

# ASSOCIATION FOR RURAL COMMUNITY DEVELOPMENT



## ANNUAL REPORT 2023 - 24



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# Foreword

I have a great pleasure in presenting this Annual Report of Association for Rural Community Development (ARCOD) for the year 2023 - 24. The year 2023 – 24 was yet another fulfilling year for ARCOD. New partnership began with Azim Premji Foundation to promote Sustainable Agriculture Practices. At the same time the Childline Project is merged with the Social Welfare Department during the year.

I strongly believe that this report would help to understand the activities and other special programs & events carried out by ARCOD during the period from April 2023 to March 2024.

I wish to express our gratitude to the following organizations for their support to ARCOD during the year 2023 – 24.

1. India Literacy Project
2. Childline India Foundation
3. Luminous Power Technologies Pvt. Ltd
4. Azim Premji Foundation
5. Saint Gobain India Pvt Ltd
6. State Bank of India
7. Asian Paints Ltd
8. RSA Actuarial Services Pvt Ltd
9. Infoblox Technical Support & Software Pvt Ltd
10. Quantum Leap Consulting Pvt Ltd
11. Murugappa Chettiyar Research Center
12. S & P Global Inc.

I hope you would enjoy reading this report. I thank you in advance for your valuable time. Please give us your feedback on this report to help us improve our work.

Thanking you,

With Best Regards,



**V R Keshavraj**  
Secretary / Executive Director

**21/09/2024**

**Rayakottai**

## About ARCOD

Association for Rural Community Development (ARCOD) is a not for profit organization registered under the Tamil Nadu Societies Registration Act 1975 at Krishnagiri in 1988. ARCOD has the following registrations:

| S N | Details of Registration   | Reg. No          | Reg. Date  | Valid Till |
|-----|---|------------------|------------|------------|
| 1   | Registration of Society under Tamil Nadu Societies Registration Act | 3/1988           | 11/01/1988 | -          |
| 2   | Under Section 12 A of Income Tax Act                                | AAAAA1356J23CH01 | 24/07/2023 | 31/03/2026 |
| 3   | Under Section 80 G of Income Tax Act                                | AAAAA1356JF20091 | 24/09/2021 | 31/03/2026 |
| 4   | Foreign Contributions Regulation Act                                | 075870024        | 05/02/1993 | 31/03/2027 |
| 5   | NGO Darpan  | TN/2009/0003037  | -          | -          |
| 6   | Guide Star India  | 191              | -          | -          |
| 7   | CSR Registration  | CSR00000569      | 05/04/2021 | -          |

### Vision

The vision of ARCOD is social, economical, political and health empowerment of Rural Poor, Dalits, Adivasis, Marginal and Small Farmers Women and Children in its operational areas.

### Mission

To facilitate a conducive atmosphere for sustained growth and development in rural productivity in the area of agricultural and allied industries by developing skilled and motivated human resources by working with children, adolescent and youth of both sexes.

To facilitate the development of child friendly educational institutions by advocacy and lobbying along with the linkages between the sponsors and the government educational institutions for quality education.

To work with the rural poor, women, children, adolescents and youth, HIV/AIDS infected and affected women and children, women in sex work in rural areas of Krishnagiri predominantly and in other districts of Tamil Nadu.

## Governing Board Members



**Mr. P. Chandrasekar, President** is a cheerful Chartered Accountant by profession practicing in Chennai for the past 40 years; he is also known for his humour. He was the Auditor for ARCOD till the year 2002. Later, he became a board member and elected as the Chairman subsequently. While serving as Honorary Secretary of National Association for the Blind, Tamil Nadu State Branch, Joint Treasurer of Guild of Service - Mary Clubwala Jadhav Girls' Higher Secondary School and Seva Samajam - Girl's Home and the Vice President of Tamil Chamber of Commerce, he is also actively contributing to other social welfare organizations in various capacities.

**Mr. S. Senthilkumar, Vice President** is an enthusiastic member in the board. He is running a Human Resources Agency in Chennai. He is serving the board since 2009.



**Mr. V R Keshavraj, Secretary** is the founder of ARCOD known for his style of leadership, a Post Graduate in social work from Madras School of Social Work has more than 45 years of professional experience in development sector with multi sectorial expertise.

**Ms. C. N Prasannakumari, Treasurer** is lawyer by profession; she joined ARCOD as a staff in the year 2002 and inducted in the board later in the year 2010. She is currently looking after CHILDLINE Project. She has expertise in the field of HIV / AIDS and Children.



**Dr. Josephine Joseph, Governing Body Member** is an independent development consultant based at Bengaluru. She is serving the board from 2016.

**Mr. K. Ananth, Governing Body Member** is a Development Professional working with International Donor Agency. Mr. Ananth started his career in ARCOD after completing his graduation. He has vast development experience in grassroots and international organizations.



**Mr. P. Rajagopal, Development Consultant** is a senior development professional with over 4 decades of experience in the development sector. He is expertise as a trainer in Personality Development and Process Facilitation for Development Organizations.

## General Body Members

|   |                               |
|---|-------------------------------|
| Mr. D.G. Venkatesan, Pharmacist         | Mr. B.V. Balaji, Entrepreneur |
| Ms. Shanthi Sivamurthi, Entrepreneur    | Mr. Sujay, Entrepreneur       |
| Ms. Nagalakshmi Subramani, Entrepreneur |                               |

The following activities were carried out during the reporting period.

## India Literacy Project - Popularizing Science Concepts among Students & facilitating Career Guidance

### 10<sup>th</sup> 11<sup>th</sup> and 12<sup>th</sup> Results

The ARCOD - ILP Project staff team has gathered data on the results of 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> grade students from high schools and higher secondary schools in the Thally, Kelamangalam, and Shoolagiri blocks. The table below provides a breakdown of the results according to each class level.

| S. N         | Class    | No. of Schools | Appeared    |             |             | Passed      |             |             | Percentage (%) |            |            |
|--------------|----------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|------------|------------|
|              |          |                | Boys        | Girls       | Total       | Boys        | Girls       | Total       | Boys           | Girls      | Total      |
| 1            | SSLC     | 57             | 1952        | 2052        | 4004        | 1371        | 1767        | 3138        | 70%            | 86%        | 78%        |
| 2            | HSc (+1) | 18             | 954         | 1470        | 2424        | 677         | 1211        | 1615        | 71%            | 82%        | 77%        |
| 3            | HSc (+2) | 18             | 1076        | 1426        | 2502        | 839         | 1254        | 2093        | 78%            | 88%        | 83%        |
| <b>Total</b> |          |                | <b>3982</b> | <b>4948</b> | <b>8930</b> | <b>2887</b> | <b>4232</b> | <b>6846</b> | <b>73%</b>     | <b>85%</b> | <b>79%</b> |

### Career Guidance and Counselling

Following the announcement of 10<sup>th</sup> and 12<sup>th</sup> results in May 2023, the Project staff team was engaged with a total of 725 students



who were preparing to enroll in colleges and polytechnic institutions. We provided comprehensive career guidance and counseling sessions through small group and one-on-one sessions.

Career guidance and counseling sessions were conducted for 17,221 students. During these sessions, our team diligently informed students about

the various available courses, colleges. We utilized the Holland code test, displayed a detailed informative career guidance and counseling charts and the CSM app.

Second phase stream wise career guidance sessions were conducted for 12<sup>th</sup> grade Science, Arts and Commerce students in high and higher secondary schools by using PPTs. Career Guidance Stalls were organized in all higher secondary schools for the

students studying in 10<sup>th</sup> grade and 12<sup>th</sup> grade. During these sessions, the staff team informed students about the various available courses and colleges in the local district, i.e., Krishnagiri district. The students were also informed about the various National level Entrance Exams for Medicine, Engineering, UPSC and TNPSC Exams.

Team made visits to the feeder villages surrounding the Government Schools of the Project area in Hosur, Shoolagiri and Veppanapalli blocks. During these visits, the team conducted one-on-one career counseling sessions and group counseling sessions for the students. The sessions aimed to inform the students about various courses, colleges, group exams, and national-level entrance exams. Both students and their parents actively participated in these counseling sessions.

The table below provides a breakdown of students' attendance in career and counseling sessions according to their respective classes.



| Class        | Counseling after Result | Holland Code | MAT         | Self-Discovery | Students' Profile |
|--------------|-------------------------|--------------|-------------|----------------|-------------------|
| 9            | 0                       | 0            | 0           | 4937           | 5238              |
| 10           | 262                     | 5423         | 0           | 0              | 5423              |
| 11           | 0                       | 0            | 3570        | 0              | 3578              |
| 12           | 463                     | 2982         | 0           | 0              | 2982              |
| <b>Total</b> | <b>725</b>              | <b>8405</b>  | <b>3570</b> | <b>4937</b>    | <b>17221</b>      |

### Learning Level Assessments



During the months of August 2023 and September 2023, Baseline Learning Level Assessments were conducted in 25 schools in Shoolagiri, Hosur and Veppanapalli blocks to evaluate the students from 6<sup>th</sup> to 9<sup>th</sup> standards in the subject of science. A total of 3,055 students participated in these assessments. We developed subject and science kits related questions for the assessment.

The Endline Learning Level Assessments were conducted in the month of February 2024 in 26 schools in Shoolagiri, Hosur and Veppanapalli blocks to evaluate the performance of the students from 6th to 9th standards in the subject of science. A total of 3,163 students participated in these assessments.

### Live Science Experiments

During the months of August and September 2023, the orientation training conducted for science teachers and MDLS staff on utilizing the Science Kits and conducting experiments. Live Science Experiments were demonstrated regularly by the teachers and staff for the students studying from 6<sup>th</sup> to 8<sup>th</sup> standard in 50 working schools where ILP Science Kits were provided.



### Science Kits Distribution and Orientation for Science Teachers:

ARCOD organized a Science Kits Distribution Program and Orientation for Science Teachers on August 9, 2023 at BRC, Shoolagiri. The event was graced by Mr. V.R. Keshavraj, the Director of ARCOD, and Mr. A.L. Rangarajan, the Country Manager of ILP, as the Guests. They presented science kits to 50 selected High Schools and Higher Secondary Schools across Shoolagiri, Hosur, and Veppanapalli blocks. Mr. Ramesh and Mr. Rajiv Gandhi conducted an informative orientation session for the science teachers from these schools, providing valuable insights into the effective use and application of the science kits. Mr. Ramesh from ILP, Chennai conducted an informative orientation

session for the staff team on 6<sup>th</sup> September 2023 on the Science Kits and Experiments at the premises of ARCOD – Namma Veedu, Rayakottai.



## Science Fair

Science Fairs were Hosur, Shoolagiri and Veppanapalli blocks. Students participated with great enthusiasm and showcased their innovative science creations and ideas. Students showcased their inventive science projects by utilizing zero / low cost materials available around them.

The science fair was a first-time experience for many students. Hence the students participated with great enthusiasm. Three children with IED also eagerly participated in this Science Fair. A total of 1802 students studying from 6<sup>th</sup> to 9<sup>th</sup> grade participated in the Science Fair. All the participants were recognized for their efforts and honored with trophies and certificates. The event received strong support and very good feedback from the teachers and Headmasters.



## Scholarship for Higher Studies

The staff team identified and visited to 25 students in the month of December 2023.



During the home visits, the staff team carefully evaluated their academic performance and family backgrounds and had discussions about their marks, goal-setting, and upcoming exams. A review meeting was held on the 24<sup>th</sup> February, 2024 at ARCOD - ILP field office, Shoolagiri for the selected students under the ILP's Scholarship Scheme. Students and

parents were actively participated in the meeting. The participating students were counseled and motivated according to their goals by the staff team.

Scholarship Distribution program was held at ARCOD Office, Rayakottai on the 8<sup>th</sup> March 2024. The program was attended by 15 selected students along with their parents. The Director, Deputy Director, and the Head of the Center for Excellence shared



valuable insights on education and career paths, offered suggestions for the future endeavors of the students.

Recognizing the students' background, dedication, and potential, the Director of ARCOD decided to extend further support by sanctioning an additional amount of Rs. 2000/- for each student. This brought the total scholarship amount provided by ARCOD and ILP to Rs. 10,000/- per student for the current year. Therefore, the total scholarship amount provided by ILP was Rs. 1,20,000/- while ARCOD's contribution was Rs. 30,000/-

## **Promotion of Education - LuminousAdvanced Mentoring Program**

The project was initiated in the year 2018-19 with the support of Luminous Power Technologies Pvt. Ltd. The objective of LAMP is to promote education among rural students and make them champions in life. The following activities were carried out during the reporting period.

### **Workshop on Career Counseling**

One on one career guidance sessions were organized for the students passed out of 12<sup>th</sup> standard from GHSS, Haleseebam and Uddanapalli after publishing of their results in May 2023. 37 students along with their parents attended these sessions. During the session, they were explained on the different options available for higher studies including the details on approximate fee structure, different schemes of government for students for graduation. The project team motivated the scholars to join higher education.



### **Selection of New Scholars (5<sup>th</sup> Batch)**

The data was collected on the No of Students and their Annual Marks in 8<sup>th</sup> Standard from Government Schools from Hosur, Halaseebam, Royakottai, Nalaralapalli, Hanumanthapuram, Agaram, Uddanapalli, Haleseebam and Punugandhody in the month of July 2023 for selection of new scholars for LAMP. The project coordinators visited the home of the scholars and had discussion with the family members to assess family background and their interest on their child's education. As per the criteria, 64 scholars were selected for LAMP from Uddanapalli and Hosur schools.



## Distribution of Study Materials



Study materials (Guides) were distributed to 75 scholars studying 10<sup>th</sup> Standard in RV GBHSS, Hosur, Model GGHSS Hosur, GBHSS Rayakottai and GHSS Berigai. The guides for Tamil, English and Science subjects.

## Follow up of Career Guidance

All the 47 Scholars who passed out of 12<sup>th</sup> standard in the year 2022 – 23 were individually followed up to ensure that they got admission in higher courses. As a result, majority of them joined in higher courses. 3 of them are preparing for NEET Examination. The following table shows the particulars of courses joined by the scholars.

| S N | Details of Course                 | No of Scholars |
|-----|-----------------------------------|----------------|
| 1   | NEET Coaching                     | 3              |
| 2   | B. Pharm                          | 1              |
| 3   | BA                                | 1              |
| 4   | BE                                | 5              |
| 5   | B. Sc                             | 25             |
| 6   | BCA                               | 1              |
| 7   | B.B.A                             | 1              |
| 8   | Diploma in Nursing                | 2              |
| 9   | Diploma Civil Engineering         | 1              |
| 10  | Skill Training                    | 3              |
| 11  | TATA Digital Manufacturing course | 1              |
| 12  | Job                               | 1              |
| 12  | B. Tech                           | 2              |
|     | <b>Total</b>                      | <b>47</b>      |

## Special Classes

Special classes were conducted by two Project Coordinators and 5 Part Time Teachers for the scholars. The sessions were held in the school campus after the school time for all the scholars. During the class, the teachers covered all the 5 subject lessons. The scholars got their doubts clarified with the help of teachers. Some motivational sessions were also part of these classes. These classes helped the scholars to improve their academic performances. The following table show the No of classes held month wise during the year:

| Month        | No of Classes |
|--------------|---------------|
| July         | 89            |
| August       | 97            |
| September    | 98            |
| October      | 118           |
| November     | 144           |
| December     | 134           |
| January      | 120           |
| February     | 139           |
| March        | 102           |
| <b>Total</b> | <b>1041</b>   |



### Follow up Home Visits

The scholars were visited at their home once in a quarter by Project Coordinators. This helped to assess their family situation, learning environment of the scholars and opportunity to meet the parents of the scholars. We learnt from the past experience that these visit facilitate better understanding between the parents and scholars.

### Induction Ceremony for 5th Batch

Induction for the 5<sup>th</sup> batch of new scholars was held on 29<sup>th</sup> September 2023 at Hotel Sampurna Bhawan, Hosur. The selected scholars from Uddanapalli and Hosur Boys and girls Higher Secondary Schools participated with their parents and teachers.



Ms. Saranya IAS, Sub Collector Hosur, a team headed by Mr. Sudarsan Pillai, AVP - Operations and Mr. AdisayaKumar, DGM -HR & IR from Luminous and Mr. P. Chandrasekar President Mr. V.R. Keshavraj Executive Director, Mr. Sivamurthi Deputy Director, Ms. Manjula and Ms. Angela Mary Project coordinators from ARCOD participated

in the event. Ms. Saranya IAS, Sub Collector Hosur distributed scholarship to the scholars. She shared her own experience of becoming an IAS officer from a Govt

school. Mr. Keshavraj, Executive Director explained the background of the Project. Mr. AdisayaKumar explained about the importance of education especially for the girls. He explained with his own life experiences. He requested the scholars to utilize the opportunity and become good leaders in the society. Luminous Lamp team members distributed the School uniforms and bags to the new scholars.



### **Strengthening of Alumni of LAMP Scholars**

The old scholars who passed out in the previous years were formed into the Alumni of



LAMP Scholars in the last year. Alumni meet was organized on 12<sup>th</sup> January 2024. Many of them shared that if they would have not joined LAMP, they would have been forced to marry by their parents after their SSLC. Some girls shared that the LAMP has given them the courage and boldness to face the challenges from the society. Ms. Shikha Gupta, Chief HR Officer, Mr. Atul, dadhich, AVP-HR, Mr. Adisayakumar, DGM-HR, Ms. Vileena Mandav, Manager -HR and Ms. Ifrah, AM -HR from Luminous participated and gave their suggestions to the scholars.

### **Workshop on Career Counseling**

Career Counseling workshop was held at GHSS Berigai, GBHSS Rayakottai and GGHSS Hosur on 28<sup>th</sup> & 29<sup>th</sup> December 2023 for the LAMP scholars in 4 batches. The workshops were facilitated by the team of ARCOD – India Literacy Project and LAMP. The first session began with the introduction. The facilitator asked the scholars to introduce their names with suitable nick name. It was a fun activity. Then they are motivated the children with the Story. The facilitator asked the scholars by giving the

Holland Code Test to choose three career options with their interest. It was explained each and every pages of visual Holland Code Test by the facilitators. The Career guidance chart was pasted on the wall and the facilitator explained about the detail of courses and duration etc. 92 scholars attended the workshop.



### **Sensitization workshop for Boys**

The workshop on sensitization for the boys of RV GBHSS Hosur was held on 30<sup>th</sup> January 2024. It started with sound game activity. We did a workshop for 50 children, studying in class 10. Most of these children suffer from drug abuse which includes cool lip, alcohol, cigarette smoking, and girlfriends' issues. All of them are 16 and below years of age. It was extremely a challenging task to hold them for even for 15 minutes, a very unruly behavior of constant shouting, hitting each other, fighting and throwing things away. It was too difficult to organize them; we took them through 3 minutes meditation to witness silence. We touched about school, upcoming 10<sup>th</sup> final exams. When asked how many of them wanted to come out of their problems but do not know the way, many of them put up their hands. We are sincerely praying that these children should get support to turn their lives around....



### **Workshop on Menstrual Hygiene**

Workshop on Menstrual Hygiene was conducted by the team Sachhi Saheli from October 2023 to January 2024. In these workshops, they focused on menstrual cycle, duration of periods, symptoms of puberty, managing periods, Toilet Hygienic,

Breaking the myth, menstrual products and 5P Pouch, Cloth pads, with various activities and used technology.

### **Workshop on Environmental Awareness**

Workshop on Environmental Awareness was conducted by Green Dream Foundation from December 2023 to March 2024. They focused on plantation, different types of pollution, waste segregation, recycle and revival, e – waste, plastic management and global warming, clean up drive activity Certificates are provided for the activities done by the students.



### **Meeting with Parents**

Parents and Teachers Meeting was held on 16<sup>th</sup> March 2024. LAMP Coordinators team facilitated the meeting jointly. Mr. V.R. Keshavraj, ED, ARCOD interacted with the parents. He discussed with the parents on how to handle the students carefully mentally and physically, especially the girl children. Then he gave valuable inputs. The importance of involvement of parents was emphasised. Parents were requested to spend quality time with thier children. Merits and demerits of using mobile phone was discussed. Then few parents shared their own experience on how they motivated their children and continuous motivation and guidance how they tasted fruitfull



result. It was very useful for other parents. Mr. Anuprasath taught meditation for parents to overcome the depression. It was very useful to the parents. Totally 115 parents attended the meeting.

### **Workshop on Life Skills**

Workshop on life skills was conducted to First batch LAMP scholars of Government Boys Higher Secondary School at Hosur on 28<sup>th</sup> October 2023, 18<sup>th</sup> Feb and 3<sup>rd</sup> March 2024. Totally 130 out of 150 scholars participated in the workshop. Mrs. Manjula &

Mrs. Angela Mary ARCOD LAMP coordinators facilitated the workshop. The workshop started with Ice Breaking Activity. Self-assessment, goal setting, problem solving and decision making were the topics covered in the workshop.

### **Educational Exposure Trip:**

Educational exposure trip was organized to LAMP scholars on 25<sup>th</sup> February 2024. 77 scholars were brought to the Visvesvaraya Industrial & Technological Museum, Bangalore. The scholars spent around 3 hours in the museum. They were explained about the functions and technologies in the museum by the teachers' team. The scholars got excited to see some of the experiments. They also visited Cubbon Park.



### **Digital Literacy LAMP**

In the evening LAMP Special class Introduced Digital Literacy classes were organized for the LAMP scholars during the evening classes. In this class students started to learn Basic computer knowledge using DIGI Curriculum.



Students showed much interest. DIGI kit is very useful to students for learning through games.

## Children of Krishnagiri

Children of Krishnagiri is an initiative started in the year 2010 to support the children infected by HIV in Krishnagiri and Dharmapuri Districts. Later in the year 2021, the Center for Excellence (CfE) was established with the support from various corporates. During this year, ARCOD – CfE brought 225 existing children and young adults under our handholding support. 5 more new cases added during this year.

Boys -113

Girls - 117

New cases added - 5 Children

### Interventions and Outcomes:

**Over All Objective:** To provide better quality of life for HIV infected children and young adults.

### Specific Objectives:

- Ensuring better health, nutrition, personal and menstrual hygiene.
- To ensure adherence to ART.
- To accompany and refer sick immediately to hospitals
- To provide education opportunities
- To develop leadership and personality
- To provide career guidance support
- To guide them for appropriate livelihood support.

### Activities planned and implemented:

- ✓ Regular one to one coaching on Sundays at ARCOD, Namma Veedu and at filed level, Block level meetings for children and young adults (YA)
- ✓ Health education workshop for 2<sup>nd</sup> line ART, sick, weight loss, low CD4 and high viralload children and YA.
- ✓ Care givers workshops
- ✓ Support for education for students studying in schools and for



graduation (books and notebooks, materials, fees, shoes etc...)

- ✓ Competitive exam coaching (still going on), some have written TNPSC exams.
- ✓ Medical emergencies were attended to, surgeries done, hospitalization and medication
- ✓ Married HIV young adults meeting, reference to GH, reference and meeting with pediatrician and gynecologist and follow-up with new born done.
- ✓ Provision of opportunity to be with other children in workshops of climate change, environment challenges and in career guidance.
- ✓ Uniforms were supplied for deserving students.
- ✓ Independence day, Children's day sports day and other cultural events were organized
- ✓ Gender workshop was done for girls and boys together
- ✓ Nutrition kits were distributed throughout the 12 months to 185 - 200 infected.
- ✓ Continuous ART adherence follow-up has been done with house visits
- ✓ "Valaikappu" was done for the pregnant young mothers (seniors of CoK) and after delivery post- natal care and child care were given by organizing meetings and visiting GH, Pediatrician and Gynecologist.
- ✓ Job placements done.



### Outputs / Outcomes achieved:

- ❖ Increase in life expectancy and quality of life for infected children.
- ❖ Increase in confidence level of all especially infected orphans and children with single parent
- ❖ The redesigned customized Nutrition kit (student an individual friendly) ensured increase in consumption of the contents:

- o Small packets of Peanuts and fried grams, single packing of peanut jaggary balls and fried gram jaggary balls, nuts and dry fruits, fruits in below 10 year old kits, protein powder for 2<sup>nd</sup> line, sick and loss of weight children (25 of them), moong dhal and naattu sakkarai. Increased nutrition, better immunity and absorption of ART drugs, less likely to become sick.
- ❖ More than 90 % drug adherence
- ❖ Better understanding of HIV, on ART, CD4 and Viral load
- ❖ Change in perception of the disease
- ❖ Moving on to pursue higher education
- ❖ Provision of “safe space “(Namma Veedu CfE) for sharing and growing.
- ❖ Better academic performance
- ❖ Improvement in personal hygiene
- ❖ Increased confidence among infected girls
- ❖ Increased knowledge on mother to child hiv transmission.



As planned the project addressed the Sustainable Development Goal Nos – 1, 2, 3, 4, 5 and 10.

## **Promotion of Sustainable Agriculture**

ARCOD is implementing the Sustainable Agriculture Project with the support of Azim Premji Philanthropic Initiatives (APPI) to build the capacities of farmers on Sustainable Agricultural Practices.

### **Coverage**

The project covers 32 selected hamlets from Koppakarai, Pillari Agraharam, Dhottadhimmanahalli and Thimjepelli Panchayaths of Kelamanagalam block, Krishnagiri District. The area is divided in to 2 clusters for coordination. Koppakarai and Pillari Agraharm panchayaths form cluster 1 and Dhoddathimmanahalli and Thimjepalli panchayaths fall under cluster 2.

### **Launching**

Though the project officially started in the month April 2023, the Formal Launching event was held on 31<sup>st</sup> May 2023 at ARCOD – Namma Veedu, Rayakottai. Mr. P. Chandrasekar, President, ARCOD welcomed the gathering. Mr. V R. Keshavraj, Executive Director, ARCOD explained the background of the project. The project team presented about the Goal, objective and activities of Sustainable Agriculture Project (SAP). Representatives from Krishi Vignan Kendra, Agriculture and Horticulture Departments assured of their support and cooperation in implementing the project.

Board Members and all staff of ARCOD, Community Cadres and about 50 farmers took part in the event. Seedlings (Guava & Pomegranate) were distributed to farmers for planting in their land. Mr. K. Manikandan, Project Manager of ARCOD SAP delivered vote of thanks.

## Baseline

The staff team and local community cadres were oriented on collection of baseline data of farmers. The baseline format was developed in consultation with the Sempulam Team. The staff team collected the data from 2000 farmers during the period from June to August 2023. The detailed report on the baseline is attached as Annexure.

## Formers Interest Groups

The target farmers were given awareness on Farmers Interest Groups (FIGs) and motivated to become the members of FIGs. 40 FIGs were formed with an average membership of 18 farmers. There are two representatives from each FIG who are conducting the group meetings in consultation with the Community Cadres and Cluster



Coordinators. The group meeting is held once in a month. The group selects the interested farmers to attend the trainings to be conducted in the succeeding month. The farmers who attended the training share their learning from the training to other group members in the next group meeting.

## Training to Farmers

The farmers were given training on various Sustainable Agriculture Practices. The



Resource Team headed by Mr. Subramanian from Sempulam and staff team including Community Cadres facilitated these training. The table below shows the Target No of farmers planned to train and the Actual No of Farmers trained during the year:

| S N          | Training Topic                  | Target as per Plan | No of Farmers Trained |
|--------------|---------------------------------|--------------------|-----------------------|
| 1            | Bio Inputs                      | 75                 | 85                    |
| 2            | Bio Pest Control Management     | 75                 | 82                    |
| 3            | FIG Leadership and Mobilization | 80                 | 80                    |
| 4            | Integrated Farming Techniques   | 75                 | 78                    |
| 5            | Package of Practices            | 100                | 105                   |
| 6            | Soil & Water Conservation       | 25                 | 29                    |
| <b>Total</b> |                                 | <b>430</b>         | <b>459</b>            |

**Training to BoDs of FPCs:** The Board of Directors and CEOs of Yermunai and Pasumai Boomi FPOs were trained on leadership, governance and business plan of the company. The training was held for 4 days in two phases during the year. The team from Sempulam facilitated these training.

**Exposure Trip:** Exposure Trip was organized to 59 farmers to Horticulture Research and Training Center, Thally where the farmers were exposed to Organic Agriculture, Package of Practices and Advanced Technologies in Agriculture. The farmers also visited private organic farm of Mr. Kumar and learnt various organic practices.

**Demonstration Plots:** Demonstration Plots have been identified by the project team for demonstrating the activities carried out through the project to farmers. The objective of these plots is to demonstrate the cultivation activities right from ploughing to harvesting. Farmers who are interested to provide their land for demonstration were identified and supported from the project. The following activities were followed up in the demo plots:

1. Land preparation
2. Soil testing
3. Seed Processing
4. Sowing
5. Transplanting
6. Stick Placing
7. Weeding

Farmers attended the training programs visited the Demo Plots. The Agriculture Training



Officer explained the purpose and activities carried out in the demo plots.

**Compost Pits:** As a part of the project activities, the farmers were motivated to dig compost pit which will be useful for the farmers to accrue the farm wastes and livestock manure for composting. In this regard, the support for digging compost pits were extended to farmers. The work was monitored and measurements have been ensured by the staff team. 100 compost pits have been completed during the year.

**Farm Ponds:** The farmers were motivated to construct farm ponds. Most of the



farmers showed less interest in farm ponds as they are not fully aware of the benefits of farm ponds and the low average land holding. Instead the farmers were demanding Water Storage Tanks for irrigation purpose. The project team explained the long term

benefits of having farm ponds to farmers during FIG meetings. Then, some of the farmers understood the purpose and came forward to allocate land for this purpose. The staff identified potential farmers, land availability and feasibility for farm ponds. 20 farm ponds have been excavated during the year.

### Partnership with MRDP

ARCOD was contacted by Shri Murugappa Rural Development Program (a project by Murugappa Group), Chennai for reaching out to farmers with their Bio Inputs. An awareness meeting with farmers was held on 9th January 2024 at ARCOD – Namma Veedu, Rayakottai. 50 farmers attended this meeting. Representatives from Murugappa group explained their activities related to sustainable agriculture. They also explained about various products promoted by them. The following materials worth about Rs. 1.50 Lakhs were distributed to farmers at free of cost during the year.

| S N | Particulars of Bio Inputs | Quantity   |
|-----|---------------------------|------------|
| 1   | Biochar                   | 500 Kgs    |
| 2   | Compost Bag               | 46 Nos     |
| 3   | Azolla Bag                | 35 Nos     |
| 4   | Enriched Panchakavya      | 500 Liters |
| 5   | Vitamate                  | 600 Liters |



MRDP is planning to continue the partnership with ARCOD to provide technical and materials support for manufacturing of bio inputs and soil testing units. This partnership helped the project team to motivate the farmers. The project team followed up with the farmers on usage of the Bio Inputs provided by MRDP, Chennai. The farmers utilized Panchakavya, Vitamate and Biochar and found to be very useful.

**Stakeholders Engagement:** The government officials of Agriculture, Horticulture, Animal Husbandry and Forest departments were met periodically to establish good rapport and tap the resources from government schemes for the farmers. This has resulted in 176 farmers availing different schemes from the government during the year. The project team was in touch with the officials of Krishi Vignan Kendra.

### **Challenges & Learning**

There was a little delay in initiating the project. All other activities got delayed accordingly. Some of the staff left immediately after joining. We had to replace them. Identification and selection of Community Cadres was a challenge. However, the team is confident of improving.

Since our target farmers are mostly marginal farmers, the average land holding is 1.4 acres. Therefore, it was difficult for the farmers to provide land for digging farm ponds. Some of the farmers felt that considerable land to be provided for this purpose. However, the project team was able to convince the farmers.

The staff team found challenging to identify venue for the trainings in the villages. There are no public places which are appropriate for the trainings. However, the team managed with the available private venues.

The farmers are not adequately motivated to attend the meetings of FIGs and trainings. Therefore, ensuring sufficient attendance in the meetings of FIGs and trainings was a challenge. However, the staff team continually motivated the farmers through Community Cadres.

## **Restoring Promise of Water**

### **Background**

IITFORIIT based at Bangalore approached ARCOD for taking up Lake Desilting Initiative in Krishnagiri & Ranipet Districts. The objective of the initiative is to remove silt from Community Lakes and apply it to farming lands of farmers to improve soil fertility. The project initiated in the year 2022 – 23 in Krishnagiri. Later in the year 2023 – 24 the project was extended to Arokonam area of Ranipet District with the support of Asian Paint Limited.

## Project Scope and Work Done

The project scope planned was to desilt 1,00,000 CuM of silt by Mar 31, 2024 across the Arakonam Block of Ranipet District. However, about 9,000 CuM could only be done. This was done involving the farmer community, thereby benefiting the farmers who take the silt, and adding surface water capacity of 20 Crore Litres that benefits the community. The lakes were filled up with water due to heavy rain. The process of getting approval from the competent authority was yet another challenge due to hectic process.



## Krishnagiri Childline

Childline Project is supported by the Ministry of Women and Child Development, Govt. of Indiathrough Childline India Foundation (CIF), Mumbai.

Krishnagiri Childline is operational since 2012. ARCOD implemented Childline in the capacity of Collaborative Organization. The CHILDLINE team has been involved in creating Awareness on Childline Services in the district since its inception. The calls through the Helpline No. 1098 are received through the Central Call Center at Chennai. Then CCC team passes on the information to the district team. The District Childline team intervenes accordingly.

The project was implemented for 4 months from April to July 2023 during the financial year. The government of India decided to merge Childline with the District Child Protection Units. Accordingly the project was



merged with the Child Protection Unit from August 2023. The present entire team of Childline is observed by the unit for the time being.

# Events

## Cancer Awareness

Cancer Awareness Campaign was organized at ARCOD Namma Veedu on 17/08/2023 with the technical support from Karkinos Healthcare Private Limited. Professional Doctors team conducted sessions on cancer, early detection and treatment method. About 80 people from different part of the district participated in the event.



## Celebration of 36<sup>th</sup> Anniversary & Pongal

The 36<sup>th</sup> Anniversary of ARCOD and Pongal was celebrated on 24<sup>th</sup> January 2024 at ARCOD – Namma Veedu. Board Members, Staff team and guests gathered for the Celebration. The staff team arranged for the Pongal in the morning.



## Board Meetings

3 Governing Body Meetings were held during the reporting period. The 36<sup>th</sup> Annual General Body Meeting was held at ARCOD's premises on 29<sup>th</sup> September 2023. The election of the Office Bearers and Governing Body was conducted. The following members were elected for the respective positions.

| S.N | Name                | Designation      |
|-----|---------------------|------------------|
| 1   | P. Chandrasekar     | President        |
| 2   | S. Senthilkumar     | Vice - President |
| 3   | V. R. Keshavraj     | Secretary        |
| 4   | C.N. Prasannakumari | Treasurer        |
| 5   | Josephine Joseph    | GB Member        |
| 6   | K. Ananth           | GB Member        |
| 7   | P. Rajagopal        | GB Member        |



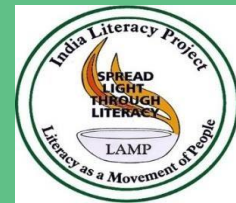
### Our Auditors

M/s Ezhil & Raj  
Chartered Accountants,  
Chennai

### Our Bankers

State Bank of India, NDMB  
Indian Overseas Bank, Krishnagiri  
Indian Bank, Rayakottai

## Our Donors



## **Acknowledgement**

I extend heartfelt thanks to the District Administration headed by the Collector and other district officials of Education, Health, Social Welfare and Police Departments, banking officials, District Child Protection Unit, Child Welfare Committee, ICDS, and all Taluk and Block level officials of the district for extending their support in implementing our projects successfully.

I also extend the heartfelt thanks to all the institutional and individual donors for their continued support. I thank our auditors for their support and guidance. I also thank all the friends and well-wishers of ARCOD for their continued patronage.

I would like to place on record the support and cooperation extended by the Board of ARCOD is commendable as always. As I used to mention, ARCOD is fortunate to have a committed, well qualified and experienced staff team. A big applause to the team for their commitment.

**V R Keshavraj**