GRAMEENA
VIKAS KENDRAM

ANNUAL REPORT

2021-22

Contents

ABOUT US 3
OUR VISION: 3
OUR MISSION: 3
OUR PHILOSOPHY: 4
UN SDGs: 4
OUR CORE VALUES: 4
OUR APPROACH: 4
SPECIFIC OBJECTIVES BY 2027: 5
OUR ROLE AS MENTORS: 5
GEOGRAPHICAL FOCUS: 6
PICTORIAL REPRESENTATION OF GVK SOCIETY'S PRESENCE IN TELANGANA & ANDHRA 6
EXECUTIVE COMMITTEE: 7
PARTNERS: 8
OUR NETWORKS: 9
OUR INITIATIVES: 11
RADDIS COTTON: 12
HESPERIDIN: 14
NATURAL FARMING: 17
WASTE TO WORTH: 19
HATCHING HOPE ACCELERATING INCOME: 22
CIRCULAR COTTON CASCADE: 25
REGEN RND PROJECT: 28

ABOUT US

Grameena Vikas Kendram Society for Rural Development (GVK Society) designs and implements community driven initiatives that optimize value for small and marginal tribal farmers, and downtrodden rural households by nurturing producer organisations, value addition, infrastructure, up-marketing, capacity building and perpetual innovation. Our model promotes collectivism, collaboration and co-operation to build futuristic value chain communities.

Our key areas of focus include but are not limited to sustainable & regenerative farming, climate change, WaSH, biodiversity, education, empowerment of women and children, value chain relations and improving livelihoods of farmers. We endeavour to realize sustainable economic growth by addressing social and environmental externalities with market-based solutions. We strive for upliftment of small and marginal farming communities, tribals and women in India while regenerating their environment.

GVK Society collectivises farmers, trains them on sustainable production as per international standards, aggregates, organises farmers into producer companies, processes, improves market access and strengthens the farmers' capacity to negotiate for a better value realization for the communities.

Our strong international network gives us an excellent opportunity to establish partnerships with thinktanks, research institutions, foundations and academia.

In the financial year 2021-22, GVK Society worked in 652 villages in Andhra Pradesh and Telangana states of Andhra Pradesh in India with more than 13,000 small and marginal farmers. By 2025, we aim to reach out to a minimum of 25,000 direct beneficiaries and 1,00,000 members indirectly, reaching out to more than 75,000 acres of estimated impact in total.

OUR VISION:

We envision a transformed world where self-reliant communities live in harmony with each other and nature

OUR MISSION:

In the FY 21-22 we decided to review our mission. Until the year 2020, our mission statement was as follows "We stimulate innovation and promote processes which are sustainable, socially inclusive and gender sensitive to support critical underprivileged rural masses. We strive for the upliftment of small and marginal farming communities, tribals and women in India by designing innovative market-driven models while regenerating their environment".

We've created a new and clear mission for ourselves in 2021 with the help of Women on Wings during one of the in-person meetings.

'To build regenerative and circular agricultural supply chains that optimise value for small and marginal farmers' is our current mission.

OUR PHILOSOPHY:

We believe that institutional interventions can remove barriers and facilitate individuals, communities, and ecosystems to attain their full potential.

Our projects align with the **United Nations Sustainable Development Goals (SDGs)**-Gender Equality, Climate Action, Life on Land and Partnership for the Goals.

UN SDGs:

Grameena Vikas Kendram Society for Rural Development contributes towards the following 8 sustainable development goals.

OUR CORE VALUES:

- *Respect*: We value everyone's contribution equally
- *Integrity*: We walk the talk
- *Co-creation*: We trust our partners and operate with a shared vision
- *Innovation*: We strive for continuous improvement
- *Sustainability*: We only work on regenerative and circular models

OUR APPROACH:

- Building successful Farmer Producer Organisations (FPOs). Creating additional income through the right market linkages for value added regenerative and organic products.
- Harnessing the potential of the Information and Communication Technology (ICT) to facilitate and accelerate sustainable community development, project & stakeholder management, and transparency.
- Generating value for the smallholders from the emerging eco-system instruments like carbon credits
- Building partnerships and co-creative alliances among important stakeholders nationally and internationally, mutually aligned to the cause.
- Driving transformational change and inspiring others by disruptive innovations.

SPECIFIC OBJECTIVES BY 2027:

- **Livelihoods:**
  - To increase the income of 50,000 farmer families by at least 50%, thereby impacting at least 200,000 households
- **Regenerative agriculture:**
  - To convert 1,50,000 acres of degenerative farms into resilient and thriving regenerative landscapes
- **Climate change:**
  - To test and mainstream circular agricultural value-chains to contribute towards the global goal of staying at least within the 1.5-degree limit for global warming
- **Biodiversity:**
  - To increase and conserve biodiversity to fall within the 30% target set by United Nations in at least 2000 villages in the operational area
- **Fair world:**
  - To contribute to a living income and fair working conditions for all the value-chain community members

OUR ROLE AS MENTORS:

We provide outstanding learning opportunities for the working staff, identify training needs, and provide a right platform to learn and exchange necessities.

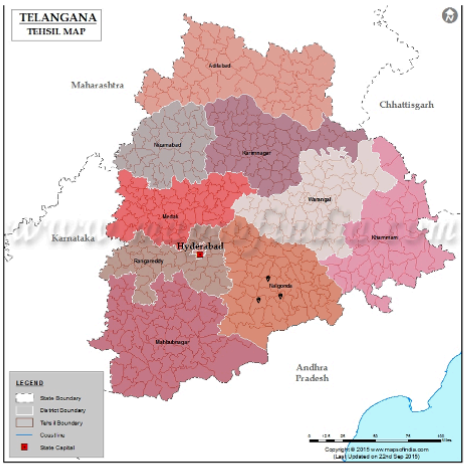
We facilitate training in the following areas:

- **Social Organisation Trainings**: Planning & Review, Governance (decision making and accountability), Delegation, Conflict Resolution and Cultures of Collaboration
- **Commercial Skill Building**: Financial Administration, Supply Chain Management, Quality Control and Certification, Risk Management
- **Agroecology Knowledge System Building**: Peer to Peer Farmer Extension, Participatory Crop Research
- **Biodiversity Conservation**: Forest Management, Vulnerable Species Protection, Resilience of Wilderness and Natural Habitat
- **Poultry management:** Raising backyard poultry trainings for both fattening and breeder farmers, trainings on hatchery management, marketing management and processing related trainings

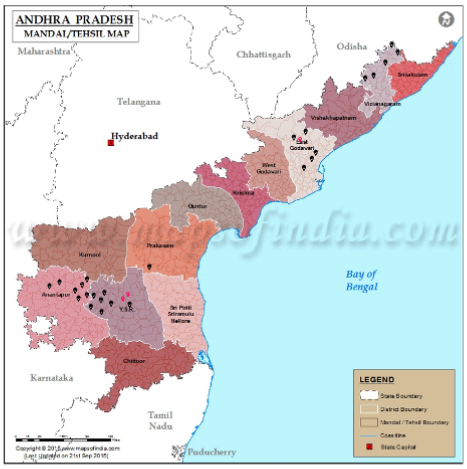
GEOGRAPHICAL FOCUS:

Grameena Vikas Kendram Society for Rural Development continues to operate from its HQ in Visakhapatnam. We also have field offices in Salur & Kurupam towns of Manyam district, Rampachodavaram, Addateegala & Gangavaram of Alluri Sitarama Raju district, Kakinada of Kakinada district, Kadapa & Simhadripuram towns of YSR Kadapa district and Nalgonda town of Nalgonda district.

PICTORIAL REPRESENTATION OF GVK SOCIETY'S PRESENCE IN TELANGANA & ANDHRA



Telangana



Andhra Pradesh

EXECUTIVE COMMITTEE:

After the Annual General Meeting of Grameena Vikas Kendram Society for Rural Development was conducted for the financial year 2020-21 at our office in No. 62, Blue Marino, Chepaluppada, Visakhapatnam, the following members were elected by the general body as the office bearers for the financial year 2021-22.

Name of the board member	**Designation**
Aneel Kumar Ambavaram	President
Gidda Venkata Sarat Babu	Vice President
Ramanadhula Sudhakar	Secretary
V Uma Mahesh	Joint Secretary
C Venkata Brahmam	Treasurer
N Thirumala Giridhar	Executive Member
G Radha	Executive Member

PARTNERS:

Kingdom of the Netherlands

HUGO BOSS

HEIFER INTERNATIONAL

PUMA

NLWORKS

MVO NEDERLAND

avans university of applied sciences

ECOR
enabling circular economy ambitions!

COMMONLAND

REGEN FOUNDATION

WOMEN ON WINGS

BEDSTRAW + MADDER™

SMARTFARMING

GRAMEENA VIKAS KENDRAM

OUR NETWORKS:

Circular Cotton Cascade

Biomass India

OCA
ORGANIC COTTON ACCELERATOR

MAXTEX
NETWORK FOR SUSTAINABLE TEXTILES

clean & unique
SIMPLIFYING SUSTAINABILITY

Clothes the Circle

GRAMEENA
VIKAS KENDRAM

OUR INITIATIVES

OUR INITIATIVES:

In FY 2021-2022, Grameena Vikas Kendram was working with more than 13,000 beneficiaries in two states of south India through 7 initiatives. GVK Society has successfully designed, piloted and scaled (or in the process of scaling) the following programs as of 2021-22

Project name	Description	Impact
Raddis Cotton	Regenerative Cotton value chain that eliminates the use of synthetic agrochemical inputs by favouring ecological solutions that promote natural processes. Adopts a holistic model that emphasises farmers collectives, processing, innovation, certification, and up-marketing.	- Climate change - Biodiversity - Improved standards of living - Carbon sequestration - Intercropping
Zero Budget Natural Farming	Regenerative agriculture which supports farmers shift from expensive chemicals to low cost, climate-resilient natural farming. Integration of animal husbandry is a key essential of natural farming: animals are part of a holistic system for nutrients, pest & disease management, food security and diet diversity	- Climate change - Usage of available natural resources - Holistic system - Improved livelihood
Waste to Worth	Creates revenue for small holder farmers from valorising biomass that is otherwise burnt	- Creating new revenue out of burnt biomass - Social impact - Environmental & Ecological impact
Hesperidin	Creating revenue from aborted sweet oranges, which otherwise goes as waste	- Improved livelihood for women labourer - Improved livelihood for plantation farmers
Hatching Hope Accelerating Income	Improved backyard poultry initiative to double tribal farmers' income	- Diversified livelihood - Strengthening of FPOs - Strong communities
Cotton Cascade	Futuristic circular cotton supply chain designs.	- Cotton recycling - Multi-stakeholder collaboration - Increased income for farmer - Environmental impact
Regen RND	Participatory verification methods based on practise-based methodologies in the context of eco-credit generation.	- Eco-system services - Additional Income - Participatory verification

RADDIS COTTON:

Raddis®Cotton System is one of the world's first regenerative organic cotton programs that attempts to improve vulnerable tribal women farmers` livelihood while regenerating the environment around them by harnessing the potential of the "Nature Based Solutions" and agroecology.

One acre of Raddis® farm has the potential to sequester about 2-3 tonnes of carbon annually. Improved biodiversity and soil water storage are key features of Raddis farm.

Raddis® farmers are empowered to federate into Producer Organisations (POs) to aggregate supply and demand. Value addition, collective storage, certification, better negotiation, and peer learning are the key social derivates of collectivisation on the ground.

By 2027, 10,000 vulnerable farmers will be benefitted from Raddis®Cotton system. We aim to improve farmers household income by 50-75%. Additionally, 25-35% additional income can be generated by tapping into the emerging carbon markets.

Problem:

Present unsustainable production and consumption of cotton textiles lead to poverty and ecological degradation. The following figures can give an idea about the damage due to unsustainable practices in cotton farming:

- Cotton farming occupies 6% of land in India but consumes over 50% of the country's pesticides
- More than 30% total annual GHG emissions come from agriculture
- 8,663 litres of water are needed to produce 1 kg of conventional seed cotton and 20,217 litres of water are needed to produce 1 kg conventional lint cotton
- Approximately 94% of Indian cotton is grown using genetically modified seeds (GMOs)
- Cotton farmers in India are controlled by unreliable markets and lack of negotiating power.
- Over 300,000 of debt-ridden Indian cotton farmers committed suicide in a decade.

Small farmers, especially tribal women cotton growers need attention as they are capital poor and chronically exploited by middlemen, pesticide dealers, and trade forces. These farmers are subjected to market and crop vulnerabilities while required to make high investments with high market risk. This in combination with being excluded from mainstream service systems like market information and crop storage, and government infrastructure like transportation.

Update:

- Raddis®Cotton worked with more than 600 farmers practising regenerative agriculture in 2021-22 in 700 Acres of land
- 112 tribal villages in Eastern Ghats are a part of the program
- Farmers in Alluri Sitaramaraju district were hit with severe drought

- Farmers in Manyam district were hit with unseasonal and severe cyclone owning to loss of yield for the farmers
- Farmers faced a substantial loss in yield due to bad weather reinforcing the need for the program and support farmers adapt to climate resilient and low-cost agriculture methods
- Intercrop seeds & Kitchen Garden kits were distributed to all the farmers to sustain their livelihoods due to loss from their major crop free of cost
- Farmers were audited and NPOP Certified,
- All farmers received Non-BT & Non-Treated cotton seeds at 0% interest rate
- Raddis® was trademarked in Benelux, Europe and UK. Currently there are ongoing activities to register Raddis® in Australia, Japan and USA. Raddis® trademark is held by Yassasree B.V in the Netherlands.

Locations:

Raddis Cotton is operational in 3 districts. Alluri Sitarama Raju, Manyam and Vizianagaram districts.

Funding:

Multiple organisations supported Raddis® in FY 2021-2022: Lässig GmbH -Germany, Hugo Boss AG - Germany, Boweevil - the Netherlands, Mela Wear GmbH - Germany, CERES Community Environment Park – Australia. Funding was used for the implementation of the program and spend on salaries, certification, project staff travel, field office rent, courier, intercrop seeds, farmers training & training expenses and general expenses.

Impact story:

Her name is Nimmaka Naramma from the tribal village of Gummadiguda in Manyam district, Andhra Pradesh. She has been a regenerative farmer since 2017 in her 3-acre plot. She is a tribal farmer who at one point was practising chemical-based cotton farming with herbicide tolerant cotton seeds. She started growing cotton along with Raddis in 2018 and has been a regenerative agriculture farmer ever since. She is one of the farmers who is supported by Lässig GmbH, Germany.

Naramma has been receiving non-BT cotton seeds from Grameena Vikas Kendram Society for Rural Development at a 0 % interest rate, been trained on low cost regenerative agriculture methodologies and finally provided with a market that paid her a premium price of at least 5% over the market price through the years.

Naramma having experienced the difficulties tribal farmers face while practising chemical agriculture recollects how her birds and beneficial

insects such as bees never entered into her farm anymore after she started spraying pesticides. She even recollects how her chicken would refuse to eat crop residue coming out of these farms. Eventually she had to see her son, who was in charge of the spraying fall sick and visit the hospital quite often after they started getting exposed to these chemicals.

Now, she proudly says that she uses her cows for manure and has learnt to prepare at least 5 natural concoctions that can be prepared from the leaves in her kitchen garden to fight pests instead of extremely harmful chemicals. Also, she is very happy to note that the birds have returned to her farm and that she has no plans of using chemicals anymore.

HESPERIDIN:

Hesperidin is GVK Society 's "first of its kind" model in India to create additional income opportunity for small, sweet orange farmers and women labourers from aborted fruits that otherwise go as waste. The project now can stand on its own feet and does not need any support from GVK Society anymore. However, because of COVID awareness programs for farmers, women and labours have been conducted.

The sweet oranges / lime which are immature drop from the tree are aborted fruits that usually go waste. The bioflavonoids present in the small waste fruits are active ingredients in the pharmaceutical industry.

There is a special focus on women labour and small farmers who live below the poverty line by providing additional income by way of collecting, drying, and selling aborted sweet oranges

Hesperidin is implemented in more than 300 villages in Andhra Pradesh and reached about 30% of additional income for women labour families smallholder farmers, in total more than 6700 families, with a special focus on women labour and smallholder farmers living below the poverty line and are gunning towards a targeted 10,000 families in the next 5 years.

Problem:

Usually, sweet orange cultivation demands high investments amid market uncertainties, added to this it has a short life span of 12 years and takes nearly 4 years to yield fruits. The farmers involved are prone to drought and their livelihoods are vulnerable. Also, the livelihood of daily labour women is affected as the availability of work is seasonal.

Solution:

The bioflavonoid Hesperidin used cannot be artificially synthesized in the lab and must be naturally obtained. We could see this lost opportunity in the otherwise so called "waste" discarded fruits and make it as an additional income source for small farmers especially women who constitute 40% of the total farmers benefitted through this program. The assured market throughout the years has made this a sustainable model with gradually increasing farmer base.

Update:

- Currently operational in 5 districts and 65 mandals of Andhra Pradesh and Telangana
- New districts added are Kurnool and Mahbubnagar
- More than 246 villages are currently covered under the program
- As against 4500 farmer beneficiaries we have worked with in the last financial year, we have worked with 6758 farmers in 2021-22
- 65% of the farmers under Hesperidin program are women
- The program is operational in 18500 acres in the current year as against 12500 acres the program was operational in last year
- Farmers and women labourers reported an income increase of 30% due to the program

Impact stories:

Ayithaboni Rajeshwari from Bollaram village, Gurrampod mandal, Nalgonda district in Telangana has been working with Project Hesperidin for three years now. She has had an income increase of INR 16,000 rupees per year since then.

Nakkalapalli Kullayamma of Lomada village in Simhadripuram mandal of Kadapa district has been a sweet orange farmer for 18 years now. She takes care of about 500 trees in her orchard. Kullaynamma claims that the additional income generated from the sale of dry aborted sweet oranges ensures her cost of cultivation and has nullified sweet orange orchard management costs

NATURAL FARMING:

Natural Farming supports farmers to shift from chemicals to low cost, climate-resilient natural farming. Integration of animal husbandry, soil building, crop diversification, natural pest and disease management, food security and diet diversity are essential components of the program. Agro- ecological principles are adopted to build healthier and resilient farm systems.

Problem:

Resource intensive chemical farming has resulted in losses, high debts, soil degradation, pollution of waterways, encroachment of forest land, biodiversity loss, and water scarcity in due course of time.

Solution:

Zero Budget Natural Farming (ZBNF) is a holistic alternative agriculture method that combines the twin goals of global food security and conservation of the environment. ZBNF principles are in sync with the principles of Agro-ecology and are aiming to achieve welfare of farmers' and consumers' while striving for a larger social good.

ZBNF is pioneered by a Padma Sree Awardee called Mr. Subhash Palekar who believes in the cultivation of crops naturally without using Genetically Modified Organisms (GMOs), chemical fertilizers, and synthetic pesticides. This grassroots level peasant movement emphasizes climate resilient farming methods that help farmers to reduce the cost of cultivation to zero. Hence, farmers have a better capacity to gain increased income. Locally available inputs like cow dung, cow urine, and several plants-based extracts play a key role in ZBNF methodology. We particularly work with farmers who are vulnerable to pesticides poisoning and who are in the clutches of a vicious debt cycle.

Grameena Vikas Kendram Society for Rural Development implements this program as a part of Rythu Sadhikara Samstha, Government of Andhra Pradesh's flagship program on Climate Resilient Natural Farming.

Update:

- A total of 3771 farmers are covered under the program in the financial year 2021-22
- A total of 4601 Acres of land in Kadapa district sees reduced usage of chemical pesticides due to the work of Natural Farming program
- A total of 1525 kitchen gardens have been raised so far in the 4 operating clusters of the program
- About 846 acres of land was under Pre-Monsoon Dry Sowing to mitigate weather risk from cultivation

Locations:

The natural farming program operates out of Khazipeta, Vallur, Chintakommadinne and Muddanur mandals of Kadapa district in Andhra Pradesh.

Impact stories:

The farmer in the blue saree is Ms. Ramadevi Dadireddy. She has been a beneficiary of our natural farming program since 4 years now. She hails from a village called Ragimakulapalli and has about 4.4 Acres of land. She generally grows lentils on her 4-acre farm and vegetables in the 0.4 acre of land she has adjacent to her house.
Having experienced natural farming firsthand, she also volunteers as the internal community resource person under the natural farming program to bring more of her friends into the program.

She also trains her fellow farmers on the preparation of Jeewamrutham & Bheejamrutham, two of the important pillars of natural farming. She claims that natural farming in Kadapa is as expensive as conventional farming due to the high yield expectations. However, she claims significant increase in the soil health of her farm and her own health condition as well.

WASTE TO WORTH:

Waste to Worth is an Indo-Dutch initiative that aims to create a circular business model for paddy straw, cotton stalks and other biomass-based upcycled products in India and prevent the release of greenhouse gases emission caused by biomass burning and create additional income for rural households. By 2030, GVK Society aspires to work with 60,000 families in Andhra Pradesh and 2 lakh farmers in South India related to Biomass waste to worth: biomass valorisation. Biochar for soil physical and chemical balance and promotion of regenerative practices are integral part of this model.

The Government of Andhra Pradesh, Government of the Netherlands, and Grameena Vikas Kendram Society for Rural Development have signed an MoU with the aim to initiate and strengthen collaboration among the parties to enable the generation of income for farmers and agriculture labour in rural Andhra Pradesh and reduce environmental pollution caused by agricultural biomass burning. The name of the programme is 'Waste to Worth'.

GVK Society is the co-founder of the innovation to spearhead the initiative in South India as the lead organisation. Biomass aims to create a Circular Business Model for paddy straw and other biomass - based upcycled products in India and prevent the release of Greenhouse Gases (GHG) emissions caused by biomass burning.

Problem:

Paddy cultivation guzzles water in the form of continuous irrigation thus lowering the groundwater levels drastically. Paddy is susceptible to pests and diseases and therefore a lot of pesticides and fungicides are used. These toxic products pollute the water bodies and end up in paddy straw and grain. Paddy straw burning has been a contentious topic in India for many years. But, unlike popular perception, it is not an age-old practice. The practice of paddy straw burning at this magnitude and frequency, can be traced back to its origins.

Declining cattle population, mechanisation, changing perceptions and lifestyle, alternative use options, poor infrastructure, and lack of encouragement in the last 5-10 years have created the concept of waste in paddy fields which in turn has led to burning. Burning of paddy straw releases GHG (CO_2, N_2O, CH_4) emissions, air pollutants (CO, NH_3, NO_x, SO_2, NMHC, VOCs, SVOVs), particulate matter like elemental carbon and smoke. Due to incomplete burning of the paddy crop residue, Black Carbon (BC) is also released. Black carbon is the sooty black material that has been found to reduce agricultural yields in India and even found blackening glaciers in the Himalayas, accelerating melting.

Solution:

GVK Society has identified at least 5 industrial sectors where paddy straw can replace existing input feedstock. We're working on building traction with players in the various sectors to experiment and work with paddy straw as a new raw material source. We also reach out to technologists, r & d firms and material-based companies in Europe and USA to pitch paddy straw as a new raw material.

Update:

Two pilots have been successfully completed in the FY 2021-22 under the Waste to Worth program.

Pilot 1:

Pilot 1 was implemented in the mandals of S Rayavaram and Kakinada Rural of the erstwhile East Godavari district of Andhra Pradesh in June of 2021. About 30 MT of paddy straw was obtained during this period.

Pilot 2:

Pilot 2 was implemented in the mandals of Samalkot, Pithapuram and Tuni of the erstwhile East Godavari district of Andhra Pradesh in December of 2021. About 167.5 MT of paddy straw was obtained during this period.

- A total of 192.75 MT paddy straw was collected in pilot 1 and 2 combined (Pilot 1: 30 MT, Pilot 2: 162.75 MT of paddy straw.)
- A total of 29 farmers participated in Pilot 1 and 2. (Pilot 1: 7 farmers, Pilot 2: 22 farmers)
- 500 INR/MT (5.95 EUR/MT) of paddy straw was paid to the participating farmers per tonne of collected paddystraw.

After the conclusion of Pilot 2 a delegation from NL Works, The Netherlands and Netherlands Business Support Office visited the pilot villages along with officials from Society for Elimination of Rural Poverty, Government of Andhra Pradesh visited the pilot sites.

Impact story:

Thota Lakshmana Rao from Navara village of East Godavari district, Andhra Pradesh has about 5 acres of paddy field. He has been growing paddy for 20 years now twice a year on the same plot.

Since the beginning of combine harvester, he's realised that crop residue burning is the best and cheapest way to clear his field due to the exorbitant price of labour and the short gap between seasons.

In rabi 2021-22, Lakshmana Rao has participated in the Waste to Worth program's Pilot 2 and has had more than 300 bales weighing 20 kilos produced from his 5-acre plot for which he has received INR 2995 and did not have to burn his crop residue. He has saved at least 20 MT of CO_2 from entering into this atmosphere this season by refraining from residual burning.

Although very happy to have his farm cleared and still earn a little money from the process, Mr. Lakshmana Rao is extremely happy to not have burnt his residue in vain and for the material to be put to good use.

HATCHING HOPE ACCELERATING INCOME:

The Hatching Hope: Accelerating Incomes (HHAI) is a global Initiative supported by Heifer International, the USA, to improve the nutrition and livelihoods of 100 million people by 2030 through the promotion, production, and consumption of poultry products.

Capacity building on improved backyard poultry, training on business and financial management, constructions of chicken coops, the establishment of feed mills and meat processing units, vaccination and marketing are central in the model.

Additionally, Grameena Vikas Kendram works closely with tribal communities to diversify income streams via regenerative farming.

Problem:

- Tribal farmers are mostly dependant on only one source of income which brings a lot of risk to the household.
- All the farmers have a backyard poultry however there is a great opportunity to improve backyard poultry rearing conditions such as coop construction, vaccination, balanced feed, etc.
- Farmers do not have access to formal source of credit, technical assistance, and infrastructure around them to diversify their livelihood

Solution:

Through the implementation of HHAI program, we work directly with Farmer Producer Companies in Addateegala, Rampachodavaram and Gangavaram mandals of Alluri Sitarama Raju district of Andhra Pradesh. The producer companies are directly supported at a central level to have improved backyard poultry coops developed for the farmers that are a part to these producer companies.

The farmers are trained on breeding, fattening, brooding, hatching, value addition, gender equality and value addition. The farmers are also supported financially in the form of a soft loan to construct the Coops. The producer companies are supported in the form of revolving fund, infrastructure such as hatchery, feed mill etc.,

We are currently working with more than 5500 farmers in Alluri Sitarama Raju district under this program.

Update:

- MoU's have been signed with Society for Elimination of Rural Poverty, Andhra Pradesh in order to work with Addateegala, Rampachodavaram & Gangavaram Agriculture and Allied Mutually Aided Cooperative Societies in Andhra Pradesh
- MoU has been signed with Heifer International for the implementation of the program in Alluri Sitarama Raju district
- 943 FPO members trained on 12 corner stones, 677 FPO members are trained on backyard poultry management
- 87 FPO members were trained on preparing a business plan

- 93 FPO members are trained on PSRP, 19 vaccinators trained and deployed, and 16 CAVES deployed under the program
- 50 birds per coop were deployed for the fattening farmers and a total of 7750 birds were distributed. 100 birds per coop were distributed to breeder farmers and a total of 2800 breeder farmer birds were distributed to the farmers
- Feed mill and hatchery for the FPOs are under process
- The program has also supported 53 farmers under the program who were extremely affected by Covid 19 by providing a soft loan to the farmers. The loan amount had a range of INR 9000 – INR 29000. The farmers chose to repay the money back into their respective producer organisations to facilitate the same for other farmers in need. A total of INR 8,80,004 has been spent for Covid 19 relief under HHAI program

Impact stories:

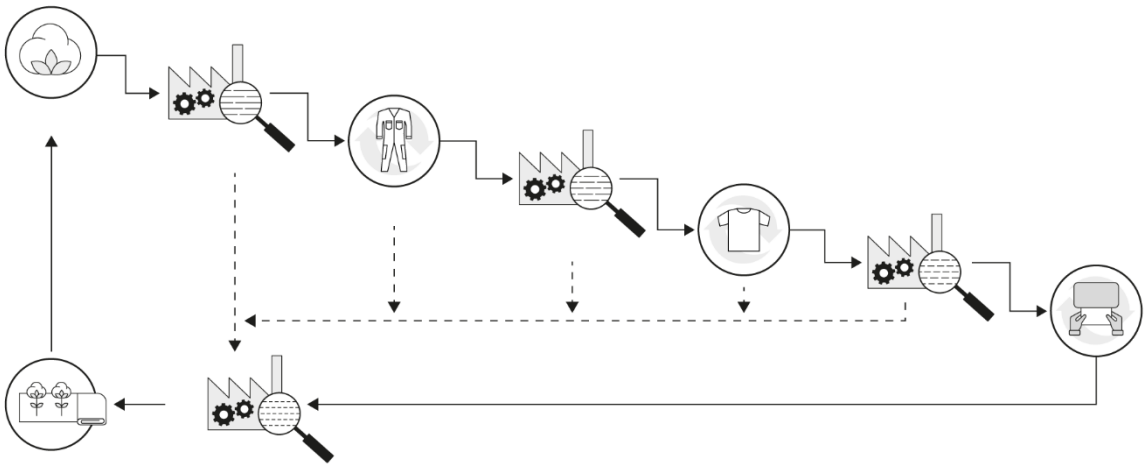
Chedala Vijaya Lakshmi, a tribal farmer from Pedda Addapalli village in Gangavaram mandal of Alluri Sitaramaraju district of Andhra Pradesh under Grameena Vikas Kendram's implementation of HHAI program has received a 0% interest loan of INR 35,536 in order to establish a country chicken coop as a fattening farmer under the program.

Parada Mallamma from P. Gangavaram village of Gangavaram Mandal, Alluri Sitarama Raju district, Andhra Pradesh under Grameena Vikas Kendram's implementation of HHAI program has received a 0% interest loan of INR 32,483 in order to establish a country chicken coop as a fattening farmer under the program.

GRAMEENA
VIKAS KENDRAM

CIRCULAR COTTON CASCADE:

Grameena Vikas Kendram has established a consortium of 13 partners from the Netherlands and India to innovate and commercialise futuristic cotton supply chain designs. Circular Cotton Cascade aims to create a multi-stakeholder value proposition by forging partnerships around collaborative business models in a regenerative economy. This project involves on-farm experiments to augment cotton fibre quality by adopting the regenerative farming techniques at the backend while focusing on business models driven by co-creation and collaboration at the front end.



This research project has been granted a prestigious RAAK-mkb subsidy by Regieorgaan SIA. Regiorgaan SIA encourages the professionalisation and strengthens the quality of applied research in universities of applied sciences in the Netherlands. Universities of applied sciences in the Netherlands carry out applied research which arises from issues or problems in practice. Initiator: GVK Society. Project lead: Avans University of Applied Science.

Solution:

The Circular Cotton Cascade model can establish an alternative market structure based on farmers' and consumers' shared values and vision. The cascading design may reduce the need for extensive cotton production that burden our planetary resources. Instead, agroforestry-based Food & Fibre Gardens produce regenerative cotton that will safely return to the biosphere after multiple product loops, leaving every value chain actor and nature rejuvenated.

The research has been designed in 4 workpackages:

1. Design of the cascade

2. Values and impact
3. Collaborative business models
4. Logistics

Multiple partners join forces in this research project to design, test and create a cascade model for regenerative cotton.

The project consortium explores both
- the technical feasibility of the cotton fibre and
- ways to develop collaborative business models

Results from each module serve as input for following modules while ensuring constant evaluation and revision between the different modules. Knowledge and skills are shared in an iterative process of trial-and-error, creating a coherent framework.

We aspire to disrupt the existing cotton value chains to create a genuinely regenerative and circular system that can change millions of farmers` incomes dramatically.

Target communities:

Small and marginal cotton farmers in. Vizianagaram, East Godavari, Srikakulam, Kurnool, Kadapa districts of Andhra Pradesh. Circular Cotton Cascade, however, has impact potential to benefit farmers and supply chain players globally.

Consortium

The consortium consists out of 13 Indian and Dutch partners, among them knowledge partner Avans University for Applied Sciences. GVK Society has played a crucial role in bringing together the consortium partners, has initiated the project and has written a substantial part of the Sia-Raak proposal.

Partners
- Avans University for Applied Sciences, The Netherlands
- bAwear (www.bawear.eu)
- CWS Nederland (www.cws.com/nl-NL)
- HAVEP (www.havep.com)
- I-did (www.i-did.nl)
- MVO Nederland (www.mvonederland.nl)
- Sympact Solutions (www.sympactsolutions.com)
- Sympany (www.sympany.nl)
- UPSET (https://upsettextiles.com)
- Aadya FPC, India
- YasasreeViroha Impex Pvt Ltd, India
- Yassasree B.V, The Netherlands

Research

Main research questions to be answered by GVK Society in the Cotton Cascade:

- Is there any difference in cotton mechanical recyclability based on the variety/hybrid
- How does regenerative agriculture influence cotton quality?

The research was designed as a randomised block design for 2021 kharif (June sowing) with

- 3 treatments
- 3 replications
- 3 clusters
- 3 villages

Measurements were done on plant height, number of flowers, number of bolls and boll size. Cotton quality was researched on parameters: staple length, strength, uniformity, micronaire, maturity and colour grade. Research findings are getting consolidated for the 2021/2022 kharif testing.

Update:

- An animation movie was prepared together with Avans University of Applied Sciences to explain the concept of the Circular Cotton Cascade: https://youtu.be/d8FOPqbXRTw
- Circular Cotton Cascade was officially initiated on the 17th of September, 2021 at Avans University for Applied Sciences, Den Bosch, The Netherlands. During this hybrid meeting participating organisation presented themselves.
- 36 plots were chosen for the testing of fibre quality in comparison with conventional fibres. These plots were monitored every 15 days and all parameters of change were identified and followed meticulously. The plots were selected from Addateegala mandal of Alluri Sitarama Raju district and Pachipenta & GL Puram mandals of Manyam district
- GVK Society together with Avans Participated in the Circular Textile Days in Amersfoort, the Netherlands, on the 14th and 15th of September, where the concept of the Circular Cotton Cascade was explained.
- A conference paper was written in preparation for the ISPIM Innovation Conference, Copenhagen, Denmark, 5-9 June 2022. Founder Aneel Kumar Ambavaram is second author: https://www.circularcottoncascade.org/blog/towards-regenerative-circular-practices-with-transparency-as-catalyst/
- Multiple workshops were organised based on the 4 working packages,

REGEN RND PROJECT:

Smallholder farmers in the Global South are excluded from impact monitoring systems that rely on third-party verification, which come at high costs (and, in practice, often deliver doubtful results). An alternative for organic food supply chain audits was developed: Participatory Guarantee Systems. We wish to research if and how the experience from this sector can be translated to the ecosystem service rewards sector.

Regen RND Project explores community involvement in verification methods for eco credits by studying a range of verification methods and producing a guidance document for other projects aiming at creating eco-credit classes and participatory verification methods for groups of smallholder farmers in the Global South.

The following key questions will have answers from this explorative project. -Do farmers have the skills, time, labour, logistics etc., to carry out peer verification? -How reliable is participatory verification when compared to 3rd party verification and the costs associated? -Which verification methodologies offer the best balance between practical feasibility in rural India and scientific rigour?

Update:

- Program started commencement in Feb 2022
- Selection of 25 farmers that would take care of data collection is done
- On farm biodiversity & environmental parameter baseline established
- Ongoing discussion around governance structures
- Soil samples have been collected from 100 villages under the regenerative agriculture program and tested for Nitrogen, Phosphorous, Potassium, Organic Carbon & PH as a part of the research

YSR CHEYUTHA:

On 12 July 2021, Grameena Vikas Kendram Society for Rural Development has entered into a formal MoU with Society for Elimination of Rural Poverty, Government of Andhra Pradesh to work with more than 24000 farmers in the next three years. Our programs Raddis Cotton, Waste to Worth and Hatching Hope would raise YSR Cheyutha support from SERP for the beneficiaries that we are already working with in the villages.

This MoU is specifically related to supporting more than 24,000 women farmers and entrepreneurs that come from scheduled backgrounds and in the age group of 45 – 60.

S.No	Project	Beneficiaries
1	Raddis / RESET Cotton	3,000
2	HHAI	11,000
3	Waste to worth	10,000

IN PRINT & DIGITAL MEDIA:

పేదింటి మహిళలు వ్యాపారాలతో ఎదగాలి

వైఎస్సార్ చేయూతతో రెండేళ్లలో రూ.8,839 కోట్ల సాయం: మంత్రి పెద్దిరెడ్డి

మంత్రుల సమక్షంలో ఒప్పంద పత్రాలు చూపుతున్న ప్రైవేట్ సంస్థల ప్రతినిధులు

సాక్షి, అమరావతి: వైఎస్సార్ చేయూత పథకం ద్వారా పేదింటి మహిళలను వ్యాపారవేత్తలుగా తీర్చిదిద్దాలన్నదే సీఎం వైఎస్ జగన్ సంకల్పమని పంచాయతీరాజ్, గ్రామీణాభివృద్ధి శాఖ మంత్రి పెద్దిరెడ్డి రామచంద్రారెడ్డి చెప్పారు. రాష్ట్ర ప్రభుత్వం వివిధ సంక్షేమ పథకాల ద్వారా మహిళలకు ఆర్థిక సాయం అందజేస్తూనే ఆ డబ్బులను వారు లాభదాయక వ్యాపార అవకాశాల్లో వినియోగించుకునేలా తోడ్పాటు కల్పిస్తూ ప్రముఖ కార్పొరేట్ సంస్థలతో ఒప్పందాలు చేసుకుంటోందని తెలిపారు. ఈ పథకం ద్వారా మహిళలకు మరింత మేలు చేకూర్చేలా మంత్రులు పెద్దిరెడ్డి రామచంద్రారెడ్డి, బొత్స సత్యనారాయణ, కురసాల కన్నబాబు, సీదిరి అప్పలరాజుల సమక్షంలో సోమవారం వివిధ శాఖల అధికారులు 14 కార్పొరేట్ సంస్థలు, ఎన్జీవోలతో అవగాహన ఒప్పందాలు కుదుర్చుకున్నారు. ఈ సందర్భంగా పెద్దిరెడ్డి మాట్లాడుతూ.. గత ఏడాది, ఈ ఏడాది కలిపి వైఎస్సార్ చేయూత పథకం ద్వారా మహిళలకు రూ.8,839 కోట్లను ప్రభుత్వం ఆర్థిక సాయంగా అందజేసిందని వివరించారు. ప్రభుత్వం అందచేసిన డబ్బులను వినియోగించుకుంటూ గతేడాది మూడు లక్షల మంది మహిళలు కిరాణా దుకాణాలు లాంటి వ్యాపారాలను ప్రారంభించినట్లు తెలిపారు. ప్రభుత్వం అందిస్తున్న డబ్బులను మరింత ఎక్కువ మంది మహిళలు వ్యాపార అవకాశాలలో వెచ్చించి సద్వినియోగం చేసుకోవాలని సూచించారు.

రూ.75 వేల సాయం.. అదనంగా రుణాలు

అర్హులైన ఎస్సీ, ఎస్టీ, బీసీ, మైనార్టీ మహిళలకు నాలుగేళ్లలో రూ.75 వేల చొప్పున ఆర్థిక సాయంతో పాటు, అదనంగా బ్యాంకు రుణాలిప్పించేందుకు ప్రభుత్వం తోడ్పడుతుందని బొత్స తెలిపారు.

ప్రభుత్వం ఒప్పందం చేసుకున్న సంస్థలు..

ఇర్మా, అజియో రిలయన్స్, జీవీకే, టానేజర్, మహీంద్రా, కిటీ, బేసిక్స్, గయాన్, ఎన్ఈఆర్డీఎస్ అండ్ గీక్స్, వాప్స్, ఏపీ సీఎన్ఎఫ్, ఎన్ఐఎం ఎస్ఎంఈ, ఈడీఐఐ, ఎఫ్డీఆర్పీసీ వీటితోపాటు ఏపీ ఫుడ్స్ ప్రాసెసింగ్ సొసైటీతో కూడా ఒప్పందం చేసుకోనున్నారు.

సాక్షి SAKSHI TELUGU DAILY Tue, 13 July 2021 https://epaper.sakshi.com

Newspaper: Sakshi
Date: 13 July 2021

GRAMEENA VIKAS KENDRAM

Feature: HUGO BOSS's website
Raddis Cotton, a program of Grameena Vikas Kendram Society for Rural Development is mentioned in internationally reputed brand – Hugo Boss's website as a partner.

In our second episode of our online webinar serie, Fashion Talks, we invited Niccy Kol, from Raddis Cotton to dive deep into the world of sustainable material sourcing. As a textile expert she has worked with Escada, Gerry Weber, the colourful Vlisco and even with the innovative Waste2Wear. Through the years the qualities of materials have changed considerably, which has inspired Niccy to take back the power of textiles.

Material sourcing is a crucial topic to discuss in the industry, as materials are the core and soul of the garments. During Niccy's 30+ year journey through the fashion Industry, she has seen it all. More clearly she has seen the garments go from mono materials and high quality fabrics, to trading that all in for higher quantities at the lowest price. Niccy states that "we got so much into creating the next new thing, that we over designed our qualities".

So what does Niccy propose? We need to go back to high quality mono materials and design from creativity, we have to re-learn the system. We are not going to design the next white t-shirt again, we have to design the complete system around that t-shirt. That means that when we are talking about sustainable sourcing, we are not talking just about the fiber or fabric, we mean that we need to be discussing the whole system. That sounds like a hard task, but at Raddis Cotton, they are already there.

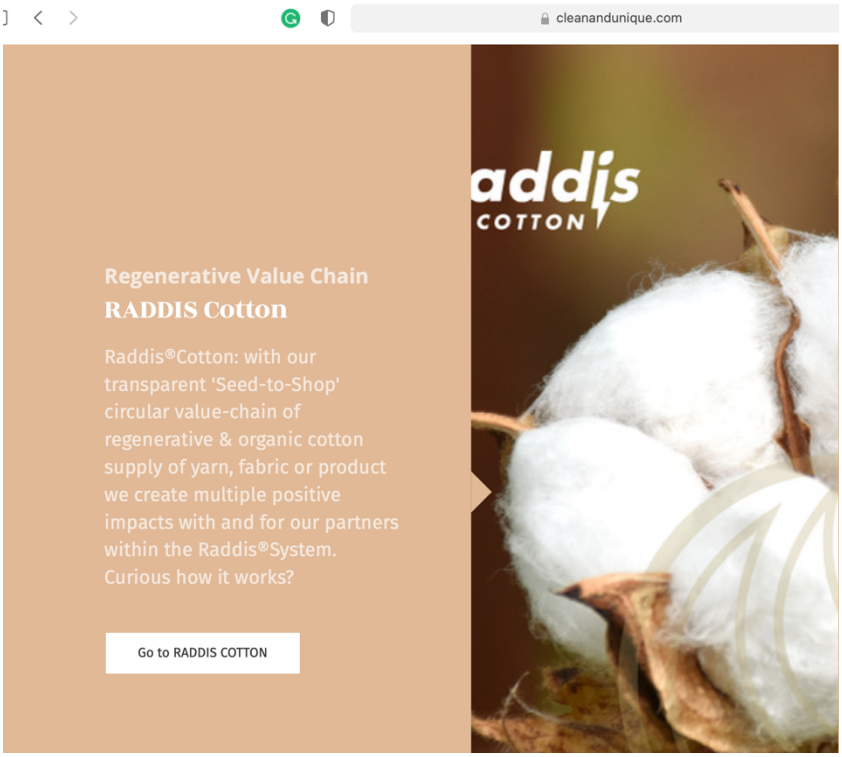
Raddis Cotton created the Raddis®System, a farm impact subscription model which links your cotton demand in yarn, fabric and finished products to the assigned acres of farmland with organic "in-conversion" cotton cultivation. This enables you to create real progress, secure your growing organic cotton supply and share the authentic stories you made possible from "Farm to Fashion."

After all cotton is the world's number one natural resource for textiles, but unfortunately only 1% is grown organic. The rising demand for this 1% of organic cotton is causing huge price increases, bigger earnings for the middlemen, and a boosting fraudulent activities around certifications.

At Raddis Cotton they work with regenerative cotton, a form of cotton harvesting that creates not only healthier soils, but also involves the well being of the farmers and their families, and contributes to creating a transparent, measurable and sustainable industry.

It's time to take a close look at the problems we've created in the Fashion Industry, and start to develop wholesome systemic solutions such as Raddis Cotton proposes. Just using Organic cotton does not make the cut, we need to go further than that and re-design the whole journey that a garment goes through.

Feature: manufy.com
Date: 19th Nov 2021



Feature: Cleanandunique.com
Featured as ethical fabric supplier

GRAMEENA VIKAS KENDRAM

RADDIS – A RADICAL SYSTEM FOR COTTON PRODUCTS WITH A TRANSPARENT & POSITIVE IMPACT!

AUGUST 31, 2021 @ 4:30 PM - 5:00 PM

Together we can change the paradigm of our industry and make cotton a source for good. We make it work through collaboration within the Raddis-system, by regenerating ecosystems, empowering lives, and uniting people! Curious? Join our introduction! (EN)

Feature: MUNICH FABRIC START's website
Date: 31 Aug 2021
Our cotton program Raddis was launched last year at Munich Fabric Start.

8. Remaking Fashion by Regenerating Cotton with Niccy Kol

about a year ago 31:05

Play Later ♡Like

MP3 • Episode home

My guest this week is Niccy Kol, Brand and Impact Catalyst for Raddis Cotton, which is building the world's first regenerative cotton value chain, and Ambassador for Waste2Wear. Listen to Niccy talk about:

Why promoting recycled and recyclable textiles in a circular economy do not go far enough – and why natural fibres are better
What it takes to create the world's first regenerative cotton value chain – and four companies that are showing what's possible
Why it is crucial for brands to invest directly in farmer livelihoods – and to cut out the intermediaries wherever possible
What certification brings in terms of benefits, but also why it acts as a barrier for small farmers to switch to regenerative organic agriculture
Why creating a regenerative corporate value chain is more responsible than spending money on corporate social responsibility (CSR) activities

Feature: player.fm
Niccy Kol from Raddis Cotton program speaks about the importance of regenerative and circular fabric value chains

GRAMEENA VIKAS KENDRAM

ప్రకృతి వ్యవసాయం లాభదాయకం

పంటలను పరిశీలిస్తున్న అధికారులు

నీకేదిన్నె, అక్టోబరు 19: ప్రకృతి వ్యవసాయం లాభదాయకమని రాష్ట్ర ఆర్‌ఎ ఎస్‌ఎస్ సురేంద్రారెడ్డి, జిల్లా ప్రాజెక్టు మేనేజర్ నాగరాజులు తెలిపారు. మండలంలోని బుగ్గలేటిపల్లె గ్రామంలో 1.80 ఎకరాల భూమిలో సాగు చేస్తున్న అయిదు అంతస్థుల మొక్కలు నాటే విధానం గురించి వివరించారు. తోటలో వేసిన మొక్కలను గమనించి చెట్లకు పంచగవ్య పిచికారి చేస్తే బాగుంటుందని, అదే విధంగా 15 రోజులకు ఒకసారి డ్రిప్ ద్వారా ద్రవ జీవామృతం చేస్తే మంచిదన్నారు. ప్రకృతి సేద్యంతో పండించిన పంటలకు అధిక డిమాండ్ ఉంటుందని, ఎక్కువ మంది వీటిని కొనేందుకు ఆసక్తి చూపుతారన్నారు. ఈ సందర్భంగా వారు రైతులను అడిగి పంటల సాగు గురించి, తీసుకునే జాగ్రత్తల గురించి తెలుసుకున్నారు. కార్యక్రమంలో ప్రకృతి సేద్యం సభ్యులు నాంచారమ్మ, ప్రభాకర్, గంగాధర్‌రెడ్డి, తదితరులు పాల్గొన్నారు.

Publication: Andhra Jyothi
Date: 19 Oct 2021

GRAMEENA VIKAS KENDRAM