



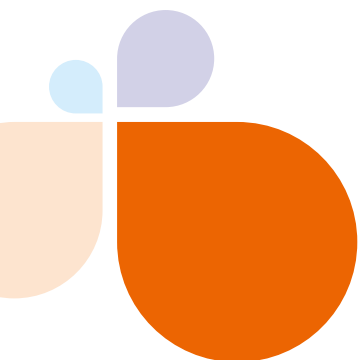
**VIJAYAVAHINI
CHARITABLE FOUNDATION**

Supported by **TATA TRUSTS**

ANNUAL REPORT

2023
24

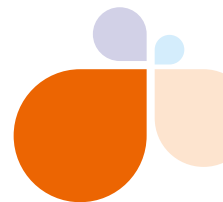




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Our Vision:

Make a sustainable difference in the quality of life of rural and tribal communities.

Our Mission:

Improve the quality of life of rural and tribal households and bring them out of poverty, irreversibly.

Vijayavahini Charitable Foundation (VCF), a Section 8 Company, was founded on May 31st, 2017, with its registered office in Vijayawada, Andhra Pradesh. Established by the Tata Trusts, VCF aims to implement developmental initiatives in Andhra Pradesh, Telangana, and beyond. As a non-profit organization, it focuses on the welfare of marginalized communities and have strategically designed thematic areas to bring about our theory of change. Our core area of work and key interventions moves to safeguard communities by:



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Ensuring safe drinking water, sanitation, and hygiene



Skilling and capacity building for rural livelihoods



Promoting crafts and livelihoods



Improving primary healthcare and geriatric care



Enhancing nutrition for vulnerable groups like children, pregnant women, and lactating mothers



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NOTE FROM THE DIRECTOR

It is both an honor and a privilege to present the Vijayavahini Charitable Foundation's Annual Report for the year 2023-24. As we reflect on our challenges and achievements, we are proud of the strides made towards upliftment of vulnerable households. We have significantly expanded our reach, bringing sustainable impact across communities in Andhra Pradesh and Telangana.

This year has been marked by innovation, collaboration, and a profound commitment to community engagement. We have deepened our focus on critical areas that influence the quality of an individual's life through interventions that matter. Our YES! to POSHAN intervention reached 3,900+ women and 2,800 children, ensuring improved health and diet diversity during the crucial first 1,000 days of life. We have also forged partnerships with the Jal Jeevan Mission to enable the Integrated Safe Drinking Water Project, providing potable water to 20,000 rural households. This marks a significant milestone in journeying to our mission.

Central to our vision is the empowerment of communities through sustainable livelihoods. During this reporting period, we supported 3,200 farmers and built their capacity for advanced agricultural practices, equipping them with tools to enhance productivity and income. We took great strides in preserving cultural heritage through the Antaran Intervention, that enabled 102 artisans to innovative market-ready designs.

While we stand at the precipice of significant transformation within rural and tribal India, it is essential to maintain relevancy in our work. As communities evolve, their aspirations shift – yet, our interventions respond with dynamism, inclusivity, and are aligned to emerging local needs. We continue to carve out a intervention that fosters resilience, self-reliance, and adaptability to these changing landscapes.

Looking ahead, we recognize that the path to greater impact lies in partnerships and collaboration. By working with governments, civil society organizations, and private sector stakeholders, we aspire to create sustainable systems that address key challenges while preserving the ecological and cultural integrity of the regions we serve.

We extend our deepest gratitude to our partners and donors whose unwavering support makes this transformative work possible. Together, we are building a future where every individual has the opportunity to thrive, and every community can realize its fullest potential

Sincerely,

Divyang Waghela

Director

Vijayavahini Charitable Foundation



THEMATIC AREA: HEALTH & NUTRITION

YES! TO POSHAN

The YES! To POSHAN intervention in Andhra Pradesh seeks to combat maternal and child malnutrition through behavior change communication (BCC) campaigns, promoting diet diversity for Pregnant and Lactating Women (PLW) and children under five. By focusing on improving nutritional intake and fostering sustainable practices, the intervention aims to contribute to the national POSHAN Abhiyaan. Malnutrition is a significant public health challenge in Andhra Pradesh, with high rates of stunting (31.2%), wasting (16.1%), and underweight (29.6%) among children under 5. Severe acute malnutrition (SAM) affects 6% of children, with no substantial improvement since 2014. The issue extends to women, with 14.8% having below-normal BMI and 60% being anemic. Malnutrition hampers cognitive development and educational outcomes and is linked to the increased risk of non-communicable diseases.



Key Objectives

- **Promote Diet Diversity:** Aim for 50% of PLW to increase their intake to over five food groups.
- **Improve Age-Appropriate Feeding:** Ensure 50% of children under five receive a diverse, age-appropriate diet.
- **Build Capacity:** Train health workers and Anganwadi staff on key aspects of maternal and child nutrition.
- **Engage Community:** Raise awareness and provide education on nutrition, especially during the critical 1000-day window.

Key Achievements

- **Recipe Book Development:** A curated recipe book with 25 nutritious recipes to promote diet diversity for PLW and children. in collaboration with Dept. of Home Sciences, Andhra University, Visakhapatnam. These recipes are developed based on the respective geography's baseline findings and locally available food groups.
- **Nutri-gardens:** We established over 600 Nutri-gardens across 35 intervention villages, with local women trained in techniques to enhance productivity and meet dietary needs. Families are utilizing the produce from these gardens to meet their dietary needs.
- **Training Health Workers:** Capacity-building for over 100 Anganwadi, ASHA, and ANM workers on nutrition-related topics including diet diversity, growth monitoring, the critical first 1000 days of care, immunization, and other key aspects of maternal and child nutrition.
- **Activating Community:** Implemented Participatory Learning and Action interventions across 30 villages and 53 Anganwadi centers, raising awareness through key health campaigns. Participatory Learning and Action intervention was successfully implemented across all 30 villages and 53 Anganwadi centres, disseminating crucial nutrition messages to enhance awareness. Collaborative efforts with ICDS and health functionaries during recognized campaigns (National Nutrition Month, Poshan Pakhwada, World Breastfeeding Week) promoted awareness on dietary diversity and the critical 1000-day window.



30

Recipes
Curated

2891

Children
Underwent
Growth
Monitoring

3,985

Women Trained
on Diet Diversity
and 1000
Days Care

53

AWCs
Covered



A Look Ahead

In the future, the intervention aims to promote household nutrition by introducing grow bags for households with limited space, which can ensure easy access to an iron-rich diet. We will sustain growth monitoring in 42 Anganwadi centers to identify and support malnourished children while raising community awareness about its importance. Additionally, Modules 9-14 of the Participatory Learning and Action intervention will be rolled out across 30 villages to expand participatory learning. To enhance behavior change communication (BCC) efforts, Jan Andolan events, recipe demonstrations, and home visits will be organized. The intervention will also increase community engagement through more events, providing practical nutritional knowledge and addressing unmet needs.

COMPREHENSIVE MANGEMENT OF SEVER & MODERATE ACUTE MALNUTRITION. (SAM/MAM)



The care and nutrition received in early years makes or break the development and quality of an individual's health and functioning. Malnutrition leads to long-term developmental issues, cognitive impairments, and an increased risk of non-communicable diseases. Acute malnutrition is a life-threatening condition affecting millions of children worldwide. In India, the prevalence of wasting is alarmingly high at 19.3%, with Andhra Pradesh experiencing a significant rise, reaching 17% in 2015-16 (NFHS-4). This problem is compounded by a lack of a community-based approaches for addressing SAM in the state.

Key Objectives

The project focuses on addressing acute malnutrition (wasting) in children <5 years old in Andhra Pradesh, using a combined community and facility-based approach. The ComPAS model (combined protocol for acute malnutrition study) simplifies the treatment of Severe Acute Malnutrition (SAM) and Moderate Acute Malnutrition (MAM) through a unified protocol based on Mid-Upper Arm Circumference (MUAC) and a single nutrient-dense supplement.

We will not re-invent the wheel, instead build on the learnings from the past and aim to promote and institutionalize the Continuum of Care for addressing acute malnutrition (viz. SAM as well as MAM) by leveraging CMAM protocol for acute malnutrition through both community and facility-based approaches in the system. Our end goal or vision is to sustain improvements in nutrition and health as outcomes in children under 5 and women of reproductive age, prioritizing vulnerable populations.

Key Objectives

Andhra Pradesh does not have a community-based approach for severe acute malnutrition, relying on facility-based management via Nutrition Rehabilitation Centres. State schemes offer nutritious meals to pregnant/lactating women and young children under Poshan initiatives. SAM, SUW, and MAM children identified during growth monitoring sessions are referred for assessment and treatment. CMAM, endorsed globally, aims to treat acute malnutrition promptly, reducing morbidity and/or mortality risks.

The approach under the intervention targets SAM/MAM management at community level through following CMAM protocol. ICDS, India's response to malnutrition, covers proximate/distal determinants and the 'one thousand days' window. Strengthening and enhancing the capacities of frontline workers of ICDS and Health (AAA) will improve service delivery and coverage. Ensure early identification and intervention to the children through Growth monitoring activity as it is one of the crucial aspects. The key objectives of this intervention are to:

- **Improve Service Quality and Coverage:** Enhance CMAM services, HBNC, HBYC, ICDS, and NHM to address acute malnutrition.
- **Strengthen CMAM Implementation:** Incorporate ComPAS learnings and locally available food-based interventions to treat SAM and MAM.
- **Growth Monitoring Campaigns:** promote intensified campaigns to test, trace, and treat.
- **Capacity Building:** Improve community nutrition through training on maternal, infant, and young child nutrition.

Key Achievements

- **Finalizing Districts:** Fruitful liaising with the Department of Women and Child Development to obtain approval for 28 projects in 3 districts, and conducted baseline assessment.
- **Recruitment of Coordinators:** District and Block coordinator positions were advertised, and applications were reviewed. Two DPOs and 18 Block Coordinators were appointed in posts.
- **Intervention Design and Adaptation:** Developed modules for SAM in consultation with the Rajasthan team and reviewed CMAM guidelines for alignment with state-specific needs.
- **CMAM Guidelines Review:** The guidelines were reviewed and submitted for perusal to the Nutrition Lead.



3
Districts and
28
projects

Added **1**
district for
food fortification
covering
40
mandals

TEST, TREAT & TRACK MECHANISM

Combat anemia through integration of 3Ts

The project aims to significantly improve the health and well-being of rural communities in Telangana by using a non-invasive method to assess anemia levels. It focuses on implementing tailored interventions and continuous monitoring to ensure sustainable health improvements, reducing anemia prevalence, and enhancing community health outcomes.

Anemia, particularly in rural areas, is a major public health issue driven by nutritional deficiencies (e.g., insufficient iron intake) and high rates of infections like malaria and parasitic diseases. It leads to physical issues such as chronic fatigue and cognitive impairment, developmental delays in children, and increased maternal risks during childbirth. Anemia further exacerbates economic and educational challenges by reducing productivity and perpetuating poverty. Limited access to healthcare and education makes management and prevention difficult.

Addressing these problems requires a comprehensive approach, including improved nutrition, accessible healthcare, education, and community engagement tailored to the specific needs and cultural contexts of the population. The vision of the intervention is to, significantly improve the health and well-being of target communities by utilizing non-invasive methodology to accurately assess anemia levels, implement tailored interventions and continuous monitoring ensures sustained health.

Key Objectives

- **Anemia Assessment:** Screen 4290 individuals across 15 villages using non-invasive devices to assess anemia levels in Laxmidevipally Mandal of Bhadrachalam district.
- **Awareness & Education:** Raise awareness about anemia, nutrition, and health issues, including the use of non-invasive devices for screening. Quarterly follow-up of all target beneficiaries, resulting in reference and follow-up of the severe cases to a nearby PHC/DH.
- **Tailored Interventions:** Customize specific interventions based on screening results, including follow-up every quarter.
- **Referral & Follow-Up:** Refer severe anemia cases to nearby Primary Health Centres (PHC) or District Hospitals (DH) for further care.
- **Sustain Interventions:** Use Nutri-gardens to grow iron-rich vegetables for anemia patients and provide nutritional counseling and iron supplements.



Key Achievements

- **Facilitated Screening:** Conducted 4290 anemia screenings using non-invasive devices in 15 intervention villages across the Laxmidevipally Mandal, and the Bhadradri Kothagudem district. Performed 4290 initial anemia screenings using 4 non-invasive devices on a large cohort of target beneficiaries, including vulnerable groups such as pregnant women, children, and the elderly.
- **Conducted Training:** Held 20 training sessions for Community Health Workers (CHWs) on the use and calibration of non-invasive devices, result interpretation, and patient care integration.
- **Ensured Follow-Ups:** For flagged cases, and blood tests to confirm anemia and assess severity.
- **Referral Pathways:** Collaborated with government facilities to develop a referral pathway for patients needing further evaluation or advanced treatment.
- **Sert up of Nutri-gardens:** Established 559 Nutri-gardens in 1236 Anemia patient HH's , growing iron-rich vegetables like amaranthus, spinach, and cluster beans.
- **Community Outreach:** Implemented 330 outreach interventions, reaching around 1600 people, to raise awareness on anemia, symptoms, and prevention.
- **Administration of Supplements & Counseling:** to 336 anemia patients and provided dietary counseling to improve iron intake and absorption.



4290
screenings
across
15 villages
using non-invasive
devices.

20 sessions
for Community Health
Workers on device
usage and result
interpretation.

5 Nutri-gardens
established in the
households of
anemia
patients.

330
community outreach
interventions
reaching
1600 people.

Iron supplements
administered
to
336
individuals.

Breaking the Cycle - Transforming Health Through Timely Intervention

T. Sindhu, a 20-year-old daily wage laborer from Marrigudem Village, had been living, unaware, with the debilitating effects of severe anemia. This life-threatening condition unfolded in persistent fatigue, dizziness, and irregular menstrual cycles that had become part of her daily life. Held back by financial constraints, she did not seek medical attention, little did she know that a routine community health screening would change her life.

In June 2024, Sindhu attended a health camp where The Ezecheck Device (a non invasive device) revealed a dangerously low hemoglobin level of 6.8 g/dL. Recognizing the urgency, she was immediately referred to the Primary Health Centre for further testing. On August 22, a hematology test confirmed the severity of her condition, with hemoglobin plummeting to 4.1 g/dL – which is life-threatening. A comprehensive intervention plan was immediately actioned.

The interventions comprised: three blood transfusions to stabilize her health, long-term iron and folic acid supplementation, and nutritional counselling to address her iron deficiencies. Sindhu was also educated on nutrition and inclusion of iron-rich foods, sent for gynecological evaluation as well as coached on menstrual health management, ensuring that future complications would be prevented.

Within a few months, Sindhu's hemoglobin levels improved to 9.9 g/dL, transforming her overall health dramatically. Her energy and strength returned, allowing her to resume work and daily activities. Her menstrual cycles regularize, further reducing the risk of future deficiencies.

Sindhu shared: "Before the treatment, I was constantly exhausted, but I thought it was normal. Now, I feel stronger and can work without feeling dizzy. I am grateful for this help." Sindhu's story highlights the profound impact of timely health interventions.

Her story is a powerful testament to the life-changing impact of community-based health interventions, and she is not alone as millions of women in rural areas remain undiagnosed. With continued donor support, we can expand our screening efforts and strengthen partnerships with local health centers. We will continue to bridge healthcare gaps and create lasting health solutions for vulnerable communities.

THEMATIC AREA: WASH, SANITATION & HYGEINE

INTEGRATED SAFE DRINKING WATER, JAN JEEVAN MISSION (JJM)

Andhra Pradesh faces acute water scarcity driven by declining groundwater levels, increasing water consumption, and climatic variability. In rural areas, these issues are compounded by limited access to safe drinking water and poor water quality, often affected by contaminants such as bacterial fluoride and salinity. Insufficient infrastructure and weak community management systems further hinder the effective distribution and governance of water resources.

The Jal -Jeevan Mission is addressing these challenges by adopting a comprehensive approach to ensure that every rural household has access to safe drinking water through individual tap connections. The intervention emphasizes upgrading and expanding rural water supply infrastructure; enhancing community involvement in water management; and, promoting sustainable water sources through conservation practices.



The Vijayavahini Charitable Foundation (VCF), in partnership with the Rural Water Supply & Sanitation (RWS&S) department of the Government of Andhra Pradesh (GoAP), is actively supporting this mission as an Implementation Supporting Agency (ISA). Together, we are working to design, implement, and sustain rural water supply schemes across 106 villages, aiming to achieve 100% tap connection coverage in these areas.

VCF's Integrated Safe Drinking Water Project aims to provide safe, adequate, and sustainable drinking water to rural households in Andhra Pradesh by facilitating household tap connections under the Jal Jeevan Mission (JJM). This flagship initiative of the Government of India seeks to ensure functional household tap connections (FHTCs) for every rural household by 2024, with a minimum service level of 55 Liters per Capita per Day (LPCD). Our role as an ISA is critical in supporting the implementation, and key responsibilities include:

- Engaging with rural communities to raise awareness and build ownership of water supply systems.
- Providing technical and operational support for the planning and execution of water supply schemes.
- Conducting capacity building interventions for local stakeholders, including Village Water Sanitation Committee (VWSC) and village-level committees, to strengthen water governance.
- Monitoring and ensuring the sustainability of water infrastructure through regular assessments and feedback mechanisms.

To ensure long-term success, the project incorporates several measures to enhance the sustainability of water supply systems, such as promoting water conservation practices (e.g. rainwater harvesting, groundwater recharge) or conducting regular quality monitoring to

maintain safe drinking water standards. We also empower local communities to manage and maintain water supply infrastructure through structured capacity-building initiatives.

Key Interventions

- **Effective Community Management:** Establish a sustainable community-driven water supply model to serve 22,500 households across 106 villages in three blocks of two districts in Andhra Pradesh.
- **Water Supply and Quality:** Support the Jal Jeevan Mission in implementing piped water supply systems to ensure 55 LPCD service levels, including innovations in rural water supply technologies.
- **Capacity Building:** Enhance community knowledge and capacity in water quality management, water conservation, treatment, and hygiene.



Key Achievements

Services, Implementation, Water Supply & Quality: reliable water supply and quality of the same is a basic need and right of all individuals, it ensures equity and equality alongside overall development. Work accomplished in the reporting period:

- Facilitated the provision of Functional Household Tap Connections (FHTCs) to rural households, ensuring access to safe drinking water.
- Completed 31 water supply schemes, providing safe drinking water to 18,551 households under the Jal Jeevan Mission.
- Installed 20 inline chlorination systems and Life Straws at Anganwadi centers, ensuring safe drinking water for young children and caregivers.
- Delivery of Operation and Maintenance (O&M) training to ensure sustainable service delivery and system longevity.
- Enabled 20,000 rural households to access potable drinking water through functional tap connections. Installed 50 inline chlorination systems in three mandals to ensure bacteriologically safe drinking water.
- Forayed into smart water management via the installation of 8 ultrasonic flow meters to enhance water stewardship and management.

Capacity Building & Partnerships - we delivered a range of activities relating to building individual and community capacity and behaviours. Work accomplished in the reporting period:

- Organizing training sessions on water conservation, treatment, and hygiene practices, fostering awareness and behavioural change.
- Established a strong partnership with the RWS&S Department, successfully conducting 315 training sessions on WaSH (Water, Sanitation, and Hygiene) for VWSCs and community members.
- Trained 1,147 individuals in key WaSH aspects, including water quality monitoring and advanced treatment techniques.
- Conducted state, district and mandal level capacity building trainings on water quality and disinfection, grey water, water conservation, source sustainability.
- We implemented an IoT-based water supply management system in Pondugula village for smarter water distribution.
- Designed the SBCC strategy 'SAMMAN CONNECTION' for the state, aimed at fostering sustained behavioral changes related to water management.



Recognition, Institution Building & Community Engagement – our community engagement activities ensured buy-in, accountability and working collaboratively toward a shared goal for collective wellbeing. We also established and strengthened local partnerships and institutions to ensure this continues in the long term. Work accomplished in the reporting period:

- Conducted Social and Behaviour Change Communication (SBCC) campaigns to

promote sustainable water use and hygiene practices.

- Formed and strengthened Village Level Water and Sanitation Committees (VWSCs) to enhance community-led water governance.
- We achieved advanced water quality transparency by displaying test results in Gram Panchayats to empower local communities. Further, we established a mechanism for regular cleaning of water tanks in the Gram Panchayats.

This intervention has met with great success, evidenced in stories and impact on field. It has also received recognition such as the Inline Chlorination (ILC) set up under JJM was recognized by NITI Aayog as a best practice for water quality disinfection. These positive validations of the work are a proof of concept, so to speak, that will go a long way in scaling up and amplifying success.

Trained
1,147
individuals in key
WaSH aspects.

The Inline
Chlorination (ILC)
set up under JJM was
recognized by
NITI Aayog
as a best practice for
water quality
disinfection.

Enabled access
to potable drinking
water in
20,000
rural households
through FTCs.

Mobilized
₹9.79 crores from
government funding,
exceeding the target of
₹8 crores, and collected
₹2.28 lakhs in
community contributions
to support water
supply projects.

MENSTRUAL HYGIENE MANAGEMENT [MHM]



The Menstrual Hygiene Management (MHM) project aims to empower women and adolescent girls, particularly in rural and tribal areas, by equipping them with the knowledge, resources, and support necessary to manage menstruation hygienically and with dignity. The project focuses on improving menstrual hygiene practices, reducing health risks, and ensuring women and girls can manage menstruation in a safe, comfortable, and dignified manner. This is achieved through intensive community training, health awareness campaigns, and the establishment of sustainable, low-cost menstrual product solutions.



A significant proportion (about 27%) of young women in rural and tribal areas continue to rely on unsanitary menstrual hygiene products, leading to various health issues like Reproductive Tract Infections (RTIs) and Urinary Tract Infections (UTIs). The issue is compounded by the persistent cultural stigma, misinformation, and lack of access to accurate information and menstrual hygiene products. This lack of awareness and proper resources perpetuates poor menstrual hygiene practices, resulting in long-term health consequences and ongoing social challenges related to menstruation.

Key Objectives

The vision of MHM project is to enable the women and adolescent girls to gain appropriate knowledge, information, and support on menstruation and can manage their menstruation hygienically with dignity, safety and comfort and improve their overall reproductive health.

- **Awareness and Education:** Provide women and girls with the knowledge and confidence to manage menstruation hygienically and safely, ensuring dignity.
- **Low-Cost Solutions:** Establish entrepreneurship models for producing affordable menstrual absorbent materials by engaging rural youth and Self-Help Groups (SHGs).
- **Safe Disposal:** Promote the safe disposal of used menstrual products in a way that respects privacy and dignity.
- **Health Awareness:** Educate on the signs and symptoms of UTIs, RTIs, and STIs, and the importance of proper menstrual hygiene to prevent these conditions.

Key Achievements

- Community Trainings for women, girls
- Sustainable product supply chain and waste management solutions.
- **MHM Sessions:** Conducted MHM sessions for 2000 women and adolescent girls.
- **Training of FLWs:** Trained 58 Frontline Workers (FLWs), including ASHA and Anganwadi workers, on MHM topics.

2000

women and girls reached through MHM sessions.

58

FLWs trained in menstrual hygiene management.

588

sessions on MHM were done for community women and adolescent girls





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THEMATIC AREA: LIVELIHOODS

MAA THOTA



Tribal communities in Rajavommangi Mandal face severe socio-economic challenges, including (but not limited to) - Depleting Forest Resources: reliance on increasingly scarce forest resources; Primitive Agricultural Practices: limited knowledge, tools, and market access for agriculture; Livelihood Challenges: lack of diversified income sources and access to credit; Isolation: marginalization from mainstream economic opportunities and development resources; and, Poor Living Conditions: inadequate infrastructure and services to support sustainable growth.

The Maa Thota Project seeks to empower tribal communities in Rajavommangi Mandal, Alluri Sitarama Raju District, Andhra Pradesh, through sustainable livelihood interventions. By focusing on agriculture, soil and water conservation, women's empowerment, and community institution building, the project aims to improve income, health, and living standards.

The vision of this intervention is to enhance self-sufficiency and quality of life for these tribal communities, leveraging collective action, training, and resource management to foster holistic development.

Key Interventions

- **Orchard Development:** Establishment of 1-acre orchards for fruit, plantation, herbal crops, and forest plants (e.g., cashew, jafra, moringa).
- **Soil conservation & Water Resource development:** Water resource development and soil conservation for sustainable agriculture.
- **Capacity Building:** Training tribal communities on agriculture, livelihood, and sustainable practices.
- **Women's Empowerment:** Introducing labor-saving technologies to reduce women's workload and promoting gender equality.
- **Income Diversification:** Promoting both on-farm and non-farm income generation through agricultural diversification and micro-enterprises.
- **Food Processing & Marketing:** Encouraging food processing for added value and improved market access.
- **Health Interventions:** Health awareness and access to basic health services for the community.
- **Institution Building:** Strengthening community institutions like village development committees (VDCs) for sustainable local governance.



Key Achievements

- **Nutri-gardens:** Provided seeds and demonstrations to 500 farmers for cultivating leafy vegetables.
- **Orchard Development:** Distributed cashew and jafra saplings for gap filling in existing plantations.
- **Bio-fertilizer Distribution:** Supplied bio-fertilizers from RARS Anakapalle to 1,000 farmers.
- **Water Resource Management:** Hydrogeological surveys confirmed groundwater availability, leading to excavation of open wells and the installation of hand pumps
- **FPO Formation:** Conducted diagnostic studies on the status of farmers collectives and facilitated village-level meetings for the formation of a Farmer Producer Organisation (FPO)
- **Entrepreneurial Support :** Identified landless tribal households for introducing livelihood options and established Common Facility Centers (CFCs) in two villages.
- **Menstrual Hygiene & Training:** Conducted menstrual hygiene awareness and training for women and adolescents.
- **IEC Materials:** Developed and disseminated materials on cashew pest management to farmers and field teams.

We went about establishing 2 Common Facility Centres (CFCs) as a support to the farmers in project villages, managed by the FPO. For this, we created a warehouse space and centers to provide Agri-Horti-related implements for farmers to use during production, harvest and post-harvest activities as well as marketing for select crops. The establishment of CFCs in Kindra Colony and Vokurthi village were certainly highlights of the reporting period.

Success Story:



Mr. Korru Rajubabu, a resident of D. Mallavaram village in Rajavommangi Mandal, Alluri Sitarama Raju District, is a testament to the transformative impact of the Maa Thota project. D. Mallavaram, like many tribal areas, faces challenges such as limited resources and agricultural knowledge, leaving its residents struggling to improve their livelihoods.

In 2022, Mr. Rajubabu was selected for the Maa Thota, he received 63 cashew plants and additional multi-crops, which were introduced to enhance his farm's productivity. His land, however, was located on a sloped area prone to soil erosion—a challenge that could hinder growth. Despite this, Mr. Rajubabu was determined to succeed.

Thanks to the project's support, including hands-on training in soil and moisture conservation, biofertilizer preparation, and modern planting techniques, he was able to overcome these challenges. The project also provided essential irrigation infrastructure, including a hand pump for water access and a water trough for storage. These resources were pivotal in ensuring his crops thrived.

By the end of the season, Mr. Rajubabu had managed to cultivate his cashew plants successfully and was expecting a yield of 25 kg of Raw Cashew Nut (RCN). This marked a significant improvement in his income, giving him newfound confidence for the future.

Mr. Rajubabu's success highlights how targeted agricultural interventions can empower farmers, promote sustainable livelihoods, and drive prosperity in tribal communities. His story reflects the broader potential of the Maa Thota project in uplifting rural populations, fostering self-sufficiency, and enabling long-term economic growth.

500

farmers received
nutri-garden seeds
with
demonstrations.

1,000

farmers were
supplied with
bio-fertilizers.

Gap filling:

Cashew and
Jafra saplings
distributed to
support plantation
efforts.

Common
Facility
Centers (CFCs)
were
established in
2 villages.



Hydrogeological
surveys confirmed
ground water
availability for open
wells and
hand pump
installations.

Formation
of a Farmer
Producer
Organizations
(FPOs)

Safety kits were
distributed to
farmers for
enhanced
safety and
hygiene.

Menstrual
hygiene training
was conducted for
women and
adolescents in the
community.

TRIBAL LIVELIHOODS INTERVENTION (CLIMATE SMART AGRICULTURE)



The Tribal Livelihood Intervention in Alluri Sita Ramaraju (ASR) District, Andhra Pradesh, focuses on transforming the agricultural sector, closely engaging with 10 - 20 adjoining villages. We have adopted a cluster-based approach to improve agricultural practices, diversify income sources, and foster sustainable development. It aims to elevate the economic status of households, particularly those in the Chintapalli and Rajavommangi clusters, through value addition, entrepreneurship, and market linkages. The long-term goal is to raise household incomes and establish farmer producer organizations (FPOs) as profitable, sustainable entities and establish centers of excellence by tailoring interventions to the identified needs and emerging challenges, such as:

- **Geographic and Economic:** The ASR District has a sparsely populated, undulating topography with degraded soils and tropical climate conditions that hinder agriculture. These challenges, compounded by Left Wing Extremism, contribute to the region's economic underdevelopment.
- **Underutilized Agricultural Potential:** While the region is known for producing high-value crops like turmeric, black pepper, and coffee, the full market potential remains unrealized due to inefficiencies in cultivation practices, lack of infrastructure, and poor post-harvest management.
- **Recognition as an Aspirational District:** NITI Aayog has designated ASR District as one of India's 112 Aspirational Districts, highlighting the need for targeted developmental efforts.

Our mission is to transform the lives of 10,000 households through focused efforts in agriculture, entrepreneurship, value addition, and market linkages. To guide this effort, we developed a Comprehensive Action Plan including strategies such as - skilling for effective pre- and post-harvest management of crops like pepper and turmeric; introduction innovative livelihood options like beekeeping; organize crop-specific demonstrations to highlight best practices like intercropping. By nurturing 190 aspiring entrepreneurs in scientific canopy management, rural entrepreneurship,

poultry farming, and honey extraction, we will offer personalized support to sustainable enterprises. We also invest effort into strengthening institutional and integrate seamlessly with government initiatives like the Mission for Integrated Development of Horticulture (MIDH), thus leveraging resources for synergistic impacts.

Key Interventions

- **Income Enhancement:** Increase household incomes from ₹40,000 to ₹80,000 per year within 5 years by improving agricultural practices and diversifying livelihoods.
- **FPO Development:** Establish profitable FPOs, aiming for an annual profit of ₹45 lakhs by the fifth year.
- **Climate-Smart Agriculture:** Promote the adoption of climate-smart technologies, ensuring at least 50% of the community embraces such practices, thereby increasing resilience to climate change and optimizing resource efficiency.
- **Gender Inclusion:** Increase women's participation in village-level youth service providers and entrepreneur groups, aiming for 50% representation, thereby fostering

inclusive and gender-responsive development in rural communities.

- **Market Linkages and Value Addition:** Enhance the value of local crops like turmeric, pepper, and coffee through post-harvest techniques and market access.

Key Achievements

- Facilitated the formation of Farmer Producer Groups (FPGs) and registered an FPO in Rajavommangi Mandal to complement the Maa Thota project, fostering a collective approach among farmers
- Established field demonstration sites for paddy, turmeric, coffee, and pepper.
- Provided machinery and equipment (e.g. coffee mini pulpers) in Bowda, Sallai, and Junnula villages.
- Carried out a baseline study in the project area to assess key indicators and analyzed the data to support intervention planning and implementation
- Hosted Stakeholder Consultation Workshops to discuss baseline findings of the Tribal Livelihoods intervention, with representatives from government departments, project teams, and NGOs in attendance.



Success Story.



Improved Turmeric Cultivation through Raised-bed Farming

Turmeric (*Curcuma Longa*) is a widely cultivated spice and medical herb. This case study explores the effectiveness of raised bed farming for turmeric cultivation as a means to increase yield and quality. The study aims to compare traditional flatbed farming with the raised bed system in a rural setting, with a focus on the experiences of Mr. Seederi Ramachandra.

Mr. Seederi Ramachandra, a 45-year-old farmer from Bheemanapalli village, Lambasingi Panchayat, has two graduated sons. He owns a 1-acre turmeric cultivated land and had been using traditional flatbed farming methods for several years, yielding moderate results. Seeking improvement in productivity and overcoming challenges such as drainage and soil compaction, Mr. Ramachandra decided to experiment with raised bed farming techniques, supported by Vijayavahini Charitable Foundation (VCF).

Before planting, Mr. Ramachandra prepared raised beds with a width of 1 meter and a length depending on the field size. The beds were elevated by approximately 15 cm from the ground to improve drainage and prevent waterlogging during heavy rains. Turmeric rhizomes were planted at a depth of 5 to 7 cm, with a spacing of about 25 cm to promote healthy growth and facilitate weeding and harvesting. The irrigation in the raised bed system relies on seasonal rains, making most of the natural water available for the crop. Mr. Ramachandra incorporated organic compost and well-decomposed farmyard manure into the soil to enrich it with essential nutrients, enhancing soil structure and overall fertility.

38
FPGs
and
1
FPO formed

Trained
3,237
farmers on the
package of practices
for major crops in
the project area.

Power-operated
coffee mini
pulpers and
digital moisture
meters
distributed.

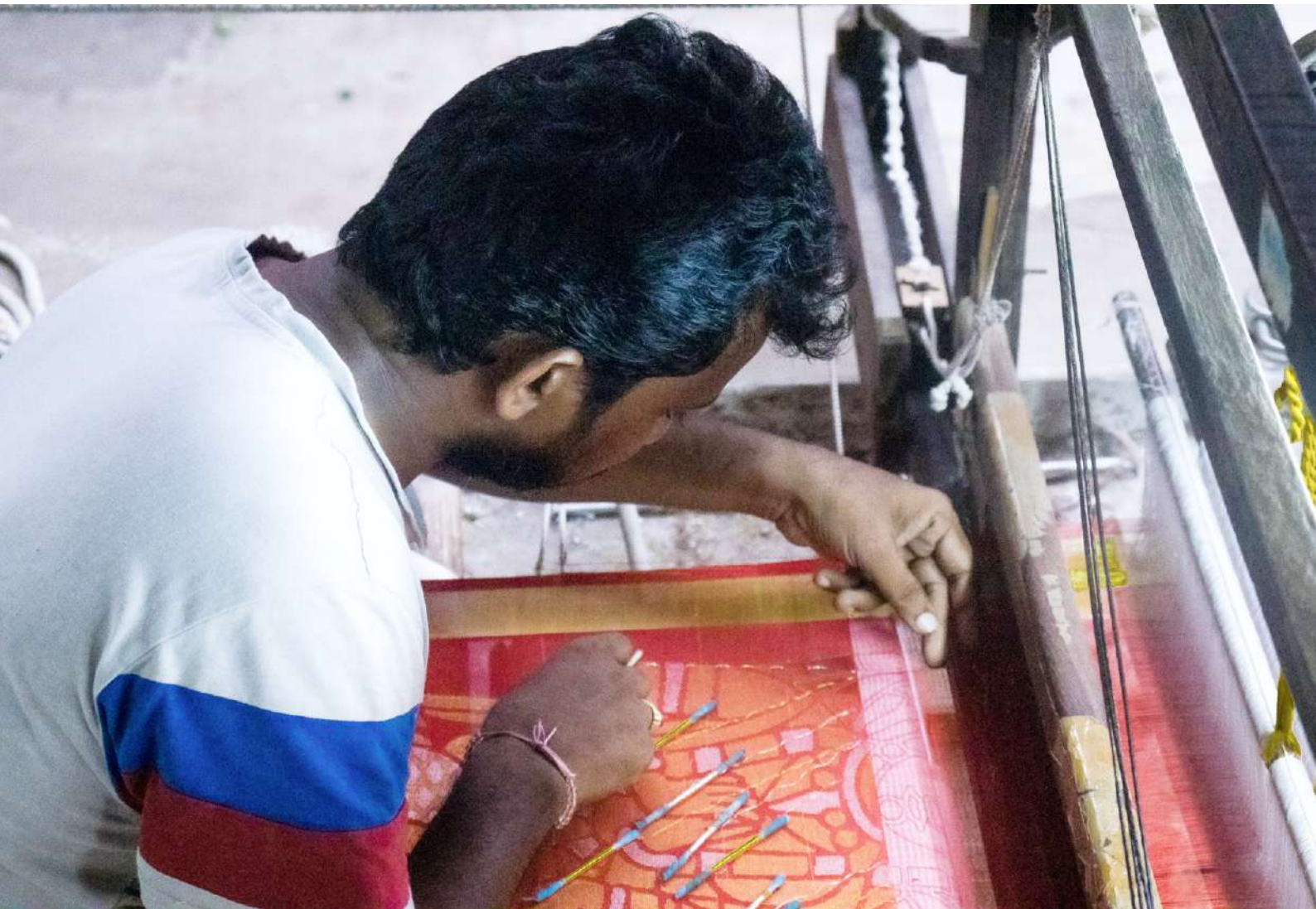


Comparison of Raised Bed vs. Flatbed Cultivation

Line sowing Method- A New Path in the Paddy Fields of Tribal District In the village of Ginjarti, Thatikonda Panchayat of Rajavommangi Mandal, lives a determined farmer named Miriyala Srinubabu. At 49, with only a 5th standard education, Srinubabu's strength has always been his hands on wisdom and his deep bond with the land. He supports a family of four, his wife and two sons with 3.5-acre farmland. For years, Srinubabu followed the traditional ways passed down to him in his 2 acres of paddy, all sown and nurtured in the age-old methods. Though he worked hard, the returns were modest and the expenses never seemed to ease. Then came a turning point. The project conducted awareness campaigns and meetings in the villages to the farmers about a new technique — line sowing., Srinubabu decided to try it out on his 2-acre paddy field. He planted 1064 variety paddy seeds as part of a demonstration plot facilitated by the Project. As the crop grew, he noticed something different. The spacing between rows made the field easier to manage. When the time came for weeding, he used a Conoweeder—a simple tool provided under the project. It did the job effectively and saved him nearly Rs.4000 per acre in labor costs. But that wasn't the only saving grace. The project also introduced him to bio-fertilizers, which not only nourished his crops but also significantly reduced his dependence on expensive chemical fertilizers.

When harvest season arrived, Srinubabu stood in his field with pride. The yield was 3840 kilograms — a remarkable jump from the 3360 kilograms he used to get through conventional sowing. His efforts had borne fruit, quite literally. He kept 320 kilograms of the grain for his family's needs and sold the rest through the Rythu Bharosa Kendra, putting extra earnings in his pocket and hope in his heart. With a satisfied smile, Srinubabu now tells his fellow farmers, "This method has changed the way I farm. It reduced my costs, increased my yield, and made my work easier. We the farmers of our village will follow this method again next year."

CRAFTS – ANTARAN



The traditional weaving sector in India, while rich in cultural heritage, has been facing challenges related to skill gaps, lack of market access, low wages, and the threat of migration among artisans. Without sufficient training in design, business management, and market access, artisans struggle to sustain their craft and income levels. The Antaran Intervention is a craft-based livelihood initiative designed by Tata Trusts, implemented in the Venkatagiri Handloom cluster, Andhra Pradesh, by the Vijayavahini Charitable Foundation to promote and preserve traditional Indian weaving crafts.

The intervention focuses on the holistic development of the Venkatagiri weaving cluster, enhancing technical skills, design, quality, and marketability. The intervention is focusing on creating local microenterprises across the value chain.

The larger vision is to create entrepreneur-led micro enterprises across each element of the value chain viz. pre-loom, on-loom and post-loom activities in the selected clusters. Weavers learn about elements of design, business management, language & communication tools and become designer-weavers entrepreneurs.

In Venkatagiri, we have nurtured over 50 Artisan Entrepreneurs from the inception of the intervention, who, in turn, have worked with more than 600 artisans. Supporting the crafts sector helps not just in preserving India's cultural heritage, but also in reviving employment and curbing migration.

Key Interventions

- **Business Management Training:** Focus on skills such as communication, design, and market readiness.
- **Technical Skills Upgrade:** Training in weaving with various natural fibers and designs.
- **Market Linkages:** Connecting weavers to national and international buyers, facilitating direct market access.
- **Micro-enterprise Development:** Encouraging the creation of artisan-led micro-enterprises within each cluster.
- **Design Education:** Regular training on design, quality, and ethical trade practices to improve the competitiveness of artisan products.
- **Cluster Promotion:** Establishing selected clusters as handloom destinations.

Key Achievements

- 134 Educational Sessions on business management, design, quality, and communication.
- 102 artisans were onboarded and received training.
- Developed 101 new market-ready designs.
- Created 5 micro-enterprises through training and market access.
- Generated ₹9 crores in business and revenue for artisans and micro-enterprises.



Success Story.



"Weaving is not just a means of making a living... it defines who I am... Thanks to Antaran, I can carry on this legacy while seeking new opportunities."

— Boga Radhakrishna

Boga Radhakrishna, a 49-year-old textile artist from Venkatagiri, spent his childhood observing his father create elaborate fabrics. Though he initially ventured into different businesses, including jewelry, the COVID-19 pandemic compelled him to shutter his shop and return to his family's craft.

His pivotal moment arrived when he met Patnam Subramanyam, a mentor associated with the Antaran intervention. With Subramanyam's support, Radhakrishna enhanced his abilities in jala and jamdani weaving, mastering techniques that had largely disappeared from his community. His commitment and ingenuity enabled him to achieve an uncommon milestone—crafting a jamdani saree adorned with authentic gold zari, a technique that had been absent in Venkatagiri for more than twenty years.

After mastering the refined skills, Mr. Radhakrishna was very much drawn towards mentoring and being a catalyst for change by educating the upcoming generation of weavers, to ensure these authentic traditions to cherish. With his skill, innovation and work, he has earned the nickname "Golden Hands" among his colleagues. Thanks to the Antaran intervention, Radhakrishna and many other artisans have discovered a path to new business avenues by broadening their market reach. His journey illustrates the impact of mentorship, creativity, and community-led efforts in safeguarding and revitalizing traditional arts.

Way Forward

Antaran Phase-2 will focus on institutionalizing its learnings. Artisan entrepreneurs must collaborate to expand opportunities, rather than compete for a larger share. They should develop unique expertise within their clusters, balancing traditional skills with partnerships with designers, merchandisers, and marketers. Creating a strong, distinct positioning and vibrant ecosystem will help ensure long-term sustainability. Entrepreneurs must also reinforce better production and business practices, build resilient businesses, and strengthen the ecosystem with service providers to leverage opportunities and overcome challenges in a rapidly evolving craft market.

134

sessions of
training
conducted.

102

artisans
benefitted
from the
intervention.

101

market-ready
designs
developed.

5

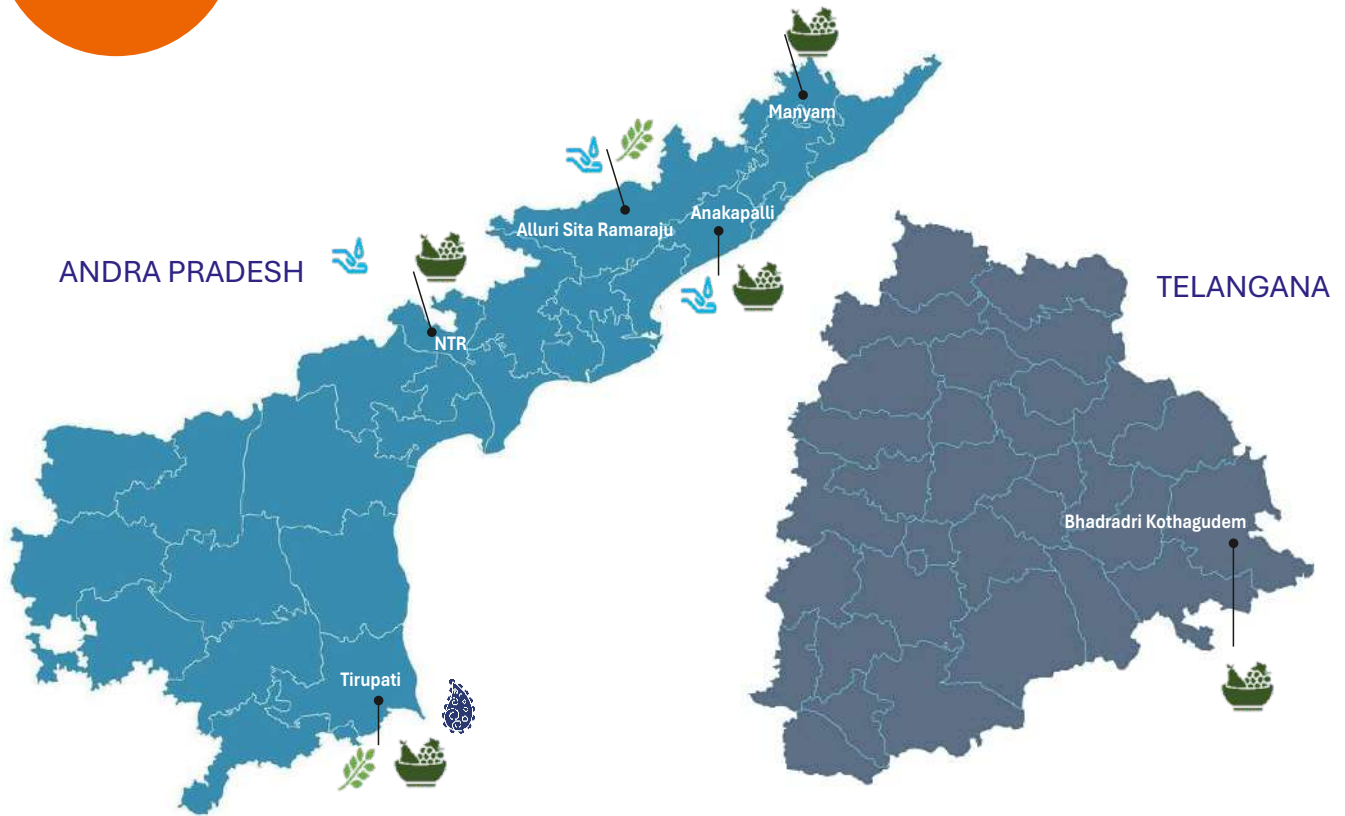
micro-
enterprises
established.




₹9 crore

generated in
business
revenue.



OUTREACH



	Intervention Name	District	Total Outreach
Health & Nutrition			
	Yes! To Poshan	NTR, Anakapalli AP	12,500
	Comprehensive Mangement of Sever & Moderate Acute Malnutrition. (SAM/MAM)	NTR, Manyam, Tirupati	40,000
	Test, Treat and Track Mechanism	Bhadradi Kothagudem Telangana	4,290
Water, Sanitation & Hygiene			
	Integrated Safe Drinking Water Project, JJM	NTR, Anakapalli	22,500
	Menstrual Hygiene Management (MHM)	NTR, Alluri Sita Ramaraju	10,000
Livelihoods			
	Maa Thota	Alluri Sita Ramaraju	1,000
	Tribal Livelihoods Intervention (Climate Smart Agriculture)	Alluri Sita Ramaraju	10,000
	Crafts – Antaran	Tirupati	600



**VIJAYAVAHINI
CHARITABLE FOUNDATION**
Supported by **TATA TRUSTS**

DONOR & PARTNERS

TATA TRUSTS





FINANCE

VIJAYAVAHINI CHARITABLE FOUNDATION			
Balance Sheet as at 31.03.2024			
Amount in Rs. '000			
Sl.No	PARTICULARS	As at 31.03.2024	As at 31.03.2023
I	<u>EQUITY AND LIABILITIES</u>		
1	Shareholders' Funds		
	(a) Share capital	11	11
	(b) Reserves and surplus	2,588	2,279
2	NON-CURRENT LIABILITIES		
	Other Non-Current Liabilities		
	(a) Grants For Capital Assets	3,693	2,920
3	CURRENT LIABILITIES		
	(a) Other current liabilities	1,68,990	81,827
	(b) Short-term provisions	208	180
	(c) Trade Payables		
	(i) Total outstanding dues of MSME	322	1,162
	(ii) Total outstanding dues of Creditors other	2,832	984
	TOTAL	1,78,644	89,363
II.	<u>ASSETS</u>		
	NON-CURRENT ASSETS		
1	(a) Property, Plant and Equipment	3,307	2,422
	(b) Intangible Assets	386	497
2	CURRENT ASSETS		
	(a) Cash and cash equivalents	1,68,301	78,886
	(b) Short-term loans and advances	1,924	5,878
	(c) Other current assets	4,726	1,680
	TOTAL	1,78,644	89,363



VIJAYAVAHINI CHARITABLE FOUNDATION

Income and Expenditure Account for the year ended 31-03-2024

Amount in Rs'000

Sl.No	Particulars	As at 31.03.2024	As at 31.03.2023
	<u>INCOME:</u>		
I.	REVENUE FROM OPERATIONS		
	(a) Amount Appropriated out of Earmarked Grants	92,060	79,966
	(b) Amount Amortized from Capital Grants	1,452	16,306
	(c) Donations Received	-	-
II	OTHER INCOME		
	(a) Other Income	308	633
III	TOTAL INCOME	93,820	96,905
	<u>EXPENSES:</u>		
	(a) Program Cost	82,044	69,061
	(b) Administrative Cost	10,016	11,040
	(c) Depreciation and amortisation expenses	1,452	16,306
IV	TOTAL EXPENSES	93,512	96,407
V	Excess of Income over Expenditure before exceptional and extraordinary items and tax (III-IV)	308	498
VI	Exceptional items	-	-
VII	Excess of Income over Expenditure before extraordinary items and tax (V - VI)	308	498
VIII	Extraordinary Items	-	-
IX	Excess of Income over Expenditure before tax (VII- VIII)	308	498
X	Tax expense:		
	(1) Current tax	-	-
	(2) Deferred tax	-	-
		-	-
XI	Excess of Income over Expenditure for the period (IX-X)	308	498



GLOSSARY

- AWC – Anganwadi Centre
- CMAM - Community-based Management of Acute Nutrition
- ComPAS - Combined protocol for acute malnutrition study
- COVID-19 – Corona Virus Disease
- FHTCs – Functional Household Tap Connection
- FPG – Farmer Producer Groups
- FPO – Farmer Producer Organization
- GoAP - Government of Andhra Pradesh
- HBNC – Home-Based New Born Care
- HBYC – Home-Based Care for Young Child
- ICDS – Integrated Child Development Services
- ISA - Implementation Supporting Agency
- JJM – Jal Jeevan Mission
- LPCD - Liters per Capita per Day
- MAM – Moderate Acute Malnutrition
- MUAC - Mid-Upper Arm Circumference
- NHM – National Health Mission
- NITI – National Institution for Transforming India
- PHC/DH – Primary Health Centre / District Hospital
- PLW - Pregnant and Lactating Women
- RWS&S - Rural Water Supply & Sanitation
- SAM - Severe Acute Malnutrition
- SBCC – Social Behaviour Change Communications
- SHG - Self-Help Groups
- SUW – Severe Underweight
- VCF – Vijayavahini Charitable Foundation
- VWSC - Village Water Sanitation Committee
- WaSH – Water, Sanitation & Hygiene



**VIJAYAVAHINI
CHARITABLE FOUNDATION**

Supported by **TATA TRUSTS**

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