



GRAMEENA  
VIKAS KENDRAM

# ANNUAL REPORT

## 2022-23



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## ABOUT US

Grameena Vikas Kendram Society for Rural Development (GVK Society) is a new generation impact organisation. GVK Society strives for the upliftment of small and marginal farming communities, primarily focusing on tribals and women in India by designing innovative market-driven models while regenerating their environment.

Furthermore, GVK Society is actively involved in providing support to 5 Farmers Producer Companies (FPCs); Aadya FPC, Abhivrudhi FPC, Addateegala FPC, Gangavaram FPC and Rampachodavaram FPC. This support encompasses capacity building initiatives and establishing market linkages for the benefit of these FPCs.

Our team comprises of accomplished multi-disciplinary international professionals with robust academic credentials. They also share common values and a unified vision.

GVK Society optimises value for peasant farmers and other downtrodden rural households by nurturing producer organisations, implementing value addition strategies, developing infrastructure, up marketing and promoting perpetual innovation. GVK Society's models promote a sense of collectivism, collaboration, and co-creation, laying the foundation for futuristic value chain communities.

During the financial year 2022-23, GVK Society extended its outreach to 652 villages across Andhra Pradesh state in India, collaborating with over 18,000 small and marginal farmers. By 2025, we aim to reach out to a minimum of 25,000 direct beneficiaries and engage with 1,00,000 members indirectly. This outreach is expected to cover more than 75,000 acres, contributing to a substantial and widespread positive effect.

## OUR VISION:

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

## OUR MISSION:

In the FY 22-23 we decided to review our mission. Until the year 2020, our mission statement was- "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".

In 2021, with the assistance of Women on Wings during one of the in-person meetings, we've crafted a new and concise mission for ourselves. The existing mission statement is as follows:

"To build regenerative and circular agricultural supply chains that optimise value for small and marginal farmers".

## OUR PHILOSOPHY:

We believe that institutional interventions have the power to eliminate obstacles and enable individuals, communities, and ecosystems to attain their full potential.

Our projects align with the **United Nations Sustainable Development Goals (SDGs)**, specifically focusing on 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.



GVK Society is working with indigenous farmers to encourage sustainable farming practices, with a focus on organic farming systems. Through its efforts, GVK Society is transforming farm management into a solution for the climate crisis, aligning with SDG 13, simultaneously enhancing value for indigenous farmers, contributing to livelihood security and addressing targets and indicators of SDG 1 and SDG 2 to reduce hunger and poverty. GVK Society is creating positive impacts for both indigenous communities and the environment by effectively implementing SDG targets at the farm level. Leading by example, GVK Society is actively localizing SDG Goal 12, which focuses on ensuring sustainable consumption and production patterns. Specifically, the efforts align with target 12.4, aiming to significantly decrease the release of greenhouse gas emissions into air, water, and soil to mitigate adverse impacts on human health and the environment.

GVK Society is aiming towards fostering collaboration with the government and engaging various stakeholders to establish partnerships for coordinated efforts aimed at achieving relevant SDGs, with a specific focus on addressing climate change and its impacts.

## 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 assess and mainstream circular agricultural value-chains aligning with the global objective of limiting global warming to within the 1.5-degree threshold.
- **Biodiversity:** To enhance and conserve biodiversity, striving to meet the 30% target set by the United Nations across a minimum of 2000 villages in the operational area.
- **Fair world:** To contribute to a living income and equitable working conditions for every member within the value-chain community

## OUR ROLE AS MENTORS:

We offer outstanding learning opportunities for our team members, identifying their training needs and providing a suitable platform to learn and exchange essential skills.

We facilitate training in the following areas:

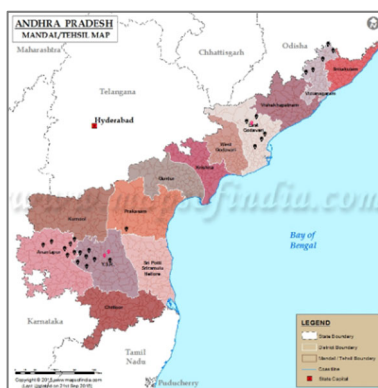
- **Social Organisation Trainings:** Planning & Review, Governance (decision making and accountability), Delegation, Conflict Resolution and Cultures of Collaboration
- **Commercial Skill Building:** Financial Administration, Supply Chain Management, Quality Control and Certification, Risk Management
- **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:** Training sessions for backyard poultry farmers, covering aspects of fattening and breeding, training on hatchery management, marketing strategies, and processing-related skills.

## GEOGRAPHICAL FOCUS:

Grameena Vikas Kendram Society for Rural Development continues to operate from its HQ in Visakhapatnam, with field offices strategically located in the following areas:

- Addateegala, Gangavaram and Rampachodavaram mandals of Alluri Sitarama Raju district of Andhra Pradesh
- Salur & Kurupam towns of Manyam district of Andhra Pradesh
- Kakinada of Kakinada district of Andhra Pradesh
- Kadapa & Simhadripuram towns of YSR Kadapa district of Andhra Pradesh
- Yetapaka mandal of East Godavari District of Andhra Pradesh

Pictorial representation of GVK Society presence in Andhra Pradesh



Andhra Pradesh

## EXECUTIVE COMMITTEE:

The Annual General Body Meeting of Grameena Vikas Kendram Society for Rural Development, pertaining to the financial year 2022-23, was conducted at our office located at No. 62, Blue Marino, Chepalupada, Visakhapatnam. During this meeting, the general body elected the following members as the office bearers for the financial year 2022-23.

### **ANEEL KUMAR AMBAVARAM**

*President*

### **G VENKATA SARAT BABU**

*Vice President*

### **R SUDHAKAR**

*Secretary*

### **V UMA MAHESH**

*Joint Secretary*

### **C VENKATA BRAHMAM**

*Treasure*

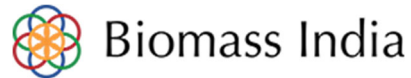
### **N THIRUMALA GIRIDHAR**

*Executive Member*

### **G RADHA**

*Executive Member*

## OUR NETWORKS:



**PARTNERS:**



Kingdom of the Netherlands



**HUGO BOSS**



**PUM**



**avans**  
university  
of applied sciences



**ECOR**  
enabling circular economy ambitions



రామీణ పేదరిక నిర్మూలన సంస్థ  
Society for Elimination of Rural Poverty  
Department of Rural Development, Government of Andhra Pradesh

**COMMONLAND**



**WOMEN ON WINGS**



**SMARTFARMING**

**REGEN**  
FOUNDATION

**BEDSTRAW™**  
+ **MADDER**

**GRAMEENA**  
VIKAS KENDRAM



# **OUR INITIATIVES**



## OUR INITIATIVES:

In FY 2022-2023, Grameena Vikas Kendram has worked with more than 18,000 beneficiaries in the two states of south India through 7 initiatives. GVK Society has successfully designed, piloted and scaled (or is currently in the scaling process) the following programs as of 2022-23:

Project name	Description	Impact
Raddis Cotton	Regenerative Cotton value chain that eliminates the reliance on synthetic agrochemical inputs by favouring ecological solutions that promote natural processes. Embracing a comprehensive model, the initiative places emphasis on farmers' collectives, processing, innovation, certification, and up-marketing.	<ul style="list-style-type: none"> <li>- Regenerating earth's ecosystem</li> <li>- Improved standards of living</li> <li>- Carbon sequestration</li> <li>- Intercropping</li> </ul>
Zero Budget Natural Farming	Regenerative agriculture supports farmers in the transition from expensive chemicals to more economical and climate-resilient natural farming. In natural farming, the integration of animal husbandry is essential as animals are an integral part of the holistic system. They contribute significantly to nutrient enrichment, effective management of pests and diseases, bolstering food security, and promoting diversity in dietary options.	<ul style="list-style-type: none"> <li>- Climate Resilience</li> <li>- Environment sustainability</li> <li>- Economic empowerment</li> <li>- Holistic system</li> <li>- Improved livelihood</li> </ul>
Waste to Worth	Generates revenue for smallholder farmers by transforming biomass, which would otherwise be burned, into valuable resources.	<ul style="list-style-type: none"> <li>- Generating additional income by repurposing biomass</li> <li>- Social impact</li> <li>- Environmental &amp; Ecological impact</li> </ul>
Hatching Hope Accelerating Income	Revitalized backyard poultry initiative aimed at doubling the income of tribal farmers.	<ul style="list-style-type: none"> <li>- Diversified livelihood</li> <li>- Community Resilience</li> <li>- Strengthening of FPOs</li> <li>- Economic upliftment</li> <li>- Improved Standards of living</li> <li>- Nutritional Security</li> </ul>
Cotton Cascade	Futuristic circular cotton supply chain designs.	<ul style="list-style-type: none"> <li>- Cotton recycling</li> <li>- Multi-stakeholder collaboration</li> <li>- Economic upliftment of the farmers</li> <li>- Environmental impact</li> </ul>
Regen RND	Participatory verification methods based on practise-based methodologies in the context of eco-credit generation.	<ul style="list-style-type: none"> <li>- Eco-system services</li> <li>- Additional Income</li> <li>- Participatory verification</li> </ul>

## RADDIS COTTON:

Raddis®Cotton System stands out as a pioneering regenerative organic cotton initiative, striving to enhance the livelihoods of vulnerable tribal women farmers, 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 approximately 2-3 tonnes of carbon annually. Key attributes of the Raddis farm include enhanced biodiversity and efficient soil water storage, contributing to its environmental sustainability.

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 derivatives of collectivisation on the ground.

The Raddis®Cotton System aims to positively impact 10,000 vulnerable farmers by the year 2027. Our goal is to enhance farmers' household income by 50-75%. Additionally, 25-35% additional income can be generated by tapping into the emerging carbon markets.

**Problem:** The current unsustainable production and consumption patterns in cotton textiles contribute to both poverty and ecological degradation. The following figures can give an insight about the repercussions of these unsustainable practices in cotton farming:

- Cotton farming utilizes only 6% of India's land area, yet it accounts for more than 50% of the country's total pesticide consumption.
- Agriculture contributes to over 30% of the total annual GHG emissions.
- To produce 1 kg of conventional seed cotton, 8,663 liters of water are required, while the production of 1 kg of conventional lint cotton demands 20,217 liters of water.
- Genetically modified seeds (GMOs) are utilized in the cultivation of around 94% of Indian cotton.
- Cotton farmers in India face challenges due to unpredictable market conditions and a lack of bargaining strength.
- Over 300,000 of debt-ridden Indian cotton farmers committed suicide in a decade.



Small-scale farmers, particularly tribal women engaged in cotton cultivation, need focused attention due to their limited capital resources and persistent exploitation by intermediaries, pesticide vendors, and commercial influences. They grapple with market uncertainties and significant financial investments coupled with high market risks. Additionally, they face challenges of exclusion from essential services such as market information and crop storage, as well as governmental infrastructure like transportation.

### Update about the RADDIS Program for 2022-23:

- Raddis®Cotton collaborated with over 1200 farmers dedicated to regenerative agriculture, collectively covering approximately 1,500 acres of land.
- Farmers were provided with 2,500 Non-GMO seeds, along with intercrop seeds and Kitchen Garden kits.
- The program extended its reach to encompass 172 tribal villages in the Eastern Ghats region.
- Approximately 97% of the program's participants were women farmers.
- 9 different types of trainings were provided during the year to train farmers
- As per the MoU signed with the Government of Andhra Pradesh, Raddis program closely worked with field level Government officials to mobilise farmers at the village level as well as to provide necessary inputs to them.
- Within the RADDIS program, a Consortium of aligned organizations has been established to collaboratively scale and implement various interventions with their collective support.
- Farmers were audited as per NOP, NPOP and Regen Agri standards
- Each farmer received Non-BT & Non-Treated cotton seeds at 0% interest rate

### Locations:

- During the year 2022-23, Raddis Cotton was operational in Alluri Sitarama Raju district, Parvathipuram Manyam and Vizianagaram districts respectively.

### Funding:

In FY 2022-2023: Raddis® received support from several organizations, including Lässig GmbH (Germany), Hugo Boss AG (Germany), Boweevil (the Netherlands), Mela Wear GmbH (Germany), and CERES Community Environment Park (Australia). The fund was allocated for program implementation, covering expenses such as salaries, certification, project staff travel, field office rent, courier services, intercrop seeds, farmers' training, training expenses, and general operational costs.



## Impact story:



I am Kaduka Mutyalamma, a resident of Dandusura, a tribal village in Kurupam mandal of Parvathipuram Manyam district in Andhra Pradesh, aged 48. Farming is our primary source of livelihood, and with a modest 3-acre landholding, we cultivate around 1.5 acres of cotton while dedicating the rest to rice for our family's consumption. Over the years, despite our dedication to farming, the limited land and insufficient income have posed considerable challenges. Managing to educate my two children with this modest income has been a constant struggle. Recently, the financial strain became more pronounced as I worried about arranging for my eldest daughter's marriage.

In our agricultural context, reliance on middlemen for financial support to secure input funds for planting cotton has become a necessary practice. Unfortunately, this involves borrowing at interest rates. On one occasion, I was in a situation where I wanted to commit suicide and I didn't know whom to tell about my pain to and I decided that as farming is not profitable, let's live by doing labour work. However, the earnings from labor only cover our daily expenses, and the burden of accrued interest on the crop loan from middlemen continues to escalate.

I came to know about a cost-effective and pesticide-free farming approach through GVK's staff. Inspired by their guidance, I decided to adopt this method. In addition to valuable training, they also supplied seeds to support my venture. The training sessions enlightened me on the use of cow's urine as a natural resource for farming, showcasing how minimal investments could yield sustainable results from the leaves we obtain.

Following GVK's farming guidance has not only resulted in higher returns but has also demonstrated that agriculture doesn't necessarily demand substantial investments. GVK's support went beyond just training; they also facilitated the purchase of the yield by linking us to offtakers offering market prices higher than those provided by middlemen.

For three consecutive years, I've practiced pesticide-free farming, and I am now debt-free. This positive transformation has allowed me to focus on educating my son, who is making progress academically. Recently, my daughter got married, marking a joyous milestone for our family. In the past, dealing with middlemen for seeds involved various challenges, including deceptive practices and exorbitant interest rates on loans.

I am immensely grateful to GVK for enabling the seamless sale of crops, which played a crucial role in my daughter's marriage. Thanks to GVK, we now lead a life of dignity and contentment.

## NATURAL FARMING

Natural Farming facilitates the transition for farmers from chemical-dependent practices to a cost-effective, climate-resilient approach. The program encompasses crucial components such as integrating animal husbandry, fostering soil health, promoting crop diversification, implementing natural pest and disease management techniques, ensuring food security, and enhancing diet diversity. The adoption of agro-ecological principles serves as the foundation, working towards establishing healthier and more 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 about 3800 farmers are covered under the program in the financial year 2022-23
- A total of about 4700 Acres of land in Kadapa district sees reduced usage of chemical pesticides due to the work of Natural Farming program
- A total of about 1600 kitchen gardens were raised so far in the 4 operating clusters of the program
- About 900 acres of land was under Pre-Monsoon Dry Sowing to mitigate weather risk from cultivation

## 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, reliant on continuous irrigation, significantly depletes groundwater. To counter pests and diseases, excessive pesticides and fungicides are applied, polluting water bodies and contaminating paddy straw and grain. Paddy straw burning, a recent phenomenon, exacerbates environmental issues, emitting GHGs (CO<sub>2</sub>, N<sub>2</sub>O, CH<sub>4</sub>) and various air pollutants, including Black Carbon, affecting agricultural yields and Himalayan glaciers.

### 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.



## 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.

Apart from introducing the improved backyard poultry component, Grameena Vikas Kendram works closely with tribal communities to diversify income streams via regenerative farming. The HHAH program is being implemented in Alluri Sitharama Raju district of Andhra Pradesh. Within the District, the initiative focused in Rampachodavaram revenue division comprising of 3 Mandals that include Addateegala, Gangavaram and Rampachodavaram. As part of the implementation, GVK signed an agreement with the Society for Elimination of Rural Poverty (SERP), established by the Ministry of Rural Development, Andhra Pradesh, to implement the initiative. The HHGI is a signature program and has a 10- years of scope to deepen and widen the impact. The initiative led to the following impact metrics:

- Direct Beneficiaries - 1036
- Indirect Beneficiaries - 2686
- Farmers Outreach – 5039
- Trainings Conducted – 112
- No of Gram Panchayats covered - 55
- No of Villages covered - 165
- FPOs covered – 3
- FPGs covered – 418
- Chicken Coops Constructed – 640
- Supported setting-up of MSMEs – 24 units

### 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 our HHAH program, we collaborate directly with Farmer Producer Companies in Addateegala, Rampachodavaram, and Gangavaram mandals in Andhra Pradesh's Alluri Sitharama Raju district. These companies receive centralized assistance to enhance backyard poultry coops for affiliated farmers. Our support includes training on breeding, fattening, brooding, hatching, gender equality, and value addition. Financial aid, like soft loans for coop construction, benefits farmers. Producer companies also receive support, including a revolving fund and infrastructure development like hatcheries and feed mills. Presently, we engage with over 5500 farmers in the district through this initiative.

## Impact Story:



The harsh realities of poverty, marked by despondency, isolation, desperation, and a lack of resources, particularly in terms of medical and healthcare facilities, define the daily lives of the villagers in P. Gangavaram. Sarapu Rajesewari embodies this struggle, having endured a hand-to-mouth existence since her childhood. From grappling with the challenges of ensuring two meals a day during her upbringing to marrying into a life of economic hardship, where providing for her children alongside her husband was a constant struggle, her journey has been marked by profound challenges. The exhaustion etched in her eyes tells the story of a life lived through hardship.

*"This experience was the first time I was doing something to support my family, which I earned too. I'm very happy with all that I was able to contribute."*

For years, her husband explored various approaches to maximize their small plot of land, experimenting with different vegetables, crop rotations, and manure types. However, these efforts yielded insufficient results, further compounded by conflicts with wildlife in the area, which, being a natural habitat, posed limitations. In their ongoing quest to augment their family's income, the Hatching Hope project, initiated by Grameena Vikasa Kendram Society in collaboration with Heifer International, presented an opportunity. At first skeptical to try it out, Sarapu and her family had nothing to lose by raising chickens in the small coop behind the house. While this endeavor required additional effort, the potential returns appeared promising. The Hatching Hope project brought volunteers who dedicated time each day to guide and support the villagers. They provided valuable insights, addressed queries, and offered assistance with essentials such as chicken feed and coop maintenance.

Guided by the support of volunteers, Sarapu Rajesewari found a steady and promising opportunity to earn extra income through the Hatching Hope project. What started as a venture with no apparent hope evolved into a source of possibilities, allowing her to dream and achieve financial stability. Selling eggs to neighbors or exchanging them for fresh vegetables, and raising chickens for meat, became not only a source of income but also a new and exciting experience for her.

*"I'm glad to be an inspiration for my son. He has always seen me as a homemaker, but today I earn INR10,000 and can give it back to my family. We can spend for better things. I have slowly started saving for his future education. I'm forever grateful."*

The Hatching Hope project not only introduced an extra income stream for Sarapu Rajesewari's family but also instilled hope by showcasing diverse ways to support her family. Her unwavering dedication and time investment, which initially impressed her family members, have resulted in significant rewards. She is also happy to see her community prosper and benefit from this program.





## CIRCULAR COTTON CASCADE

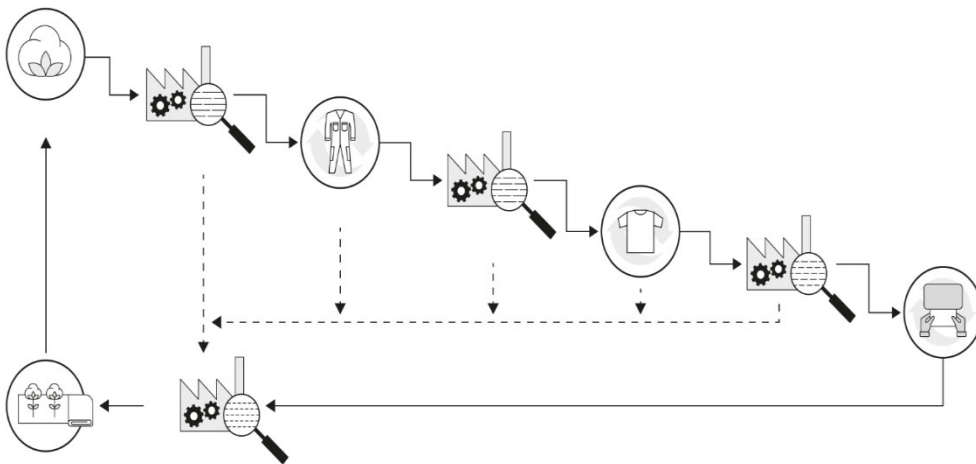
Grameena Vikas Kendram has pioneered the establishment of a consortium comprising 13 partners from the Netherlands and India, dedicated to innovating and commercializing futuristic designs for the cotton supply chain. The Circular Cotton Cascade initiative aspires to create a multi-stakeholder value proposition by fostering partnerships around collaborative business models within a regenerative economy framework. This groundbreaking project involves on-farm experiments to enhance cotton fiber quality by incorporating regenerative farming techniques at the backend. Simultaneously, it places a strategic emphasis on business models centered around co-creation and collaboration at the front end.

This research project has been granted a prestigious RAAK-mkb subsidy by Regieorgaan SIA. Regieorgaan 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.

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 work packages:

1. Design of the cascade
2. Values and impact
3. Collaborative business models
4. Logistics



**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.

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

Outcomes 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.

### Partners

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



## COMMONLAND

Commonland Foundation's Pilot Project on "Food & Fibre Systems for Resilient Communities"

To formulate a preliminary land plan specifically tailored for the operational clusters of GVK Society within Pachipenta Mandal in Parvathipuram Manyam District of Andhra Pradesh while deriving inspiration as a return, a pilot project is being implemented to serve as the foundation for strategizing and executing the 4 Returns and 3 Zones Framework. This comprehensive framework focused on creating sustainable outcomes in four key areas while dividing the land into three specific zones for strategic management.

The project was initiated by mapping natural resources, land uses, and essential infrastructure like villages and roads in 25 villages across 6 Gram Panchayats of Pachipenta Mandal that would be helpful in understanding the physical landscape for informed decision-making. Through Participatory Rural Appraisal (PRA), GVK is actively engaging the community members in zoning, and planning processes to cultivate social capital while enhancing local ownership and participation.



- 25 villages
- 6 Gram Panchayats
- 22 citizen leaders
- 625 farmers outreach



In the "Food & Fibre Systems for Resilient Communities" pilot project supported by the Commonland Foundation, the GVK team successfully identified 22 citizen leaders from 25 villages across 6 Gram Panchayats in Pachipenta Mandal. To pinpoint these leaders, GVK conducted a total of 68 meetings with diverse communities, employing a thoughtful and inclusive approach to identify proactive individuals who demonstrated leadership qualities during these gatherings. The selected leaders actively voiced concerns and took the lead in driving various community-level activities. GVK provided a comprehensive overview of the Commonland Program, specifically delving into the Four Returns Framework and the Three Zones within the landscape. The structured agenda of the meetings initially focused on ongoing and upcoming activities, encouraging input and involvement from the identified leaders. Subsequently, the discussions extended to include community members, ensuring comprehensive information dissemination and active engagement. The response from the identified leaders has been overwhelmingly positive, reflecting their strong interest and unwavering support for the Commonland program. GVK considered this social activity as an essential component to work with communities and their leaders. In-person meetings were held with the identified leaders. In addition to such social processes, meetings also provide the communicative spaces needed for important participatory and organizational learning processes.

Among the 22 Citizen Leaders, a glimpse of one of the leaders is herewith provided: Mr Velaga Chinnarao from Polamvalasa is an active citizen leader identified by GVK, who believes that information and knowledge on what is happening around us, outside the village is essential to make proper use of resources. He obtains information from the sarpanch of the village on the panchayat plans and allocation of funds and disseminates information to others in the village. He also regularly visits the mandal office at Pachipenta and updates himself on the new schemes being initiated and what could be his/community role in its proper implementation. He feels that there is a need for people to come together as pressure groups to address development issues on a continuing basis. Maybe it's the time to involve him to facilitate the formation of such a network



## REGEN RND PROJECT

Smallholder farmers in the Global South face exclusion from impact monitoring systems that heavily rely on costly third-party verification, often yielding uncertain results. To address this challenge within the organic food supply chain, an alternative, Participatory Guarantee Systems, was developed. Our research aims to explore the feasibility of translating the experiences and insights gained from the organic food sector 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

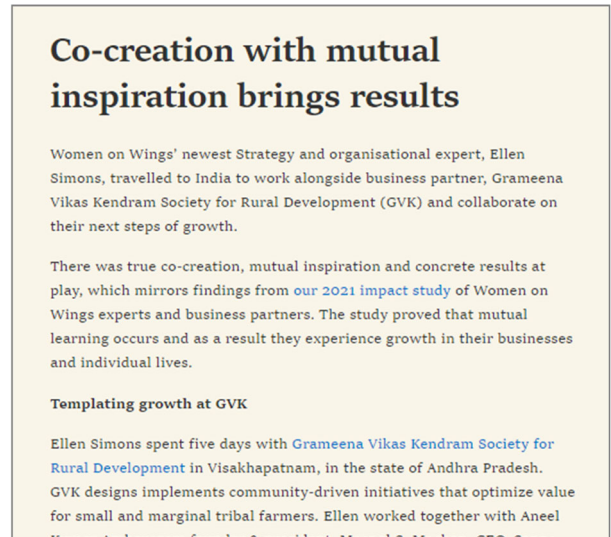
## MEDIA COVERAGE



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Read more:

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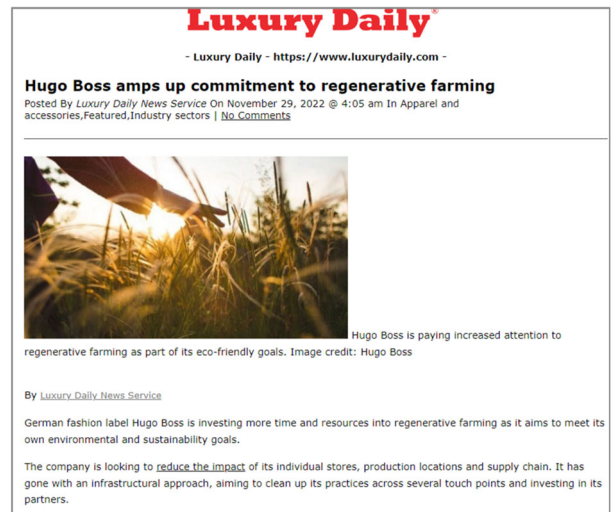
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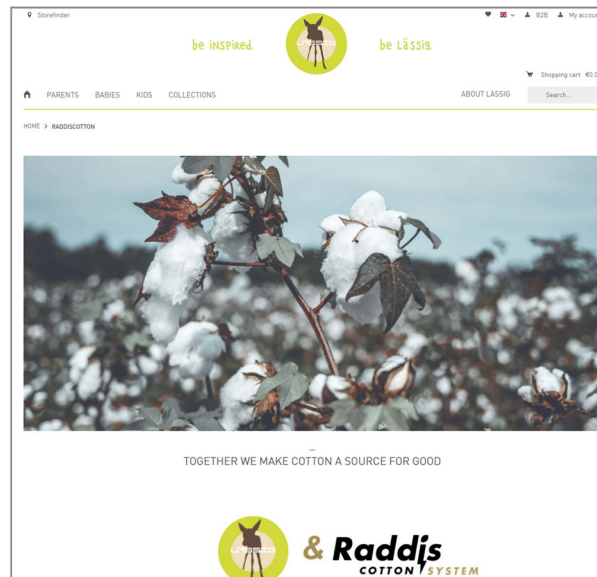


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Featured in **Laessig Fashion** website  
 Read more: <https://www.laessig-fashion.com/raddiscotton>

## Cultivating the Future of Fabric: Announcing partnership between Bedstraw + Madder X Raddis Cotton

Bedstraw + Madder working with Raddis is transforming the cotton industry by creating a transparent farm-product value chain with a proven positive footprint for people and the planet.

*This is a story of revival, we make chemical-free, regenerative clothing to highlight a new model for best practice.*

Vanessa and Primrose - Co founders of Bedstraw + Madder

Bedstraw + Madder is delighted to partner with Raddis to create transparent, chemical-free clothing that restores our ecosystems, biodiversity and climate whilst empowering communities.

The Raddis@System is based on 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. Over the next five years, they are working to:

Featured in **ProjectCece.com**  
 Read more: <https://www.projectcece.com/news/537/cultivating-the-future-of-fabric-announcing-partnership-between-bedstraw-madder-x-raddis-cotton/>

**UN Biodiversity**  
 @UNBiodiversity

The Action Agenda for non-state actors to make commitments towards the Kunming-Montreal Global Biodiversity Framework. Grameena Vikas Kendram Society for Rural Development made a commitment on the Action Agenda.

#ForNature  
 @gvksociety

Featured in **UN Biodiversity Official twitter page**  
 Read more: <https://twitter.com/UNBiodiversity/status/1651254810706886657>





**GRAMEENA**  
VIKAS KENDRAM

🌐 [www.gvksociety.org](http://www.gvksociety.org)

☎ 84890-51484

✉ [info@gvksociety.org](mailto:info@gvksociety.org)

📍 #62, Blue Marino, Chepaluppada, Visakhapatnam - 531163