

## ANNUAL REPORT 2020-21



**Mr. Sunil Pote**

Founder & Executive Director  
Yuva Mitra  
(14.09.1971 - 13.09.2020)

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# Shaping Sustainable Development

*Annual Report 2020-2021*









## Sunil Pote, a Jalyoddha driven by Innovation



Sunil was born and brought up in Lonarwadi village of Sinnar in Nashik district. He had done his masters in social work and started his career journey from the student union movement – ‘Chatrbharati’. After completion of his education, he was a part of ‘Rashtra Seva Dal’ and also participated in the ‘Narmada Bachao Andolan’. His vision toward social development was built when he spent a few months with Baba Amte at Kasarawat. Sunil established Yuva Mitra in 1995 to ensure the socio-economic empowerment of the community.

This is the incident of the year 2008, we were making a joint effort to establish Water User Associations in Waghad which will be financially viable and do the water distribution along with the supply of agricultural inputs and marketing of agricultural products through water user organizations (WUAs).

At that time, the milk collection center (dairy) was going well on Sunil's campus. Earlier, I had visited the dairy project running through manufacturing companies in Madhya Pradesh and Dhule. However, I was impressed with the milk collection concept and sales system implemented by Yuva Mitra.

When I met Sunil, he assured me to provide all the possible support for the financial strengthening of the Water User Associations by initiating Agri input services and marketing of agricultural produce. He kept his promise and supported me every step of the way till he breathed his last.

Sunil provided four days of residential training to the Board of Directors of Waghad Agricultural Producers Company, Progressive Farmers, and youth of the FPC area on agricultural development and FPO business management. He helped us in building confidence amongst the BODs, progressive farmers, and youth to make the FPC successful.

After conducting Dev River Shodhyatra (Transect Walk through River) in 2007, Sunil was trying to restore the British-Era Diversion Based Irrigation (DBI) system on the Dev River by repairing its dam, canal, and canal network through community participation. He also worked on establishing the community ownership and traditional water management system over the same.

I have seen his work on successfully reviving a series of DBI systems on Dev River and Mhalungi River in Sinnar Block through community participation, by solving the issues of encroachment and the local level conflicts of farmers, the establishment of Water User Associations (WUAs). He has mobilized funds from Tata Trusts, Mumbai and the community with perseverance for the successful implementation of this work.

All the credit for the transformation in the Devnadi area today, goes to Sunil and Yuva Mitra's tireless efforts. Sunil was always at the forefront of developing and implementing new ideas and innovations. To ensure the daily income for the farmers through Agriculture, he has developed the successful experiment of 5 R farming. Through this experiment, he taught farmers to produce the vegetables as per the local requirement and enabled many farmers to get daily and special benefits.

After the Regeneration of Diversion Based Irrigation Systems on Dev River and establishing Water User Associations for better water management, Sunil promoted the Devnadi Valley Agricultural Producers Company Ltd. for the farmers, which is known as the first successful company in the state. After Devnadi Valley, Sunil established Green Vision Farmer Producers Company Ltd. in the catchment of Kadawa Canal.





Sunil showed the way of successfully running the Farmers' Producer Companies to the state. He guided people and institutions in the formation and management of FPCs not only in the state but also in other parts of the country. He has established an independent institute for FPC facilitation along with a well-equipped training facility and played a leadership role in establishing various FPCs by bringing experts together.

He has established a unique FPC of poor and marginalized women in the form of Savitribai Phule Goat Farming Producers Company Ltd. and started goat milk processing, Cheese production, with its branding and milk marketing.

He has developed successful partnerships with NABARD, Government agencies, private investors, and other leading agencies in Jharkhand, Chhattisgarh, Karnataka, and other states of the country.

Sunil's countless efforts and passion for social work has contributed in making Yuva Mitra a unique organization that conducts research and implements ambitious interventions for the community's upliftment. Yuva Mitra had even signed an agreement with the Government of Maharashtra a couple of months before Sunil's demise.

It has been an year since Sunil passed away. Manisha and her colleagues are trying to implement the projects successfully undertaken by Yuva Mitra. Completing the projects started by Sunil and contributing to the realization of his dream can only be a true tribute to Sunil.

**(Dr. Sanjay M. Belsare)**

Chief Engineer

North Maharashtra Pradesh, Nashik

Maharashtra



## From Presidents Desk



**Dr. Sampat Kale**

Ph.D. Sociology, Assistant Professor  
Tata Institute of Social Sciences  
Tuljapur

Dear friends and fellows,

Greetings from Yuva Mitra, Sinnar! I sincerely hope that all of you are safe and healthy!

At the outset, I would like to express my sincere gratitude and pay tribute to the late Mr. Sunil Pote. Sunil's demise due to Covid-19 has come as a huge shock to all of us. Sunil established Yuva Mitra and worked extensively for rural and sustainable development. He developed numerous Farmer Producer Organizations (FPOs), Water Users Associations, and agro valley and value addition collaborations across the state. It's just not possible to forget or replace Sunil but after his demise, Manisha Pote has been working towards the fulfilment of the Yuva Mitra's vision.

It gives us immense pleasure in sharing our annual report with you all. Yuva Mitra works to build a humane society with multiple efforts that include Socio-Economic and environmental sustainability through community outreach programs and capacity building of young professionals of rural India. Yuva Mitra has taken many initiatives during the reporting period such as strengthening existing Water User Associations, Farmer Producer Companies, Micro watershed Programmes, Water conservation programs, Health programs in Palghar Dist, and sustainable livelihoods programs across the state. Yuva Mitra has provided relief during the Covid 19 pandemic-induced look-down to affected farmers, landless labourers, and stranded people in the Nashik district of Maharashtra.

I take this opportunity to thank and congratulate Manisha Pote (Executive Director Yuva Mitra) for envisioning the Yuva Mitra's Campus and taking tireless efforts to work with people of the countryside. The dedicated team of young professionals, social workers, agriculturists, community organizers, and leadership has worked very hard for the development and welfare of vulnerable individuals, groups, and communities. Yuva Mitra has been incubating and shaping new organizations and working beyond conventional social work practices and creating unique methods and practices. The organization is working very closely with various government departments, Corporate Social Responsibility groups, and like-minded individuals.

I would like to take this opportunity to thank all donors and well-wishers, individuals, and organizations for their generous contribution towards creating sustainable livelihoods for those needing them the most. I also thank the district administration and local representatives for their continued support and cooperation.

I hope that Yuva Mitra continues with its larger mission, programs, and activities towards making difference to the nation in the coming years as well.

Thanking You,

**President**

Yuva Mitra



# Message From Executive Director



**Mrs. Manisha Pote**  
Executive Director

Dear all,

COVID-19 and the 'new normal' brought about by the pandemic's all-encompassing impact has accentuated inequalities to worryingly new levels. The historic trend towards declining poverty has seen a pause, if not a reversal. Significant numbers have been pushed below poverty and the 'new poor' has become a major focus of policy debates.

Livelihood, Health & Education including Community institutions all stand upended by uncertainties, which appear to see no end in sight. Millions of children are missing out on learning opportunities in their most formative years.

It is with great sadness that we have lost our founder Mr. Sunil Pote our founder due to Covid-19. Sunil leaves behind organisation that only he could have built, and his spirit will forever be the foundation of Yuva Mitra.

We have extended our work to new territory in Raigad and Pune for MHM and WASH and also Life skill development catering the needs of rural community. Our ongoing intervention in Water, Livelihood and Institution building has reached

True to its core principles and values, which are the legacy of Yuva Mitra, has firmly kept its focus on the poor, vulnerable and marginal groups who have been disproportionately affected by the pandemic. The entire Yuva Mitra staff have shown extraordinary resilience against extraordinary difficulties. Challenges remain, but we from headquarters to the field, have been tested and emerged stronger. Staff and organisational capacities have been repurposed where necessary. A collaborative approach, both with the government, NGOs and the private sector have been pursued wherever these have been seen as meaningful. Yuva Mitra has led the way in energising community engagement in spreading awareness on COVID-19 health protocols. Programmes went the extra mile to engage with new vulnerabilities - water needs for agriculture, risks of learning loss for children of primary schools due to prolonged school closure, returned migrants with little or no assets, the relocation of displaced. Yuva Mitra's focus in each case has been to explore innovations that address specific needs and have the potential for larger impacts.

Pandemic, climate change and rising inequalities have marked the start of a new decade. The rural community is impatient and more vulnerable than previous decade and looking for meaningful answers. Yuva Mitra will have to address both the challenges of the present and the future simultaneously. We are bringing a new edge to our strategic planning. We will hopefully strengthen scenario planning engagements on emerging priorities through our community centric initiatives.

Every year is an eventful year for Yuva Mitra. We see the challenges. But we also see the opportunities. Everyone - board members, management, staff at headquarters and in the field – has a role to play. The determination to be active and to be a part of the larger collective effort to bring about beneficial change will guide us. This is what Sunil envisioned and this what we stand united for.

This is the path we will steadfastly tread.

Thanking you,

**Executive Director**

Yuva Mitra

## From Donor's Desk



**Mr. Amit Chandra**  
Chairperson,  
Bain Capital India Office and  
Co- Founder ATE Chandra Found

The team at ATE Chandra Foundation appreciates Yuva Mitra’s passion to serve the community with a purpose driven work ethic. This has made them one of our trusted partners in the area of water security and Covid relief. We admired the leadership of late Shri Sunil Pote ji. His zest and passion to serve those marginalized was inspiring to all as a leader of his team. He brought a deep sense of dedication and commitment to the community, which we look for in our partners. As this year comes to a close, our team would like to congratulate the entire team of Yuva Mitra on their tremendous efforts in a particularly difficult year when the community needed their support the most. We are indeed happy that we were able to work closely with Yuva Mitra to support these efforts.

Thanking you,

**Amit Chandra**



**Adarsh Nayyar**  
Vice President (R) & Head – CSR  
Galaxy Surfactants Ltd.

Yuva Mitra is a commendable example of Socio-economic development based on the power of common people to transform and elevate community & society. Over the last decade, Yuva Mitra has touched the lives of several rural people, and its energy and enthusiasm has only grown multifold. Another initiative which makes us proud by serving the community and society is the multi-disciplinary ‘Training Centre’ at Sinnar. We can witness the changes this initiative is bringing in the lives of people by providing Training in multiple fields. All these efforts are contributions towards changing rural people lives for the better as well as overall Socio-economic development of the Stakeholders.

On the occasion of 2020-21 Annual Report, I congratulate every member of Yuva Mitra and the ones associated with it, and offer my acknowledgement for the unqualified success of this year’s initiatives despite tough challenges during Covid pandemic.

May Yuva Mitra scale many more peaks in the years to come!

Cordially Yours,

**Adarsh Nayyar**



# From Donor's Desk

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**Arun Pandhi**  
Director, Program Implementation  
Tata Trusts, Mumbai

I am pleased to contribute to Yuva Mitra’s Annual Report for the FY 2020-21, highlighting its exemplary efforts in the sphere of rural upliftment through adoption of a multi thematic approach and interventions. Yuva Mitra has partnered with Tata Trusts for over a decade in executing many large projects, benefiting several thousands of needy and under privileged rural households through water resource management and livelihoods creation, whilst actively seeking out new and sustained ways of addressing water scarcity in water-stressed districts of Maharashtra.

Tata Trusts’ association with Yuva Mitra has facilitated the adoption of best practices by the community vis-à-vis building sustainable community institutions and providing handholding support, with a sharp focus on effective governance structures within these institutions.

The sudden demise of Shri Sunil Poteji in August 2020 has been an irreparable loss to the large Yuva Mitra family. However, the new leadership team at Yuva Mitra has continued its work with same zeal envisioned by Poteji.

As the world continues to struggle with the challenges posed by Covid-19, we need to focus on maintaining the momentum and realigning our community engagement strategies. I am sure that collective efforts of Yuva Mitra and the Trusts will result in sustainably enhancing the livelihoods of the disadvantaged communities and am confident that over the coming years the organization will replicate and scale-up some of its successful development models of rural livelihoods and water security to other parts of the country as well.

My best wishes to the team at Yuva Mitra in their pursuit of water resource management and creation of livelihoods for many needy households.

**Arun Pandhi**

# About Yuva Mitra

## Vision

Yuva Mitra envisions a developmental process of the alienated sections of the society, where people are at the core of its decision-making and action, beyond the model of welfare schemes.

## Mission

To ensure socio-economic development of people living in rural areas especially from the alienated section of the society by using Land- Water Development and Management, Agri and allied livelihood activities involving applied education through community based institutions keeping people at the core of decision making and action.

## Objectives

- To ensure socio-economic development of 1 million unique households through the promotion of Land, Water, Agri and allied activities in India in the next 10 years, ensuring minimum income of Rs. 1 LPA (at current prices) for every HH.
- To bring 10 Lakh Hectare of land under assured irrigation and establish water rights of 5 Lakh farmers through promotion of PIM and literate them about the effective use of available water through the establishment of Water Resource Centre and to develop 50,000 Ha land by promoting soil development and management activities
- Promote and support Animal Husbandry activities with one Lakh households with special emphasis on women
- To ensure 10% increase in productivity of Agri and allied activities
- To provide handholding support to 3000 FPCs through the FPO facilitation Centre

## Core Values

Quality

Integrity

Commitment

Accountability

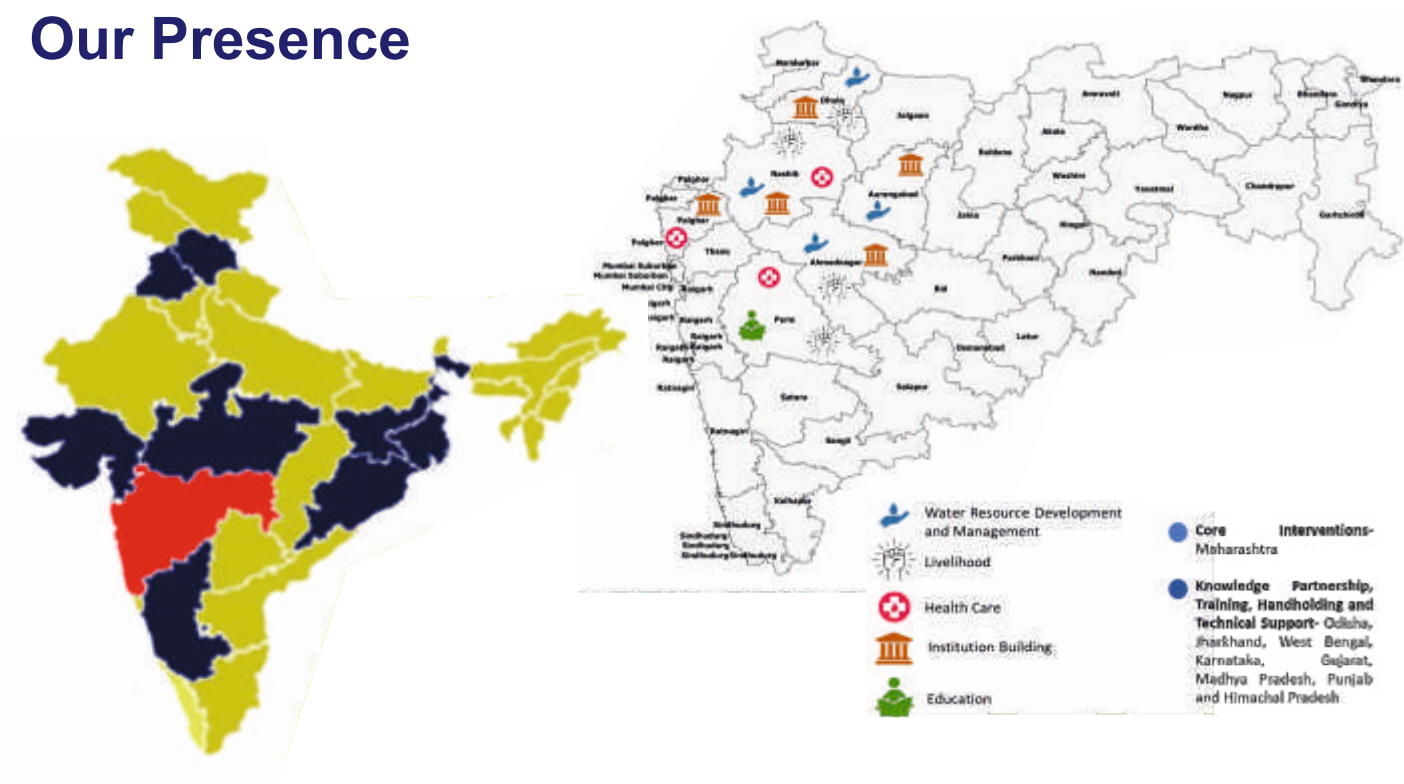
Transparency

Discipline

Innovations



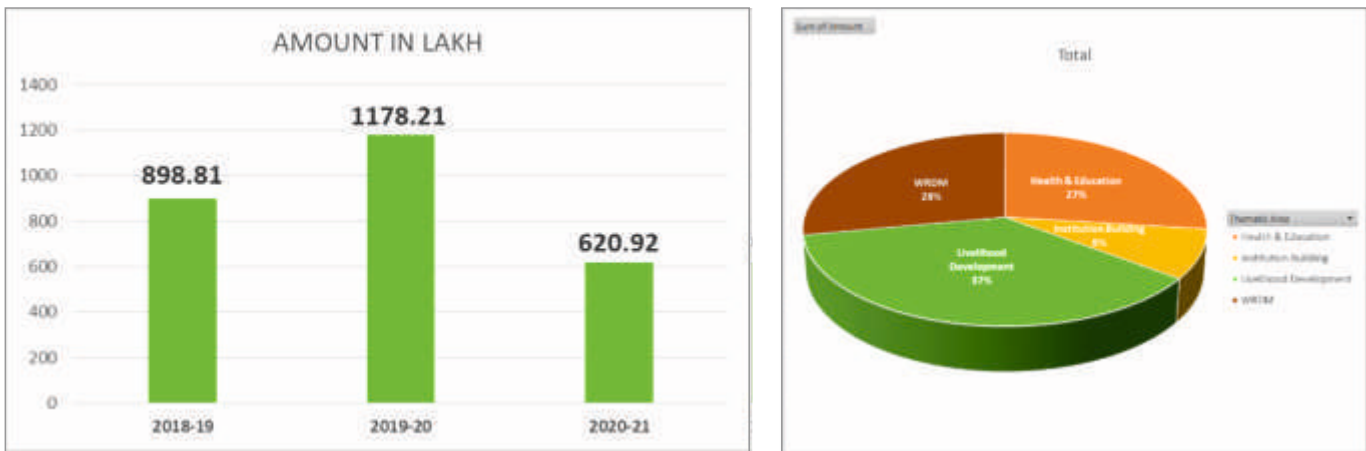
# Our Presence



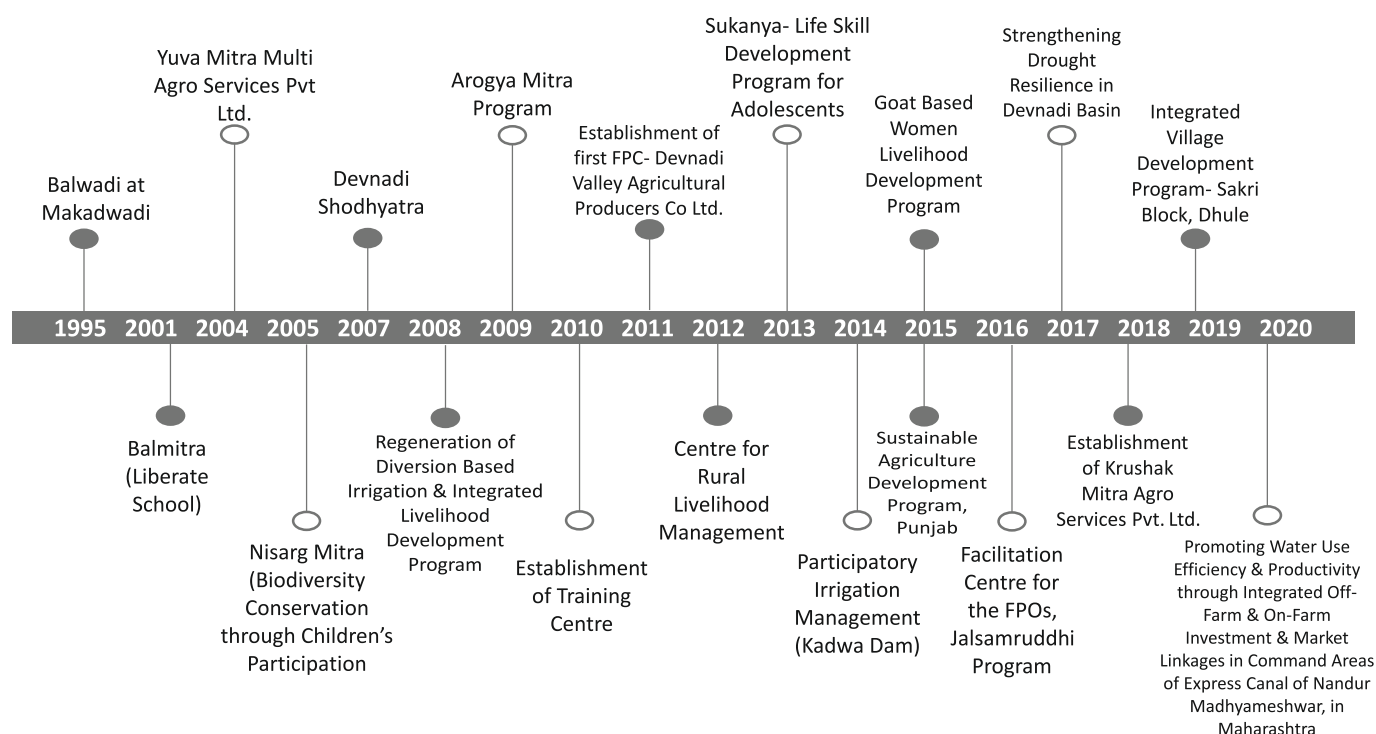
# Approach of Work



# Financial Details



# 25 Years of Legacy Milestones



## Outcomes and Impact created by the organization

### Outcomes

- ✓ Revived 22 Diversion Based Irrigation Systems on Dev River and Mhalungi River in Sinnar Block of Nashik Dist.
- ✓ Rejuvenated 347 Water Bodies (Dam, Percolation Tanks, MI Tanks, Earthen Dams, Nalas, and Rivers) By Desilting
- ✓ Established 87 WUAs to Ensure the Optimum Utilization of Available Water and its Equitable Distribution.
- ✓ Established 19 Farmer Producers Companies (FPCs) Covering 11230 Small and Marginalized Farmers.
- ✓ Developed 2670 Acres of Barren Land by Depositing the Silt Excavated from the Water Bodies
- ✓ Secured Livelihood of 8000 Most Alienated Families through Promotion of Goatery Based Livelihood.
- ✓ Trained 26000 Adolescent' Girls and Boys by Providing Life Skill Development Training.
- ✓ Skill Development of 2500 Women through Fashion Designing.
- ✓ Established 20 Village Development Committees to Ensure the Integrated Village Development
- ✓ Established 10 Village Health Committees to Deal with Village Level Health Issues and to Reduce the Malnourishment.

### Impact

- ✓ Ensured Socio-Economic upliftment of 152020 Unique Households Belongs to 547 Villages Of 6 Districts in Maharashtra
- ✓ Assured availability of Safe And Clean Drinking Water to 57100 Families.
- ✓ Increased Groundwater Level By 10 Feets In 20672 Hector Area.
- ✓ Increased Farm Productivity By 20%.
- ✓ Brought 64600-Acre Land Under Assured Irrigation
- ✓ Brought 5875-Acre Land Under Micro-Irrigation.
- ✓ Increased Additional Water Storage Capacity up to 5800 TMC
- ✓ Increased average Annual Income of 65100 Families By Rs. 104750 Lakhs / Annum
- ✓ Increased Collective Bargaining Power of Small and Marginalized Farmers through FPCs.
- ✓ Improved Menstrual Hygiene Management Practices of 9860 Women and Adolescent Girls.
- ✓ Reduced Rate of Malnourishment in 11 Villages of Jawhar block of Palghar Dist. by 52% Compared to the Baseline Data of January 2018.



# Our Reach



**28900+**  
**WOMEN**



**10000+**  
**FARMERS**



**10000**  
**ADOLESCENTS**



**9300**  
**CHILDREN**



**133000+**  
**FAMILIES**



**19**  
**FARMER PRODUCERS  
COMPANIES**



**84**  
**WATER USER  
ASSOCIATION**



**30**  
**VDCs/VHCs**



**1600**  
**JOINT LIABILITY  
GROUPS**

# Our Trustees



**Dr. Sampat Kale**  
President



**Madhusa Malpathak**  
Vice President



**Vilas Patil**  
Secretary



**Manisha Pote**  
Executive Director



**Dipti Raut**  
Trustee



**Somdutt Lad**  
Trustee



**Dr. Priya Jadhav**  
Trustee



**Dr. Rohit Jain**  
Trustee



**Ram Ghote**  
Trustee



**Manab Bose**  
Trustee

**Prashant Virkar**  
Trustee

# Our Advisory Committee



**M.V. Ashok**  
Member



**Judy Rodrigues**  
Member



**Sham Padekar**  
Member



# Our Funding Partners



# Our Knowledge Partners



## Programmatic Areas of the Organization

### LIVELIHOOD DEVELOPMENT

- Sustainable Livelihood Enhancement of Poor and Marginalised Women Through Goat Rearing in Nashik and Ahmednagar District
- Integrated Village development program.
- Skill development and hand-holding through fashion designing.
- Need Assessment of Community Cooling Hub.
- Scoping Study for Pro-Soil in the State of Maharashtra.
- Agri Entrepreneurship Development program.

### WATER RESOURCE DEVELOPMENT & MANAGEMENT

- Strengthening Drought Resilience in Dev River Basin in Nashik District, Maharashtra.
- Jal Samruddhi -Small Dam & Minor litigation tank De-silting in Nashik".
- Composite Water Resource Management plan
- Promoting Water Use Efficiency and Productivity Through Integrated Off- Farm and On-Farm Investments and Market Linkages in Command Areas of Nandur Madhyameshwar Express Canal

### HEALTH & EDUCATION

- Building resilient ecosystem against malnutrition in Jawhar block of Palghar Dist.
- Life skill development of adolescent girls in Nashik and Palghar Dist.
- Menstrual Hygiene Management and WASH in School Program for Women and Adolescent Girls in Maharashtra
- Mobile library – Barakhadi Express program in Baramati block of Pune district.

### INSTITUTION BUILDING

- Formation and Strengthening of Farmer Producer organization
- Formation and Strengthening of Water User Associations.
- FPO Facilitation Centre



# We are serving to the Sustainable Development Goal





# Agri and Allied Livelihood Development





**A**griculture, with its allied sectors, is unquestionably the largest livelihood provider in India, more so in the vast rural areas. It also contributes 17% to the Gross Domestic Product (GDP). Sustainable agriculture, in terms of food security, rural employment, and environmentally sustainable technologies such as soil conservation, sustainable natural resource management, and Biodiversity protection, are essential for holistic rural development. Indian agriculture and allied activities have witnessed a green revolution, a white revolution, a yellow revolution, and a blue revolution.



Conversing on productivity enhancement, crop diversification, and technology infusion in the area of its operation, we aim to transform the rural agriculture sector in the context of sustainable livelihood development. Measures such as the capacity building of the farmers, Introduction of good agricultural practices, preharvest, and post-harvest management techniques, and promotion of water management practices through micro-irrigation, and establishment of market linkages through formation and strengthening of Farmer Producers Companies.





Apart from agriculture, the animal husbandry has always been a reliable source for income generation. In rural India where over 15-20% of families are landless and about 80% of the landholders belong to the category of small and marginal farmers, livestock is the main source of livelihood for them. In the absence of fertile lands and assured irrigation which are controlled by a small population of rich farmers and lack of employment, most of the rural families belonging to socio-economically weaker sections rear different livestock to supplement their income. While the landowners prefer cattle and buffaloes, the landless prefer to own sheep, goats, and poultry.

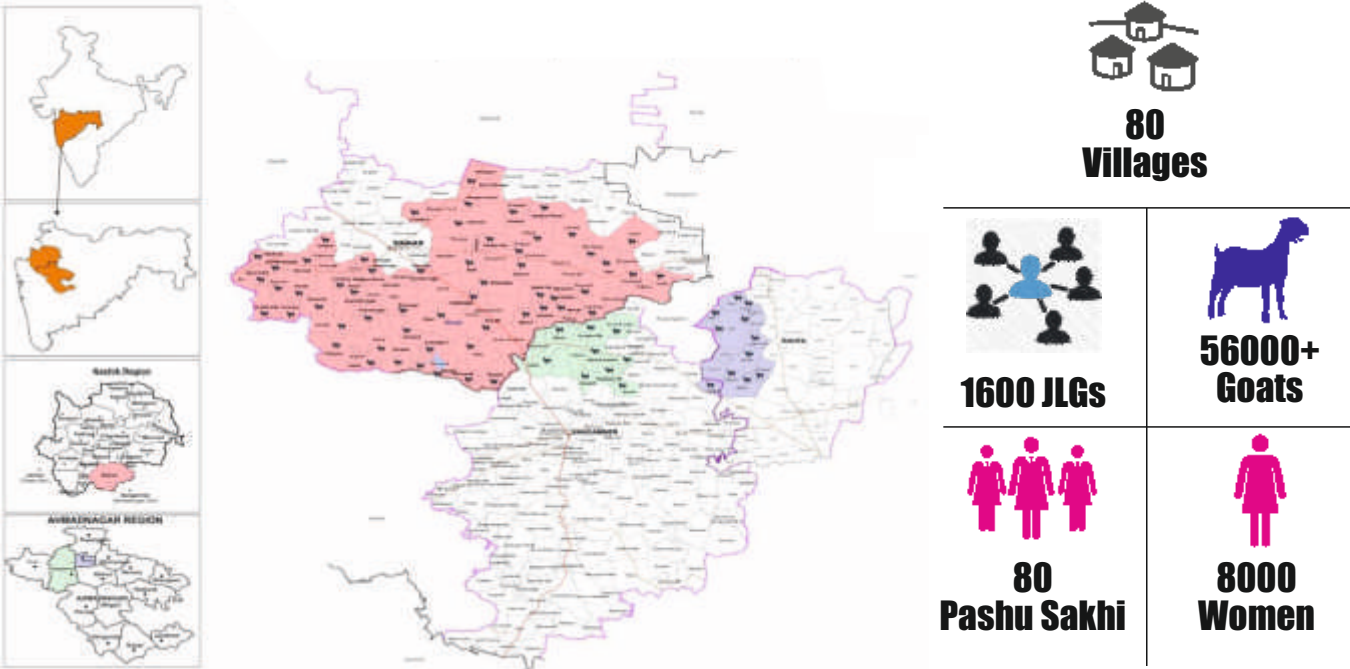
Time and again goat rearing has emerged as a boon for the rural household. Goat is often termed as an ATM for the rural poor and insurance against crop failure. Goat rearing is a means of livelihood which involves very less initial investment and day-to-day management is also very easy due to the small size, friendly and docile nature of goats

It was however observed that the practices were sub-optimal and marred by lack of scientific knowledge, high mortality rates (about 14-20%), small herd sizes, lack of insurance, and lack of bargaining power during sales leading to low incomes from this occupation. As goat is considered as a household animal so most of the activities are managed by the female members of the home.

**Yuva Mitra is working for “Sustainable Livelihood Enhancement of Poor and Marginalized Women through Goat Rearing in Drought-Prone area” of Nashik and Ahmednagar District, Maharashtra”**

The project aims to create the sustainable livelihood opportunity for 8000 goat rearing Households in Sinnar Block, Nashik District, and Rahata and Sangmner block of Ahmednagar District of Maharashtra through the promotion of goat management practices, breed improvement, the assistance of veterinary extension services, and access to credit and markets. Building a vibrant goat sector is critical to reducing poverty, and meeting India’s rural development goal of doubling farmers’ income by 2022.

**Project Coverage & Reach**



## Major Areas of Intervention



## Program Innovations

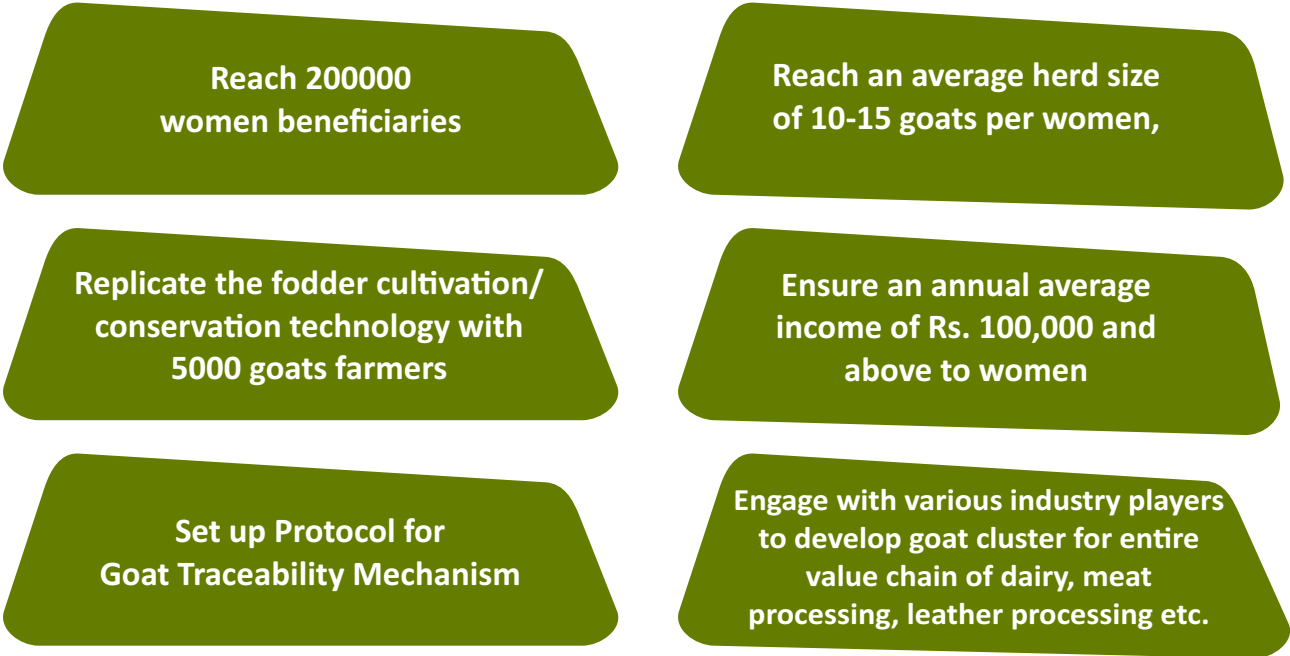
Goat Resource Centre	Veterinary Ambulance
Digital MIS System	Pilot On Goat Traceability
Goal Cluster Development	Revolving Fund
Savitribai Phule Goat farming producer company Ltd.	

## Financial Assistance through Development of Bank Linkage

A special scheme is designed with the Bank of Maharashtra for financial assistance, to the goat rearing women, associated with the Goatery Based Women Livelihood Development Program. The loan is available for the goat business expansion, goat shed construction, and goat purchase. On a pilot basis, the scheme is designed for 500 women beneficiaries associated According to the scheme a maximum of INR 1, 60,000 is sanctioned to the women with an interest rate of 9.75% for 49 women have got loans through bank linkages and started their goat business.

## Way Forward

Yuva Mitra will be looking to continue working with the marginalized women in the area to ensure that their process of growth continues.









# Journey from Ordinary Women to 'Doctor Tai'

**Swati Ganjawe, a resident of Aadwadi village of Sinnar block famously known as Doctor Tai in her area.** After getting married, Swati started contributing to farming with her husband. A normal day in her life was managing household chores, looking after her family, working in fields, and feeding the cattle. However, Swati Tai always wanted to become independent by doing something meaningful in life. Her supportive mother-in-law introduced her to the Goatery Based Women Livelihood Development Program, implemented in Aadwadi village. Swati got selected as a Pashushakhi and trained on the technical aspects of goat rearing.

Swati Tai shared that “I have faced some difficulties at the beginning of my journey as a Pashusakhi, but with the support of my family, I overcame it and made 24 JLGs where 120 goat rearing women are associated with the Goatery Based Livelihood Development project from my village. Mobilizing women and ensure their livelihood development is an achievement for me”.

Swati Tai had an accident while working on her farm and her right hand was amputated during the treatment. Swati Tai and her family members were all devastated and the whole family was in deep grief. Soon Swati realized that this cannot stop her from doing the work. She started working again as a Pashusakhi. Now, she is not just a Pashusakhi who contributes to women's empowerment in her village but also an entrepreneur with 17 Goats. Every woman in her village looks at her as a guide and aspires to be as motivated as her to become independent.

Swati Tais' mother-in-law said that “My daughter-in-Law is a fighter and she is very hardworking. With her constant dedication and commitment towards her work, she has managed to overcome all the challenges in her way.”



**“I have lost my one hand, but not lost the hope, I can initiate... I can stand and I can rebuild myself and stand again”.**

**Swati Ganjawe**









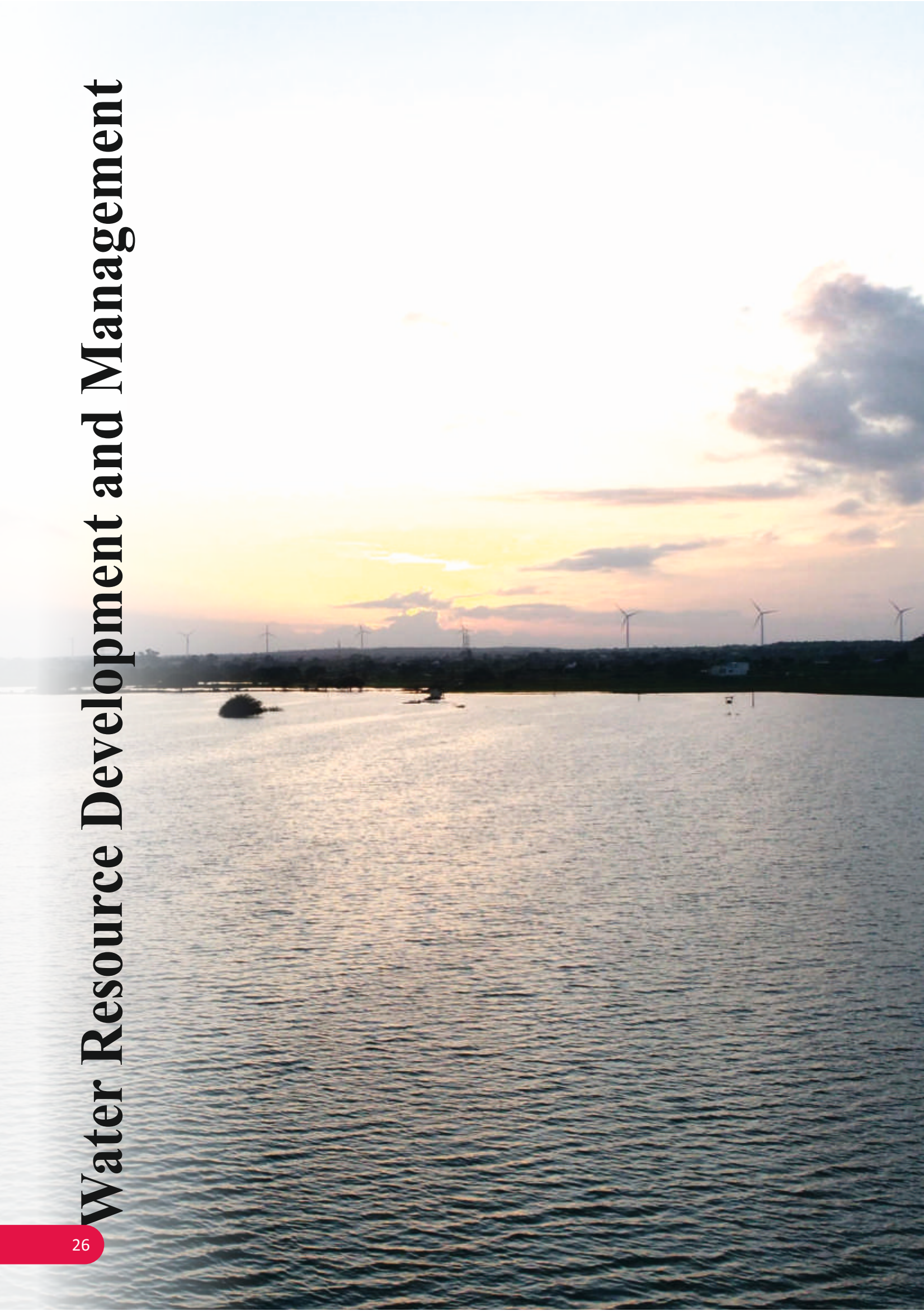
## Agriculture Entrepreneurship (AE) Mentoring Agriculture Development Program

*The Entrepreneurship Development Program is jointly implemented by Yuva Mitra and Syngenta Foundation, to develop an Agri-entrepreneur and providing technology assistance to the farmers. Also ensuring the skill development activity where farmers get guidance on the latest Agri based techniques in the field of agriculture. This program has provided training on best agricultural practices, agri-allied activities, and bank linkages, etc. In this four-month training program, trainees are providing detailed guidance on how to set up agri-business .*





# Water Resource Development and Management



**Water Resources Development and Management (WRDM) is the process of planning, developing, and managing water resources, in terms of both water quantity and quality, across all water uses. It includes the institutions, infrastructure, incentives, and information systems that support and guide water management.**

Yuva Mitra has identified the significance of water as an indispensable component for efficient agriculture, maintaining ecosystems, human health, and dignity. The ultimate goal of working towards water resource development and management is to bring water security for all. Thus, effective management of water is a core element of human development. Yuva Mitra with its constant efforts has worked towards improving access to sufficient water availability to farmers and overall water availability in the rural part in and around Nashik and Ahmednagar district.

**The Major focus of Water Resource Development and Management is**

- **Rejuvenation of Traditional Water Harvesting Structures**
- **Increase in Water Holding Capacity of Existing Waterbodies**
- **Increase Ground Water Table**
- **Promotion of Efficient Water Use Techniques**
- **Village Water Budgeting and Water Demand & Supply Management**
- **Soil Moisture Conservation**
- **Establishment of Community Ownership over the Village Water Management System.**
- **Capacity Building of Local Communities**
- **Participatory Surface Water and Ground Water Management**
- **Barren Land Development.**
- **Farm Productivity Enhancement and Market Linkages**
- **Natural Resource Management and Ecosystem Sustainability**

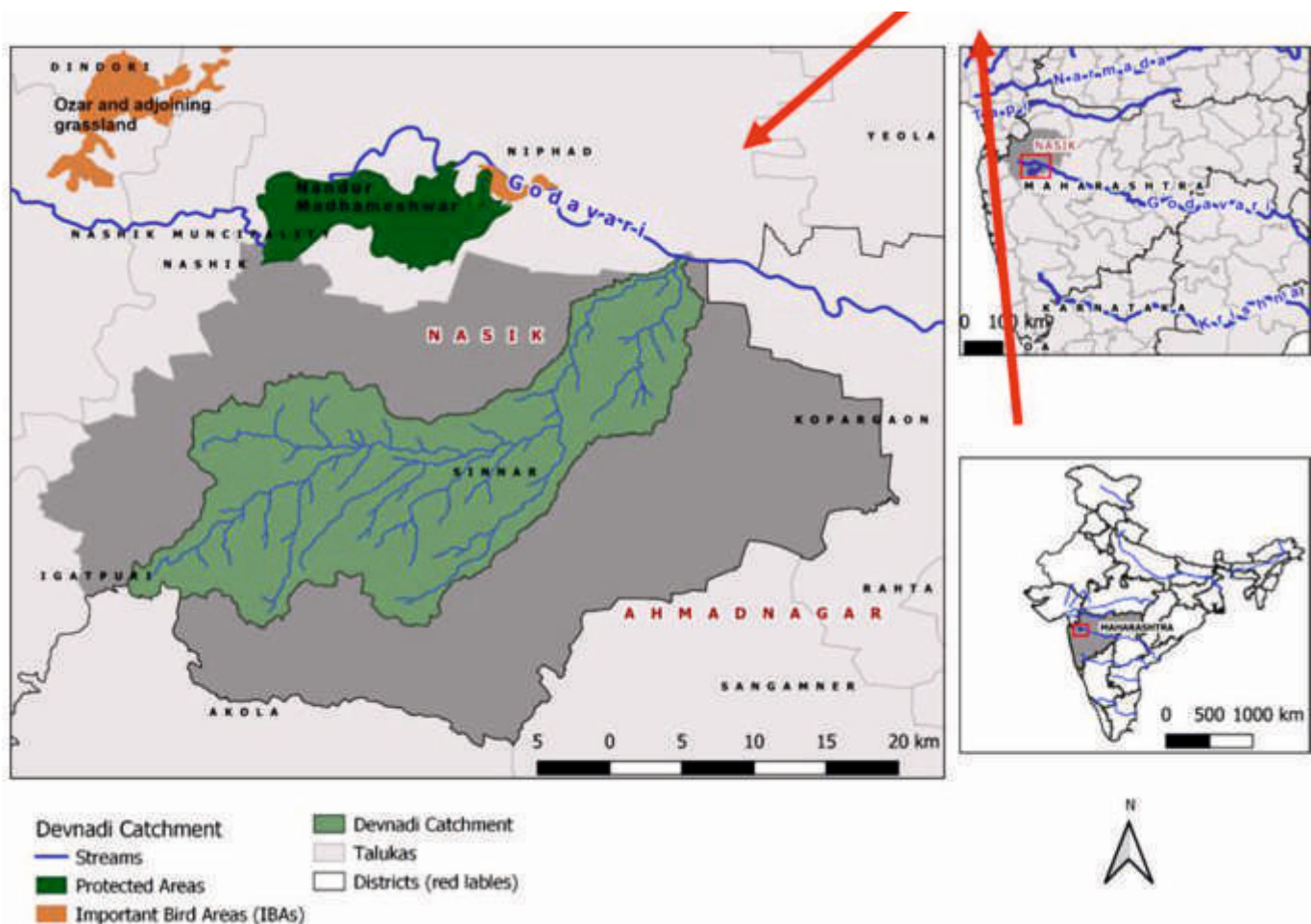


# Strengthening Drought Resilience in Dev River Basin

Yuva Mitra, , with the help of The Nature Conservancy Centre, India (TNC), has conducted a study on Dev River Ecology and prepared comprehensive scientific and cost-effective intervention on catchment area development for building drought resilience in 65 villages of Dev River Basin at Sinnar block of Nashik district, Maharashtra.

## The areas of intervention

- Strengthening Collective Decision-Making Through Empowering Grassroots Institutions
- Participatory Groundwater Management and Creation of Village Level Water Security Plans
- Creating New Knowledge on Dry -Land Ecosystems in The Basin Through Participatory Citizen Science
- Understanding Market Regulations, Norms, and Incentives for Crop Choices
- Initiating Early Warning Systems at a Local Scale for Informed Decision-Making



**Strengthening drought resilience of the human and ecological communities**  
**Impacting 65 Villages, 150,000 people**

## Jalsamruddhi Se Unnati

(Small Dam & Minor Irrigation tank De-silting in Nashik, Maharashtra)

TATA TRUSTS and Yuva Mitra have started implementing the Jalsamruddhi program (Small Dam & Minor Irrigation tank De-silting in Nashik, Maharashtra) in Nashik and Ahmednagar district in collaboration with district administration. The project aims to restore existing water bodies through de-siltation activity and to manage water resources through the formation of water user associations so that the water can be utilized efficiently. This project has affected numerous benefits, ranging across water conservation, effective utilization of stored water, agriculture income, rural employment, and ownerships in government schemes.

### Impact on the ground

- Excavated 59.04 lakh CuM silt from 383 sites belongs to 258 villages of Nashik and Ahmednagar Dist.
- Increase in water storage capacity by 5904.76 TCM.
- Carting excavated silt by 5048 farmers to develop the barren land
- Developed 7220 - acre barren land into fertile and by depositing nutrient-rich silt excavated from Dam desilting.
- Availd water for the livelihood activities to the 36385 small and marginalised families of Nashik and Ahmednagar Dist.
- No. of wells recharged – 19250.

In this project, we have proposed a **60-water user association formation** at the village level to look after water bodies in the village. To date, we have formed **56 water user associations** at the village level that are managing their village water and using it efficiently. We are also working on agriculture productivity enhancement in a similar area and with WUAs, training, developing the package of practices for the major crops, a crop pattern change is going on with the farmers. Which later on will be linked to the producer organization and which will result in income enhancement of the farmers in the targeted area.









## Barren land becomes Fertile



**Subhash Deshmukh**  
**Undirwadi, Tal. Yeola, Nashik**

**Subhash Deshmukh, Village Undirwadi, Block Yeola, a 67 years old** farmer actively plays a pivotal role to motivate and guide the young population in the village to participate and lead the process for the formation of Water Users Association in the village; so they can claim their rights on available water and manage the distribution of available water equivalently. He was participated in the de-silting movement and motivated enough to participate in collective action for the betterment and self-sustainability of the village. When asked, why is he so active in the process? He underlined the contribution and efforts of Yuva Mitra to increase the income of the famine-affected farmers in his village and surrounded area. According to him, the section of the block is neglected by the government agencies, it hardly benefited from the developmental schemes so remained backward in

the development process. He thanked Yuva Mitra for choosing the village for the rejuvenation program. Yuva Mitra facilitated the process of excavating the silt from existed water bodies. The silt deposited in the farmland of local farmers improved the quality of farmland and also make water available for the second and third crops by rejuvenating the traditional water resources. Yuma Mitra led the process of de-silting the existed water bodies in 6 blocks of Nashik district with the financial support and guidance of Tata Trust, Amit Chandra Foundation, and the Government of Maharashtra and with the active participation of farmers and leadership of communities.

The Undirwadi village is located in the southeast of Yeola town in Nashik District of Maharashtra state. 23 thousand CuM silt was excavated from the Dhamani Nala in the village and deposited in approximately 12 acres of farmland. 21 farmers got benefited from silt deposition and it is estimated that the families will be benefited from the water stored and by the recharging of groundwater and by increasing well water levels.

Subhash Deshmukh, a beneficiary of rejuvenation of existing water bodies program narrated the story of his farmland development, "I bought the 1.5 acres of farmland in 1986. It was barren land, there was sand in the soil so it was useless to cultivate. I used to cultivate it every year for the last 30 long years

But I didn't get any return. I have sown Onion, Cotton for the last 4-5 years but didn't get yield. Even then I have to cultivate it and had to invest money, effort, and human resources because in the rural setup one can't keep the land empty. If one is not able to cultivate the land it's a shame for him; people laugh at him. So I used to cultivate it every year only out of shame. It was absolutely the wastage of time, money, efforts, and the investment I made in the land. Sometimes I was thinking to sell it out but who will buy this barren land? This is the first time in the last thirty years when I could see the crop because of the efforts of Yuva Mitra", he added.

Yuva Mitra is facilitating the process for constitute the Water Users Association of the local farmers so the

farmers can plan the Management of available water that everyone will equally get benefited from the water whether the beneficiary is located at the head or tail of the project.

Yuva Mitra provided a Poclain JCB machine to excavate silt from the Dhamani Nala. I've picked up 80 tractors of silt; spent 32 thousand rupees for the transportation of silt and 10 thousand for leveling the field. If I go to the market to hire a Poclain machine for the work it would cost me at least 150 thousand rupees. I didn't have this much money to invest so I would have not been done the work. It could happen because of Yuva Mitra's support', Mr. Deshmukh said.

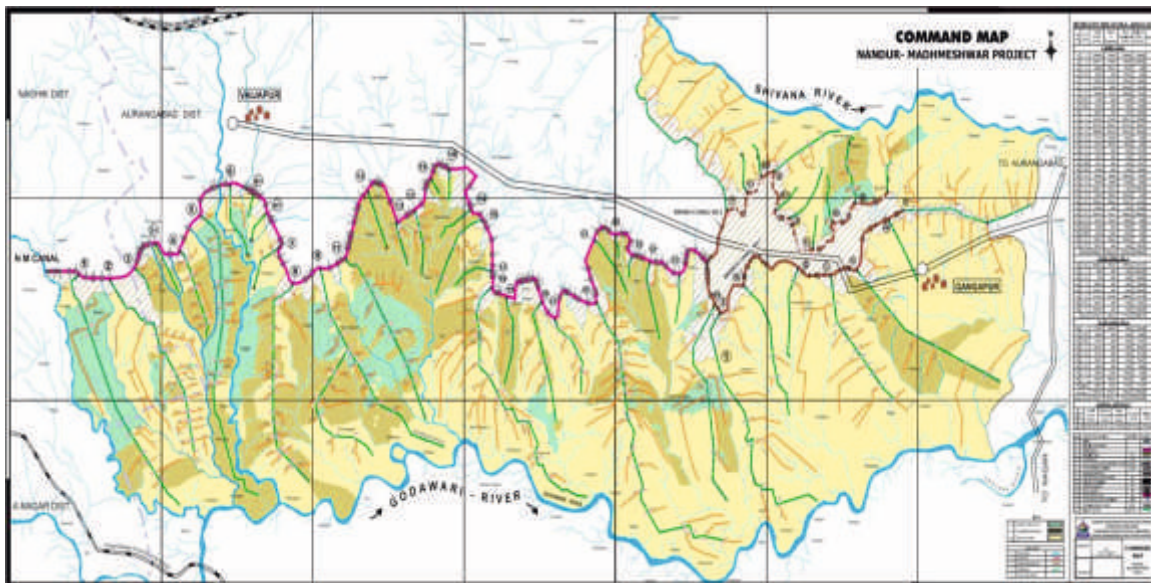
'After deposited silt in the land, I have sown maize for this season. I am confident enough that I will get a 40-50 quintal yield and will get 60000 rupees by selling it. I will earn 40 thousand rupees excluding the investment and expenses. My expenses for land development will recover only in a single yield and thereafter I will earn the money out of that.' Subhash Deshmukh Added. 'We had experienced severe drought in the localities for the last few years. We have to buy the water for humans and animals as well but I hope that the situation will improve in the coming days' said Sudam Deshmukh.

He is confident enough that the well water level will increase during the monsoon due to excavation and the farmers in the localities will get the water to take the second crop for Rabi season and probably need not faced water scarcity in the future. As a result of the land quality improvement, the yield has increased but the cost of the land also went up.





## Promoting Water Use Efficiency and Productivity through Off-Farm and On-Farm Investments and Market Linkages in Command Areas of Express Canal of Nandur Madhyameshwar, In Maharashtra



Participatory Irrigation Management (PIM) is one of the key approaches for improving the productivity and sustainability of available water to empower farmers. PIM is the involvement of irrigation users in all aspects of irrigation management, through the establishment of Water Users Associations (WUAs).

Yuva Mitra has started 5 years Pilot Project 'Promoting Water Use Efficiency & Productivity through Integrated Off-Farm & On-Farm Investments and Market Linkages in Command Areas of Express Canal of Nandur Madhyameshwar, In Maharashtra' with the Water Resource Development Department, Government of Maharashtra. This project will be implemented through a Public-Private Civil Society Partnership.

### The Objectives of the pilot project are-

- To bring 35000 Ha. Irrigable Command Area (ICA) under irrigation at the end of 5th year.
- To undertake equitable water distribution, management, and optimum utilization by establishing & strengthening 121 WUAs in the proposed command area.
- To promote micro-irrigation on 5000 Acre.
- To pilot & design a prototype of participatory groundwater management in the project area.
- To undertake Agri-based livelihood promotion activities to increase the net income by 20% (inflation + 10 %) for 39000 Farmers.
- To establish value chain-based Market linkages for 34000 farmers by promoting 10 Farmer Producer Companies.
- To converge different Government schemes for the development of the proposed command area.
- To ensure implementation & process documentation for replication and scaling up similar programs in other areas.



#### On Farm

- Strengthening Water User Associations (WUAs)
- Promotion of Micro-irrigation systems
- Crop Productivity and Agricultural Practices
- Participatory Ground Water Management

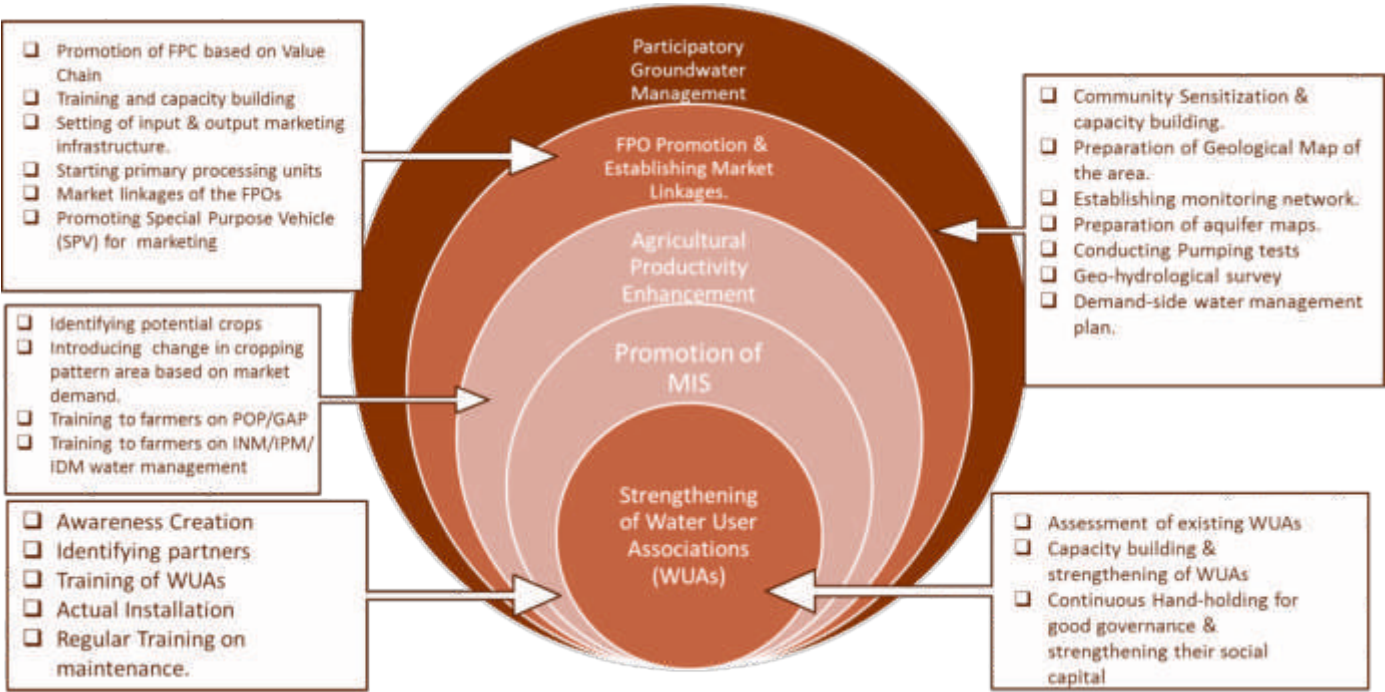


#### Market Linkage

- Promotion of Farmer Producer Organizations (FPO)
- Establishments of Agri value chains

# Proposed Methodology

Interventions in the area will be divided into two parts





## Research studies

### Scoping Study for Pro-Soil in the State of Maharashtra

**Y**uva Mitra in cooperation with GIZ as a political partner and MoA & FW as a strategic partner was involved in a project on “Soil Protection and Rehabilitation for Food Security” (Pro Soil) within the special Initiative One World-No Hunger of the German Government for promoting sustainable approaches on soil protection and rehabilitation in 5 districts of Maharashtra.

#### Pro Soil Sub Component WASCA:

The assignment done in the year 2020-21, Pro Soil Sub Component WASCA (Water Security and Climate Adaptation) aimed to improve water resource management concerning water security and climate adaptation. The objective of WASCA is to enhance water resource management through an integrated approach at the national, state, and local level concerning water security and climate adaptation in rural areas. Composite Water Resource Management (CWRM) framework is developed for localizing WASCA initiatives through CWRM is explained through five sections i.e.

1. Interpreting the Areas of Interest (AOI),
2. Capacity development and institutional mechanism,
3. Preparation of Composite Water Resource Management Plan (CWRMP),
4. Implementation mechanisms and
5. “E-Jal for enhancing water security”.

Yuva Mitra has conducted field studies for completing the following deliverables:

1. CWRM plan documents for village/GP and consolidated at district/catchment/ sub-basin level:
  - a. Geographical Information System (GIS) based repository of IWRM plan documents
  - b. Compilation of non-spatial, spatial, and temporal data sets
  - c. GIS Outputs of assessment exercises at village/GP and district/catchment level
  - d. Inventory of gap areas identified
2. Sustainable Livelihood Development and Water security plans for pilot demonstration areas based on cadastral level mapping
3. A cadre of 50 implementation level planners promoted in project areas
4. Validated & state-owned Composite Water Resource Management (CWRM) plan readily available for implementation

### Demonstrating Consortium Model for Capacity Building on Participatory Ground Management (PGWM)

**Y**uva Mitra along with Development Support Centre, Samarth Charitable Trust, and ACTs has demonstrated a consortium model for capacity Building on Participatory Ground Water Management (PGWM) through the design@Scale Approach. Based on experiences of all partner organizations in PGWM and Water Resource Development, it has been felt that their knowledge learning and experiences can be used for efficient implementation of Atal Bhujal Yojna (ABhY) in proposed locations with the following objectives

- Build capacities of the consortium partners include atomized practice-oriented content, virtual training, and mentoring to enable more interactions between experts and Field Level Workers (FLWs) and the use of Participatory Digital Attestation (PDA) to attest trainees and facilitate easy access to content.
- Build the capacities of a group of organizations on the strategy and processes involved in the design@scale for Capacity Building
- Preparation of 67 pieces of content (PPT with voice-over and videos) and training modules for different level stakeholders up to Block and District levels.
- Use the developed content pieces for building capacities of stakeholders to achieve various milestones described under different DLIs described under Atal Bhujal Yojana (ABhY).
- Preparation of Water Security Plan (WSPs)
- Built the strong perception of community towards the importance of groundwater management for water sustainability, bring the behaviour change of community, and develop an attitude towards groundwater usage and use of groundwater science.
- Encourage the state to build a partnership with the consortium to support Atal Bhujal Yojna (ABhY) and other such projects.
- Come out with Implementation strategies for involvement in Atal Bhujal Yojna (ABhY).

# Health and Education





*We believe and strive for access to basic health care and education as fundamental human rights. Since its inception, Yuva Mitra has implemented multiple projects focused on improving the status of health and education of children and has made important progress toward improving Health, Hygiene, Sanitation, and Knowledge.*

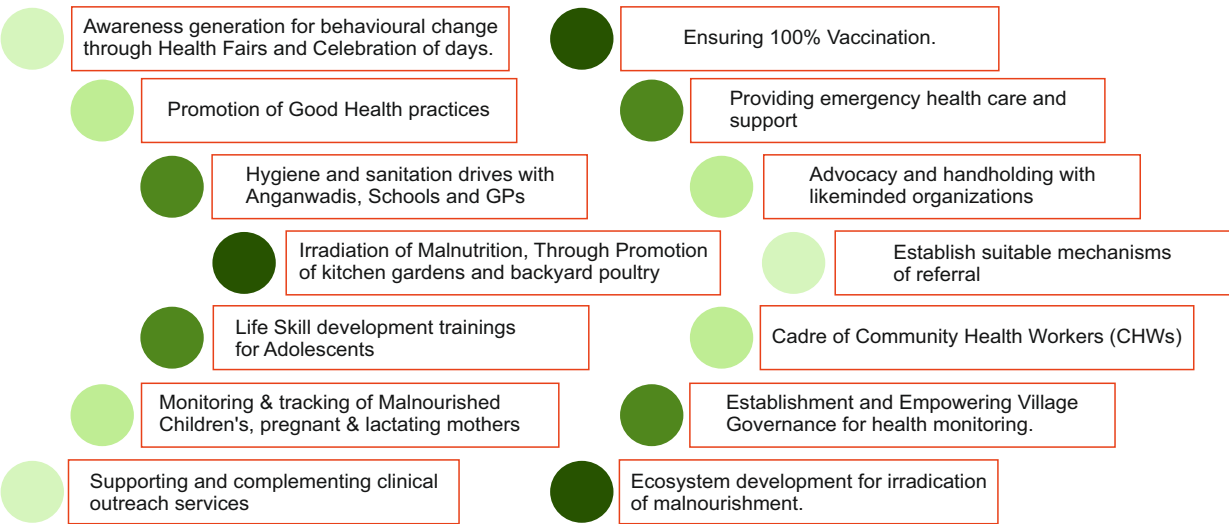
*Yuva Mitra has undertaken different innovative programs to make education enjoyable to enhance learning level, retention in dropout rate*

### Building Resilient Ecosystem against Malnutrition

We are working in the 10 villages and 17 Padas of Jawhar block of Palghar district with 2565 families for health empowerment and eradication of malnourishment with the focus is on -

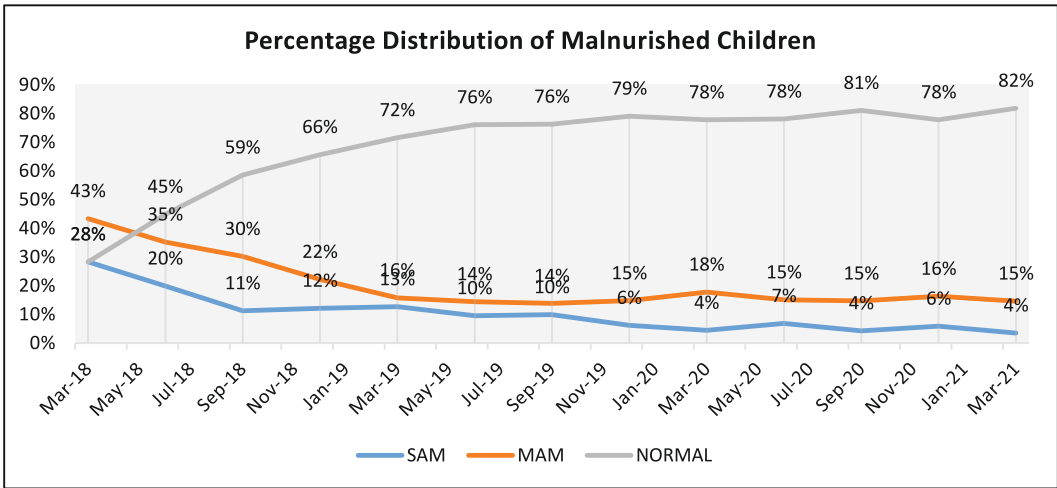


### Areas of intervention



# Project Impact

- The malnourishment rate is decreased by 52%, which was 71% in March 2018 and reduced to 19% in March 2021.



Percentage Representation of Malnourishment Status against Total Children  
(SAM - Severe Acute Malnutrition, MAM - Moderate Acute Malnutrition)

- Decreased rate of malnourishment by 52%, which was 71% in March 2018 and reduced to 19% in February 2021.
- Reduced rate of child mortality and infant death by 99% (Only two cases of infant child death were observed during the last 3 years)
- Reduced Scabies and other skin diseases in the community by 50%.
- Reduced occurrence of seasonal diseases like Cough & Cold, Fever Typhoid, Malaria, and Diarrhea by 60% as compared to baseline.
- Decreased anemia in women and adolescent girls by 35%.
- Reduced rate of Snakebite death.

## 'Safe Delivery, Save Life'

**Vaishali is a lactating mother from Thakurpada- Rajewadi village of Jawhar** lives with her family including her husband and in-laws. All the family members work as agricultural labourers.

In one of the village level meetings, the Yuva Mitra team and Community Health Worker (CHW) realized that Vaishali seemed Anaemic, which could lead to complications during pregnancy and delivery for the baby and herself. Her HB level was seven, which is considered too low and identified as a health risk for a pregnant woman.

Initially, when the CHW helped her getting institutionalized delivery to avoid complications, Vaishali was resistant and returned home without informing responsible people at the facility. Yuva Mitra's team has done her counselling about the importance and need for institutionalized delivery in her case. When the team explained about possible complications during delivery due to her low HB and weaker health, she was convinced and was admitted to the Jawhar hospital. Vaishali had a normal delivery at the hospital and gave birth to a baby girl weighing 2.2 kg. Both Vaishali and her baby were monitored under the ongoing project and with the team's guidance, the baby was provided with good care, which helped in improving the baby's health. In three months, the baby's weight went up to 5 kg.

Vaishali and her family seek the team's help or reach out to ASHA workers for doubts and suggestions on postnatal care.







# WASH in school and Menstrual Hygiene Management Program

Water is the fuel of the rural and urban economy. More or less all the activities in the farm sector and livelihoods have water & women as an integral part.

To bring about growth, structural changes, and social welfare augmentation, the idea of water, sanitation & hygiene must be imbibed by the populace coupled in every essence. Hence, water & its optimum utilization is a domain that must be kept in focus if we are to make an impact in the community being a part of a social organization. Wash & MHM as domains impact the livelihood directly, they are linked to women’s mental and physical well-being in terms of Menstrual Hygiene Management and her zeal for a better means of livelihood for self and dependents.

Yuva Mitra is providing access to WASH facilities to 6000 children across 25 schools selected in Dhule and Pune district of Maharashtra, to ensure that students inculcate appropriate hygienic practices relating to WASH. The major elements of this program are Development and rejuvenation of handwash station, Social Behavioural Change communication [SBCC] campaign, meetings, and training on key behaviours such as hand washing, use of sanitation unit, safe handling of water before drinking and providing better access to pure and safe drinking water.





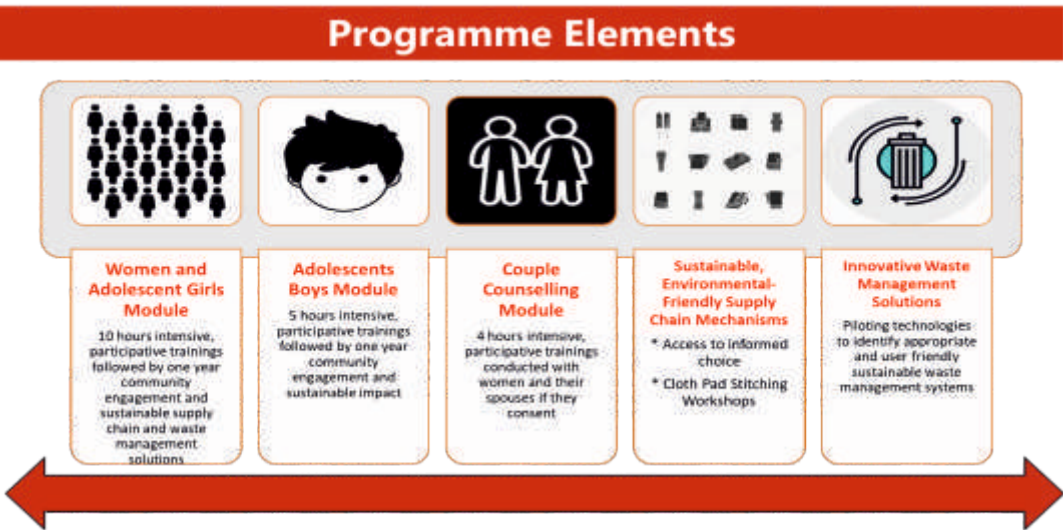




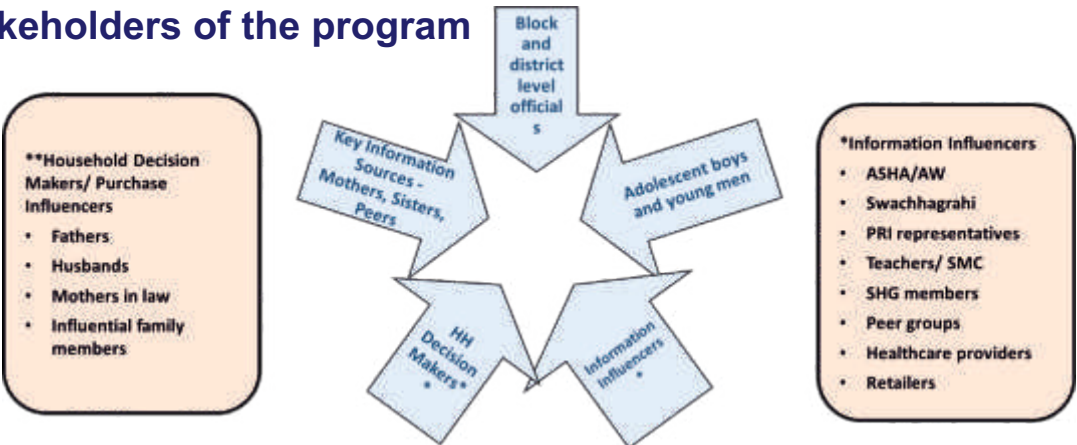
Yuva Mitra is working on Menstrual Hygiene Management with 14850 women and adolescent girls with the following objectives -

- **Empowering women and promoting gender-equitable norms through behavioural change:** within this, we focus on generating awareness to women and adolescent girls, about their bodies, science behind menstruation, and how to manage both physical and mental aspects of it, with dignity; while also creating safe spaces for women and girls to open up and talk about menstruation.
- **Promoting Social Entrepreneurship:** an important aspect of managing menstruation with dignity is having access to affordable menstrual absorbents and having the ability and agency to make an informed choice about what absorbent she'd prefer for herself. Thus, we create social entrepreneurs who supply the range of environment-friendly absorbents on an incentive model, such that the supply chain is self-sustainable. Additionally, the capacities of women would be built on stitching their cloth pads.
- **Inculcating Safe and Hygienic Habits:** Lack of awareness and the huge stigma associated with menstruation has never given a platform to women to speak about menstruation or the crucial elements of hygiene to be practiced during her menses. Therefore, through a very strong behaviour change curriculum; essential hygiene behaviour is promoted to create healthier menstrual hygiene practices amongst women
- **Creating awareness towards responsible disposal:** close to 12 billion plastic sanitary pads are piling up every year with no proper treatment mechanisms. Thus there is a need to promote reusability and treat plastic sanitary waste at best, to ensure environmental sustainability.

The Menstrual Hygiene Management program is an ambitious attempt to reduce the stigma and taboos associated with periods and aware the community especially women to manage their menstruation safely.



Key stakeholders of the program





## Mataka Incinerator as a means to Dignity

**Ratna Shantaram Pagar is an agriculturalist.** She has attended all 4 menstrual hygiene management sessions diligently. She benefitted from the installation of the Matka incinerator and she happily narrated her experiences to CRP, Suman.

Her Narration: The village of Fulenagar does not have adequate waste management and disposal mechanisms in place. All households including hers had to travel to the frontiers of the village to dispose of the unwanted particles. The village frontier is far from my house and I have to travel a lot to dispose of the materials. We do not have any other alternative to fall back on except that the waste and/or discarded items be buried underground. It is a tedious and time-consuming task. My daughter Tejaswini Pagar is in the 10th standard and our neighbors have a same-aged son, my daughter feels embarrassed whenever she goes to dispose of her sanitary pads after usage during her periods. In a pursuit to dispose of off the pad properly, she is often unable to dispose of it correctly out of the potential embarrassment that she would be subjected to. Realizing the issue I had to do something about the situation. I came to know about the Matka incinerator and nudged CRP Suman to install one at their household premises also gauging the severity of the situation that her family members were subjected to.

Now that the incinerator has been installed I feel elated and joyous that I have successfully managed to curb and shadow my family from the embarrassment that they otherwise were facing during periods.



# Life Skill Development for Adolescents

Life Skill Development is a project specially designed for adolescents to empower adolescent girls and boys with life skills to deal with demands and challenges of everyday life and develop gender sensitivity among the community for a responsible free society. Life skill education, soft skill education, career guidance, parent & community level sensitization, and main streaming life skill training in the educational system are major components of the program.

## Areas of Intervention

### Creating awareness-

- Adolescent development concerning physical, cognitive, emotional, social, and behavioural development
- Information on reproductive and sexual health issues
- Information on myths and misconceptions surrounding them
- Knowledge regarding Medical and Health needs (Nutrition) during the adolescence phase

### Development of Teacher’s forum-

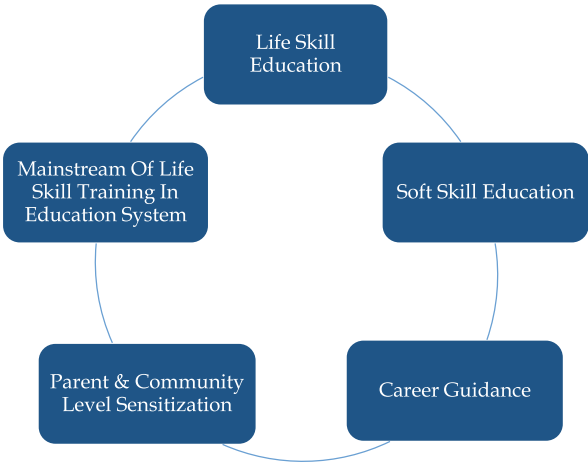
- Creation of support system at the school level
- Capacity building and training of the teachers
- Mentorship and Guidance for Adolescents
- Counseling of Adolescents
- Encouraging girls to stay in school

### Creating an Enabling Environment -

- Sukanya Helpline
- Counseling of adolescents and their parents
- Sensitize to the Society about issues of the Adolescent
- Street play
- Formation and strengthening of Parent-Teacher Association

### Behavioural Change Communication -

- Boost the confidence of girls and boys
- Improve the skills in researching, personality development, time management, public speaking, creating presentations, and team building.





## Barakhadi Express - Mobile Library

Reading ability is one of the most important tools and skills that contribute to developing the brain, developing knowledge, and building imaginative skills. Inculcating reading habits in children is important for enhancing their learning experience, thinking, and reasoning abilities as well. Yuva Mitra is promoting reading habits in school-going children by implementing a project called Barakhadi Express with a mobile library. The project is run with 5095 children in 54 ZP Schools of Baramati block in the Pune district. The teacher's training and parents' counselling is an integral part of the program.



### The project is focussed on -

1. Enhancing the reading habit among government schools' children
2. Enhancing the general knowledge and overall personality development of school children.
3. Training the teachers to establish a school-level support system.
4. Coordinating with block education officer for education intervention.









# Institution Building



*Sustainable development involves many things. More appropriate technologies, supportive policies, different ethics, and changes in individual behavior are among the more obvious factors. One contributing factor that deserves more attention is the element of institutions. Hence, recently, planners, policymakers, and practitioners have paid considerable attention to the role of adequate and effective institutions for development. In addition, it can be argued that institutions and the institutional arrangements and mechanisms for development provide the missing link that can explain the differences in growth rates and development trends across developing countries*

*A community seeking to improve itself is not limited to what is directly within its reach. The institutions, especially at local levels, are important for mobilizing resources and regulating their use with a view to long-term sustainability. There need to ensure the long-term sustainability of development work through forces and sources of action to implement changes and improvements.*

**Yuva Mitra is working for the Formation and Strengthening of Community Based Institution for the last 11 years.** Community- Based Organizations promoted and nurtured by Yuva Mitra are gradually becoming empowered and playing a major role in the planning and implementation of various development interventions.

## Farmer Producer Company (FPC)

Yuva Mitra is one of the pioneer organizations working in the field of formation and promotion of Farmer Producer Organizations (FPOs) for the last 10 years. In its core working area, Yuva Mitra has promoted 19 FPCs, which deal in different commodities such as vegetables, onions, pomegranate, rice, milk, Goatery, and poultry. The membership in these FPCs ranges from 450 to 1100. Yuva Mitra also provides technical and hand-holding support to other FPCs across the country through various training, capacity-building programs, and consultancy services. Being appointed as a Resource Support Agency (RSA) in Maharashtra by NABARD for providing handholding support to FPOs and promoting institutions (PIs), Yuva Mitra builds their capacity through training programs. This year Yuva Mitra has been impaneled as a Cluster-Based Business Organization (CBBO) by NABARD under the Central Sector Scheme of Formation and Promotion of 10000 FPOs.

## Water User Associations (WUAs)

Participatory Irrigation Management (PIM) is one of the key approaches for improving the productivity and sustainability of available water to empower farmers. PIM is the involvement of irrigation users in all aspects of irrigation management, through the establishment of Water Users Associations (WUAs). WUAs help to address common issues with publicly-managed irrigation schemes, in particular, poor upkeep of the physical system, and underutilization of irrigated areas, low water productivity, and poor irrigation service. Yuva Mitra has formed 84 Water User Associations in coverage area under Water Resource Development projects out of that, 22 WUAs are formed on Dev and Mhalungi River, 14 WUAs are formed on the canal of Kadwa Dam, and 48 WUAs are formed on existing water bodies like DAM, MI tank for effective water management and equitable water distribution. In PIM, Yuva Mitra working as a guide to the farmers for community mobilization, registration of WUAs, Training, and capacity building of WUA members and governing body, and establishment of water rights of the farmers over respected water bodies.

**Yuva Mitra is providing Training- Capacity Building, Hand-holding, and Knowledge support to key stakeholders, other partners, promoting institutions, and Govt. agencies in 9 states of the country to create resilient community-based institutions like WUAs and FPOs.**







## Strong Governance led to Successful Farmer Producer Companies



**T**he Wadangali is a hub and marketplace village in the Sinnar Taluka of Nashik district where agriculture is the main source of livelihood for the community. The major crops of this area are Onion, Maize, Wheat, Pomegranate, and vegetables.

NABARD and Yuva Mitra had implemented the “Pilot Project on Value Chain Management of Onion in Nashik Dist. of Maharashtra. The main aim of the project was to increase onion productivity, reduce the losses in onion from cultivation to consumption, creation of basic infrastructure required for onion farming, and avail finance to the farmers for the infrastructure development. To establish the marketing facility for onion, Yuva Mitra has established Green Vision Farmer Producer Company Limited (GVFPCL) at Wadangali on January 10th, 2014 under this Pilot Project.

The GVFPCL is a unique FPC in the Maharashtra state by its composition. GVFPCL has institutional membership in which one is a Primary Agricultural Credit Cooperative Society, 3 Water User Associations, and Individual Farmers belongs to 9 villages of the Sinnar block. At present, the company has around 1050 shareholders.

The FPC has established its Agri Mall with all types of Agri inputs and providing Agri input services to the member farmers and marketing Agri produce to the institutional buyers.

The FPC is highly recognized for its strong governance, Vibrant & enthusiastic Board, professionalism in running the FPC Business, and its ethics.

The FPC has developed its good governance and management practices to run the business successfully with low management costs and maintain it separately. In 2020-2021, the FPCs has made a total turnover of Rs3.25 crore under the guidance of its chairman. Mr. Sudesh Bhausahab Khule and other 10 BoDs.

GVFPCL is a platform to enable farmers to increase their bargaining power and bring them together with other agriculture-related entities.



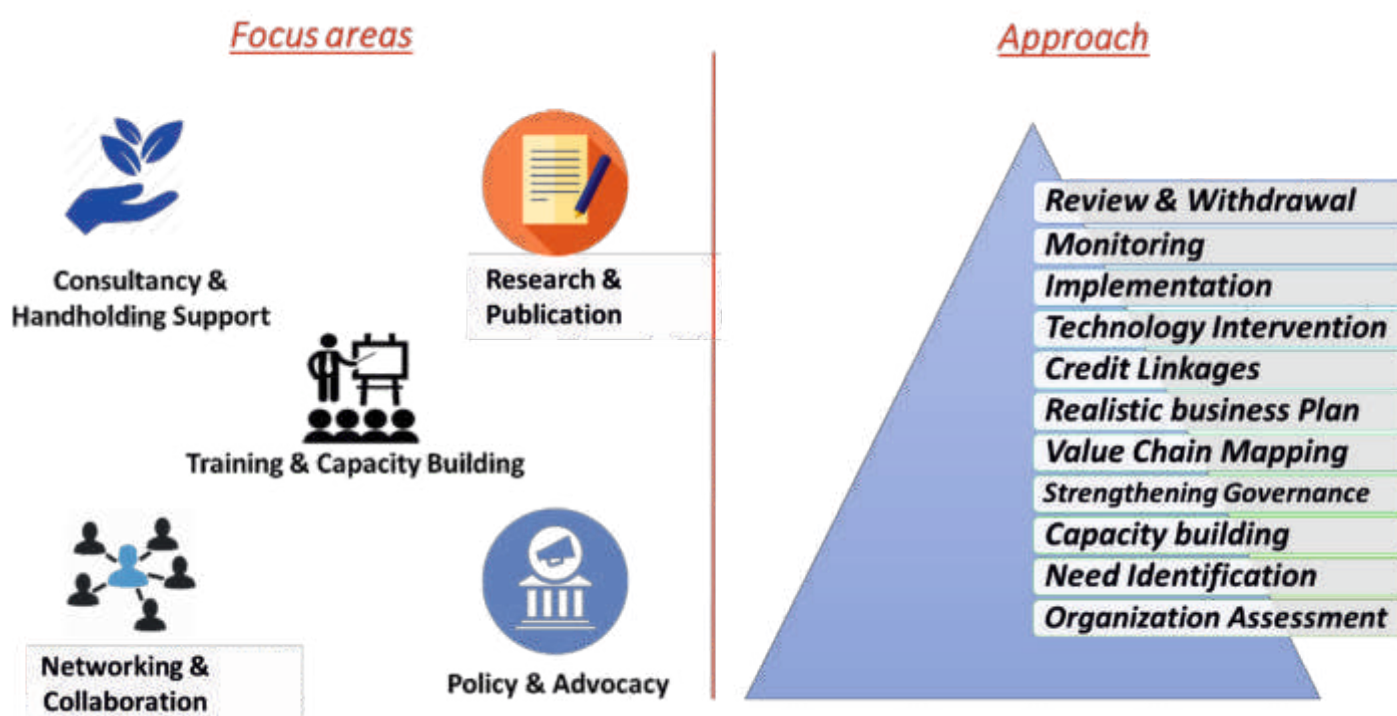
# Yuva Mitra Foundation

**Y**uva Mitra Foundation (YMF) is registered under Section 8 of the Companies Act and is a sister organization of Yuva Mitra. The foundation is providing technical and consultancy services in the field of formation and promotion of FPOs, leveraging the rich experience of Yuva Mitra in the sector. To cater to the needs of the growing number of FPOs in the country, YMF is providing technical and hand-holding support to FPOs through the FPO Facilitation centre.

The centre is providing services such as business support services (entrepreneurship development, marketing, finance and accounting, legal and regulatory compliance, human resource development), networking and mentoring, technology adoption, training, and development, funding access, etc. Other than providing hand-holding support to FPOs, the centre is also striving to develop and nurture an overall ecosystem of FPOs by developing human resources, standard resources material, policy advocacy, creating synergy between all stakeholders, and generating and disseminating knowledge resources among all stakeholders.

Yuva Mitra Foundation is providing the following knowledge services to the FPCs through the FPO facilitation Centre.

## FPO Facilitation Centre



# Yuva Mitra Multi Agro Services Pvt. Ltd.

In 2014, Yuva Mitra initiated a milk collection center to provide a market for the milk of poor families under Yuva Mitra Multi Agro Services Pvt. Ltd. Over 16 years of the journey and promotion of Goatry Based Livelihood Program; the need for a dedicated marketing channel was felt to enhance the potential of the Goatry sector for achieving sustainable livelihood, therefore it was decided to provide marketing support under the marketing brand name of Yuva Mitra Multi Agro Services Pvt. Ltd.



## Recent Endeavours :

### Development of Operational Guidelines for Gram Sabhas Credit Guarantee Scheme working in Tendu leaves the business in the tribal areas of Maharashtra

Access to Finance is a major concern for Gram Sabha, Group of Gram Sabhas (Federation), Forest Management Committee, Tribal Cooperatives, Tribal FPOs, etc. The marketplace success in operation and sustenance by mainstream business organizations are achieved on account of organizational and operational efficiencies built over a while. The survival and growth of business highly depend on matching or better the efficiency benchmarks in business operations. The Gram Sabha, Group of Gram Sabhas (Federation), Forest Management Committee, Tribal Cooperatives, Tribal FPOs, etc. itself has inbuilt efficiencies like cohesion among farmer members, solidarity, etc.; however, the Operational efficiencies are developed over time (process efficiency, quality, etc.) or acquired (technology, etc.) which requires financial investment. The institutional model of Gram Sabha, Group of Gram Sabhas (Federation), Forest Management Committee, Tribal Cooperatives, Tribal FPOs, etc. in which only producers can be shareholders; restrict the ease of raising equity or debt financing, attracting funds from banks is a challenge since these organizations are not in a position to offer collateral to financial institutions for securing loans. Owing to the limited ability to withstand business risks and finance availability to carry out the business activities Gram Sabha, Group of Gram Sabhas (Federation), Forest Management Committee, Tribal Cooperatives, Tribal FPOs, etc. are averse to undertaking business activities with potential risks and are thus caught in a latency trap that inhibits them to move beyond. To economically empower Gram Sabha, Group of Gram Sabhas (Federation), Forest Management Committee, Tribal Cooperatives, Tribal FPOs, etc. for taking up business activities for furthering the economic interest of farmers, the credit guarantee fund would comprise a basket of financial instruments and mechanisms at different stages of their organizational development. It would also be aligned with various types of business risk mitigation and financial support requirements.

## OBJECTIVES

1. Design value chain-based appraisal mechanism for the beneficiary organization working in Tendu leaves collection in the tribal areas
2. Prepare detailed operational strategies and guidelines of the proposed Credit Guarantee Fund
3. Develop risk management mechanism for the proposed Credit Guarantee Fund
4. Calculate quantum of Credit Guarantee Fund proposed to be established



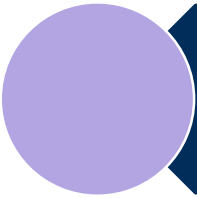
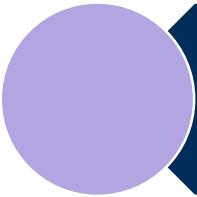
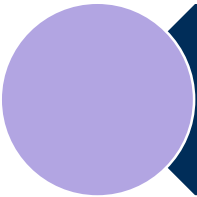
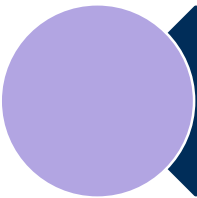
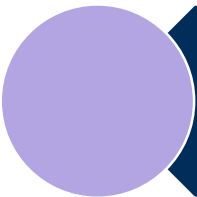
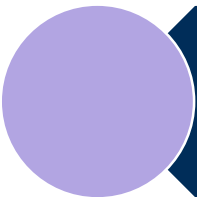
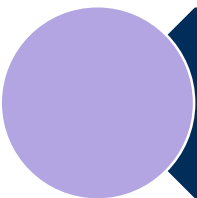
## Krushak Mitra Agro Services Pvt Ltd.

**K**rushak Mitra Agro Services Pvt Ltd. (KMAS) is a special purpose vehicle promoted by Yuva Mitra. It is a multi-stakeholder Agri enterprise with a stake of FPCs, Yuva Mitra, and private investors. KMAS provides marketing support to its promoter FPCs and backend support in terms of agronomy services, production planning, and logistics arrangement. Currently, it is linked with 12 FPCs out of which, 11 are actively working with KMAS. Currently, out of all the KMAS's purchase vegetables, Chinese vegetables, and fruits account for 20% and onion purchase accounts for 80%.

In the year 2020-21, there are many challenges for KMAS due to the ongoing COVID-19 pandemic. But, the team at KMAS brought changes and new ideas to overcome the challenges. To cope up with the challenges faced, they modified their business model and included B to C marketing by supplying door-to-door products to many housing societies in Mumbai. Customers are using the 5-Elements mobile app to purchase KMAS products. They have also collaborated with Grofers, an online supermarket, where KMAS supplies products to Grofers as per demand from their customer base. Although this year's turnover was affected by the pandemic situation, KMAS took the opportunity to learn new things in the field such as operating under lockdown restrictions, a new setup in a different place due to lack of labor and operational restrictions, running a B to C business and marketing of products. The team believes that the experience has equipped them with more knowledge and made them more capable which indicates the organization's growth.



# Major Scientific Research Studies and Assignments

-  *Development of operational guidelines for the establishment of performance-based Credit Guarantee fund for the Farmer organisations working in Tendu leaves business in the tribal areas of Maharashtra.*
-  *Detailed Project Report for establishment of Goat Cluster under Public People Private Partnership (PPPP) Model at Amravati, Maharashtra.*
-  *Developing a Baseline for Socioeconomic and agronomic indicators and qualitative parameters for wastewater applications in Agriculture for beneficiary farmers using treated wastewater at Zalta Gram Panchayat in Aurangabad.*
-  *Scoping Study for ProSoil for State of Maharashtra*
-  *Preparation of CWRM Plans Using Hydrological & Geo-Informatics Tools for Maharashtra State.*
-  *Need Assessment Study of Community Cooling hub in the state of Maharashtra.*
-  *Need Assessment Study of Khed and Maval Block of Pune District.*



## Major Events of the Year Celebration of Happy Periods Day- 5 February 2021

**U**nderstanding that Indian girls are especially vulnerable to poor menstrual health and hygiene due to existing stigmas and silence around the topic, the first-ever Menstrual Health and Awareness Day was marked on February 5th, 2019. The menstrual process inspires the day as the average period cycle is of 28 days, which simulates with the 28 days of February, and five is the average number of bleeding days in a period that is denoted by the date 5th. Yuva Mitra also celebrated the event in Nashik District. This year we celebrated the event with Beneficiaries of Lonarwadi and Fulenagar villages of Sinnar Cluster on 4th and 5th February 2021. To make periods Joyous instead of shameful, Girls of the villages created and exchanged greeting cards with each other and their mothers by wishing each other a Happy Period Day! The exchange of cards indicated spreading awareness on shame-free and pain-free periods. Along with the greeting cards, the girls wrote an open letter to their father describing what kind of help and emotional support they expect from their father figures during menstruation. Other activities conducted on these days included the Rangoli competition, Mehendi competition with Women and girls. Girls presented a play on the “Ab Pata Chalne Do” theme, released the red balloons in the sky as a symbol of feeling free from shame and fear. In Fulenagar, 35 women and adolescent girls and Lonarwadi, 75 women and adolescent girls participated in the mentioned event.





## Inauguration of 'SWASTHYA' Pad Stitching Unit:

Of the 355 million women of reproductive age in India in 2011, 88 percent (312 million) did not use sanitary pads, resorting instead to unhygienic alternatives, such as ashes, newspaper, sand, husks, and dried leaves to manage blood flow during menstruation. Poor menstrual hygiene is also associated with cervical cancer, the second most common cancer among Indian women (Institut Català d'Oncologia 2014). Lack of sanitary pads is also linked to poor school attendance and drop-out. According to a 2011 study by AC Nielsen, 23% of girls in India drop out of school after they start menstruating (30 percent in Northern India) (Sinha 2011). Girls who remain in school miss about five days a month, equivalent to 20 percent of the school year. Women, majorly in rural areas are employed in the informal sector where the wages are linked to daily/hourly work for the same reason which is not only hampering the economic growth of the family but also the country. Also, the concept of women's empowerment takes a backseat. The benefits of providing women and girls with sanitary pads are thus enormous. During the Coronavirus pandemic, there were increased challenges for girls and women in India to access period products. As few as 15 percent of girls had access to sanitary pads during the lockdown. Problems and Challenges are faced in "Production, Accessibility, Availability" during Coronavirus Pandemic.

Mission Statement - A solution across the MHM value chain (Awareness, Access, Hygienic Use & Menstrual Waste Management) to promote the goal of safe and effective Menstrual Hygiene amongst adolescent girls and women by providing easy access to affordable, good quality menstrual absorbents; while generating income amongst women in the community.

After adequate need assessment coupled with primary and secondary research and current scenario, Yuva Mitra has not only conceptualized the idea of a women-based livelihood alternative but has also operationalized the entity at its premises in Mitrangan campus, Sinnar, Nashik.

There is a dire need for a behavioral change to be adopted by the community; through this initiative, we aim to provide the affected and non-affected women with a reusable cloth pad made from pure cotton material that has been sourced responsibly from our selected group of vendors.

On 6th February 2021 Yuva Mitra has inaugurated the Swasthya reusable cotton cloth pad stitching unit.





## Visitor's Desk





## Way Forward

- To ensure socio-economic development of 1 million unique household through the promotion of land, water, Agri & allied activities and natural resource management ensuring a minimum income of 1 LPA (at current prices).
- Scaling of Goatery Based Livelihood Development Program up to 200000 Women.
- Establishing and strengthening of participatory irrigation management on 1 lakh hector area in Maharashtra.
- To develop a mechanism for nurturing farmer producer companies to ensure the sustainable rural development.
- Demonstrating grass root Innovation in water sector through Water Resource Centre.





## Employee of the Year 2020-21



**Sandip Thube**

### Arjuna Award Winner

Sandip Sadashiv Thube is one of the hard-working team members of Yuva Mitra's. He has completed his education in Civil Engineering. He belongs to Donwade village of Nashik and has a family of four members including his Father, Mother, and Brother.

After completing graduation, he joined Yuva Mitra in August 2018 as a Civil Engineer in the project "Catchment Area Development of Jam River in Sinnar Block of Nashik Dist.". His zero experience in the NGO sector did not stop him from learning about the organization's culture and its vision for the sustainable development of the rural community. He quickly grasped his responsibilities and contributed to the effective implementation of the project by using his knowledge and skills as an Engineer.

Sandip makes constant efforts to bring innovative ideas for the successful execution of community-level activities with a great passion for improving the lives of vulnerable communities. His approach of looking at community-level challenges through the lens of an Engineer has enabled him to bring applicable solutions to the table.

Yuva Mitra recognizes Sandip's excellent performance, hard work, and commitment and thanks to him for his contribution to the organization's development. His resilience, ownership, and honesty in work are much appreciated by Yuva Mitra. Based on Sandip's remarkable achievements in implementing Integrated Village Development Program in Sakri in the last year and KRA-based performance evaluation, he is being awarded as an Employee of the Year 2020-21 with Yuva Mitra's Arjun Award to appreciate his invaluable contributions. He is currently working on WASH in School and Menstrual Hygiene Management Project in Pune Dist. as a Project Engineer.

Yuva Mitra wishes him the best for his future endeavours.

# Financial Report

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

Name of the Public Trust : - YUVA MITRA  
Income and Expenditure Account for the year ended 31st March 2021

REGISTRATION NO. F - 3630

Expenditure	Note No.	Amount in Rupees		Income	Note No.	Amount in Rupees	
		2020-21	2019-20			2020-21	2019-20
To Expenditure In Respect Of Properties				By Rent :- (Accrued)			
To Establishment Expenses		32,43,708.40	41,55,205	(Realized)		64,841.00	5,05,000
To Remuneration To Trustees		-	-	By Interest :- (Accrued)			
To Remuneration (In The Case Of Math) Of The Head		-	-	(Realized)		11,68,530.00	8,17,949
Of The Math, Including His Household Expenditure,		-	-	By Dividend			
If Any				By Donations In Cash Or Kind		10,68,410.00	6,40,812
To Legal Expenses		18,210.00	25,665	By Grants		479,45,579.06	780,58,542
To Audit Fees		67,833.00	35,400	By Local Contribution from various bodies		12,97,962.00	29,46,784
To Contribution Fees		-	-	By Administrative Receipts		20,75,243.00	8,77,802
To Amount Written Off		-	2,26,344	By Received towards Training & Seminars		27,16,740.00	19,18,339
To Miscellaneous Expenses		4,701.00	-	By Interest received on IT Refund		2,04,566.00	59,000
To Amounts Transferred To Reserve		-	49	By Full and final Settlemt		61,541.00	95,253
Repairs and Maintenance Fund		10,00,000.00	10,00,000	By Awards - Rewards and Prices		3,500.00	51,000
Sustainability Fund		15,00,000.00	15,00,000	By TDS on account of projects		-	-
Depreciation A/C		11,87,709.00	11,30,458	By Balances Written Back		10,006.00	-
To Expenditure On The Objects Of The Trust		-	-	By Grant recieved by HO :			
(A) Religious		-	-	From ATECF			3,52,400
(B) Educational		479,37,324.66	749,07,110	From BRLF		10,99,867.00	11,04,933
By Surplus carried over to Balance Sheet		71,32,571.00	55,28,080	From NABARD		-	1,33,000
				From JBGVS		12,63,272.00	
				From ARID Communities and Technologies		1,62,000.00	
				From TV Today Network		20,00,000.00	
				From - KSB Care		5,50,000.00	4,84,000
				From PC Foods		2,00,000.00	4,50,000
				From CLP India		2,00,000.00	-
				Intersection Receipt		-	
Total Rupees		620,92,057	885,08,311	Total Rupees		620,92,057	885,08,311

AS PER OUR REPORT ON EVEN DATE

CA. Vikas Garud  
Chartered Accountant  
M No. 043742  
Date :- 12/08/2021  
Place :- Nashik  
UDIN - 21043742AAAACC9442

Mrs. Manisha Pote  
Executive Director  
Date :- 12/08/2021  
Place :- Sinnar

For Yuva Mitra  
Mr. Prashant Virkar  
Secretary

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

REGISTRATION NO. F - 3630

NAME OF THE PUBLIC TRUST : YUVA MITRA  
BALANCE SHEET AS AT : 31ST MARCH 2021

FUNDS & LIABILITIES	Note No.	Amount in Rupees		PROPERTY AND ASSETS	Note No.	Amount in Rupees	
		2020-21	2019-20			2020-21	2019-20
TRUST FUNDS AND CORPUS				IMMOVABLE PROPERTY :-			
Balance as per last balance sheet		35,19,227.00		Land		93,60,690.00	30,22,690
Add :- Received during the year				Yuva Mitra Campus		83,56,725.35	91,71,731
Less :- Utilized during the year		-	35,19,227.00	INVESTMENTS		172,75,045.00	151,17,696
OTHER EARMARKED FUNDS			301,73,303.27	FIXED ASSETS		256,16,394.25	295,76,711
(Created under the provisions of the trust deed				LOANS (Secured or Unsecured)		76,14,399.79	83,40,016
or scheme or out of the Income)				Deposits		12,14,763.00	8,13,517
LIABILITIES :				INCOME OUTSTANDING			
For Advances Grants (Recurring)		467,79,645.09	319,90,829.63	Grant Receivable		7,30,927.35	71,242
For Advances Grants (Interest on Grants)		27,99,887.90	17,61,024.70	Tax Deduction At Source		5,14,980.00	6,86,944
For Expenses		21,41,516.00	19,70,114.00	Sundry Debtors		-	-
For Local Contribution		-	-	CASH AND BANK BALANCES			
INCOME AND EXPENDITURE ACCOUNT				(a) In Saving Account		473,54,750.73	294,46,027
Balance as per last Balance Sheet		269,50,615.80	269,50,615.80	(b) With the Manager		57,006.10	1,18,541
Add : Surplus as per Income & Expenditure A/c		71,32,571.00					
Total Rupees		1180,95,681.57	963,65,114.40	Total Rupees		1180,95,681.57	963,65,114.40

AS PER OUR REPORT ON EVEN DATE

CA. Vikas Garud  
Chartered Accountant  
M No. 043742  
Date :- 12/08/2021  
Place :- Nashik  
UDIN - 21043742AAAACC9442

The above Balance Sheet to the best our belief contains a true account  
of the Funds and Liabilities and of the Property and Assets of the Trust

For Yuva Mitra  
Mrs. Manisha Pote  
Executive Director  
Date :- 12/08/2021  
Place :- Sinnar

Mr. Prashant Virkar  
Secretary

From FY 2020-21, Trust has made certain changes in presentation of Financial Statements with respect to the amounts received by Head Office from the Projects towards Project Expenditure.

Till FY 2019-20, the amounts received by HO from the Project were shown on the Income side and the corresponding expenses were shown on the Expense side. From FY 2020-21, on the recommendations of the Internal Auditor, Trust has squared off both the income and corresponding expenditure against each other in the Consolidated Financial Statements. In order to facilitate comparison with the previous year, a similar change has also been made in the corresponding figures for the previous financial year in the Consolidated Financial Statements of FY 2020-21.



## Invest In Impact

Any activity whether it is social or commercial requires funds. Over the last 17 years with the support from the beautiful minds and hearts of our donors, having a desire to contribute towards social change, has helped Yuva Mitra Shaping Sustainable Development. With the same spirit and confidence have shown be requiring for your support.

### Why Partner with Yuva Mitra

- To create Generations with Creative Self Expression & Critical Understanding
- To Strengthen Community Assets for Sustainable Livelihood Resources.
- To support Community Actions for Human rights & Good Governance

### Approach

Yuva Mitra believes in a people-centered approach to development where people are empowered to become agents of social change. Thus we have strived to work with people on issues that concern them and have implemented pro-people programs. Yuva Mitra works as a catalyst and creates models/institutions which are handed over to the community for re-installing their ownership and responsibility to ensure overall sustainability.

### Monitoring

We monitor our projects very closely to bring about effective utilization of funds. Even the community and the partners are involved in the process to ensure overall sustainability.

### Transparency

We carry out regular audits and our financials are placed in the Annual Reports as well as on the websites for public verification.

### Notifications

1. Tax benefit: Contribution to Yuva Mitra is eligible for tax benefits under section 80 – G of the Income Tax Act and the Annual tax receipt is immediately sent to the door on the respective email ID or address.
2. Updates: Regular updates regarding the utilization of funds are provided on the given email address or sent to the postal address.
3. Yuva Mitra has also established a platform through which the donor can contribute to the social development activities by making payments through ECS.

### Why ECS

Anyone can contribute as little as Rs. 110/- every month.

Hassle-free and easy to set up-

Automatic Contribution – The amount gets debited automatically every month without having to remember about the same.



## Acknowledgment

*We would like to express our appreciation for the assistance, support and co-operation received from all the stakeholders during the journey of our by gone year. We continue to be inspired by the vision that has been so far outlined and discussed. We pray that we are given multiple opportunities & avenues to serve society at large.*

*Last but not the least; we are grateful to all our donors (Corporates, Trusts, Foundations, and Individuals) who have identified with the cause and without whose active contribution, we would not have been able to reach these heights.*



Shaping Sustainable Development ...

Mitrangan Campus, Ghoti Sinnar Highway, Harsule Shivar, At Post- Lonarwadi, Tal. Sinnar,

Dist. Nashik 422 103 (Maharashtra) | Head Office: Phone- 9527402400, 9423970655

Email: [admin@yuvamitra.org](mailto:admin@yuvamitra.org) / [manishapote@yuvamitra.org](mailto:manishapote@yuvamitra.org) | Websites: [www.yuvamitra.org](http://www.yuvamitra.org)

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**Baramati Office :** Spring Village, Wing B, Near Krishnai Lawns, Tandulwadi, Pin – 413 102 Phone – 9175320889

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**Jawhar Office :** Devakinandan Society, Gorwadi, Jawhar, Dist. Palghar Pin – 401 603 Phone – 7517009888

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**Sakri Office :** Plot No. 23, Vikas Colony, Sakri, Tal. Sakri, Dist. Dhule Phone – 7972469047

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**Mahad Office :** Rakesh Mahadik, Behind Abhas House, Near Jarimari Mandir, Kakartale, Mahad.  
Dist. Raigad Pin- 402 301 Contact - 9730710201, 9767895494

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**Chakan Office :** Falt No. 7, Ganesh Residency, Chakan- Ambethan Road, Behind, Indian Oil Petrol Pump,  
Chakan.Tal. Khed, Dist. Pune, 410 501.Contact - 7719853767

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Yuva Mitra ■ Trust Registration No : F - 3630/Nashik. ■ Society Registration No : Maharashtra/3713/94/Nashik  
■ 80 G Registration : Yes ■ FCRA Registration No. 083900077