

TNS INDIA FOUNDATION



Annual Activity Report

TNS INDIA FOUNDATION 2016-17

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*Rohit Ratna and Gautam Bakshi have resigned during the year.

About TNS India Foundation

TNS India Foundation is a section 25 company founded in 2012, which works with small and marginal communities, underprivileged youth to develop business solutions to poverty by linking people to information, capital and markets. We conduct the activities under the following areas:

- **STRENGTHEN AGRI VALUE CHAINS:** We enable smallholder farmers to grow high-value products, engage with private-sector companies, and sell to profitable markets.
- **FOSTER SKILLS DEVELOPMENT AND ENTREPRENEURSHIP:** We provide business training and skills development to people in poor communities who want to create sustainable enterprises.
- **PROMOTE SUSTAINABLE LOCAL ECONOMIC DEVELOPMENT:** We increase incomes in target communities and in turn further catalyze economic and social development.
- **SUPPORT GENDER-INCLUSIVE COMMUNITIES:** We integrate custom support for women into our programs to expand their capacity and opportunity for sustainable livelihoods.

TNS India Foundation collaborates with development organizations and grant-making foundations to execute large-scale, multi-year programs, with staff deployed at the frontlines. We also associate with companies to directly implement customized Corporate Social Responsibility (CSR) programs based on our core areas of expertise.

Activities under Local Economic Development program in Davangere, Karnataka

In partnership with Cargill, TNS India Foundation had launched a 4-year Local Economic Development (LED) program to improve the livelihoods of small scale farmers. Through the program, we plan to create a model for sustainable and scalable economic development in the villages in Davangere, Karnataka. Following are the activities undertaken in that program:

Farmer Trainings

A total of 2454 farmers were trained on agricultural best practices including pre-showing to transplanting and sowing, new planting, weed control, nutrient and irrigation management, integrated pest and disease management, business model development.

Post the trainings, it was observed that farmers have well taken up adoption on “Importance of soil sampling and testing”. Farmers have understood the importance of soil testing and a large number of farmers have adopted the practice of getting the soil tested. Based on the soil test reports, farmers are being advised on fertilizer doses to be used.

To showcase seed production of Kharif pulses with KSSC, five demo plots have been established. In these demo plots, the recommended practices on seed production by the state certifying agencies will be demonstrated. There is tremendous scope for seed production but farmers hesitate to join hands with KSSC. These demo plots will encourage farmers to adopt seed production.

Setting-up of Farmer Producer Company (FPC)

The project team has initiated the processes to promote FPC of Maize and Paddy growers. The preliminary rounds of discussions on FPC concept have been completed in 15 villages. In preliminary meetings / Farmer group discussions, the team has shared FPC concept, benefits to community after formation of FPC, their roles, share values, avenues for forward and backward linkages, legalities etc. The team has initiated the process of bank account opening of new FPGs (Farmers Producers Groups) in banks. The team has formed 12 FPGs. Presently a total of 113 Farmers have deposited their share and membership fees with FPG leaders. The process of collection of share value is on from other farmers interested to join the FPC. Discussion with CA for FPC registration has been initiated.

Integrated Farming System (IFS)

IFS includes combination on any of these- field crop, Vegetable cultivation, Plantation crop, Dairy Farming, Sheep/Goat rearing, Poultry, Fish, Forestry trees etc. For the expert advice, TKVK scientists Dr. Devraj, Head TKVK and Dr. Jayadevappa, Subject Matter Expert have visited to farmers field and congratulated the effort done by Saathi team in taking up this initiative in the area and also assured their support on technical aspects. As a sustainable mode of farming, the team started working on Integrated Farming Practices based on combination of 3 models.

1. Agriculture + Horticulture + Animal Husbandry,
2. Animal Husbandry + Tree based farming,
3. Tree based farming + Fishery + pond based.

This practice will help farmers utilize each part of land to its best use, with Crop cultivation on main patch, Agroforestry on border, Pond for storage of rain water, Cultivation of fodder crop as an intercrop and as border crop

results for getting adequate nutritious fodder for goat, sheep and cow, manure from livestock will be used as fertilizer. This will help the farmer to get regular and stable income through the products like egg, milk and vegetables. Farmers can increase their farm income through proper residues and using them for recycling as vermi compost. Team has already interacted with the farmers in different villages and 11 farmers have been shortlisted for taking up this practice in their field.

Training on Entrepreneurship / Youth Employability

The program has set up Cargill Agri-Fellows (CAF) component to empower young men and women by training them in the best agricultural entrepreneurship practices, which will enable them to set up their own agro-based enterprises.

Under this CAF component, a total of 30 youth were trained on agri allied enterprises on various modules such as dairy farming, sheep and goat rearing, poultry, apiary, sericulture, fishery, mushroom cultivation, vermicomposting etc. Out of 30 Agri fellows, 16 Fellows have been able to set up their enterprises and 1 CAF has been employed.

Kitchen Garden Development

Our experience on field indicates that many households in rural areas may not be able to meet their daily nutritional requirements owing to factors such as:

- Cost
- Quality of vegetables available in the market
- Awareness
- Lack of access

Kitchen Garden Development essentially aims to address these four issues in order to improve the intake of nutrients through the daily diet of beneficiary households. Through the extension work of team and interest of women of project area, 200 new kitchen gardens were established. In 36 existing kitchen gardens, re-sowing was done to ensure continuity in availability of fresh vegetables for home consumption.

The average size of a kitchen garden is 400sqft. Locally available material is being used like FYM, cow urine, biomass, and native seeds. The vegetable kit provided by the project to women for establishing kitchen gardens comprises of Cowpea 40gm, Mung bean 40gm, Capsicum 5 plants, Chilly 5 plants Tomato 10 plants, Brinjal 5 plants, Bhindi (Okra) 50gm, Creepers- Bottlegourd 4 plants, Bittergourd 4 plants, Ridgegourd 4 plants, Pointed gourd 2 plant, Seme Badhane (legume bean creeper), Cluster bean 50gm, Beans 40gm. In addition to this, 2 plants each of Curry leaves, Drum Stick and Papaya were also planted.

The team has also conducted a workshop on importance of kitchen gardens in Holesirigere village with an important feature of experience sharing with women having kitchen gardens invited from neighbouring villages. This workshop had participation of more than 150 women from different villages and resulted in better understanding of organic kitchen gardens for the women. A plan to aggregate the surplus vegetables and sell in market was also discussed. In order to encourage women of project area, more such workshops are planned to be organised in coming months.

Training on Financial Management and Health & Nutrition for Women Farmers

During the year, a total of 184 training programs have been conducted and in total, 2561 women have been trained. 1187 women have received training on health and nutrition, and 1374 women on financial literacy. In the financial literacy training programs, the project team is providing practical tips on opening of bank accounts, writing of cheques, challans, others transaction entries, post office schemes and insurance plans for better understanding.

Financial literacy training has resulted in motivating women to invest in Govt insurance plans like Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY). Team has encouraged 163 beneficiaries to invest in both schemes, by paying premium of INR 45,054/- they are getting insurance cover of INR 5,66,00,000 (5.66 Cr). Team is motivating women in other villages to register themselves under these schemes in large scale.

Community Development

The community was fully engaged in the activities taken up in schools and Anganwadis. Village Gram Panchayat (GP) and School Development Managing Committees (SDMCs) have been motivated to contribute for school and Anganwadi development in their own way.

- In Shamshipur and Nandigavi village schools, GP and SDMC members donated for installation of sintex water tank of 500 litres capacity to the school, for storage of filtered drinking water for daily use. Rest of installation is taken care by the project team
- In Bilasanur village school, GP and SDMC contributed by providing 1000 litres capacity sintex for water tank
- In Yekkegundi village school SDMC agreed to fix MS gate in the school. With this, the school will have protection to guard the school premises from stray animals and maintain the tree plantation in the school.
- Local books distributor from Davanagere - Mahalakshmi Book Store has donated around 50 charts of science and history to schools for the use of children.

The community development activities have resulted in receiving good recognition from various communities in different villages. One of the schools in Bannikodu village which was provided with RO water unit and toilet construction in September 2016, has been shortlisted for Pradhan Mantri Swachh Bharat program. The school got selected based on the facility of RO filter facility, clean separate girls and boys' toilets and clean kitchen facility in the school.

The team has also facilitated in design and installation of 1000-meter water supply pipeline to strengthen the water supply network for 1200 farming households in Bannikodu village of Davangere to address water shortage. The residents of Bannikodu village had a tough time due to a water supply problem caused due to the erratic distribution of water among the community. The families living on lower side of village were receiving abundant water vis-à-vis the ones living on upper side and this had also resulted in tension in the village. Now this pipeline links existing bore- well on the lower side of the village to the water tank on the upper side, making tap water available for nearby homes. Today, the villagers are getting tap water near their houses without having to fetch the water from the common tap.

Visits by Stakeholders

- In July 2016, the project was visited by Mr. B.K. Anand, General Manager (India & Bangladesh), and GOSC along with Cargill plant team. He visited two Kitchen Gardens, one maize demo plot and a school. These kitchen gardens are adopted by farmers after one year of association with TNS India Foundation. In the

school, the teachers conveyed that now students especially girls are very happy with the newly constructed toilets in schools as it is easy to clean due to tiles flooring with proper water connection and good ventilation. They also expressed that 40 new girls took admission for this year and Mr. Anand discussed about the facility and management procedure. Team also saw plantation of trees done in the school with support from the project. The staff of the school thanked the team and promised to maintain the facilities.

- In December 2016, Mr. Alan Willits, Chairman, Cargill Asia Pacific visited the project. He was accompanied by Mr. B K Anand, General Manager, Grain & Oilseed Supply Chain, Cargill India & Bangladesh and Cargill team. The guests visited a school where the project has provided clean drinking water facility and constructed toilets. Mr. Willits interacted with the students and distributed prizes to them for keeping the toilet clean, and for other activities. He then met a woman entrepreneur, Yamunamma, who has started an enriched vermicomposting unit.
- In January 2017, Mr. Ashu Malhotra, Head HR Cargill India, visited activities of the project along with Mr. Samyakth Ballal, HR manager, Belludi Plant and the team. The visitors were taken to Government High School in Bannikodu village.
- In February 2017, Mr Pankaj visited Project area. He interacted with the villagers about intervention done by Cargill and TNS India Foundation on Agriculture and other aspects. He inaugurated and distributed learning material to Belludi Anganwadi along with CDPO of Harihara. He visited kitchen garden, Mushroom units and wheat demo plots in project villages. He addressed queries of community in Anganwadi in Belludi.
- In February 2017, Ms. Dipanwita, Regional Director-Corporate Responsibility Asia Pacific and Ms Garima, Lead-Corporate Responsibility India visited project area. They distributed learning materials to Holesirigere anganwadi A and D Kendra and Shamshipura A Kendra. Representatives of villages, panchayat, anganwadi supervisors and others were presented in the meeting. They visited kitchen gardens and vermicomposting units at Yalehole with the Team.

Activities under Sustainable Guar Initiative (SGI) in Bikaner, Rajasthan

Sustainable Guar Initiative (SGI) is a partnership between TNS India Foundation and Indian guar gum manufacturer HiChem. The program aims to promote best practices in rain-fed guar cultivation and enhance farmer revenues. SGI empowers farmers with the tools and knowledge required to cultivate guar using good agricultural practices, resulting in a continuous, high-yield production, whilst also protecting local resources.

Farmer Registration and Trainings

A total of 2729 farming households were registered for the program. Extra members were added as there could be dropouts from the project on account of migration, and other local factors.

For training delivery, various audio visual non-lecture techniques were used. These included a training video demonstrating propagated practices to the farmers in their local language, flash cards, posters and flyers, and hands-on demonstration activity included in some training modules (for example, the module on seed treatment). For the preparation of training videos, a long process is followed by the project team. This involves identification of videographer, preparation of lesson plan, drafting the story board, script writing and translation into the local language, rehearsal of story board, shooting, editing, and finally internal review. Before the actual training, a mock training of trainer is conducted by the project team. The senior project team also accompanies the trainer in the initial 4-5 sessions for hand-holding and standardization of module.

The field team provided constant support to the farmers from facilitating collective seed procurement before sowing to conducting rouging (seed selection) operations after harvesting. Group contact and individual contact were maintained with the farmers by the Village Level Volunteers (VLVs) to follow up on adoption of practices. Text SMS in local language were sent to the registered farmers twice a week intimating them on crop advisory and also on price of Guar in the Mandi. Besides, the farmers are consistently engaged on various forums like field day, GRAM meet, consultative workshops, etc to provide exposure and build their capacity.

Demo Plots

The project team developed a total of 14 demo plots. This was done to cater to the additional farmers registered from new villages. All agricultural activities such as ploughing, FYM application, harrowing, field cleaning, seed treatment, levelling, sowing by seed drill, weeding and hoeing, harvesting and threshing were conducted on the demo plots. Guar experts have been regularly visiting the demo plots to resolve any farmer queries. Farmer exposure visits were organized to the Demo Plots to demonstrate the impact of using best practices in Guar Cultivation. These visits play a key role in motivating farmers to adopt best practices.

Kitchen Garden development

330 women were trained on kitchen gardening in Nov–Dec, 2016 for the winter cycle. The objective of Module IV training on Nutrition and Kitchen Gardening is to increase knowledge of the women farmers on nutrition, and enable them to improve household nutrition by setting up kitchen gardens for in-house nutrition management. The participating women farmers are provided awareness on the benefits of various kinds of vegetables and the importance of including them in their diet. They are given reference material to consult which vegetables to sow at what time during the year (please see the adjacent circular diagram). While some women already have rudimentary kitchen gardens, they do not know how to maintain them, which is taught in detail in the training.

As a follow up, refresher training on the same module was provided to 202 women in March, 2016. 270 women adopted kitchen garden in the last winter cycle and have set up 10x10 feet kitchen gardens in their yards. Women were also trained on preparing cow dung slurry, an easy-to-make organic manure helping in accelerating plant growth. Use of diluted cow urine is encouraged as an effective technique to repel insects. Women have shown keenness in using these simple techniques to raise their gardens.

Water sprinkler can, hand sprayer cap and 4-arm sprinkler have been identified as suitable drudgery reduction tool that can help women in regularly watering the kitchen gardens. The tools were provided to women who have shown diligence and dedication towards maintenance of their gardens. These tools were distributed to 229 women.

Health and Sanitation

As an initiative to enhance awareness around health and sanitation among the registered Guar households, a training module was developed to address key concerns related to this issue. To identify these concerns, team consulted various local stakeholders – Public Health Centres, local Government and private doctors, ASHAs (Accredited Social Health Activists) and ANMs (Auxiliary Nurse Midwife). In addition to this, focussed group discussions were carried out in each of the villages to understand health and sanitation issues faced by our beneficiaries.

Key issues identified were lack of awareness on safe drinking water, general hygiene, menstrual hygiene and Government health schemes. Training module was prepared addressing each of these concerns. Training materials such as videos, posters, and leaflets were prepared to effectively communicate the content. At the end of each training, trainers addressed the questions raised by the women.

402 women have been trained on Health and Sanitation. It was noticed that most of the women had a very low awareness level on the issue of menstrual hygiene. The trainers also faced difficulty in addressing this issue since it was sensitive and most women were not inclined to break the silence around it. For training of our trainers, we collaborated with another NGO, Jatan Sansthan, which works extensively around menstrual hygiene, to learn better techniques and methodologies to address this concern. Most women responded positively and had a lot to gain through this training.

Campaign against child labour

To address the issue of child labour, team identified a local organization 'Gavaniyar Thar Lok Kalakar Samiti', which works under the URMUL trust and has a rich experience in organizing and performing nukkad nataks (street plays) using various audio visual techniques like puppetry, commentary, etc. to deliver meaningful messages to community. We collaborated with them to develop content on this issue, and also incorporated content from our modules on Guar cultivation and health and nutrition.

In April, a campaign was conducted in all the 13 villages to sensitize the community on things like – what comprises child labour, what are the laws in place against it, how to report child labour, and basic issues related to child well-being like health, hygiene, education, etc. The message was conveyed through a musical drama comprising jingles, anthems, puppetry and parodies. This attracted large audiences to the show including a lot of young children, who really enjoyed the performance. The campaign was able to build awareness on child labour among the community and connect them to Child line, an organization that rescues and supports children engaged in labour.

Visits by donor or govt. officials

A consultative workshop on Constructive Interventions in Sustainable Guar Initiative was held on 15th March, 2017 to facilitate interaction and dialogue between technical experts, farmers and TNS India Foundation staff on Guar cultivation, kitchen gardening and backyard/bund plantations. The objective of the workshop was to showcase project related activities and accomplishment in the past year; share the results of demonstration plots, learnings from training programs and seek feedback from project stakeholders; and also to develop a list of action points for the coming year through improvement in current practices and inclusion of additional practices for maximizing project impact. The workshop was attended by officials from the departments of agriculture, horticulture and forest, agronomists and university experts. The Vice-Chancellor of SKRAU chaired the session.

The main recommendations by the experts on Guar Cultivation were:

- **Seed Variety:** New seed variety need not be purchased every year. A good seed can be sustained for 5 years
- **Deep Ploughing:** Should be restricted to levelled lands only
- **Line sowing:** Impactful only if it is executed with a calibrated seed drill on a levelled land
- **Intercultural operations:** First operation should be executed within 20-25 days and second within 40-45 days (if required)
- **Preventive spray:** Must be conducted at flowering stage; additional sprays can be conducted in case of infestation

The main recommendations by the experts on Kitchen Gardening and Backyard/Bund Plantations were:

- **Organic Manure/Repellent:** Cow Dung Slurry is an effective measure to repel termites and improve soil fertility
- **Backyard Plantation:** Drumstick (Moringa) is a suitable tree for kitchen garden because of its quick growth, nutritional fruits and shade
- **Bund Plantations:** Ber is a suitable tree for bund plantation because it does not demand extensive care

The outcome of the consultative workshop will serve as reference while planning project activities in future and network of experts will help in execution of suitably identified interventions.

Activities under Accelerator Program for Women-led Businesses in Bangalore, Karnataka

TNS India Foundation, in partnership with Intuit, undertook a business accelerator program for small women entrepreneurs in Bangalore. The program would help businesses run by women entrepreneurs scale up into successful enterprises and reach their full potential and was targeted towards growth-constrained, women-led small and micro-enterprises.

Outreach activities

Initial outreach was being conducted. The awareness level about the TNS India Foundation led accelerator program had increased within the startup eco-system. Apart from outreach efforts to individuals and institutional partners, a round table discussion was organized broadly on the theme of women entrepreneurship.

NASSCOM, NSRCEL and Villgro had also circulated the program collateral soliciting applications among their respective networks. Engagement was also conducted with other contacts from other organizations to tap on their contacts databases, and application pipelines.

CWE, FKCCI, HEN India, and some individual entrepreneurs were also reached out to – as part of the outreach and partnering efforts for the program. The team met some of the entrepreneurs at their workplace to understand their businesses and identify some of their pain points.

Screening and selection of entrepreneurs

49 initial expressions of interest were obtained, of which around 33 were found to be suitable to be taken forward – as per program expectations.

Training and advisory activities

The project team met IIM-Bangalore's Executive Education Team and requested for some specific format and content, as well as some consideration for the price of the course. An email with the detailed requests have been shared with the IIM-B Team as per their desire.

Donor visits or events

On 23 January 2017, a round-table discussion broadly on the theme of issues facing women-led businesses in Bangalore was organized at Intuit premises. Few very prominent eco-system players and representatives of other similar bodies were present – and contributed to a rich discussion, loaded with experience sharing.

The key takeaways included:

- Difficulty in access to finance and access to markets are very relevant for women entrepreneurs, especially as they tend to be more risk averse (for various socio-cultural reasons); financial literacy and confidence in using concepts is equally important

- Women entrepreneurs are weak in networking, and usually tend not to join professional or industry bodies - as compared to their male counterparts
- Having a training course as part of the program is unique, and welcome concept; better still if the programs are delivered by practitioners, industry experts & established entrepreneurs – not purely academicians/lecturers. Also, certification should not be the main attraction of the training – to avoid attracting applicants for the wrong reasons
- Domain experts for different fields as mentors in the advisory phase would add value
- The ratio of Mentors to Mentees may need to be increased from the current 1:4 or 1:5; periodic reviews & feedback need to be built-in to the mentoring system
- Important that the shortlisting process can filter out pseudo-women-led businesses – where a lady may join the program, but may not be the main decision maker for the business; allowing applicants to present (alone) to a mock-board meeting type panel and pitch their actual business may be one way of filtering
- To counter drop-out rates and low involvement, some suggestions came about charging a token 'completion fee' from participants – which would be returned after completion of the program
- It may be best to avoid mixing product and services companies in the same cohort; for-profits and non-profits are similarly best kept in separate cohorts

Activities under Youth Employability Project (YEP) in Mumbai

The Youth Employability Program (YEP) is a partnership between TNS India Foundation and JP Morgan to help urban youth from low socioeconomic and disadvantaged backgrounds bridge the opportunity gap to find careers in the formal sector.

Placement program

- The team developed a network of corporate partners seeking to employ recent graduates and facilitated interviews, corporate talk sessions, recruitment days, campus visits and a number of other events to provide students access to a variety of career opportunities
- The team maintained “placement cells” within each college to provide students access to ongoing support and coaching throughout the job hunting and application process
- The exact structure of the corporate linkages program at times stayed flexible to take advantage of every opportunity to facilitate students engaging with corporate and utilize the recruiting structures already in place with the corporate partners
- By the end of August 2016, 252 students had accepted offer letters from companies through the corporate linkages program
- As part of the program, the team maintained partnerships with 52 corporations including Accenture, Hinduja Global Solutions, InSolutions, Sodexo, Tata Business Support, Infocom Network, ICICI-Bank, IndiaBulls Home Loans, Just Dial, ICICI Lombard, HERE Solutions, Andromeda, Angel Brooking Pvt Ltd being major recruiters.

Activities under Access to Finance for Women Entrepreneurs in Bihar (AFWEB)

TNS India Foundation will work on a program supported by the Goldman Sachs Foundation, to increase Access to Finance (A2F) for agri-based women entrepreneurs in Bihar. The program will identify and address A2F-related issues for small holder women farmers and entrepreneurs in order to strengthen the entrepreneurial ecosystem in rural Bihar. The contract was signed on March 24th 2017.

Financial Summary

TNS India Foundation

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Balance Sheet As On 31st March 2017 (All amounts in INR)

Liabilities	Amount	Assets	Amount
Shareholders' Funds		Non-Current Assets	
Share Capital	100,000	Tangible Assets	-
Reserves and Surplus	29,369,169	Current Assets	
Non-Current Liabilities		Cash and Equivalent	29,764,001
Long Term Provisions	27,686	Short-term Loans and Advances	117,456
Current Liabilities		Other Current Assets	42,852
Outstanding Dues	16,703		
Other Current Liabilities	410,717		
Short-term Provisions	34		
Total	29,924,309	Total	29,924,309