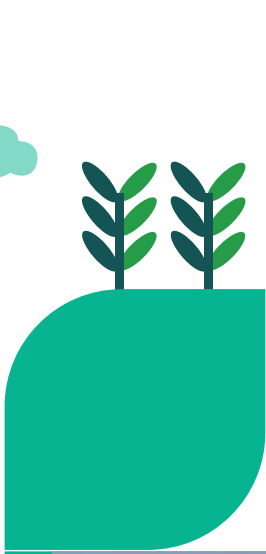




An initiative of TATA TRUSTS

# Reviving Green Revolution Cell

## Annual Report | 2019-20



# Governing Body and Statutory Disclosures

**Chairperson**



**Dr. B.S. Dhillon**

Vice Chancellor, Punjab Agricultural University, Ludhiana

**Member**



**Dr. Sutantar Kumar Airi**

Director of Agriculture, Punjab

**Member**



**Mr. Arun Pandhi**

Director - Program Implementation, Tata Trusts, Mumbai

**Treasurer**



**Dr. A.S. Dhatt**

Former Sr Advisor - Agriculture, Tata Trusts, Mumbai

**Member**



**Dr. N.S. Malhi**

Ex-Vice Chancellor, Guru Kashi University, Talwandi Sabo, Punjab

**Member**



**Dr. Jaskaran Singh Mahal**

Director of Extension Education, Punjab Agricultural University Ludhiana

**Member**



**Mr. Avtar Singh Dhindsa**

Progressive Farmer

**Secretary**



**Ms. Amrita Patwardhan**

Interim Executive Director, RGR Cell and Zonal Manager - North, Tata Trusts

**Member**



**Dr. N. Kumar**

Vice Chancellor, Tamil Nadu Agricultural University, Coimbatore

**Member**



**Mr. Ashish Deshpande**

Chief Financial Officer, Tata Trusts, Mumbai

*\* Dr. Gulzar Singh Chahal served as Executive Director till December 2019 and Dr. Ajit Singh Dhatt took on interim charge as Executive Director, RGR Cell from January to May, 2020.*

# Executive Director's Note

## Driving sustainability and shared value

Over the decade, RGR Cell has focused on addressing key issues in agriculture of Punjab and Tamil Nadu by working closely with farming communities. In 2019, our programs focussed on enhancing farmer profitability for small and marginal farmers by reducing production cost and enhancing crop productivity through adopting sustainable practices. For better cotton production, an emphasis was laid on water stewardship, biodiversity, conservation, fiber quality and decent work conditions, alongside advocating for reducing use of pesticides and adoption of protective measures. Towards furthering our engagement with tribal communities in Tamil Nadu (especially tribal women), we initiated two new programs for improving lives through sustainable agricultural development and social entrepreneurship.

The severe socio-economic and environmental concerns from crop residue burning in Punjab, encouraged RGR Cell to initiate a program to educate farmers and promote affordable and accessible in-situ crop residue management solutions. Mass field demonstrations of Happy Seeders and options such as SuperSMS mounted combine and mulcher were successfully undertaken across the paddy-wheat belt. Further, integration of mobile-based advisory to 2.56 lakh farmers, played a key role in increasing farmer awareness for better straw management practices. As a result, 2019 saw a healthy increase of 25% in area sown under Happy Seeder and improved technologies in intervention villages.

For our Tamil Nadu programs, 2019 proved to be a year focusing on tribal development through diverse programs ranging from promoting tribal women entrepreneurs to implementing the trustea program – which is India's first sustainability code for domestic tea. These programs have helped in bringing a gender-balanced perspective to our work on agricultural development and recognized importance of engaging with marginalized communities for inclusive development. Moving ahead, we envision our programs in Tamil Nadu to focus on value-addition in key crops, promoting alternative farm-based livelihood options and strengthening community-led institutions such as the newly formed Jawadhu

Hills Women Entrepreneur Federation, which in a short span of 7 months started generating revenue.

RGR Cell is grateful to our funding partners – Tata Trusts, World Wildlife Fund for Nature (WWF), Department of Agriculture (Government of Punjab), Titan Company Limited and Hindustan Unilever Limited for their constant support and the trust they place in us to achieve a shared mission. We are also thankful to our technical partners – Punjab Agricultural University and Tamil Nadu Agricultural University for their consistent support and technical guidance in ensuring lab to field transfer of technologies.

**Amrita Patwardhan**  
Executive Director, RGR Cell

# Table Of Contents

**01.**

**RGR Cell  
An Introduction**

---

**02.**

**Field of New  
Opportunities**

---

**03.**

**Impact Themes  
2019-2020**

- a. Crop Residue Management
  - b. Better Cotton Initiative
  - c. Promoting Tribal Women Entrepreneurship
  - d. trustee Program
  - e. ICT in Agriculture
- 

**04.**

**Program  
Implementation**

- a. Field Implementation Structure
- 

**05.**

**Organisational  
Development**

---

**06.**

**Financial  
Statements**

---

**07.**

**Report of  
Independent Auditor**

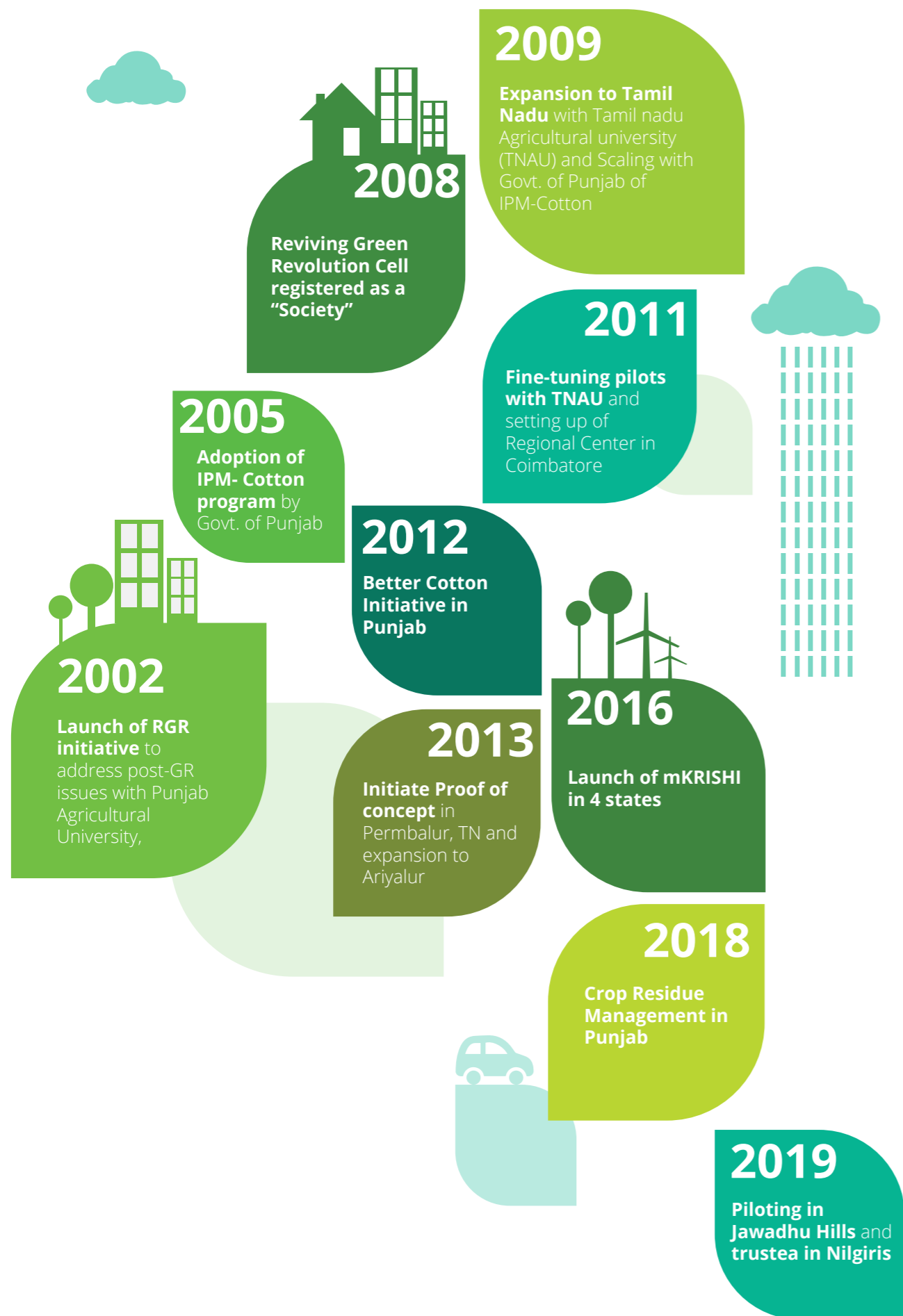
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# **RGR Cell**

## **An introduction**



# JOURNEY so far

Though the Green Revolution significantly increased crop production, it also caused a long-lasting impact on farm lands, which was especially felt in Punjab. Excessive use of agrochemicals and over-exploitation of sub-surface water left Punjab farmers troubled with falling groundwater levels, severe air pollution and soil nutrient depletion. This further increased the cost of production for farmers, who had limited know-how on redressal measures.

In 2008, Tata Trusts set up the Reviving Green Revolution Cell (RGR Cell) to address these detrimental effects of the post-Green Revolution era. Technologies to reverse this damage existed within the confines of a research lab but, large-scale farmer dissemination was lacking. In partnership with the Punjab Agricultural University, RGR Cell identified and worked to implement simple, cost-effective measures directly with the farmers. Initial work focused on multi-crop Integrated Pest Management (IPM) in a Zero-Subsidy Agriculture Model in Punjab and generated a successful replicable and scalable extension model.

Encouraged by successful implementation of IPM in Punjab, IPM was scaled to Tamil Nadu, Maharashtra and Gujarat. Further, RGR Cell developed a partnership with Tamil Nadu Agricultural University (TNAU), Coimbatore, to address agricultural issues faced by farmers in tribal and drought-prone regions of Tamil Nadu. By 2011, a number of innovative programs, from developing a new drought-tolerant hybrid rice variety to saturating Jawadhu Hills under a new little millet variety and promoting Azolla as a super feed for livestock were piloted. In 2013, based on the success achieved through TNAU implemented pilot programs, we ventured into direct implementation in Tamil Nadu and successfully implemented the IPM-Cotton program in drought-affected Perambalur district.

Over the years, we have evolved our programs based on emerging needs of the agricultural sector. We have adopted a cropping cycle approach in Punjab; integrated Information Communication Technology (ICT) in agriculture through the Tata Consultancy Services mKRISHI® platform; created market linkages for fair price and promoted institutions such as Farmer Producer Companies. At the household level, these interventions have helped in a sustained increase in income and mitigated the resultant environmental risks of the post Green Revolution era.

RGR Cell controls the quality of our program implementation by ensuring regular training to our field staff; close monitoring of programmatic progress; monthly reviews; and promoting transparency and accountability in all operations. In addition, we are working towards making RGR Cell into an agile organisation which can rapidly adapt to the need of the hour and make a transformative difference to small and marginal farmers in Punjab and Tamil Nadu.

This Annual Report provides some examples of new opportunities we have embraced in 2019-20 and the impact we achieved.

# Alignment with SDGs

The objectives of the RGR Cell are closely aligned with 6 SDGs of the UN.

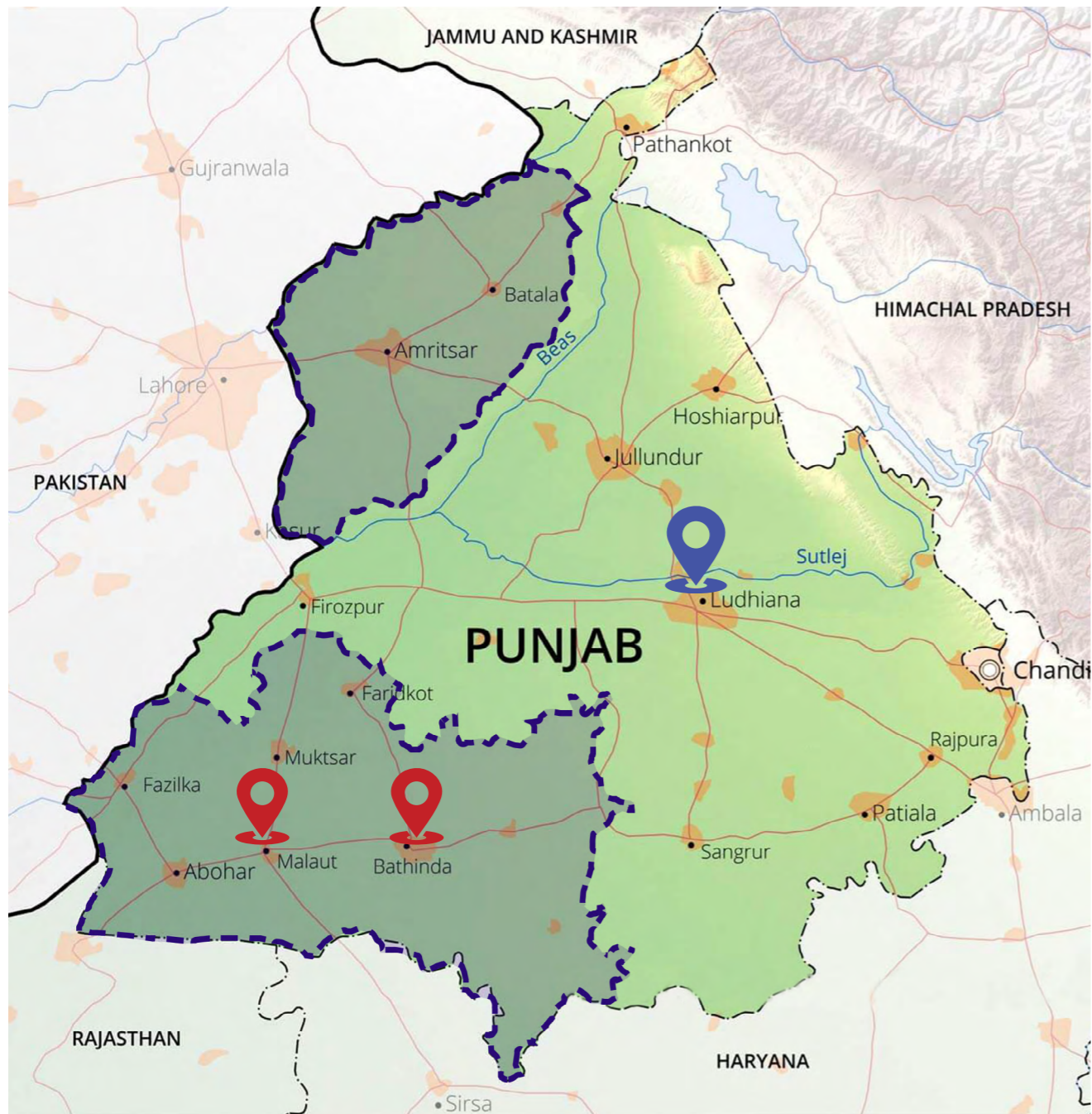


# Partners



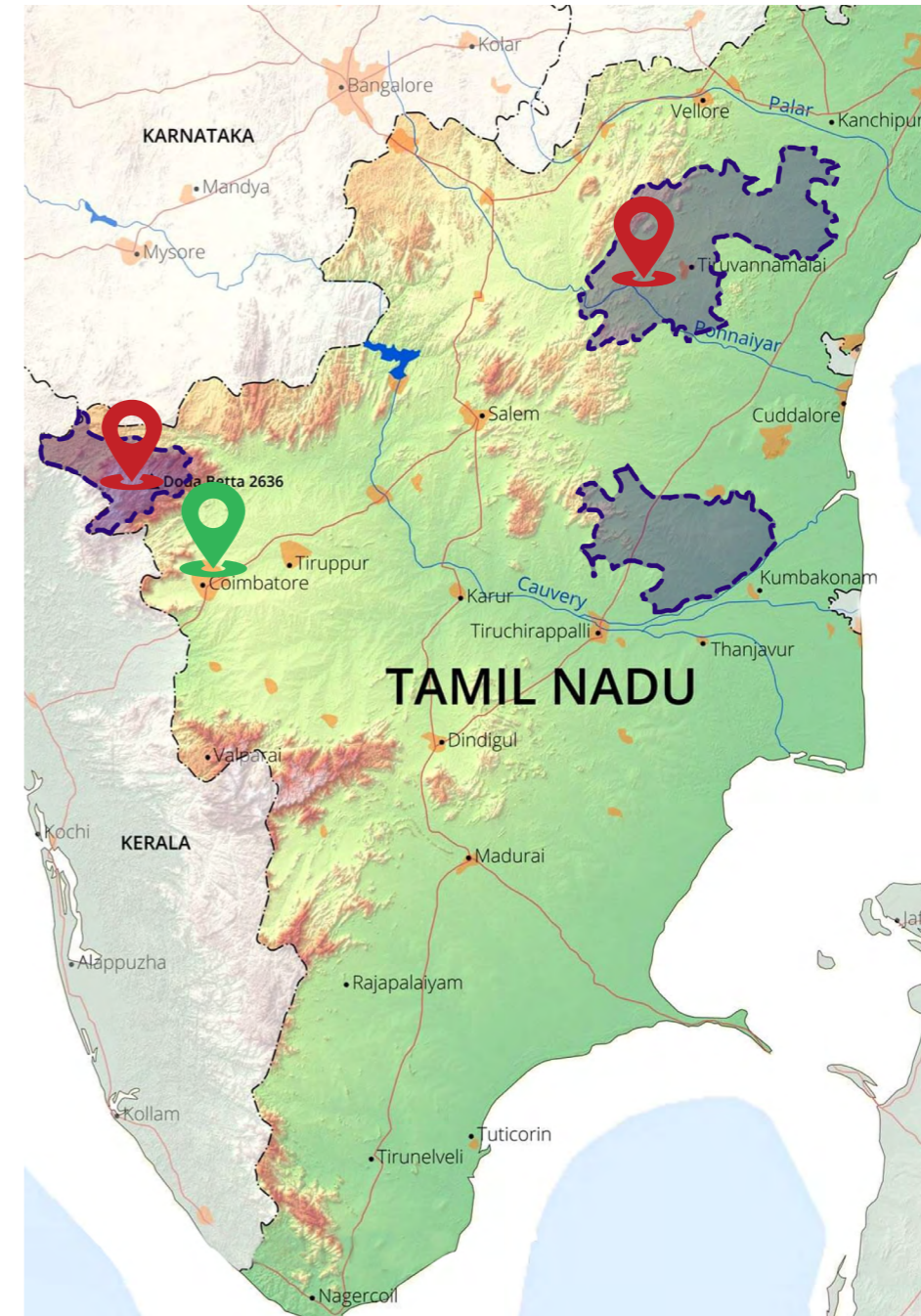


# AREAS of operation



 Head Office, Ludhiana

 Regional Center, Coimbatore



 Field Offices: Punjab (Malaut and Bhatinda) and Tamil Nadu (Coonor and Jamunamarathur)





**2019**  
**in a snapshot**



**1.05 L**

farmers trained  
on sustainable  
agricultural  
practices

**2**

sustainability  
codes  
implemented

**2.5 L**

acres of farms brought  
under sustainable  
agricultural practices

**₹9329**

income  
increase/acre

**3 lakh**

farmers brought on  
digital platforms

**8**

Food and  
Cash Crops

**₹4.13 Cr**

leveraged





**New  
Opportunities  
in 2019**



# JAGJIT Singh

Jagjit Singh is a beneficiary of the Crop Residue Management program in Sainsra Khurd of Amritsar District. His 3 member family is dependent on agriculture as the main source of income. He owns 11 acres of land and has taken another 20 acres on lease where he has been adopting the basmati - wheat cropping pattern for many years. He has been associated with the Integrated Productivity Management project of Tata Trusts since 2013 and has reaped the benefits of adopting recommended practices.

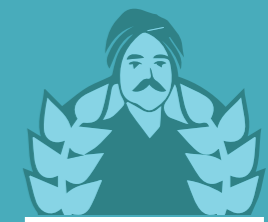
In 2019, with technical guidance and support provided by the RGR Cell team, he opted not to burn straw in his fields and started custom hiring of in-situ crop residue machinery. Along with the Happy Seeder machine, he bought SuperSMS mounted Combine Harvester and Mulcher. Through custom hiring of these machines, he covered more than 300 acres with zero crop burning and simultaneously increased his family income.



## ADDRESSING the bane of stubble burning

Punjab has around 4.23 million hectares of cultivable land and follows a standard rice - wheat cropping pattern. Rice is harvested during October - November and within the ensuing 2 - 3 weeks, wheat needs to be sown. Considering this short window, farmers use a simple and cheap practice of managing rice straw (approximately 20 million tons) called 'stubble burning' to get their fields cleared for wheat sowing. Despite being banned by the Government, farmers continue this practice. Consequently, this becomes the leading cause for the infamous North India winter smog and associated health concerns.

To address this, we piloted a large-scale program on Crop Residue Management to effectively remove rice stalk in a cost-effective and environment friendly manner. Within a year of implementation, there has been visible impact in terms of number of farmers adopting technologies for zero burning of rice straw.



**127,868**  
direct  
beneficiary  
farmers



**25%**  
increase in area  
sown with  
Happy Seeder



**18,317**  
acres covered  
with project  
machines



**6.5%**  
increase in  
profit to  
farmers

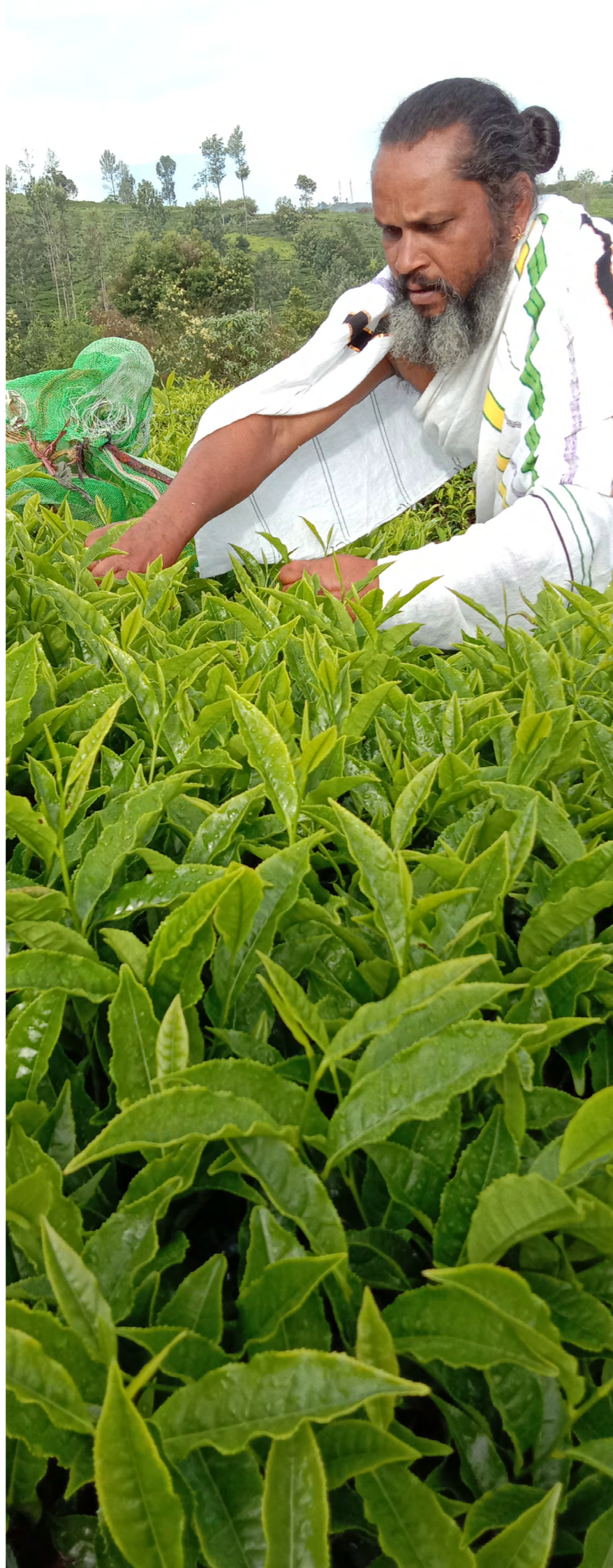


**32%**  
reduction in  
weedicide  
cost



# PRATHAP Kambattan

Prathap Kambattan from Trichigadi Village in the Nilgiris district has been supplying green leaf to Havukkal factory- a trustea verified factory, for the past 5 years. Through implementation of the trustea programme in Havukkal, he has received multiple trainings on the recommended agricultural technology for tea cultivation, knowledge on banned chemicals and proper storage solutions of harvested tea leaves. The trustea programme has developed specific content for training small tea growers (like Prathap) on the significance of maintaining proper records (bills of fertilizers/pesticides purchased, wages record and other field related expenses). Each farmer is provided with a Farm Diary, which enables them to undertake a cost-benefit analysis of their input costs vis-à-vis the output achieved in productivity and monetary terms. This has proven to be a major motivation for farmers to year-on-year continue adoption of trustea protocols.



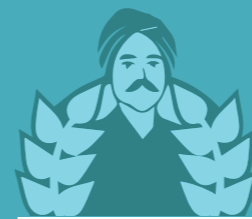
“The periodical trainings received from the programme gave me adequate knowledge to maintain a proper record of my inputs, cost of cultivation and yield for a crop cycle. - Prathap Kambattan

# MAKING TEA

## cultivation environmentally sustainable and equitable

India is the 2nd largest tea producer globally after China. Yet, there is no sustainability code for domestically consumed tea, unlike that of Rainforest Alliance etc. for exported tea. In the absence of certification, no standardised scientific practices are adopted by either the Small Tea Growers (STGs) or by the Factories which purchase their produce.

The trustea sustainability code was developed by IDH – The Sustainable Trade Initiative, which has been promoting sustainable value chains for enhanced smallholder profitability and shared value to all stakeholders. The trustea code aims at bringing international standards of sustainable practices for domestic tea and address issues outlined above. In 2019, RGR Cell became the single Implementation Partner (IP) for the trustea program in South India.



**3,300**  
direct farmer  
beneficiaries



**9.4 Mn**  
kgs of sustainably  
produced tea



**5,000**  
indirect farmer  
beneficiaries



# Impact Themes 2019-2020

- a. Crop Residue Management
- b. Better Cotton Initiative
- c. Promoting Tribal Women Entrepreneurship
- d. trustea Program
- e. ICT in Agriculture





ਟਾਟਾ ਟਰਸਟਸ

TATA TRUSTS

ਹੈਪੀ ਸੀਡਰ ਤਕਨੀਕ ਰਾਹੀਂ ਪੰਜਾਬ ਵਿੱਚ  
ਫਸਲਾਂ ਦੀ ਰਹਿੰਦ-ਖੂਹੰਦ ਨੂੰ ਸਾੜਨ ਤੋਂ ਰੋਕਣਾ

Ending Crop Residue Burning in Punjab  
Through Happy Seeder Technology

ਰੀਵਾਈਵਿੰਗ ਗਰੀਨ ਰੈਵੋਲਿਊਸ਼ਨ ਸੈੱਲ  
ਟਾਟਾ ਟਰਸਟ ਦਾ ਇੱਕ ਸਹਾਇਕ ਅਦਾਰਾ  
ਪੰਜਾਬ ਐਗਰੀਕਲਚਰਲ ਯੂਨੀਵਰਸਿਟੀ, ਲੁਧਿਆਣਾ



REVIVING GREEN REVOLUTION CELL  
(Associate Organization of TATA TRUSTS)  
Punjab Agricultural University, Ludhiana

# Crop Residue Management



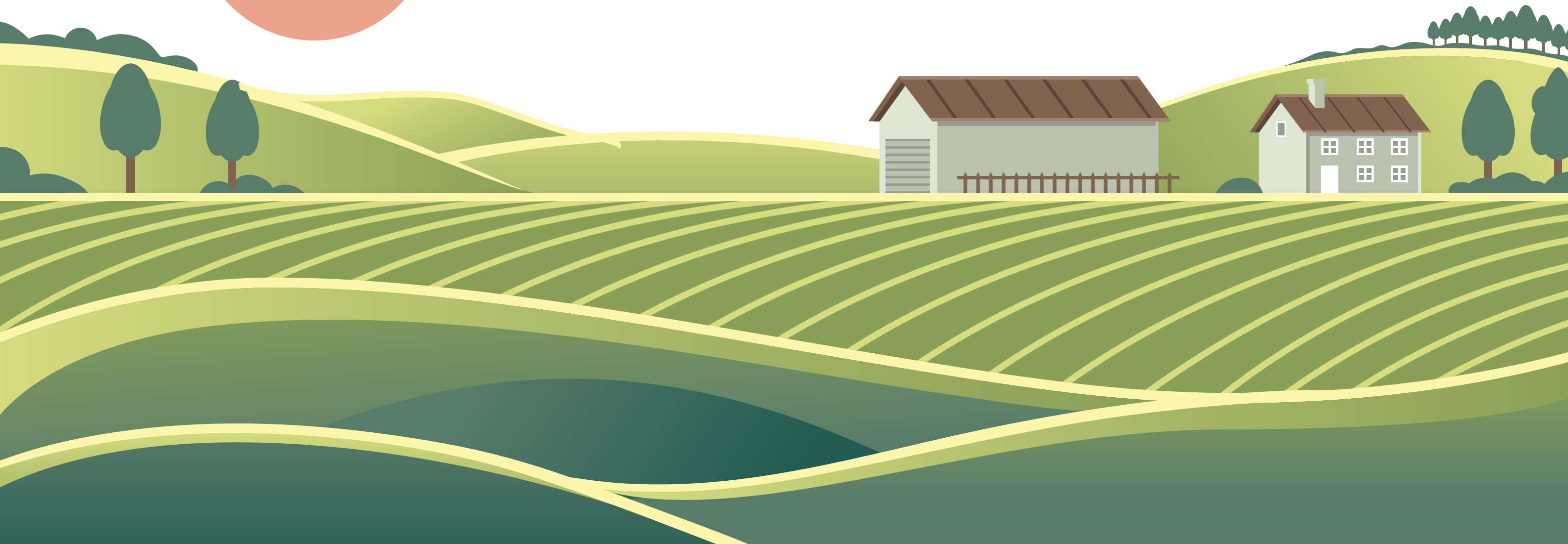
**18,317**  
acres planted using  
project assisted  
Happy Seeders

**9**  
districts

**25%**  
increase in area  
under Happy  
Seeder technology

**127,868**  
farmers benefited

**540**  
villages  
under direct  
demonstration



# STUBBLE burning

---

The widespread burning of agricultural waste in India's northern states is a significant source of air pollution, particularly in the winter months. Around 20 million tons of rice residue are burned each year in Punjab, Haryana and western Uttar Pradesh. This practice diminishes soil health, affects long-term agricultural productivity and contributes to climate change. Thus, putting the livelihoods of millions of farmers at risk. In addition, people living in surrounding areas - especially New Delhi and National Capital Region with its 25 million residents, are impacted each year by air pollution caused because of these practices.



# CROP RESIDUE Management Program

---

RGR Cell initiated the promotion of Crop Residue Management program which offers a no-burn alternative to farmers for in-situ & ex-situ management of paddy residue instead of burning it. We provided easy accessibility to straw management machines and on-ground training to enable farmers to effectively manage the problem as well as increase their profit margin.

## Objectives of the Program

---

- Promote in-situ management of crop residue by using Happy Seeder and other technologies
- Support custom hiring of in-situ crop residue management machinery by establishing "Straw Management Sewa Kendras (SMSK)"
- Deploy cost effective apps for mobile-based advisory and management of available machinery for timely sowing of wheat





Happy Seeder machines supported by Tata Trusts



Exposure visit for RGR Field staff at BISA farm

# IMPLEMENTATION highlights of 2019

**Farmer training camps :** During Kharif, village level farmers' meeting/camps were organized to educate the farmers about better agricultural practices, pest management, straw management, irrigation techniques and plant nutrition management.

**2,420**

village camps organized

**56,417**

farmers participated

**Farmer database :** Mobile phone penetration has helped us reach more farmers with knowledge and information. Last year, we focused on creating a robust database which added more farmers into our mobile advisory network.

**61,266**

new farmers added

**542**

new villages added

**Awareness through mKRISHI® :** The mKRISHI® platform was used to share crop protocols on paddy and basmati basis the recommendations made by Punjab Agricultural University. Information about use of fertilizers, pesticides, weather forecast, welfare schemes, subsidies, etc. was shared with farmers via SMS or voice message as per their requirement.

**11.8 Mn**

messages sent

**2.56 L**

farmers benefited



**Distribution of Happy Seeder machines :** Happy Seeder technology is one of the best and cheapest methods of crop residue management. The program aimed to provide 108 machines with 50% financial assistance. Farmers were selected basis their intent of use, past association with RGR Cell and a willingness to assist other farmers by hiring out their machines.

95

Happy Seeder machines provided in 9 districts

50%

financial assistance

**Straw Management Sewa Kendar (SMSK):**

36 Straw Management Sewa Kendars (SMSK) have been established in the project villages to increase availability of the machinery and to provide latest information about straw management technologies to farmers.



**Demonstrations :** Farmers have apprehensions about the effectiveness of using alternative CRM techniques. We conducted demonstrations to address these doubts and educate them about the Happy Seeder and other technologies.

1,080 Happy Seeder demonstrations

360 demonstrations of other straw management practices

540 villages

**Cluster level farmers' field days:**

23 field days were conducted on demonstration plots to highlight the success of Happy Seeder technology and address farmer concerns.

**Awareness through mKRISHI portal**



**Training material posters**





# Better Cotton Initiative

**44,779**

farmers federated  
into 10 Producer  
Units (PUs)

**393**

villages

**5**

districts in Punjab  
&

**1**

in Haryana  
covered

**83,980Ha**

under sustainable  
cotton production

**₹ 4896**

Per acre  
additional profit  
for farmers

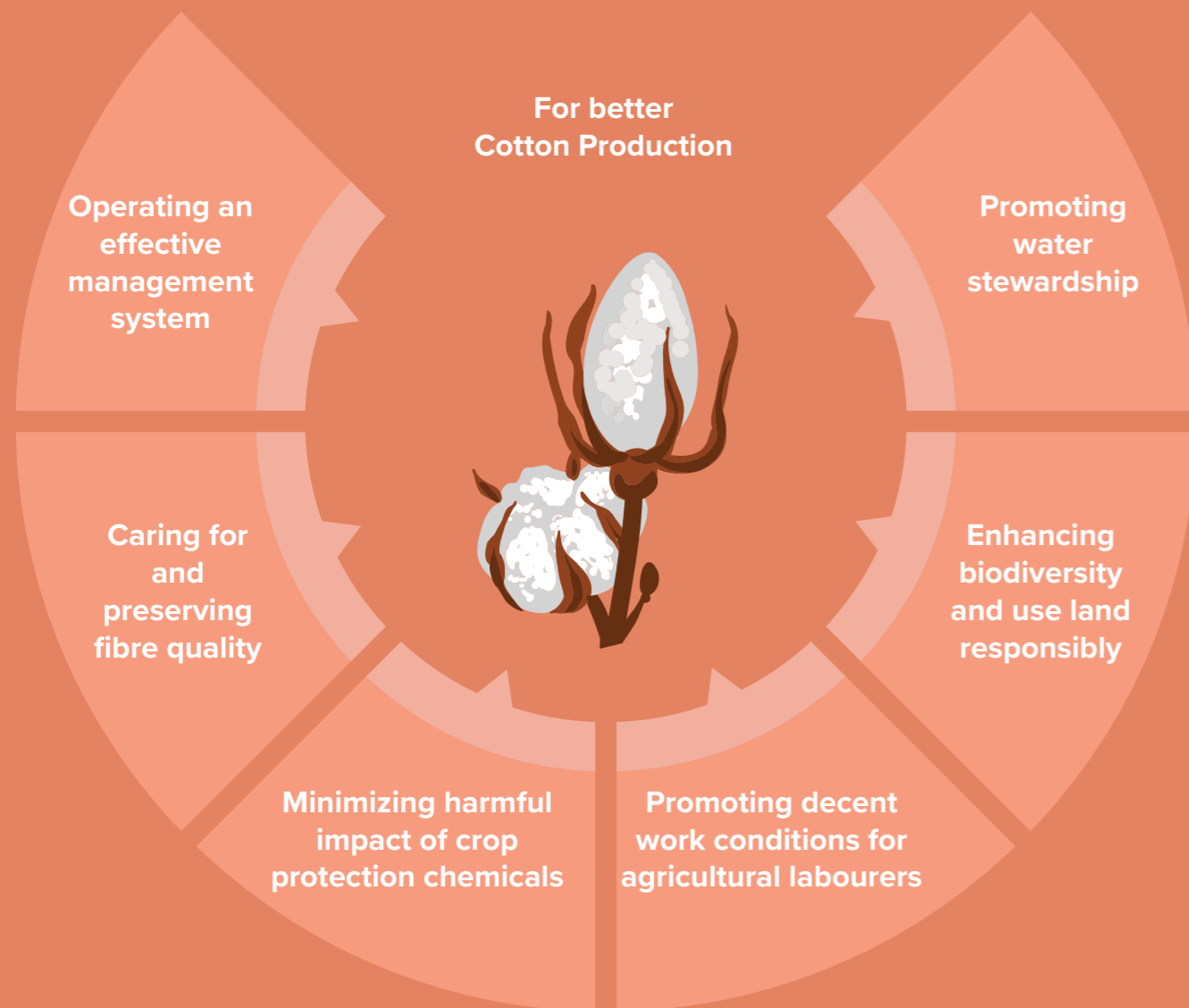
**10%**

increase in  
yield



Cotton is an important crop of the South-western districts of Punjab. WWF and RGR Cell initiated the Better Cotton Initiative in this region to improve livelihoods and economic development whilst reducing the environmental impact of cotton production.

Under this project, Integrated Pest Management (IPM) technology is transferred to the adopted farmers with the objective of reducing wasteful expenditure by farmers and harvesting higher yield of better-quality cotton. The RGR Cell ensures adoption of the Minimum Production Criteria by cotton growers for better cotton production.



# IMPLEMENTATION strategy

**Field demonstrations** : Field demonstrations were carried out in each adopted village to create awareness amongst farmers on recommended agricultural practices. Thus, obtaining better cotton yield and quality with reduced cost of production through need-based use of recommended pesticides and fertilizers.

**389**

**demonstration plots adopted with complete Package of Practice (PoP) of Punjab Agricultural University**

**Soil testing** : Soil testing is done to assess the nutrient levels and then provide recommendations concerning the use of fertilizers based on the soil test report for better crop production.

**598**

**samples tested**

**Trainings** : PU Managers and the Field Facilitators (FFs) participated in trainings, workshops, webinars, exposure trips, etc to be equipped with the latest technology and agricultural practices. They went on to train the farmers in these practices to increase yield and reduce the cost of production.

**2**

**webinars by WWF team**

**2 days**

**exposure trip for PU Managers**

**4**

**farmer training camps in every village**

**mKRISHI® program adoption** : The adopted farmers were registered under mKRISHI® and regularly provided with alerts and advisory concerning cotton production technology. In addition, messages were also sent concerning child labour, clean cotton picking and safety precautions while handling pesticides.



**Promoting  
Tribal Women  
Entrepreneurship**





**110**  
tribal women  
federated into  
the Jawadhu Hills  
Women Entrepreneur  
Federation

**₹6.08 L**  
raised from  
government  
and community  
contribution

**4**  
farm ponds  
constructed

**₹71,000**  
federation  
turnover

**3 Tons**  
of little millet  
marketed

**684**  
animals  
vaccinated and  
de-wormed

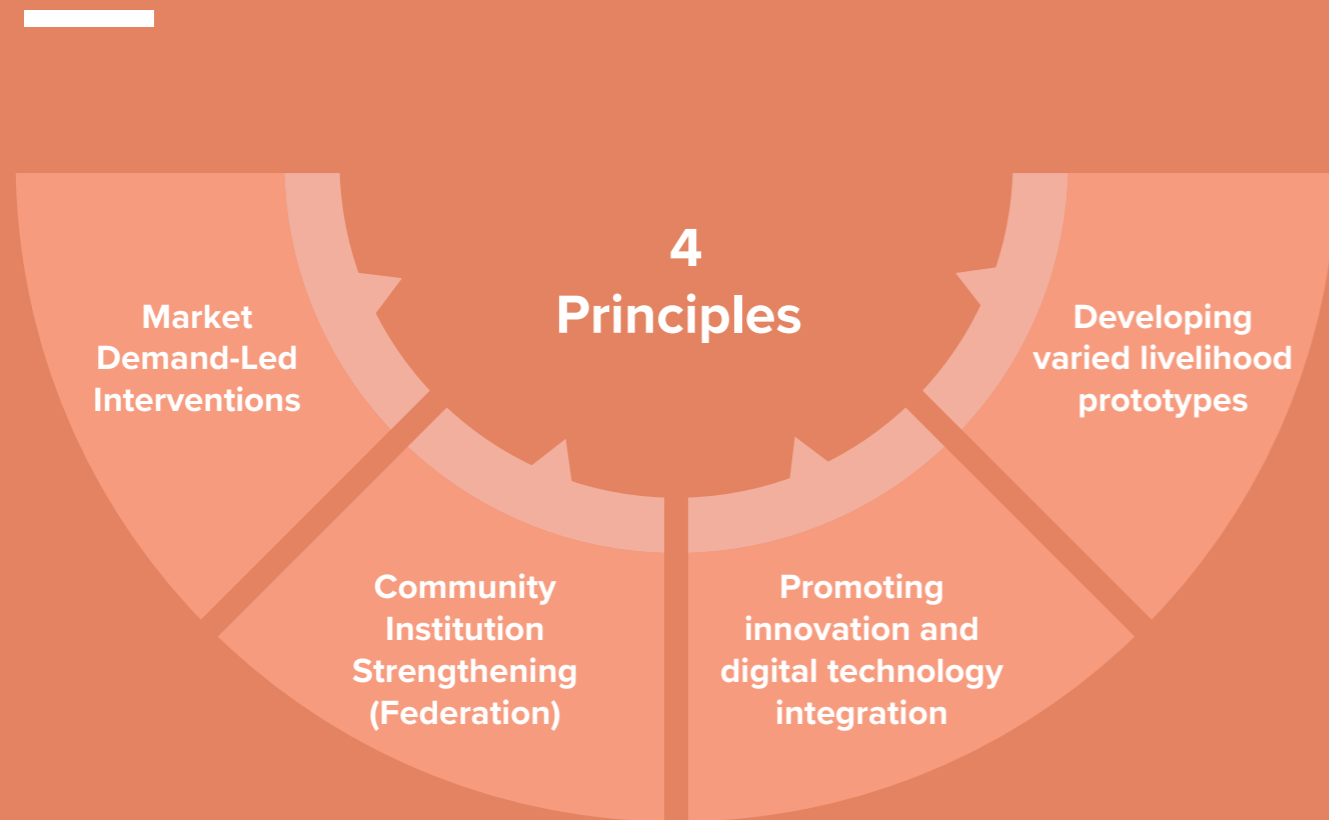




Globally, tribal communities remain the most vulnerable and marginalised demographic. A combination of issues such as loss of access to traditional lands and natural resources, type of work discrimination, forced migration, and poor access to opportunities have rendered them even more socio-economically vulnerable. Further, tribal women are exposed to multiple forms of discrimination and exploitation - both within and outside their communities. In India, tribal populations suffer a similar fate and disadvantage.

In 2019, with an objective of addressing the most vulnerable in Thiruvannamalai district, RGR Cell initiated a program in Jawadhu Hills block with tribal women. The program envisions promoting entrepreneurship as a means of bringing tribal women onto a path of socio-economic prosperity. Thereby, improving their overall quality of life within the village rather than as seasonal migrants.

The program adopts the following four principles :





# IMPLEMENTATION

## strategy

**Village Selection :** After undertaking a baseline study, five villages i.e. Bargur, Seramarathur, Komutheri, Jambadi and Veerapanur in Jawadhu Hills block were selected for project implementation. Through community mobilisation, RGR Cell identified 15-20 women members from each village, forming one Women Producer Group (WPG) per village.

**Capacity Building :** The objective of focussing on capacity-building activities is to capacitate the women group members, such that they are capable of expanding revenue streams of the Federation, and not remain restricted to entry point activities of soap-making and little millet rice sale. In addition, breaking the "charity-driven mindset" into an entrepreneurial mindset requires continuous engagement, which is achieved through capacity building trainings of WPG members. These trainings focus on leadership development, financial management and institution-building and have played a major role in enhancing the confidence of women to enter business activities – typically, a male dominated arena in their villages.

**Technical Training :** The objective of focussing on capacity-building activities is to capacitate women group members, such that they are capable of expanding revenue streams of the Federation, and not remain restricted to entry point activities of soap-making and little millet rice sale. In addition, breaking the "charity-driven mindset" into an entrepreneurial mindset requires continuous engagement, which is achieved through capacity building trainings of WPG members. These trainings focus on leadership development, financial management and institution-building and have played a major role in enhancing the confidence of women to enter business activities – typically, a male dominated arena in their villages.

### Complete Package of Practice (PoP) of Tamil Nadu Agricultural University implemented for both Millet and Paddy

**Entrepreneurial Activities :** Members have been trained in bulk procurement, processing, packaging and marketing of farm products. Further, members have been trained in developing bank linkages and processes which need to be followed for loans and government entitlements. All producer groups have been registered and have their own group bank account. Every month, each member deposits ₹50 or ₹100, as has been decided by the group towards group savings.

**Networking & Partnering :** To ensure holistic impact at the household level, we partnered with various agencies for providing financial and programmatic support to the women. We leveraged funds from the government schemes for farm ponds, goateries, cow vaccination. This helped the women additional entitlements which they are otherwise unaware of.

₹ 4 L

for farm ponds

₹ 1.56 L

for Goatery  
promotion

₹ 50,130

for undertaking free  
mass vaccination  
of cows

“

Formation of the "Jawadhu Hills Women Entrepreneur Federation" (JHWEF), provides women with the necessary institutional structure to engage in business activities. This has encouraged women members to directly engage with market players and provided them exposure in negotiating with buyers.





## Interventions

# MARKET Linkages



The village level Women Producer Groups have been Federated into the Jawadhu Hills Women Entrepreneur Federation to provide an umbrella institutional structure to develop and manage market linkages. Working together, the Federation has created a go-to market strategy which helps them make inroads through local shops and supermarkets. In addition, raw produce is sold to bulk buyers. Currently, the Federation has 110 women members which will be scaled to 200 women by mid-2020. During the year, members have been trained for financial literacy, leadership development, hygienic packaging and overall capacity-building. Through JHWEF, members are currently marketing little millet rice, raw little millet, finger millet, foxtail millet and horsegram. Seasonally, the Federation will also market tamarind, custard apple and honey, all under the BAYA Brand.



“

The name BAYA is inspired from the baya weaver bird – a common sight in South India and known for their beautiful nests. The nests are all weather-proof and more importantly, the female bird takes the lead in all activities, including completing the nest with her chosen mate. This resilience and strong self-determination of the female baya weaver bird made the name “Baya” an apt choice for Federation products. With handholding support from RGR Cell, tribal women are for the first time, directly interacting with market-players and availing better prices for their produce. As we start, the effort is to build the financial and organisational strength of the Federation to enable a defined exit in a 3-5 year time frame, by which time we aim at covering at least 5,000 of the 13,000 households in Jawadhu Hills.





# GOATERY

Though goat rearing is a common risk management option for small farmers, poor access to animal healthcare services in Jawadhu Hills has led to a high herd mortality and morbidity. RGR Cell through regular animal health camps has successfully addressed this issue and with regular animal health care services, beneficiary households have not yet recorded any mortality. Further, RGR Cell through linkages with the Animal Husbandry Department provided goats for rearing to poor families. These two interventions, have generated the required visibility at the community-level for developing goatery into a profitable livelihood opportunity with full community ownership and participation.



“ RGR Cell, in collaboration with the Veterinarian, Department of Animal Husbandry, Government of Tamil Nadu undertook a mass vaccination and deworming camp to promote better animal healthcare. For the first time, nearly 700 animals were given a health check-up and women were able to provide preventive care for their goats, cows and pigs instead of relying on post-infection treatment (usually traditional herbs). Regular animal health services facilitated by RGR Cell has resulted in zero mortality and morbidity. Today, community members realise the value of these services and willingly pay for vaccination costs as well.

# AGRICULTURE

Due to its topography, Jawadhu Hills is primarily a rainfed area. In these conditions, the drought-tolerant little millet is an excellent crop choice and thus, it has the largest area in the State under little millet. For farmers who have access to a water source such as farm ponds, paddy cultivation is taken up on small land parcels. With technical guidance from Center of Excellence for Millet, Tamil Nadu Agricultural University (TNAU), Athiyandal, RGR Cell trained women growers on scientifically validated cultivation practices for little millet and paddy. Similarly, TNAU has provided seeds of the newly launched little millet variety i.e. Athiyandal 1 to RGR Cell for setting up demonstration plots in 2020 season and provide field validated data.



# NON-TIMBER Forest Produce

Towards diversifying revenue generating opportunities, the Federation has ventured into marketing of Non-Timber Forest Produce (NTFP) such as wild honey, custard apple and tamarind. Women members have been trained in cleaning, sorting, drying and packaging these NTFP products. Further, value chains are being developed both with wholesalers and retailers with an aim of creating stable market linkages and additional income for tribal women. The forest produce available with women members is mapped and aggregated to enable sufficient availability for supply to these market players under the Baya branding.





# Mrs. S. Gyanasoundari

---

Mrs S. Gyanasoundari, 42, is a resident of Komuteri village, Jawadhu Hills and a member of the Komuteri Women Producer Group facilitated by RGR Cell – Tata Trusts’ staff. She has 1.5 acres on which she cultivates little millet and niger. She started rearing goats a few years ago to compensate for inadequate farm income.

Gyanasoundari started out with 3 does and 1 buck purchased on loan. Today, she has a herd size of 28 goats. However, her goats were constantly falling ill and dying and traditional medicine was not helping. Through the RGR Cell facilitated animal health camps, Gyanasoundari has improved her herd health and no longer has any issues related to morbidity or mortality. By maintaining animal health cards, she now keeps a track of vaccination and deworming schedules as well as their weight and mortality. In February 2020, 6 of her goats gained the desired weight and she was able to earn ₹.32,000/- from sale of goats. She is now convinced of the health services provided being helpful in weight gain and preventing mortality.

“With RGR Cell’s intervention, for the first time we have undertaken de-worming and vaccination of all our goats.”







**trusteaa**  
**Program**





**2300**

trustea trained  
farmers

**9.4 Mn**

kgs of  
sustainably  
produced tea

**2500+**

farmer diaries  
issued for  
maintaining  
sustainable tea  
growing practices

# IMPLEMENTATION strategy

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India is the 2nd largest tea producer in the world. Most of our tea is exported and that production process follows strict international guidelines of quality and fair wages. However, the tea produce used for the domestic consumption does not have strict guidelines associated with it.

The trustea program is the first India sustainability code and verification system for the domestic tea sector. The program focuses on adopting a sustainability code for tea aimed at improving agricultural practices, working conditions and health & safety of tea workers while also addressing the concerns of water pollution, food safety, soil erosion and contamination, gender issues and adverse effects of climate change. We work with small tea growers (STGs), estates and factories to train them in these practices, to ultimately help increase their farm productivity.

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**Capacity Building and Training :** Trainings were conducted for both field staff and small tea growers for understanding the mandatory control points of the Trustea code. A total of 17 trainings have been conducted for STGs across Coonoor, Gudalur and Kothagiri blocks of Nilgiris district and with all aggregators associated with factories, who in turn further train other farmers.

7

field officers trustea  
certified via e-learning

17

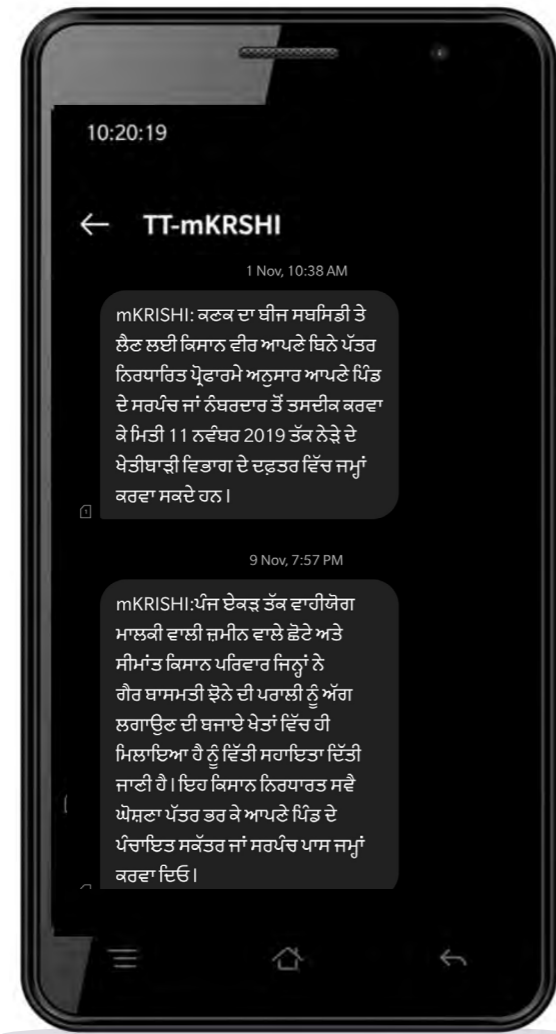
trainings conducted  
for STGs

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We have developed pamphlets for STGs with key information on the benefits and relevance of the Trustea program. Pamphlet handouts at the beginning of the meeting ensures a better understanding of the programme and increases the positive word-of-mouth information spread within farmer communities.







# Integrating ICT in Agriculture

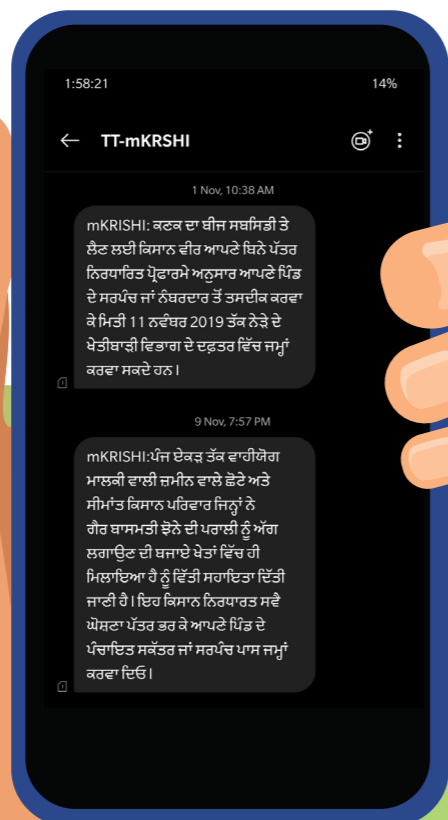
**8 L**  
farmers  
brought in on  
the platform

**50 L**  
voice calls  
done

**4**  
states  
covered

**11**  
crops  
covered

**100 L**  
SMSs  
received





# ICT in Agriculture

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Mobile penetration has increased tremendously in rural India. This has helped us increase our reach to many more households across villages across interventions. ICT integration in to agriculture using mKRISHI® has been a key focus across all our interventions in Punjab & Tamil Nadu. It has played a central role in the dissemination of all our technical and training know-how to farmers.

## Objectives of the Program

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- Continued access to reliable and updated information i.e. market, financial services, timely crop advisory & links to agricultural value chains
- Supporting farmer-driven entrepreneurship to create a sustainable change. Technology platform functions as an enabler in this process.
- Streamlining of processes such as advisory to agri-input purchase/delivery, inventory management etc.

# IMPLEMENTATION highlights of 2019

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**SMS, Toll-Free and  
Voice Calls**



**Agri-experts responses  
to farmer queries**



**Random  
quality checks**



**Proactive trainings  
for farmers**

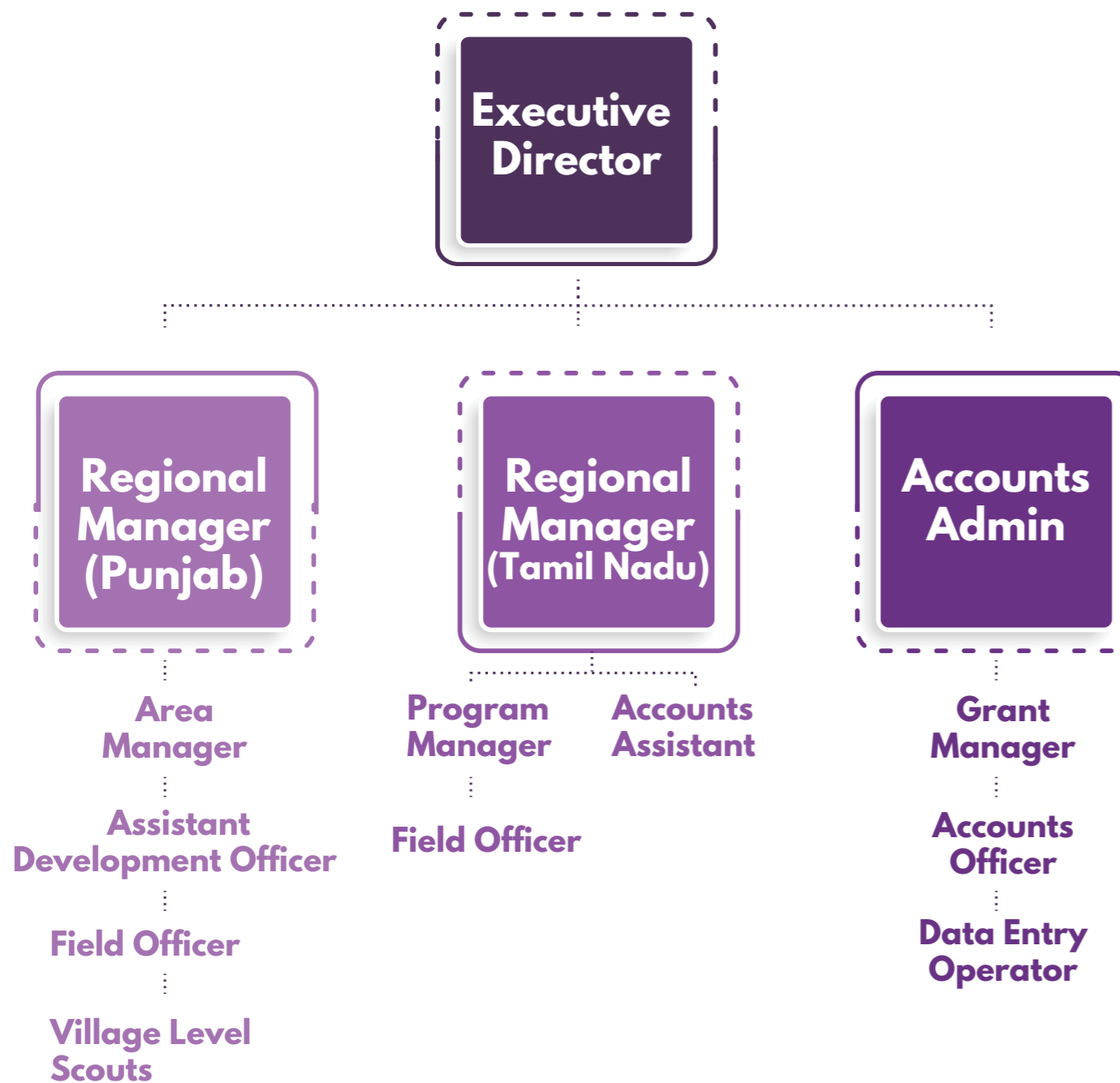


**Farmer Producer  
Companies set up for  
sales and demand  
aggregation**

4

# Program Implementation





### Technical Support

1. Universities
  - a. Punjab Agricultural University
  - b. Tamil Nadu Agricultural University
2. Borlaug Institute for South Asia (BISA)
3. Independent Scientists
4. NDDB Dairy Services (NDS)
5. Technical Experts



5

**Organizational  
Development**





## Remembrance

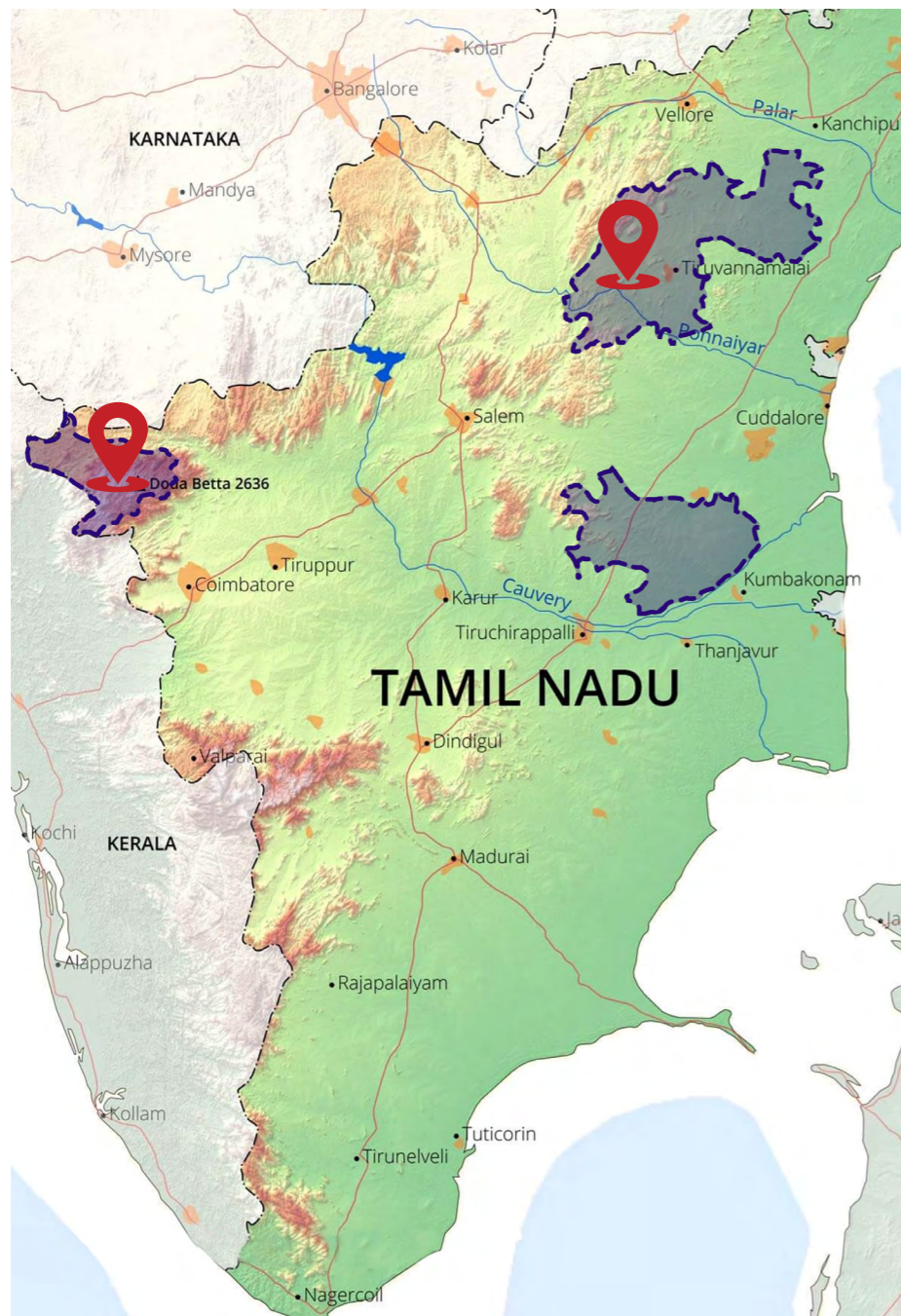
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We express our condolences for **Dr. Darshan Singh Brar**, our governing body member, who passed away on March 11, 2020. He was a leading plant geneticist and molecular biologist of international repute and an inspiration to the entire RGR Cell team.

# New offices



Field Offices: Tamil Nadu (Coonoor and Jamunamarathur)



“

Two additional Field offices were set up to facilitate field work in Coonoor (Nilgiris district) and Jamunamarathur, Thiruvannamalai district, Tamil Nadu.



# Stories of Hope

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RGR Cell is an equal opportunity employer and we believe in building our staff capacity as much as the communities we work with. Our Field Officer, Ms. Vishnu Priya Damodaran deserves a special mention as an inspiration to the team and her village.

Vishnu Priya, or Priya as we fondly call her, is a young talent from our trusteea program in Nilgiris. At 22, she is very ambitious and determined to create an impact. During her graduation, she took up a short assignment for mobilising and motivating her community members to adopt better nutrition practices to improve health and well-being. This opportunity gave her the confidence to speak to community members and realise the happiness she got by serving her community.

In 2019, when RGR Cell initiated the trusteea program, she applied and was selected for the program despite not knowing too much about tea cultivation. She learnt about tea and built her confidence with her Field Partner, Mr. Mahalingam. Today, in less than a year, she conducts entire training sessions on her own.

She says,

“From day one, I promised myself to work perfectly and passionately. When I got my first salary, I experienced the joy of working hard and earning. Now with my parents’ support and confidence in me, I am able to lead my life as I wish. My journey continues and so do I – with the same passion that I started with”

Priya is now a well-known face in tea circles of Kothagiri, Nilgiris – her project area and farmers are no longer apprehensive of a “young girl trying to teach us tea cultivation!”. Through sheer determination and effort, Priya has proved her worth to both the community and RGR Cell.

She is the youngest in our team and keeps inspiring us with her zeal for continuous self-improvement. The twinkle in her eye, making light of her struggles and filled with hope for a better tomorrow.





# Awards and recognitions

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WWF: Kanwaljeet Singh Chugh (Awarded Best Producer Unit Manager in Philippines) under BCI Mr Kanwaljeet Singh, Agriculture Development Officer of RGR Punjab team was selected by Better Cotton Initiative as one of the six global Production Unit Managers and the only in the country to represent BCI 2020 IP Meeting & Symposium held in Cambodia in January 2020. He was selected from 60 odd global implementing partners of BCI including 25 from India. Kanwaljeet is one of the oldest PU Manager continuing in BCI system as well as for WWF India.





Our funding partner Titan Company Limited gave us an innovative symbol of appreciation by planting a “traceable” tree in the Sundarbans National Park in West Bengal

**“In recognition of the work done by us with the tribal women in Jawadhu Hills, Tamil Nadu. We are honoured to have partner organizations who work in collaboration with us, by not only funding, but also, sharing our vision and supporting us at all stages of project implementation.**



# Partnerships and Fundraising

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We have been diversifying our funding sources since the inception. Apart from Tata Trusts, we raised funds from Independent Foundations, Corporate Social Responsibility (CSR) funds, and collaborative international grant opportunities. We have actively sought out partner organizations with a common interest in agricultural development, tribal development, promoting social entrepreneurship and value chain development for key crops. Our efforts yielded results in the form of developing strong bonds with Titan Company Limited and Hindustan Unilever Limited, engaging in the value chain for millets, Non-Timber Forest Produce (NTFP) and tea. Our ties with our long-term partner organization i.e. World Wildlife Fund for Nature (WWF) were renewed through the Better Cotton Initiative (BCI).





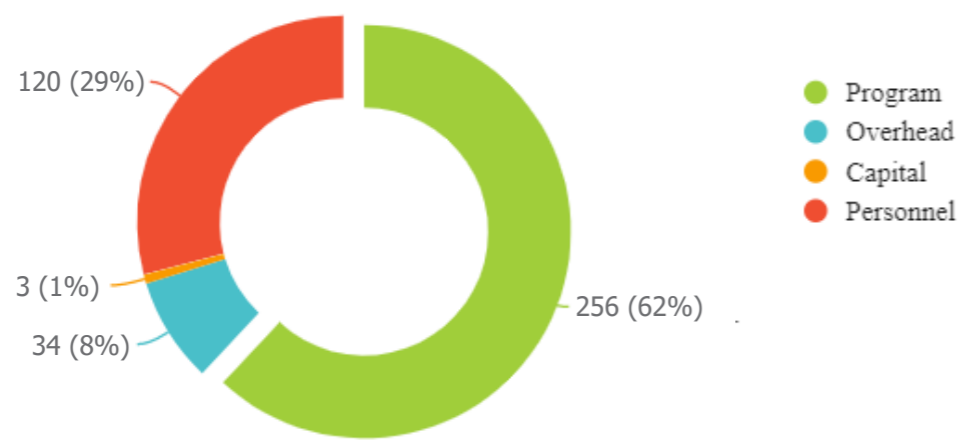


# **Financial Statements**

# Financial Outlay

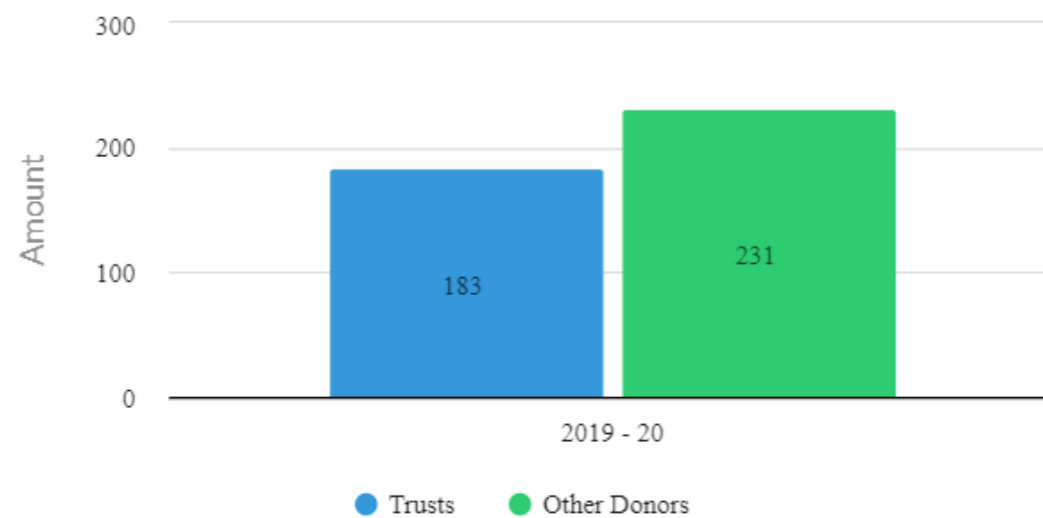
Expense breakdown of FY 19 - 20

In INR lakhs

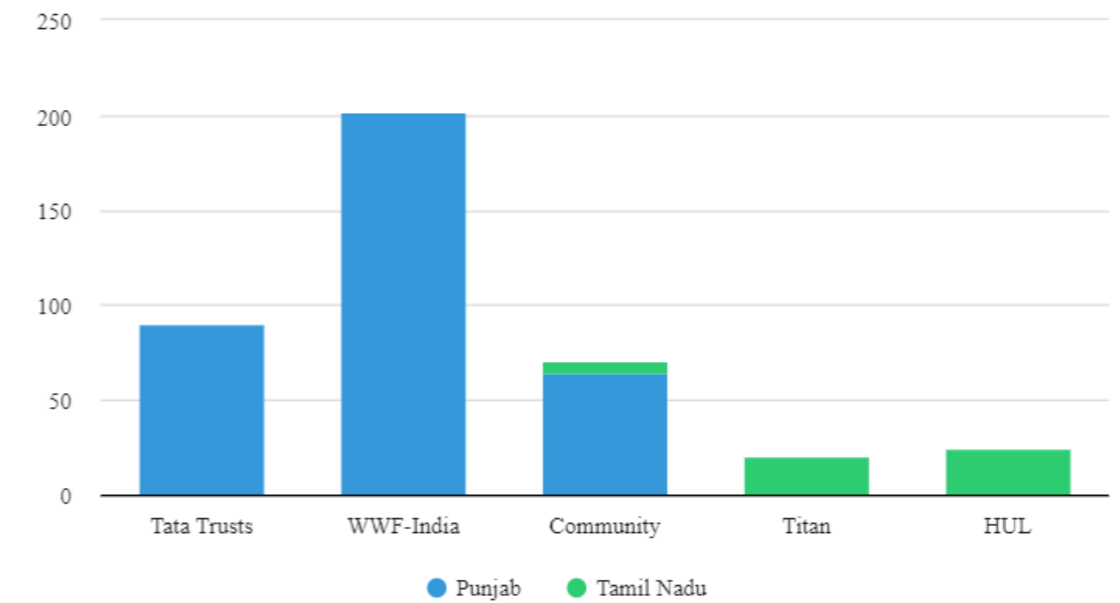


Expenses (2019-20)

In INR Lakhs

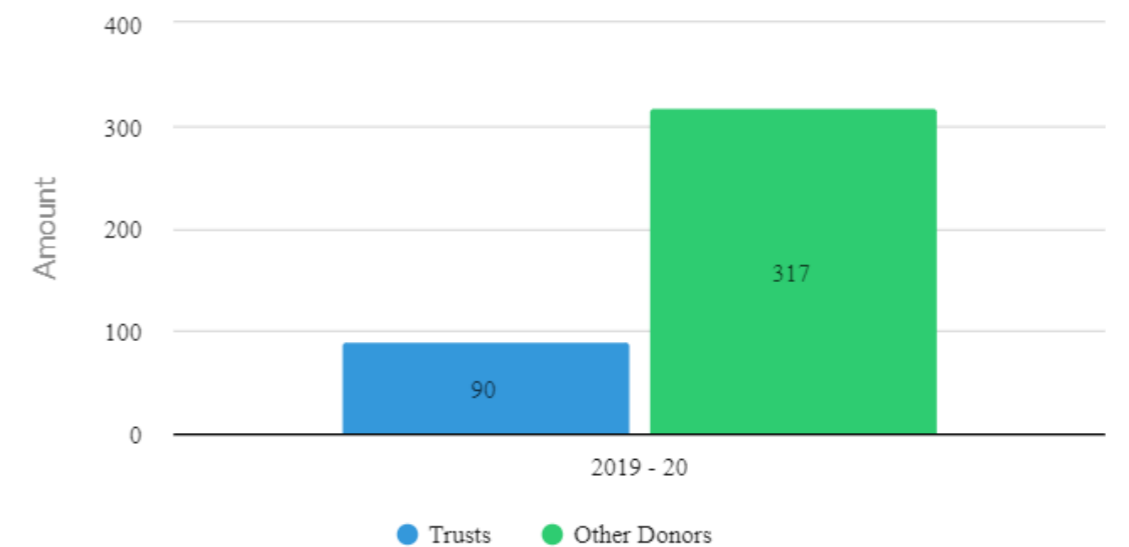


Statewise Donor Break-up (2019-20)



Financial Outlay (2019 - 20)

In INR lakhs





# Balance Sheet

REVIVING GREEN REVOLUTION CELL

BALANCE SHEET AS AT MARCH 31, 2020

Registration No.: 680 of 2007-08

Particulars	Note No.	As at March 31, 2020 (In ₹)	As at March 31, 2019 (In ₹)
<b>FUNDS AND LIABILITIES</b>			
<b>FUNDS</b>			
(a) Earmarked Funds	3	56,72,885	1,44,00,865
(b) Fixed Assets Fund	4	9,46,707	8,47,408
(c) Income and Expenditure Account	5	81,010	40,548
		<b>67,00,602</b>	<b>1,52,88,821</b>
<b>LIABILITIES</b>			
Current Liabilities	6	-00	1,24,870
		-00	1,24,870
<b>TOTAL</b>		<b>67,00,602</b>	<b>1,54,13,691</b>
<b>ASSETS</b>			
(a) Fixed assets	7	9,46,707	8,47,408
(b) Loans and advances	8	1,23,915	2,26,285
(c) Cash and bank balances	9	56,29,980	1,43,39,998
<b>TOTAL</b>		<b>67,00,602</b>	<b>1,54,13,691</b>
See accompanying notes forming part of the financial statements	1-15		

# Income & Expenditure

REVIVING GREEN REVOLUTION CELL

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED MARCH 31, 2020

Registration No.: 680 of 2007-08

Particulars	Note No.	For the year ended March 31, 2020 (In ₹)	For the year ended March 31, 2019 (In ₹)
<b>Income</b>			
Transfer from Earmarked funds		4,10,15,381	3,43,49,882
Transfer from Fixed Assets fund		2,49,884	3,20,974
Other income	10	40,462	11,159
<b>Total income</b>		<b>4,13,05,727</b>	<b>3,46,82,015</b>
<b>Expenses</b>			
Expenditure on objects of the Society			
(i) Grant paid		-00	8,17,914
(ii) Project expenses	11	3,75,99,997	2,94,77,790
(iii) Establishment expenses	12	24,81,309	40,54,178
(iv) Employee Benefit Expenses	13	9,34,075	-00
(v) Depreciation and amortization expense	7	2,49,884	3,20,974
<b>Total expenses</b>		<b>4,12,65,265</b>	<b>3,46,70,856</b>
<b>Excess of Income over Expenditure</b>		<b>40,462</b>	<b>11,159</b>
See accompanying notes forming part of the financial statements	1-15		

# Financial Statements

## REVIVING GREEN REVOLUTION CELL

### Notes forming part of the financial statements

#### Note 3 Earmarked Funds

Particulars	As at March 31, 2020 (in ₹)	As at March 31, 2019 (in ₹)
Balance at beginning of the year	1,44,00,865	1,12,71,881
Add: Received during the year	3,19,44,783	3,71,13,092
Add: Interest Income received during the year	6,00,896	4,31,784
Less: Transferred to Income and Expenditure Account	(4,10,15,381)	(3,43,49,882)
Less: Transferred to Fixed Assets fund	(3,49,183)	(56,000)
Less: Refunded during the year	(29,422)	-00
Less: Other Adjustments	1,20,327	(10,010)
	<b>56,72,885</b>	<b>1,44,00,865</b>

Refer Annexure 3.1 for details

#### Note 4 Fixed Assets Capital Fund

Particulars	As at March 31, 2020 (in ₹)	As at March 31, 2019 (in ₹)
Balance at beginning of the year	8,47,408	11,12,382
Add: Transferred from Earmarked Funds	3,49,183	56,000
Less: Utilised during the year	(2,49,884)	(3,20,974)
	<b>9,46,707</b>	<b>8,47,408</b>

#### Note 5 Income and Expenditure Account

Particulars	As at March 31, 2020 (in ₹)	As at March 31, 2019 (in ₹)
Balance at beginning of the year	40,548	29,389
Add: Excess of Income over Expenditure	40,462	11,159
	<b>81,010</b>	<b>40,548</b>

#### Note 6 Current Liabilities

Particulars	As at March 31, 2020 (in ₹)	As at March 31, 2019 (in ₹)
Provision for Gratuity	-00	1,24,870
	<b>-00</b>	<b>1,24,870</b>

# Independent Auditor's Report

## Deloitte Haskins & Sells LLP

Chartered Accountants  
Indiabulls Finance Centre  
Tower 3, 27<sup>th</sup> -32<sup>nd</sup> Floor  
Senapati Bapat Marg  
Elphinstone Road (West)  
Mumbai - 400 013  
Maharashtra, India

Tele: + 91 22 6185 4000  
Fax: +91 22 6185 4001

### INDEPENDENT AUDITORS' REPORT

#### TO THE MEMBERS OF REVIVING GREEN REVOLUTION CELL

#### Opinion

We have audited the accompanying financial statements of Reviving Green Revolution Cell ("the Society"), which comprise the Balance Sheet as at March 31, 2020, and the Statement of Income and Expenditure for the year ended and a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give a true and fair view of the financial position of the Society as at March 31, 2020, and of its financial performance for the year then ended in accordance with the Accounting Standards issued by the Institute of Chartered Accountants of India (ICAI).

#### Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) issued by ICAI. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Society in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's Code of Ethics. We believe that the audit evidence obtained by us is sufficient and appropriate to provide a basis for our audit opinion on the financial statements.

#### Management's Responsibility for the Financial Statements

The Society's management is responsible for the preparation of these financial statements that give a true and fair view of the financial position, financial performance in accordance with the Accounting Standards and other accounting principles generally accepted in India. This responsibility also includes maintenance of adequate accounting records to safeguard the assets of the Society and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Society's management is responsible for assessing the society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the entity or to cease operations, or has no realistic alternative but to do so.

The Society's Management is responsible for overseeing the Society's financial reporting process.





## Deloitte Haskins & Sells LLP

### Auditor's Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal financial control relevant to the audit in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the Society's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Society's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Society to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.


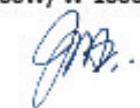
Materiality is the magnitude of misstatements in the financial statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the financial statements may be influenced. We consider quantitative materiality and qualitative factors in (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the financial statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

## Deloitte Haskins & Sells LLP

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

For DELOITTE HASKINS & SELLS LLP  
Chartered Accountants  
(Firm Registration No. 117366W/ W-100018)



Joe Pretto  
(Partner)

(Membership No. 77491)  
(UDIN – 20077491AAAABV7367)

Place: Mumbai  
Dated: September 29, 2020



# Statutory Disclosures

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Society Registration No:	680 of 2007-08
Foreign Contribution Regulation Act (FCRA) No.	115300042
Registration u/s 12AA (1)(b)(i) of the Income Tax,1961:	CIT-III/JB/12A/242/10-11/694
Exemption u/s 10(23C)(iv) of the IT Act, 1961:	CCIT/LDH/JB/10(23C) (IV)/145/2009-10/2821
Exemption u/s 80(G) of the IT Act, 1961:	CIT(E)/CHD/80G/AAAAR6284L/ 2019-20/4666
Permanent Account Number:	AAAAR6284L
Tax Deduction Account Number:	JLDR03215C

## RGR Offices

### Head Office

Old Communication Center Building  
Punjab Agricultural University Campus  
Ludhiana, Punjab 141004  
Website: [www.rgrcell.org](http://www.rgrcell.org)  
Email: [info@rgrcell.org](mailto:info@rgrcell.org) & [rgrcell@hotmail.com](mailto:rgrcell@hotmail.com)  
Landline: 0161-2400556

### Regional Center, Coimbatore

RGR Regional Center  
RI Building, TNAU Campus  
Coimbatore, Tamil Nadu 641003

## Our Banker



State Bank of India, Punjab Agricultural University Branch, Ludhiana

## Statutory Auditor

**Deloitte.**

M/s Deloitte Haskins & Sells LLP,  
Mumbai

## Internal Auditor



M/s PKF Sridhar & Santanam LLP,  
Mumbai