



Association for Welfare Active Rural Development

(Registered under Societies Registration Act. 35 of 2001)

ANNUAL REPORT FOR 2020-2021

Address for communication

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Introduction:

AWARD is a secular grass root level social service Organization, established in 2005 under the provisions of Societies Registration Act 35 of 2001. The birth of AWARD organization is a response indeed an emotional response to the problems of illiteracy, ignorance, ill health, Natural resources management, crisis in agriculture, Cultural and malnutrition facilities that were widely prevalent in backward mandals of Guntur, Prakasam, East Godavari, West

Godavari and Nellore Districts. Hence, the Organization formed with no profit motive and dedicated to solve the identified problems. We are moving in such a direction in enhancing and upgrading their skills and knowledge to become



professionals and to

render qualitative services to initiate the process of sustainable development working with the Community based Organisations and FPOs.

Vision & Objectives:

AWARD is founded on the belief that India's strength depends on its villages and thus a developed nation should come through protection, progress and enhancement of its farmland and rural communities. The socio economic transformation of India may be achieved through the agricultural sector, rather than at its expense.

AWARD works to promote and nurture self-reliant Community Based Organizations and promotion of sustainable livelihoods of small and marginal farmers, landless agricultural labour, women, and children by upholding local resources, natural resources, sustainable agriculture, and ecological balance in rural Andhra Pradesh.

The overall goal of the organization is empowering the rural poor. Our focus is on development of small and marginal farming communities and women development in Andhra Pradesh, South India.

Operational area and target population



- Martur, Ballikurva, Yaddanapudi, Kothapatnam , Ulavapadu ,Kondepi mandals of Prakasam District .

- Narsaraopet, Chilakaluripet, Phirangipuram, Nakarikallu, Rompicherla, Kollur and Kollipara mandals in

Guntur district.

- Anantasagaram and Atmakur mandals of Nellore district.
- Nellore, Prakasam, Guntur, Krishna, West Godavari, East Godavari, Visakhapatnam, Vizianagaram and Srikakulam districts Andhra Pradesh for Financial Literacy programmes.

Key areas:

- Financial literacy programs
- Sustainable Agriculture
- Natural Resource Management
- Gender and women empowerment
- Children and Youth
- Promotion of Farmer clubs
- Organizing entrepreneurship training programs.
- Promotion of FPOs
- Campaigns and public involvement programs on water campaign.

Main Objectives of the organization:

1. To educate the youth and women, through literacy awareness programs, cultural activities, inter village sports and to organize them into society for the purpose of undertaking development action.

2. To undertake activities and developmental schemes of Government and Quasi Government and Local Government Bodies for the overall development of poor.
3. To setup training centers, educational institutions, research, planning and evaluation programs.
4. To take up Thrift and Credit Programs for the rural women to create a habit of savings from their earnings.
5. To promote self-help economic development projects including agricultural and irrigation projects for improving food production and to help small and marginal farmers, rural artisans and A.G.Labourers by providing them integrated services and facilities for increasing employment.
6. To educate and provide technical assistance for improved agricultural methods and promote modern farming methods.
7. To provide educational and vocational training to promote self employment.
8. To provide awareness programs on Natural resources management ,Agricultural developments & HIV/AIDS for school children's & PLHS
9. To assist the rural farmers to maintain the sustainable agriculture techniques of farming.
10. To undertake projects related to Integrated Natural Resources Management



Implemented programmes

During 2020-21 financial year AWARD organized the following welfare and social development activities were taken up in various project operational areas with various target groups. The following activities were taken up.

1. ZBNF implementation project.
2. Promotion of FPOs
3. Digital Financial Literacy awareness campaigns with the support of CGGB
4. Digital Financial Literacy awareness campaigns with the support of DCCB, Guntur, Prakasam and SPSR Nellore districts.
5. Digital Financial Literacy awareness campaigns with the support of Union Bank of India
6. Digital Financial Literacy awareness campaigns with the support of APGB
7. Promotion of farmer producer organizations
8. MEDP on Cow Dung based products
9. LEDP on Banana Fiber extraction & by products
10. Promotion of JLGs
11. COVID-19 relief activities
12. Awareness campaigns on Waste management

13. Skill development programme.

Our funding agencies.

We are very much thanks to our funding agencies who are sanctioning the great projects for the benefit of rural poor, women and farming community.



Sl.No	Name of the funding agency	Implementing programme
1	NABARD	ZBNF project, FPOs, MEDP, LEDP,
2	CGGB, Guntur	Digital financial literacy programmes
3	DCCB,Guntur	Digital financial literacy programmes
4	DCCB,Prakasam	Digital financial literacy programmes
5	DCCB, Nellore	Digital financial literacy programmes
6	Union Bank of India	Digital financial literacy programmes
7	Individual donors	Covid-19 relief programmes, Skill Training and waste management programmes.

1. ZBNF IMPLEMENTATION PROJECT:

NABARD has sanctioned Zero Budget Natural Farming(ZBNF) project to AWARD NGO. The project period is 3 years and 17 months completed by the end of March 2021. Progress of the project by the end of March 2021 .



Objectives of the project

- 100 chemical farming farmers transformed as ZBNF farmers.
- Shall be able to distinguish the major difference in terms of soil ecology, climate changes , Health, financial viability and increased income etc.
- Decreased expenditure on cultivation and incremental and sustainable growth in income of the farmer.
- 100 acres of land will be brought under ZBNF, the productivity of the said land increased up to 20%.
- Inter cropping systems introduced and agro bio diversity considerably changed

- Improvement in Agro-ecology
- Will make farmers grow their saplings in mini shade nets for their own requirements.



- ZBNF lowers the investment, post harvesting techniques which improves the quality to get better price, Value addition to enhance profits & bring down wastage and managing risks.

- Improvement in soil health and fertility .

The following activities have been carried in the project.

- We have collected 100 farmers details through baseline survey with covering Family details, Tenant farmers, major crops, other additional income sources, Soil structure details, Present agriculture practices and Additional income details.
- 100 selected farmers are oriented by 4 trainings on ZBNF practices at 4 villages @ 1 for village with involved the Agriculture scientist and expert in ZBNF practices.
- We have successfully completed 3 trainings on Field technologies at 4 villages covering 155 farmers with involved the Agriculture scientist and expert in ZBNF practices.
- Setting up a common service center at Narsaraopet which cluster head quarter of the project area to get accessible to target farmers easily. The Project scientist and technical assistant are extending the services to the farmers including the attending the phone calls from farmers, by showing the demo plot to the farmers, clarifying the doubts to the farmers and visiting the fields as on need based.
- In the pandemic conditions of the COVID-19 conducted small meetings at village level and conducted number of field visits and provided services through common service center.
- 182 farmers are benefitted through common service center by getting the suggestions and 110 farmers are visited demo plot. Other than the farmers also from the project villages and our FPO villages are using the services of our common service center.
- Provided toll free number to the farmers and extended services to the farmers. Total 256 calls received from 116 farmers.
- We have developed the website for ZBNF project and updating g the data in the portal.

- Arranged production center at Kotappakonda to make the Kashyams and Dravanams. T
- Tied up with Attalur FPO and usha natural products unit for other inputs like Ghana Jeevamrutam, Agnastram, Dasaparni Kashyam etc. We are supplying the all inputs on need based.
- Prepared the booklets, pocket books and pamphlets about the ZBNF practises, preparation of cow based inputs and kashayaas.
- Displayed wall writings at all villages to inject the information of ZBNF to the farmers. also and given the wide publicity about project to the farmers.
- Distributed the kitchen gardening seeds with includes 16 varieties of vegetable and leafy vegetable seeds. The farmers are growing the vegetables at their houses and fields also.

2. DIGITAL FINANCIAL LITERACY PROGRAMMES ON FINANACIAL LITERACY: CGGB

Part of the Financial Literacy awareness Programmes, AWARD organized village level Digital Finanacila literacy programme (DFLAPs) through kalajatha Programs with the support of different banks in Andhra Pradesh. The details are as follows.

Sl.No	Name of the bank	Number conducted	Programmes conducted
1	Chaitanya Godavari Grameena Bank	449	Guntur, West Godavari districts
2	The district central cooperative Bank , Guntur	533	Guntur district
3	Union Bank of India- Vijayawada zone	994	Prakasa, Guntur, Vijayawada and Machilipatnam regions
4	Union Bank of India- Visakhapatnam zone	1456	Eluru, Bheemavaram, Rajahmundry, Kakinada, Visakhapatnam and Srikakulam regions.
5	The district central cooperative Bank , Prakasam	25	Prakasam district
6	The district central cooperative Bank , Nellore	20	Nellore district.
7	Andhra Pragati Grameena Bank	35	Prakasam district
	Total	3512	

The main objective of the Awareness Program on Financial Literacy to create awareness and educate Farmers, SHG women, Entrepreneurs and Senior citizens to access the financial services, to educate the public on the Financial Literacy and also to create awareness on availability of various types of Financial Products and their features, provide necessary infrastructure etc. during these programs covered savings concept, type of bank accounts,

Deposits, various loans provided by Banks other saving schemes , Digital transactions i.e Net banking, phone banking, IMPS, NEFT, RTGS, UPI Payments etc. CIBIL score and social security schemes of PMJJBY (Pradhan Mantri Jeevan Jyothi Bheema Yojana) PMSBY (Pradhan Mantry Suraksha Bheema Yojana) and APY (Atal Pention Yojana.). Specially focused on cyber crime and precautions to be taken to rotect from them. Total Programs organized in 3512 villages of different districts.Total 3,68,000 members were attended to our programmes. In the view of current pandemic situations of the COVID-19 we have organized programmes in a special manner.



- We have conducted the programme with engaging 42 teams and 126 artists are involved in the project. We have prepared separate videos for each bank on DFLAP as per the inputs given by the respective banks.
- We have engaged a TATA AC vehicle and decorated with Banners and Posters depicting the Financial Literacy messages at four sides publishing the vehicle as Financial Literacy Mobile Van.
- The FLP has conducted from 2PM to 7 PM at different places with a minimum of 4 areas in the particular village.
- We have created awareness on in the habitats of the village also with a minimum time period of 1 hour through Audio & Video visuals.



- The KALAJATHA members in the Mobile Van conducted short skits and play songs at random places in the village during the program's scheduled day.
- Arranged Posters about Financial Literacy attached at the required places.
- We have created awareness by displaying songs, skits and dances through vedios

and audios on Digital Financial Literacy and explain about the concept of KYC, Loan recovery and Credit rating, Banking Ombudsman.

- We have explain the usage of benefits of Rupay cards, Online banking systems, micro ATMs, POS machines, Mobile banking, UPI, USSD CODE (*99#) and mobile wallets for doing cash less transactions.

- We have arranged the TV and done the demonstration on above technologies through PPT and short movies.
- We arranged banners at programme place displayed as “DIGITAL FINANCIAL LITERACY AWARENESS CAMP and “GOING DIGITAL CAMP” under the sponsorship of NABARD.
- We have displayed the NABARD logo on banners and acknowledged with the words of “ **Supported Under FIF managed by NABARD**” at appropriate place.
- Manager/In charge Manager /FLC councilor/bank officials are attended to the programme and given their message and suggestions to the public.
- We have distributed the pamphlets during the program time and publicity time.
- We organized the all programmes in evening times only which is convenient time for Villagers.
- We have involved the village Sachivalayam officials, FLC cancellers, DRDA officials, DW CRA animators, PACs members and other village level persons in the programme.

The impact of the programme is as follows.

Sl.no	Particulars	Number
1	No. of persons taken PMSBY	28050
2	No. of persons taken PMJJBY	35420
3	No. of persons taken PMAPY	22500
4	Opened Jandhan accounts	46800
5	No. of Mobile Number Seeding request applications received :	85600
6	Number of AADHAR Seeding request applications received :	83450
7	No. of Applications received for Internet and Mobile Banking facilities :	36550
8	No. of customers have downloaded and activated Banking App or BHIM App:	125350
9	No.of Rupay Debit Cards/ KCC Cards have been issued to the customers:	32100

3. PROMOTION OF FARMER PRODUCER ORGANISATIONS :

AWARD implementing the promotion of farmer Producer Organizations (FPOs) project from 2019 -20



with the financial assistance of NABARD. 2 FPOs promoted in Guntur district and 1 is in Nellore district. All FPOs are registered with companies act and MACs act. 300 more members are joined in Guntur FPOs and 150 more joined in Nellore FPO. Share capital mobilization is in progress. Business activities are started at Guntur. All types of capacity building programmes and trainings were conducted to the farmers. During this orientation training programs covered responsibilities of the BODs, aggregation of the produce, how to coordinate with banks and bank linkages, credit flow, borrowing process, marketing of the produce, value addition and processing. Also **FPOs** have been enlarged to enable them to facilitate transfer of technology, propagation of seed village concept, strengthen agricultural extension services, undertake collective purchase and distribution. Due to the FPO we have provided services to 300 above share members. We have mobilized the share capital and preparations done to start the business by getting all licenses.

4. MICRO ENTREPRENEURSHIP DEVELOPMENT PROGRAM

AWARD conducted 1 Micro Entrepreneurship Development Program on “Cow dung based products” to the matured SHG women at Cheemalamarri village of Nakarikal mandal, Guntur District with the support of NABARD. Total 30 women beneficiaries were trained through MEDP. During this training program covered “dhoop sticks”, floor cleaning liquids and other pooja material, Bank linkages and Marketing , Preparation of accounts, Strategies for developing marketing and Developing business plans. Sri KRD Karthik, DDM NABARD, local bank officials, marketing persons are attended and appreciated the AWARD and participants. Lot of impact created by the training and the trainees are setting up the units and participated in “NABARD craft mela”.

5. LIVELIHOOD ENTREPRENEURSHIP DEVELOPMENT PROGRAMS:

During the year AWARD was conducted Livelihood Entrepreneurship Development Program on “Banana Fiber extraction and handy crafts making” to the women in 5 villages of Kollur mandal, Guntur District with the support of NABARD. Total 90 women trained through LEDP.

6. PROMOTION OF JOINT LIABILITY GROUPS (JLGs):

AWARD organization promoted 175 JLGs with 875 members 15 villages of 6 Mandals in Guntur



District. AWARD organized orientation training program to the 875 farmers on strengthening of JLGs and its role. During this orientation training programs covered how to coordinate with banks and bank linkages, credit flow, barrowing process, value addition processing. Out of the 875 members, we have facilitated 115

members in getting the loans from DCCB.

7. SKILL DEVELOPMENT PROGRAM (NABARD support):

AWARD organized Skill development program with the financial support of NABARD “ R & AC mechanisam to 30 unemployed youth at Phirangipuram mandal head quarter. 22 members are got job opportunity at R & AC servicing shops, cold storages and AC selling shops. 8 members are started the shops as groups and individuals.

8. SKILL TRAINING PROGRAM (Individual donors):

AWARD organized Skill Training program on Tailoring to the 120 participants at Pamidipadu, Panasathota, Ramireddypeta, Kesanupalli and Cheemalamarri villages of Guntur District with financial support of AWARD executive body members and local donors. The main objective of the training program on tailoring, making of the different dresses, Setting up the units and enhancing their skills and capacities. Trainers were gained knowledge on those works such as Training increases employee productivity, Training reduces turnover, Training improves job satisfaction, Training aids in the recruiting process, Training reduces the need for employee supervision.

Convergence activities, marketing strategies.

1. ZBNF PROGRAMS:

Part of sustainable agriculture AWARD initiated the ZBNF program with the NGO contribution. The main objective of the program is a farming practice that believes in natural growth of crops without adding any fertilizers and pesticides or any other elimination of chemical pesticides and promotion of good agronomic practices. During this program total 8 training programs were organized, 8 Kalajatha programs were organized, total 750 farmers were gained knowledge on ZBNF concept. During this program provided cultivation technical support to the 85 farmers on cultivation practices, awareness on Horticulture crops, Vegetable crops, millets and Pulses. Details were given below.

Sl.no	District	Mandal	Number of villages	Number of farmers
1	Prakasam	Martur	5	26
2		Yaddanapudi	3	18
3	Guntur	Narsaraopet	6	21
4		Nakarikal	1	10
5		Ipur	2	10
		Total	17	85

2. CHILD RIGHTS AND LIFE SKILL EDUCATION KALAJATHA PROGRAM:

Part of the improvement of self sustainability and ability AWARD organized life skill Education programs were conducted to the 10th Standard children for the purpose of to adoptive and positive behavior. Total 9 online Programs were conducted and this life skill education programs covered under core life skills such as Child rights, Goal Setting, Carrier guidance, Self-awareness, Empathy, Critical thinking. Creative thinking, Decision making, Problem Solving., Effective communication, personality development and interpersonal relationship. Due to these programs 260 students were participated and developed positive behavior and positive attitude.

3. COVID-19 RESPONSE ACTIVITIES:

- a. Distributed groceries to the 80 ST families at Narsaropet town @ Rs. 18000/-.
- b. Facilitated in distribution groceries to 171 migrant families (Odissa) at Ganapavaram Village with the support of Raithu swarajya VEDIKA, Bangalore.

- c. Distributed 100 fruit kits at Phirangipuram mandal villages @ Rs.10000/-
- d. Distributed Vegetables and masks to 100 families at Naidupet @ of Rs. 15000/.
- e. Distributed 3000 masks and 100 sanitizers @ Rs. 25000/- at Pamidimarru, Guravayapalem, Gonepudi and Yallamanda Villages of Narsaraopet and Kandlakunta of Nakarikallu mandal.
- f. Facilitated in distribution of health & hygienic kits to 100 families at Munugodu supported by SARDS.
- g. Distributed groceries to the 80 poor families at Ongole town, Prakasam district @ Rs. 12000/-.
- h. Distributed food packets to 100 ST families at Sanampudi of Prakasam district with @ Rs. 8000/-.
- i. Supplied food for 3 days to migrant people who are moving on national highway by walk worth of Rs.10000/- with local donations.
- j. Distributed groceries to the 80 poor families at Venkatarapalli, Atmakur mandal, Nellore district with association of local "Gayatri brahmana trust" @ Rs. 10000/-.
- k. Working with WD&CDA, Prakasam of pregnant & lactating women and children. We taken responsibility at 4 mandals and we are conducting awareness programmes and distributing the nutrition food and fruits.
- l. We have extended financial support to the 26 poor artists (street play artists) @ Rs.10000/- per each.
- m. Provided food on NH16 at Martur to 1000 migrant labour who are going to our places from Bangalore and Chennai by through walk.

IMPACT-MONITORING AND EVALUATION – MEASURES FOR QUALITATIVE IMPROVEMENT

As seen from the performance of the programs / activities implemented by the organisation, it is observed that the performance is up to expected level. However, regular monitoring and evaluation is adopted by the management to improve the quality of services that are meant for the target groups.

At present, the project activities are confined to Guntur, Prakasam and Nellore districts. The FLAP programmes has been extended in 8 districts. Our organization is desirous to extend the project activities to other surrounding district of Andhra Pradesh, gradually with a view to achieve the objectives as envisaged. It is hoped that necessary funds will be provided by different donors NABARD, NRI's and Government Organisations/ Banks etc., so that there is possibility for carrying out activities in systematic manner with quality. The ultimate goal of the organisation is to fulfill the needs of the poor women, youth and down trodden people of the



district irrespective of caste community minority BC,SC, and ST etc.. The Executive Body is committed to work hard with sincerity and dedication of services to the need based target groups.

PERSPECTIVE PLANS FOR 2021-22

Effective steps are initiated to formulate new policies, innovative programs and activities for the benefit of target groups, the details of which are beyond the scope of this report.

CONCLUSION:



AWARD has been rendering selfless services to the target groups identified in its area of operation by way of implementing need based programs and activities as per their demand. Since the organisation is in growing stage, the Executive Body is prepared to take necessary and suitable steps for implementing various socio-economic development activities for the development of target groups as

indicated in the objectives.

AWARD has developed a website. Please visit us at awardngoap.org