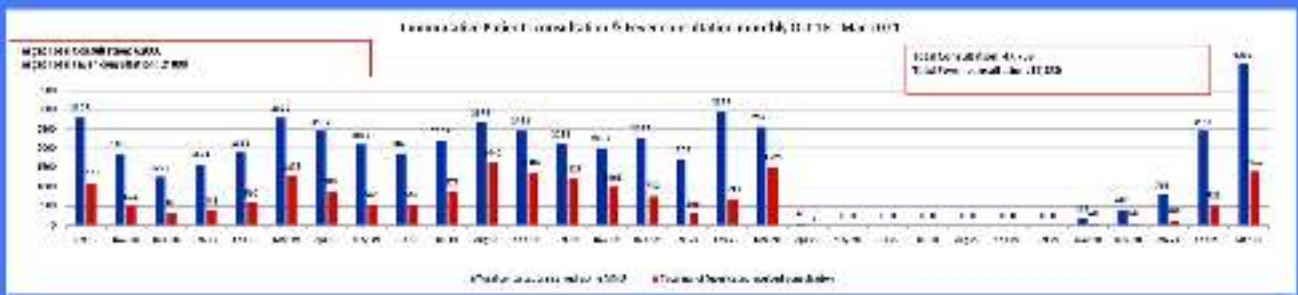
Total 4,267 contacts were made with Gram panchayat Pradhans, to understand ground level situation in villages and guided for the response towards managing COVID-19, in setting up quarantine facilities in villages, mainly in schools. Also, pradhans are encouraged to undertake larvicidal spraying. Preparedness of grampanchayats for COVID -19 related technical survey was undertaken and recommendations were given to government departments for necessary action.

Enabling the district in fight against COVID-19:

Supported Gorakhpur district by providing 240 face shields and 200 cloth based masks.

Key highlights of FY 20-21

- ✓ Achievement of JE vaccination coverage up to 91 %
- ✓ Early identification and prompt referral of total 84 critically ill children – lives saved.
- ✓ Launch of nutrition initiative – Prayaas Poshan Abhiyaan through Mobile Nutrition Van – built pathways of severely under nourished children to Nutritional Rehabilitation Centres.
- ✓ Inauguration of Mobile Medical Unit services by Hon. CM- Yogi Adityanathji
- ✓ Instigate communicate based response towards COVID 19 – Included mass awareness campaigns, train youth groups and SHGs for local level production of masks and face shields



Case Study :

Project Prayaas is Trusts’ direct implementation initiative in an encephalitis prone region of Gorakhpur, Uttar Pradesh. Encephalitis is a complex issue which needs multi-the-matic interventions on ground to improve population health, nutrition, sanitation and drinking water conditions. As a result, the project has undertaken a community based health promotion approach by enabling existing government frontline cadre – ASHAs. With the aim to implement a population based program, reform of ASHA diary is proposed. ASHA diary is a tool through which an individual as well as a family centric program is implemented on in a village of 1,000 populations. MCTS – Maternal and Child Tracking System is part of the ASHA diary. Under the project 250 ASHAs have been receiving capacity building and hand holding support towards maintenance of ASHA diary and undertake effective tracking of mother and children through MCTS. The effort has helped to reform close to 75% improvement in the ASHA diaries.

As a next step of MCTS, ASHAs were trained on identification of High Risk Pregnancies (HRPs) and link them for medical care. The identification is being done as per the protocols of public health system which include cases with systemic illness, cases with bad obstetric history and signs based criteria in existing pregnant status. ASHAs were re-oriented towards this to identify total 329 HRP cases in the project catchment area.

The government has declared ‘Pradhanmantri Matrutwa Vandan Yojana’ (PMVY) under which, on 9th date of every month all HRPs get clinical care at block level public health facilities. On identification of HRP status, all women were individually counselled and referred to block health facilities and its tracking record is maintained, with the aim that no HRP would be missed out from a clinical care.

In addition to this, field staff members along with ASHAs are also making home visits at regular intervals to HRP cases to reiterate importance of diet, compliance with the medicine and supplements such as iron and calcium tablets.

The entire effort of effective MCTS along with HRP tracking has helped the block public health facility at Uska Bazaar win an award of “Pradhanmantri Surakshit Matrutwa Abhiyan’. The Chief Medical Superintendent of Uska. B block health facility has formally acknowledged technical support from the Trusts in achieving this award.

Way forward :

Consolidation of work :

As COVID 19 crisis has impacted work up to a great extent, focus will be on consolidation of field work. Completion of targets against original targets is reviewed, which provides understanding that close to 75 to 80% of the work is already over. Model facility related work which includes setting up two Mini-PICUs at government block level facilities will be done in FY 21-22. NCE approval will be sought from Nov 21 to Mar 22.

Advocacy of work :

Systematic advocacy plan is worked out for the project which involves preparation of short films, case study booklets, publications, documentation of best practices etc is involved. This work will be rolled out in FY 21-22.



Training of ASHAs on DASTAK



Distribution of Mask & Sanitizer to ASHAs



Inauguration of New MMUs for Campierganj & Jungle Kaudiya by Honourable CM



Training of ASHAs on VHIR & Fever tracking protocol

NCD PROGRAMME

PROBLEM STATEMENT

Three decades before, communicable diseases were the leading cause of morbidity and mortality. The rapid growth of modernization and the drastic (mostly unhealthy) life style changes led to the emergence of Non-communicable disease burden as leading public health problem which was ignored many years. Non-communicable diseases (NCDs) represent a large and growing proportion of the global burden of disease. NCDs are largely preventable, and the emergence as well as the course of many of them are driven by four big risk factors, physical inactivity, unhealthy diets, tobacco use and harmful use of alcohol.

Among the leading non-communicable diseases, the largest disease burden or DALY rate increase from 1990 to 2016 was observed for diabetes, at 80%, and ischaemic heart disease, at 34%. NCDs cause considerable loss in potentially productive years of life. Thus, epidemiological transition of Non-Communicable Diseases namely Ischaemic Heart disease, Chronic Obstructive Pulmonary Diseases and Cerebrovascular diseases account for over 60% of total mortality and therefore has led the attention of the health programmes to focus on NCD.

In order to prevent and control major NCDs, the National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS) was launched in 2010 with focus on strengthening infrastructure, human resource development, health promotion, early diagnosis, management and referral. One of the *recent initiatives under NPCDCS is early detection* of Diabetes, Hypertension and common Cancers in the community and treatment, guidelines are being issued to the States for initiating “**Population-based Screening of common NCDs**” utilizing the services of the Frontline-workers and Health-workers under the existing Primary Healthcare System. The program aims to screen all men and women over 30 for non-communicable diseases including hypertension, diabetes, oral, breast and cervical cancers with referrals to secondary and tertiary level Government hospitals for diagnosis, treatment and management. GOI was keen to leverage use of Technology to strengthen this effort. IT platform brings the real-time information and effective management of patient history with accuracy, retrieval facility, and respective patient details will be visible to the respective MO to handle it properly. More over, IT brings real-time solution and strategic information for quick program modification.

Tata Trusts signed a MOU with Ministry of Health and Family Welfare, GOI during June 2018 to support GOI on implementing IT Platform by training Health Personnel across Pan India. In this connection, Tata Trusts has an agreement with Technology partner Dell for developing the robust CPHC NCD Application. Therefore, application is developed for the MoHFW, GOI by Dell in consultation with MoHFW (NCD, NHM, EGov and DGHS) and other technical experts of reputed GOI partner institutions such as the NHRDC, ICMR, AIIMS, WHO, NICPR, CHI, Tata Trusts and India Stack. Honourable Prime Minister had launched Health & Wellness Centres along with CPHC NCD software on April 14th, 2018.

Vision

Theme: Technical support and IEC development

1. To provide *techno managerial support* for implementing National Programme on Prevention and control of Cancer, Diabetes, Hypertension, Cardiovascular Diseases and Strokes (NPCDCS) Programme
2. To ensure *effective implementation of the NCD component* under NHM and Ayushman Bharat Programme
3. To facilitate in *development of relevant IEC material* for effective implementation of the programme

Theme: Technology implementation and support

1. To give overall support for technology adoption under the CPHC – NCD programme
2. To undertake field monitoring, capacity building and provision of mentoring support to service delivery functionaries at different levels for ensuring Population Based screening for common NCD.

Theme: Research and other support

1. To *undertake various operational research activities* and to bring out periodic evidence based reports.
2. To *support MOHFW and various other partners* on NCD related programs like STEMI and Cancer Screening and Management through TCCC
3. To *support implementation of CDSS across India*

Activity Done

- There are 30626 Health personnel trained on CPHC NCD App (Target was 15000/year). Overall we have trained 42475 health personnel till Mar2020 (Overall target is 50000 for five years)
- During first quarter, National TSU and State TSU staffs were on board and developed the Facilitator's Manuals for ASHA/ ANM/ Nurse/ MO on Management of NCD
- TataTrusts NCD staff supported the series of three Regional Review of NCD program organized by MoHFW, DGHS and WHO and submitted rapporteur report for each session

- Tata Trusts along with Dell, in consultation with State government of Madhya Pradesh and Chhattisgarh, organized trouble shooting work shops where in practical aspects of CPHC NCD app were discussed which help ed in betterment of the app benefitting whole country.
- We supported MOHF Won STEMI and Cancer Screening training work shops
- We supported implementing Clinical Decision Support System (CDSS) module during the Pilot study in Punjab and Incentive modules also piloted in AP and Telangana
- Fabulous achievements on NCD Indicators, during FY 2019-20, we have enrolled 35, 452, 150 who are of age 30 and above and out of them 19,685,302 are Screened



Way Forward

1. Advocacy to obtain Government permission on enhancement of Server Infrastructure to restart and smooth functioning of the flow of data of CPHC NCD application. To do needed advocacy for Call Centre Unit to be physically functioning
2. Obtaining permission for accessing the CPHC NCD database so as to produce the state - wise meaningful and important strategic decision so as to inform the State about the required programme improvement.

Parameters**	Coverage (in the financial year 2019-20)	Cumulative figures (Status and plan till 202X)	
		Cumulative out reach (Since year of project operation alization upto March 2020)	Cumulative Target
Number and name of the state/s	<p>26 States/UTs</p> <p>Andhra Pradesh is started NCD app from Oct 2019, Arunachal Pradesh, Bihar, Chandigarh, Chhattisgarh, Daman & Diu,</p> <p>Delhi, Goa, Haryana, Jammu & Kashmir, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Orissa, Punjab, Rajasthan, Sikkim, Telangana, Tripura, Uttar Pradesh, <u>Uttarakhand</u></p>	<p>31 States/UTs</p> <p>Andaman & Nicobar Islands, Andhra Pradesh is started NCD app from Oct 2019, Arunachal Pradesh, Assam <i>(started long ago and currently not functional and hence need to restart)</i>, Bihar, Chandigarh,</p> <p>Chhattisgarh, Daman & Diu <i>(merged with DNH)</i>, Delhi, Goa, Haryana, Jammu & Kashmir <i>(Bifurcated into two UTs)</i>, Jharkhand, Karnataka, Lakshadweep <i>(not yet started)</i>, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Orissa, Puducherry <i>(started long ago and stopped became idle and need to restart)</i>, Punjab, Rajasthan, Sikkim, Telangana, Tripura, Uttar Pradesh,</p>	<p>36 States/UTs</p> <p>(including migrated states namely Gujarat, Himachal Pradesh, Kerala and Tamilnadu and Dadra and Nagar Haveli who are using own software therefore ideally only 31 States/UTs would be the target)</p>

		Uttarakhand, West Bengal is planning to adopt CPHCNCD with state specific modification in that application	
No. of districts covered	NA	622	736
No. of villages covered	NA	NA	649, 481
No. of Households/families	NA	NA	NA
No. of individuals	3,54,52,150 (Achievement cumulative 2019-20)	3,80,91,600 (Achievement cumulative as on 7 Mar 2020)	49,62,42,520 (Note : 37% of projected population for 2019)
No. of children covered	NA	NA	NA
No. of teachers	NA	NA	NA
No. of schools	NA	NA	NA
If the beneficiaries are women, please state the number of women beneficiaries	1,95,94,849 (Achievement cumulative 2019-20)	1,97,31,799 (Achievement cumulative females on 7 Mar 2020)	24,13,60,990 (Note : 37% of projected female population for 2019)
Other (please state)	NA	NA	NA
No. of partners forged (optional)	NA	NA	NA
No. of Government alliances (optional)	Central Government and all State/UT government	Central Government and all State/UT government	Central Government and all State/UT government
Beneficiary composition (APL /BPL) in numbers	NA	NA	NA

BENEFICIARY QUOTES

He says, the portal has eased the tracking and follow-up of the referred patients and now we can coordinate with the ANM to bring the patients to the facility. Also the suggestive treatment in the portal helps in following guni form guidelines for prescribing treatment and necessary referrals are done.”



GERIATRICS - ELDER SPRING RESPONSE SYSTEM

PROBLEM STATEMENT

The past decades have seen an exponential growth in the population of the country. India had about 10.4 crore people above the age of 60 years, constituting almost 8.6% of the total population of the country, as per Census 2011. This number is expected to reach over 30 crores by 2050, which at that point, will constitute about 20% of the population, as per various research documents. The demographic shift is going to be a huge challenge and new models of services will need to be developed to address the needs of the elderly in rural and urban settings. All aspects of geriatric services would come under greater focus and attention in the coming years.

Elder Spring Response System, a programme of the Tata Trusts, emerged as an out come of this thinking process. Tata Trusts has embarked on a journey to address the needs of the elderly population (60+ age) through multiple dedicated interventions in the sector. The objective is to improve the quality of life of elderly people by maintaining their dignity through care giving, social and economic opportunities and an empathetic eco system.



Data Source : Census 2011, *Economic Survery 2018-19,
** World Population Prospects (2017)

Vision

To serve the relevant needs of the elderly people in India (around 100 million) reliably through a "Response System for the Elderly" that synergizes Leadership, Collaboration, Innovation and Technology. To ensure that every senior citizen lives a dignified life.

Action Plan

Providing 24 / 7 support to the elderly through the toll-free number 14567. To impart information, guidance, emotional support and field intervention through a corps of highly committed departmenters including volunteers, reaching 100 million elderly by 2025.

KEY COMPONENTS OF RESPONSE SYSTEM:

Connect Centre : A centre for handling calls with all the necessary infrastructure for call recording, call analysis, follow up, database of elderly people, facility to send sms/ messages to elderly people.

Field Team: All calls that require direct and indirect field interventions for the elderly people, are handled by the Field team, who not only rescue the abandoned, homeless elderly but ensure that they are accommodated in old age home or reunited with family as the case may be.

Activity Done:

- Total number of calls received from April 2019 to March 2020 were 45,845.
- Number of calls that were serviced were 8,791.
- Number of abandoned/homeless elderly persons supported were 152.
- Number of abused elderly persons, where field intervention was required was 163.
- Number of repeat callers were 98.

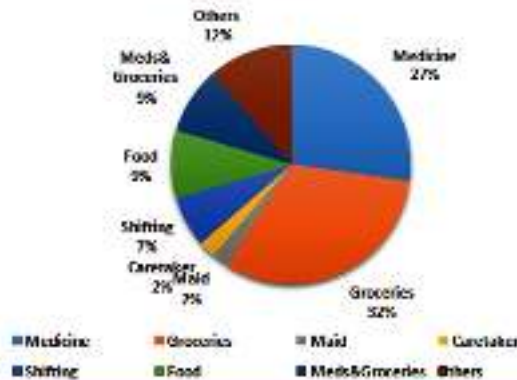


Call Types	April '19 to March'20	Percentage
<i>Enquiry</i>	3805	43%
<i>Legal</i>	1289	15%
<i>Pension Related</i>	725	8%
<i>Other</i>	640	7%
<i>Old Age Home</i>	531	6%
<i>Health and Diagnostics</i>	405	5%
<i>Emotional Support</i>	372	4%
<i>Abuse</i>	358	4%
<i>Rescue</i>	288	3%
<i>Care Givers</i>	269	3%
<i>Day Care/Activity Centers</i>	53	1%
<i>Physiotherapy</i>	30	1%
<i>Elderly Products</i>	26	
TOTAL	8,791	100%

Special Services we reprovided during lock down:

- Home delivery of groceries, medicines, vegetables and other essentials through several channels. Coordinating with delivery channels to help in delivery.
- Coordinating with individuals in bringing together parents/ in-laws/ elders to houses of their children for better care during absence of car egivers
- Coordinating with care givers and providing passes to care givers with the support of Telangana Government and Dept. of Police.
- Coordinating with Old age homes (OAH) in collecting their requirement during lockdown period and passing the requirement to the committee formed by the Dept. of Senior citizens- supported in collecting information from 41 OAHs 12 districts and sent it to the officer incharge for the district as mentioned by Director, Disabled welfare & senior citizen.
- Attempted to solve needs of Old age homes by social media by supporting OAH in procuring essentials and trying to reach out to others as well.

ANALYSIS OF 65 CALLS RELATED TO REQUIREMENT OF THE ELDERIES DURING COVID-19



SUPPORT DURING COVID-19



BENEFICIARY SAYS :



Way forward:

- To branch out the program nationally and popularise the toll-free number
- Out reach programs, elder sensitization workshop and registration of volunteers
- Collect all the information of the 33 districts to be available at the connect centre
- Have atleast one Old Age Home Partnership in each district
- Customise/update the CRM as per the field learning and have a dash board
- Test and finalise the standards for the Old Age Homes, Care Giver Organisations and Activity centres
- Strengthen the legal consultation process at Response System
- Standardise/process document for filing to resolution of the maintenance case at the Tribunal
- Get the office from the Telangana Govt., renovate the space and shift the office

CALL PROJECTIONS FROM APR '20 TO MAR '21

Description	No. of elderly persons	No. of calls for the period	Approx. no. of calls per day
Elderly in the geography	42,40,000		
% elderly availing the services	1%		
No. of elderly availing the services	42,400		
No. of elderly calling once a year	62,000	42,600	116
2% of the elderly calling second time in the period	848	848	3
Followup calls made by elderly for existing service		848	3
TOTAL EFFECTIVE CALLS		44,096	122
Bogus calls, ineffective calls, nuisance calls, abusive calls, etc.		1,76,884	485
TOTAL INBOUND CALLS		2,20,480	606
% feedback taken	10%		
Feedback taken from the elderly	42,400	4,240	
Responding to missed calls		8,480	
Calling back elderly for followups, giving information, etc.		8,480	
TOTAL OUT BOUND CALLS		21,200	58



EDUCATION

EDUCATION

PROBLEM STATEMENT

To support the Department of School Education (hence forth known as the Department) in preparing an operational plan to undertake a state-wide school reform programme titled “*BadiParivartana*”. The intent of this programme to bring all the department efforts under one reform thrust, *BadiParivartana*, to amplify impact on the ground. Trusts is a lead partner & VCF is an implantation partner to streamline, enable and facilitate the transformation plan.

The Tata Trusts/VCF partnered with the Department of School Education (DSE), AP through a 5 year MoU signed in November 2018. Although initially titled “*BadiParivartana*” and envisioned during the previous dispensation in AP, the programme is a systemic school transformation executed at the state-level with a focus on supporting DoE initiatives executed since the new regime took office. The current dispensation’s focus is on elevating quality of public education through two distinct strands – a) revamping school infrastructure and b) transitioning Govt. schools to English medium.



Vision

The *BadiParivartana* programme’s vision is to build children into “Happy, fulfilled, resilient, and responsible students who are future ready.” The programme mission is that ‘ All children complete K-12 education and gain age appropriate scholastic and co-scholastic skills’. The two anchor points of this mission statement are, a) achieving equity (hence, ‘ all’ students) and,

b) holistic development, which is captured by featuring co-scholastic skills in the mission statement.

Action Plan



Activity Done

Since April 2019, the Trusts has staffed 2 resources within the PMU who provide over all project management and design support for department initiatives. The PMU resources have helped **develop and execute** three critical initiatives over the last year

- Socio-emotional curriculum (Ananda Vedika)
- School infrastructure transformation
- English medium transition

Objective	Tata Trusts actions	Results
Change education delivery mechanism to serve needs of children (versus be administrator friendly)	Conducted a Functional Review of all department roles to understand system's capacity to deliver	Functional review report and recommendations submitted to Honourable Chief Minister (HCM), AP 85% of report recommendations up held by the expert committee constituted by the HCM
Provide project management (strategic and operational) support to Department initiatives	Shore up capacity with in department by staffing 2 resources with in the DoEPMU	Socio-emotional curriculum Lead managed the development of socio-emotional curriculum– Ananda Vedika (AV)– with SCERT and 3NGO partners Co-created teacher modules and capacity building sessions for AV classroom

Objective	Tata Trusts actions	Results
		<p>transaction</p> <p>School infrastructure transformation Initiated workshop¹ on developing an infrastructure transformation strategy</p> <p>On boarded communications agency to develop design collaterals for " ManaBadi : Naadu Nedu" launch Proposed a pilot intervention to support infrastructure development 15 schools under Naadu– Nedu</p> <p>English medium transition</p> <p>Supported Special Project</p> <p>Officer on curriculum reform</p> <p>Supported development of textbooks in English and Telugu on modified curriculum</p> <p>Co-created training modules for teachers and bridge courses for students for smooth transition to EM</p>

This is a 5 year programme & we have completed year 1 & all the activities are at an implementation stage.



GOAL IMPACT-

By helping move the need let towards a more holistic definition and understanding of education, the outcomes from this programme can be linked to **SDG 4 : “Quality Education”**. Through the programme, the Trusts has addressed three important levers of quality education–

1. Better infrastructure for state schools – through support to the ManaBadi: Naadu – Nedu campaign
2. Introduction of a socio-emotional curriculum – by moving beyond focus on scholastic skills and placing emphasis on the needs for 21st century skills and holistic child development
3. Strengthening education delivery mechanism – through recommendations from the Functional Review. The intent was to bolster the system to tackle administrative, technical and resource challenges to effectively provide holistic education befitting 21st century needs (scholastic and non-scholastic).

Beneficiary Says

“... We are grateful to Tata Trusts for lead managing this [Ananda Vedika curriculum development] programme from the inception of the idea to finalizing training for implementation by providing strategic in puts...”

All am Satyanarayana, Programme Coordinator, SCERT, AP, Amravati.



Way forward:

Given the current dispensation's focus on school infrastructure development, Trusts/VCF will be gaged in demonstrating efficacy of layering value added services to government schools as well as engaging with parent committee members to support the infrastructure transformation process.

The intent with the project is multi-fold-

- Demonstrate how additional services to the government's foundation about fitting of schools can contribute to a child's overall well-being
- Foster deep reengagement of parents with the child's schooling/ ecosystem through concerted interventions focussed at parent committee members (*contagtothe" Actively engaged parents with child, school and ecosystem"lever of Badi Parivartana as well*)

Use opportunity to deepen Trusts/VCF engagement in AP



OFFICIAL LAUNCH OF AP SYSTEMIC SCHOOL TRANSFORMATION PROGRAMME ("BADIPARIVARTANA")



ANANDAVEDIKA (HAPPINESS CURRICULUM) CONSULTATION WORKSHOP WITH BHUTANESE GOVERNMENT OFFICIALS



TTPM ASSISTING IN FUNCTIONAL REVIEW FIELD WORK



BADIPARIVARTANA SCHOOL IMPROVEMENT FRAMEWORK WORKSHOP

**WATER,
SANITATION &
HYGEINE**

SAFE DRINKING WATER

Problem statement and context of the project

India has long faced the challenge of providing safe drinking water to over 700 million people in more than 1.5 million villages. In the list of 122 countries rated on quality of portable water, India ranks a dismal 120 out of 122 nations for its water quality and 133rd out of 180 nations for its water availability. It is estimated that only 18 percent of the total rural population of 833 million have access to treated water. Scientific analysis indicates that bacterial contamination is severe in India. Traces of fluorides are present in many waters; higher concentrations are often associated with underground sources. Rural people are forced to fetch such ground water from distant places.

Coming to our Andhra Pradesh, Krishna district is one of the 9 coastal districts of the state and agriculturally it is an important district. The district has a coast line of 88km. As per the BIS data, the Krishna district has Total Dissolved Solids is beyond the permissible limit of BIS, which is unsuitable for drinking.

The situation for these villages is much more critical during summer seasons as the drinking water supply from MVS (Multi-Village Drinking Water Scheme) / CPWS (Comprehensive Protected Water Supply Scheme) controlled by the Zilla Parishad and the department of Rural Water Supply and Sanitation is not able to meet the demand.

In such situations the villagers depend on either pond water or ground water, both the resources are highly contaminated and cause chronological diseases. The villagers, who are affluent, are depending on the water delivered to their homes by some private plants (mostly non-regulated operators) or they themselves fetch from these plants for a price of Rs. 1/- per liter. Not many villagers can afford such prices and are limiting themselves to using the available groundwater or surface waters or other unprotected water sources. The situation is alarming with deteriorating water quality consumed by these villagers.

Vision

“To provide access to safe and affordable drinking water for all” in the Rural Krishna region.

Action plan

The mission is to establish community drinking water plants, provide water for nominal amount and The project basically implements three major activities

1. *Situational analysis of the area (feasibility study)* - Where we can get to know the need for drinking water.

The team will identify the villages where there is no provision to the drinking water at their local community, which will be considered as major challenges for the community.

2. *Setting-up of Community based Drinking Water Plants*-Where community comes forward to contribute towards the set-up

There are two different set of plants establishments in the project, where few plants will establish at high salinity and water stressed areas and to scale up for maximum coverage, another set of plants will be established at low TDS level areas.

3. *Operational & Maintenance*-Which considers to be a crucial part where revenue generates for the plant to achieve self-sustainability.

Trained staff will be allocated for the plants to operate and monitor at community level. Continuous monitoring will be done through IOT services & Dashboard at program level.

Coverage :

Interms of project coverage, the project will spread a cross 18 Mandals and 273 Gram Panchayats of Vijayawada & Pedana parliamentary constituencies in Krishna district.



The project is designed to positively impact about 5000 house holds and 20000 beneficiaries from the villages affected by salinity. The plants are designed to serve not only the villages but the surrounding habitations. With the design capacity of 1000 litre per hour, the seven plants put together can serve a max of 10000 house holds and 40000 beneficiaries

Workd oneonfield

As the ground breaking ceremonies are the kick start event to start off our interventions on ground in any GP, we have conducted 6 ground breaking ceremonies in the 6 selected villages, namely Kruttivennu, Lakshmipuram-Pallipalem, Matlam, Arthamuru, Endapalli and Nagannacheruvu villages of Kruttivennu and Bantumili mandals in Krishna District.

Among 6 villages, 5 villages have contributed land and 1 village contributed a building to establish the Swastha Neer drinking water plants. Presently the construction works are going on ground, due to pandemic the works have been delayed.

To implement the project on ground few pre requisites which play a crucial role in the project implementation on field, they are

- Standard plant designs-



- Branding - Brand name and logo finalization-

The name "SwasthaNeer" is finalized for branding the drinking water plants
And the logo is



- TM of brand name and logo – Trade mark registration has been done for logo and the brand name
- Domain registration the brand name for the dashboard accessibility was tha.neer.org and swasthaneer.com are registered.
- IEC Content development

IEC content is developed for RFID card printing, watercans, display near water dispensing area and pamphlets.

మీరు మీ స్వచ్ఛత కార్డ్ ను కార్డ్ స్టాల్ లో పెట్టగానే మీరు స్వచ్ఛ నీరే అభ్యుపేక్షించండి
మీరు కనీసం 20 నిమిషం మీరు వచ్చేదాకా కార్డ్ స్టాల్ లో వేళ్లు వాచండి. ఒకవేళ మీరు వీటిని అపొలండ్ కార్డ్ ను స్టాల్ మీండ్ కి రివేరట్ చేయండి
కార్డ్ ను స్టాల్ లో ప్లాంచంబం కీయడం ద్వారా మీరు నీరు పూర్తిగా కాలుండా లేండు, మూడు కార్డులలో వచ్చుకొంటుంది
ఒకవేళ మీరు మీ కార్డ్ లో అక్యూరెస్ట్ నమనోకీయండ్ కార్డ్ స్టాల్ కు నీరు వచ్చు, ఒకవేళ నోకీ కార్డ్ ను స్టాల్ లో పెట్టండి
మీరు ఎవరంటే కలెక్షంబం ఎయింబంబం నూరడం లో తెలంబంబంబం నీల్యంబంబం లో లోకం 1800 890 1050 నంబం నంబంబంబంబంబం

స్వచ్ఛనీరే
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కార్డులలో నీళ్లు కుట్టుకునే గుండంబం నీల్యంబంబంబం
కార్డులలో ఎంబంబం నీల్యంబంబంబం
కార్డుల ను వేరే నీళ్లు కోసం లేంబంబం బంబంబంబం
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VIKATYAKHINI CHARITABLE FOUNDATION
SWASTHA NEER

Way forward

The targeted timelines to start off all the plant establishments and the operations is by mid of August. So the major way forward is to complete the establishments and to start off the operations and provide drinking water to the communities soon.



LIVELY HOODS

OPERATION GREENS

PROBLEM STATEMENT

Andhra Pradesh is the leading producer of the Tomato in India and produces 36% of total production. It has a production of 1473.5 thousand metric tonnes production and covered an area of 54.2 thousand hectares. AP has a productivity of 27.2MT per hectare. In Andhra Pradesh Chittoor and Anantapur alone contribute 52% of Tomato production. In Chittoor out of 66 mandals 28 mandals are cultivating tomato mostly an area of 26.39 thousand hectares with a production of 1.43 million metric tonnes. The varieties that are growing in Chittoor are juicy and dual purpose variety with low or medium brix content mostly unsuitable to meet the requirements for processing industry.

In this region farmers are investing 1-1.5 lakh rupees per acre forgetting production of 20-30 MT. Due to the fluctuation in the prices, high cost of the production and post harvesting losses due to lack of pre-processing facilities keeps the farmer under losses every year. The project addresses the following problematic areas

- Processable Varieties suitable for the processing
- Capacitating the FPO in building of skills related to the FPO management and quality production.
- Infrastructure building of Nurseries, poly houses and pre-processing structures.
- Strengthening of tomato markets and e-NAM facilities.
- Improvement of logistics and cold storage facilities.

The project aims to cover 3 clusters covering of 9 existing FPOs and formation of 3 new FPOs with a total coverage of 11000 out of which 8000 are existing farmers in FPOs and 1500 are new farmers in the new FPOs and 1500 new farmers as new Joiners in old FPOs.

The major hurdles involved are

- Lack of suitable processing varieties to meet the standards of the processing.
- Price cap on the purchase of the Processing tomato, the price that is giving by the processing industries may not be sufficient to meet the cost of cultivation.
- E-NAM facility at Marketing yard is not properly implementing.
- Capacitating the farmers due to the COVID situation.
- Delay of the project due to change of the Government.

Top 10 Tomato Processing countries

Rank	Processing country	Quantity in (000) tonnes	% of Total
1	USA,including Californing	13,375	33%
2	China	5600	14%
3	Italy	5393	13%
4	Spain	3028	7%
5	Turkey	2700	7%
6	Portugal	1660	4%
7	Iran	1350	3%
8	Brazil	1300	3%
9	Tunisia	935	2%
10	Ukraine	550	1%
	India	130	0.3%
	Total	41,374	

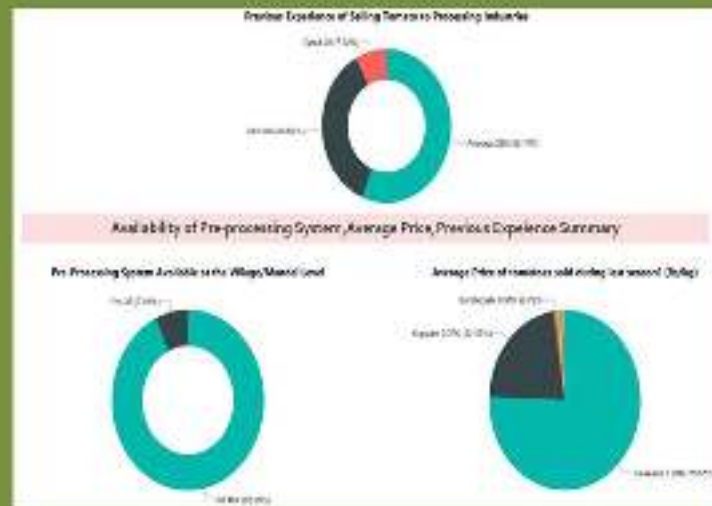


Source: https://avrdc.org/download/publications/technical-reports/reports/GIZ_India-Processed-Tomato-Study_16Sept2016.pdf

The statistical data reveals that in India the processing of Tomato is very less and very far from other countries. Need to enhance the processing of the Tomato to fulfil the demands of the processing products.

Most tomato varieties currently used by farmers for crop cultivation are unsuitable for the processing industry. Most tomatoes produced in India are acidic and the fruit have large locules and thin walls which are less suited for processing. Thus, more fruit is required to produce tomato paste; anecdotal evidence provided by local processors suggests that compared to global standards, twice as much tomato by weight may be required per unit of paste produced which also impacts on the procurement price offered to farmers.

Previous experience of selling to processing industries: More than half of the surveyed farmers have expressed average experience of selling their produce to processing industry while 36 percent have expressed it to be a bad experience. Only 8 percent have mentioned it to be a good experience. Pre-processing system is not available at the village/mandal level. In Kalakada the average price of tomato sold is Rs 1.28 per kg while Kuppam farmers sold at Rs 0.37 per kg.



Vision

The operation Greens project vision is to comprehensive Tomato value chain development by engaging all the stake holders from seed to the end of the consumer.

ActionPlan

To Achieve the vision and as there are so many areas to act for that we have to plan for the multi-pronged approach. The action plans

1. Capacitating the FPO

- In the quality production making field demonstration and creating awareness on the improved practices
- Training the farmer son Tomato Improved Package of practices
- Training to the Nursery and poly house operators.
- Inculcating the FPO management skills in BOD members

2. Infrastructure building

- Establishment of Nursery for providing quality seedlings
- Establishment of polyhouse to create awareness towards controlled farming.
- Establishment of Pre-Processing structures for handling the produce in a qualitative way after harvesting.
- Provision of Crates/pallets/rakes for better management of pre-processing center.

3. Agri logistic infrastructure

- Providing the controlled temperature trucks/ Reefer vans for transporting the produce to the longer distances.

4. Marketing infrastructure

- Upgradation of infrastructure like providing storage yard, digital scales, weighing platforms, digital display systems at market level and promoting & strengthening of e-NAM facilities.

Activity Done.

Major work done on the field is mainly in

- Carry out diagnostic study for identification of operational clusters
- Identification of the 9FPOs in the three clusters.
- Created awareness to wards Operation Greens to the FPOBOD members during their monthly meetings.
- Conducted Tomato crop TALYA experiments and recorded data on the performance of the crop in the production enhancement.
- Testing of the performance of Arkasamrat variety with other existing varieties.
- Release of funds from the State Govt to carry out capacity building program
- Identification of sites for the Nurseries, polyhouse and PPC infrastructure building.
- Carried out market linkage with Ninja cart.

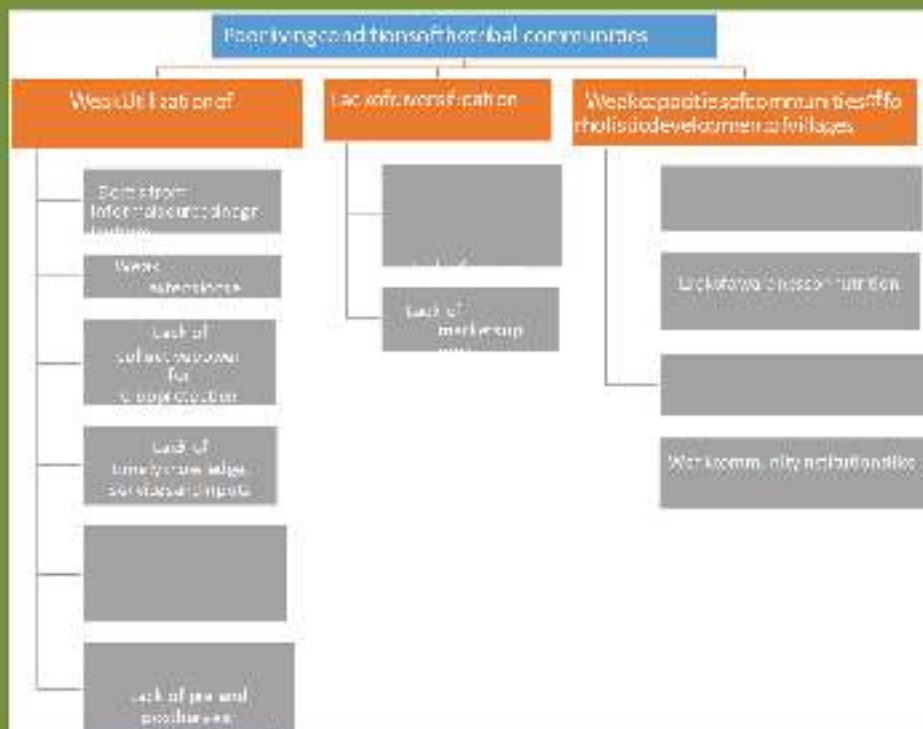
LAKSHADHIKARI RYTHU & MAA THOTA

PROBLEM STATEMENT

The major problem for tribal development in Andhra Pradesh is “**Poor living conditions of the tribal communities**”. The tribal population has been living in isolation and away from main stream for a long time and depending up on forest resources for livelihood and resources. Over a period of time, as forests are depleting and changes in conditions and laws for forest protection, they have started doing agriculture for food. However, their practices are primitive and with limited access to information and exposure to the outside world they have been living in poor conditions. Their lack of access to formal credit sources has kept them in the clutches of informal sources of debt for agriculture.

Hence, the following are the major reasons for the identified problem of poor living conditions of the tribal communities:

- Weak utilization of agriculture land
- Lack of diversification of livelihoods
- Weak capacities of communities for holistic development of villages



Vision

Lakshadhikari Rythu (LakhpatiKissan) or millionaire farmer aim sat diversifying farm income to afford an annual income of INR 1,20,000/- to each farmer household.

Action Plan

“Lakshadhikari Rythu” is being piloted among 1200 tribal households, in three GPs of Rajavommangi Mandal, ITDA Rampachodavaram, East Godavari district, AP. These households have abundant cashew plantations with potential of diversified livelihoods. Based on the prevailing gaps with regard to livelihoods and available resources, multi-thematic interventions were planned to enhance the income levels of each household to 1.2 lakh per annum. The interventions piloted are demonstration on cashew best management, poultry vaccinations, paddy line sowing, Hydraulic-Ram pump installations. Other interventions include Azolla for livestock, intercropping in cashew orchards, best Goat rearing practices, bringing under utilised trees to utilisation (Palmyrah) etc., were implemented.

MaaThota: Through VCF and NABARD – started a Maa Thota programme with 1000 families belonging to 11 Gram Panchayats. This programme includes Cashew(63), Jafra (60), Moringa (108) and Karonda (250) saplings per acre which boosts the income of Rs. 50000/- per annum after 4 years. More over, in this model the income begins from first year with Moringa, from second year Jafra and finally in third year all the species, there by, farmer will be kept engaged in that plot with diversified yields in different seasons. This protect meets regular expenditures and avoid bargain hand loans of huge interest and exploitation by trader sand middle men.

These plots were re enforced with the collective water resource development, soil and moisture conservation works, women development and village development activities. At the final stage of the programme the outcome will be observed as fully strengthened FPO and farmers were collaborative in marketing their produce and marching towards the formation of sustainable FPC.

Objective is to generate sustainable year long income from the Maa Thota implemented plot to these households.



Activity

Done Lakshadhikari Rythu -
Cashew Rejuvination programme:

During the last year, nine plots in three GP's were demonstrated by VCF under this programme. As a result of this farmer had seen the beauty of the orchard management. During this year the farmers of the demonstrated plots had transferred for the entire extent of cashew orchard and the scaling of activity was increased. Moreover, this pilot programme was adopted by the Department of Horticulture and through Lakshadhikari Rythu programme we had mobilised 200 farmers into this scheme for the rejuvenation activity. Further to this all the registered farmers were supported with the cashew orchard management equipment's. We mobilised 21 farmers to apply bio-slurry and plant protection chemical sprayings by supporting two Honda sprayers. The plots which were sprayed and bio-slurry applied had shown good flowering and fruit set. In addition to these 85 farmers were trained on pre and post flowering management training by involving the scientist from KVVP and Irirnamidi.

Inter cropping in Cashew Orchards:

Under this activity, to bring land use efficiency and the frequency of the farmers' visit to the cashew orchards we had promoted inter cropping in their old cashew orchards. A total of 18 acres were supplied with Black gram and Red gram seeds. But due to the erratic rain fall the germinated seeds were not survived due to prolonged water logging.

SRI Paddy demonstrations:

- With the continuous rains in the project area in the season, SRI methods (line sowing) were scaled-up in the lands of 52 Tribal farmers. This method was carried out with farmers cultivating paddy varieties of their preferences.
- SRI Paddy initiated in the 52 plots this year have shown good growth, the farmers harvested the crop and completed the threshing activity.
- For analyzing the crop yields from the SRI plots, VCF has conducted a crop cutting experiment by analyzing the harvest from a sample unit of 1sq.mt. from 16 SRI and 16 non-SRI plots. SRI paddy crop cutting experiments were taken up in all the experimental plots of SRI Paddy and the harvest analysis has been done, yet to submit the final report.



Hydraulic Rampumps:

- Installed the second hydraulic ram pump at Chakkavada, Maredumillim and al as part of the MoU between Centre for Development Research (CDR) and VCF.
- Functional study of the Ram pump installed in Chakkavada village was done by Dr. Linga Raju, Head of Mechanical Dept. JNTU- Kakinada and stated that this pump can deliver 2.6 liters of water per second and can discharge 2.24 lakh liters per day at a height of 49 feet.
- Mr. Sisodia, the Tribal Welfare Commissioner had visited ITDA Rampachodavaram and Bodlanka. During his visit, he was shown the drone-video on operation of the Ram pump installed at Chakkawada. By this, he had instructed ITDA P.O to support this technology wherever it is feasible. PO had sanctioned budget to CDR for there maining three Ram pumps to be installed and based on this a review meeting was conducted with Mr. Manohar Prasad – Director, CDR and Mr. Nelson Royal – VCF. Installation to be done in the proposed three new locations at Upparigothula village, Boddumanuveedhiand Jammichavidiandoper ationalizing the Bodlanka ram pump, which was washed off with the heavy floods during rainy season. Based on the discussions, detailed budget estimates were prepared and submitted to Manohar Prasad.
- VCF team conducted feasibility study in tribal areas of Ananthagiri Mandal to understand suitability for installing Hydraulic ram pumps to support irrigation from stream to fallow lands under the ZBNF project being implemented by Kovel foundation. The study findings revealed suitability for ram pump in four locations. Estimates and design for installation for four Ram pumps was

submitted to Kovel foundation. Proposal submitted to Kovel Foundation for installation of Hydraulic ram pumps for Tribal farmers has been accepted and they had sent an order for installation of Ram pump at Pinakota village, Anantagiri Mandal, Visakhapatnam dist. by paying the quoted amount to VCF. To this extent, VCF has installed a Ram pump at Pinakota village and allowed to sediment in the cement. The ram pump will be brought to operation, after the end of COVID-19 lock down.

- K.R. Puram ITDA PO was interested in knowing the details of this pump and planning to scale up this activity in West Godavari. As per the request of the PO, a visit was made for the finalization and submission of the feasibility study. They are willing to take-up this Ram pump technology because they were providing diesel to the farmers through ITDA to operationalize the given pump-sets for the tribal farmers, which was becoming hectic to deliver the inputs in time. Therefore, instead of this business, they are planning to install Ram pumps and deliver water with these Ram pumps, which can cut-down the efforts and cost. They are willing to take up this technology during the month of May 2020 because the land near by the Ram pump site is with Eucalyptus plantation, which will be harvested from the month of March. Further visit required for discussions.
- As part of innovation of Ram pump in Lakshadhikari Rythu area, for installation of the pending ram pump and two new ram pumps, a Gabion structure expert was called and asked for the feasibility report, and works will be initiated based on that report.
- VCF team had meetings with the District Collector – East Godavari, JawaharLal Nehru Technological University (JNTU)-Kakinada & AD-ZBNF for the ircollaboration to support tribal farmers in ITDA Rampachodavaram area with irrigation facilities through low cost zero fuel Ram pumps.





Poultry interventions:

- Meetings were conducted with women farmers in the project villages for the development of backyard poultry and control of disease outbreaks.
- Due to the reduction in mortality of the poultry birds after the vaccinations given by VCF, the poultry entrepreneurs themselves vaccinated their birds managed under the four poultry entrepreneur sheds.
- To reduce the feed cost and provide high protein feed to the poultry birds, VCF established insect culture tins in the 30+3 poultry entrepreneur farms at Dakarai and Appanapalem.
- Submitted proposal to SERP, on income enhancement through backyard poultry management for tribal families, in ITDA Rampachodavaram area.

Palmyrah value chain:

- On 11 June, the project team visited the Palmyrah products processing center at Krishi Vigyan Kendra (KVK), Pandirimamidi. This unit is being funded by RKVY and the products processed are Palmyra Neera, Palmyra Jaggery and Jellies. Principal Scientist Dr. Vengayya explained the Palmyra products.
- With the growing demand of Palmyra sprouts / tender roots (Tegalu in Telugu) in the district, in this regard, the project team created awareness among the farmers having Palmyra trees in their agriculture lands. The farmers were made aware of the variety of uses of the palm tree, especially to start with fleshy sprout grown below the surface from germinated palm seeds, which are boiled and eaten as fibrous & nutritious food, which can be initiated as an entrepreneur model. In the process, three SHG groups came forward to take up this initiative.

- Palmyrah study has been completed in the project area, and the project team met Dr. Vengayya, Scientist in Palm at Horticulture Research Station, Pandirimamidi KVK campus, Rampachodavaram. During this meeting, the scientist had asked to come-up with a proposal and MOU with Horti-university for the interventions planned, based on which they can give technical support and also give hand holding support for the establishment of the microenterprise and training. He promised that there is huge demand for the palmyrah based value added products, for which buy-back can be assured through their center. To this extent, a draft proposal was developed on Palmyra Jaggery with the support of Dr. Vengayya and it is yet to be finalized for the further action.

Other activities:

- Prepared case studies on SRI Paddy intervention and Toddy cultivation.
- Team visited Kindra Lift irrigation project along with Assistant Project Officer (APO) of MGNREGA, met few farmers and collected the basic information. Action plan has to be devised for bringing this defunct lift irrigation project in toutilization.
- Conducted a training programme to the CDR team on Red Gram Poly-tray raised seedlings.

MAA THOTA:

During this year *Maathota* Phase-I project was sanctioned to VCF by NABARD. VCF team conducted awareness meetings in the villages and finalised 200 farmers for year-1 implementation. MoA between NABARD, TataTrusts & VCF for Implementation of TDF project, was signed on 23 August 2019. Facilitated marking of layouts for planting cashew sapling in 120 acres'/farmers lands covering 8 project villages. Henceforth, the farmers finalized prior to Monsoon under year-1 was frozen to 60 Acres and by the end week of June, Later, 63 cashew Saplings as per the design were handed over to each Maa thota farmer (total 60 farmers), to initiate plantations. During the process of plantation by the farmers, there was continuous heavy down pour and only 58 farmers could complete plantations on time. Though the farmers completed plantations in the fields, many cashew saplings died due to the heavy down pour and water logging. *Moringa* seedlings were planted in 48 acres of *maa thota* farmers, but due to continuous heavy down pour in the project area, almost 95% of the *Moringa* saplings were not traced in all the plots, due to heavy rains and water logging conditions. On 17 September 2019, facilitated formation of *Maa Thota* Rajavommangi Committee and bank account was opened in the name of "VCF *Maathota* Rajavommangi committee" for receiving funds from NABARD for executing project measures activities. On the 1st November 2019, Rs. 41,45,400 was released to VCF MaaThota Rajavommangi Committee account towards Project measures cost and Rs. 8,73,400 towards Project Management Cost. Expenditure pertaining to pit digging & filling, Planting and compost application by 58 *Maa Thota* farmers were released to farmers from the Project measures account managed by Committee. Formed the Village Development Committees (VDC) and conducted Meetings to discuss open wells, setting up individual tree guards and watering the cashew saplings. To carry out the Water resources development exercise for the existing 58 MaaThota plots and the remaining 142 acres under the Phase-I of the project, 34 locations were certified by Hydrogeologist, which are feasible for digging open wells to support irrigation to plantations in 200 acres. Invited quotations from service providers for digging open wells and construction of water troughs. Team facilitated vendors for visit to sites, prior to submission of quotations. After series of negotiations with vendor and ensuring acceptance of technicalities set by VCF, work orders were issued. Project steering committee was accepted and finalized the composition. The first meeting of the committee is planned from the first week of April 2020.



A Detailed project report (DPR) was submitted to NABARD for sanction of Maathota Phase-II for implementation of the project with another 500 acres/ Farmers in Rajavommangi mandal. Later, the Project for Maathota Phase- II got sanctioned to VCF on the 4th February 2020. After series of meetings in the villages of *MaaThota* Phase -II, finalized villages for taking up first 200 acres/ farmers under year-1 target. Followed by this, facilitated formation of village development committees (VDC) in the villages planned for year-1 implementation. In the process, President, Secretary and Treasurer were nominated for each VDC. Facilitated formation of " Rajavommangi Mandal Maathota Committee" for phase-II. and bank account opened in the name of "VCF Rajavommangi mandal Maathota Committee". Submitted 6 months' action plan along with detailed budget for activities planned for 200acres/ farmers and village development activities to NABARD. On 13th March Project measures funds of Rs.30,31,700/- was received in Andhra Bank, Rajavommangi; and the Project management funds of Rs.5,74,100/-. The team initiated Mapping of sites for developing water resource to support irrigation to 200 acres planned under Year-1 implementation. Further, based on the MaaThota-I & II operational areas, two FPO proposals were submitted to NABARD.

SHG MARKETING

Andhra Pradesh has a rich tradition in handicrafts, with techniques of craftsmanship handed down from generation to generation. SHGs supported by SERP produce a wide assortment of products that include Kondapalli toys, Atreyapuram Pootharekulu, Sarees from Dharmavaram, Mangalagiri and Uppada, Kalamkari paintings and Show pieces from Etikoppaka among others. India is now at the cusp of a digital revolution with an increasingly robust and universal digital eco system with many services and businesses coming online.

While large-scale corporations are increasingly moving online, SHGs currently lack adequate knowledge, training and infrastructure to have an online presence.

Vision

The overall objective of this initiative is to 'Create a scalable & sustainable model of getting SHG stolist their products online (opens a new channel) and maximize sales of SHGs products (both offline & online).

Action Plan

To create a scalable & sustainable online market model, various unique products (food & non-food) of SHGs were made available to the consumers across the selected districts under the brand name of 'e Bharathi'.

Activity Done

Over 11,000 products of 500+ SHGs from all the 13 districts of AP have been on boarded to the e-commerce platform. The platform has generated more than Rs 4 million in sales through over 1,900 online orders. VCF in an advisory role had facilitated the on boarding of the SHGs with unique products with the support of SERP. VCF also facilitated branding, promotion, marketing, partnership sand management of the initiative.

Product Category	Sales Amount
<i>Food Products</i>	34,19,274
<i>Handi crafts</i>	2,85,553
<i>Health & Personal Care</i>	1,11,402
<i>Home & Kitchen</i>	25,496
<i>Jewellery</i>	5,716
<i>Textiles</i>	1,80,166
GrandTotal	40,27,607



Wayforward

Discussions are in place with SERP, AP Government to review the results of the pilot. We would be studying and recommending a leaner model of on-boarding SHGs with more focus and funding directed towards advertising and marketing the products to get higher sales for the artisans. The Pilots could further be scaled with market leaders/niche players like Amazon Saheli & Zomato who are willing to pro-actively support and on board SHGs.

Further, we are in the process of surveying over 90 SHGs from all the districts of Andhra Pradesh to get a better understanding of the COVID impact and fine tune our model based on their situation and feedback. The findings of this study would be shared with key stake holders in the SHG ecosystem like NRLM, World Bank, SERP and other SRLMs amongst others to get a deeper understanding of the SHG enterprises and ways to increase their businesses and livelihoods. Dr Anjali Kulkarni, Professor from TISS who has published papers on SHG economic and micro finance in leading Indian and International Journals will be working with VCF on a pro-bono basis for conducting this study and preparing the paper.

The SHG Enterprise Study will cover our experiences across these pilots and will also document case-studies and success stories from VCF's interventions as well as those of the players like Antaran and start ups from TISS.

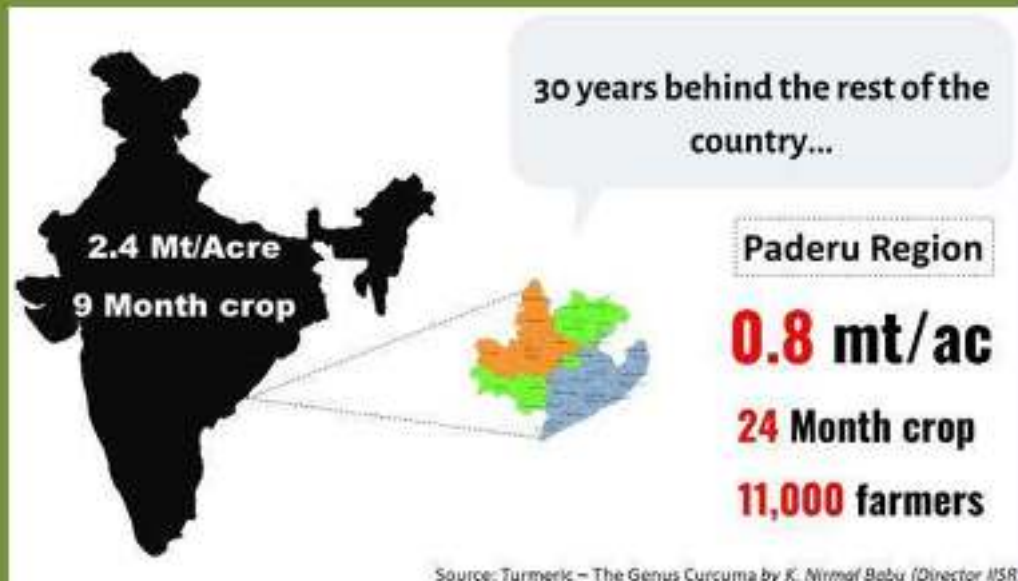




VALUE CHAIN DEVELOPMENT IN PADERU

Problem statement

Due to lack of awareness on best agricultural practices and lack of proper marketing facilities, market linkages, the farmers of Paderu region are being exploited by the local traders/middle men. The turmeric produced here is chemical free and has high curcumin content which has high demand in the market.



Vision

The vision is to provide market linkages to the farmers and formation of a model FPO to sustain them selves in the Paderu region.

Action plan.

Tata Trusts - VCF is working towards the formation of a Model FPO in Paderu region, Visakhapatnam. The region is having high quality turmeric production with out any direct market linkage. Along with turmeric, significant amount of black pepper, long pepper & coffee is produced here. Formation of model FPO is under process based on direct value chain creation of turmeric. The activity aims to connect the distant villages to the bigger market directly by removing layers of intermediary and create one plat form to normalize price for marginal farmers.



Activity Done

- Final yield data collection had been done for all the 31 experimental plots and the assessment of the plots is being done. Baseline data collection to assess production and income information for 650 farmers was carried out.
- General cost for turmeric cultivation in low lands (Guntur) using fertilizers were assessed after data collection from farmers and documented.
- Turmeric seedlings were raised in nursery and were transplanted in the main fields of the farmers in Paderu region. The Paderu farmer simple mented transplantation for the first time.
- **Data cleaning and data entry:** Data of 650 farmers had been cleaned by verifying with hard copies collected by the field staff. Data related to 31 demo plots has been collected and entered in to phone-based survey CTO application.
- **Turmeric sample collection:** Turmeric fingers and bulbs from Pedabay alumandal and Turmeric powder samples from Hukumpeta mandal has been collected and sent to Tata Chemicals laboratory in Pune for qualitative analysis. The Tata Chemicals team has mentioned that they would carry out a HPLC test on the sample sent by our team. If the sample meets their requirement, they would be interested to procure the turmeric from Paderu region. They had mentioned that they would also help to connect us to other companies who would be interested in procuring high curcum in variety of Turmeric.

- **FPG leaders meeting:** VCF team attended the farmer producing group leaders meeting along with Additional project director, District Project Manager (SERP) and our field staff. Discussions were made based on the agenda of strengthening the FPGs. Usage of business fund for collective marketing and availing loans as crop advances for the farmers for inter cultivation operations.
- **Turmeric Buyer-Seller Meet (Erode) :** The Paderu Turmeric samples were presented to buyers/ traders in Erode during the CII-Conference on Turmeric for exploring possible marketing opportunities. Ten buyers expressed their interest in Paderu Turmeric whose contact details were noted for future communication.
- Dr. Shiv Kumar from the Horticulture Research Station, Chintapalle was invited to visit the demonstration plots of Turmeric and give his suggestions on what farm inputs need to be given to the plants at the current stage of Turmeric. He has suggested that the Turmeric crop in the demo plots in Chintapalle should not be harvested in the current year as the growth of crop was very less. He recommended application foliar sprays (13-0-45) for the demo plots in GK Veedhi mandal. The foliar sprays would be procured and supplied to the farmers as per there commendation.
- FPO Self-assessment session has been conducted during 5-7 December 2019 for the Paderu and G. Madugula FPOs to assess the FPO training needs and plan for conducting the capacity building trainings accordingly.
- The self-assessment session has been done on the topics FPO concepts, Marketing & Networking and Business Plan.
- Based on the observations from the FPO self-assessment study, FPOBoD training has been organized for the FPO Board of Directors, FPO staff and Master trainers from the Paderu and G.Madugula FPOs.

- During 17-19 December 2019, a3-day FPOBoD training has been done on various concepts of an FPO, statutory compliances foran FPO, FPG Vs FPO difference, duties of BoD and CEO, importance of share capital, marketing and business model canvas. The participants felt very happy that they learn so many things from the training.
- Based on the inter actions held with the buyers during the buyer seller meet in November 2019 in Erode, we had received an order from a buyer from Salem. The buyer required 50 MT of Turmeric powder, which has more than 5% curcumin.
- There have been buyers from Mumbai who have reached out asking for One ton of double polished Turmeric fingers.
- All the FPOs have submitted turmeric samples to the Paderu Head Quarters. These samples would be used to send to the buyers from all over the country.

FPO Marketing Activity

- The Chintapalle FPO initiated the turmeric marketing activity by supplying 1000 Kgs of Turmeric to Madon Pure Foods private limited. The market price for the commodity was about Rs 80- 85/Kg. The FPO procured the commodity from the farmers at Rs 91/Kg, dried the commodity again. This was followed by polishing of the commodity using the polishing machines given by IISR to the FPOs. The sale price from the FPO to **Madon Pure Foods private limited was Rs 105/Kg** exclusive of taxes and transport. The total transaction value was Rs 1,05,000. The buyer was very happy with the quality and said that he would give further orders to the FPO.
- Tata Trusts Horizons team visited Paderu in the month of February, interacted with beneficiaries of different interventions and captured their interviews regarding the project.





Way forward

- Installation of irrigation system.
- Submitted one-year extension proposal for the project.
- Develop crop-monitoring formats and capture the growth details of the demo plots.
- Contact market players and submit turmeric samples from Paderu.
- Production Practices : Take stock of all the 33 Demo plots and the 21 INM Plots.
- Marketing Plan: Visit Salem, Erode and Calicut to meet Turmeric companies and get leads for Turmeric marketing

- Recruitment : Conduct interviews and recruit new candidates for Organic Turmeric Project
- Receive purchase orders for Turmeric worth 10 MT and Rajma worth 5MT.
- Collect samples of Turmeric, Rajma, Coffee and Millets
- Prepare the procurement guidelines for Turmeric
- Launch the Paderu turmeric Powder
- Scale up the Turmeric Value Chain project with the support of ITDA Government to 2000 Acres.



VILLAGE DEVELOPMENT PROJECT

Problem Statement

Tata Trusts signed an MoU with the Government of Andhra Pradesh to work on multi the matic development in 265 Gram Panchayats of Vijayawada Parliamentary constituency (VPC) in Krishna district. Trusts conducted one of the largest micro planning assessments in the country in 265 gram panchayats, and developed extensive village development plans. This initiative was to help the community to develop their Village development plan (VDP) in a participatory manner which includes Personnel development, human development, social development, economic development, Environmental development and captured needs of all sections in these villages. The Village development plans (VDPs) were presented to Government of AP. Tata Trusts came for ward to facilitate the Implementation of VDPs with the help of various government departments and to make these villages as” Adarsh Grams.

Vision

The overall vision of the project is to contribute towards improving living standard of rural communities in 265 Grampanchayats in Vijayawada parliament constituency (VPC) by under taking various developmental activities including infra structure development, streamlining Panchayatraj institutions at village level.

Action Plan

The key objectives of the project include

- Facilitate sustainable processes in the implementation of VDPs 265 GPs falling (VPC) in a participatory and collaborative approach.
- Improving basic amenities and services, social security, the practice of good governance, with the goal of creating model villages for replication across the country.
- Enhancing the capacity building and show casing sustainable solutions for existing problems and strengthening of the localin stitutions in a participatory approach.



Activity Done:

To inculcate the sports culture among rural students, we have provided Sport kits to over 70 schools across the region.

We have provided capacity building trainings to over 600 village development committee members.

To improve the green cover across the region, we have initiated home stead plantation in over 30 Gram panchayats.

Reformed 180 village development committees by discussing with local communities.

Reached over 30000 people through various BCC/IEC campaigns on social security schemes.

Conducted over 90 Awareness programs on sanitation in Schools and other public premises.

Thus far we have leveraged around 2 crores during last financial year through efficient convergent actions with Government line departments.

Provided infrastructure support in the form of providing SWMPC tricycles to streamline the Solid waste management centres in the region.

<i>No. of districts covered</i>	1
<i>No. of villages</i>	265
<i>No. of Mandals</i>	16
<i>No. of Households</i>	2,50,000
<i>Total population covered</i>	10,00,000



Way forward:

- Strengthening and reorienting the Village development committees towards project sustenance.
- Establishment of village resource centres in order to disseminate the knowledge about state and central government schemes. Identification of suitable location is underway
- Initiation of Tank bunk development activities to increase the ground water in the region.
- Liaison with Government line departments to channelize funds for the developmental activities in the region.
- Under take extensive awareness programs by converging with Sanitation and ICDS departments in the region.

BALANCE SHEET AS AT 31.03.2020

Amount in Rs.

Sl.No	PARTICULARS	Note No	As at 31.03.2020	As at 31.03.2019
I	EQUITY AND LIABILITIES			
	(a) Share capital	1	11,000	11,000
1	Funds and liabilities			
	a) Share capital	1	11,000	11,000
	(b) Reserves and surplus	2	3,132	-
2	NON-CURRENT LIABILITIES			
	Other Non-Current Liabilities	3		
	(a) Grants For Capital Assets		17,972,832	3,687,602
3	CURRENT LIABILITIES			
	(a) Other current liabilities	4	165,158,179	135,546,805
	(b) Short-term provisions	5	1,857,362	974,794
	TOTAL		185,002,505	140,220,201
II.	ASSETS			
	NON-CURRENT ASSETS			
1	(a) Fixed assets	6		
	Tangible Assets		15,543,287	30 74 993
	Intangible Assets		2,429,545	612,609
2	CURRENT ASSETS			
	(a) Cash and cash equivalents	7	155,566,852	133,223,159
	(b) Short-term loans and advances	8	7,220,138	2,946,659
	(c) Other current assets	9	4,242,683	362,781
	TOTAL		185,002,505	140,220,201

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2020

Amount in Rs.

Sl.No	Particulars	Note No	As at 31.03.2020	As at 31.03.2019
I.	INCOME	10		
	(a) Amount Appropriated out of Earmarked Grants	10a	129,477,238	154,329,627
	(b) Amount Amortized from Capital Grants	10b	2,431,623	852,253
	(c) Donations Received	10c	522	78
	(d) Other Income	10d	1,658,394	
II	Total Revenue		133,567,777	155,181,958
III	Expenditure:			
	(a) Program cost	11	111,144,066	139,327,165
	(b) Administrative Cost	12	19,988,956	15,002,540
	(c) Depreciation	6	2,431,623	852,253
	Total expenses		133,564,645	155,181,958
IV	Excess of Income over Expenditure before exceptional and extraordinary items and tax (III-IV)		3,132	-
V	Exceptional items			
VI	Excess of Income over Expenditure before extraordinary items and tax (V - VI)		3,132	-
VII	Extraordinary Items			
VIII	Excess of Income over Expenditure before tax (VII- VIII)		3,132	-
IX	Tax expense:			
	(1) Current tax			
	(2) Deferred tax			
X	Excess of Income over Expenditure for the period (IX - X)		3,132	-
	See accompanying notes forming part of the financial statements	13		

CASH FLOW STATEMENT FOR THE YEAR ENDED 31.03.2020

Particulars	Note No.	For the year ended 31 March, 2020 (Rs.)	For the year ended 31 March, 2019 (Rs.)
A. Cash flow from operating activities			
Excess of Income over Expenditure		3,132	
Adjustments for Non Cash Items:			
Depreciation		2,431,623	852,253
Excess of Income over Expenditure before working capital changes		2,434,755	852,253
Changes in working capital			
Adjustments for (increase) / decrease in operating assets:		22,340,561	93,617,162
Short Term Loans and Advances		(4,273,479)	(1,213,401)
Other Current Assets		(3,879,902)	(173,294)
Adjustments for increase / (decrease) in operating liabilities:			-
Trade Payables		-	
Other Current Liabilities		29,611,374	94,073,696
Provisions		882,568	930,161
Cash generated from operations		24,775,316	94,469,415
Income Tax Refund		-	
Net cash flow from/(used in) operating activities (A)		24,775,316	94,469,415
B. Cash flow from investing activities			
Purchase of Fixed Assets		(16,716,853)	(2,298,356)
Net cash flow from/(used in) investing activities (B)		(16,716,853)	(2,298,356)
C. Cash flow from financing activities (C)			
Share Capital Received		-	-
Capex Grants Received		14,285,230	1,446,103
Net increase in Cash and cash equivalents (A+B+C)		22,343,693	93,617,162
Cash and cash equivalents at the beginning of the year		133,223,159	39,605,997
Cash and cash equivalents at the end of the year		155,566,852	133,223,159
Reconciliation of Cash and cash equivalents with the Balance Sheet:			
Cash and cash equivalents as per Balance Sheet		155,566,852	133,223,159
Less: Bank balances not considered as Cash and cash equivalents as defined in AS 3 Cash Flow Statements		-	
Net Cash and cash equivalents (as defined in AS 3 Cash flow statement)		155,566,852	133,223,159