## TRI TRANSFORM RURAL INDIA

# TRANSFORM RURAL INDIA FOUNDATION

YEAR IN REVIEW 2018-19

Picture: General Body Meeting of village organisation, Navshakti CLF, Mission Antyodaya, Bagliya, Block Manawar, Dhar, MP, Source: TRIF



Transform Rural India is a platform for galvanizing collaborative endeavor of communities, civil society, government, market players and donors to work towards rapid and holistic transformation of villages into places of vibrant opportunities. TRI curates partnerships to bring best practices, learning focused at transforming villages; and aggregating demand and supply for higher convening and negotiating power.

Picture: General Body Meeting of village organisation, Navshakti CLF, Mission Antyodaya, Bagliya, Block Manawar, Dhar, MP, Source: TRIF

#### Letter from the Chairperson



Dr. Sanjiv Phansalkar

#### Friends,

#### I am happy to share our 3rd Annual Report.

2019 has been pivotal for us. We partnered with government in two recently launched programs focused on multi-dimensional change – *Mission Antyodaya* and *Transformation of Aspirational Districts*. In both these programmes, we are contributing by bringing community-based/demand-side engagement and strengthening local capacities in delivery of public services. Responding to demands of opportunity youth in villages, we have initiated skills and enterprise programs.

Institutional and third-party assessment have affirmed broad approach and showed discernible early gains. However, they have also tempered our enthusiasm on bringing rapid change in sticky development indicators. Our team doubled, infusion of fresh young energy with an infectious can-do spirit, required us to streamline internal leadership and integrative processes.

The progress and creation of new opportunities has only been possible with the support of our partners, specifically the ones on our Sector Councils of Health & Nutrition and Education, who have together set out innovative pathways, created replicable tools and methodologies for community-led processes. It's a source of great energy to have 21 leading NGOs as part of the TRI Impact Platform.

We are grateful to government departments – at both central and state level – for giving us opportunity, and to our donors for believing in us. Faith in us and support to the idea of Transform Rural India by our principal donors Tata Trusts and Azim Premji Philanthropic Initiatives continued to enthuse, strengthen and guide us in our work.

In the next few pages we share our progress, learning and challenges.



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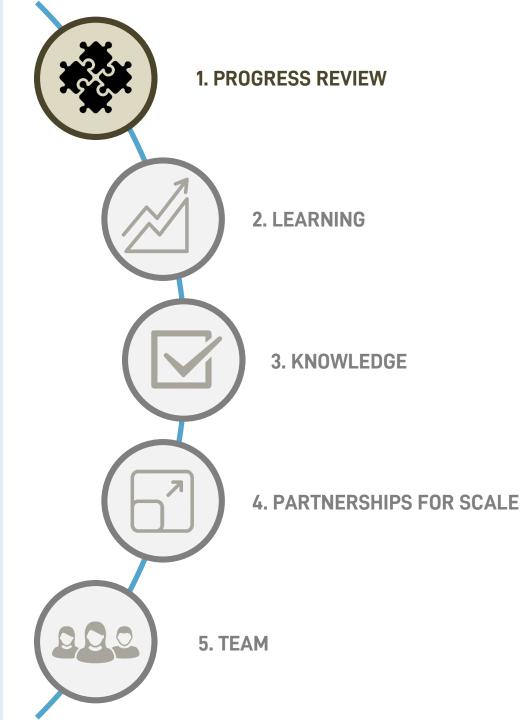
2018-

PROGRESS

Transform Rural India brings multiple actors interested in transforming rural India. Key to our success is strength in laying out transformative sectoral strategies that converges and brings synergy and knock-on impacts across various quality life dimensions; forging robust partnerships and instituting processes that create conditions for stake-holders to work together. In 2018 -19 we made rapid progress across these dimensions.

We significantly increased our presence in "stranded India" the poorest 100,000 villages, we are now present in 49 Districts. In partnership with Madhya Pradesh State Rural Livelihood Mission the "multi-dimensional pilots" extended to 8 new blocks. Transformation of Aspirational Districts Programme offered us an opportunity to set up District Resource Cells in 35 Left Wing Affected Districts. As we harnessed new opportunities to change lives of village communities, strengthening internal organization became simultaneous focus.





#### OUR OUTREACH



Outreach of our intensive community based multidimensional change engagement reached 18 Blocks (previous year 10 Blocks). Building on our existing work with Madhya Pradesh State Livelihoods Mission and with Panchayats in Rajpur district of MP, supported by Azim Premji Philanthropic *Initiatives. We consolidated learnings to initiate engagement* in 8 new Blocks in Madhya Pradesh within the framework of Government of India's flagship programme Mission Antyodaya. Engagement in 7 Blocks (non-Intensive) continued to be supported by TRI network and common strategies reaching 776 villages. In the intensive blocks (1305 Villages) engagement reached 90 % of target villages, meeting critical precondition for population level impact. These include over 40 % of the villages covered with Health & Nutrition and Primary Education interventions.



## **HEALTH & NUTRITION**

Picture: Govt. school session on reproductive health & hygiene, PRIDE programme, Jharkhand, Source: PHRN

## 632

Villages Covered

#### 500 Villages With 'Community-based'

munity-based' Practices'

## 210

Villages With Functional Health Committees

#### **1291** Women Change Vectors Fr

Government Frontline Workers Oriented

772



#### AREAS OF ENGAGEMENT

#### SUMMARY PROGRESS

Content of engagement and Delivery

- Perspective Building Modules for Change Vectors developed
- Federation and Village Organization Module
- Community Needs Assessment and Public Systems Gap Analysis completed

**Tracking Implementation** 

Partnership Nurturing and Administrative

- Online Progress Tracking instituted
- Sector Council met regularly
- Project Steering Committee all partners regularised
- Routine review and planning meeting with partners at state level



## EDUCATION

Picture: Story making activity in Seekhon Mela, Block Hirabandh, Bankura, West Bengal, Source Vikramshila - R-NGO

### 830

villages covered

### 786

villages with VO active villages with **Education issues** 'Education Volunteers'

### 771

schools with strengthening SMC 562

schools with ABL demonstrated

गर्यशाला में ग्राम संगठन को आमंत्रित करते हए 02/11/17



**Enhance Parent-Child** Interactions

Parents participating in activities with children: 562



457

**Strengthen Parent-School** Engagement

Parents attending Parent Teacher Meeting: 355 Villages



Communitization

Schools with strengthened SMC: 771 Village Organisations engaged on Education issues: 457



**Teacher Motivation and** Capacities

Teachers trained: 1053 Schools with ABL demonstrated: 562



**Strengthen Education** System: Academic & **Administration** 

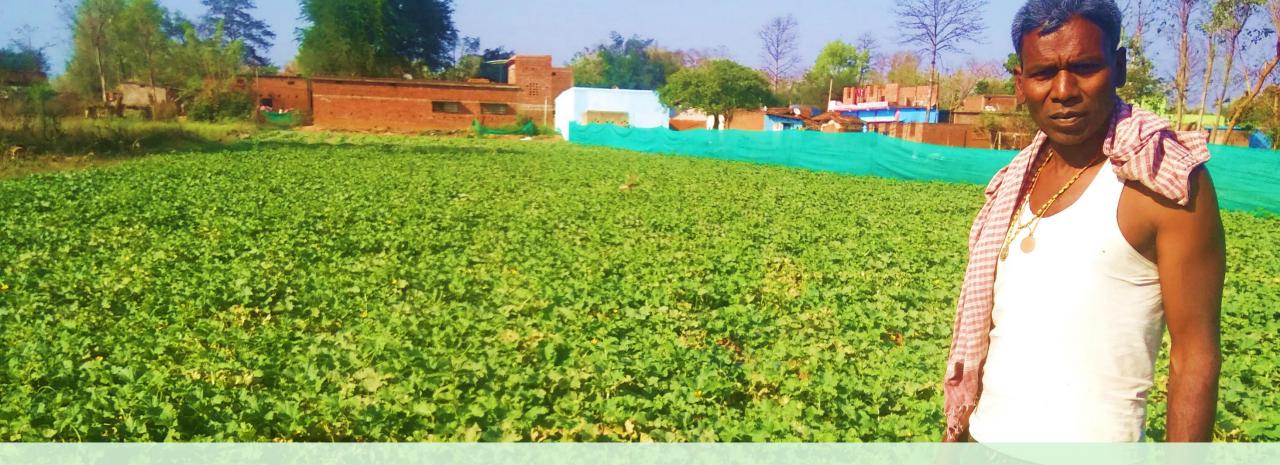
Input to support CRCs : 85 TRC created : 34

Picture: Siksha Protsahan Kendra/Classroom activity, Bichhiya Mandla, MP, Source: Eklavya (R-NGO), FES (F-NGO); Education initiative, Sagar Raheli, Sagar, MP, Source: Samavesh



# PROSPERITY

Picture: Nageswar Bediya, Mask melon cultivation, MFDP program, Block Gola, Ramgarh, Jharkhand, Source: TRIF



#### **Livelihoods Intensification**

During the year, consolidation of livelihood actions was done with interventions in three segments

- 1. Commercialization of farm sector by developing appropriate local solution.
- 2. Entrepreneurship targeted at building a model template for youth from rural and semi-rural areas to start business.
- 3. "Skilling rural youth for jobs", seeks to build a model for unreached village youth to connect to existing skill ecosystem through a human-tech solution.

## **OUR PROSPERITY ENGAGEMENT**





Agri-Entrepreneur | High Value Agriculture | Market Linkages | Fixing Supply Chain

- 8 Blocks in Jharkhand, 4 Blocks in M.P.
- Engaging with Community collective
- Data Driven & Tech Enabled Support
- Fixing Broken Supply chain & Market Partnerships
- Ensuring Control over Water
- 7 Partners : IL&FS, PAN-IIT, Quess Corp, B-Able, Vivo HealthCare, DB Tech & MP State Skill Development
- Customized App for on boarding, self selection & matchmaking
- 900+ youths, 26 Sarathis operational, 150 youths linked to training with around 100 youths placed successfully



PROSPERITY

**SUPPORTIVE** 

#### Asset Augmentation | Millionaire Farmer Development Program | Farmer Technology Center

- Focus on asset augmentation with state and private partnerships
- Embedded cells with the government to enhance efficiency and service delivery like SIEC, MNREGS Planning Cell

Center for Mass Rural Entrepreneurship | Market Solutions for Stranded India

- Digital Application for on-boarding, training & proposal formulation
- System of mentorship & service support
- Franchisee option with Our Food, Nex Connect, Sudiksha, Selco
- 24 Youth being supported

Picture: Nageswar Bediya, Mask melon cultivation, MFDP program, Block Gola, Ramgarh, Jharkhand, Source: TRIF

**SKILLS** 

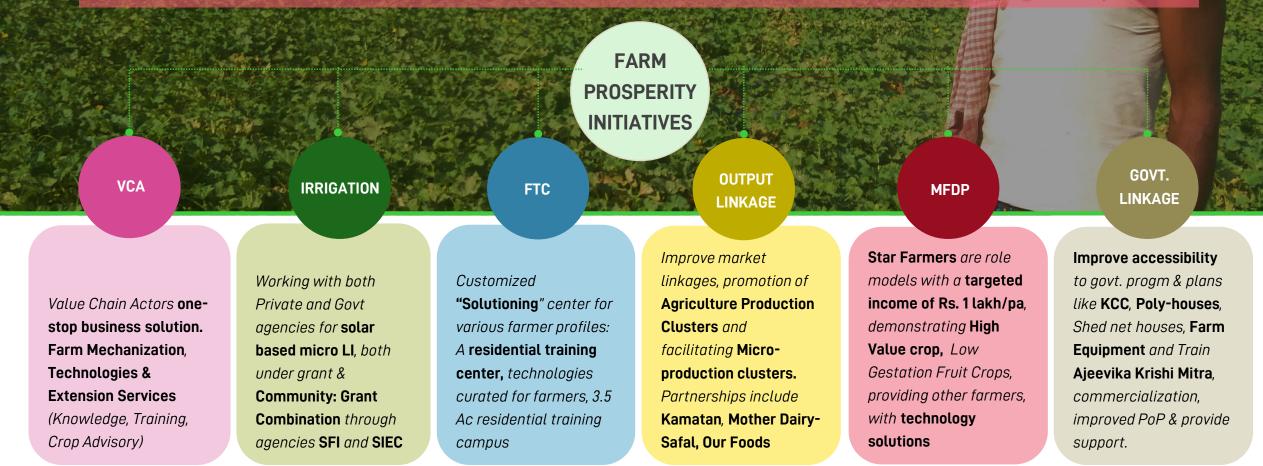


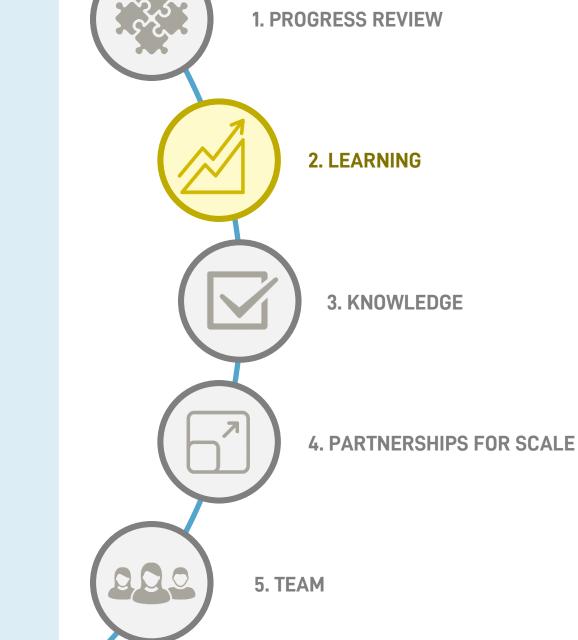
**ENTERPRISES** 

## FARM ENGAGEMENT

#### **PROBLEM STATEMENT**

- Small holder farmers have very low efficiency, which makes the profession neither rewarding nor aspirational for the youth
- Existing agricultural extension set-ups may not serve diverse approach required considering resource endowment, skills & income aspiration of small holders.
- Weak Market linkages have crippled the chance for small holder farmer's fair opportunity for dignified earnings from Agriculture





TRI had begun with the presumption that a certain degree of intense presence in sufficiently large number of villages is necessary for the shift to multi-thematic, community owned and driven path of development. Four issues were discovered as the process of implementation unfolded and TRI is internalising these issues.

The first was challenge on the basic premise of presence in a whole block or even a dominant part of a block. Secondly, the intensity, degree and content of existing engagements with communities of the field level NGOs varied a great deal.

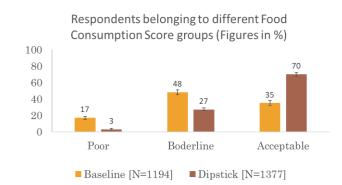
The third issue relates to the compatibility between the idea of TRI and the core engagement of the front line organization. The fourth issue relates to experience of an organization to both transmit the commitment made by its top management in letter and spirit to the operating level and also to align operating policies and practices in time and space to the commitment so made.

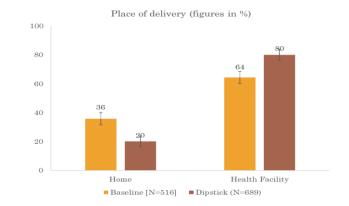
## **PROGRAMME ASSESSMENT**

Sambodhi completed dipstick assessment in May 2018 where engagement had started in October 2016. Assessment of 20 months of TRI engagement affirmed enough pointers to Theory of Change. Discernible early gains on – adoption of food diversity, access to health & nutrition services, improvement in learning outcomes, including progress on sticky indicators like, IYCF practices, food diversity, use of toilets. Productivity and income gains show encouraging shift in proportion of households in bottom quintile and top quintile, however, very modest change. Slow progress on income, improvements in infrastructure, access to services and entitlements indicate need for intensifying engagement around mobilising investments from government and livelihood action.

### HIGHLIGHTS

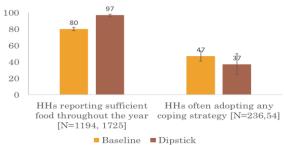
- There is a considerable change in awareness and access to Govt Schemes
- Visible increase in access to AWC services
- Income from agriculture increased from baseline to dipstick
- Availability of toilet increased leading to further decline in the practice of open defecation.
- Proportion of institutional delivery and fully immunized children increased
- The proportion of students studying in std 5 who were able to solve division has increased.
- Women's access to banks increased (73% of women having a bank account).



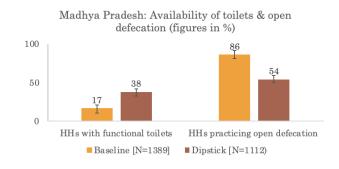


**DIPSTICK TOPLINES** 

HHs reporting sufficient food available one year before the interview (figures in %)



Basenne Dipstick



## **INSTITUTIONAL REVIEW**



#### **Observations on the TRI Concept**

- High acceptance among all stakeholders, including the community and State agencies.
- The value of capitalizing on the social-capital built by the F-NGO to deliver multi-dimensional support, and the value that the T-NGOs bring to the overall delivery of support to the community is clearly evident
- The success of the change vector approach was evident to us as outsiders and the feedback from the community and the change vectors about the approach was also positive.
- The value that TRI concept brought to the development interventions in the field was acknowledged by the development partners as well as the community.

#### Market initiatives and other partnerships

- The Agri Entrepreneur (AE) model being implemented in Jharkhand has shown promising early results.
- The premise that the social mobilisation will attract social enterprises and business to stranded India by providing a captive market is not fully correct.
- The 'Sarathi' model in Jharkhand is another promising model.

## **INSTITUTIONAL REVIEW**



#### Multi-CSO Collaboration

• TRI has been successful in bringing together a set of reputed F-NGOs and T-NGOs to collaborate in all the visited blocks.

#### Knowledge protocols & partnership processes

- Fairly successful in developing unified thematic content in both project areas
- The sector councils have been a good platform for ideation and collating best practices from different organisations in the sector.

#### **TRI Value Add**

- All the stakeholders have acknowledged TRI's contribution in bringing a multi-dimensional and multi-stakeholder approach in both their work as well as in their thinking.
- The TRI concept has also resulted in communities becoming central to the change process and this in turn has empowered communities in other spheres as well.
- Both F-NGOs acknowledged TRI's contribution to bring in partnerships from other sectors and the access to knowledge products and tools that was facilitated by this initiative.



O



Evolution of protocols and standard operating procedures for scaling up approach of community driven and led development efforts has been designed. These include :

- (a) processes for community articulation of aspiration and priorities
- (b) processes for convergent action of community collectives and local governance bodies leading to creation of a Village Development which aligns with Gram Panchayat Development Plan
- (c) processes for identification, capacitation of changedeployment of change vectors across vectors intervention villages have firmed up efforts on practice adoption

These have enabled and provided a framework for women collective taking much more active interest and leadership in matters of health, nutrition, education and village development. Education and Health & Nutrition Sector *Councils have created a set of actions and best-practices, this* is available as a practitioner handbook. The community health guide for change vectors has been published. On Farm Prosperity, a process guide to drive shift in mindset of communities and engagement of youth has been prepared, together with the Agriculture Production Cluster.



# Addressing Anemia Sustainably with Good Cooking Practice

Improved iron stores for women and their families introduced was through cooking practice - use of iron pans and lemons to increase absorption of iron, together with supplementation of diets to include iron rich foods in their meals, and consult doctor.

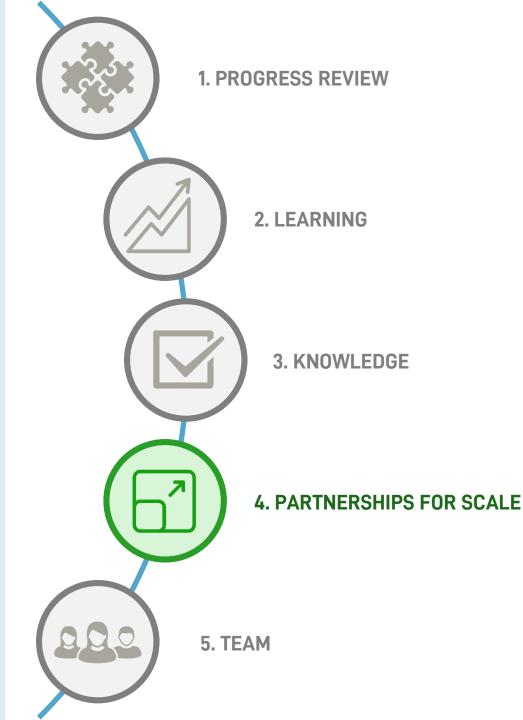
## Community Organised Shiksha Protsahan Kendra

Provides a learning space for children along with trained community volunteers who support them morning and evening.

Picture: Shiksha Protshahan Kendra, Block Bichhiya, Mandla, MP, Source Eklavya – T-NGO

Collective marketing point organised at Raidih block of Gumla district in Jharkhand by Agricultural Entrepreneur Heeralal.





Formal arrangements of three types have been instituted with government; (i) support action in Block Pilots (ii) Scheme design and implementation support to catalyse public investments

In Jharkhand we have set up state level support cell to design and provide implementation support for MGNREGS planning for on-farm water control, horticulture and for community management surface irrigation schemes

We entered into formal partnership for implementation of two flagship Government of India's programmes, Mission Antyodaya and Transformation of Aspirational Districts where the objectives are congruent with TRI Result Areas. This engagement provides new openings to prepare ground of influencing government action and space for scaling effort including expansion and government support in impacting villages.



## PARTNERSHIP

## **DOUBLING FARM INCOME -IRRIGATION FOR ALL**

State Irrigation Execution Cell is implementing a unique community managed MICRO LIFT IRRIGATION PROGRAM which provides universal irrigation coverage tapping surface irrigation opportunities.

It has developed and deployed software for implementing and tracking schemes, all site related data and other activities are captured in a mobile-cum-web portal-based application.

353 Detailed Project Reports (DPRs) has been generated with the help of irrigation software and 233 has been approved by the Technical Committee for implementation worth ₹18 crore.

Highly Leveraged HR System

Transparent system with no leakages

and a s

**Efficient System** 

750 Irrigation Schemes

15,000 acres Irrigated

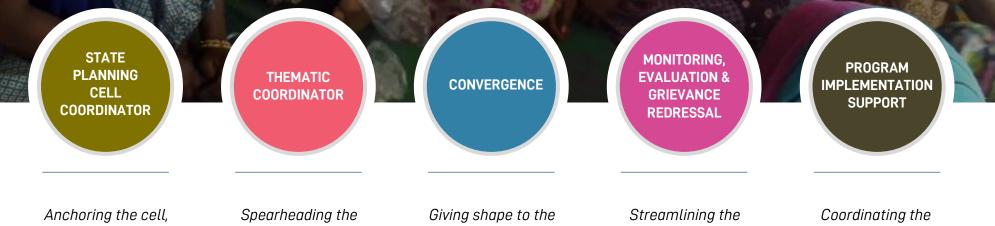
200% Cropping Intensity

## 2902 additional acres, total 4257 acres under mango plantation with 6500 households

The MGNREGS Planning Cell set up with Jharkhand's Department of Rural Development supports the ground implementation. It has utilized professional expertise to decentralize the implementation of MGNREGA, developing standard systems & protocols for ensuring compliance and made made existing delivery system more efficient.

## MGNREGS – RURAL PRODUCTION SYSTEM ASSET AUGMENTATION

### **Thematic Anchorship of Planning Cell**



facilitating the people driven planning and capacity building of stakeholders Spearheading the 'Agri-horticulture model' initiative

Giving shape to the possibilities of complementary convergence Streamlining the processes of grievance redressal in MGNREGA Coordinating the MGNREGA-NRLM-CFT Project by facilitating the relationship Government of India has embarked upon a major policy initiative for rapid transformation of districts that are lagging on specific development parameters. 35 Left Wing Extremism affected Districts in Jharkhand (16), Chhattisgarh (8), Odisha (4), Maharashtra(1), Bihar (5), Telangana (1) and AP (1). In each District a Resource Cell with two professional resources have been placed to work closely with the administration in accelerate progress and provide necessary dedicated analytical and managerial support.

#### Approach: Layered Embedded Support at Centre-State-District





#### Poorest 35 Districts

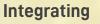
- Accumulated development deficits
- Tribal majority, fragile economy and weak presence of development administration

ASPIRATIONAL DISTRICTS PROGRAMME

Transforming Aspirational Districts Programme

- Opportunity to drive inter-departmental convergence
- Collector as the accountability node creates single point intervention

#### SEEDING BEST PRACTICES



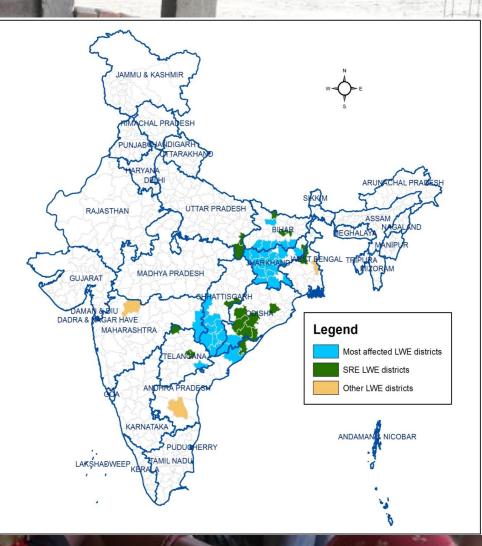
- Experience on Public system delivery efficacy
- Models on DFI, Community Health, rapid infrastructure development, Data Driven Governance
- Partner networks and grant investments

## TRANSFORMING ASPIRATIONAL DISTRICT PROGRAMME

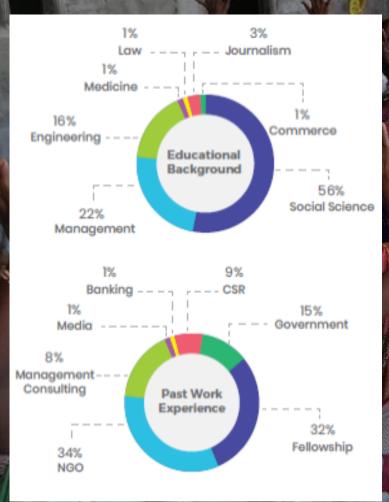
### 35 LEFT WING ASPIRATIONAL DISTRICTS 416 Blocks, 45,472 Villages, 55 Million People

Supported by Tata Trusts, Aspirational District Fellowship was launched in July 2018 to provide high quality professionals to support District Administration in 35 LWE affected Aspirational Districts. The Fellowship has created mechanisms to mobilise young Indian professionals, equipping them with required competencies and supporting them to solve development challenges as they work closely with District Administration. Through the programme, multiple innovations have been seeded and Rs.45 crores flexible funds have been mobilized from districts. Additionally, Rs.35 crores have been allocated by NITI Aayog for better performance of the Districts.

Our District Fellows have supported completion of GIS mapping of Public infrastructure in all districts. Active liasoning is being done with State CSR Council for engagement of Fellows and functioning of District CSR Council. In Health sector, multiple engagements has commenced including strengthening VHND, Zinc ORS Supply Chain (Sahiyya Kit), IPHS in District Hospital and SEHAT app for Facilities Survey. State Cell has engaged for budgetary allocation in Aspirational Districts for Remedial Education and remedial education plan for districts; it has actively engaged with resource organisations in collation of available books and setting up of libraries for schools, including books in local languages.



## **ASPIRATIONAL DISTRICT FELLOWS**



#### **Aspirational District Fellows across 35 LWE districts**



CONVENOR Inter-departmental Convergence Data Analysis and Spotlight

FACILITATOR Facilitate link between Govt., Community and other Development partners

KNOWLEDGE HUB Best Practices

**RESULTS FOCUS** Improve Efficiency & Accountability in the development

process

- · Assist the District Collector in introducing and running an effective and vibrant Transformation of Aspirational District Cell
- Introduce, foster and nurture innovative business practices to bring convergence of schemes (CSS & State), resources, efforts towards attainment of aspirational districts development outcomes.
- · Bring in best practices, take up innovative engagements under various flexible funds available with the district.
- Documentation of thematic issues stories from the district.

**Divya Tewari** 

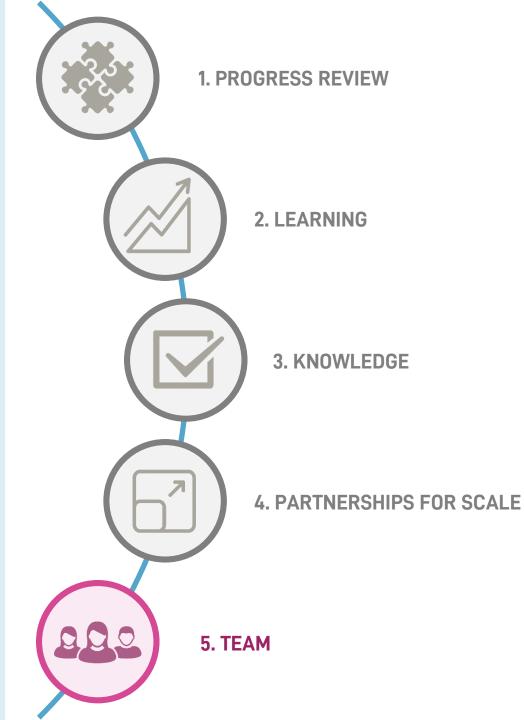
Lohardaga, Jharkhand

Education: Delhi School of Economics, Lady Shri Ram College for Women

CHD MA

Last Employer: EXL Analytics, Gurgaon





TRI team almost doubled to 39 colleagues, with Aspirational District Fellows and colleagues in embedded cells in government overall human resources deployed for TRI-coordinated activities are 110.

We continued with 360-Degree feedback system for all colleagues, this has helped in quality professional feedback and identification of areas to be strengthened.

The Board met three times during the year reviewing progress and plans.

*M/s PKF Sridhar & Santhanam LLP did Internal Audit of the Company.* 

*M/s Deloitte Haskins & Sells LLP have done statutory audit for the Company.* 

## TOGETHER WE CAN TRANSFORM



## **FINANCIAL STATEMENTS**

#### **BALANCE SHEET AS ON MARCH 31, 2019**

Note No.	For the Year ended March 31, 2019 (Rs.)	For the Year ended March 31, 2018 (Rs.)
11	12.14.45.620	7,03,02,486
12		36,73,530
	12,34,19,472	7,39,76,016
13	10,04,53,775	4,98,82,927
14	1,36,59,032	1,16,69,932
15	65,36,553	87,56,600
7	17,04,963	4,10,327
	12,23,54,323	7,07,19,786
	10,65,149	32,56,230
	~	
	10,65,149	32,56,230
	11 12 13 14 15	March 31, 2019 (Rs.)   11 12,14,45,620   12 19,73,852   12,34,19,472   13 10,04,53,775   14 1,36,59,032   15 65,36,553   7 17,04,963   12,23,54,323 10,65,149

As per our report of even date attached For Deloitte Haskins & Sells LLP

Chartered Accountants

Joe Fretto Partner

Mumbai June 19, 2019



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

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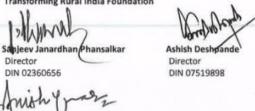
Director

DIN 02360656

Arish Kumar

DIN 02599705

Director



#### STATEMENT OF INCOME & EXPENDITURE FOR THE YEAR ENDED MARCH 31, 2019

Particulars	For the Year ended March 31, 2019 (Rs.)	For the Year ended March 31, 2018 (Rs.)
A, Cash flow from operating activities		
Excess of Income over Expenditure	10,65,149	32,56,230
Adjustments for Non Cash Items:		
Depreciation	17,04,963	4,10,327
Changes in working capital		
Adjustments for (increase) / Decrease in Operating Assets:		
Short Term Loans and Advances	(5,83,450)	(54,790)
Long term Loans and Advances	(1,98,835)	(4,91,659)
Other Current Assets	×.	9,93,694
Adjustments for Increase / (Decrease) in Operating Liabilities:		
Other Non Current Liabilities	21,76,833	3,70,154
Trade Payables	39,66,763	30,55,843
Other Current Liabilities	(1,97,94,219)	(1,71,78,635)
8		
Net cash flow (used In) /generated from operating activities (A)	(1,16,62,796)	(96,38,836)
B. Cash flow from Investing activities		
Purchase of Fixed Assets	(34,82,804)	(6,03,502)
Bank Balances not Considered as Cash and Cash Equivalents		2,50,00,000
Net Cash Fow (used in) investing Activities (B)	(34,82,804)	2,43,96,498
C. Cash Flow from Financing Activities (C)		(#C
Net Increase In Cash and Cash Equivalents (A+B+C)	(1,51,45,600)	1,47,57,662
Cash and Cash Equivalents at The Beginning of The Year	2,64,56,921	1,16,99,260
Cash and Cash Equivalents at The End of The Year	1,13,11,321	2,64,56,921
Reconciliation of Cash and Cash Equivalents with The Balance Sheet:		
Cash and Cash Equivalents as per Balance Sheet (Refer Note 10)	1,13,11,321	2,64,56,921
Less: Bank Balances not Considered as Cash and Cash Equivalents as Defined		
in AS 3 Cash Flow Statements		
Net Cash and Cash Equivalents (as defined in AS 3 Cash Flow Statement)	1,13,11,321	2,64,56,921
Included in Note 10		
ee Accompanying Notes Forming Part of The Financial Statements 1-19		

As per our report of even date attached For Deloitte Haskins & Sells LLP Chartered Accountants

SKINS

CHARTERED ACCOUNTANTS

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Mumbal

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

Phansalkar Director DIN 02360656

Anish Kuma

DIN 02599705

Director

Director DIN 07519898

June 19, 2019

## **HOW TO REACH US**

#### **Central Office**

New Delhi 3, Community Shopping Centre, Neeti Bagh, New Delhi – 110049 Phone: 011 – 46560330, 41630455

#### **Jharkhand State Office**

Ranchi 309/C, Rajmandir, First Floor, Ashok Nagar Near Gate No.2. Road No. 2 Ranchi, Jharkhand – 834002 Phone: 0651 – 2245720

#### Madhya Pradesh State Office

Bhopal C-1, Alkapuri, Near AlIMS, Bhopal, Madhya Pradesh – 462016 Phone: 0755 – 4009436



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