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SWAMI VIVEKANAND SHIKSHA SAMITI, (SVSS)

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From the Secretary Desk

Dear well-wishers and friends

This gives me great pleasure to present to you the Annual Report 2017-18. As many of you know, Swami Vivekanand Shiksha Samiti (SVSS) is a community development organization. We work both in poor urban slums and in rural communities.

Presently, we are working on issues like water and sanitation, microfinance, women's health, Adolescent Health & Education, Livelihood, sustainable agriculture, and solar energy. The essence of our programme is that people themselves must participate, with increasing awareness and sense of responsibility, in the planning and implementation of projects material to their own well-being.

We believe in a set of values and practices which plays a special role in overcoming poverty and disadvantage, knitting society together at grassroots and deepening democracy. Learning is integrated into all aspects our activities, thus building and supporting the personal skills, knowledge, abilities and resilience of people.

Women's issues and problems remain in the core of our concerns and their empowerment is integrated in all our programmes. Our strategy includes, among other things, an action plan that indentifies, for every outcome, specific actions, timescales, suggested evidence of success and indicators and people responsible for delivery.

We try to promote affordable technologies and services that are unique yet appropriate and economically viable. We recognize the interconnection between poverty and environment and, therefore, try to promote sustainable resource management practices, systems and policies. This environmental focus is integral to our strategies and a major consideration in every aspect of the work carryout. We take care to avoid sacrificing the interest of future generations to meet the needs of the current generation. We invite you to remain in touch and help us in our endeavors.

With best wishes

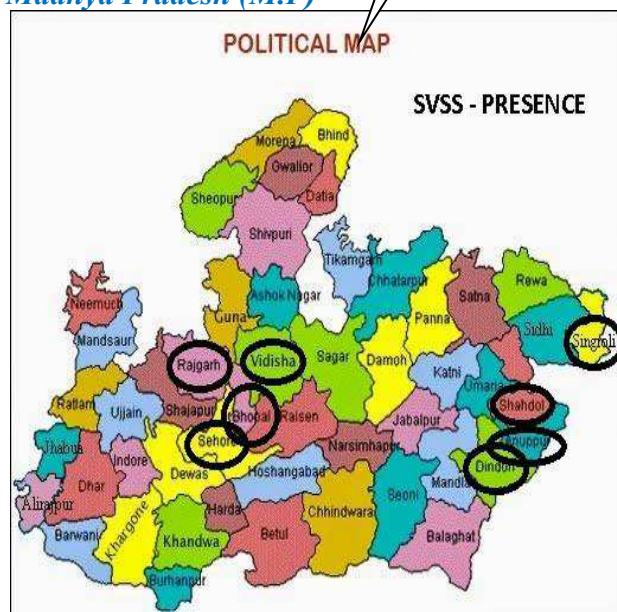
Sincerely Yours,

Dhirendra Kushwaha
Secretary

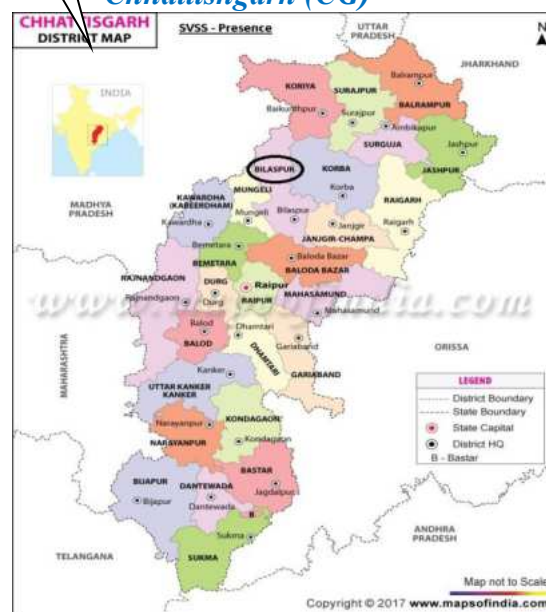
Geographical coverage area



Madhya Pradesh (M.P)



Chhattisgarh (CG)



Inception:-It was in the year 1987 that a group of young educated people after realizing the problems and difficulties faced by the people living in rural villages & urban slums pave way for formation of a non government organization as envisaged the great Indian seer and role model, Swami Vivekanand, keeping in mind the long vision he had and showed us almost 70 years back, the name of organization has proudly set in his name **SWAMI VIVEKANAND SHIKSHA SAMITI,(SVSS)** the organization come into being in the year 1988.

Background:-SVSS is a grass root action oriented organization taken vows to work with poor communities in villages for enhancing their livelihood resources in a sustainable manner. Our work includes motivation, mobilization of community members, identification, adoption and

promotion of technology, mobilization of resources, fostering of functional mechanisms, and skill development & capacity building, experimentation and fostering mechanisms for sustainable impact, growth & spread.

Vision: - The empowerment of the deprived sections of the society; living in below poverty line in such a way, that they could access potential resources & management its for their own development & the development of area rural & urban in which they live in.

Mission: - To provide support for the people's initiatives through a participatory community approach to overcome all developmental limitations including, social, educational, technological, political & economical. To develop linkages of women's SHGs as an alternative, to gain economic independence and to free them from the bondages of debt & poverty and to create a way towards socio-economic change.

Management

SVSS is governed by a 9 member's team elected by the general house, know as governing board of the organization. The SVSS governing Board meets time to time, to review, steer the activities and to take policy decisions in order to achieve the desired goal of the organization. The implementation of development programme by dedicated and professional's & trained staff. SVSS time to time organize capacity building programmes for staff & team members.

Staff & Team Strength

SVSS execute the project with dedicated staff. The present of project staff is 85 in which 41 are female & remaining 44 are male & 27 trained trainers for capacity building of target groups in different issues. Viz. Agriculture and allied issue, adolescent's health and life skill issues, water and environment conservation, Adolescents issues , HIV/ AIDs, Tuberculosis, water, Sanitation & hygiene, Sustainable livelihood development, market linkages and other issue related to community development. 12 volunteers associate with the organization.

Our Programme Intervention's

Project	Promotion of Five Farmer Producer Organization (FPOs) and Its Sustainability
Project Areas	Sehore District/ Block – Sehore Villages Covered- 132
District/Block	Bhopal- Fanda Villages Covered-24
No. of Beneficiaries	2500 Small & Marginal Farmers
Sponsoring Agency	National Bank for Agriculture & Rural Development (NABARD)

The concept of 'Farmer Producer Organizations, (FPO)' consists of collectivization of Producers especially small and marginal farmers so as to form an effective alliance to collectively address many challenges of agriculture such as improved access to investment, technology, inputs and markets.

OBJECTIVES of Project:-

- *To make markets more inclusive- Markets are currently dominated by the strong, the wealthy and the influential. An inclusive market allows participation of the poor and marginalized and also allows them to increase their share in value created in market*
- *To make market's more competitive and resilient Poverty and inequality is a result of market failures like Monopoly, Excessive Government control and corruption. These increase the costs of entering into a business and running it. We need to make markets more competitive and more resilient towards such failures. Only then markets can be beneficial for all of man-kind in an equitable manner.*

Activities of FPOs

The perceived-opinion of members towards performance of the company were that on composition of membership being heterogeneous. With regards to the interventions avoiding domination of specific group of people and elimination of political intervention by adhering to rules and regulations were also perceived as effective with the concept of FPO. The other perceived opinions were on robust record maintenance, member cohesiveness and transparency of activities, which are the attributes that makes this concept beneficial. The other opinion that ranged from good to very good were selection/election of leader/board of directors, transparency of financial transactions, opportunity for participation in decision making, business activities of the company, ways of raising funds and dovetailing of govt. schemes are certain areas that needs improvement.

The members had either agreed or strongly agreed perceived effectiveness towards increase in input availability, increase in productivity of commodity, increase in net returns, increase in utilization of farm mechanization and power, adequate access to credit availability and increase in cropping intensity as a result of being member to the company and company's activities. However, the perceived effectiveness of members towards, assured market price, value addition linkage and related infrastructure and assured buy-back was ranging from undecided to agree response and the perceived effectiveness values were below the average value. The members had either agreed or strongly agreed perceived effectiveness towards all the social indicators such as increase in knowledge of improved production technology, enhanced bargaining power for input purchase, access to benefits for women and increase in adoption towards production technology. However, access to benefits for socially backward people, reduced social conflicts, enhanced bargaining power of the input purchase, and enhanced bargaining power for output marketing, as the perceived effectiveness rating was less than the average value.

The FPO caters its services to 156 villages supplying inputs like seeds, fertilizers, pesticides, seed production and processing services, custom hiring, weather report communication (AccuWeather), internet connectivity, capacity building of farmers with KVKs and other reputed organizations. This FPO has tied up with nine leading input companies and stands as guarantor for loans taken by farmers. Appreciably, strong group cohesion well educated and experienced

Shareholders are critical success factors. The goal of the initiative was “from seed to table” in the form of timely availability of quality inputs and seeds, creating proper marketing facility and value addition of the agriculture produce.

The FPO has worked in convergence with several organizations in building the capacity of its members. The significance of this FPO's success was on working with varied stakeholders to be successful in its venture and also building capacity of its members. The success has been that this FPO is responsible for such a change within three years of its inception. The producer company provides activity specific loans such as cattle loan for dairy to eligible members by taking loans from private financial firms such as Ananya microfinance, FWWB, Samunnati finance, etc. In the year 2017, over 250 cattle loans were provided under this activity. The company draws service charges and an interest margin from this activity. The members are grouped into farmer groups or women SHGs, which are in turn linked with NABARD Financial Services for credit. The company facilitates individual members to get their Kisan Credit Cards from commercial banks in lieu of a service charge with swami Vivekanand Shiksha Samiti as mediator, the trust level of banks has gone up.



Outcome of Project:-

- ✚ *Socially and financially self-sustainable institutional structure of Producers 'Company. Starting from five FPOs with 2500 farmers in Sehore- Bhopal and gradually covering all farmers.*
- ✚ *Awareness generation among the community about existing situation about agriculture and its marketing potential when approached collectively.*
- ✚ *Increase in number of days of employment for farmers in agriculture and agriculture Processing activities.*

- ✚ *Developed input and output market linkages leading to increase in net profits of the farming households by 1/3rd with improved farming practices, reduction in costs of Cultivation and improved market access.*
- ✚ *The innovation delivers an increase in net returns of a small holder's producer from agriculture & other enterprise to the tune of Rs 15000 per acre per annum & Increase in net return to farmer: 5- 15% .*
- ✚ *The FPO, s creates an eco system of knowledge and support servicer that increase agricultural productivity, reduce risks and increase income & net returns.*

Project	Water Conservation Campaign
Project Areas	Sehore District Block- Sehore / Bhopal- District Block- Fanda
District/Block	13 villages of Sehore District Block- Sehore / Bhopal- District Block- Fanda
No. of Beneficiaries	219
Sponsoring Agency	National Bank for Agriculture & Rural Development (NABARD)

Population growth and an increasing vulnerability to climate change means that India faces an uphill task in effectively and efficiently tackling its water problems. It has shown that almost 54 percent of India faces high to extremely high water stress, and resulting in heightened agrarian distress in the country.

India's National Bank for Agriculture and Rural Development,(NABARD), launched a Water Campaign on 22nd March 2017, aimed at covering around 1, 00,000 villages across 200 districts in vulnerable and water stressed areas in the country.

The main objective of the campaign:- is to reach out to the rural communities to promote awareness around the need for conservation, preservation, and the efficient use of water resources. To that end, issues such as rainwater harvesting, groundwater recharge, and better agronomic and irrigation (more crop per drop) practices will be promoted. For this initiative, NABARD has partnered with the Swami Vivekanand Shiksha Samiti(SVSS)

Activities & Output of Campaign:-

As part of this initiative, a 'Day in a Village Campaign' will be organized in all the villages by the appointed Krishi Jaldoots (water ambassadors) in each district. The water ambassadors will be selected from local farmers and individuals with a good grasp and knowledge of the problems of their respective areas. The Jaldoots will interact with the villagers and spread awareness using various communication aids including posters, visual documentaries, street theater, and folk art.

A Jal Samvaad has also been planned, which is an interactive forum for group discussion focusing on water-related issues, and identifying local best practices and solutions to tackle them. The session will also educate the villagers about various government initiatives and schemes focusing on water and agriculture.

A resource mapping exercise will be conducted in the target villages. This will help identify key water structures in the villages, their existing status, renovation needs of existing infrastructure, and innovative solutions to address the water issues of the village.

The aim is to create a Water for Agriculture Resource Map, with input from the villagers, which will help local panchayats, NGOs, banks and other agencies undertake activities for water conservation through government schemes, like the Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA).

One of the target state under NABARD's Water Mission is Madhya Pradesh, a state in district sehore,bhopal with a long history of acute problems of drought and water shortage, and continued water disputes with its neighboring states. State authorities believe water conservation is an important area of focus, and have been trying to spread awareness regarding the same.



SVSS will be involved in effectively communicating and generating key messages from the Water Campaign for mass circulation and awareness. The outputs generated from this campaign like the resource maps, good water management practices and emerging livelihood options and investment potentials would inform and help shape SVSS's ongoing efforts to climate proof.

Outcome of Campaign:-

NABARD's Potentially Liked Plans (PLPs) for select districts of M.P. The PLPs trace out credit plans for the year 2016-2017 in key areas like agricultural infrastructure, farm credit and renewable energy, among others. There is a huge potential to develop effective climate change adaptation practices through bringing in the right kind of investment and ensuring adoption of sound techniques in areas such as irrigation, planting of crops, and animal husbandry. SVSS will work to incorporate cost-effective climate adaptation strategies with mitigation co-benefits in the selected districts. One of the aims of this exercise is to provide a good framework for scaling up such ground level practices on a larger scale in future.

In the context of the water campaign, SVSS would also help in monitoring the progress and success of the campaign through specifically devised indicators focusing on knowledge dissemination to farmers, enhanced credit flow in creation of water infrastructure, increase in area of irrigation and improvement in farmers' overall income in Sehore, Bhopal District of Madhya Pradesh.

Through this initiative, SVSS hopes to support NABARD in its mission to find people-centric solutions for managing water stress in India, an important step in the country's development agenda.

Project	Project on production & Promotion of Entomopathogenic Fungi Beauveria Bassiana ,a bio Pesticide
Project Areas	12 Villages in Block & District, Sehore
No. of Beneficiaries	900 Farmers
Sponsoring Agency	National Bank for Agriculture & Rural Development (NABARD)

Indian Rural economy depends upon agriculture produces, agricultural practices in turn depends on many factors like good seed stock, environment, irrigation facilities, fertilizers, insects & pest attack etc in which pest & terminates attack can reduce the produce to even upto 50%.. Use of chemical fungicide causes fertility loss of soil, hazardous to human & animal, major cause of mutation in humans and this in turn is hazardous. Low & ineffective some time potent chemical agents being supplied to farmers even lead to no control of pest attack or may even kill friendly pests.

Major concept of this project is to develop using practice also production techniques among selected stakeholders to produce Beauvera Bassiana as Entomopathogenic fungi and adopt integrated pest management techniques, with main aim to have control on termite attack on crops & horticulture crops.

Objective of Project:-By use of Entomopathogenic Fungi following objectives can be achieved:

- ✚ Chemical Hazard can be controlled
- ✚ Soil Fertility can be conserved
- ✚ Cases against Human & Animal ill health can be controlled
- ✚ Mutation under various species can be controlled
- ✚ Friendly pest mortality will reduce
- ✚ Economic benefit of stakeholders & knowledge bank of farming community will improve.



Output of Project:-

The avenues in form of direct & indirect income are generated. Every person in a group can save to Rs. 5000/- per year as expense on purchasing pesticide- fungicides from market for 1 Hectares land and each farmer can earn additional Rs 4000-5000/- per year by sell of bioagents in open markets. Upon all a farmers in a group practice will be generated which harbor micro financing.

The major output of the project is control termite damage aspects with improvement in social – economic in the area. With spread in technology as in nature this entomopathogenic fungi is self multiplicative adding this fungi in nature with favorable environment will help in more area coverage irrespective of non use of fungi in the agriculture field.

Project	<i>Project on Integrated Pulses Promotion through Intercropping of Linseed with Chickpea in Rabi -2017 & Soyabean with Pigeonpea in Kharif -2018</i>
Project Areas	<i>District & Block Sehore</i>
District/Block	<i>13 villages of Sehore District Block- Sehore / Bhopal- District Block-Fanda</i>
No. of Beneficiaries	<i>250</i>
Sponsoring Agency	<i>National Bank for Agriculture & Rural Development (NABARD)</i>

Project Deals with intercropping of oilseed and pulses thus we are promoting pulses cultivation along with oilseed cultivation to improve production of both crops and utilize the land in the sane season for two crops reducing risks in cultivation.

Activities & Output of Project:-

Pulses are playing a vital role in ensuring the food and nutritional security in India. However, there is a huge gap in supply and demand of many of the pulse crops. There is a huge potential for substantially enhancing production of pulses in India, primarily by increasing productivity and to some extent increasing area. A large gap exists between the average yields received by farmers and the yields obtained in research stations and well managed farmers' fields. The adoption of high yielding cultivars/hybrids and improved crop management practices can increase the yield substantially. There is also a scope of enhancing area in the rice-fallows of eastern India (and possibly other rice-fallow areas, and also in the hilly areas where some of the improved extra- short and short-duration varieties.

Some of the interventions that can bring a pulses revolution in project areas are listed below:

- a. Promoting cultivation of early maturing, heat tolerant varieties for expanding rabi pulses (chickpea, lentil, field pea) cultivation in Gram-fallows of Villages: Vast areas of Gram-fallows (about 10 million ha) available in the areas, offer opportunities for expanding area

under rabi pulses. The earlier experiments clearly demonstrated that chickpea, lentil and field pea are suitable pulse crops for gram-fallows, provided suitable varieties and technologies for crop establishment in rainfed rice-fallows are available. The most important traits required in the varieties for Gram-fallows include early growth vigor, early to extra-early maturity, and tolerance to reproductive stage heat stress. For example, an early maturing and heat tolerant chickpea variety JG 14 (ICCV 92944) released for late sown conditions of Madhya is already becoming popular in Eastern India. This variety and other heat tolerant varieties can be promoted along with suitable sowing equipment and technologies for ensuring better crop establishment and plant stand. . Similarly, early maturing varieties of lentil like Pant L 6, HUL 57, DPL 62, Moitree etc. are getting popularity among farmers of project areas as these varieties are suitable for late sown and rice fallow conditions. Recently, short duration field pea varieties viz., Vikas and Prakash are being accepted by the framers of two villages in sehere of I as farmers are getting more price when they sale immature pods in market.

- b. Promoting early-maturing, drought and heat tolerant and disease resistant varieties for project villages and heat stresses during the reproductive phase and with increasing severity towards the end of the crop season are the major abiotic stresses of chickpea and other rabi pulses as these crops are generally grown rainfed (68%) on residual soil moisture and experiences progressively receding soil moisture conditions and increasing atmospheric temperatures towards end of the crop season. Early maturity is an important trait for escaping these terminal stresses. In addition, we need cultivars with enhanced tolerances to these stresses. For example, some of the promising varieties of chickpea possessing these traits include JG 11, JG 130, JAKI 9218, KAK 2 and Vihar. The adoption of such varieties needs to be enhanced in this villages. . Farmers of villages usually have preference for large seeded lentil varieties. Considering the demand several early maturing varieties having large seeds were released for cultivation. Out of these varieties, DPL 62, JL 3, IPL 316 and IPL 526 are getting popularity in Madhya Pradesh. Government of M.P. has also taken initiative to promote early maturing lentil varieties in state. Similarly, early maturing fieldpea varieties like Adarsh, DDR 23, Ambika, Vikas, Indra, Shikha and Prakash are very popular and have helped in enhancing fieldpea productivity (1100 kg ha⁻¹) in India.. This variety has potential to replace some of the area of vegetable type pea. In southern India, fieldpea is a less known crop but have vast potential during kharif season. For example, many farmers in adjoining of project areas have already started cultivation of pea during kharif season. These varieties offer ample scope in project villages.
- c. Extra-short and short-duration pigeonpea in high elevation and soyabean-fallow cropping system: Early duration pigeonpea varieties have a potential to grow in new niches considering its photo and thermo insensitivity. It can be grown in diverse range of latitudes (30° N) and altitudes (1250 msl) like in Madhya Pradesh. For instance, ICPL 88039, a short duration (140-150 days) pigeonpea variety, can enhance pigeonpea production in the project areas. This variety provides an opportunity to increase crop intensity by growing a post-rainy

season crop after harvesting pigeonpea. Since its cultivation does not require any additional inputs and the grains have good market value, its adoption by the farmers will be quick. Similarly, super-early lines (ICPL 11300, ICPL 11285 and ICPL 20325) maturing in 90 days have potential to be adaptive and productive in the soyabean-fallow cropping system and rainfed areas.

- d. Expanding pigeonpea hybrid production: During the past 5 decades, pigeonpea productivity in Sehore district has remained almost stagnant around 700 kg ha⁻¹. In this context, the hybrids can produce more biomass (more than 50%) and productivity (more than 30-40%) than varieties. Nabard and its partner NGO SVSS have developed the hybrid technology in pigeonpea. In the past 6 years, several hybrids (ICPH 2671, ICPH 2740, and ICPH 3762) have shown enhanced productivity and adaptability State, Madhya Pradesh.
- e. Promotion of pulses in intercropping systems and nontraditional areas: Pulse crops are grown as intercrops in many parts of the country during all three crop seasons (rabi, kharif and spring/summer) and forms integral part of rainfed agriculture. Vast potential exists for promotion of pulse crops in intercropping system as an intercrop. For example, chickpea/ lentil + autumn planted; mungbean + long/medium duration pigeonpea in project areas; pigeonpea + soybean; and pigeonpea + sorghum etc. Offers not only scope to enhanced pulses production but also to ensure sustainable agricultural production base.
- f. Knowledge empowerment of farmers and making seeds and other inputs available to farmers: There has been slow adoption of improved cultivars and production technologies by farmers. The major reasons include unawareness of farmers about improved cultivars and technologies or unavailability of seeds and other required inputs. Concerted efforts on training and other awareness activities for farmers, strengthening formal and informal seed systems and increasing access to other inputs are needed for enhancing adoption of improved cultivars and technologies. Considering the huge requirement of quality seed of improved varieties, and limited interest of private players in the pulses seed sector, there is need to encourage 'Seed Village' concept through involvement of farmers in quality seed production. We will also need to develop good linkages between the formal and informal seed system so that the entire seed system chain can be strengthened In this region usually consume or sell green immature pods of chickpea and field pea, therefore proper training and awareness among farmers need to be created for production of quality seeds, and policy support from government is inevitable.

The outcome of Project is still awaited after harvesting.





Project	<i>Agriculture Extension Programme in Rabi -2017 & Soyabean with Pigeonpea in Kharif -2018 & other horticulture crops</i>
Project Areas	<i>District & Block Sehore</i>
District/Block	13 villages of Sehore District Block- Sehore / Bhopal- District Block-Fanda
No. of Beneficiaries	250
Sponsoring Agency	National Bank for Agriculture & Rural Development (NABARD)

Agriculture Extension Project

Sustainable agriculture can be understood as an ecosystem approach to agriculture and is a way to produce healthy food without compromising future generations' ability to do the same.

During the year SVSS organized 30 farm field schools in 10 blocks of the five districts under the project area. Various trainings were organized for 670 farmers' to enhance their capacities. 138 women farmers had participated in study visits. 165 on farm demonstrations and 55 allied demonstrations are done to exhibit various crop techniques for both agricultural seasons – rabi and kharif as well as allied agriculture activity of vegetable cultivation and dairy in the field. In addition to the above activities seeds, fertilizers and pesticides were also provided to the farmers for their farm field school and demonstrations. Regular supports to farmers have resulted in adoption of package of practice of cultivation as suggested by the Agriculture Universities for low cost of cultivation and improved production of crops mainly Soybean, Wheat, Gram and Paddy & Seasonal vegetables.



Project	<i>Rashtriya Kishore Swasthya Karyakram (RKSK) –</i>
Project Areas	<i>District Singroli & Shahdol of Madhya Pradesh</i>

District/Block	All block & district of <i>Singroli & Shahdol</i>
No. of Beneficiaries	Adolescents group of <i>Singroli & Shahdol</i>
Sponsoring Agency	National Health Mission – Rashtriya Kishore Swasthya Karyakram (RKSK)

National Health Mission – Rashtriya Kishore Swasthya Karyakram (RKSK) –

The Ministry of Health & Family Welfare & National Health Mission (NHM) With Collaboration with State Rural health Mission, GOMP has launched a health programme for adolescents, in the age group of 10-19 years, which would target their nutrition, reproductive health and substance abuse, among other issues. The SVSS has given responsibility to train the adolescent children's as master trainer along with ANM, ASHA health workers of the cluster. And technical hand holding support at field level as supportive supervision by our trainers to sathiya. Five days field supervision under taken by 2 trainer team in which 1 male & 1 female member to facilitate sathiya peer. **The SVSS implement RKSK Programme in 2 District - Singroli & Shahdol of M.P.** We work with total number of 1602 Adolescents & 1321 ASHA Trained and 300 ANM trained in singroli & 312 Adolescents and 152 ASHA & 54 ANM in Shahdol District.





The key principle of this programme is adolescent participation and leadership, Equity and inclusion, Gender Equity and strategic partnerships with other sectors and stakeholders. The programme envisions enabling all adolescents in India to realize their full potential by making informed and responsible decisions related to their health and well being and by accessing the services and support they need to do so.

Project	Capacity Building of ASHA & ANM
Project Areas	<i>District Singroli & Shahdol of Madhya Pradesh</i>
District/Block	<i>Singroli & Shahdol of Madhya Pradesh</i>
No. of Beneficiaries	Selected ASHA facilitator, ANM & Trainers of <i>Singroli & Shahdol</i>
Sponsoring Agency	UNFPA

Capacity Building of ASHA, ANM Training of Trainers (TOT)

A training Based on comic books as job aids by Saathiya and on mentoring of ASHAs was developed by UNFPA. SVSS organize a training programme at field level of target project area under RSKS for **district – Singroli and Shahdol** for orient and capacity building of ASHA & ANM for provide handholding support to sathiya for their village level meeting activity. We trained 54 Asha facilitator, Counselor & Trainer in Singroli & 50 Asha facilitator, Counselor & Trainer in Shahdol.



Project	Empowering children's by Addressing Child Marriage
Project Areas	<i>District Sehore of Madhya Pradesh</i>
District/Block	<i>Sehore of Madhya Pradesh</i>
No. of Beneficiaries	Boys & Girls Children
Sponsoring Agency	UNICEF/Child Rights Observatory (CRO)

The programme is supported by UNICEF for curbing child marriage with multilayered strategy of awareness generation in community specially women, girls about their legal rights; community mobilisation for changing their mindset towards child marriage by comprehending effects /consequences of child marriage; creating environment for effective implementation law to prevent child marriage; identification of change agents to take up advocacy with stakeholders - including state level government officials for policy matters and district level government officials for implementation and with media for wider dissemination; formation of task force forum to keep vigil on households and dissuading them to perform early marriage.

The project is being implemented in one district of Madhya Pradesh viz, Sehore which are among the districts having high rate of child marriage in the state. The intervention area is 10 villages of Sehore block of Sehore district. During the year PRI members at Panchayat level and police personnel's working at police stations in project area were oriented towards their role in preventing child marriages by enforcing the laws related to prevention of child marriages. Capacity building programmes were conducted for all the members of village level watchdog committees comprising of Youths, Sarpanch, Secretary of Village Panchayat, ASHA, Anganwadi Worker and Teacher of the village. A media workshop was organised at Sehore in which media persons both from electronic and print, Panch – Sarpanch from project villages and government officials from concerned departments participated. They were sensitised about the causes and consequences of child marriages. There was a positive interaction among the participant stakeholders. Meetings with government officials at state as well as district and block level for integrating efforts to prevent child marriages. Now positive results are visible in the project districts, watchdog groups are actively keeping a vigil on at risk girl families and reporting to MCM as well as Department of Women Empowerment, GOMP. Trend of media reporting is changing from reporting of child marriages to reporting of efforts to stop child marriages with success.

Project	Support My School- Maintenance of Basic Amenities like Toilet, Access to Water and basic Infrastructure
Project Areas	Bhopal-8 No. of Schools Rajgarh-5 No. of Schools <i>of Madhya Pradesh</i>
District/Block	Bhopal & Rajgarh <i>of Madhya Pradesh</i>
No. of Beneficiaries	3250 Children
Sponsoring Agency	U Charities AID Foundation (CAF- India) & Coca- Cola

Several Studies have revealed that lack of basic amenities like toilet, access to water and basic infrastructure create an unwelcome environment in the schools ,which leads to higher rate of dropouts and absenteeism in the school enrollment> Girl child in such areas suffers the most

.Keeping this as an objective Coca- Cola India, NDTV and UN- Habitat came together and launched a campaign to address the issues of gender specific sanitation facilities,access to water,need based sports facilities,rainwater harvesting and land scaping in the government 13 School in Bhopal & Rajgarh district of Madhya Pradesh.

Under this proposal following components will be supported:-

- Drinking water facility
- Toilets and Urinals for Boys and Girls Separately,
- Healthy Active Living (Need based Sports Equipment's)

Feedback from various locations reveals that the support has improved the attendance and retention of students in schools. We assume that due to high usage of these components there would have been some wear and tear of the components and hence, needs safeguarding/ repairs for regular usage. Our objective of this initiative is that these components be firstly functional all the time and should serve for a substantial period, and accordingly we look forward to understand the maintenance required on each of the components for its regular usage.

Output of Activities:-



With the Support from Parent teacher Association, we are achieve our goal to maintained the thirteen school infrastructure in two district rajgarh, Bhopal district which are covered under this project. Again girls' student attended the new session with 100% attendance.

Project	Safe Drinking Water -Setting up RO Water System with Chiller -500 LPM/250 LPM
Project Areas	Sardar Vallab Bhai District Hospital- Bilaspur/Community Health Centre-Ratanpur State- Chattisgarh
Features and Benefits Packaged RO Plant	Advanced thin film composite membrane technology Long membrane life with enhanced chemical and fouling resistance
No. of Beneficiaries	1265
Sponsoring Agency	Charities Aid Foundation (CAF- India)-United Sprits Ltd (USL)

Features and Benefits RO Plant - Aseptic system design, Inhibits bacterial contamination , Integrated micron pre-filtration, Continuous membrane and pump protection, Integrated membrane cleaning system, Simple operation and easy maintenance, Complete system automation capabilities, Reliable performance and operation flexibility, Manufactured to ISO 9001 standards, Assured quality and consistent performance, Full instrumentation with Programmable Logic Controller (PLC) for system monitoring, and control, Minimal operator attention

Objective of project-

Safe Drinking Water for Patients

Strategy of Project-

Diageo in collaboration with Swami Vivekanand Shiksha Samiti(SVSS) installed RO Purification Unit in the capacity of 500 Liter per Hour (LPH) with Chiller at Bilaspur District Hospital & 250 Liter Per Hour(LPH) with Chiller at Ratanpur Community Health Centre. This plant helps remove high TDS, fluorides and other contaminations and provides safe drinking water to the however, Diageo-SVSS would continue to overlook the maintenance, control and up keep of the plant. The Patients admitted in hospital & outdoor patients are availing the facilities of the RO plant water .Each Patients shall be allowed to draw 300 liters of RO water per month. Every day, a maximum of 10 liters of water can be drawn by each patient. An awareness & Inguration program about safe drinking water and RO plants are also organized.







Outcome of Project-

As a result of this project initiatives ,the patients have safe pure drinking water facility their hospital premises itself, earlier the patients had to depend on water supplied through Municipal Corporation /Nagar pallika water tanks which is not regularly chlorinated and supply too was uncertain. The underlying purpose includes easy, reliable access to safe drinking water at affordable price improve their health and reduce the incidence of waterborne diseases of patients.





Project	Safe Drinking Water- Setting up RO Water System with Chiller - 100LPM
Project Areas	Old age Home- Civil Lines,Bilaspur District- Bilaspur State- Chhattisgarh
Features and Benefits Packaged RO Plant	RO with Cooler 100 LPH, 5 Micron Sediment, Granual activated Carbon Filter5 Micron Carbon Block Filter, Post Carbon Filter ,Membrane-2 PCs of Reverse, somosis Membrane, Pump-Pump 2 LPM Pressure Pump Capacity of Membrane-Capacity of TFC membrane which produces 150 Liters per Hour
No. of Beneficiaries	60
Sponsoring Agency	United Sprits Ltd (USL)

Objective of Project - To Provide Clean & Safe Drinking Water to Old aged Persons

Strategy & Approach-

Our bodies need to be refueled and hydrated to function properly. This is the reason we eat food and consume beverages. Clean water is one of the most potent source of energy for our bodies, more so in old age, as it doesn't require digestive functions to activate, and delivers instant energy to the body.

However, many people do not drink enough water in old age and thus suffer from health issues such as light headedness, dizziness, nausea and general weakness of limbs. One reason why elders tend to avoid water is because it might mean more trips to the bathroom, especially during winter season. Persuade them otherwise, as drinking water is good even in old age.

Also, aging may reduce the sensation of thirst and so your elders may not realize their body's need for water. Furthermore, the older generation did not grow up with a bottle of water in their hands like most of us. So, drinking six to eight or more glasses of water is not intriguing enough for them. To overcome that, you can make it a habit to check on your beloved parents' water intake during the day.

Outcome of Project-

- Water transfers nutrients to the cells throughout our body.
- Water is essential for removing the wastes from our blood and out of our body through the kidneys.
- Water regulates our body's temperature through sweating and absorbing excess heat.
- Water lubricates our joints and is beneficial for arthritis treatment.
- Water helps our intestines process the food and ensures proper bowel movement.
- If we don't drink and eat enough water our bodies won't function properly

It is also important to drink water from a clean source. Due to the rising water pollution, it is hard to get clean drinking water through our municipal water supply. Therefore, Diageo- SVSS donated an RO + UV water purifier to old age home. Home oldage water purifiers ensure that your family has a regular supply of clean drinking water for preparing food and beverages, thus, keeping everyone energized and healthy.



Project	Water Sector & Micro Water Shed Programme-Stop Dam
Project Areas	Sarvar Gram Panchayat Block- Fanda District- Bhopal State- Madhya Pradesh
Features and Benefits Packaged RO Plant	Length 26.20 M, Height of Check Dam-1.50 M, Maximum Length of the water Spread250M, Volume of water Stored- $250 \times 15 \times 1.5 = 5625$ M3 Out 110 acre-100 acre irrigated by 11250cubic Metre/2971935.6, Gallons/11249997.77 litres water conserve
No. of Beneficiaries	20 Land Irrigated-100 Acre
Sponsoring Agency	United Sprits Ltd (USL)
Objective of Project-	

- To conserve land and water resources through various watershed activities by 2017
- To create village level institution like Mahila Pani Samiti (MPS), Village Watershed committee(VWC)
- To increase source of income and improve the quality of life though land and water conservation activities

Approach & Strategy-

The problem of depletion of ground water as well as potential threat to water security could be addressed only through a comprehensive approach with participation from multiple stakeholders including the Corporate Sector agencies Diageo has taken up the mission of holistic development of villages with water management as its central theme under its Corporate Social Responsibilities (CSR) initiatives. In this connection, it is partnering with Swami Vivekanand Shiksha Samiti(SVSS), a National level NGO with proven track record on water management through watershed and natural resource management. Based on the suggestions from Diageo short listing of potential locations for undertaking watershed projects was carried out in Bhopal District. The choice of the watershed is based on the Interest evinced by Diageo where it can undertake CSR project.

Soil and water conservation measures – (construction of loose boulder structures, gabion structures and check dams) Green Cover (tree planting with timber trees, fruit trees, soil binders and pasture development) Training and Demonstration- (higher crop productivity such as micro irrigation, lean farming, and soil health management)



View of Sarvar Check Dam

Outcome of Project-

- 20 people from watershed villages will have access to water by 2017;
- More than 100 Acre will be benefitted treated under the project;
- Increase in ground water table to the tune of 25 feet by 2017;
- Increase in area under cultivation by 20-25% and Agriculture crop yield by 25 - 30% by 2017;
- The program had provoked the farmers and they assured to render their cooperation during implementation of the project and to take the ownership in maintaining the structures to be established during the project period.

Project	Water Sector & Micro Water Shed Programme-Stop Dam
Project Areas	Amala Gram Panchayat Block- Fanda District- Bhopal State- Madhya Pradesh
Features and Benefits Packaged RO Plant	Length 28.44 M, Height of Check Dam-1.50 M, Maximum Length of the water Spread 250M, Volume of water Stored- 250x15x2.0=7500, M3 Out 240 acre-120 acre irrigated by 13500 Cubic Metre/3566322.7, Gallons/13499997.32 liters water conserved
No. of Beneficiaries	20 Land Irrigated-100 Acre
Sponsoring Agency	United Sprits Ltd (USL)

Objective of Project-

Diageo has a watershed intervention in Village Amala Bhopal District in Fanda block, Madhya Pradesh. Amala, primarily dependent on agriculture, faced some dry spells resulting in the water table depleting, improper recharge, and drought conditions as there were no water catchment systems in place. The watershed project provided a solution for several problems such as water harvesting, surface run-off control, depleting water table, uneven siltation and soil erosion, inadequate pasturelands for the livestock (ghasnis) and even forest res. Several trenches check dams, irrigation.

Strategy & Approach-

Several trenches check dams, irrigation channels, gabions structures and contour bunds were constructed to channel and harvest water. Livelihood related interventions were also made, both agricultural and non-agricultural, to create income generation options. There are a number of activities being carried out to enable the grass-root institutions to maintain and manage the various assets created.

With the objective of ensuring that the intervention be participatory in nature, a village watershed committee was constituted with representatives Public-Private Partnerships in CSR Diageo from all the villages, and was the interface between the community and the SVSS (NGO). It was also responsible for



View of Check Dam/Stop Dam at village Panchayat- Amala

Implementing and carrying out all of the activities under the watershed project. The committee ensured that all information pertaining to the watershed project was communicated to the community, and could address grievances if any.

Outcome of Project-

Through this project, covering over 100 Acres, 30 household across village have benefitted. With greater availability of water for irrigation, agricultural productivity increased significantly. The agricultural inputs alongside augmented incomes of farmers other than the primary activity along with better pasture lands for better livestock management. Skill development and water resource management are just two of the many areas they intervene in. Both have shown considerable impact, and have made significant changes in the lives and livelihoods of the community.

Project	Livelihood Development & Safe Drinking Water for Setting of RO Water Facility for Women SHGs-500LPM
Project Areas	Amala Gram Panchayat Block- Fanda District- Bhopal State- Madhya Pradesh
No. of Beneficiaries	250
Sponsoring Agency	United Sprits Ltd (USL)
Objective of Project-	

Diageo implement innovative strategies for improving the quality of life of the underserved communities. In 28th May 2017, Diageo & SVSS began its journey to provide safe drinking water with a single mission to provide rural communities with access to safe, potable drinking water.

Community Water Services installs and operates water centers that reliably and cost-effectively address water contamination issues. Currently Community RO water system provides safe water to over 35 villages in Madhya Pradesh State in Block Fanda at village Amala. A dedicated team of 07 people makes community Ro Water system the It experienced women community water centre operator in Amala.

Business Model

Community Water Services' model is based on a tripartite partnership between a local community, a CSR donor – Diageo and the entity itself. The roles defined in the partnership are:

The community represented by the Gram Panchayat provides:

- A suitable location in the village for the installation of treatment facility
- A reliable water source
- The power connection for capacity required by the plant
- Support SVSS in its social activities in creating awareness
- Support SVSS in collection of user fee and managing the plant

The Donor provides:

- Funding for the fixed cost of the project which covers the building, plant and machinery, storage, installation and commissioning, initial survey, community mobilization and other connected expenses
- Funding for the deficit in the operation and maintenance costs

SVSS acts as the project manager. It takes responsibility for:

- Selection of a suitable location
- Installation of the water center,
- Efficient operation of the water centre
- Quality of water – ensures that output water meets national standards at all times
- The operating and maintenance costs of the system. SVSS collects affordable user fees (Rs. 4 to 5 per 20 liter)- can, depending on the level of water contamination) which ensure the self-sustainability of the project over time.

The Impact

Community RO Water System has employed seven around people across the village About 100 households have access to safe drinking water now. The social enterprise has championed the cause of safe drinking water dispersing 80 million liters per year to 608 people including schools and government crèche centers across 40 villages in different regions which were stricken with highly contaminated water sources.





The Diageo can play a very significant role in enhancing and scaling-up social projects being run by social enterprises. As, many of the products/services which are offered by social enterprises to the local community, involve a huge amount of initial capital costs to set them up. As communities at the bottom of pyramid do not have enough purchasing capacity to set up these capital intensive products/services, a Diageo can come in as an external funder who can facilitate setting up of these unit and in turn can do a great service to their local communities as part of their CSR efforts

Project	Celebration of world women Day
Project Areas	USL Plant Village-Sarvar,Amala Women Members Block- Fanda
No. of Beneficiaries	District- Bhopal State- Madhya Pradesh
Sponsoring Agency	178 Village Women & Staff of USL-Sarvar
	United Sprits Ltd (USL)

It's incredible and unbelievable that a woman plays various roles and that too with love and full enthusiasm. "Woman", she is a mother, a sister, a wife, a daughter and the most dedicated employee at her work place. She is indeed the pillar of the society on whose shoulder there is the onus to take forward the existence of mankind in a smoother way. She is generous, passionate, and audacious and she knows an absolute solution to all the problems.

Not only she is externally beautiful but her inner strength is the most beautiful thing on the earth. She is the one who gives life to a life. No creature but a woman can give you everything from love to respect to strength. And the prettiest thing about a woman is she does everything without expecting anything from the other person. And it's really essential that we encourage her to showcase her extraordinary occult strength and help her nurture that power. International women's Day is one of those occasions that give an opportunity to celebrate the velour of women and her inner strength. Like many other countries India also celebrate women's Day with similar fervour and zeal. Here is an overview of how it is celebrated in United Sprits Plant in which women Employee of USL belong to village Sarvar, Amala participated in the Programme.



Women's Day Celebration Outcome-

Women's Day is a very significant day. The day remembers the struggles initiated by women to attain equality. Rural women Aware about the celebrations are held recognizing the unity, reflections, advocacy, actions and rights of women, the day's importance lies in the fact that a number of programs are observed to create awareness among people on a number of social issues such as gender inequality, female foeticide, domestic violence etc. These programs motivate and encourage women to eradicate all forms of violence and social injustices that women have to face. It calls upon women to lead a life where they can fulfill their dreams and realize their ambitions without any hindrances

SVSS operated Community Radio 91.2 FM Radio Awaaz Programmes

Project	<i>Project on Promotion of Government schemes</i>
Project Areas	<i>District & Block Sehore</i>
District/Block	Radio Frequency Area of Block & District Sehore & Adjoining area
No. of Beneficiaries	<i>100000 people</i>
Sponsoring Agency	C-DAC Vikaspedia Bangalore

SVSS operated 91.2 MHz FM Radio Awaaz produce and broadcast 8 numbers of government Schemes based radio programmes with details and interview of concern department official and their contact of information for get benefit of those scheme all the programme are made for 15 minutes each and broadcast 1 time fresh and 2 times rebroadcast for more coverage & more publicity of the schemes. The details of programmes are as following:-

Episode Programme Title

- 1 Chief Minister Kanya Dan / Nikah Yojna
- 2 Chief Minister Kanya Abhibhavak Pension Yojna
- 3 Chief Minister Majdur Suraksha Yojna
- 4 Ladli Laxmi Yojna
- 5 Chief Minister Awas Yojna
- 6 Chief Minister Yuva Swarojgar Yojna
- 7 Ruk Jana Nahi -
- 8 Adhar & Its Real-time use in daily Life

Project	Radio Programme on Science for adolescents girls health and nutrition – “Sachhi Saheli”
Project Areas	<i>District & Block Sehore</i>
District/Block	Radio Frequency Area of Block & District Sehore & Adjoining area
No. of Beneficiaries	<i>1000 adolescents girls & women’s Between Age group of 15 to 35 years</i>
Sponsoring Agency	National Council of Science & Technology Communication (NCSTC), Department of Science & Technology (DST), Govt. of India.

SVSS undertaken this programme in this programme we organize every month one community event. We plan this event as on need based of target community. The following table shows Sachhi Saheli Events Organize from March 17 to August 2017

Event No.	Date of event	Name of Event	Total Number of person attend programme from both community
1	08 th March 2017	Health Checkup Camp - International Women’s Day	387
2	21 st April 2017	Drawing & Painting Competition	42
3	24 th June 2017	Khana Khazana Competition	82
4	27 th July 2017	Poet & Song Competition	192
5	27 th July 2017	Exhibition of Drawing & Painting Competition	192
6	30 th August 2017	Speech Competition – “Swachta (Health & Hygiene)”	182
7	08 th September 2017	Awareness camp on Poshan Ahar	147
8	28 th October	Health Checkup Camp Organize for	184

	2017	Adolscent Girls & Women	
9	18 th November	Khana Khazana Pratiyogita	78
	2017		
10	23 rd December	Health Checkup camp Organize for	237
	2017	Adolscent girls and women	
11	8 th January 2018	Khana Khazana Pratiyogita	54
12	06 th April 2018	Shashakt Nari Shashakt Samaj	147
Total			1924

And we produce ½ hour radio programme “Sacchi Saheli” per day and 1 fresh broadcast and 2 rebroadcast on daily basis for more information dissemination for the benefits of adolescents. The details of programe produce and broadcast are as following:-

Events



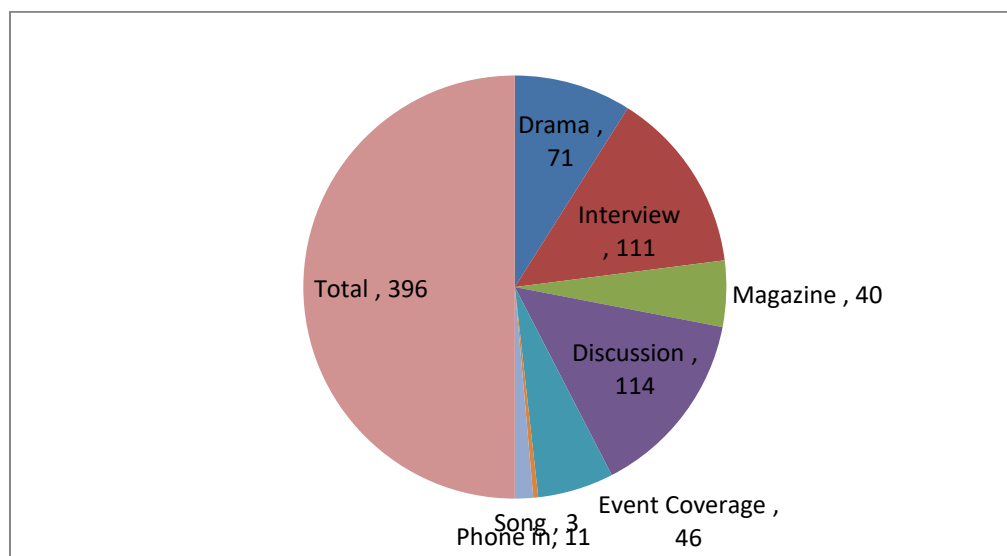


Photo Gallery – Programming



Details of programme Produce & Broadcast

Programme	Number of episodes produce & Broadcast
Drama	71
Interview	111
Magazine	40
Discussion	114
Event Coverage	46
Folk Song's on issue	3
Phone In	11



Project	Radio Programme on Tuberculosis (TB)
Project Areas	<i>District & Block Sehore</i>
District/Block	Radio Frequency Area of Block & District Sehore & Adjoining area
No. of Beneficiaries	5000 numbers
Sponsoring Agency	REACH Chennai

We produce and broadcast 1 hour Radio programme in which use different formats like – Interview in which have interview discussion with District TB officer & Doctor on TB diseases, Drama & Magazine. And we organize community event on Tuberculosis (TB). We produce and broadcast 5 numbers of episode of 1 hour and 5 event in different location of block sehore in which 478 number of beneficiaries benefited.

Project	Mass Media Campaign of Government schemes
Project Areas	<i>District & Block Sehore</i>
District/Block	Radio Frequency Area of Block & District Sehore & Adjoining area
No. of Beneficiaries	Large population
Sponsoring Agency	Directorate of Audio Video Publicity (DAVP)

For mass media campaign we receive audio campaign from DAVP for broadcasting from different government department social development schemes Viz., Beti Bachao Beti Padhao, Health and Family Welfare Campaign, Drinking water supply, Panchayati Raj Campaign etc. for large public awareness to get benefits under this government schemes.

Radio Awaaz is regularly broadcasting programs on social, cultural and agricultural- livelihood issues. Nearly 175 Epsoside of radio programmes on agriculture, Allied & Govt. Schemes broadcast in the areas.

