



Gram Shree
Innovative Marketing Solutions for Poor

GRAMSHREE FOUNDATION TRUST

ANNUAL REPORT 2021-2022



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FROM TRUSTEE DESK



I am pleased to issue the Annual Report 2021-2022 for the Trust. This year has been another stepping stone in moving forward in achieving Trust vision of Impacting lives of 1,00,000 Tribal families by “Empowering Rural Tribal Families, through women so that they can take control of their own life”.

2021-22 was a year when Covid-19 cases has come down and things has started to become normal. However Covid-19 after effect has been visible in the rural areas with reverse migration creating the load on the existing resources.

Trust continued its effort in providing relief to 2,000 impacted community, through support from RCRC and Project Chhavv under which all more than 600 frontline workers where provided with Kit in preparation of fourth wave.

During the year Trust has further strengthen its intervention on Commercial Vegetable Cultivation and Natural Farming with support of Aajeeviak Bureau and has been active member of Natural Farming Group of Rajasthan.

Gramshree in collaboration with SRIJAN has moved ahead in value chain work under Pradhan Mantri Van Dhan Vikas Yojana.

We would like to acknowledge continuous support of India Friends Association (IFA, USA California), E2F, Buddha Fellowship Program, SRIJAN, Aajeevika Bureau and RCRC Network.

We look forward to serve the tribal families, with similar support from our well-wisher in coming future.

RAKESH GUPTA

Trustee, Gramshree Foundation Trust

GRAMSHREE OUTREACH



RAJASTHAN

No. of District	2
No. of Blocks	4
No. of Villages	59
No. of Families Reached	789
No. of Producer Group	52
No. of FPO registered	1
No. of Families covered under Vegetable Intervention	432
No. of Families covered under Natural Farming	269
No. of Families Impacted through Value chain Intervention	1200



CHHATTISGARH

No. of District	1
No. of Blocks	2
No. of Villages	30
No. of Families Reached	250
No. of Families reached through Value chain Intervention	100



LIVELIHOOD

COMMERCIAL VEGETABLE CULTIVATION

Gramshree Foundation Trust, has been working on model of Commercial vegetable Cultivation since 2020. This model was adopted as an opportunity for families who came back due reverse migration.

In 2021-22, Gramshree has been able to increase its outreach from 150 families to 400 plus families. Gramshree has expanded its work on commercial vegetable cultivation from 4 villages of Gogunda to 35 villages of 2 Block of Udaipur (Gogunda & Sayara) and 1 Block (Kumbalgarh) of Rajsamand district of Rajasthan.

Gramshree has developed 3 Model for its intervention on Vegetable cultivation. All 3 model ensure the nutritional sufficiency for triabl families , ensurng the avalability of vegetables at the family level through year. Mdoel 2 & Model 3 focus more on commercial method with focus on additional income in the range of Rs 15,000 to Rs 50,000/- per year.



Model 1

100 sq meters area
2-3 vegetables grown
(100-250 saplings)

Income from 2,000
upto 7,000

Model 2

100 to 250 sq meters area
3-4 vegetables grown
(300-600 saplings)

Income from 15,000
upto 30,000

Model 3

251 to 400 sq meters area
3-4 vegetables grown (600+
saplings)

Income of 50,000+

LIVELIHOOD

NATURAL FARMING

A paper published by NABARD says:-

The decline in soil nutrients, particularly in areas where the chemical inputs are increasingly being used in the absence of adequate organic matter is cited as a reason for low productivity

The agriculture system adopted has started showing increasing unsustainability and once again the need for an appropriate method suitable to our requirements is being felt. A system which adopts nature-based solutions, the practices and strategies that leverage the power of nature and bring long-term benefits for people and ecosystems need to be brought into play. A shift towards Natural Farming (NF), which is not only economically more remunerative but also socially inclusive and climate-resilient, is being seen as a promising way forward (Gupta et al,2021)



Gramshree had adopted to work on Natural Farming from 2020. Gramshree is working in South Rajasthan, Udaipur and Rajsamand district. In these geographies, farmers has started usage of Urea , DAP and other chemical based pesticides most recently in last one decade.

Farmers understand the bad effect of these chemical, hence are ready to adopt the method of usage of locally made growth facilitator like Jeevamrit, Ghan Jeevamrit and others.

Gramshree has conducted the TOT with support from Expert from SRIJAN Mr. Jaidoyal in September 2021. Further Gramshree staff has provided training and demonstration to more than 100 farmers in last Rabi Season.

Gramshree plan is to increase its outreach to

WHEAT GROWN NATURALLY

281 Families has grown Wheat and Mustard adopting the Natural Process with Support of Gramshree



PROMOTION OF FARMERS PRODUCER COMPANY

Gramshree work with a vision of Impacting the lives of tribal families through women. Establishment of women based community institution is most critical part in process of achieving this.

During this great progress has been seen in this front. Gramshree has mobilized 550 Women under 52 Producer Group at the village. These women has become the part of "Van Dhan Shakti Mahila Producer Company". Producer Company had mobilized Rs 2 lakh as share capital.

Producer Company for the First time had done the processing of Custard Apple pulp of 2,000 Kg and has generated a revenue of Rs 2,60,0000/- from its sale. They has received fund of Rs 9 lakh from Trifed, they will be using this fund to producre thier own machinery to sclae this business to 10,000 kg of pulp processing in next financial year/



FIRST ANNIVERSARY OF REGISTRATION OF FARMER PRODUCER COMPANY AND WOMEN INTERNATIONAL DAY CELEBRATION

Van Dhan Shakti Mahila Producer Company celebrated first Anniversary of their formal registration as Farmers Producer Company on March 8, 2022 on Intentional Women.

Women celebrated this day as International women day and it was day where more than 150 women gathered to reflect on the achievement of one year.

Ms. Neelam Lakhara, SDM Gogunda BDO

मश्री फाउंडेशन ट्रस्ट द्वारा इला दिवस मनाया

arar Mirror  · March 8, 2022  0

र (कांतिलाल मांडोत)। आज ग्राम श्री फाउंडेशन ट्रस्ट
महिला पोडूसर कंपनी द्वारा गांव-सुथार मादरा जसवंत
दिवस सम्मेलन व कंपनी की प्रथम वर्ष गाठ मनाया गर

मुख्य अतिथि गोगुंदा से SDM नीलम लखाराजी रही त
एम मैडम ने महिलाओं को शिक्षा, जैविक खेती को आ
त किया तथा आजीविका ब्यूरो से संजय जी ने महिला
र के बारे में जानकारी दी।



ENTERPRENURSHIP CUM SKILL DEVELOPMENT TRAINING PROGRA: PRADHAN MANDRI VAN DHAN YOJANA

In 2021-22 Gramshree Foundation Trust executed the ESDP training with support of SRIJAN.

Under Van Dhan Vikas Kendra Yojana, Gramshree implemented the project for Training of 4 VDVK in Udaipur. 6 Week Training on Entrepreneurship Cum Skill Development training was provided to 90 women of VDVK, Magwas; VDVK, Kadech promoted by Rajasthan Rural Livelihood Mission and VDVK, Deval promoted by local NGO.

Gramshree used the Frame work of Business model Canvas to provide training on development of an enterprise. Practical Training was provided on Custard Apple pulp processing, Amla Processng and Dal mill establishment.



COVID 19 RELIEF

Gramshree Foundation Trust with support of IFA, RCRC , Buddha Fellowship Program and E2F provided ration Kit to more than 500 families and organised awareness camp in around 100 villages of Kotra, Gogunda, Sayara block of Udaipur and Kumbalgarh Block of Rajsamand district of Rajasthan.

During these camps more than 10,000 mask and 2,000 soap was distributed.

Gramshree also distributes more than 100 oximeter and 100 thermometer to front line worker like Anganwadi worker , Anganwadi Sevika and ASA workers.



COVID 19 RELIEF: PROJECT CHHAV

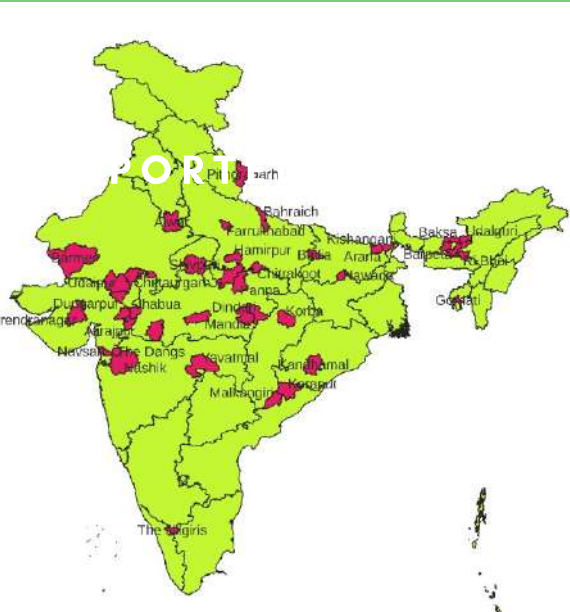
With Support of Project Chhav, Gramshree Foundation Provided Support to 700 Front Line worker of Gogunda and Sayara Block of Udaipur Rajasthan . Focus was on making the Front line worker prepared for 3rd Wave of Covid.

700 Kits was distributed to Anganwadi worker, Anganwadi Sevika , ASA worker and ANM.

Kit comprises of Set of Mask, Hand Sanitizer, Head Gear and a file.



RESEARCH: IMPACT OF COVID IN RURAL INDIA



Gramshree Foundation Trust, has been involved in National Level Research work on tracking the Impact of Covid 19 in Rural India, this is being conducted in 15 states and covering more than 60 Block of India. More than 70 NGOs has been assigned this task in their geography.

Gramshree Foundation Trust was assigned the task to conduct the survey in Gogunda Block of Udaipur Rajasthan. Gramshree has covered 300 Families in 20 Villages of Gogunda Block of Udaipur Rajasthan.



RECOGNITION:

VAN DHAN VIKAS KENDRA, JHADOLI

Van Dhan Vikas Kendra, Promoted by Gramshree Foundation Trust, has received the Third Prize at the District Level for Innovation and Creative Marketing idea.

Award was given by Honorable Governor of Rajasthan Shri Kalraj Mishra on occasion of "Jan Jatiya Gaurav Diwas" on Nov 15, 2022.



BOARD OF TRUSTEES



Deepak Sharma, an MBA in Finance, brings in 15 years in advisory experience in banking industry. He has worked in multiple geographies in managing large transformation programmes and team building.



Rakesh Gupta is founding trustee of Gramshree Foundation Trust. He holds the professional degree in Rural Management, having 16+ years of experience in incubating community based livelihoods enterprises.

Namita Pandey, is the third trustee, she is currently in Transition phase. She will withdraw from Trust in next 6 months period of time.



RAJASTHAN
FIELD TEAM

FUNDER & SUPPORTERS



E2F



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