

CENTRE FOR ADVANCED
RESEARCH & DEVELOPMENT



Annual Report

2023

S T R E T Z C O O

01.

Message from our Director

02.

Natural Resource
Management & Climate
Change

03.

Promotion of Rural
Livelihood

04.

Health & Nutrition

05.

Women & Child
Development

06.

WASH

07.

Education

08.

Agriculture

09.

Promotion of Rural
Enterprise

10.

Tourism Promotion

11.

Skill Development

MESSAGE FROM OUR DIRECTOR

Dear Shareholders, Stakeholders, and Team,

I am pleased to present to you our 21st Annual Report for the **fiscal year 2022-2023**. This report encapsulates our journey, achievements, and the strides we have made towards our shared vision. It is a testament to the collective effort and unwavering commitment of our community towards making a positive impact.

In an ever-evolving landscape for non-profits with growing challenges of the world pandemic, modifications in the policies, our commitment to innovation and sustainability has been unwavering. We have weathered challenges and leveraged opportunities, emerging stronger and more resilient. The strength of our community shines through. We've come together to drive meaningful change, and this report reflects our shared journey.

Through dedicated programs and initiatives, we reached more individuals in need, providing substantial income opportunities, education, skills, health facilities, access to safe drinking water, etc. This year we have ventured into forestry through plantations for carbon sequestration. Our Maikal Hills federation has added new products to spectrum alongside honey, and entered the tribal mart.

Our volunteers at the grassroot are the lifeblood of our organization. We extend our deepest gratitude to each one of them for their selfless dedication.

Our commitment to transparency remains unwavering. We provide a detailed breakdown of our financials, showcasing how every rupee entrusted to us has been utilized for maximum impact.

We are grateful for the support of our dedicated partners and collaborators who have stood by our side in our journey to create a better world.

As we look ahead, our mission of Development with Commitment and Professionalism remains steadfast. We are excited about the possibilities that the future holds and are dedicated to expanding our reach and impact.

This Annual Report is more than just numbers; it is a reflection of the love, dedication, and hope that our community embodies. Together, we have shown that positive change is possible. Thank you for your continued support, belief in our mission, and unwavering commitment to creating a brighter future for all.

With gratitude,

Madhura Rawat
Executive Director



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VISION & MISSION

We strive for a prosperous dawn with the promise of

EMPOWERED COMMUNITIES | SELF-SUSTAINED HABITATS

DEVELOPMENT

With

COMMITMENT

&

PROFESSIONALISM

- Mainstream development
- Holistic, Integrated, Down to earth
- Eco-friendly and sustainable
- Supports livelihood through promoting and balancing five J's

- Punctuality
- Devotion
- Passion for excellence
- Nurturing long-term relationship
- Equitable benefit sharing amongst target community

- Practical approach and rationality
- Foster Information
- Follow Processes, Experiments and Innovation
- Strive towards Human Institution Development

Centre for Advanced Research & Development (CARD) has been established to promote action research and to apply its findings for the protection and development of the society and its environment. We primarily promote Rural Livelihoods through sustainable human and natural resource management.

- Development Non-Governmental Organization, established in 1992 under MP Societies Registration Act, 1973
- Has its presence in 29 locations across 6 states - **Madhya Pradesh, Chhattisgarh, Maharashtra, Uttar Pradesh, Haryana and Delhi.**

Incorporates **FIVE** major components of livelihood (**five J's**) - balances environmental protection with sustainable development.



Jal (water)



Jungal (forest)



Jameen (soil)



Jan (humans)



Janvar (livestock)

NATURAL RESOURCE MANAGEMENT & CLIMATE CHANGE

Natural resource management in India is integral due to its vast geographical and ecological diversity. India is rich in natural resources such as forests, water bodies, minerals, and biodiversity. The management of these resources is crucial for sustainable development, conservation, and meeting the needs of its growing population.

The key aspects of natural resources include Forest Resources, Water Resources, Mineral Resources, Biodiversity Conservation, Land Resources, Energy Resources and Coastal & Marine Resources. Our efforts are closely put towards conserving Water, Land and Forest resources. In this conservation process, communities play a major role through participation in everything we do.

Our organization has always shown its dedication in conserving natural resources. Land, water and trees are the fundamental assets for creating sustainable livelihood. Our interventions in are focused on creating sustainable livelihoods through Natural Resource Management.

Engagement of village level institutions in Natural Resource Management is ensured by actively engaging the institutions through their capacity building in decision making.

We are working with 65 Village Development Committees, 174 Self Help Groups, 149 Farmer Interest Groups and 2 Farmer Producer Organizations. Our efforts are majorly put towards preventing soil and water erosion through building structures like Farm bunds, Stone bunds, Loose Boulder Structures, Gully Plugs, Stop dams & check dams and through plantation activities. These structures not only prevent soil and water erosion but also helps farmers in improved water accessibility for irrigation.

Through the NRM Activities we have benefitted 2738HHs through construction of these structures on a total land cover of 757.92 ha in 70 villages.

PLANTATION PROCESS

Nursery Activity

- Plants (Teak, Sheesham, Mango, Tinsa, Khamer, Jamun) planted in polybags in Feb-March.
- Gap filling & mortality replacement in Aug-Sep.

- Plantation from July 1-25.
- Produced 3 lakh saplings, avg. height 2.25 ft, max 4 ft.

Transport to Planting sites

- Transported to 5 sites (Chhata, Chouba, Surheli, Ghughri, Chivlatola).

- Locally hired tractors, 1200-1500 plants per tractor.

Labor Training & Employment

- Trained laborers for proper handling during transport.
- Employment:
- Engaged 25-30% households in villages.

- Provided 10k+ man-days during plantation.
- 12k+ man-days for site clearance and pit digging.
- 1,389 laborers in 5 plantation sites (54.49% male, 45.50% female).

Transition Points

- Identified transition points for plant supply in large, hilly sites.
- Collaborated with local community for accessible paths.

- Proper removal of polythene bags.
- Keeping plant roots straight and ensuring the plant is vertical.
- Firmly pressing soil around the plant.
- Spraying bagged plants with water.
- Careful polythene removal to avoid plant damage.
- Placing the plant in the pit in a straight position and leveling the collar with the ground.

Planting Schedule

- Started planting in June during light rain.
- Completed by late July across five sites in four villages.

Laborer Training & Demonstration

- Skilled supervision by CARD staff.
- Training included a demonstration covering:

HDFC project has similar plantation activities. Total plantation is being done at __ Ha of land. The saplings include: Poplar

Polybag Disposal

- Collected and disposed off polybags properly.

Sapling Planting Details

- 3.37 lakh saplings planted on 286.29 ha of land.
- Included major species (Teak, Sheesham and others.)

Post Plantation Maintenance

Done from August to December.
Includes the following tasks:

Casualty Replacement:

- Continuous monitoring and replacing dead plants.

Weed Control:

- Initiating weed control activities after mid-September.

Replacement Stock Maintenance:

- Replanting dead seedlings promptly.

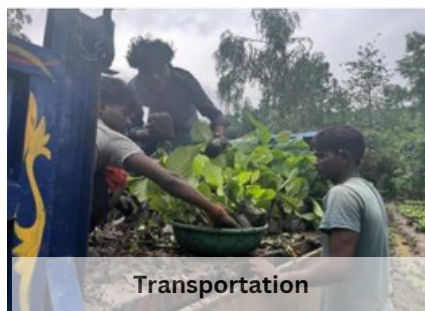
Assisted Natural Regeneration (ANR) Activity (Thala Making):

- Checking capillary action, removing weeds, and preserving moisture in pits.

PICTORICAL PRESENTATION OF STEPS INVOLVED



Teak plantation saplings



Transportation



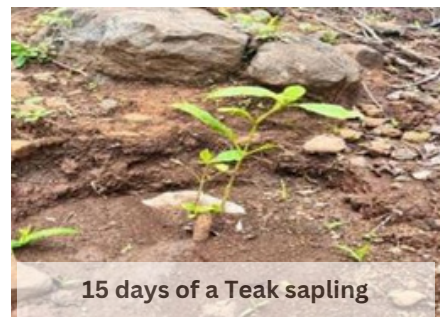
Transportation to the site



Saplings taken to plantation area



Plantation Activity



15 days of a Teak sapling



Training and Field demonstration



Polybags collected from sites



Safe disposal of polybags

Carbon Sequestration Ghughari block of Mandla district (Madhya Pradesh)

Our initiative at addressing the global challenge of Climate Change has started in Ghughari block. Under this intervention, plantation in 1000 Hectares of land will be done on revenue land of six selected villages which will lead to carbon sequestration. It is important to note that plantation is an effective climate mitigation strategy which is implemented alongside efforts to reduce greenhouse gas emissions, promote renewable energy, and adopt sustainable land management practices. A holistic approach that combines mitigation, adaptation, and sustainable development strategies is essential to address the challenges of climate change effectively. The concept behind this intervention is to restore the degraded land by doing plantations which in turn conserve the soil and water. The species which are selected for plantation are teak, sheesham, karanj and 20% horticulture species like mango, etc. The initiatives also aimed at receiving carbon credits in the mature stage of plantation

Carbon Credits

They are a market-based mechanism used to mitigate greenhouse gas emissions and combat climate change. The concept of carbon credits is based on the principle that reducing or removing greenhouse gas emissions has a positive environmental impact.



PROMOTION OF RURAL LIVELIHOOD

Promotion of rural livelihood involves creating opportunities and enabling conditions for individuals and communities in rural areas to improve their income, productivity, and thereby their overall well-being.

Livelihood promotion has always been our core intervention. It focuses on enhancing the livelihood security of communities we deal with and ensuring its sustainability through focused microenterprise interventions. In rural areas, livelihoods are often diverse and depend on a combination of natural resources, agriculture, livestock, non-farm activities, and various other income-generating opportunities. The strategy adopted for livelihood promotion in rural areas is providing rural youth with necessary and market oriented short term skill training, capacity building of women farmers, institutions and others by encouraging them to adopt model practices in their key livelihood pattern, facilitating government entitlements to the end beneficiaries, supporting enterprise development, etc.

Through our intervention we have benefitted mostly the rural youth and farmers. This is done through capacity building of Self-Help Groups and Farmer Groups in the villages.

A Farmers Interest Group (FIG) is a collective platform or organization that represents the interests of farmers and works towards their welfare and development. FIGs are typically formed by farmers themselves to address common concerns, advocate for their rights, and promote their economic and social well-being.

Districts: Yamunanagar, Kinwat, Lalitpur, Saharanpur, Guna and Dhar.



Efficiency enhancement of their present livelihoods through capacity building and exposures.

Increased adoption of model practices and bringing effectiveness.

Mentoring of institutions (SHGs/VOs) for smooth implementation of daily operations.

Resulting in Self-Sustained Entrepreneurs and being economically independent.

Capacity enhancement training on farm and non-farm livelihoods.

Key Training Themes:

Organic & Natural Farming, Vegetable Cultivation, Biopesticides, Poultry, Bee Keeping, Fisheries, Dairy development, Livestock Maintenance, Rice, Wheat and Sugarcane Production

**AGRI-ALLIED
VEGETABLE FARMING
ORGANIC COTTON
FENNEL SEED
CULTIVATION
KITCHEN GARDEN**

**GREEN FODDER
GOATRY
POULTRY
IAMP
MHM**

**NURSERY
NON - FARM**

More than 60 Entrepreneurs developed.



HEALTH

There can be no significant economic progress without basic but functional healthcare and childcare facilities. We, at CARD, are implementing several health care and sanitation projects in various districts to improve health and sanitation infrastructure in the rural areas. Some of our initiatives include working on water quality and sewage systems, working on health issues of female sex workers and organizing health camps for pregnant women, providing support to Aanganwadi workers. Through our health, nutritional, and sanitation management programs we have reached our target beneficiaries and provided them with necessary infrastructure to help meet their basic needs. We are using our extensive outreach to eradicate communicable diseases, by providing capacity building and support services to combat social stigmas around the diseases at the grassroots. We are contributing in implementation of Rashtriya Kishore Swasthya Karyakram – an initiative of the Ministry of Health and Family Welfare which envisages strengthening of the health system. Under this intervention, capacity building of health workers and adolescent girls is done.

In order to maintain sexual and reproductive health, our prolonged initiatives with MPSACS has been benefitting a large number of target risk groups in Ujjain and Bhopal districts of Madhya Pradesh.

MPSACS

The Madhya Pradesh State AIDS Control Society (MPSACS) is an organization dedicated to controlling and preventing the spread of HIV/AIDS in the Indian state of Madhya Pradesh. It operates under the guidance of the National AIDS Control Organization (NACO) and the Department of Health and Family Welfare of the state government. MPSACS works in collaboration with governmental and non-governmental organizations, healthcare providers, and community-based organizations to implement comprehensive HIV/AIDS control strategies in Madhya Pradesh. We ensure to create a conducive and stigma free environment in the project while providing various HIV/Aids Related Service area.



The primary objectives of our efforts include implementing prevention programs, providing treatment, care, and support services for people living with HIV/AIDS, and raising awareness about HIV/AIDS among the general population. Our team conducts various activities such as counseling and testing services, targeted intervention programs for high-risk groups, ensuring access to health services, promoting safe blood transfusion practices, and advocating for the rights of people affected by HIV/AIDS. The end beneficiaries from our health interventions are adolescent girls and boys, female sex workers, target risk groups and community as whole.



Staff review meeting

We have also been undertaking a major initiative in Public Health through safeguarding clean and safe access to drinking water by ensuring Water Quality. To safeguard public health, it is crucial to have effective water quality monitoring, treatment systems, sanitation infrastructure and responsible committees in place. Regular testing, treatment, and distribution of clean water are key steps in ensuring safe water supplies for communities. Clean water is also necessary for maintaining personal hygiene practices like handwashing, bathing, and cleaning household items. These practices play a crucial role in preventing the spread of infectious diseases. Through our interventions we have tested 1751 water sources of 350 villages in the last financial year.

We have also provided trainings to village water and sanitation committees in conducting these water tests and monitoring the water quality throughout the year.

Activity Details	Villages	Outreach
Health Camp SHR	15	1150
Guna	7	438
Smart schools	7	250
Health Camp Lalitpur	2	150
LWS	60	4500
TI	Not sent	Not sent
Health Camp YMNR	13	562
Adolescent Girls training YMNR	13	393
Adolescent youth training- RKSK	490	580
Asha Workers trained- RKSK		350
MHM traning- Lalitpur	15	1833
Total	622	10206

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WOMEN AND CHILD DEVELOPMENT

Improving women's access to healthcare is essential for achieving gender equality. A new mother or a nursing mother requires support in her daily life if she has to go out, do some activity and contribute to the household's finances. Anganwadi centers play a crucial role in reducing stress and fatigue of the mother by contributing to their most important responsibilities of nurturing small children. ICDS stands for Integrated Child Development Services. It is a flagship program of the Government of India aimed at promoting the holistic development of children, primarily in the age group of 0-6 years. The ICDS scheme was launched in 1975 and has been implemented across the country, particularly in rural and urban areas. CARD is contributing towards the service strengthening of Integrated Child Development in 17 Anganwadi Centres in Indore district of Madhya Pradesh.

The ICDS program in Madhya Pradesh is implemented by the Department of Women and Child Development in collaboration with various stakeholders, including aanganwadi workers, health workers, and community volunteers. Efforts are made to reach out to marginalized and vulnerable populations to ensure equitable access to services.

ICDS provides antenatal care, postnatal care, and counseling services to pregnant women and new mothers. This includes regular health check-ups, promoting breastfeeding, and ensuring appropriate care for the well-being of both mother and child. Health and nutrition education sessions are conducted to create awareness among women and caregivers about proper nutrition, hygiene practices, breastfeeding, and child care. These sessions aim to promote healthy behaviors and practices.

Under this intervention, we facilitate parents' training on child care, health and nutrition, Promotion of locally available nutritious food material and preparation of different recipes with them through demo sessions with parents, Formation and activation of the mother's committees. The key initiatives taken by us are painting TLM on the walls of Anganwadi Centres to create attractive learning environment, Awareness Campaign at community level for improving the enrollment & awareness towards the Services of ICDS Centers, Celebration/organizing the events like Baby shower, Girl child birthday, Training of adolescents on life skills, etc.



The targeted beneficiaries under this intervention are 0 to 6 Years Children, Pregnant and Lactating women and Adolescent Girls
Total outreach- 5400 2

WATER ACCESS, SANITATION AND HYGIENE (WASH)

These three disciplines—Water Access, Sanitation, and Hygiene—commonly referred to as “WASH,” can virtually eliminate waterborne diseases. The three components of WASH are grouped together because of their interdependence; one cannot be fully realized without the other. WASH has been a key component of CARD’s intervention. We have implemented numerous projects under the theme in partnership with different organizations.

Drinking water accessibility in rural areas is encompassed under Jal Jeevan Mission of Ministry of Jal Shakti. JJM is a national initiative launched by the Government of India in 2019 with the aim of providing functional tap water connections to every rural household by 2024.

The ministry has offered various opportunities to CSOs and NGOs. Our organization is empaneled with the ministry as Knowledge Resource Center for grassroot institutions and communities at the village level in 3 districts; namely Dhar and Dhindori in Madhya Pradesh and Rajnandgaon in Chhattisgarh.

The initiative includes training and capacity building of Village level water committees (Village Water and Sanitation Committees), Panchayati Raj Institutions (PRIs) and local pump operators to ensure the operation and maintenance of drinking water and sanitation at the village level.

Our role with the government led schemes is to ensure there is community participation, ownership, and sustainability of water supply and sanitation infrastructure in villages.

As a KRC partner in Dhar & Dindori district of Madhya Pradesh, 564 males and 306 female PRI and VWSC members from 130 and 74 villages respectively. In Rajnandgaon district of Chhattisgarh we have trained 157 males and 186 female PRI and VWSC members 60 villages.

CARD is working towards smooth implementation of components of Jal Jeevan Mission in Dewas and Dhar districts of Madhya Pradesh since 2019 by supporting the government's objectives by converging with the district and block representatives through USAID and GAP Inc's Women + Water Alliance, in partnership with WaterAid. Ensuring Water Security and Water Quality enhancement, we have covered 100 villages in both districts in the last financial year.

Efforts toward Water Security

Comprehensive Village Action Plans (VAPs) under JJM have been prepared with community participation. A scheme usually becomes unsuccessful because of its non-inclusivity, lack of equity and community ownership. In this case, community's role in providing functional household tap connections to every rural household and ensuring the availability of water from the source selected. Through a VAP, we ensure that there is representation from every ward and all the voices are heard.

Efforts toward Water Quality

Regular monitoring of quality of drinking water sources is being done. Water samples are collected from various sources, including tap water connections, hand pumps, and other drinking water sources to assess the quality parameters. The collected samples are tested through Field Testing Kits provided to each Gram Panchayat to ensure compliance with the drinking water quality standards.

Bureau of Indian Standards (BIS) drinking water quality standards are used as a benchmark to determine the acceptability of water for human consumption. These standards cover parameters such as physical, chemical, and microbiological characteristics, such as, turbidity, pH, hardness, Iron, Nitrate, Residual Chlorine, Chloride, Fluoride, bacteriological contamination, and presence of harmful substances.

We conducted training of women and youth on Field testing kits. Through this, pre and post monsoon tests along with the test of first and last houses' samples of drinking water sources are conducted. The provision of Field Testing Kits is also ensured in the villages of intervention.

We have tested 1751 water sources from 350 villages.

A total of 1400 women and 79 men were trained by our team on water quality testing. Capacity Building training of 217 VWSC members among which 134 were Male and 83 were female representatives, 166 PRI members among which 131 were Male and 35 were Female representatives. Apart from this, activities like Jal Chaupal/ Ratri Chaupal, Training of water technocrats etc. were also done.

Through our other CSR initiatives we have worked in 17 schools where renovation of toilets and handwashing units were installed. This benefitted around 100 students in rural areas.



EDUCATION

Literacy rate in India is still low in rural areas. The economic progress of any place is also dependent on the education level of people. Access to good education paves way for better income opportunities. In many villages, access to quality education due to various factors is still lacking. These factors maybe quality of teachers, study materials used, Information Education and Communication, poor infrastructure of the school building; including insufficient lighting, poor ventilation, etc. Holistic development without educating communities is impossible. That is why sincere efforts are put by our organization to address the challenges of education.

Corporate Social Responsibility (CSR) initiatives in education in India have played a significant role in addressing gaps and enhancing the quality of education across the country. Several corporations have recognized the importance of investing in education as a means to empower individuals, promote social equity, and contribute to sustainable development. Through CSR initiatives, we have supported a wide range of educational interventions, including infrastructure development, scholarships and educational grants, teacher training programs, establishment of learning centers, etc. These initiatives aim to improve access to quality education, particularly for marginalized communities and underprivileged children.



CARD with its CSR partners has worked with 17 government schools in rural areas. The objective behind this is to transform these schools into smart schools. It focuses on providing the bare minimum facilities in schools which will help in increasing the learning outcome of the students. For transforming a traditional school in SMART schools, also provision of solar night lamps have been provided to the students to ensure they study at home.



List of Activities



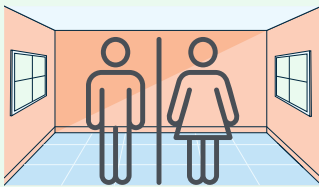
Installation of Handwashing Unit

It contributes significantly to improving hygiene and preventing the spread of diseases. Handwashing is a simple yet effective practice that can significantly reduce the transmission of germs and prevent illness among students. By providing hand washing units with clean water, soap, and suitable infrastructure, these initiatives create an enabling environment for students to practice proper hand hygiene.



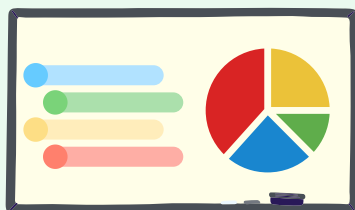
Graphic painting

It involves transforming the school infrastructure by painting educational and creative artwork on the walls, classrooms, and common areas. By partnering with local communities and schools, corporations have the opportunity to revitalize the physical spaces and create vibrant educational atmospheres. Graphic painting brings life and color to previously plain and uninspiring walls, making the learning environment more engaging and stimulating for students.



Installation of Sanitation Unit:

It is a critical endeavor that significantly impacts the health and well-being of students and promotes a conducive learning environment. Access to clean and private sanitation facilities ensures the dignity, privacy, and overall well-being of students, particularly girls, promoting gender equality and inclusivity in education.



Installation of SMART CLASS

It brings a transformative impact on the quality of education and learning outcomes. This provides a dynamic and engaging learning experience by integrating multimedia resources, interactive software, and real-time collaboration tools. These digital tools allow teachers to deliver lessons in a more interactive and visually appealing manner, catering to diverse learning styles and capturing students' attention.



Setting up a library

It is a valuable investment in education and literacy. By establishing libraries in rural schools, corporations promote a culture of reading, intellectual curiosity, and lifelong learning. Students gain access to a diverse collection of books that enhance their knowledge, expand their horizons, and develop their reading and comprehension skills. It fosters critical thinking, creativity, and independent learning among students. By investing in libraries, our initiatives contribute to bridging the educational gap between rural and urban areas, empowering individuals, and nurturing a love for learning that can positively impact generations to come.

AGRICULTURE

In India, Agriculture has been a significant contributor to its Gross Domestic Produce. It accounted for around 17-18% of the country's GDP and employed nearly 50% of the workforce. Agriculture is the primary occupation of rural India.

Though the sector is primary source income in rural India, the mechanism used is still primitive and often acts as an obstruction in having a decent income from the produce. Moreover, these methods have lasting regressive effects on the soil and natural resources.

CARD implements various programs and initiatives aimed at improving agricultural practices, enhancing productivity, and promoting sustainable farming techniques. This, in turn, leads to economic growth, poverty reduction, whilst improving living standards of our targeted beneficiaries in our areas of intervention.

CARD is working under National Coalition of National Farming in 25 villages of Mandla district. "Aligning Farming with Nature across Agro-ecologies in MP" is a collaborative approach between 16 civil society organizations in Madhya Pradesh to scale up the work on natural farming in various agro ecological zones in the state. We work for progressive elimination of chemical pesticides and fertilizers, as also Genetically Modified Organisms (GMOs), promote crop diversification and a decisive movement away from the monocultures of the GR, Emphasis on productivity of the whole farm system, moving away from the commodity-centric approach of the GR, regenerating natural cycles and soil health to boost yields and pest management, reducing the demand for water for irrigation which has sky-rocketed after the GR, building powerful collectives of farmers, especially led by women to carry this alternative approach forward, building capacities of farmers led by a cadre of champion farmers (peer-to-peer extension) and policy advocacy on all aspects of natural farming.

In order to develop the understanding and awareness of natural and organic farming, different types of demonstrations were done with selected activities for the selected farmers in Kharif & Rabi season, in which efforts have been made to make farmers more self-reliant and reduce their dependence on the market regarding to purchase seeds, fertilizers etc as per the requirements. In the Rabi season, we have done some demonstrations of seed selection according to the needs of the farmers, Cultivation of vegetables, seed treatment, crop cultivation method, organic manure etc. also demonstrated in the field with selected crops and farmers. We have also provided different types of seeds in Kharif & Rabi season like Paddy, Kodo, Kutki, Ramtila, Baigani Arhar, Wheat, Gram, Mustard, Linseed, Lentil etc. to promote NF practices with the farmers as per their field need. This process makes farmers aware, so that maximum production can be done by using organic manure. All efforts are made to promote natural and organic farming as much as possible and farmers can go towards better production at minimized cost of cultivation. We are glad to share that we are getting a positive response from our benefited farmers.

Apart from these, Agriculture is a core component of all our CSR initiatives. We provide exposures and capacity building workshops for their efficiency enhancement.

Land covered- 758 Hectares



PROMOTION OF RURAL ENTERPRISE

The promotion of rural enterprise plays a vital role in driving economic development and empowering rural communities. By supporting local businesses and entrepreneurs, these initiatives contribute to job creation, income generation, and poverty reduction. It harnesses the potential of local resources, traditional knowledge, and cultural heritage, fostering sustainable economic growth.

CARD considers it as a most valuable approach to mitigate rural-urban migration by creating viable livelihood options in rural areas, thereby reducing the strain on urban centers and promoting balanced regional development. In rural areas, enterprises can be of the type, farm and non-farm. We emphasize on promoting both types of enterprises. For promotion of farm-based enterprise we run an intensive program as Agri-Clinics Agri-Business Centres (ACABC). The objective of this program is to tap the expertise available in the large pool of Agriculture Graduates. Irrespective of whether you are a fresh graduate or not, or whether you are currently employed or not, you can set up your own AgriClinic or AgriBusiness Centre and offer professional extension services to innumerable farmers. The key objective of the program is to supplement efforts of public extension by necessarily providing extension and other services to the farmers on payment basis or free of cost as per business model of agri-preneur, local needs and affordability of target group of farmers, to support agricultural development and to create gainful self-employment opportunities to unemployed agricultural graduates, agricultural diploma holders, intermediate in agriculture and biological science graduates with PG in agri-related courses. Post completion of these 45 days training program, the candidate can apply for special start-up loans for venture. Till date we have trained around 900 candidates among which 864 are males and 36 are female candidates from 42 districts of Madhya Pradesh.

We feel proud to share that our 4 candidates who were trained under ACABC program at CARD, Bhopal were awarded with National Agripreneurship Award by Joint Secretary, Shubha Thakur, Ministry of Agriculture and Farmers Welfare at Delhi, India in January '23.

कार्ड प्रशिक्षित युवा - पुरस्कार से सम्मर्गा



भोपाल। भारत सरकार के कृषि एवं किसान कल्याण मंत्रालय की एग्री क्लिनिक एग्री बिजनेस सेंटर स्कीम के तहत सेंटर फॉर एडवांस रिसर्च एंड डेवलपमेंट (कार्ड) से प्रशिक्षण प्राप्त मग्न के युवा उद्यमियों को श्रेष्ठ कृषि उद्यमी पुरस्कार से नई दिल्ली में आयोजित एक कार्यक्रम में डॉ. पी. चंद्रशेखर डीजी मैनेज हैदराबाद एवं श्रीमती शुभा ठाकुर संयुक्त

सचिव कृषि मंत्रालय सरकार की उपस्थिति में किया। प्रशिक्षण कार्ड व अधिकारी डॉ. स्वाति मार्गदर्शन में आयोजित थे। पुरस्कार प्राप्त युवा उद्यमी हेमंत पिता श्री मोहनलाल ग्राम अमलार जिला रायसोनी सनोडिया पिता श्री सिंह सनोडिया ग्राम जिला सिवनी, सुश्री लिल्लारे ग्राम खरखई बालाघाट, श्री अरुण ठाकुर जिला सिवनी व पुरस्कार से सम्मानित गया।



TOURISM PROMOTION IN MADHYA PRADESH

The need for Safe Tourism Destination for Women has recently evolved after the security of women became essential for the promotion of tourism. Safety of travelers has become paramount for any place to boost its economy through tourism. The need for this safety as a parameter is due to the unwavering rise in the crimes against women and an associated fear in the tourist destinations. This is an active step towards promulgating safety for all women whether traveling in groups or solo. There are certain aspects that will boost the footfall of women, which are otherwise basic, but often are ignored whilst planning for the tourist destinations, such as, availability of good public facilities: hygienic toilets, proper street lights, parks, temples, development around the market areas, etc.

There are a number of facilities which can be developed in order to make the tourist destination safe for women to travel. In the many cities in India, the number of women-owned ventures, women-operated services, etc. are still low, this is also a motivating thought while promoting safe tourism destinations for women.

CARD is amongst the NGOs working towards promoting safe tourism in Madhya Pradesh. Through different activities we have targeted skill enhancement training of around 800 women on themes, such as, Hospitality Management, e-rickshaw and gypsy drivers, Front office associate, Multi training staff, local handicrafts and Unarmed Security guards in Dewas, Ujjain, Kanha and Mandla districts of Madhya Pradesh. Along with this, a cadre of 4000 women are being trained for self defense in the four destinations.



Alongside, the police departments, Women and Child Development, were made aware about the gaps in necessary infrastructure for women and were advocated to have certain departments made to reduce this gap. Information and Local Support System is also being strengthened in the area and there is also convergence with Line departments. To ensure the system sustainability, the formation of associations and identification of local stakeholders for tourist support is also being established.



SKILL DEVELOPMENT

Skill development is a critical aspect of promoting economic growth, reducing unemployment, and providing equal job opportunities and ensuring inclusive development.

Skill development initiatives are essential for equipping individuals with the necessary knowledge, competencies, and vocational skills to meet the demands of the job market. With a large and diverse workforce, India's demographic advantage can be leveraged through skill development programs to drive economic growth and innovation. Its initiatives encompass a wide range of sectors, including manufacturing, services, agriculture, and technology, catering to both urban and rural populations. These initiatives aim to bridge the gap between formal education and industry requirements, ensuring that individuals possess relevant skills that align with the needs of the job market.

CARD is implementing various skill development projects in 8 districts of Madhya Pradesh and Uttar Pradesh state of India. It is one of the most strengthened verticals of the organization. We are glad to share that we have enrolled over 28,484 candidates.

Our candidates are trained under 48 Job Roles of 13 different Sector Skill Councils.



LIST OF PROJECTS

01.

Targeted Interventions

02.

Women + Water Alliance Project

03.

Agri-Clinics Agri-Business Centres
(ACABC)

04.

COVID SKILLING – Special Project

05.

HSBC Skill for Life

06.

National Skill Development Corporation
(NSDC)

07.

DAY - NULM (MP&UP)

08.

Skill Hub Initiative

09.

DDUGKY

10.

Rashtriya Kishor Swasth Karyakram

11.

Safe Tourism Destination for Women

12.

Parivartan: Holistic Rural
Development Program

13.

National Jal Jeevan Mission

14.

DIWAASA - Ernst & Young

15.

National Coalition for Natural
Farming

16.

Afforestation Project - EY Foundation

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