

Sustainable Development

Through Partnerships



Editorial



It is a pleasure to share our newsletter for June 2023. In this edition, we present our successful interventions in the states of Punjab, Maharashtra, Kerala, and Andhra Pradesh. Our journey towards water conservation has achieved one more milestone by creating rainwater harvesting structures in Ludhiana, Punjab. In southern part of India AFPRO impacted lives of Cocoa growing farmers in Idukki in Kerala and west Godavari in Andhra Pradesh by capacitating the farmer communities and transforming their lives with programmes on child development, women empowerment, decent work practices, sanitation, and water conservation. Cotton sustainability programmes in Maharashtra are strengthening cotton growing farmers with improved productivity with minimum environmental impact.

AFPRO is committed to uplift the farmers and communities to achieve a better living through its various environmentally sustainable programmes.

Dr. Jacob John,

Executive Director, AFPRO

Water Conservation in Punjab

The project “**Water Conservation in Ludhiana, Punjab**” is an action towards recharging ground water and solving water crisis in partnership with **United Breweries Ltd.** The goal of the project is to improve the ground water recharge status of project area through water conservation and rainwater harvesting. We have assessed the water security status of project villages not only to increase the ground water level but also to enhance general awareness and skills through trainings.

Key Strategies

Rooftop Rainwater Harvesting
Pond Rejuvenation

Rejuvenation of Community Pond

Community ponds in 6 locations were rejuvenated in 6 Gram panchayats within 20 KM radius from UBL factory in Ludhiana.

Water Augmentation in Schools

A total of 14 Rainwater harvesting structures were constructed in 10 Government Institutions.

Fact sheet

- A total of 16 Gram Panchayats/Wards are covered.
- 14 rooftop rainwater harvesting structures are installed at 10 government institutions.
- An awareness event on importance of Rainwater Harvesting was organized.
- 6 village ponds rejuvenated.
- 35 solar lights installed.
- 3 Piezometers installed.
- One experience sharing workshop was organized.



“Bahaut badiya cheej hai, shai tarah se istaimaal kitaajaa wein, isdaa paani akatha hoge chappad beech aunda hai, the holi holi semadhe, is kar ke paani uthei ayega, AFPRO ne jada kaam kita odeli bahaut bahaut Dhanbad”

(The pond rejuvenation will help to recharge the ground water. We thank AFPRO for the good work done.)

Budhewal Sarpanch



Cocoa Life Community Development Project

AFPRO has partnered with **Mondelez India Foods Private Limited** to implement the "Cocoa Life Community Development Programme" in India. The main goal of "Cocoa Life" is to create a vibrant, strong cocoa supply chain while growing opportunities that transform the lives and livelihoods of farmers and their communities. Presently in India, the Cocoa Life programme is implemented in two districts namely Idukki District of Kerala and West Godavari District of Andhra Pradesh covering around 4000 farmers. In West Godavari district, Cocoa Life program is implemented in 25 villages spread in 22 Gram Panchayats, and in Idukki district 7 Gram Panchayats were covered. Intensive capacity building programs were conducted focusing on six thematic areas in the project. The Interventions taken up in these thematic areas are:



Child Development

- Awareness/simulation sessions on child rights, good touch and bad touch, life skills training, health and well-being were conducted in six schools covering 239 participants in Idukki.
- Awareness creation session was held on child rights and legislation for Anganwadi teachers in partnership with the District Child Protection Unit in Idukki.
- World Environment Day event was celebrated on 5th June at UP School Konnathady, Idukki to instill sense of care towards one's own surrounding environment within the children by engaging them in painting competition, awareness creation sessions and distribution of saplings.
- A total of 33 child club meetings covering 1229 children, 11 child strengthening committee meetings covering 100 children, 4 children events on 'National Girl Child Day', 1 children day program were held in various regions of West Godavari District.

Women Empowerment

- The International Women's Day celebration event on 8th March, 2022 was hosted by the AFPRO team. An awareness creation session on "Gender and Social Development " was conducted by Sri Jatheen Jathavedan, District Program Manager, Kudumbashree Mission, Idukki for the women cohort of the Gram Panchayat.
- The field trainers visited MGNREGA work sites, Kudumbashree groups to disseminate the importance of gender equality.

Health, Hygiene and Sanitation

- On World Health Day, awareness creation session was conducted by Mrs. Lekha P S, Junior Public Health Nurse on good food habits and nutrition at Thottapura Anganwadi, Seliampara, Vellathooval Gram Panchayat, Idukki.
- Awareness creation session on Health, Hygiene and importance of medicinal gardens were conducted for the children at UP School Konnathady, Idukki.
- Awareness creation session on prevalence and determinant of Anemia was conducted for the children at LP School, Idukki.
- The Agri-Nutri garden campaign was conducted at Mankulam Gram Panchayat, Idukki in collaboration with the Kudumbashree mission.

- 163 sessions on nutrition covering 825 people, 76 hand washing awareness sessions covering 310 people, 40 waste management sessions covering 148 people as well as and 52 pollution awareness sessions covering 186 people were undertaken in 25 villages of West Godavari District.

Decent Work Practice

- On March 22nd, World Water Day celebration was hosted at Mazhvadi Anganwadi, Kanjikuzhy. A session on Water Conservation techniques was given by Mr. Sijo Thomas, District Manager, MSSRF for sensitization on the importance of water conservation and the adaptation of drip irrigation practice in farmlands.
- To commemorate farmer's day, an event was held at Kamblikandam, Konnathady Gram Panchayat, and Idukki in collaboration with Kerala Agriculture University. Cocoa cultivation researchers Dr Suma B and Dr Minimol, Joint Secretary took sessions covering topics like problems in farming and mitigation strategies, safe usage of pesticides, disease of cocoa seed, etc.
- 58 sessions on various precautions for snake bites covering 276 participants, 14 sessions on PPR kits and benefit covering 7 participants were undertaken in villages of West Godavari District.



Drinking Water Augmentation

- 6 drinking water projects were undertaken in 9 water scarce areas in Idukki. Around 612 farmers and farm workers benefitted through this scheme and responsibility for maintaining the water resource was given to the respective ward members and water committee members.
- The Anganwadi drinking water project was implemented across Mariyapuram, Vellathooval, Mankulam and Konnathady panchayats of Idukki and activities such as plumbing works, construction of a stand for water tanks, attaching a motor to bore well were conducted as undertaken to augment drinking water.
- RO water treatment plants were established at Kallacheruvu, Rayannapalem and Challachinthalapud village benefiting 5500 people in mentioned 3 villages of Eluru district, Andhra Pradesh.
- Community bore well was dug at Kavvagunta village, Pedavegi mandal, Eluru district supporting more than 2600 people.
- 3 Recharge structures were constructed in Pedavegi Mandal to improve ground water.

Entitlement- Linkages for Availing Government Schemes

- An awareness creation programme on social security schemes under State and Central Governments was organized in Idukki. Linkages were established to enroll households at MGNREGA work site and engaging with Kudumbashree workers, cocoa farmers, etc. Pamphlets were distributed to all households in order to register for various government schemes including details of the E-shram portal, Sukanya Samridhi Yojana, PM Jeevan Bima Yojana, PM Suraksha Bima Yojana, PM Shri Yogi Manthan Yojana, PPF, PMGD Disha, Tele law, Elder Line-14567, DDU-GKY, Atal Pension Yojana etc.
- An awareness creation session on various State and Central Government schemes related to COCOA community were given covering 3241 members in West Godavari District.

Stories of Hope

Drinking water Restoration at Kallarkutty, Vellathooval GP, Idukki, Kerala

Community tank for drinking water was built to store drinking water in the village, which served 44 families (160 community members). Floods in 2018 led to damage of tank and spring as well as submerging of tank leading to severe drinking water scarcity in the village. Community had to purchase drinking water at high price, which led to economic burden on them.

Restoration was thus taken up under “Mondelez India Cocoa Life Community Development Project”. AFPRO team

members along with Mondelez team members conducted a transect walk in order to cross-examine the catastrophe. A plan was devised to clear the mud residue so that a smooth flow of spring could be rejuvenated along with lifting of the tank walls to increase the water storage capacity. Now, the community members are getting adequate water from the water resources. Water scarcity has been resolved.

On 20th December 2022, the renovated drinking project was inaugurated at Kallarkutty, by Mrs. Manju Biju, President Vellathooval Gram Panchayat, in the presence of elected representatives of Panchayat and community members.



HRIDAY Project

AFPRO has partnered with **LIC Housing Finance Ltd.** to implement 'Holistic Rural Initiative for Development Action and Yield (HRIDAY)' project to address interconnected issues of hygiene and health, vector management, and to create awareness for menstrual hygiene. The project covers solid waste management as well as drinking water quality monitoring and surveillance in five villages of Mendata Mandal, Vizianagaram District, Andhra Pradesh.



Following interventions were undertaken in the project:

- *Formation and Strengthening of Children clubs in School:* 12 children clubs in the schools with separate functioning committees like Prayer committee, Food committee, Library committee, Environmental committee etc. was formed to ensure proper food, regular attendance to the prayer, increased use of school library, improved discipline, and punctuality amongst the children. The formation of children clubs has promoted interest towards studies and regularise schooling.
- *Republic day celebrations in schools:* 74th Republic Day was celebrated on 26th January 2023 at UP school, Gurla Village. The National Flag was unfurled by the Sarpanch followed by various competitions and games.
- *National Girl child day* was celebrated on 24th January 2023 at Kasthuriba Gandhi Balika Vidyalayam (KGBV) School at Mentada. Ms. Nagamani ICDS PO was present as a chief guest to witness the occasion. The day was celebrated with a view to create awareness about girl child rights to bridge gender divide, to promote girl child education, health and nutrition.
- *Awareness creation camps were organized in five villages for Behavioral change on open defecation.*
- *Training to adolescent girls:* More than 80 adolescent girls were trained on aspects like personal hygiene, use of sanitary napkin and child rights and child marriages through 5 training programmes in the presence of Ms. K. Hemalath, ICDS Supervisor and Ms. Mutyalamma, ANM.
- *Input support and training for vegetable cultivation:* In order to promote vegetable cultivation for livelihood as well as nutritional support, 2 trainings were organised in villages Gurla and Meesalapeta covering 75 farmers to educate farmers on various package of practices. Moreover, nearly 60 farmers were supported by the project with various vegetable seeds.
- *Strengthening and formation of SHG Federations at village level:* Federation of SHG's were formed and strengthened in 5 villages with main aim to bring women SHG groups in the villages under one umbrella. The formation of SHG federation promoted confidence, leadership qualities, and managerial skills, maintenance of books of accounts and other records, participation of women in developmental activities among the women. The SHG federation is used as a platform to discuss on various development issues and has laid firm foundation for women empowerment as well as sustainable development.
- *Strengthening community solid waste management*
- *Promoting Household level waste management*

HRIDAY project implemented by AFPRO at 5 Villages in Mentada Mandal in Vizianagaram District, Andhra Pradesh covers 7 thematic areas, such as health, education, WASH, livelihood promotion, preservation of environment, community empowerment and infrastructure development. The project has benefited more than 4000 marginalized people at the intervention area in terms of improving their livelihoods and standard of living. The organization has formed and empowered new and existing community level institutions and contributed towards addressing the major social problems in the implementation area. The ongoing 3 years project has entered into its second phase of implementation.

Mr Blesson Lal Thambi,
CSR Department, South Zone, LIC HFL

Sustainable Organic Cotton Production Program in Maharashtra

Cotton is one of the major crops in Maharashtra. AFPRO works with cotton producers to achieve sustainability in cotton production in manner that can maintain production level with minimal environmental impact, improve income from cotton through better productivity as well as lower input cost, promote reduction of harmful chemicals in production and its appropriate usage for better health of cotton growers. Under the project supported by GIZ, “Sustainable Cotton Production through Organic Farming”, 9 villages of Mahur block of Nanded district in Maharashtra 1000 farmers were covered. Capacity building interventions were taken up for farmers on dangers of synthetic input on environment, use of organic farming techniques and materials, recycling and use of farm waste biomass. Following Interventions were undertaken:

- 3 trainings covering 150 farmers were imparted on 3 different aspects like pre-sowing management, organic fertilizer and pest management and harvesting as well as storage of organic cotton.
- One workshop was conducted on ‘Organic Cotton Production’ which was facilitated by AFPRO team and guest’s speakers from Department of Agriculture, Government of Maharashtra on issues of pest and disease management in cotton crop.
- 36 Demonstrations on vermi compost and pest management like pheromone traps, sticky traps, etc. covering 5000 farmers, promotion of soil testing for 1000 farmers, distribution of 2000 field farmers book are some of the physical interventions undertaken.



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