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FOREWORD

During this financial year, on 29th of September 2016, SVSS completed 28 years of existence and dedicated service to the poor. SVSS grew out of the need to ground and grow the Voluntary Contribution of Youths which began operations in Madhya Pradesh in 1988. From providing initially vocational training, technical, managerial, capacity building, knowledge management, networking and policy oriented services, SVSS, have over the years, diversified into various sectors, modes of engagement and expanded geographically.

Today, SVSS works in 2 states across 9 developmental verticals covering implementation, knowledge mediation, capacity building and policy advocacy at multiple levels from the village, state, national to the international level. Over 36,000 people have benefited from SVSS's services and engagement in alleviating poverty. During this year, SVSS continued and deepened its engagement in climate change adaptation and resilience building of rural communities.

It is with great pleasure that we present this Annual Report which not only commemorates our 28th Founding Anniversary but also shares the various activities, impacts and achievements of SVSS during the year.

All this would not have been possible without the generous support, confidence and trust reposed in us by our donors, well-wishers and benefactors. On behalf of the Board of Trustees and the Management of SVSS, we wish to thank all of you for your engagement, commitment and dedication to SVSS's Mission. This has enabled SVSS not only to celebrate this important milestone, but also achieve the growth and reputation it has over the years.

Dhirendra Kushawaha
Secretary

Livelihood & Sustainable Agriculture Practices

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.

Agriculture Extension Project

Under public private partnership with support from Department of Farmers Welfare and Agriculture Development SVSS is implementing as an Agricultural Technology Management (ATMA) Project of Government of Madhya Pradesh. This programme is being implemented with Directorate of Farmer's Welfare and Agriculture Development for small and marginal farmers in five districts viz; Shahdol, Annappur, Singroli, Dindori and Vidisha. SVSS is the Public Private Partner for this project. This project aimed at technology dissemination provides demand based knowledge in agronomic techniques and skills to farmers. SVSS has totally focused on women farmers and they are given hands on training in modern techniques and best practices exercised and recommended by agriculture scientist. This is 8th successive year of this extension project.

During the year SVSS organized 30 farm field schools in 12 blocks of the five districts under the project area. Various trainings were organized for 630 farmers' to enhance their capacities. 135 women farmers had participated in study visits. 150 on farm demonstrations and 58 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.



Seed Production Programme

The adoption of new varieties is still not a common practice among farmers, especially in resource poor areas which is dominated by small and marginal farmers. The number of new varieties grown is small and the most used varieties

are mostly local, occupy sometimes nearly hundred percent of the area. Widely grown old varieties (age of these varieties is over 15-20 years) are not only low yielding, but also vulnerable to pests and diseases due to improper preservation, mono-culture and because of decay in genetic purity over the years. Generally, the rate is also very low. The main reasons for this relate to:

- Poor representation of farmers and their local environments in the research system.
- Research results being supply-driven and skewed in favour of pre-decided package of practices supported by state subsidies, hence mostly cornered by rural elite.
- Recommendation domain restricting the choice and pre-loaded packages demotivates small holders to try out new options
- Market forces rather than the extension strategies and methodologies determine the trajectories of technology dissemination.

In Participatory Varietal Selection and Promotion methodology or PVSP, a method SVSS has pioneered in India over the last ten years, intends to understand the felt and perceived needs of the farmers for suitable crop varieties and allow them to test, identify, and adopt/spread the suitable farmer preferred” varieties from a “basket of choices” provided to them. PVSP is one of the central interventions under the productivity enhancement activities. The objective of this pilot project, which started in February 2015 is to develop a community based agriculture support services with special focus on introduction and promotion of improved crop varieties in the project areas of 1 districts of Sehore. This would be done through following the Participatory Varietal Selection and Promotion (PVSP) method. Under this programme, about 350 farming households will be covered under this project directly.



Agri-business Promotion for Small and Marginal Farmers- Promotion & Sustainability of Farmer Producer Company at Cluster Level

Whilst production technologies may significantly increase production, the ultimate objective of augmented farm income may not be realized. The absence of appropriate and viable marketing facilities may restrict small and marginal farmers from availing the benefits of agriculture development. Small marketable surpluses, lack of market preferred quality, poor negotiation capacity resulting in low and un-remunerative prices further vitiates the situation.

In 2002, Government of India introduced a new Act – the Producer Company Act or Companies (Amendment) Act 2002 (1 of 2003) - that is basically a hybrid of the Cooperative and Indian Companies Act. This was introduced as a response to the limitations of cooperative societies and challenges presented by the new world trade and WTO regime. The new Act possesses all the good principles of the Cooperative Act, together with viable business management provisions of the Companies Act. The concept of Producers' Companies is based on the recommendations of an expert committee led by noted economist, Dr. Y.K. Alagh. To integrate farmers with the value chain and market, the best form of institutional model available today is the Farmers Producers' Company (FPC) under the Indian Company Act (Amendment 2002). The farmers or the producers are the equity holders of the company which provides the best framework for ownership.

SVSS, since 2010 had been involved with the Promotion of FPOs,, which was implemented in 1 districts, as PIA with the support from Nabard. As part of the initiative towards the Nabard for Promotion of FPOs, SVSS in collaboration with the Nabard formed and developed 5 FPCs with membership of around 2500 farmers, exclusively BPL families from the small and marginal segment of farmers. The basic purpose of these FPCs is to collectivise small farmers for – (a) backward linkage for inputs like seeds, fertilizers, credit, insurance and knowledge and extension services and (b) forward linkages such as collective marketing, processing, market led agriculture production, etc. At the heart of this effort is to gain collective bargaining power for the small farmers.

The project which SVSS had with Nabard to promote FPC came to an end in March 2017. At this point Nabard urged the NGO partners to shoulder the responsibility of facilitating these FPCs to make them truly people's centred business organisations with their own resources. The intention of Nabard was clear as it wanted to place the FPCs in the domain of NGO for long term sustainability which in our opinion was a well thought out strategy. SVSS out of the 5 FPCs it has facilitated so far, took the charge of promoter's role for five FPCs in six districts of Sehore, Bhopal. All these FPCs by that time have been granted the management cost support by the Nabard Produce fund for three years effective. Also these FPCs have received working capital loan of Rs.35 lakh to 75 lakh each from Annanya Finance Inclusive Growth Pvt. Ltd & Sammuniti Finance. SVSS has entered into a tripartite agreement with all the six FPCs for providing technical inputs to them for capacity building. The third party in the agreement was the nabard whose role will be to facilitate policy support from the Government for the FPC.



Promotion of Farmer Clubs & Its Sustainability

Foremost and most significant amongst the numerous activities SVSS has undertaken within its Farmer clubs, the aim of the programme is on Land and Water resource based livelihoods enhancement programme through Agriculture productivity enhancement is the development of Farmers'. The purpose is the extension of technologies through a participatory and trickle down approach along with grooming of local group leaders for future extension. It is basically a virtual school in-situ where the farmers are given hands-on training on various productivity enhancement technologies with primary focus on learning by doing. The Fcp includes on-farm trials and demonstration, training and exposure of farmers, field day, etc. The objective here is to expose farmers on various agriculture technologies, test and validate them under their own management conditions so as to improve adoption of technologies by the farmers. Specifically under the Fcp the technologies that will be introduced, validated and promoted are mostly the factors responsible for low productivity of that particular area like

(a) introducing new crop varieties , (b) Integrated Nutrient Management, (c) Integrated Pest Management, (d) reducing household level risk by taking up mixed cropping, (e) Balanced Fertilisers Application, (f) Soil health management application of vermi-compost/organic manure, (g) Crop rotation, and various other small but crucial agronomic practices. The FCP would concentrate on the major crops of the area with emphasis on crop change for cash crop. As stated above that one of the major objectives of the FC will be the refinement of the technologies to suit to the local conditions and to the requirement of various socio-economic categories of farmers. In a way, the FC would enlarge the basket of choices of technologies to the farmers.

Typically, one FC would cover about 2-3 villages. It is expected that one FC would directly cater to the training needs of about 100-150 farmers throughout the project period. One FC would run 12 training events of 5-6 modules in one year to be participated by at least 25 farmers per event. So over the period of one year at least 50 farmers have received direct training inputs from the FC on at least 2-3 training modules. To encourage dissemination several activities are planned like Farmers 'Field day, inter-village exposure visits, Kisan gosthi/mela, etc. Besides on-site training a large number of exposure visits are proposed to the improved agriculture practices within the state and outside. The exposure visits are critical as this is one of the best extension methods to be found in the agriculture extension.





Radio Awaaz - Community Radio Station-91.2 MH.z

Radio Programmes on Agriculture & Allied Programmes support by Nabard, With increasing marginalization of the concerns of the rural communities in the market driven media outlets, alternative media has a real potential in redefining the meaning of democracy, development, identity and to forge a public sphere that is more egalitarian and equitable.

When radio fosters the participation of citizens, when it reflects the interest of the majority, when it truly informs, when it resolves problems of daily life, when ideas are debated and opinion of the weakest are respected, when cultural diversity is stimulated over commercial homogeneity, when everyone's voice fly without discrimination, that is community radio.

With such an understanding *Radio Awaaz*, the community radio station is promoted by Swami Vuvekanand Shiksha Samiti(SVSS) in village Rajukhedii of Sehore block in Sehore district of Madhya Pradesh.

SVSS has constructed a 1100 sq. feet studio building and developed basic facilities to produce and broadcast radio programs. A small team of 5 members is engaged in program production and broadcasting. The 8 hour daily broadcast, in morning, afternoon and evening sessions, reached 300 villages covering a population of

about 300,000 in a radius of 15 km.. Now all facilities including the 1 ton air-conditioner of recording studio is running.

Radio Awaaz is regularly broadcasting programs on social, cultural and agricultural- livelihood issues. Nearly 250 Epsoside of radio programmes on agriculture, Allied & Govt. Schemes transmitted in the areas. With the support of Science & technology Dept. GOI, we broadcast educational program Sachchi Saheli for adolescent Girls in the age of 14to 20years. Now about 3500 adolescent girls are participating in the quiz program, debate, painting competition. It is produced with urban & rural in the area.

Program on organic agriculture “*Jiya Meiin Uthat Hilor*” continued to draw farmers to the radio sets. In collaboration with Breakthrough, *Radio Awaaz* conducted street theatre shows “*Bel Bajao*” in 10 villages on domestic violence. The focus of the show was to motivate community to ring the bell of the house where the domestic violence is happening to stop it. It was followed by 16 day campaign (25 Nov to 10 Dec' 2017) on domestic violence with Breakthrough. Various activities like essay writing, games, rally, film show etc were conducted with adolescent girls and boys on gender and domestic violence issue. We also conducted a radioseries of 12 programs on domestic violence based on real stories collected from the listener community. Campaigns on women's property rights, availability of medicines in PHCs, and human rights are conducted





Agri Entrepuership Development Programme

SVSS firmly believes that economic prosperity is one of the primary catalysts of improvement in quality and standard of living in both urban and rural areas. For achieving economic prosperity in the present economic scenario where the rural masses are facing decrease in land holding ,lack of jobs by the government, and their inability in facing the competition from urban masses for getting jobs in private sector, SVSS has adopted an approach for motivating the communities converting themselves from job seekers to job providers. With this objective, the organization has identified and implemented promotion of need based and market driven small and micro enterprises as one of its core activities. SVSS

conducted two major programmes during the year for leading to establishment of sustainable micro enterprise by the beneficiaries.



The Programme conducted in collaboration & Supported with Diageo India ,had 30 trainees trained on Solar lights panel, repair and maintenance. The programme aimed at developing their entrepreneurial skills, knowledge and attitude. Besides being provided technical skills on repair on solar lights & panel, the trainees were provided inputs on business plan formulation, entrepreneurial skills, marketing management, interpersonal skills etc. Linkages have also been developed with local agents of solar lights manufacturers for recognizing the trainees as authorized mechanics for their products. The trainees also availed loans from commercial banks.

Water, Sanitation, Hygiene Education & Water, Soil Conservation

Sanitation in personal and public life is the joint responsibility of individual, community and state. Sanitation is the first step towards achieving the goal of public health. Public health system in India is weak and sanitation could attract the attention of government policy makers only about 20 years ago.

Water, sanitation & hygiene have always been very important part in the programs of SVSS.

Basic needs of clean drinking water and sanitation facility is a luxury in poverty pockets of our Village like Sarvar, Amala. To improve the WASH situation, with the support of Diageo India, SVSS is working in 2 panchayats, with the communities to prepare them for collective action. About 80 Volunteers, mostly women, are prepared as Citizen Leaders. WASH committees are formed to take the ownership of community WASH assets and deal with sector institutions like Panchayat & Rural Development Dept, Public Health Engineering(PHE)& other line Dept.

WASH Committees have played a key role in repair of hand pumps, restoration of Individual toilets, construction of shared and household toilets and hygiene education. Menstrual hygiene is an important component in the interventions. WASH committees are playing pivotal role in improving the financial viability of restored community toilets by ensuring user fee collection.

During the year 39 hand pumps are repaired, 6 submersible pumps are restored, 1 new submersible pump is installed and 1 mini water supply scheme is started with project, community and government support. 11 nonfunctional toilets are restored, 754 household & shared (by 2- 4 families) toilets are constructed. In Amala Village new sewer line is constructed to connect 20 families to the main sewage system and construct toilets at home. Schools in and around the targeted communities are sensitized on the importance of WASH services. As a result these facilities have improved in 2 schools. Hygiene education program is also conducted with children. All this could improve the water facilities for 11,708 persons, sanitation facilities for 19,380 persons during the year. Hygiene education is given to 30,031 persons.

SVSS is working with Community Led Total Sanitation (CLTS) approach in these panchayats. Community triggering is done in 5 villages of 2 panchayats during the year. Awareness activities through games among children are conducted in 2 schools and 16 hamlets. Menstrual Hygiene Education is also conducted in 2 villages with 602 adolescent girls and women. 35 ASHAs and 31 Aaganwadi workers are also trained on this issue. 2 Rain water harvesting structure constructed in schools and 35 soak pits constructed nearby the Hand Pump areas, Renovation & Deeping of Pond structure in sarvar Village and constructed village

connecting road along with nala in amala village. For the safe drinking water facilities RO along with water tanks established in 2 schools in sarvar & amala villages. 4 No. of health's camps organized at the door steps of villager.







Under this programme exclusive Home Based Post Natal Care training module is developed and 60 mothers were trained in home based post natal care of mothers and newborns. They were also trained in monitoring and keeping records of the newborns during this period. In addition to classroom training the trainers' team conducted problem solving sessions with them. These home based management skills that are imparted to the mothers is unique in the respect that it is not done anywhere in India till date.

Training and imparting skills on home based management of post partum hemorrhage have enabled the Mother to help women and to save their lives at home, at CHC, and on the way. It is a great achievement considering the hurdles and the difficulties they had to counter

Support My School Program – Improving WASH in Schools & Maintenance of Structure

This year SVSS implemented a new project “Support My School” in 13 schools of Fanda, Kuravar Block in Bhopal, Rajgarh district of Madhya Pradesh. The project is supported by CAF India, NDTV and Coca Cola. The focus of the project is to Maintenance to improve WASH facilities, games facilities, and rainwater harvesting and conduct hygiene education in school and community around.

The basic purpose of this project is to reduce the drop-out rate of adolescent girls during menstruation days and create awareness on hygiene. The project is started from Dec-2016 and is completed by March' 2017.

Under this project urinals and toilets were Maintained in 13 schools of the project villages. Earlier many girls did not come to school during the time of menstruation that affected their performances and grades. Their attendance has increased now and they are coming to school regularly. Plantation of trees within the boundary was also initiated in these schools and the children participated whole heartedly. WASH education programme was also conducted in schools. Children learnt the importance of handwash. Today students wash their hands before eating at school and at home.



Rashtriya Kishor Swasthya Karyakram (RKSK)

The Ministry of Health & Family Welfare 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 trained the adolescent children's as master trainer along with ANM, health workers of the cluster. The SVSS worked in the district Singroli (M.P).

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.

To guide the implementation of this programme, MOHFW in collaboration with UNFPA has developed a National Adolescent Health Strategy. It realigns the existing clinic-based curative approach to focus on a more holistic model based on a continuum of care for adolescent health and developmental needs.

The Rashtriya Kishor Swasthya Karyakram (National Adolescent Health Programme), will comprehensively address the health needs of the 1254 adolescents in the areas. It introduces community-based interventions through peer educators, and is underpinned by collaborations with other ministries and state governments.







Empowering Girls by Addressing Child Marriage



Child Marriage is a Child Rights issue. Child marriages disempowers girls who are forced to marry, as they drop out of school, face health complications and

violence. This practice denies adolescent girls of their right to education, health and security. In collaboration with Child Observatory Organization, SVSS is implementing a project “Empowering Girls by Addressing Child Marriage”.

This 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.

Expansion of FORCES Network Programme in Madhya Pradesh (ICDS Mission)

SVSS is one of the Regional NGO Partner of FORCES (Forum for Crèches and Child Care Services) of which the Secretariat is housed in Centre for Women's

Development Studies in New Delhi. FORCES is a National network of organizations and individuals concerned with issues relating to women working in the unorganized sector and care of their children. It believes that every child has the right to early childhood care and development including crèche and child care services.

During the year a workshop was organised on Building Awareness in Promoting Quality Services for Child Care and Early Education in Integrated Child Development Services (ICDS) and need for establishing Anganwadi Centre-cum-Crèche in Madhya Pradesh. The workshop was organized. The participants were Educationists, Medical professionals, Panchayat representatives, Anganwadi workers, ASHA workers, NGO partners participated in the workshop. The deliberations of the workshop highlighted the deficit in access to health and nutrition service for women and children of unorganised sector.

The children of migratory communities are most vulnerable. It calls for a campaign to extend the ICDS to these communities. The workshop identified the need for community mobilisation for:

- (i) Not permitting any child to reach acute stage of malnutrition where institutional care of Nutrition Rehabilitation Centre (NRC) is required. Having to send children to NRC should be rare exception, than a norm.
- (ii) Taking timely action for overcoming malnutrition as part of women's rights and child rights.
- (iii) Tracking all children for improvement in their nutritional status, prevent of malnutrition and for availability and accessibility of all services of early Childhood care, nutrition and development.
- (iv) Facilitating AWCs to work as implementing agency. Village Panchayat to play a leadership role and civil society to cooperate in this initiative.
- (v) Monitoring immunization and transport availability to supplement the provision of Janani Suraksha Yojana, Panchayat should provide fund for arranging vehicle for pregnant women in case of emergency.
- (vi) Mobilizing village volunteers particularly young parents. There should be regular dialogue with the family so that the capacity of the family to understand health and nutrition care needs of the young child is enhanced.



The workshop also recommended that:

- There should be data of malnutrition status of children tracking service provision informing the parents about their children health, nutrition Status.
- The village health nutrition committee should be more and more active They need to understand linkage of safe drinking water, sanitation for health care and nutrition of children.
- The efforts of all agencies, governments and others should be recognized for best practices and child care and development, shared as motivation of others.

HEALTH: Addressing Nutrition, Hygiene, Mental Health and the Sex Ratio

a. Nutrition, Health and Hygiene



Nutrition, Health and Hygiene have been promoted in 2 project villages where the nutritional status of the children below 5 years have been monitored on a monthly basis by the women health promoters and the anganwadi worker. Training of the women in the use of local products for preparation a balanced diet at home has been emphasised. The results have shown that the nutritional status of children has improved

b. Reduction of anemia

Anaemia in adults particularly women has also been reduced

c. Mental Health

Suicide and mental disorders are major public health problems in India affecting urban as well as rural populace. Stress from various causes is increasing in rural India, particularly among farmers, as agriculture is being affected by uncertain weather conditions. With the support of the Samadasani foundation, SVSS was part of the health project initiated since 2014. This project is being implemented in 5 villages in the sehere block of sehere district. It raises awareness, creates a demand for mental health care services (for common mental disorders like substance abuse, childhood mental health disorders) in rural communities.

Linkage and the support of psychiatric departments of the government medical services and the local medical colleges are obtained. Community health workers and counsellors have been trained to work the project villages. During the year, an advocacy workshop and 215 small awareness meetings of 9-10 participants in each were conducted. Outreach clinics were organized in collaboration with PHC in project villages. A Total of 350 patients visited the clinic to avail the services. 371 counseling sessions were conducted with old and new patients.

Some impacts observed

- Mental health literacy is increased in project villagers
- Capacities of staff for spreading mental health literacy have increased.
- There is a shift in the negative attitude towards the mentally ill patients.
- Reduction in stigma and discrimination is observed.
- Preparation of the sustainability plan.

Water Management, Water Budgeting and Water Equity Campaign

The increase in subsurface water necessarily needs to be managed well for its judicious use and particularly in the face of climate change. During the year micro-irrigation for vegetable and other crops and horticulture was implemented in 20 villages in sehere district of Madhya Pradesh, by approximately 513 farmers on 872 acres. While some farmers applied drip irrigation, others had sprinkler sets that were shared by many more landowners, thus water saving has begun to be accepted.

School children of three villages were trained on water budgeting. In Jamuniya talab & Rajukhewdi the Bal Panchayat was formed to motivate families regarding the judicious use of water. The Wash committee (water management committees) has been formed to prepare the water budget for the village. Local folk media groups were trained and continue to motivate the communities regarding good water management. Farmers in jamuniya village trained to conduct water balance of the village prepared the water use plan for the *rabi* season after estimating the domestic, livestock and other livelihoods.



60 farmers groups (3-4 farmers per group) have taken to micro-irrigating their farms and have benefitted 264 households. The Block Model of Irrigation (BMI) has been implemented in Rajukhedi hamlet in Sehore district of M.P. Here 18 small holder SC community farmers whose lands are adjacent, have set up a common system for micro-irrigation of their otherwise degraded acre of land. The water management together with the System for Crop Intensification has brought in incremental returns in crop productivity. The campaign is supported by Nabard.