



## VRUTTI: PROGRESS REPORT April 2011-March 2012

### Contents

Notes From the Chief Functionary, Vrutti.....	3
Agriculture and Allied Sectors.....	5
Agriculture Enterprise Facilitation Centre (AEFC), Madhya Pradesh.....	5
NABARD Projects within AEFC .....	6
Ecological Agriculture and Environment Workshop: .....	7
Training under the Capacity building for Technology Adoption-CAT from NABARD.....	7
Project on Bio-pesticide with support from NABARD.....	7
Transformation of 'Towards Better Cotton' projects to Better Cotton system of BCI: A Study on Gap analysis in Punjab, Maharashtra and Gujarat.....	7
Study of the Aloe Vera Sub-sector in Rajasthan .....	8
Building and Sustaining Farmer Producer Organisations (FPOs) in Andhra Pradesh and Karnataka .	8
Establishing Market Linkage and Appropriate Supply Chain for Interstate Sale of Rice and Other Potential Commodity for the Nagai Agricultural Producers Company (NAPROC), Nagapattinam, Tamil Nadu .....	10
Farmer Industry Linkages for Livelihoods (FILL) in Karnataka .....	10
Supporting an Integrated Sustainable Community Farm in Tamil Nadu .....	11
Documentation of 'Initiatives on Agriculture Development' undertaken during SCALE Project of Aga Khan Foundation (AKF) .....	12
Water and Energy Sector .....	12
People and Panchayat-led Equitable Water governance Model in Three Agro-Ecological Zones in Gujarat, Karnataka and Andhra Pradesh .....	12
Promoting Safe Water in Rural India .....	13
Evaluating the Arghyam Initiative on Integrated Rural Domestic Water Managmeent (IDWM) in Bundelkhand, Maharashtra and Karnataka .....	14
Distilling Lessons from implementing Indoor Air Pollution project (IAP) and key challenges at last mile for ACS customers in Karnataka.....	14
Non-farm Sector.....	15
Livelihood Enhancement through Business Development Services to Sreejyoti members of Muthoot Fin Corp-ACCION in Karnataka, Tamil Nadu and Kerala .....	15
Evaluation of the ACCION-Muthoot training programme .....	16
Evaluation of the BASIX-LAMP Fund .....	16

Assessment of Livelihood Profile and Various options for poor for the effective implementation of NRLM (National Rural Livelihood Mission): .....	16
Diagnostic Study of readymade garment sub-sector in Karim Nagar district, Andhra Pradesh .....	17
Enterprise Promotion through Business Development Services in Karnataka .....	17
IDOBRO: An Empower and Vrutti Initiative: .....	18
Social Protection .....	20
Social Protection that works for PLHIV: a compendium of case studies from 8 States in India .....	20
Impact Evaluation of the DFID's Poorest Areas Civil Society Programme .....	20
Integrated Development .....	21
Community Actions for Sustainable Development .....	21
Development of UNDP's Livelihood Strategies for PLHIV .....	21
Strategic Design for the Livelihoods Improvement of Primitive Tribal Groups of Orissa .....	22
Establishing/Strengthening micro-financing model formed, managed and owned by women in sex work for effective and sustainable delivery of MF services in Karnataka .....	22
Programme support for Child Focused Community Development (CFCD) Projects to improve the efficiency and effectiveness in Kerala, Tamil Nadu, Andhra Pradesh and Karnataka .....	23
Assessing potential franchises for Laurus Edutech's vocational programme .....	23
Steering the 'Evidence based Policy in Development Network (EBPDN)' in South Asia .....	23
Supporting Market-based Partnerships for Health through a Centre of Excellence .....	24

## NOTES FROM THE CHIEF FUNCTIONARY, VRUTTI



Vrutti stands for inclusive livelihoods. It works directly with the communities, supports other organizations, networks and individuals working on livelihoods promotion, does knowledge building and dissemination and engages at policy level. Vrutti as a resource centre works with variety of organizations: Multi-lateral and bi-lateral agencies, International and national non-Governmental organizations, Community Based Organizations (CBOs), Micro-finance institutions (mFIs) and the corporate. Vrutti Livelihood Resource Centre is part of Catalyst Group of Institutions, a passionate development support group working in social development sector since 1994.

This note presents the progress of Vrutti's work and contributions in the period April 2011 to March 2012. The note shares progress and impact of Vrutti's efforts related to innovations, interventions at grassroots, action research projects, and strategic engagement with other livelihoods promoting institutions, and on knowledge management and policy engagement.

Vrutti's work is spread across the domains of agriculture and allied, water, non-farm, social protection, and integrated development. This report follows Vrutti's project across all these domains. During this reporting period Vrutti has been engaged in 4 action research and implementation projects supported by external funds and 5 innovation pilots as our own initiatives; and 19 assignments of technical and management support. The contents in this report are organized sector-wise.

In the last year, we have worked across India, in about 15 states. Majority of our ongoing work is in 5 states viz. Madhya Pradesh, Gujarat, Karnataka, Andhra Pradesh and Tamil Nadu. We are also supporting other livelihoods promoters in Rajasthan, Punjab, Maharashtra, Kerala and Orissa. We have supported national level livelihoods strategy development for People Living with HIV/AIDS, supported by UNDP and National AIDS Control Organisation. We have conducted an 8 states research study (which included Bihar, Nagaland, Delhi, Chhattisgarh, Uttar Pradesh) on social protection for the marginalised. UNDP has brought out 2 publications (compendium of case studies on social protection that works and a compendium of social protection policies and schemes across India) emerging out of this study.

In the last 12 months, we have achieved a significant milestone by directly reaching to 50,000 households. We are covering 26,000 rural poor households through Integrated Water Resource Management (IWRM) project, which is supported by European Union and is implemented with our partners, Development Support Centre (DSC), Youth for Action (YFA),

Gender and Water Alliance (GWA) and Swasti. We are reaching to 4,000 small and marginal farmers in Madhya Pradesh, with support from Solidaridad, NABARD, Roundtable on Responsible Soya (RTRS), and Sir Jamshedji TATA Trust (SDTT). We are reaching to about 18,000 vegetable and pulses farmers (Karnataka and Andhra Pradesh) in partnership with Small Farmers Agri-business Consortium (SFAC).

In 2011-12, we cemented our field base in Madhya Pradesh, Andhra Pradesh, Karnataka and in other states (with a focus to reach out to at least 10 poorest states in India). We accelerated the productisation and scale up of innovations in the area of agriculture and micro enterprises leading to establishing feasibility of viable social enterprises in these areas. We engaged with national (like Small Farmers Agri-business Consortium) and state level institutions (Agriculture, Horticulture Departments, Civil Society Partners). We engaged with international platforms like Better Cotton Initiative (BCI), Roundtable on Responsible Soya (RTRS), Water and Sanitation Alliance. We became part of issue based national networks like Revitalisation of Rainfed Agriculture (RRA). We secured and began a large collaborative action research on equitable water resource governance in 3 states (Gujarat, Karnataka and Andhra Pradesh). Overall we consolidated our thematic base of agriculture, water and micro enterprises. We leveraged the great support and investments by Catalysts on the grassroots innovations. We explored successfully on partnership with a new set of Indian institutions like Solidaridad, SDTT, NABARD, ACC, ACCION, SIDBI, Oxfam, AKF, Arghyam, GIZ, Centre of Excellence for Market based Partnerships in Health (with Swasti) etc. Our international partnerships are growing with new partners like Triodos FACET, Wageningen University and many civil society partners in countries of South Asia. We need to do lot more to become known and preferred centre of excellence on inclusive livelihoods. The last year has sown the seeds and given us the sound base and momentum for the purpose. Vrutti is emerging as a sectorally and policy relevant institution. We recently became part of Committee of Agriculture Governors constituted by the President of India and participated in the meeting focusing institution and market led agriculture development policy for rainfed areas. We are committed to increase the quantum and quality of our work and improve our contributions to inclusive livelihoods promotion in India and in South and South East Asia.

Vrutti team is doing self-analysis, sectoral analysis and collective reflections on variety of aspects for preparing a strategic plan for 2012-15. The strategic plan for next three years is expected to be readied by end of April 2012.

**N.Raghunathan**  
Chief Functionary, Vrutti

## AGRICULTURE AND ALLIED SECTORS

### Agriculture Enterprise Facilitation Centre (AEFC), Madhya Pradesh

AEFC focuses on farming as an 'enterprise', and re-strategises extension services through a demand-led market based mechanisms. AEFC establishes a local cadre which provides need and fee-based quality business development services (BDS) adding value to agriculture as an enterprise. The AEFC model was initiated in two tribal blocks in Madhya Pradesh and has been operating for close to 2 years as on March 2012. The AEFC model is built on a 'scaleable unit' (of Block, an administrative unit, which is usually a central market place for group of villages). The model is envisaged as a 'self sustaining social enterprise model', with each level (farmers to the Project Management Unit), paying for its own costs thorough service fee in 3 to 5 years.

AEFC seeks to increase the incomes per acre for small and marginal tribal farmers in the poorest pockets of Madhya Pradesh. The model framework is depicted alongside.

The model is built with a focus of scaling up, with clear delivery strategies, tools and processes for needs assessment, provision of BDS in cycles, payment patterns, unit costs and returns, value proposition for each stakeholder of the initiative, institutional model and financial modeling for sustainability.

<b>Goal</b>	Substantial Increases in Net Annual Income Per Acre for Small and Marginal Tribal Farmers in Poorest Pockets of Madhya Pradesh Move from a current level to Rs. 50,000/ acre/ annum	 Focus - Small and Marginal Tribal Farmers Work with all for sustaining operations and support system 
<b>Areas</b>	Reduction of cost of production; Increasing Productivity; Minimization of Risks	
<b>Through</b>	Interventions across the value chain - Production to Markets	
<b>Approach</b>	Establishing Sustainable Village-Based Cadre of Farmers as Agri-Business Development Services Providers Farmers Owned and Managed Oroducer Company	
<b>Principles</b>	Agriculture as an enterprise... enterprise principles Village-based viable BDS providers, among the farmers Demand-driven; services cost shared Farmer-centric approach; combined with institutions Working across the value chain Integrating multiple inputs - entitlements, tech, mkt... Ecologically sustainable practices	

In AEFC at Buduni and Bankhedi blocks of Madhya Pradesh, Vrutti is currently working with more than 4000 farmers. AEFC complements and strengthens existing extension system of the government. AEFC at village level works towards facilitating linkages and convergences of departmental programmes and schemes with the 'left out' target group of small and marginal farmers. The AEFC at block level is the hub of information and knowledge on agriculture value chains specific to the block. The uniqueness of the innovation model is in its intent of specifically targeting small and marginal farmers in pre-dominantly tribal areas.

In the last six months, a network of 74 progressive farmers on relevant subjects such as financial, marketing, value addition, input – supply, package of practices, horticulture, farm forestry, fisheries, poultry, livestock, vegetable cultivations etc. have been formed. Till now AEFC has been working in with Soya, Wheat and Maize farmers. The Soya support is being funded by Solidaridad, SDTT and

Project Area	No of villages	No of Agri/BDS lead farmers	Demonstration Plot	Follower Soya Farmer	Project Support
Block: Budani District: Sehore	22	22	22	1,700	Solidaridad and SDTT
Block: Budani District: Hoshangabad	23	22	23	1,530	Solidaridad and SDTT
Block: Jabalpur District: Jabalpur	23	30	30	600	ISOPOM-DOA
<b>TOTAL</b>	<b>57</b>	<b>74</b>	<b>75</b>	<b>3,830</b>	
<b>Planned outreach (2-5 years)</b>	<b>120</b>	<b>120</b>	<b>240</b>	<b>12,000</b>	

ISOPOM (Integrated Scheme for oilseed, pulses, oil palm and maize). Within the next 2-5 years Vrutti plans to extend this reach to 120 villages, 240 demonstration plots and 12,000 farmers.

A study by interns from NIAM Institute, Jaipur showed that AEFC has succeeded in reducing the cost of production and improving returns of Soya and Wheat farmers.

Features	Soybean (before AEFC intervention)	Soybean (after AEFC intervention)	Wheat (before AEFC intervention)	Wheat (after AEFC intervention)
Cost of production (Rs.)	5,060	4,455	6,660	6,843
Net profit (Rs.)	2,940	11,545	8,460	18,357

Some of the key achievements of AEFC till September 2011 are as follows:

- Coverage : Baseline information completed – 4,000 farmers; covered under AEFC: 2,000
- Revenue collected as on 29 February 2012 - INR 100,000
- No of Agri BDS: 45
- Income per crop increased : Rs.5,000 to 15,000
- Convergence with Agriculture department and NREGA scheme: Certified seed distribution, Culture, Bio-gas, NADEP, Model village, IPM, Exposure tour
- In Rabi Season 40 wheat and 40 gram demonstration conducted on Global Agricultural Practices
- 4,000 lt. Cow Urine and Neem leaf based bio pesticide and its local used
- Soil testing: 360 farmers done first time soil testing with Vrutti facilitation.
- 100 farmers adopted Integrated Pest Management with use of Pheromone trap and bio pesticide in Budani block with support from agriculture department.
- 50 NEDEP are under construction with the support of Agriculture department in both AEFC
- High techno based nursery raising: 20,000 vegetable seedlings- tomato, Chilli, Papaya, Cucurbits etc. (Green Net, Coco peat and tray and cup material used) demonstration is in under process with 2 BDS in Bankheri and Budani.
- More than 15 training events organised for Agri BDS at Bhopal and AEFC office level. 10 women farmers received training gone for exposure tour with support from agriculture department. 40 farmers participated in state level Agriculture fair.
- More than 400 poorest members identified to support under the NREGA sub sector scheme by the BDS and 80 proposals submitted to the PRI.

### **NABARD Projects within AEFC**

*National Bank for Agriculture and Rural Development (NABARD) is a key institutional player in agriculture development. Vrutti team in Madhya Pradesh and Karnataka has been successful in establishing linkages and collaborative working arrangement with NABARD during 2011-12. NABARD*

*has provided us technical and financial support for specific work which is described below. More than that, NABARD and Vrutti linkages will get stronger from here as Vrutti expertise in the agriculture sector is well recognized now.*

### **Ecological Agriculture and Environment Workshop:**

A one day **ecological agriculture and environment workshop** is organized in BAYAN AEFC with the support of National bank for agriculture and rural development (NABARD). The main objective of workshop was to orient the farmers on the ecological agriculture and its benefits to the environment and human aspects. 45 lead farmers (women and man, from 23 villages) participated in the training. Mr. Yogesh Gokhale, DDM NABARD, district Sehore have shared the what current agricultural practices is currently adopted by the farmers and how as per the ecological agriculture an environment balancing is missing.

### **Training under the Capacity building for Technology Adoption-CAT from NABARD**

Two three days training organized under organized with support of NABARD CAT program. The first training was organized to Krishi Vigyan Kendra (KVK) Dewas and second training was with Malpani trust Khatengon district devas. In both the training program 20 lead farmers from Budani block of Sehore districts participated.

### **Project on Bio-pesticide with support from NABARD**

NABARD have sanctioned the above project for Vurtti under the Environmental promotion assistance (EPA) grant support. Vrutti is in process to establishment of a bio-pesticide unit within the AEFC model in tribal focused area of Yardnagar and Kanndawar villages from Budani block of district Sehore of Madhya Pradesh. The interventions are proposed for 250 farmers rearing more than 600 cows in the project area while not fully realizing proper environmental and economic benefits. Cow urine based unit is proposed as social enterprise model to the small and marginal farmers in the tribal area as they will receive propose Rs. 4/- per litre amount with the support of Agriculture entrepreneur. The enterprise will provide additional source of income for the farmers involved and also will reduce the cost of cultivation with environmental and bio- diversity benefits. This will support in climate change adaptation.

### **Transformation of 'Towards Better Cotton' projects to Better Cotton system of BCI: A Study on Gap analysis in Punjab, Maharashtra and Gujarat**

*IKEA is a founder member of Better Cotton Initiative (BCI). IKEA along with World Wide Fund for Nature (WWF), Action for Food Production (AFPRO) and other local partners and suppliers have been working on 'Towards Better Cotton' (TBC) initiative since year 2005. In the process, several models of field project implementation (mainly related to 'production principles'), verification, procurement, supply chain linkages and traceability have been developed or are in the process of being developed. IKEA sought to transform TBC to BCI and required a gap analysis to prepare an implementation plan for the changeover to happen effectively.*

In 2010-11 Vrutti, was involved in the gap analysis to look at how far TBC projects of IKEA were compliant with the latest production principles, criteria and overall better cotton system; captured lessons and best practices in implementation of TBC projects that can support the transformative journey; and provided



recommendations towards implementation plan. This sample study was undertaken in all TBC projects across Punjab (5 districts) and Maharashtra (2 districts), covering a universe of more than 26,000 farmers. Vrutti's support has contributed to IKEA, WWF, AFPRO and other partners to develop an effective plan for transition to 'better cotton' system, which will help the cotton farmers in reaping economic, ecological and social benefits and additionally gain access to remunerative global markets.

During the reporting period Vrutti has worked a similar project, covering 3 partners of IKEA (Development Support Centre, AFPRO, S-Raja- Ginner) in Gujarat 5 locations. This project field work and data analysis work is completed, report preparation is under process.

### Study of the Aloe Vera Sub-sector in Rajasthan

*Grameen Development Services (GDS) is a professional Non Government Development Organization. Established in 1993 by a group of development professionals, academicians and NGO leaders, GDS works for the development of the poor and disadvantaged sections of the society, with 'livelihoods for the rural poor' being its core sectoral theme. Grameen Development Services is supporting an all women producers' company, Grameen Aloe Producer Company Limited (GAPCL) for cultivation, processing and marketing of Aloe Vera extractions (leaves and suckers).*

With the objective of making GAPCL a professional, sustainable and profit-oriented community based entity, Vrutti has undertaken a study of the Aloe Vera sub-sector. The study mapped the sub-sector so as to get an insight into the relationships between market participants, opportunities and constraints. The study developed a marketing strategy for GAPCL; and develop an implementation plan for GAPCL. Small and marginal farmers are the main producers of Aloe Vera in the industry as its growth will benefit these farmers. The study identified remunerative linkages exist for vertical and horizontal expansion for GAPCL. The study identified remunerative linkages with both input and output markets for GAPCL.



### Building and Sustaining Farmer Producer Organisations (FPOs) in Andhra Pradesh and Karnataka

*Small Farmer's Agribusiness Consortium (SFAC), a Society promoted by Dept. of Agriculture, Govt. of India, has been nominated by Ministry of Agriculture to act as a nodal agency to coordinate with various State governments, civil society partners, private sector, financial institutions, resource persons and other stakeholders to enhance production, productivity and profitability of small farmers in the country. The participant farmers will be supported to identify appropriate crops relevant to their context; provided access to*



*modern technology through community based processes including Farmer Field Schools; their capacities will be strengthened and they will be facilitated to access forward linkages with regard to technology for enhanced productivity, value addition of feasible products and market tie up.*

Vrutti was commissioned by SFAC to conduct a baseline of vegetable farmers in Andhra Pradesh. The baseline survey covered both production and supply chain aspects of the major vegetables cluster in Andhra Pradesh which are linked to the Hyderabad city. The survey identified that from the production clusters in Mehbubnagar, Medak and Ranga reddy, post harvest losses are to the tune of Rs.300 crores per year. The survey results show how vegetable supply is chaotic and not really linked to the demand and price behaviour therefore is erratic leading to increased risks for producers. The study identified that only 2 per cent farmers are part of producers companies and 10 per cent are in farmers groups, highlighting great scope for improvement of farmers' lot through collectivisation and associated supply chain interventions.

**Vrutti was subsequently appointed as a resource agency for Andhra Pradesh and Karnataka.** Over the next 2 years, Vrutti is responsible for mobilising farmers in groups at the village level and build their associations at an appropriate federating point to plan and implement product specific cluster/ commercial crop cycles; strengthening farmer capacity through agricultural best practices for enhanced productivity; ensuring access to and usage of quality inputs and services for intensive agriculture; enhancing cluster competitiveness; facilitating access to fair and remunerative markets including linking producer groups to marketing opportunities by market aggregators.



In AP, Vrutti is working with 4,666 pulses farmers in Medak district, and with 7,500 vegetable farmers in Medak and Rangareddy districts. In Karnataka, we are working with 5,500 pulses farmers in Gulbarga districts. Vrutti has already completed a detailed project report (DPR) for this project. A team for the purpose has been recruited and they are in place, farmers' interest group (FIG) mobilisation is going on in both the states, trainings are completed to our field staff and local resource persons. We are currently planning support system for farmers for the coming season with demand estimates of inputs (Seeds, fertilizer, pesticides, etc) and outputs (marketing linkages for production). The following table provides the progress so far in SFAC programme.

Sl. No.	Particulars	State-Karnataka Pulses	State-AP-Vegetables	State-AP-Pulses
1	No. of Districts covered	1; Gulbarga	2; Medak and Rangareddy	1; Medak
2	No. Of blocks covered	3	9	2
3	Total number of Villages covered	30	45	30

4	Total Number of farmers Target	5500	7500	4666
5	Total Number of farmers being mobilised in FIGs	226 FIGs; 4221 farmers	210 FIGs; 3242 farmers	77 FIGs; 1222 farmers

## Establishing Market Linkage and Appropriate Supply Chain for Interstate Sale of Rice and Other Potential Commodity for the Nagai Agricultural Producers Company (NAPROC), Nagapattinam, Tamil Nadu

*The Nagai Agri. Producer Company (NAPROC), is a registered producer company. The company currently operates in three blocks of Nagapattinam district. The company is owned by 27 water users' association from 5 river systems. The combined membership of the water users associations is over 800 farmers. NAPROC was formed with the objective of enhancing the farmers' capacity both in the production front and in the market front leading to higher realization of revenue to the producers. NAPROC is a registered producer company, operating in three Blocks of Nagapattinam District, promoted and supported by an institution called Building and Enabling Disaster Resilience of Coastal Communities (BEDROC). NAPROC was formed with the objective of enhancing the farmers' capacity both in the production front and in the market front leading to higher realization of revenue to the producers. NAPROC adopts a two pronged approach of market to village, and village to market; started a seed production unit, supports farmers in certification, and procures the seeds from the farmers.*

NAPROC is currently exploring possibilities of setting up a direct supply chain of rice, pulses (green gram) and tamarind with the community organisations promoted by Kudumbashree Programme in Kerala State. From the preliminary explorations, it is understood that there is a preference for certain varieties of rice which are produced in Nagapattinam. There is a need to explore this further systematically; understand the advantages and challenges; work out the feasibility for transporting and selling in Kerala from Tamil Nadu, and if looks feasible, negotiate with the potential community organisations for a sales tie-up. Vrutti is providing technical support for market assessment, business plan development and business negotiation with community organisations under Kudumbashree Programme in Kerala. Currently the market assessment completed business plan preparation under process.

## Farmer Industry Linkages for Livelihoods (FILL) in Karnataka

*Vrutti believes that there are people with a passion to sell and there are people with a passion to produce. We need to link them. Farmers especially Small and Marginal farmers need this linkage. FILL intends to do this". Objective of this innovation therefore is "To establish FILL to support and increase profitability of small and marginal farmers through village level network of Business Development Services (BDS) providers" and "to prove this as successful model so that other institutions adopt this strategy for the larger benefits of small and marginal farmers in the country".*

The FILL project links small and marginal farmers to input supplier and other service providers to increase the profitability of their enterprise. CMS-Vrutti registered farmers who seek to purchase livestock and agricultural produce (Giri Raja Poultry Birds, Goat, Sheep, Rabbits, Mushroom, Emu, Fish, Exotic fruits



and vegetables, Traditional Fruits and vegetables, Medicinal and Aromatics crops). They link these farmers to input suppliers and facilitate distribution of breeds and agricultural produce between input supplier and farmer. The farmer tends to the growth of the livestock or agricultural product, during which time CMS-Vrutti provide BDS services and support such as know-how, inputs, business counseling, financial and accounting services, veterinary services, linkages for insurance, etc. After a period of time, CMS-Vrutti facilitates buy-back of the products by the industry. CMS-Vrutti charges a one-time registration fee of Rs. 500 for this support and charges suppliers 10% value of products brought or sold.

A pilot of the initiative is in progress in Chikballapur district of Karnataka. CMS-Vrutti has set a target of 15 new registrations every month for the next five years.

From March-2011 to till date the progress is as follows:

Sl. No.	Particulars	Units
4	No. of Districts covered	1
5	No. Of blocks covered	5
3	Total number of Villages covered	79
1	Total Number of Registration	125
2	Total Number of farmers received breeds	110
6	No. of sheep's supplied	182
7	No. of Giriraja birds supplied	6,624
8	No. of Goats supplied	56

### Supporting an Integrated Sustainable Community Farm in Tamil Nadu

*Churches' Council for Child and Youth Care (CCCYC) has been supporting child care initiatives in India. In the recent years CCCYC has been extending community based interventions that have child focus. St. Joseph's Development Trust (SJDT) has established an integrated sustainable community farm as part of their Tsunami response programme near Tarangampadi in Nagapattinam district.*

Vrutti provides support for the development of: (1) A strategic business plan for the Community Farm, with all its components through a participatory processes, periodically reviewed and updated (2) Appropriate institutional delivery model with stakeholder participation (ownership, governance and performance management) for effective and sustainable operation of the Community Farm (3) Systems, Processes and Procedures for efficient operations of the Community Farm developed and capacities built among the staff and communities (4) Capacities of the overall institution and that of staff in managing the Community Farm in developed in the areas of farm management, human resources, monitoring and evaluation, marketing, inventory management, etc. Vrutti also maintains the Strategic Direction and principles of Community Farm and that of the donors and SJDT through facilitating and reviewing processes, and being a part of the Project Management Committee.

There is a change in the programme, currently the programme is jointly implemented by Centre for Indian Knowledge Systems and Vrutti. At present the assessment and the business plan preparation for the five years is going on.

## Documentation of 'Initiatives on Agriculture Development' undertaken during SCALE Project of Aga Khan Foundation (AKF)

Aga Khan Rural Support Programme, India [AKRSP(I)], which is the implementation partner in the SCALE project works directly with nearly 1,50,000 rural households in parts of Gujarat and Madhya Pradesh through decentralized field based teams implementing a range of livelihoods interventions relevant to the socioeconomic and natural resource opportunities of the concerned local areas. SCALE project, spanning over a period of 11 years between 2002 and 2012, is being implemented by AKF through five NGO partners, namely; AKRSP (I), PRADAN, APMAS, ARAVALI and DSC working in the rain-fed regions of the country. Vrutti team was involved in documentation of initiatives of agriculture development with the purpose of showcasing good practices of the initiatives for replication/adoption by other agencies, initiatives. The documentation can also feed into policy advocacy by AKF and SCALE partners at various levels to agriculture development related project designs and implementation processes. The documentation will build an institutional memory of AKF for use in future project design.

## WATER AND ENERGY SECTOR

### People and Panchayat-led Equitable Water governance Model in Three Agro-Ecological Zones in Gujarat, Karnataka and Andhra Pradesh

*Vrutti, in collaboration with Gender and Water Alliance, Development Support Centre, Youth for Action and Swasti, is implementing the EU funded Integrated Water Resource Management Project titled "People and Panchayat-led Equitable Water governance Model in Three Agro-Ecological Zones in India". With a goal of improved health and livelihoods, this project seeks to establish and demonstrate a people and panchayat led equitable water governance model. The approach focuses on three critical areas – improving water supply through the development and management of water resources; improving management of demand for water through efficient use of water for different needs and equitable distribution/access; water governance through a people and panchayat led process that builds awareness and capacities to manage water resources. The project covers the three states of Gujarat, Karnataka and Andhra Pradesh. Vrutti is the lead partner in this project and is responsible for grant management and technical support.*

The project commenced in April 2011 with an Planning Meet among partners to get a clear understanding of the project, activities and deliverables, their roles and responsibilities and systems for monitoring and reporting. Following this, in each project area, Participatory Rural



Appraisals (PRA) have been undertaken to get detailed insights into water and sanitation such as usage patterns, management mechanisms, water based institutions, power dynamics, etc. Currently the baseline survey is in progress. Vrutti has developed the tool for baseline and trained the partners in its implementation. Parallely village level water plans are being developed which contain the detailed village wise critical problem analysis and an action plan. Project steering committee (PSC) meeting was organised in YFA, campus in Mehaboobnagar, AP on 9<sup>th</sup> and 10<sup>th</sup> of December 2011. All the partners were participated and the objective of the PSC is to review the progress, share the learnings, sharing the baseline data, discussion on the strategies and finalising the action plan for up to March 2012. Based on the PSC meeting the action on the ground was speeded up.



The team realized the need for awareness campaign in the villages of action, in all the project villages the awareness campaign being taken up. Formation of IWRM committee in all the project villages is under process. Based on the demand in the PSC, Vrutti compiled the IEC material required for the campaign and shared with all the partners.

There are lot of activities being taken up related to building the team capacities, in each village community resource person/extension volunteers are recruited to steer the process in the village building their capacities, building the capacities of the IWRM committee members and the villagers on various aspects such as water conservation, through *shramadan* improving sanitation in the village, water born diseases and sanitation, the project team also taken up some of the entry point activities such as hand pump repair, coverage of drainage, cattle Trough, desilting of check dams, distribution of water storage cans with tap.

### Promoting Safe Water in Rural India

Eureka Forbes Ltd would like to identify and test funding and delivery channels that will promote marketing of Community Water Filtration Plants in rural India; EFL invited IDOBRO-Vrutti to facilitate the initiative, as pilot programme. Vrutti has been involved in:

- Identification and mapping of needy areas in the country using the contacts of Vrutti and IDOBRO
- Short listing of the locations
- Identification and mapping of potential institutions for partnership with EF
- Short listing and facilitating engagement process
- Business establishment at the partners organisation level



Vrutti-IDOBRO completed identified the partner organisation and the locations, some of the partners interested to take up the water filtration plants. The interested partners are HELO programme of Catalyst Group, SCOPE an NGO in Dharward, Navvya Disha an NGO in Bangalore and MYRADA an NGO based in Bangalore but looking for the Kolar district. The discussion and follow-up is going on with the partners clarifying their queries related to investment, water quality, etc. At present from Orissa there is an NGO-SRUSTI is shown interest to take up the community water plant, now SRUSTI is placed an order with EFL, Swasti is implementing HELO initiative in Chikabellapur, in those villages decided for one water plant, now the discussion is going on with EFL on terms and conditions.

## Evaluating the Arghyam Initiative on Integrated Rural Domestic Water Management (IDWM) in Bundelkhand, Maharashtra and Karnataka

*Arghyam, a public charitable trust working on water and sanitation sector in India, supports strategic and sustainable efforts that address basic water needs for all citizens, which is done through project grants, knowledge creation and dissemination, participatory action research, grassroots advocacy and the framework of Integrated Urban Water Management.*



Through its work Arghyam has developed a holistic framework of Integrated Domestic Water Management, which addresses the common issues of water supply and sanitation. Arghyam is working with MYRADA/ MYKAPS, Development Alternatives (DA) and WOTR. CMS, with Vrutti's support conducted the programme evaluation for IDWM in the three states of Madhya Pradesh, Maharashtra and Karnataka. The evaluation provided learning to Arghyam and partners for programme improvement. The evaluation highlighted how IDWM is a workable concept. The evaluation looked into the strong link between drinking water and water for agriculture and proposed that the IDWM approach can move towards Integrated Water Resource Management (IWRM).

## Distilling Lessons from implementing Indoor Air Pollution project (IAP) and key challenges at last mile for ACS customers in Karnataka

*Shell Foundation focuses on global development and environmental challenges linked to the impact of energy and globalization. The Foundation has a programme under the theme of "Breathing Space" that tackles Indoor Air Pollution (IAP) challenges in developing countries. Shell Foundation has partnered with Envirofit*



*International, a U.S. not-for-profit organisation to design and market a new range of improved stoves and to find commercial partners to manufacture and distribute stoves. The aim is to see **10 million stoves sold in five countries in the next five years.** In this context Shell foundation collaborated with Navvaya Disha and Grameen Koota (an MFI) to pilot the IAP and stove project.*

Navvaya Disha invited Vrutti to undertake a learning study of the Indoor air pollution and stove project. The project also involved assessing the effectiveness and challenges of

using micro-finance institutions (MFIs) as a channel to sell cook stoves.

The study was conducted in four districts of Karnataka, involving field visits and detailed interviews with key project staff, dealers and consumers. The findings were shared in a document capturing the best practices and success stories of the IAP project. This project also provided insights into the how adoption of this technology changed the lives of the consumers, as well as reasons for non-adoption.

## NON-FARM SECTOR

### **Study on Achievements and Learning of Micro Small and Medium Enterprises Financing and Development Project (MSME-FDP) of Small Industries Development Bank of India (SIDBI), leading to State to Sector Report on Micro Small and Medium Enterprises**

The MSME FDP is a multi agency and multi activity flagship project, implemented by SIDBI. The project is nearing its end. The project needs to look back now and see what is achieved in what context and what is not achieved in what context. Based on this, the project can derive a set of lessons that can be offered to similar interventions in MSME sector. Based on this analysis, the project can decipher existing impacts and see the potential of sustainability of these impacts and replicability of the project interventions. Given this scope, Vrutti team carried out the work through expert consultations, project document review and extensive literature review. The Vrutti has contributed to preparing a state of the sector report on the MSME sector.

### **Livelihood Enhancement through Business Development Services to Sreejyoti members of Muthoot Fin Corp-ACCION in Karnataka, Tamil Nadu and Kerala**

*ACCION International is a private, non-profit organization with the mission of giving people the financial tools they need to work their way out of poverty. They focus on Business training for micro entrepreneurs and Financial Literacy for low income clients to manage their personal and household finances effectively. Muthoot Fin Corp is an NBFC that, through its division "Mahila Mitra", provides credit to women entrepreneurs. In India ACCION is partnering with Muthoot FinCorp in Kerala, Saija Finance in Bihar, Basix in Madhya Pradesh, Sangamithra Financial Services in Karnataka, and the Aga Khan Foundation in Patna to deliver trainings. Since the launch of its partnerships in February 2010, ACCION has trained close to 4,000 (As of October 2010) women entrepreneurs in self-management, cash management and leadership in three Indian states – Karnataka, Tamil Nadu and Kerala. In this context ACCION and the Muthoot FinCorp felt that in addition to training, entrepreneurs needed handholding support to operate their enterprises successfully. ACCION and Muthoot FinCorp invited IDBRO and Vrutti to provide this support. A pilot programme has been planned to develop a scaleable model for support to women entrepreneurs.*

During the inception meeting, Kottayam district in Kerala and Coimbatore district in Tamil Nadu were shortlisted for the



pilot; in each of these locations Vrutti works with about 50 women entrepreneurs and is providing the business development services (BDS). Vrutti completed diagnostic study of the enterprises and developed a plan to support them. Vrutti has also recruited two BDS executives to support the enterprises in each location. The following table provides the details of the enterprise Vrutti supported

Sl. No.	Sector/Enterprise	Location-Coimbatore- No of Entrepreneurs Covered	Location-Kottayam- No of Entrepreneurs Covered
1	Mushroom	2	6
2	Tailoring	14	14
3	Paper Carry bag	11	4
4	Soap and Detergents	1	1
5	Food Products – (Chapathi, Masala Powder, Pickle)	10	4
6	Leaf Plate	1	NA
7	Dry Cleaning and Ironing	NA	2
8	Textile Business, Jewelry	NA	2
	Total	39	33

### **Evaluation of the ACCION-Muthoot training programme**

Vrutti is also supporting CMS in a management support assignment to assess the impact of the modular training being provided by Muthoot Finance to poor women in the states of Kerala, Karnataka and Tamil Nadu so as to improve the planning of the intervention.

### **Evaluation of the BASIX-LAMP Fund**

Vrutti is also supporting CMS in a management support assignment to assess the impact of the Livelihood microfinance promotion fund (LAMP) provided by BASIX to NGO-MFI and Community based MFI in the many states of India. Over all focus of the study is to undertake a rapid assessment to understand and assess impacts of the fund, extract key learning and how this can feed into future plans for similar grant/ capital support.

### **Assessment of Livelihood Profile and Various options for poor for the effective implementation of NRLM (National Rural Livelihood Mission):**

Vrutti along with CMS is supporting DONBOSCO and Govt of Karnataka in the assignment to assess the Livelihood Profile and Various options for poor for the effective implementation of NRLM in T. Narasipura Taluk of Mysore district in Karnataka. Over all focus of the study is to help the Govt of Karnataka to implement the NRLM intervention effective, for that Vrutti-CMS and DONBOSCO will do a Situational Analysis to understand the Current Reality and Poverty Diagnostics of the poor and suggest the implementation plan.

## Diagnostic Study of readymade garment sub-sector in Karim Nagar district, Andhra Pradesh

*The Employment Generation and Marketing Mission (EGMM) is a society set up by the Department of Rural Development of the Andhra Pradesh Government to provide employment to the rural unemployed youth. Set up five years ago, EGMM has emerged as one of the largest Jobs mission working for underprivileged youth. Since the advent of this institution, EGMM has a vision to provide livelihood opportunities for the communities below poverty line, from rural backgrounds. Around 30,000 enterprises exist as of now and provide employment to over a lakh and half persons and generate considerable wealth in the villages. The penetration of these enterprises to the larger markets is limited.*

EGMM asked Vrutti to undertake a study to explore and develop a road map for marketing at higher level markets in metros or large cities, better packaging and branding, thereby de-limiting the growth and potential of the sector to excel. The study is designed to explore strategies which will help EGMM fine-tune the key aspects like skills for better product development, quality of the product, better management of their units, access and use of infrastructure, tools and machinery, difficulty in credit access etc. The study will also provide an edge for Vrutti to become a knowledge partner and create an enabling environment for the enterprises, so that it can be a platform for employment and income for the poor, especially for women. Vrutti presented the strategy for developing the cluster along with the budget, EGMM said they don't have money for cluster development approach, but if Vrutti can suggest any other strategy with reduced budget they can re-look. Vrutti discussed internally difficult to improve the cluster other than cluster development approach, same has been communicated to EGMM. The programme didn't take place.

## Enterprise Promotion through Business Development Services in Karnataka

Vrutti is developing an innovation model for Inclusive Poverty Reduction through Business Development Services (BDS) support to Microenterprises. In the past, microenterprise development has focused on enhancing access to credit, assets and skill training (limited extent). These stand alone interventions have yielded limited success. Initiatives in this area aim at facilitating Business Development Services (BDS) - the "critical missing link" in a time bound accelerated manner for holistic development of microenterprises.

In Karnataka, a pilot of the model has been initiated in Kamalapur block of Gulbarga district. Vrutti is working with – Krishna Bhima Samurudhi (KBS) Bank and KITSHERD and directly with the entrepreneurs and has so far enrolled 64 Non Farm-Entrepreneur. Vrutti has now stopped enrolling new members due to resource limitations. It is exploring possibilities with MFIs for scale-up of the model. L&T micro finance visited Gulbarga and interacted with Vrutti staff. They have asked Vrutti to suggest a different model for them, given that a large number of their clients do not have existing enterprise. Vrutti is also exploring with Grameen Micro Financial Services, an NBFC based in Bangalore and office across in Karnataka.



Mr. Kalicharan, Vrutti BDS member, received an order from KBS for 500 Jerkins. The requirement was identified by Shripad, a Vrutti Staff member. Mr. Kalicharan was introduced to MD KBS bank during BDS service meeting at Kamalapur. As per the instruction from MD, bank staff had visited his manufacturing unit and was convinced of his skills. Recently Mr. Kalicharan received the confirmed order and expressed his thanks to Vrutti's BDS and management.

Results of BDS support to enterprises:

- Add-on business (Seasonal, permanent),
- New Enterprise started -stationery shop for federation
- Market linkage – Jerkin order(1.2lakh), School uniform, school note books, broom sticks
- Market information – whole sale prices of raw materials, new tools & tech
- Exposure visits, counseling

BDS for MFI client's strategy how we can move forward, for that Vrutti team had one day discussion internally about the model and the learning from the model on 5<sup>th</sup> January 2012 at Gulbarga office; later end of the day presented the model and learnings, and sought the suggestions from the local NGOs, Entrepreneurs, financial institution/MFIs and vocational training institutes. Based on the discussion review and the discussion with local NGOs, Entrepreneurs, Financial Institutions/Banks, Vrutti decided to do following things.

- Repositioning of our support services from micro enterprise to Micro and Small enterprise support and facilitation centre; District MSE Facilitation Centre - establishment:
- In Gulbarga office one room for – MSE facilitation centre and designing the room accordingly
- Collecting the schemes related to MSE and creating the data base and regular updation of those schemes; displaying those schemes in the MSE facilitation centre office as well.
- MSE entrepreneurs alumni network creation and using the forum for sharing and learning

### **IDOBRO: An Empower and Vrutti Initiative:**

"Rural producers groups /enterprises find it hard to reach markets. This base of pyramid (BoP) faces many challenges to their enterprises. Non-realisation of right value of product is the norm in this segment. Producers are distressed due to non-access to right markets and non-realisation of proper returns. Enterprise enabling and marketing platforms can improve returns to large number of these producers groups (one estimate suggests that about 75 Million such enterprises exist in India). IDOBRO is a technology solution to reach that kind of scale. As we know, all of development has been incremental change. IDOBRO is a transformative idea which addresses the 'missing links' between enterprises and markets. IDOBRO leverages government support for social and green enterprises for these large numbers of enterprises. The IDOBRO is promoted by EmpAower and

Vrutti Livelihoods Resource Centre. Its partners are producers groups who may be self help groups also, rural and urban small producers and enterprises, NGOs supporting such producers groups etc.

Idobro, an EmpAower and Vrutti initiative, is an exclusive 3600 platform for buyers and sellers of social and eco-friendly products to connect communicate and collaborate. Our unique approach to Market access and mainstream integration was recognized and awarded the “Most Inspiring Social enterprise” at the hands of Dr. C. K. Prahlad at The Pan IIT Global Conference, 08 and also won Zeal 09 – The Entrepreneurial Showcase

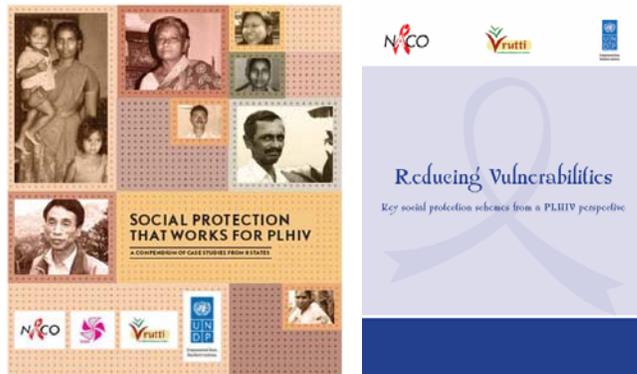
IDOBRO covers various products categories (handicrafts, jewelry, apparel, furniture, home décor, gift articles, ceramic items, stationery, food, recycling, clima printing, day lighting, green belt and wasteland restoration, health and eco-tourism and more). IDOBRO offers its member networks (NGOs, women enterprises), partners (corporate, social) diverse market access and resource engagement through:

1. Idobro.com: e-commerce portal to build profitable business relationships worldwide
2. IDOBRO community activities: corporate events, exhibition cum sales, trade shows and conferences
3. IDOBRO collaborative services: communication and promotion strategies for marketing online and offline
4. IDOBRO connect: media outreach
5. IDOBRO circle: training and networking in marketing, sales and business collaborations

IDOBRO has members from all across India. Some of these members – Women India Trust, Asha Handicrafts, Mother Earth, Aseema, Himjoli, Gramin (PRADAN project), Kuprkabi, Sadhna, EcoReco, Sky Shade, Under the Mango Tree etc.

## SOCIAL PROTECTION

### Social Protection that works for PLHIV: a compendium of case studies from 8 States in India



UNDP commissioned Vrutti and Swasti to write a series of case studies on social protection schemes that PLHIV and those affected have successfully accessed. The team covered 2 districts across 7 states, met PLHIVs and documented their experiences in accessing social protection schemes. They also spoke with implementers and facilitators (such as officials of district

networks, SACS, mainstreaming units) to understand the processes, achievements and challenges from the supply side. The study provided an insight into how social protection can be promoted for PLHIV and those affected. In addition, Vrutti compiled a document on social protection schemes from a PLHIV's perspective. The case study compendium and list of schemes have been published by UNDP, has been shared at the International Conference for AIDS in Asia Pacific (ICAAP) at Busan, South Korea.

### Impact Evaluation of the DFID's Poorest Areas Civil Society Programme

The Poorest Areas Civil Society (PACS) programme, funded by the Department for International Development – India (DFIDI), aims to increase the uptake of rights and entitlements by socially excluded group in 120 of India's poorest districts in the seven states of Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, Uttar Pradesh, Odisha, and West Bengal. Through direct grants to a range of Civil Society Organisations (CSOs) and programme scale-up funds, the PACS programme is expected to result in impacts at the district level.

CMS, with Vrutti's support is engaged in conducting an impact evaluation of the programme. Currently the baseline study is in process.

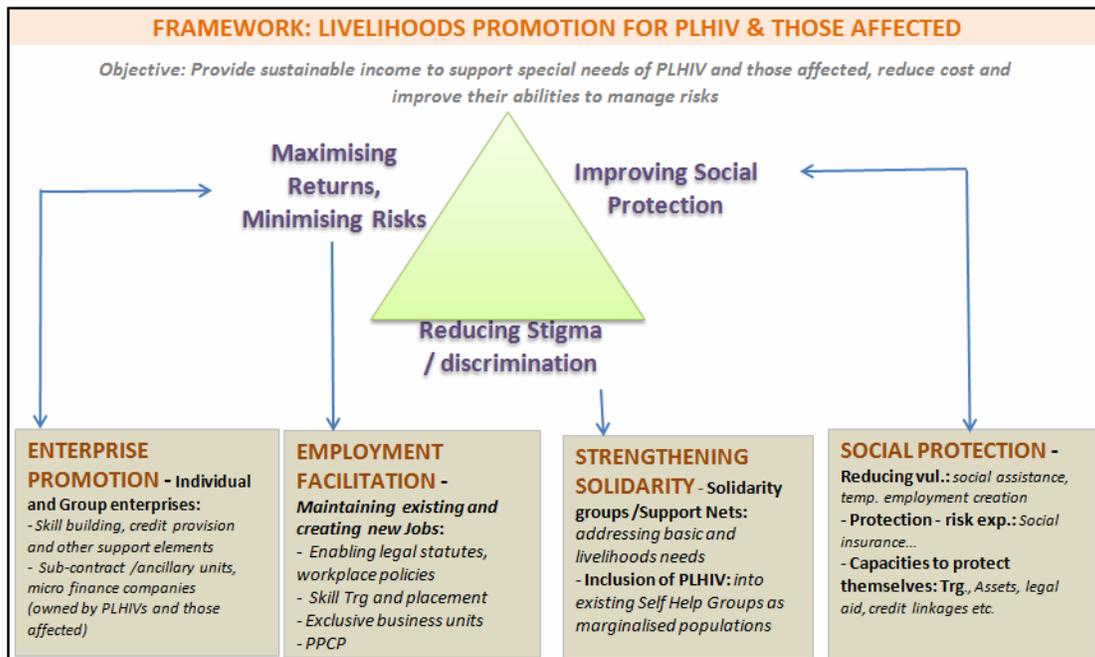
## INTEGRATED DEVELOPMENT

### Community Actions for Sustainable Development

Vrutti in Collaboration with Development Resource Centre Dharward supported ACC-Cement CSR of Wadi, Gulbarga District. ACC asked Vrutti to develop the community in and around their factory in Wadi, Gulbarga District. The focus of the programme is federating the SHG for self sustainability, facilitating entitlements, providing employment opportunities for the youth in the project villages and building and sustaining farmer’s producer’s organisation in the project villages. The project is agreed by ACC-CSR, but waiting for the formal communication. The project will begin from 1st April 2012 for about 4 years.

### Development of UNDP’s Livelihood Strategies for PLHIV

In 2010-11, Vrutti, in collaboration with Swasti, supported United Nations Development Programme (UNDP) and National AIDS Control Organisation (NACO) in developing their livelihoods promotion strategy for PLHIV and those affected. It mapped existing livelihoods initiatives and did an in-depth study of 16 models across the country. The ensuing livelihood strategy focused on four areas for action – enterprise promotion, employment facilitation, strengthening solidarity and social protection.



## Strategic Design for the Livelihoods Improvement of Primitive Tribal Groups of Orissa

The primitive tribal communities have been identified by the Govt. of India in 15 states/union territories on the basis of (a) pre agricultural level of technology (b) extremely low level of literacy; and (c) small, stagnant or diminishing population. Orissa houses 13 Primitive Tribal Groups (PTG) namely Birhor, Bondo Poraja, Didayi, Dongria Khond, Juang, Kharia, Kutia Khond, Lanjia Soura, Lodha, Mankidia, Paudi Bhuyan, Soura and Chuktia Bhunjia. In Orissa, the tribal communities invariably have a higher incidence and intensity of poverty than other population groups. Increasing deforestation, land degradation and a rising population have intensified the vulnerability of the tribal population, while growing indebtedness is fuelling a vicious circle of exploitation and alienation.

In order to bring the PTGs to mainstream development the issues that require immediate attention are good connectivity, supply of drinking water, health and sanitation measures, improvement of housing, increasing level of literacy, raising family income through improved productivity of land, income generating activities, wage earning and ensuring food and nutrition security. A livelihood strategy needs to be developed for each of the PTGs based on the availability of resources, skills and capacity.

Vrutti is involved in the livelihood strategy development to ensure household food and nutrition security of the PTGs by increasing food production and raising their income through off-farm and non-farm incomes. It also aims at improving infrastructure and providing basic amenities within easy reach of the PTGs; generating additional employment and income of these vulnerable groups to reduce poverty; raising the level of literacy, health status; and enhancing their quality of life while conserving their pristine culture.

### Establishing/Strengthening micro-financing model formed, managed and owned by women in sex work for effective and sustainable delivery of MF services in Karnataka

Pragati is an empowerment initiative amongst women in sex work that seeks to improve their capacities to protect and respond to key threats to their lives and livelihoods. During the initial phase of the project, field observations and interactions revealed that most women in sex work were unable to access mainstream financial services. Vrutti supported the establishment of Swathi Jyothi, a micro-finance institute for women in sex work. Vrutti facilitated to mobilise the on-lending funds from NABFINS (NABARD financial services Pvt. Ltd). The following table shows the performance of Swathi Jyothi till Feb 2012.

Sl No	Particulars	Achievement
1.	No of Members / Shareholders	5, 061
2	No of Sarala/SB account holders	3, 742
3	No of RD account holders	3, 959
4	No of FD accounts	818
5	No of loan accounts	1, 914
6	Loan disbursed in Lakhs	244.94

7	Nets savings in Lakhs	61.78
8	On-lending funds mobilised in lakhs	15.00

### **Programme support for Child Focused Community Development (CFCD) Projects to improve the efficiency and effectiveness in Kerala, Tamil Nadu, Andhra Pradesh and Karnataka**

The Churches' Council for Child and Youth Care (CCCYC) is a non-governmental child-focused development organization based in Bangalore, India. Initiated in 1959, CCCYC has been supporting many development projects in India. Over the years, the focus has widened to include communities, while maintaining special attention on children. The process of strategy change resulted in the introduction of the Child Focused Community Development Programme. The CFCD Projects are being implemented in the states of Kerala, Tamil Nadu, Andhra Pradesh and Karnataka.

Vrutti over the last few years has been providing support to the CFCD Project team in the areas of planning, implementing, monitoring and evaluation of CFCD projects in the four southern states.

This includes supporting capacity building initiatives of CCCYC in the areas of livelihood promotion and micro-enterprise promotion in CFCD projects; Supporting CFCDs effectively implement the livelihood programmes; facilitating periodic peer group learning/sharing workshop among the CFCD projects; supporting the operation of a monitoring, evaluation and learning system at the project level; facilitating reviews and assessments in CFCD projects facilitation for planning and assessment of CFCD Projects.

### **Assessing potential franchises for Laurus Edutech's vocational programme**

Laurus Edutech Life Skills Private Limited, (a wholly owned subsidiary of Laurus Edutech Private Limited) focuses on skill training, assessment and staffing students in vocational and skills development. Laurus Edutech seeks to uniquely blend entrepreneurship, prime contracting and franchising to setup several centers across the country in the next 5 to 6 years. Laurus Edutech is proposing to create 328 entrepreneurs cum franchisees, having passion, knowledge and interest to set up skill centers and work with the Laurus Edutech to reach its goal to skill several students. The project is funded by National Skill Development Corporation (NSDC).

Laurus Edutech has invited Vrutti to engage with potential people who applied to Laurus Edutech to set up franchise, evaluate them on various parameters and to shortlist them for setting up those centers.

### **Steering the 'Evidence based Policy in Development Network (EBPDN)' in South Asia**

The South Asia Evidence-Based Policy in Development Network (SA-EBPDN) is the regional arm of the global EBPDN. The SA-EBPDN is coordinated by the Centre for Poverty Analysis (CEPA) and brings together think tanks, research institutes and similar organizations working in international development across South Asia to promote more evidence-based, pro-poor development policy

making in the region. As a part of facilitating the network CEPA works with a Core Group of organisations working on evidence based policy research in the South Asia region. Vrutti is steering the network activities in India and focusing on agriculture and livelihoods as its central themes for the year.

During the reporting period Vrutti has been engaged in network building for think tanks and policy work. About 35 members have joined the forum, half of which have been linked through Vrutti's efforts. Vrutti is working towards bringing more institutions under the umbrella of this platform. Vrutti is also working towards roping 5 prominent think tanks in the country as the main faces of EBPDN in India.

Vrutti also wrote a research paper on "Evidence based policy in India – How much, How often and to what avail?" The paper examines how policies are made in the country and use of evidence therein. It is based on a research on the policy-scape of the country, specifically analysing one most ambitious policy instrument wherein the government brought in legislation that guarantees assured wage employment for 100 days to those families who wish to undertake manual labour. The paper looks at how Mahatma Gandhi National Rural Employment Guarantee Act (MG NREGA) came into being (agenda setting), how much evidence was used in policy formulation, how much evidence is used in its implementation.

### **Supporting Market-based Partnerships for Health through a Centre of Excellence**

The Center of Excellence (CoE) in Market-based Partnerships for Health was established in May 2011. Its mission is to promote effective and sustainable Market-based Partnerships for Health (MBPHs) to address the public health needs of Base of Pyramid (BOP) households in India. The CoE is funded as part of United States Agency for International Development's (USAID) MBPH project in India and is hosted by the Catalyst Group of organizations, led by Swasti and supported by Catalyst Management Services and Vrutti, in partnership with Abt Associates.

MBPHs are partnerships with private sector entities that aim to leverage private sector approaches, strategies and resources for delivering health services. They tap into private sector infrastructure, distribution channels, financing, information networks and other facilities. These partnerships offer mutual benefits of greater income for the commercial entity and improved quality of life for the community, particularly the poor

CoE's Objectives:

1. To build on lessons learned and activities of USAID's MBPH and other private sector projects.
2. To enhance impact by building new partnerships, conducting research and disseminating best practices.
3. To evolve into a self-sustaining entity

Vrutti's role in the COE will be to provide technical support on the market front – looking at the economics of MBHP ideas, business planning, value chain analysis, etc.