Empowerment is the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes. In 2012-13 while enhancing the skills of our project beneficiaries and improving their livelihood, there has been a sea change in our approach too which has empowered us in creating a platform to develop viable rural eco-system.

Yuva Mitra

ANNUAL REPORT 2012-13

YEAR OF EMPOWERMENT

Empowerment Sustainability Livelihood Farmers

Sustainability Process Innovation

Innovations Livelihood Farmers

You Must be the change you wish to see in the world...
- Mahatma Gandhi

Creation Benefits Increasing Poverty Livelihood
From President’s Desk

Year 2012-13 was period of consolidation and empowering ourselves to gain momentum to achieve our goal of Shaping Sustainable Development. Also in the scenario of drought, it was very important to help the community in managing limited natural resource especially water and with regards to the same Yuva Mitra undertook Diversion based irrigation activity to revive the traditional water management system and instill authority and responsibility with the community by forming 9 Water User Associations on Kadwa Irrigation project for judicious use of water. Our work with Producer Company also gained momentum as member farmers increased from 59 to 856 and Agri Mall activity reached to a different level where on one hand farmers benefitted from lower input cost and better quality and on the other hand they got platform for output linkage. This experience helped us in expanding our reach by undertaking Capacity Building and Training of farmers across Maharashtra and Gujarat through our Centre for Rural Livelihood Management and Yuva Mitra started evolving as a Resource Organization.

Every Organization has a life cycle and in the similar way Yuva Mitra was going through a phase where we decided to take a pause and do self analysis to understand the impact of our projects and assess them in socio economic perspective. This helped us in building our approach and developing skills of our staff members which furthered our process of social change.

In 2012-13 we implemented new programs and strengthened our existing programs as a result Community took the initiative to form People Institutions and own them. It was also a year of recognition as we were conferred with Praj Maha Intrapreneurship Award 2012 and Zee Ananya Sanman 2012. Also our Knowledge Partnership with Welingkars, Malardalen University Sweden and TISS got established.

All this was possible due to the confidence shown in us by community and funding partners and we ensure that with your support we will continue to do our work of Shaping Sustainable Development.

SUNIL POTE
Yuva Mitra’s Identity-

**Vision**: Yuva Mitra envisions a development process of the alienated sections of the Society, where People are at the core of its decisions making and action, beyond the model of Welfare schemes.

Yuva Mitra works on following thematic area
- Creating Generations with Creative Self Expression and Critical Understanding.
- Strengthening Community Assets for Sustainable livelihood Resources.
- Supporting Community Actions for Human Rights and Good Governance.

### Shaping Sustainable Development

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### ASSET GENERATION

- Water User Associations
- Farmers’ Club
- Dairy
- Eco Driven Campus
- Devnadi Valley Agricultural Producer Company
- Agri Mall
- Soil & Water testing laboratory
- Dedicated Team
2012-13 at a Glance

Reach
Area - Sinnar, Igatpuri, Peth and Yeola Block of Nashik District, Shirur of Pune District and Parner and Srigondha of Ahmednagar District
People - 35000

Projects & Activities
- Regeneration of Diversion Based Irrigation Activity
- Promoting Farmers’ Owned Enterprises (Producer Company)
- “Sukanya” – Life Skill Training Program for Adolescent Girls
- Weekend School
- Centre for Rural Livelihood Management
  - Skill Development Program
  - Capacity Building & Training of Farmers to promote Producer company
  - Grass root level exposure program for management and social study students
- Integrated Water Shed Management Program
- Dairy Hub project
- Soil & Water testing Lab & Agro Clinic

Total Project Outlay Rs 47.59 lakhs

Community Based Groups
- Water User Associations – 16
- Farmers’ Club - 14
- Service groups of CRLM students - 2
- Adolescent girls forum/Teachers forum - 1
- Handholding support to PCs - 10
- Devnadi Producer co members - 850
- Group of Dairy farmers - 219
Human Resources
20 full time team members

Funding Partners
• Sir Dorabji Tata Trust
• BOSCH India Foundation
• Nashik Run Charitable Trust
• HDFC Ltd
• YASHADA
• NABARD
• ITC Ltd.
• Department of Agriculture, Govt. of Maharashtra
• Glenmark Foundation, Mumbai

Knowledge Partners
• Welingkars
• TISS
• Kellogg School of Management
• Malardalen University, Sweden

Asset Generation
New Eco Driven campus with training hall and residential facility

Innovation
• 5 Guntha experiment
• Producer Company

Milestones
• Started first Agri Mall in Maharashtra with loan support of NABARD and one service branch
• Started Centre for Rural Livelihood Management to enhance skill of 1200 rural youths over a period of 5 years
• Under Regeneration of Diversion Based Irrigation project, repaired 2 check dams and brought 537 acres of land under irrigation
• SUKANYA – covered 27 schools & junior colleges

Accolades
• Praj Maha Intrapreneurship Award 2012
• Zee Ananya Sanman 2012
• Excellence in Innovation Award 2012
1. Regeneration of Diversion Based Irrigation activity:

Rationale
Dev river is a lifeline of sinnar block flowing through 22 villages. In one of its Youth camps in 2007, Yuva Mitra organised a Shodhyatra - a 5-day expedition of youth to explore Devnadi. This lifeline in the block was in dismal state. The expedition that was thought to be a sensitization process for youth to know causes of river pollution and its consequences was a success in many ways. Among other things it brought forth is the existence of indigenous diversion based irrigation system having a well thought out network of canals and sub canals to irrigate land in villages situated on the river bank. Yuva Mitra concluded that loss of community control over water resources is the root cause of problematic situation in these villages and decided to take up work to regenerate the DBI system involving local communities.

Objectives
- Organize farmers into Water Users Associations and establish their rights over water resources for equitable livelihood opportunities by building their capacities and initiative.
- Develop sustainable integrated model for farmers through Producer Company platform that will equip farmers for crop and water management, introduce new techniques and market avenues

Activities
Yuva Mitra undertook the activity of Regenerating Diversion Based Irrigation by repairing check dams of two villages. One in Lonarwadi village and the dam was situated on Dev river and the other in Ashapur village
where the dam was situated on Mahalunge River. The entire groundwork was carried out through people's participation.

**Outcome**

**Lonarwadi**
- Families benefitted are 390 and
- 364 acres of land came under irrigation

**Belamba, Sinnar**
- Families 130 benefitted are 230 and
- 85.45 Ha. of land came under irrigation.

2. **Water Users Association on Kadwa Dam**

Kadwa Dam is a major irrigation dam in Nashik District which supports 11000 hectare of land in four blocks. The dam was constructed with a network of canals but it was not able to provide irrigation to the respective farm area due to various reasons like – 68% water losses, lack of community participation etc. Yuva Mitra identified this gap and mobilized community which led to the formation of 9 water user associations. The Water User Associations were registered under Cooperative Societies Act. Due to this rights of community were established and irrigation was assured for 4000 hectares of land.
3. Promoting Farmers’ Owned Enterprise (Producer Company):

Rationale
Cooperatives are one form of organization that enables farmers to organise themselves as collectives and move up the value chain by ownership and operation of their own processing units and sometimes extend the chain up to the retail level. India has a large number of cooperative institutions in a vast range of enterprise sectors, but there have been few successes that can be talked about. Infact, the only stars are in the cooperative dairy sector and that too limited to a few states. The cooperative experience in our country has not been a very pleasant one, as cooperatives have largely been state promoted, with a focus on welfare rather than to do business on commercial lines. The cooperative institutions are controlled by the State through the Registrar of Cooperative Societies whose overriding powers to direct and regulate cooperatives on his terms whenever the Government deems necessary has throttled the growth of the very institutions they were mandated to nurture. To overcome the failure of Cooperatives, the concept of producer companies was introduced in 2002 by incorporating a new Part IXA into the Companies Act. Producer company creates a platform wherein the bargaining power of the farmers increases. Producer company is a blend of cooperative and private limited company, incorporating advantages of both the forms of organization structure.

Objectives
- To initiate the process of formation of Producer company and to provide hand holding support to them so as to increase the bargaining power of farmers especially small and marginal farmers by reducing the input cost on one hand and increasing the output price on other hand.
- To create an institutional framework through Producer Company which helps the farmers to grab
opportunities and overcome challenges posed in the era of retail internationalization.

- Bring about changes in the conventional farming techniques & upgrade to new innovative methods for optimum utilization of resources so as to bridge the "Demand-Supply" gap

**Activities**

We have formed Devnadi Valley Agricultural Producers’ Company Limited in 2011, under which we started an Agri Mall. In 2012, with Loan support of NABARD, we were able to start first Agri mall in Maharashtra. In this Agri Mall we provide entire input linkage to member farmers right from seeds, pesticides, fertilizers, farm equipments, tractors, drip irrigation etc and are also working on output linkages to increase farmers share in consumer rupee. We have also been providing hand holding support to around 10 other producer companies from different parts of Maharashtra i.e Vidharba, Satara, Pune, Nagpur etc.

**Outcome**

- 850 farmer members of this company
- The members have benefitted around 20% in the input cost
- Around 250 members have opted for Drip irrigation
- HUB at Lonarwadi and service branch at Ashapur (Temburwadi)
4. SUKANYA – Life Skill Training program for Adolescent Girls:

Rationale
Adolescence (between the ages of 10-19 years) is a transition period in life, when an individual is no longer a child, but not yet an adult. It is important to note that adolescents are not a homogeneous group - their needs vary according to gender, stage of development, life circumstances and socio-economic conditions. A general lack of understanding about the particular needs of Indian adolescents, specifically adolescent girls, persists in India and the wider global community. The Indian context calls for a focus on adolescent girls due to their general vulnerability, inaccessibility to basic health care and education, unmet sexual and reproductive health needs and rights, and age old traditions and misconceptions that have seen this cohort marginalized.

Concerns:

a) Lack of accessibility to education
b) Malnutrition resulting from Gender discrimination
c) Early Marriage and child bearing
d) Lack of sexual negotiation skills, and limited access to HIV information and prevention services, has resulted in a higher rate of HIV cases among adolescent girls.
e) Attitude of people surrounding Adolescent Girls

Yuva Mitra has identified the above mentioned gaps and is providing Life Skill Training Program for Adolescent girls wherein an effort is made to change the attitude of society towards adolescent girls and a sense of confidence and self respect is instilled in adolescent girls.

Objectives
- Educating the Adolescent Girls about themselves, their adolescence and their sexuality
• Developing and reinforcing life skills that enable them to protect themselves and instill confidence within themselves
• Dispelling myths and clarifying misconceptions
• Developing a rapport between Parent and Girl which will lead to gaining a respectful socioeconomic status for adolescent girls and help these girls to enjoy womanhood in future
• To create an opportunity to address the mental health needs of adolescent girls in a comprehensive manner at school/junior college level.

Activities
Life skill training was conducted in 27 schools & Junior colleges. Initially teachers’ meeting was also conducted to sensitize them about this project. Also teachers’ training was conducted so that a teacher’s forum can be developed in order to make this project sustainable. The girls where made aware about the physical and mental condition during this transition phase. Also a open forum was created at each training session so that a girl can come up with questions she has and it helped us to built their approach towards looking at their life and instill confidence within them. Annual Kishori Melawa was also conducted on the eve of Women’s day. It helped us to create a platform wherein the girls, their mothers and 5 duos of girl and mother from similar kind of backgrounds, who have successfully overcome this transition phase and are achievers in different walks of life, came together and could share their experiences. HDFC Ltd has supported us for this project.

Outcome
• 27 schools & junior colleges were covered , around 1795 girls participated
• Annual Kishori Melawa – 874 girls, 249 mothers and teachers participated
• First bimonthly magazine was published named SUKANYA
5. Centre for Rural Livelihood Management (CRLM):

Rationale

Current Status in Rural India-

a) Agricultural Scenario: Landholding is reducing day by day and also contribution of agricultural sector to G.D.P. This has resulted in unemployment and also rural youth migrating to urban areas in search of jobs.

b) Unskilled rural youth: Poor access to education facilities, lack of competent and committed teachers, lack of finance to pursue higher studies and the approach in not recognizing the need for skill enhancement has lead to higher number of unskilled rural youth.

c) Approach of rural people: Economic sustainability is a major issue for a rural family and hence income generation becomes the main focus than knowledge generation.

d) Urbanization: India has emerged as the fast growing economies, lot of urbanization is happening but it has been hardly of any help to rural people as they lack the required skill set.

e) Non Farm Sector: As landholding is reducing and also the numbers of landless people are increasing, there is a major focus on non farm sector like Dairy, Poultry etc. But rural people lack the professional and managerial approach to set up and run enterprises in Non Farm sector.

f) Rural Organizations: Rural cooperatives and other development organizations work in a very complex environment. Running such organizations become very difficult due to the dynamics, policies and skill set available in rural society.

There has been a silver lining despite the above mentioned facts. We have seen a major transformation
in last 60 years in Rural India. Today, as much as 40% of India's total consumption is accounted for by Rural India. As consumption rises, rural India is becoming an emerging Powerhouse. But as Rural India rises, growth brings its own challenges. All stakeholders – government, NGOs, civil society and corporate – have a role in enabling this growth but these organizations require officials/managers who understand rural dynamics. There are very few of those who understand the same and its very important to develop the requisite skills of officials/managers to foster rural development and overall economical growth.

Yuva Mitra through Centre for Rural Livelihood Management has developed a favorable knowledge infrastructure for the rural society which helps in creating an enviable environment in rural area, generates livelihood opportunities and ensures socioeconomic upliftment of rural area.

We conduct following programs through CRLM:

a) Skill Development Program
b) Capacity Building & Training of Farmers to promote Producer Company
c) Grass root level exposure program for management and social study students

Objectives

- Enhance skills of rural youth to provide employable opportunities to them through Skill Development Program
- To undertake capacity building of farmers to bring these farmers having identical needs on one platform, create institutional framework through Producer Company, train them about the operational, legal and financial management of the company and provide handholding support to foster the process
- Provide exposure to management and social study students about the rural eco system through Grass root level exposure program and sensitize them
so that they become better future corporate managers and social engineers.

Activities & Outcome

a) **Skill Development Program**: Under this with the support of BOSCH India Foundation we are conducting four courses of four months each i.e. Agriculture, Dairy, Electrician and Plumbing. We would be training 1200 rural youths in a period of 5 years. We have trained 240 students till end of April 2013.

**Outcome**

Service groups – 2

b) **Capacity Building & Training**: Three days residential training session is conducted which covers process of Formation, Legal, Operational and Financial management of Producer Company. We also keep a session of the participants with our directors and certain farmer members of our Producer company namely Devnadi Valley Agricultural Producer Company Limited. Field visit is also involved to help them understand working of Agri Mall and farm visits to help them understand scientific methods of agriculture practices.

We have been conducting such training in association with NABARD, MAVIM, Govt. Dept and other NGOs as they send the farmers and their representatives for capacity building.

**Outcome**

Yuva Mitra has evolved as a Resource organization in this entire process and around 580 farmers have been trained during 2012-13.

c) **Grass root level exposure program**:

Management and Social study students come from different institutes like Welingkars, Kellogg School of Management, TISS and Malardalen University at our campus ranging for four day residential program till one month internship program to understand the projects which we work on. It has been quite
a learning process, as these students come with good feedback and suggestions which create a win-win situation helping them to understand rural dynamics and helping us in knowing a totally different approach which furthers our process in achieving the laid down goals.

**Outcome**

Around 80 students from different institutes have come to Yuva Mitra for this exposure program.

This program has helped in sensitizing the students about rural eco-system and in becoming better future managers.

### 6. Integrated Water shed Management program:

Government of India has started this program for water conservation. Yuva Mitra is working as a Project Training organization in Igatpuri, Peth and Sinnar block. This year we conducted 26 training programmes, 12 awareness generation program in Peth block of Nashik District.

### 7. Soil & Water testing Lab and Agro clinic:

**Rationale**

In the era of Climate change, managing limited resources is an important activity. Over a period of time soil has been depleting and farmers using traditional methods of agriculture all leading to soil erosion. In such a scenario it is very important to test soil and water and manage these resources so that productivity is improved and resources are conserved.

**Activity**

We have conducted 1503 Soil tests, 197 water tests and given consultancy regarding modern agricultural practices to 837 farmers.
Outcome
- The per acre cost on chemical fertilizers has reduced by around Rs 500-Rs 2000/-
- 5 gunthas experiment of scientific method of farming has helped farmers in developing viable cropping pattern and cycle and he/she earns min Rs 1000/- daily.

8. Weekend School

Rationale
Yuva Mitra also believes in the concept of “Catch it Young”. Our working with Rural youth and farmers always made us realize that the foundation has to be very strong so that the desired results can be achieved. Our experience of working with children through various projects helped us in understanding them better and made us realize about the role which Yuva Mitra can play in shaping the future of children. Weekend School is outcome of 5 year experiences of Yuva Mitra. Weekend School is Yuva Mitra’s initiative based on the philosophy of ‘Liberate School’. The essence of this novel concept is to explore ‘learning spaces’ outside and beyond the classroom, and schooling system, and thus to make learning process more meaningful, relevant and enjoyable for the children.

Objectives
- To connect knowledge with outside world
- Liberate education from memorizing
- Utilize education for overall development of children rather than keeping it text book oriented
- To impart education of children’s own choice
- Overall personality development of children
- Contribute to man-making process

Activities
This year 31 girls & boys were there in weekend school. The school is organized every 2nd & 4th Saturday &
Sunday of a month. Following activities were conducted for the children:

- **Team development and physical activity like**
  - Trekking, Mountain Climbing, play activities in group etc

- **Personality development through activities**
  - enacting in plays(drama), playing musical instruments, village songs, poem, painting, drawing, pottery, photography etc

- **Social development** — understanding 12 artisanship, knowing birds and animals around, knowing languages, doing farming by cultivating small plots, understanding family chart and significance of each relationship

- **Specific development in line with the surrounding world** — computer literacy, technical knowledge of handling / repairing instruments / machines like knowing hand pump, pipeline work, motor rewinding etc

**Outcome**

- Improvement in language and expression skills of children
- Improvement in social interaction and life skills
- Enhancement in courage and confidence and
- Growing inquisitiveness

**Innovations**

**Five Guntha experiment:**
Sinnar is basically a rain fed area. Apart from limited water resource available, farmers do agriculture in a traditional way. Also the liquidity of a farmer is very low as he gets his income after every six months or so depending upon the nature of agriculture activity. Hence it makes the farmer believe that agriculture is no longer an economically viable activity. But it is not the same. The approach of a farmer needs to be changed. This lead us to develop five gunhas experiment.
It is a scientific and economically viable method of doing agriculture wherein farmer is linked with market every day. The area of agriculture land is divided into small plots of 5000 sqft and a cropping vegetable is sowed and after 15 days another plot is sowed with other type of vegetable and so on and so forth. Normally more than 3 types of vegetables are recommended and accordingly a cropping pattern is developed. This helps the farmer to get the yield everyday and sell in the market. Also less of labour force is required to work on small plots. This has resulted in increasing the farmers liquidity and his economic sustainability. We have trained 200 odd farmers to undertake this process and this has helped them to earn around Rs 1000/- per day.

Awards/Accolades –

1) Praj Maha Intrapreneurship Award 2012:
Praj Industries believes that the innovative contribution of entrepreneurs is really supported by intrapreneurs, to a great extent, and together it becomes a successful organization. To promote the practice of intrapreneurship, the Company, as part of its Silver Jubilee celebrations in 2008, invited successful intrapreneurs under the banner of Maha-Intrapreneur. These practicing intrapreneurs shared their experiences and achievements so as to establish a source code for prospective intrapreneurs. Every year awards are given under two categories, one for achievers of Industry and Business and second for achievers of NGOs, Semi Government, Society and Trusts. In 2012 this award under category B was given to our President Mr Sunil Pote for noble contribution towards the process of social development.

2) Zee 24 taas Ananya Sanman 2012:
Ananya Sanman conceived in 2008 in the backdrop of 26/11 Mumbai attacks, is an effort by Zee News to show gratitude to the real heroes of India. It is recognition of the remarkable and untiring efforts
of those who have done yeoman service in different spheres for the betterment of the nation, but have remained in the shadows unsung. Zee 24 taas awarded Ananya Sanman 2012 in the field of Environment to Yuva Mitra.

3) Excellence in Innovation Awards:
Excellence in innovation awards are organized every year by Indira College of Engineering & Management through Indira International Innovation Summit. Innovators from different walks of life are recognised for their contribution in doing things differently. In 2012, Yuva Mitra was recognised for its contribution at grassroots level of mobilising the community and developing social entrepreneurship to enhance livelihood of Rural Indians. Our Vice President Mr. Somdatt Lad received this award on behalf of Yuva Mitra.

Organization Building

A) KRA system

Rationale
As our organization life cycle moves ahead, it is very important to bring about change in team’s approach and managerial process which helps in creating opportunities for team members and in moving ahead in the growth ladder. As each one of our team member is brand ambassador for Yuva Mitra, it becomes very important to create a platform for them which leads to self analysis with respect to organization and helps them in achieving their goals and in turn the goals of Yuva Mitra.

KRA system or Key Result Area helps to create the said platform. Every action has an outcome and in the same way every organization as well as its employees’ action has its own outcome. It is very important to know what outcome is expected before hand and then compare the same with actual result for critical assessment and better results. Key Result Areas will be defined for each employee depending upon his/her role & responsibility
and at the end of the year, he/she will be assessed on the basis of actual performance. This entire process helps in bringing objectivity to each action and ensures better results.

Accordingly we will be running Project Arjun for two years 2013-2015, in first year KRA system will be sensitized with each team member and by June 2013 every staff member will have their own KRAs defined. They will be assessed in April 2014 on the basis of the same. Since it’s a first time such process is been implemented we would be also monitoring the same in 2014-15 and then the same will be regularized every year.

**Objectives**

Identifying KRAs help Individuals in –

- Clarifying their roles and responsibilities
- Align their role in organizational plan & strategies
- Communicate role’s purposes to others
- Set goals & Objectives
- Prioritize their activities to improve time and work management
- Make value additions

**B) Personal Growth Lab**

Since last 10 years, Inward Change conference is conducted in Goa by Sukrut Human and Organization Consultants. ICC was started in 2003 by professionals from varied backgrounds who came together to fulfill the need of quality leadership and staffing. The basic principle is that leadership is also rooted emotionally among other things. ICC facilitates this by providing a forum to understand deep rooted psychological drives and motivations. The conference attempts at energizing the participants to engage meaningfully in all life settings of work, family and relationships.

In collaboration with Sukrut, Yuva Mitra had organized Personal Growth lab for our staff and development
professionals of other organizations. After successful completion of the same and looking at its results, Yuva Mitra will be conducting this lab every year in the month of December.

Road Ahead
The following are the projects which we would be undertaking in the year 2013-14 apart from our existing projects

1. **Pilot Project on Value chain management of Onion in Nashik District of Maharashtra**

**Rationale**
India is the second largest producer of Onion in the world after China. The key onion producing states in India are Maharashtra, Gujarat and Karnataka which contribute over 50% of all India production with Maharashtra accounting for over 30% of India’s onion production. Still there are major challenges which haunt the production and productivity of onion like traditional methods of harvesting and storage, non-availability of quality seeds etc. Secondly dominance of traders and huge gaps in demand and supply has given onion farmers less share in consumer rupee. Hence it is very important to stabilize volatility in onion prices and improve productivity to ensure better price to onion farmers.

**Objectives**
- Stabilise Kharif and late Kharif production and to increase the Rabi productivity by developing suitable pre harvest methods
- Develop adequate post harvest management methods
- Increase farmers share in consumer rupee through suitable marketing interventions
2. Capacity building and training of CEOs and Directors of FPOs under CRLM

Rationale
From the our experience of forming a producer company and providing hand holding support to producer companies, we have learned that capacity building and training of Board of Directors and CEO is very important. Also since the socialization of farmers is very different it becomes very difficult for the farmers to manage the company on their own. Getting CEO to run day to day affairs of the company is even more difficult as the rationale of forming Producer Company is to benefit the farming community in general. Hence it is very important to develop Social Engineers who can work as CEO and foster the development of Producer Company.

Objectives
- To help the Directors and CEOs to understand the legal, financial, operational and organizational governance of such producer company
- To provide hand holding support to different Producer Companies by undertaking follow up sessions and visits to monitor the progress

3. Demonstration of Probiotic Microorganisms for Developing Ideal Agricultural System

Rationale
Chemical-based agricultural production system helped in meeting the food demand but have created many sources of pollution directly or indirectly, contributing to environment pollution and destruction of our natural resource like soil, water etc. Moreover, the excessive erosion of topsoil from farmland caused by industrial farming practice has also contributed to the above problem. Organic wastes from animals, agricultural and marine processing industries, and municipal wastes (i.e. sewage and garbage), have become major sources of environmental pollution in both developed and developing countries. This situation would change significantly if these pollutants could be utilized in agricultural production as sources of energy. Amelioration of this problem is necessary for nutritious food, clean water and sustainable agriculture/environment.

Ideal Agricultural System could be defined as “Agricultural system based on efficient utilization of applied organism fertilizers and recycling of waste/pollutants for food production on long-term sustainable basis; that is self-contained and regenerative”. Therefore, future agricultural technologies compatible with the global ecosystem to solve various problems associated with conventional agricultural system appears to have the greatest promise for technological advances in crop production, crop protection, and natural resource conservation. And beneficial microorganisms applied as soil, plant and environmental inoculants holds the key for its success.

Yuva Mitra is undertaking this project with support of NABARD under Rural Innovation Fund.
Objectives

- Conserving soil resource and increasing the productivity of land
- Avoiding disadvantages caused by use of chemical fertilizers
- Reducing cost of production (by avoiding use of chemical fertilizers)
- To increase population of Micro Organisms
- To increase organic carbon & fertility of soil through use of agricultural waste

4. Malnutrition Project

Rationale

A child’s future nutrition status is affected before conception and is greatly dependent on the mother’s nutrition status prior to and during pregnancy. A chronically undernourished woman will give birth to a baby who is likely to be undernourished as a child, causing the cycle of undernutrition to be repeated over generations (UNICEF, 2009).

Broadly the causes of Malnutrition, Infant and Mortality deaths can be reckoned as following:

a) **Change in Composition of food intake as prosperity improves**: As the prosperity increases even in rural India, the composition of food intake changes from staples with a relatively low price per calorie such as sorghum and millet to foods with a high price per calorie such as rice, vegetables and sugar.

b) **Adolescent girls**: Less attention is paid to girls pertaining to this transition phase. Their physical and mental development is ignored and as a result undernourishment starts from this phase.

c) **Undernourished mothers give birth to malnourished children**: Women from their childhood heavily suffer from undernutrition,
particularly deficiency of nutritious food and hence they grow up weak and anemic and in turn give birth to malnourished child.

d) **Misconceptions about supplementary food are equally widespread**: Unfortunately there is hardly any serious attempt by government functionaries to educate villages to alter their mindset.

e) **Survival is so hard that people tend to ignore their health needs**: Migration and financial compulsions take a heavy toll on people’s lives. This living pattern, full of uncertainties and insecurities, leads to neglect of health and children suffer the most.

f) **Inaccessible health services especially in tribal and hilly region**: Although regular immunization would help build resistance among the children, people in interior villages/tribal & hilly regions are unable to get it.

h) **Poor implementation of existing government programmes addressing malnourishment**

i) **Breastfeeding practices**: Only 25% of new mothers in India initiate breast feeding of their infants within an hour after birth even though it is widely known than colostrums is one of the most nutrition rich foods for infants. Only 50% of the Indian mothers breast feed exclusively in the first six months even though it has been prescribed by WHO & GOI.

j) **Food provided in Anganwadis**: Since our people are accustomed to change and taste plays an important role in Indian diet, they normally don’t prefer the food available through anganwadis since the content is the same most of the times.

k) **Home Deliveries**: The proportion of deliveries occurring at home in rural India is 67% (Coverage Evaluation Survey, 1999). Unskilled traditional birth attendants attend the majority of births, which increases the risk of maternal and neonatal mortality and morbidity.

l) **Female illiteracy**: Illiterate mothers are in a disadvantaged position to acquire and apply knowledge about appropriate health care and feeding practices.

m) **Mother’s autonomy**: The less autonomy or clout women have within the household and in society, the less likely she will be accessible to intra household allocation of resources and as a result less likely to have her and her children’s well being prioritized.

*Looking at the above gaps it is very important that interventions are required more on the Preventive side as compared to curative side so that an adequate Health eco system is created based on proactive approach which will help the mothers to take care of them as well as their children to reduce malnourishment. Yuva Mitra propose to bring about the said interventions in Ikatpuri block of Nashik District.*
From the Employee’s Desk

I have completed 5 years in Yuva Mitra and 2012-13 has been a special year for me. It has not only left a mark in my life but also in Organization’s Life cycle as it has been a Year of Empowerment in true sense. There have been various changes taking place at Organization level in terms of approach and with each change there has been development in my personality as well as that of our Organization.

As compared to previous years, this year availability of funds was less, at times there was no sign of getting support for new projects and also money to pay to the staff members was not there. Despite the same, there was no effect on the work of organization. Infact Yuva Mitra took this opportunity to develop its own projects and dedicate time for staff development.

Shaping Organization’s Development

Our Centre for Rural Livelihood Management helped in developing a platform to undertake Capacity Building and Training of Farmers, creating Livelihood opportunities for them and shaping sustainable development. This helped in giving us a status of Resource Organization. We were able to extend our work by sharing our experiences and learnings through our Centre for Rural Livelihood Management and it helped us to replicate our model not only in Maharashtra but also outside Maharashtra. As our work was expanding on one side, on the other side Yuva Mitra was getting recognition for its activities and the example being Yuva Mitra was conferred with “Ananya Sanman Award 2012-13” presented by ZEE 24 Taas for our work in Environment sector and “Praj Maha Intrapreneur Award 2012-13” presented by Praj Industries in association with Symbiosis Institute of Business Management.

Development of our staff members

In this year there has been special emphasis on enhancing skills of staff members. Various skill development programs were organized and each staff member was given an opportunity to do work independently, to undertake different ways of doing things and to take decisions on their own.

1) Mentoring – This was the first time that Mentoring process was started in our organization. Each staff member was assigned a Mentor. The idea was that the staff members will be helped by the Mentors to understand the problems encountered in personal and work life, to find new ways of doing things differently and helping the Mentees to develop their personality. This process helped us in finding ways and gaining momentum in our growth path.

2) Personal Growth Lab – This helped in creating a platform where staff members undertook self-analysis and helped us in enriching our understanding and approach.

Year 2012-13 created opportunities for self-development along with development of Organization and other staff members. It helped in giving clarity regarding my role and responsibilities in Yuva Mitra which in turn shaped my approach and thinking process and enhanced my skills and it led to improve my work efficiency and effectiveness.

It has been twelve years since Yuva Mitra started its journey and this year was a vibrant year wherein more twelve steps were taken in a year itself towards Organization and staff development

Shital Dange
Project Manager – Agriculture
**ANNUAL REPORT 2012-13**

**REGISTRATION NO. F - 3630**

**THE BOMBAY PUBLIC TRUSTS ACT, 1950 SCHEDULE VIII [VIDE RULE 17 (1)]**

**NAME OF THE PUBLIC TRUST : YUVA MITRA**

**Income and Expenditure Accounts for the year ended 31st March 2013**

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Note No.</th>
<th>Amount in Rupees 2012-13</th>
<th>Amount in Rupees 2011-12</th>
<th>Income</th>
<th>Note No.</th>
<th>Amount in Rupees 2012-13</th>
<th>Amount in Rupees 2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Expenditure In Respect Of Properties</td>
<td></td>
<td>77,263</td>
<td>163,661</td>
<td>By Rent :- (Accrued)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Establishment Expenses</td>
<td>6</td>
<td></td>
<td></td>
<td>(Realized)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Remuneration To Trustees</td>
<td></td>
<td></td>
<td></td>
<td>By Interest :- (Accrued)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Remuneration (In The Case Of Math) Of The Head</td>
<td></td>
<td></td>
<td></td>
<td>(Realized)</td>
<td></td>
<td>10,589</td>
<td>7,464</td>
</tr>
<tr>
<td>Of The Math, Including His Household Expenditure,</td>
<td></td>
<td></td>
<td></td>
<td>By Dividend</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If Any</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Legal Expenses</td>
<td></td>
<td>1,475</td>
<td>2,750</td>
<td>By Donations in Cash Or Kind</td>
<td></td>
<td>109,001</td>
<td>500</td>
</tr>
<tr>
<td>To Audit Fees</td>
<td></td>
<td>12,000</td>
<td>12,000</td>
<td>By Grants</td>
<td>7</td>
<td>3,972,370</td>
<td>3,476,246</td>
</tr>
<tr>
<td>To Contribution Fees</td>
<td></td>
<td></td>
<td></td>
<td>By Income From Other Sources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Amount Written Off</td>
<td></td>
<td></td>
<td></td>
<td>(In Details As Far As Possible)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Miscellaneous Expenses</td>
<td></td>
<td>- Administrative Receipts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Amounts Transferred To Reserve Or Specific Funds</td>
<td></td>
<td></td>
<td></td>
<td>- Received towards Training &amp; Seminars</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation A/C</td>
<td></td>
<td>234,647</td>
<td>177,555</td>
<td>By Deficit carried over to Balance Sheet</td>
<td></td>
<td>128,713</td>
<td>132,773</td>
</tr>
<tr>
<td>To Expenditure On The Objects Of The Trust</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A) Religious</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(B) Educational</td>
<td>8</td>
<td>4,433,977</td>
<td>3,710,396</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes Forming Part Of Accounts</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Rupees**

<table>
<thead>
<tr>
<th>Note No.</th>
<th>Amount in Rupees 2012-13</th>
<th>Amount in Rupees 2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,759,362</td>
<td>4,066,362</td>
</tr>
</tbody>
</table>

**Total Rupees**

<table>
<thead>
<tr>
<th>Note No.</th>
<th>Amount in Rupees 2012-13</th>
<th>Amount in Rupees 2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,759,362</td>
<td>4,066,362</td>
</tr>
</tbody>
</table>

**AS PER OUR REPORT ON EVEN DATE**

The above Balance Sheet to the best our belief contains a true account (If accounts are kept cash basis) of the Funds and Liabilities and of the Property and Assets of the Trust

**Date : 22/7/2013**
**Place : Nashik**
For Yuva Mitra

**Date : 22/7/2013**
**Place : Sinnar**
Sd/-
Sunil Pote
President

Sd/-
Mr. Makarand Mahadeokar
Chartered Accountants
M No. 048608
# Annual Report 2012-13

**The Bombay Public Trusts Act, 1950 Schedule VIII [Vide Rule 17 (1)]**

**Name of the Public Trust: Yuva Mitra**

**Balance Sheet as at: 31st March 2013**

<table>
<thead>
<tr>
<th>FUNDS &amp; LIABILITIES</th>
<th>Note</th>
<th>Amount in Rupees</th>
<th>PROPERTY AND ASSETS</th>
<th>Note</th>
<th>Amount in Rupees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trust Funds and Corpus</strong></td>
<td></td>
<td></td>
<td><strong>Immovable Property</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance as per last balance sheet</td>
<td></td>
<td>943,940</td>
<td>Land</td>
<td></td>
<td>16,190</td>
</tr>
<tr>
<td>Add :- Received during the year</td>
<td></td>
<td>1,186,370</td>
<td>Yuva Mitra Campus</td>
<td>4</td>
<td>1,839,554</td>
</tr>
<tr>
<td>Less :- Utilized during the year</td>
<td></td>
<td>2,130,310</td>
<td></td>
<td></td>
<td>978,634</td>
</tr>
</tbody>
</table>

| **Other Earmarked Funds**                    |      |                  | **Investments**                |      |                  |
| (Created under the provisions of the trust deed) | 1   | 115,648          | **Fixed Assets**               | 4    | 573,129          |
| or scheme or out of the Income               |      | 137,073          | **Loans (Secured or Unsecured)**|      | 514,910          |

| **Loans (Secured or Unsecured)**             |      |                  | **Advances**                   |      |                  |
| From Trustees                                |      | 100,000          | To For Group Gratuity Trust    |      |                  |
| From Others                                  |      |                  | To Employees                    |      |                  |

| **Liabilities**                              |      |                  | **To Others**                  |      |                  |
| For Expenses                                 |      | 324,216          |                                |      |                  |
| For Advances Grants (Recurring)              | 2    | 1,220,985        | + Income Outstanding           |      |                  |
| For Advances Grants interest on Grants      | 3    | 34,668           |                                |      |                  |
| For Rent and other deposit                  |      |                  | Grant Receivable               | 5    | 598,265          |
|                                              |      |                  | Tax Deduction At Source        |  5  | 89,994           |

| **Income and Expenditure Account**           |      |                  | **Cash and Bank Balances**     |      |                  |
| Balance as per last Balance Sheet            |      | 637,514          | (a) In Saving Account          | 5    | 1,140,155        |
| Add :- Adjustment for last year Differences  |      |                  | (b) With the Manager           | 5    | 1,017,025        |
| Less :- Deficit as per Income & Expenditure A/c | 128,713 | 508,801     |                                |      | 17,876           |
| Notes Forming Part Of Accounts               | 16   |                  |                                |      | 20,751           |

Total Rupees 4,223,802 2,638,104 4,223,802 2,638,104

**As per our report on even date**

The above Balance Sheet to the best our belief contains a true account (If accounts are kept cash basis) of the Funds and Liabilities and of the Property and Assets of the Trust

**Date:** 22/7/2013  
**Place:** Nashik

**Date:** 22/7/2013  
**Place:** Sinnar

**Sd/- Sunil Pote**  
President

**Sd/- Mr. Makarand Mahadeckar**  
Chartered Accountants

**Sd/-**
Our Team

Advisory Committee
Dr. Sanjay Belsare
Ms. Judy Rodrigues
Mr. Sham Padekar

Trustees
Sunil Pote President
CA. Somdutt Lad Vice President
Manisha Malpathak Secretary
Dipti Raut Member
Bharti Kulkarni Member
Sarang Pande Member
Vilas Patil Member
Fa. Sanjeev Gonsalvis Member
Mandar Vaidya Member

Yuva Mitra Staff
Sunil Pote Executive Director
Manisha Malpathak Executive Director
CA. Somdutt Lad Director-Program Development
Shital Danige Project Manager, Agri. Program
Sanjay Shinde Asst. Manager, Admin & Finance
Dr. Santosh Talegaonkar Consultant, Agri. Research
Hari Dawale Project Coordinator
Nitin Adhangale Project Coordinator
Santosh Pote Sr. Field Coordinator
Ajay Mahatme Sr. Field Coordinator
Sachin Wairal Sr. Field Coordinator
Rahul Shinde Field Coordinator
Sampat Vyapari Field Coordinator
Anil Jadhav Junior officer, A/c. & Admin
Ajit Sor Sr. Field Coordinator
Shekar Thakre Course Instructor
Sunil Gade Course Instructor
Surekha Sahane Field Co-ordinator
Vaibhav Bhatjire Driver
Surekha Kanawade Admin Assistant
Sampat Bendkoli Admin Assistant

Publications

BOOKS:

Marathi-
1. Itihas Aamchya Gavacha Amhi Shodhlela - village history written by children
2. Gani Jagnyachi - traditional songs
3. Khel Matitale - traditional outdoor games
4. Nisarg Mitra - handbook on children and bio-diversity
5. Shivar Pheri - handbook on environmental walk
6. Village Bio-diversity Register (15 registers of 15 villages)
7. 5 Gunthe Sheiti

English-
9. Week End School - Process documentation of the Week end School programme

Periodicals:

Nisarg Mitra: Bi-monthly on biodiversity
Balmitra: Bi-monthly. Compilation of wallpapers by children
Sukanya: Bi-monthly on Adolescent girls

Media Coverage

Environment activists get recognition

Harsule Shivar - a classic example of sustainable living

A RIVER RUNS through it now

Sinnar Agri Mall a huge success

बंधारा आला धावून...!
"You may never know what results come of your action, but if you do nothing there will be no result"

- Mahatma Gandhi

Acknowledgement: We are grateful to our Community, Farmers' Owned Enterprises, People Institutions, Resource Persons and Associates, Funding and Knowledge Partners, Government Organizations and likeminded Development Organizations who have immensely contributed in the growth and sustainability of Yuva Mitra.