



Sustainable Development

Through Partnerships

Editorial



I am happy to share the newsletter of September 2023. In this edition we reflect on our successful interventions in the states of Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Haryana and Punjab. AFPRO strives to uplift impoverished communities by empowering them to embrace sustainable development, ultimately leading to improved socio-economic standing within the society.

The highlights we present through this newsletter are agroforestry interventions that promote and enhance green coverage in Kerala, Karnataka, Tamil Nadu, and Andhra Pradesh. Water conservation and agricultural interventions in Nuh, Haryana and Health project captured by creating awareness on responsible consumption of alcohol in Ludhiana, Punjab.

AFPRO is handholding with farmer communities and enabling them to lead better lives through a range of environmentally sustainable programmes. AFPRO is committed to support rural population and alleviating poverty by effectively managing natural resources.

Dr. Jacob John,

Executive Director, AFPRO

Agroforestry: A step towards Green Future

AFPRO's Agroforestry programme spans in four states namely Kerala, Karnataka, Tamil Nadu, and Andhra Pradesh covering and 272 villages in 22 districts. Agroforestry programme was inaugurated by Mr Roshy Augustine, Minister for Water Resources, Government of Kerala in Idukki District. The official launch of this state-level initiative took place on August 3rd at Vazhathoppu Town Hall, Idukki.



Inauguration event of Agroforestry project

More than 500 farmers joined this event to learn about the programme and support this noteworthy effort.

Dr. Jacob John, Executive Director, addressed the farmers, emphasizing AFPRO's unwavering commitment to environmentally friendly practices and the improvement in the lives of local communities' livelihoods. This project aims to improve biodiversity through diversified tree species and increase tree cover in villages while working with farmers to promote an agroforestry model for sustainable development of farms. Local tree species both of fruit and wood variety, considering local climatic conditions, are being provided to the farmers along with awareness and training on good agricultural practices to help improve the survival rate of the saplings. Planting fruit and wood species apart from improving bio-diversity will also help improving soil health and structure, reduce erosion and help in carbon sequestration. This initiative is a part of the Cocoa Life Project, which is supported by Mondelez India Foods Private Limited.

Through this agroforestry programme AFPRO sets an inspiring example of collaboration and environmental stewardship, driving forward a greener and more resilient future for Kerala and beyond.

AFPRO: Developing Water Secure Villages in Nuh, Haryana

Nuh District is proceeding slowly in the journey of growth and development. It is a backward District of Haryana. This District has been struggling with unavailability of streams/drainage line systems, increasing soil erosion, lack of knowledge on climate-resilient practices, high agriculture production cost and biodiversity loss. To address these issues AFPRO initiated the project in 9 villages of Nuh, Haryana which will benefit 2601 households to uplift the lives of the community. AFPRO's comprehensive approach includes a range of interventions on water management, renovation of existing water harvesting and recharging structures, soil moisture conservation and enhancing water use efficiency. In this project AFPRO is adopting advance models to promote agriculture and allied areas to improve food security and livelihoods. These villages are supported by technical assistance, knowledge sharing, and capacity building.

This is a collaborative effort between AFPRO and ITC for natural resource management that will enable the villages with improved access to water resources, enhanced agricultural practices -a pathway to better livelihoods.



Group discussion with villagers of Nuh

Kartavya: AFPRO's Project to Promote Responsible Consumption of Alcohol

As per the World Health Organization, one-fourth to one-third of the male population consumes alcohol in India and neighbouring South Asian countries. Punjab has the highest prevalence of substance use disorders in India, ranking third. More than 10% of people have alcohol use disorders and need help in addressing their alcoholic problems. To address this issue, AFPRO initiated a project “Kartavya- Responsible Consumption of Alcohol” in 10 selected villages of Ludhiana, Punjab as a pilot.

This project educates the community of Ludhiana through a systematic approach. Awareness creation is the tool to educate the alcohol consumers about harmful effects of irresponsible consumption of alcohol. Under this program AFPRO creates awareness within the rural communities of Ludhiana about the implications of excessive alcohol consumption. The programme fosters behavioural changes that prioritizes individual, family, and community well-being. This project is supported by UBL.



Rapid Rural Appraisal with villagers in Ludhiana, Punjab

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