



Transforming Rural Livelihoods through the Power of Processing and Value Addition

In rural India, farmers face significant challenges, particularly post-harvest losses, fluctuating market prices, and dependence on intermediaries. According to a NABARD study in 2021, **up to 40% of fruits and vegetables are wasted due to inadequate post-harvest infrastructure, resulting in an annual loss of ₹92,000 crores in the Indian agriculture sector.** Farmers often depend on intermediaries, who take a significant share of the profit, leaving them with only **20-25% of the final market price** (FAO 2022). These compounded by limited market access, lack of awareness about value addition, and weak bargaining power, keeping farmers in cycles of low income.

A viable solution to mitigate these challenges is establishing Rural Processing and Value Addition Centers, in the rural areas so that the raw material can be aggregated directly from the farmers. Providing a community-based initiative will enhance the rural economy. By establishing local processing centres, farmers can convert their raw produce into value-added products. This not only extends the shelf life of their produce but also enables them to market directly, reducing reliance on intermediaries and **increasing profit margins by up to 40%** (National Institute of Agricultural Economics and Policy Research, 2022).

SUVIDHA has contributed to the establishment of **Rural Processing and Value Addition Centres across Madhya Pradesh, Assam, Bihar, Meghalaya, and Himachal Pradesh.**

The initiatives focus on training farmers to process a variety of products, including squashes, jams, pickles, candies, spices, healthy snacks (makhana), mustard oil, and rice. Specific units such as the Makhana Nut Processing Unit, Mustard Oil Unit, Rice Processing Unit, Food, Fruit and Spice Processing Units have been developed to enhance local production capabilities. These products are marketed directly in local and urban markets, empowering farmers to increase their income and improve their economic stability.

50+ Community based Rural Enterprises Established benefitting 3000+ farmers.



HIGHLIGHTS

Inspiring Leadership in Action: CEO Visits FRDP Project in Bhagalpur, Bihar

Sangam (LIC HFL): Capacity Building of Farmers in Lakadong Turmeric and Nadia Ginger Cultivation

HRDP MP 2.0 (HDFC Parivartan): Empowering Women with Tailoring Skills

PROSPER (Mankind Pharma): Empowering Farmers through Pre- and Post-Harvest Training

PROJECT UPDATES

Climate Protection Project in Himalayan Landscape of Uttarakhand, India (Terres des Hommes) Orientation cum Training Program for Strengthening Technical Expertise and Collaboration

SUVIDHA recently organized a two-day orientation-cum-training program on September 3rd and 4th, 2024, in Haldwani, Uttarakhand. SUVIDHA provided technical assistance to the implementing partners, Aman and HESCO, to enhance their capabilities for climate project execution.

The program featured technical sessions on Carbon Registry and Verification, Stakeholder Consultation, Work Action Planning, Climate Interventions, and Monitoring and Evaluation. These sessions provided valuable insights to ensure the effective implementation of climate-focused initiatives.

On Day 2, participants visited Pratappur Village, Gaulapar, to gain hands-on experience with biogas technology. The field visit enabled them to understand the practical aspects of biogas construction, operation, and community engagement. This initiative strengthened collaboration among partners and built a strong foundation for sustainable climate solutions in the Himalayan region.



Sangam (LIC HFL): Capacity Building of Farmers in Lakadong Turmeric and Nadia Ginger Cultivation

A capacity-building program in collaboration with Krishi Vigyan Kendra (KVK), West Jaintia Hills, Meghalaya was conducted to empower farmers with sustainable agricultural practices for Lakadong turmeric and Nadia ginger cultivation.

Experts from KVK provided valuable insights on sustainable farming techniques, including post-plantation care, which will help farmers maintain healthy crops and boost productivity. The sessions also covered organic pest control and soil health management to minimize environmental impact while maximizing output.

The initiative equips farmers with the knowledge and skills needed to enhance their turmeric and ginger harvests sustainably, ensuring long-term agricultural success in the region.



Gram Seva (SBI Foundation): Tackling Healthcare and Livestock Challenges in Chamba, Himachal Pradesh



The lack of medical facilities and emergency transport often puts lives at risk, while farmers struggle with maintaining livestock health due to insufficient knowledge and resources. The SBI Gram Seva Project is addressing these issues through targeted interventions

Sanjeevani Medical Mobile Van: Bringing Healthcare to Rural Communities:

The Sanjeevani Medical Mobile Van is addressing the lack of healthcare access in remote areas by providing emergency medical services in Chamba. The van assists in transferring emergency and referred patients from Community Health Centres (CHCs) to hospitals for specialized care. The van is proving to be a critical resource, especially for pregnant women, by facilitating quick transfers to the hospitals. Equipped with a female medical attendant, the van ensures patients receive timely care during emergencies. This initiative is making healthcare accessible and reliable for underserved rural communities.

Farmer's Knowledge for Sustainable Livestock Farming

A capacity-building program on sustainable livestock farming was conducted in Kiri Gram Panchayat, Chamba, Himachal Pradesh, facilitated by Dr. Kehar Singh, Senior Scientist from Krishi Vigyan Kendra (KVK), to equip local farmers with essential knowledge and skills. By focusing on balanced nutrition, disease prevention, and the significance of mineral supplements, the initiative seeks to empower farmers to increase productivity and ensure the health of their livestock. The training equips farmers with tools to boost productivity and resilience.



HRDP MP 2.0 (HDFC Parivartan): Empowering Women with Tailoring Skills

Rural women in Maheshwar, Madhya Pradesh, often rely on traditional agricultural activities for their livelihoods, which can be unpredictable and insufficient.

Recognizing the need for skill development to create sustainable income opportunities, a new sewing and tailoring centre has been inaugurated under the project.

The women trainees are enrolled in a three-month program, where they receive hands-on training in tailoring techniques from an expert instructor.

The centre aims to enhance their employability and foster entrepreneurship among them. The women are gaining financial independence and improving their socio-economic status.



HRDP Jorhat (HDFC Parivartan) Setting Up Solar Street Lights and Home Lighting Solution

There was a pressing need to address the challenge of limited access to reliable electricity, which hampers daily activities and poses safety risks after dark in the villages of Jorhat District, Assam. Previously, during power cuts, residents relied on lanterns that were not only unreliable but also costly in terms of fuel and contributed to climate pollution.

To resolve these issues, solar power in the form of domestic and street solar lights were installed across **13 villages**.

This solution provides a reliable and environmentally friendly alternative to traditional lighting methods, ensuring that residents can enjoy consistent illumination without the drawbacks of lanterns.

Moreover, this initiative contributes to a reduced carbon footprint, aligning with our commitment to sustainability. By decreasing reliance on fossil fuels, we are taking significant steps toward a greener future.



PRAWAH (Hindustan Unilever Foundation) Enhancing Water Sustainability through Community Participation



To significantly enhance water sustainability, we have successfully onboarded 100 Community Resource Persons (CRPs), known as Jal Sakhis and Jal Mitras, across five blocks in Budaun District, Uttarakhand.

This dedicated group, comprising **43% women**, will serve as vital water stewards, playing a crucial role in promoting water efficiency and environmental stewardship in 100 villages.

An orientation program was conducted to familiarize the Jal Sakhis and Jal Mitras with the project's objectives, approaches, and anticipated impacts.

The training emphasized participatory action development to tackle local water and environmental challenges. Participants gained insights into their essential roles in collaborating with farmers to improve agricultural water use efficiency, fostering a community-centric approach to sustainable farming practices.

A Visit from Hindustan Unilever Foundation: Fostering Community Engagement and Empowerment

On September 16th and 17th, we had the privilege of hosting Mr. Kumud Joshi, Program Manager in the project area. During his visit, Mr. Joshi engaged in insightful discussions with the project team, offering valuable insights and a fresh perspective on the initiatives.

His interactions extended to Community Resource Persons (CRPs), Women Empowerment Group (WEG) members, and local farmers of the villages. These conversations focused on understanding the irrigation sources, water levels, and the challenges faced by the farming community.

We are incredibly grateful for HUF's unwavering support and guidance. Together, we are committed to empowering communities and promoting water efficiency in the region, ensuring a sustainable future for all.

Unnati (SBI Foundation): Empowering Rural Women through Income Diversification

Rural women often face significant challenges due to the lack of stable income sources, which limits their financial independence and affects their confidence in contributing to household decisions.

To address these challenges, women-led enterprises focusing on income diversification and economic resilience have been established in Solan and Sirmaur Districts, Himachal Pradesh. In the group enterprise model, **22 Fruit Processing** Units have been set up, benefiting **220 women**. In addition, Individual Poultry Enterprises were introduced to **73 women**.

These women received extensive training on skill development and input support to establish their enterprises, with their products now being sold under the brand name **"Women's Pride."** The project team continues to provide ongoing handholding and marketing support to ensure the success and sustainability of their ventures.

These interventions are empowering women by mainstreaming them into local economies, fostering financial independence, boosting self-confidence, and increasing their awareness. As a result, women are now better equipped to improve their livelihoods and contribute meaningfully to their families and communities.



PROSPER (Mankind Pharma): Empowering Farmers through Pre- and Post-Harvest Training

Frequent interactions with the community about the challenges faced by farmers revealed a critical need for pre- and post-harvest management training. The field team identified that such training would significantly reduce post-harvest losses and help streamline farmers' income.

In response, a comprehensive training program aimed at bridging the gap between agricultural research and practical farming techniques was conducted in Hastinapur, Uttar Pradesh, to enhance productivity, minimize losses, and empower farmers with the knowledge and skills needed to foster resilience and sustainable agricultural growth.

Funder Visit to Monitor Progress and Collaborate

Mr. Alok Pandey, Senior Manager, Mankind Pharma, visited Hastinapur Block, Meerut, to monitor the progress of the project. During his visit, he assessed orchard development initiatives, interacted with farmers and Village Kind Committee (VKC) members, and visited local schools to understand their infrastructure needs.

The visit not only provided insights into the project's impact but also facilitated discussions on future collaborations and strategies, further strengthening the partnership aimed at empowering rural communities and promoting sustainable development.



Feature in Indigo Reach Magazine

https://www.goindigo.in/campaigns/hello-6e/2024/october.html?linkNav=october_hello-6e~service-listing~1#book5/54

Corporate Social Responsibility

4,010

households impacted
positively through multiple
project interventions



3,010

energy efficient cooking
stoves distributed &
300 biogas plants installed

**IndiGo
Reach**

Empowering rural communities through
conservation and sustainable initiatives, in
the Nahar Block of Sirmour, in partnership
with Suvidha. We reach out not just
with our planes, but with our heart.



15,000

trees planted to
conserve soil &
enhance livelihoods



30,387

approximate tons of
carbon emissions reduced
over three years through
these interventions

H2OPE (Hyundai Motor India Foundation)

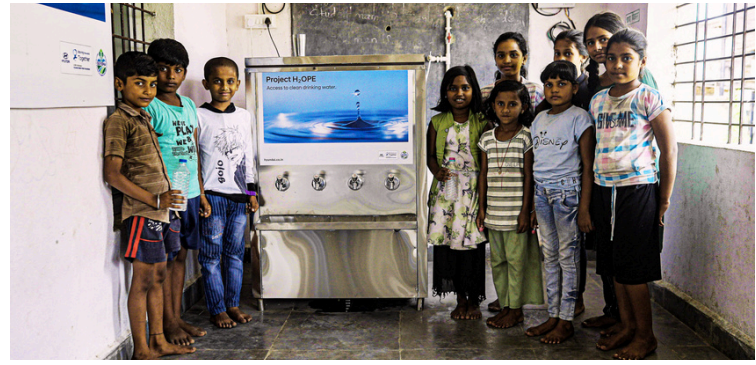
Successful Completion of the Project in 100 Government Schools.

We are proud to announce the successful completion of the **Project 'Augmenting Safe Drinking Water' under H2OPE** initiative, which has significantly improved health, hygiene, and water conservation in **100 Government Schools in Gadchiroli District, Maharashtra**. This groundbreaking project focused on ensuring access to safe drinking water, enhancing water quality, and upgrading storage facilities to create a healthier learning environment for students.

Schools were equipped with modern water purifiers and coolers, ensuring that students have access to clean and cool drinking water throughout the day. For those lacking adequate water sources, we undertook boring work to establish reliable water supply systems directly on school premises.

Comprehensive pre and post water quality testing was conducted to assess improvements in water safety and quality, confirming the effectiveness and sustainability of the interventions. Additionally, interactive workshops and discussions educated students and staff about the significance of safe drinking water and water conservation, instilling lifelong habits of health and hygiene.

The project culminated in a formal hand-over of the installed facilities, accompanied by training for school staff on maintaining the equipment and promoting ongoing awareness efforts, ensuring a lasting impact on the community.



Inspiring Leadership in Action: CEO Visits FRDP Project in Bhagalpur, Bihar

SUVIDHA's commitment to community-driven development, highlighting the significance of a decentralized approach is demonstrated by the Field Visit of **Mr. Deepak Pandey, CEO, SUVIDHA**. His presence provided essential guidance and support to the project team as the project embarked on the implementation phase.

In addition, the CEO actively monitored the ongoing interventions, ensuring that the initiatives were progressing effectively and aligned with project goals. Engaging with stakeholders and community members, he reinforced understanding local needs and adapting solutions accordingly.

The visit also facilitated strategic planning for upcoming activities. By embodying a decentralized approach, SUVIDHA empowers communities to take ownership of their development, fostering long-term, sustainable solutions that address their unique challenges.



Collaborations: Initiating Transformative Ventures

"Enabling Educational Infrastructure in Rural Government Schools" funded by KRC (Kutch Railways Corporation), being implemented in Banaskantha District of Gujarat.