Transforming Rural India

Transforming Rural India (TRI) is about making Stranded India, i.e. the 100,000 poorest villages in India, thrive with vibrant opportunity, where residents experience hope, opportunity and scope for advancing their life situation.

These villages are largely concentrated in Eastern and Central India.
Drivers of Transformative Change

1. **Agency of mobilised rural communities**
   Communities take ownership of their own development and lead the process of change creating regenerative sustenance.

2. **Multi-dimensional quality life change**
   Economic development, healthcare, nutrition, primary education, climate resilience, nutrition, gender equality and local governance are inter-connected - irreversible graduation requires simultaneous movement across all these dimensions.

3. **Inter-sector Collaboration between Sarkar (State), Samaj (Society), Bazar (Market)**
   All stakeholders – rural communities, government, market players, civil society organisations (CSOs), expert organisations, and donors – synergise best practices and strengths, coming together in solving the adaptive challenge of rural transformation.

4. **Tipping Scale of engagement**
   Self-sustaining processes require critical mass; frontline organizations in cluster of villages support adoption of new practices and reducing cultural normative barriers.

**What TRI Does**

- Curates partnerships bringing best CSOs to work together in a cluster of villages;
- Partners with government for better service delivery and supporting civic action;
- Catalyses market solutions for quality life services – healthcare, education, drinking water, etc.;
- Institutes processes to take ownership for results; and
- Builds processes and protocols for scaling-up.

*Village collective planning engagement to improve local schools*
(Source: Prajayatna, Raidih block, Jharkhand)
Quality Life Impact

**PILOTS**

**Intensive** 500,00 people | 1000 villages | 10 Blocks | Jharkhand, Madhya Pradesh

**Non-intensive** 7 Blocks | Orissa, West Bengal, Chhattisgarh, Rajasthan

**TRI CHANGE PLATFORM**

**GOVERNMENT**
- Public Investment
- Services
- Mobilization
- Capacity Building

**MARKET**
- Demand
- Mobilization
- Innovation

**RURAL COMMUNITY**
- Aspiration responsibility
- Organize multi-dimensional change
- Practice adoption

**Frontline NGO (FNGO)**
- 4 FNGOs, 8 TNGOs
- Joint ground action with Madhya Pradesh State Rural Livelihoods Mission

**Expert Resource NGO (TNGO)**
- Core Support
- TATA Trusts

**PILOTS**

- 4 FNGOs, 8 TNGOs
- Strategic Partnerships
  - Evaluation & progress tracking
  - Action program & learning
  - Frontline demonstration
- Market Solutioning
  - 2 enterprises for affordable healthcare
  - 1 enterprise for pre-school solutions
  - 1 incubator for farm output linkage
  - 1 corporate farm output linkage
- 60,000 families in community collectives
- 5,000 lakhpati families

**PROGRESS**

- 4 FNGOs, 8 TNGOs
- Catalyst Public Investments
  - ₹ 770 million for pilots
  - ₹ 2800 million for irrigation, WHS, poultry, agriculture
- Block Pilots
  - IKEA Foundation – 12
  - TATA Trusts – 4
  - APPI - 1

**Catalysed Public Investments**
- ₹ 770 million for pilots
- ₹ 2800 million for irrigation, WHS, poultry, agriculture
Community-managed Children Activity Centres
(Source: AKRSP and Samavesh, Khaknar block, MP)

xy-managed Children Activity Centres
(Source: xxxxxx xxxxxxmavesh, Khaknar block, MP)
Building the Foundation

FOCUS ON RESULTS
TRI’s Theory of Change, operational strategy and framework for measuring results were finalised after discussions with all stakeholders. These have been summarized by IMAGO Global Grassroots. Sambodhi Research and Communications Pvt. Ltd, country’s leading evaluation agency, is doing third party progress and impact tracking. Detailed baseline has been completed in all pilot blocks and from next year annual progress reporting will commence.

‘HOW-TO’ PROCESS GUIDEBOOK
TRI created and tested process manuals community collectives to envision and prioritize elements of Quality Life and make action-plans. A second set of guidebook was created around driving farm prosperity through shifts in the mind-set of communities and engaging youth. The TRI Health & Nutrition Guidebook supports community volunteers to facilitate adoption of micro-practices.

Mobilizing the community
When community collectives decide on priorities, set goals, harness and commit internal resources, draft plans and put in place mechanisms to achieve their goals, multi-dimensional and transformative change becomes possible.

In the 10 blocks of Jharkhand and Madhya Pradesh where intensive pilots have started, TRI frontline partners [AKRspi, ASA, FES and PRADAN] are mobilizing to bring in nearly 70 per cent of households, especially women, in their collectives with expanded focus on multi-dimensional change and community action.

Activities

Change Vectors getting trained on facilitating adoption of health & nutrition micro-practices
[Source: PHRN, Raidih block, Jharkhand]
Health and Nutrition

**AIM**
Improved overall health and more specifically the nutritional status of adolescent girls, children and adult women

**STRATEGIES**
- Community action for “practice adoption” supported by change vectors
- “Access to quality public health services” by leveraging interface platforms like VHND (Village Health Nutrition Day), VHSC (Village Health & Sanitation Committee, statutory body of Gram Panchayat) and strengthening capacity of frontline-staff

**ACTIVITIES**
In all pilot blocks, Health & Nutrition Resource Organisations [CINI, CHETNA, PHRN and FFHIT] have set up block-level teams to support frontline NGOs and community collectives in building perspective, skills and linkages on reproductive and child health, nutrition, and communicable diseases. Community volunteers called ‘change vectors’ have been trained to facilitate health-seeking behaviour in communities, link with frontline staff, and facilitate processes challenging detrimental cultural and traditional practices.
Primary Education

**AIM**
Creating foundational learning opportunities for all children in primary schools leading to age appropriate effective learning outcomes

**STRATEGIES**
- Enhance interaction between parent and child
- Strengthen engagement between parent and school
- Forge community engagement with school, and building & sustaining a local ecosystem to support education
- Enhance motivation and capacity of teachers
- Strengthen the academic, governance and administrative aspects of the education system

**ACTIVITIES**
TRI’s Education partner organisations, [Eklavya, Vikramshila, Prajyatna, Vidya Bhawan Society and Samavesh], have set up block level teams in Pilot Blocks that are engaging with the community and the school system to bring substantive and sustained change in learning outcomes. In each block baseline studies on schools have been completed.
Farm Prosperity

**AIM**
Ensuring 70% of the farmers earn more than ₹ 100,000 a year

**STRATEGIES**
- Configure appropriate market-linked cropping pattern for each area
- Enhance the capacity of farm production systems by ensuring water control and irrigation
- Fix broken supply chains and bridge the information asymmetry
- Increase access to capital and mitigate risk

“As agriculture entrepreneur I earn enough for my family. I now have license to sell fertilisers, seeds....this helps other farmers as now they do not pay exorbitant prices and don’t get cheated”

**Micheal Ekka**
53, an Agricultural Entrepreneur

(Source: SFI, Raidih block, Jharkhand)

Agriculture Entrepreneurs getting trained on commercial farming
(Source: SFI, Torpa block, Jharkhand)
**ACTIVITIES**

In partnership with Syngenta Foundation India in 3 pilot blocks in Jharkhand, 119 rural youth were trained to support commercial agriculture, 75 youth were deployed as Agriculture Technology Assistants (ATAs) and 33 graduated as agro-entrepreneurs (AEs). The associated developments are:

- New input supply chains with ecommerce and local wholesalers were developed for ATAs/AEs to provide crop inputs to farmers
- Credit linkage through AE-linked Kisan Credit Cards from IDBI Bank commenced
- 80% of participant farmers are expected to attain a targeted annual income of ₹ 100,000.
- 26 AEs are setting up commercial nurseries and 2 AEs have set equipment hire centres

In partnership with MASS, a local agency, a Farm Technology Demonstration Centre is being established in Ranchi, led by a reputed retired horticulture scientist from ICAR.

Further, an agreement with Mother Dairy Fruits & Vegetables was signed for assured lifting and price realisation to participating farmers. Sarai, an agri-marketing company incubated by TRI, is providing marketing support to farmers.
Curating a Multi-Stakeholder Change

GOVERNMENT
MoUs with state governments to strengthen community action, and respond to demands

Formal agreements
- Department of Public Health, Madhya Pradesh, in the six pilot blocks to plan, review, highlight and address supply-side challenges. With the TATA Trusts’ Health Unit.
- Tribal Welfare Department, Madhya Pradesh, in developing a community-centric plan for PVTGs (Particularly Vulnerable Tribal Groups) seek GoI’s assistance of ₹3,000 million.
- Rural Development department, Madhya Pradesh, to expand the scope of SHGs promoted by NRLM to multi-dimensional change.
- Rural Development department, Jharkhand, for intensifying IPPE-II and GPDP planning.

Solutions for Quality Life Service
- iKure for affordable healthcare
- SevaMob for door-step healthcare delivery
- Sudiksha for pre-school
- Sarai for Agri-inputs and marketing start-up

MARKET

CIVIL SOCIETY ORGANISATIONS
Bring multiple actors and thematic sectors to collectively work in a block

How
Convergent multi-thematic action on the ground curated by TRI around agreed results with mission focus and approach fidelity

Approach
- Programme Guidance Council: FNGOs engaged in livelihoods and community
- Thematic Sector Council: TNGOs engaged in their respective Sector Councils of Health & Nutrition or education

Strategic partnerships
- Sambodhi Research and Communications: Anchor measurements, including baseline, annual dipstick, impact reporting and evaluation
- IMAGO Global Grassroots’ Prof. Isabel Guerrero and Prof. Michael Walton, Harvard University

Action Research and Partnerships
- Dr. Hriday Kant Dewan mentors engagement in Primary Education and supports Education Sector Council.
- Ms Suneeta Dhar engaged in integration of gender elements and capacity building of partner NGOs
- Mr Amjad Khan supports on community building and works with partners in demonstrating the approach
A paper, TRI as a Strategy for India to achieve SDG 2015, was published in the book titled *SDGs: catalysts for analysis, Innovation and Implementation* by the University of Pennsylvania. The book explores key issues surrounding the SDGs while documenting the role think-tanks play in engaging the public and policy-makers.

Rural Community Aspiration survey was conducted on the aspirations of communities across 10 districts of West Bengal, Jharkhand and Madhya Pradesh by the International Food Policy Research Institute (IFPRI) and the Oxford Policy Institute.

TRI joined as a member of the Ministry of Rural Development’s committee for Start-up Village Entrepreneurship Programme and Producer Collectives.

**Turning spotlight on rural India**

Village square is an integrated communications initiative to bring issues of rural India to mainstream, specifically younger Indians. Village Square stories have been republished regularly in leading publications such as Huffpost, The Quint, The News Minute, Scroll, The Citizen, and The Wire.

The Rural analytics centre (TRAC) is an online platform co-created by Sambodhi and TRI to produce, publish and increase use of rural-specific data.
# Abridged statement of Accounts

## Transforming Rural India Foundation

### Income and Expenditure Account

<table>
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<tr>
<th>Particulars</th>
<th>Note No.</th>
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<td><strong>I INCOME</strong></td>
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<td><strong>Total income</strong></td>
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<td><strong>Total expenses</strong></td>
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<td><strong>III Excess of Income over Expenditure before tax</strong></td>
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<td><strong>IV Tax expense</strong></td>
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<td><strong>V Excess of Income over Expenditure for the year</strong></td>
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See accompanying notes forming part of the financial statements 1-17

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As per our report of even date attached for N S B & ASSOCIATES
Chartered Accountants
Firm No.: 023043N

Nandan Singh Bisht
Partner
M. No. 099805
Date: 21-3 July, 2017
Place: New Delhi

For and on behalf of the Board of
Transforming Rural India Foundation

Sanjeev Janardhan Phansalkar
Director
DIN 02360656

Ashish Deshpande
Director
DIN 03801898

Anish Kumar
Director
DIN 02597905
EXPENSE BREAK-UP

TRI TEAM COSTS: {TATA Trusts ~68%, APPI ~7%, IKEA Foundation ~ 25%}

Program Costs

Cost Centre Cost

- Partnership Management/Development
- Market Engagement
- Organisational Costs
- Health & Nutrition
- Livelihood & Prosperity
- Societal Outreach
- Primary Education

Water-tank construction as part of Safe Drinking Water intervention
(Source: Gram Vikas, Raidih block, Jharkhand)
Governance

**ADVISORY COUNCIL**
Ms Bharti Gupta Ramola (Chair)
Mr R Venkataraman
Ms Ireena Vittal

*Overall guidance, particularly on programmatic engagement, platform design and institutional matters; the council met two times in 2016-2017.*

**STRATEGIC BOARD**
Dr Sanjiv Phansalkar (Chair)
Mr Ashish Deshpande
Mr Anirban Ghose
Mr Anish Kumar
Mr Kumar Chaitanya (Special Invitee)

*Fiduciary matters, internal systems, programme and budget review, and new partnerships; the Board met three times in 2016-2017.*

**PROGRAMME GUIDANCE COUNCIL**
CEOs of frontline NGO Partners AKRSP, ASA, BAIF, PRADAN and Srijan

*Discusses and reviews programme; the council met twice in 2016-17.*

**SECTOR COUNCILS**
Education: Eklavya, Samavesh, Vidya Bhawan, Prajayatna and Vikramshila
Health & Nutrition: PHRN, Chetna, CINI and FFHIT

*Finalizes sector strategy, reviews progress and supports joint action*
A TATA Trusts Initiative

CONTACT DETAILS

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GLOSSARY
i. AKRSPI – Aga Khan Rural Support Programme (India)
ii. APPI – Azim Premji Philanthropic Initiatives
iii. ASA – Action for Social Advancement
iv. CINI – Child in Need Institute
v. FES – Foundation for Ecological Security
vi. FFHIT – Freedom from Hunger Trust
vii. PRADAN – Professional Assistance For Development Action
viii. PHRN – Public Health Resource Network
ix. BMI – Body Mass Index
x. IMR – Infant Mortality Rate
xi. NMR – Neonatal Mortality Rate
xii. MMR – Maternal Mortality Rate
xiii. U-5 – Under 5
xiv. NRLM – National Rural Livelihood Mission

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