

# EMPOWERING RURAL RESILIENCE, SUSTAINABILITY & COMMUNITY LEADERSHIP

Manav Vikas  
Sansthan



Annual Report  
FY 2024-2025





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# Manav Vikas Sansthan

## Introduction



Manav Vikas Sansthan (MVS) is a trusted, community-driven organization dedicated to enabling sustainable rural development across India. With a strong presence across Himachal Pradesh, Punjab, and Haryana, MVS works directly with farmers, women, youth, and community institutions to co-create solutions in agriculture, water management, education, livelihoods, and climate resilience.

MVS strengthened its footprint across its operational regions, expanding program depth, partnerships, and community engagement, while advancing large-scale initiatives in regenerative agriculture, skill development, water conservation, and women's economic empowerment.

**200000+**  
Beneficiaries

**3**  
States

**250+**  
Staff Members

# MESSAGE FROM THE DIRECTOR

*At Manav Vikas Sansthan (MVS), we have always believed that true change begins in the hearts of people. This year, once again, our communities reminded us that when trust is built and voices are heard, transformation becomes not just possible—but unstoppable.*

*Across Himachal Pradesh, Punjab, and Haryana, we witnessed countless moments of courage: women leading savings groups with confidence, farmers adopting new practices despite uncertainty, and young people stepping forward to reshape their futures.*



**Mr. Rasam Singh Chandel**  
- Director, MVS

*These moments define MVS. They remind us that our work is not about delivering projects, but about strengthening people's ability to dream, decide, and lead. Our governance model—rooted in transparency, shared responsibility, and collective learning—ensures that every voice finds a place, from boardroom discussions to village-level meetings. Our field teams embody this spirit. They walk with communities every day, not as facilitators, but as partners. Their presence, empathy, and commitment turn challenges into solutions and hesitation into hope.*

*This year, in Himachal Pradesh, the rapid adoption of rainwater harvesting systems showed what can happen when communities trust the process and believe in the future. What began as an infrastructure activity quickly grew into a movement of confidence—laying the foundation for stronger institutions, stronger leadership, and stronger communities.*

*As MVS approaches three decades of service, our purpose remains clear: to stand beside rural communities as they shape lives filled with dignity, opportunity, and resilience.*

*We move forward with humility and gratitude—listening deeply, learning continuously, and honoring the strength of the people who inspire our work every day.*

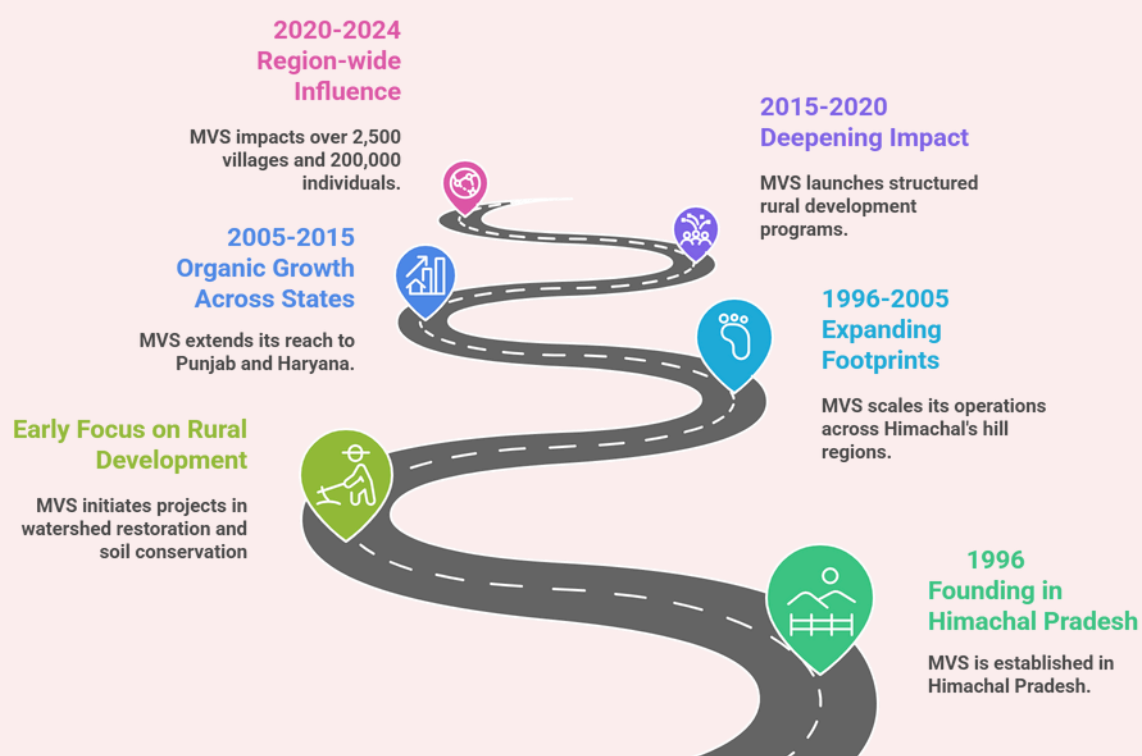
*Rasam Singh Chandel*  
Director, MVS

# ABOUT MVS: OUR JOURNEY OF GRASSROOTS CHANGE

Manav Vikas Sansthan began its journey in 1996 in Himachal Pradesh, working closely with village communities to restore critical watersheds and regenerate rural livelihoods. What started with a handful of strategic interventions addressing issues such as water scarcity and soil erosion gradually evolved into a recognized movement—anchored in strong partnerships with local leaders, early donor support, and a deep respect for community wisdom.

Over the decades, MVS expanded organically, adapting its operational approach to the diverse landscapes, cultures, and local realities across Punjab and Haryana. Today, the organisation's reach is substantial, engaging thousands of families across more than 2,500 villages and positively impacting nearly 200,000 rural residents—including women, youth, and farmers—each empowered to lead the change within their own communities.

From the erosion-prone slopes of Himachal Pradesh to the agricultural heartlands of Punjab and the emerging rural towns of Haryana, every initiative undertaken by MVS remains community-led, co-designed, and built for long-term resilience. The institutional timeline reflects steady, diversified growth and highlights key partnerships that have shaped this journey—beginning with NABARD in 1996 and continuing through 2024 with the Nice Rice Foundation and the Azim Premji Foundation.



# VISION, MISSION & VALUES

Every initiative at MVS is shaped by a simple belief: sustainable change begins when communities are empowered to lead their own development journey.



## Vission

MVS envisions a future where rural communities thrive in harmony with nature, sustained by resilient ecosystems, secure water and soil resources, and dignified livelihoods achieved through a blend of traditional wisdom and innovative solutions.



## Mission

MVS is committed to building sustainable, self-reliant rural communities through strategic partnerships, environmental stewardship, and community empowerment. By integrating traditional knowledge with modern practices, MVS works to ensure improved livelihoods, food security, clean water, sanitation, and resilience against climate challenges.

MVS upholds values that place communities and the environment at the heart of development. The organization is committed to empowering people through participatory decision-making, protecting natural resources, and promoting long-term sustainability. With respect for traditional wisdom and a spirit of innovation, MVS ensures inclusive and dignified opportunities for all while maintaining integrity, transparency, and resilience in every initiative.



## Our Values



Community Empowerment



Sustainability



Integrity

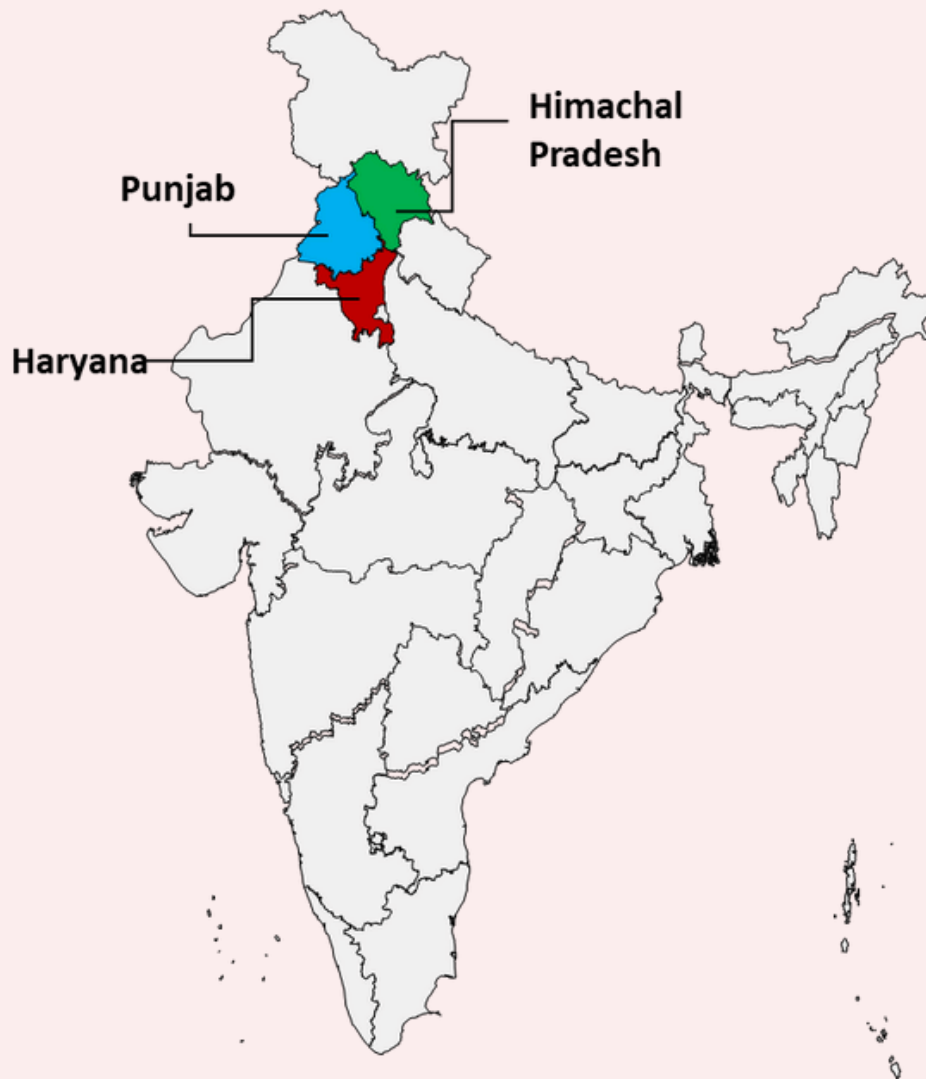


Innovation



Inclusivity

# OUR PRESENCE



## State Focus Areas



### Himachal Pradesh

Key focus areas include Bilaspur, Mandi, Chamba, Kullu and Hamirpur.



### Punjab

Focused operations in Kapurthala, SAS Nagar, Patiala, Jalandhar, Ludhiana, Malerkotla, Moga, and Fatehgarh Sahib.



### Haryana

Concentrated work in Ambala district.

# ANNUAL HIGHLIGHTS

The financial year 2024–25 was marked by a strong institutional focus on scaling climate-resilience initiatives and advancing women economic empowerment across all three operational states. Our key institutional performance indicators reflect consistent growth, strengthened systems, and measurable impact across multiple program areas.

## MVS Institutional Impact Scorecard: FY 2024–25 KPI

Impact Area	Metric	Value
Climate Action	Sustainable Agriculture Area Covered	101,134 hectares
Water Security	Water Storage Potential Created (Approx.)	175,360 cu.m
Environmental Stewardship	Total Saplings Planted	98,440
Water Saving Techniques	AWD & DSR Area covered	1,00,000+ acres



# ANNUAL HIGHLIGHTS

Impact Area	Metric	Value
Livelihoods	Micro Enterprises Supported	55 enterprises
Women Empowerment	New Women Groups/Members Formed	149 Groups / 1,658 members
Health/Nutrition	Kitchen Gardens Established	1,000 gardens
Capacity Building	Farmers Reached/Trained	150,000+ farmers






# ANNUAL HIGHLIGHTS





Impact Area	Metric	Value
Education (Children)	Children Covered	5,555 students
Education	Schools Covered (Total)	17 schools
Sanitation	Toilet Blocks Constructed	4 blocks
Women Trained	Women Trained (Capacity/Awareness )	15,000+ women





# SDG ALIGNMENT: DRIVING GLOBAL GOALS AT THE GRASSROOTS

Manav Vikas Sansthan's interventions are closely aligned with the United Nations Sustainable Development Goals (SDGs), translating global development commitments into measurable, community-driven impact across Himachal Pradesh, Punjab, & Haryana. Through an integrated, multi-sector approach, the organization ensures that progress in one domain—such as climate action—directly strengthens advancements in others, including gender equality, sustainable livelihoods, and quality education. This interconnected strategy enables MVS to deliver comprehensive, long-lasting change at the grassroots level while contributing meaningfully to national and global development priorities.

SDG Focus Area	MVS Approach	FY 2024-25 Key Achievements
<b>2 ZERO HUNGER</b> 	Promoting sustainable agriculture, enhancing nutritional security through diverse cropping, and diversifying income streams for farmers.	Established 1000 kitchen/nutrition gardens to improve household dietary diversity and generate supplemental income, thereby enhancing family-level food security.
<b>4 QUALITY EDUCATION</b> 	Enhancing infrastructure, improving learning outcomes, and providing inclusive academic support and skill development for students.	5,555 students benefited from interventions, including remedial classes and experiential learning (BaLA). Abacus training achieved an approximate 39% improvement in numerical skills among participating students.
<b>5 GENDER EQUALITY</b> 	Empowering women economically and socially by fostering financial inclusion, collective action, and dignified sanitation in educational institutions.	1658 women were integrated into 149 new Self-Help Groups (SHGs). The construction of gender-friendly toilets in schools for 848 girls resulted in a documented 15% reduction in absenteeism.

<p><b>6</b> CLEAN WATER AND SANITATION</p> 	<p>Restoring community water bodies, promoting water-efficient farming practices (AWD/DSR), and ensuring hygienic school environments.</p>	<p>MVS restored 1.75 lakh CuM of water storage capacity through 32 community pond rejuvenations. The water-efficient techniques, Direct seeding of Rice(DSR) &amp; Alternate Wetting and Drying (AWD), was promoted on 50,000+ acres.</p>
<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p> 	<p>Creating sustainable livelihoods through vocational skill training, supporting micro-enterprises, and providing financial leverage to marginalized groups.</p>	<p>15000+ women received skills training . 55 women entrepreneurs were provided with seed funding and enterprise support, including specially-abled women and widows.</p>
<p><b>10</b> REDUCED INEQUALITIES</p> 	<p>Focusing interventions on vulnerable social groups, ensuring financial access, and mitigating barriers to essential services (education, credit).</p>	<p>137 underprivileged students were awarded the Mera Swaraj Scholarship to ensure education continuity. 74% of SHG members belonged to marginalized communities (SC/OBC/etc.).</p>
<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>Building climate-resilient and community-led institutions, particularly through localized water security and participatory development planning.</p>	<p>Five rooftop rainwater harvesting structures were constructed in schools 7.5 lakh litres annually. 20 Village Development Committees (VDCs) were formed in Himachal Pradesh to enable community ownership of integrated farming systems.</p>

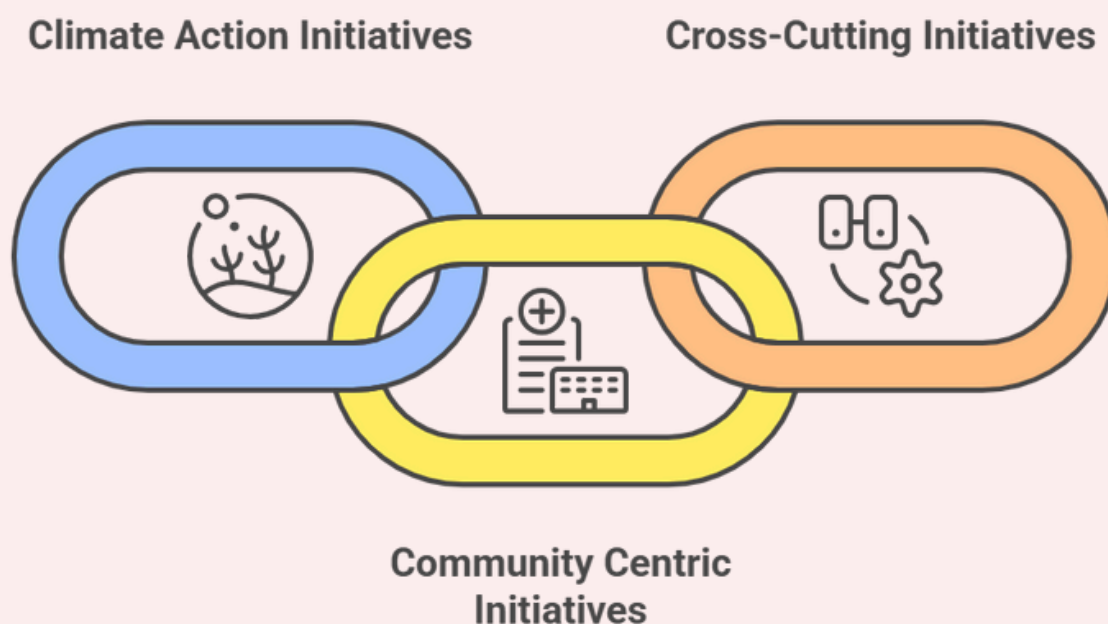
<p><b>13</b> CLIMATE ACTION</p> 	<p>MVS mapped 6,66,000+ acres under sustainable no-burn farming, contributing to the goal of preventing emissions and saving water.</p>	<p>MVS mapped 6,66,000+ acres under sustainable no-burn farming, contributing to the goal of preventing emissions and saving water.</p>
<p><b>15</b> LIFE ON LAND</p> 	<p>Restoring soil health, improving land management, promoting agro-forestry, and combating desertification.</p>	<p>Regenerative agriculture practices involving in-situ crop residue management were promoted on 10,45,037+ acres to restore soil fertility. 2,211 Harad (Terminalia chebula) saplings were planted as part of watershed restoration efforts.</p>



# OPERATIONAL COVERAGE

## Core Initiatives

MVS structures its thematic work across three mutually reinforcing pillars designed to maximize cross-sectoral impact:



### 1. Climate Action Initiatives

These programs target large-scale environmental challenges, particularly in water and soil health. Key focus areas include Water Conservation, Climate-Smart Agriculture, Regenerative Agriculture, Biodiversity Conservation, Renewable Energy promotion, and Solid Waste Management.

### 2. Community Centric Initiatives

These focus on direct human and social capital development, encompassing Education Transformation, Farm-Based Livelihoods, Health Care for All, and Non-Farm Based Livelihoods.

### 3. Cross-Cutting Initiatives

These initiatives provide the enabling environment for success across all other pillars, specifically targeting Capacity Building, the strengthening of Farmer Organizations, Health Nutrition outcomes, and Women Empowerment.

# HIMACHAL PRADESH PROJECTS



Himachal Pradesh—where MVS was founded—continues to serve as a living laboratory for developing integrated hillside resilience systems that balance ecological conservation with diversified, climate-resilient mountain livelihoods.

## **Integrated Farming System (IFS) (Donor: Azim Premji Foundation)**

Launched in October 2024, this three-year initiative strengthens the livelihoods of small and marginal farmers through a holistic approach centred on water security, local seed production, residue-free vegetable cultivation, and livestock improvement. Central to the model are Village Development Committees (VDCs)—inclusive village institutions responsible for planning, asset stewardship, and transparent decision-making. By rooting governance in VDCs, the project ensures fair beneficiary selection, strong grievance redressal systems, and long-term adoption of climate-smart, chemical-free practices.



*Goat rearing*

In the first six months of FY 2024–25, the project completed full community mobilisation across 21 villages and conducted detailed baseline surveys covering 2,037 households. This evidence now informs VDC-led micro-plans and identifies vulnerable families for priority support, while establishing clear benchmarks for improvements in water access, seed quality, vegetable production, and livestock health.

A key early achievement was the construction of 40 rainwater harvesting tanks in non-irrigated zones—an immediate, high-impact intervention that built community trust and demonstrated tangible benefits. This momentum helped MVS successfully establish 21 VDCs and 25 new SHGs, strengthening the institutional fabric needed for long-term resilience.

The VDCs have now taken on an active role in the planning, monitoring, and long-term management of the project. They oversee quality checks and coordinate the operation and maintenance (O&M) of the tanks, including routine inspection and repairs. Each village has also initiated a dedicated O&M fund through small user contributions to ensure that water assets are sustained beyond the project period. VDCs also coordinate water scheduling to ensure equitable distribution among households, link farmers to seed and bio-input suppliers, and promote integrated pest management and chemical-free farming practices. Additionally, they facilitate the aggregation of produce for improved market returns, converge with Gram Panchayats and relevant government departments, and conduct social audits to maintain transparency and equity in all decisions.



**Women engaging in goat rearing to strengthen household livelihoods and promote diversified income sources. (Pashu Sakhi)**

Through this integrated, community-led model, the IFS initiative is laying a strong foundation for long-term agricultural resilience in the Kotdhar region. By combining scientific practices, strengthened water security, institutional capacity, and inclusive community governance, MVS is enabling sustainable improvements in productivity, incomes, and ecological health across mountain farming systems.



**Training farmers in Jeevamrut preparation for sustainable, chemical-free cultivation.**

In terms of capacity building, the project trained over 1,700 farmers in improved and chemical-free cultivation practices, including 600 in vegetable production, 500 in pulses, and 200 in kitchen gardening. These trainings mark a strong shift toward sustainable, climate-smart farming in the region. Under the active guidance and daily coordination of the Village Development Committees (VDCs), farmers are now better equipped to apply these practices, ensuring that the project's early infrastructure gains translate into long-term, community-owned livelihood improvements.

## **Dhounkothi Panjgain Watershed Development Project (Donor: NABARD, ACC & Adani Foundation)**

This long-running initiative focuses on restoring watershed health through integrated ecological measures directly linked to livelihood diversification and market strengthening.



**Constructed check dams improving water retention, and women-led mushroom cultivation creating sustainable livelihoods.**

## **1. Water and Soil Conservation Measures (2024–25)**

- Significant physical interventions were completed to stabilise the watershed and improve irrigation access:
- 3,000 meters of staggered contour trenches constructed to reduce runoff and soil erosion.
- Check dams, crate walls, and gabion structures built to control soil loss and reinforce weak slopes.
- 2 rainwater harvesting tanks (80 m<sup>3</sup> each) installed, providing reliable irrigation to 6 beneficiaries across 0.48 hectares.
- 2,060 meters of irrigation channels developed, benefiting 83 farmers over 10.8 hectares of farmland.

## **2. Livelihood Diversification and Market Linkages**

- Enhanced ecological stability is now supporting stronger, diversified livelihood options for local communities:
- 20 mushroom units established (10 Button, 10 Oyster) to promote year-round, high-value income.
- 10 vermicompost pits created for women's SHGs to produce organic inputs and strengthen pathways toward organic certification.
- 2,211 Harad saplings planted to expand agroforestry and improve long-term ecological resilience.
- 400+ villagers trained in food processing, beekeeping, value addition, and group marketing to build market-ready skills.

Sangini Marts launched in Barmana and Beri, managed by the local FPO, offering dedicated retail outlets for SHG products such as pickles, herbal soaps, and jute bags. These community-owned markets create a strong circular economy by linking conservation gains to stable rural incomes and ensuring long-term sustainability through village-led enterprise development.

# Science Technology and Innovation Hub in Northern India Himachal Pradesh (Donor: Department of Science and Technology)

Implemented across six SC/ST-dominated villages in Bilaspur district, the STI Hub project aimed to strengthen sustainable agriculture, enhance water resource management, and promote diversified livelihoods. Covering 348 households (1,399 people), the initiative introduced scientific farming practices, improved natural resource management, and created new income opportunities for small and marginal farmers.



*Strengthening farmer resilience with low-cost cycle plough techniques and income generation through poultry units.*

## Key Achievements :

- **Sustainable Agriculture:** Introduced hybrid seeds, soil testing, 30 vermicompost units, 89 cycle ploughs; supported 15 farmers to become certified natural farmers.
- **Water Conservation:** Built 30 rainwater harvesting tanks and 18 ponds (~18 lakh litres); developed 640 m of kuhals; installed 4 drip irrigation systems saving 50–60% water.
- **Livelihood Diversification:** Established 60 goatry units, 50 poultry units, mushroom cultivation, and formed the Kotdhar Milk Producer Company (FPO).
- **Capacity Building:** Conducted 10 training programmes and upskilled 460 farmers with technical support from BBAU Lucknow.
- **Infrastructure & Market Access:** Set up a Common Facility Centre (CFC), Rural Mart, and Seed Bank to strengthen enterprise and input availability.

# PUNJAB PROJECTS



Punjab served as the hub for MVS's most extensive climate action, education, and water security initiatives this year, addressing pressing challenges such as unsustainable farming practices, depleting water resources, and gaps in quality education across key districts. Through integrated, district-wide interventions, MVS strengthened environmental resilience while expanding opportunities for farmers, students, and vulnerable communities.

## Promoting Regenerative and No-Burn Agriculture (PRANA) (Donor: The Nature Conservancy)

Project PRANA is MVS's flagship large-scale regenerative agriculture initiative, implemented across 2,027 villages in the six districts of Jalandhar, Ludhiana, Malerkotla, Moga, Patiala, and Fatehgarh Sahib in Punjab. The project's core mission is to eliminate crop residue burning, conserve water, restore soil health, and support farmers in transitioning to a climate-resilient, no-burn cropping system. With an ambitious goal of eliminating stubble burning on one million hectares and saving 500 billion litres of water, PRANA is driving one of the most significant sustainable agriculture transformations in the region.



## Operational Strategy and Reach

PRANA follows a round-the-year engagement model, ensuring continuous farmer interaction across both Kharif and Rabi seasons. This strategic approach enabled large-scale behaviour change and strengthened adoption of climate-resilient farming practices. In FY 2024–25, the programme achieved the following:

- **Farmer Outreach:** More than 150,000 farmers were engaged directly, supported by digital outreach to an additional 60,000+ farmers through WhatsApp campaigns.
- **Capacity Building:** Extensive training efforts included 4,594 village-level meetings during Kharif reaching 50,930 farmers; 1,011 Farmer Field School (FFS) sessions in Kharif benefiting 11,743 farmers; and 1,092 FFS sessions in Rabi benefiting 12,268 farmers. Additionally, 2,323 village awareness camps in Rabi reached 98,182 farmers.



*Village-Level Awareness Camp*

- **Stubble Management:** Over 392,000 acres were designated as no-burn zones, with 37,000+ farmers adopting sustainable crop residue management practices.
- **Women's Inclusion:** More than 15,000 women were trained through dedicated capacity-building camps focusing on the environmental and health impacts of stubble burning, water conservation, and regenerative agriculture.

# Technology Adoption and Financial Innovation

PRANA accelerated the adoption of climate-smart technologies and introduced financially sustainable models to support long-term behavioural change in farming communities.

**Water Conservation in Paddy:** A total of 22,524 acres adopted the Alternate Wetting and Drying (AWD) method, enabled through the installation of 13,005 AWD pipes. Direct Seeding of Rice (DSR) expanded to 5,365 acres, with 3,204 acres added in 2024 alone.



AWD Awareness Session

## PRANA Udhyaami Model

The project strengthened climate-smart entrepreneurship by engaging 180 local service providers across three districts. These Udhyaamis facilitated access to essential machinery—174 Super Seeders and 6 SMS Combines—consistently achieving the target of covering 50+ additional acres per Udhyaami. The model effectively links environmental restoration with farmer income security, creating market-driven incentives for sustainable agriculture.

## Soil Health Enhancement

790 farmers received customized soil health advisories based on systematic soil testing, promoting balanced nutrient application and improved soil productivity.



PRANA Udhyaami Model

# Environment Friendly Farming Practices

(Donor: Nice Rice Foundation)

This project provided critical micro-level economic validation for regenerative agriculture in Punjab, demonstrating that sustainable, no-burn farming practices are not only environmentally sound but also financially superior for small and marginal farmers. Through intensive capacity building, behaviour-change activities, and carefully designed demonstration plots, the initiative successfully strengthened farmer confidence in Integrated Pest and Nutrient Management (IPM/INM) and zero-tillage methods.



*Awareness drives empowering farmers with knowledge on sustainable agriculture.*

## Outreach and Adoption

The project engaged nearly 90% of local farmers, using a mix of participatory and awareness-driven platforms. A total of 10 village meetings, 6 training camps, 6 Farmer Field Schools, and 4 street plays reached more than 650 farmers and villagers. This led to strong on-ground adoption, including a 20% reduction in stubble burning, 30% increase in mulching, and a complete discontinuation of hazardous pesticide use. Four demonstration plots were established to exhibit no-burn, zero-tillage farming with surface seeders.

## Economic Validation

Results from the demonstration plots provided compelling financial evidence supporting regenerative practices. Compared with conventional control plots, farmers recorded sharp reductions in cultivation costs—88% in land preparation, 64% in fertilizers, and 88% in pesticides—while achieving 14.2% higher net incomes (₹50,516 vs ₹46,179). These outcomes clearly established that sustainable farming delivers both environmental gains and increased profitability, enabling informed decision-making and long-term adoption across the region.

# Jal Samriddhi (Water Conservation)

(Donor: Mahindra & Mahindra Swaraj Ltd.)

Project Jal Samriddhi tackled acute water scarcity in SAS Nagar—one of Punjab's officially classified 'groundwater overexploited' zones—through targeted infrastructure revival and sustained community capacity building. The initiative strengthened both immediate water availability and long-term conservation practices across villages and schools.



*Water infrastructure restored, communities engaged, resilience strengthened.*

## Infrastructure Restoration

The project prioritized restoring local water bodies and enhancing water security in educational institutions, benefiting 6,092 people overall.

- **Pond Rejuvenation:** Five community ponds were restored, creating 32 lakh litres of storage, supporting 4,399 villagers and improving irrigation across 118.36 hectares.
- **Rooftop Rainwater Harvesting:** Five RRWHS units were installed in government schools, enabling annual groundwater recharge of 7.5 lakh litres and ensuring sustained water access for 1,395 students.

## Community Capacity Building

To ensure long-term sustainability, the project invested in strengthening local knowledge and adoption of efficient farming practices.

- **Village-Level Training:** Ten awareness camps trained 248 farmers on AWD, DSR, and Zero Tillage techniques.
- **Exposure Visits:** Fifty farmers visited BISA (PAU, Ludhiana) to learn advanced water-efficient agriculture and soil health management practices.

Project Jal Samriddhi created a strong foundation for community-led water stewardship, improving both resource security and climate resilience in one of Punjab's most water-stressed regions.

# Education Transformation (Gyandeep)

(Donor: Mahindra & Mahindra Swaraj Ltd.)

Project Gyandeep advanced equitable, high-quality education and skill development across SAS Nagar, benefiting 5,555 children and youth. The program addressed critical gaps through strengthened infrastructure, focused academic support, and targeted skill enhancement.



Empowering students with safe school environments, interactive learning spaces, and academic support that nurtures their potential.

## Infrastructure and Gender Equality

- **Gender-Friendly Sanitation:** Four new toilet blocks were constructed, benefiting 848 girls and contributing to a 15% reduction in absenteeism.
- **BaLA Learning Spaces:** The BaLA model was implemented in 8 schools, creating interactive and child-friendly learning environments for 2,562 students.

## Skill Development and Academic Support

- **Abacus Training:** 507 students received structured cognitive training, showing a 39% improvement in numerical skills.
- **Remedial Education:** 1,501 girls across 20 schools were supported through remedial classes designed to close foundational learning gaps.
- **Scholarships:** 137 students were awarded the Mera Swaraj Scholarship, ensuring uninterrupted education for high-performing and deserving learners.

Project Gyandeep strengthened both learning ecosystems and learner confidence, ensuring that students—especially girls—access opportunities for academic growth, skill development, and long-term empowerment. **25**

# Sustainable Stubble Management for Enhancing Livelihoods

(Donor: ITC Mission Sunehra Kal)

The partnership with ITC Mission Sunehra Kal (MSK) stands as MVS's longest-running and most comprehensive model for climate-smart rural transformation in Punjab. Beginning in 2015 with watershed restoration in Kapurthala district, the initiative expanded in 2018 to integrate sustainable agriculture, crop residue management (CRM), and women's economic empowerment. Today, the project operates across 688 villages, addressing environmental degradation, water stress, and livelihood vulnerability through a deeply community-driven approach.

At its core, the MSK partnership delivers holistic resilience through three strategic pillars:

- 1. Climate-Smart Agriculture & CRM:** A central focus on eliminating stubble burning through intensive farmer engagement, large-scale promotion of sustainable technologies, and widespread adoption of in-situ residue management practices.
- 2. Ecological Restoration & Water Security:** Extensive environmental interventions designed to enhance groundwater recharge, restore local ecosystems, and build long-term climate resilience across rural landscapes.
- 3. Women's Empowerment & Livelihood Creation:** Structured capacity-building, enterprise development, and market linkages that equip women and marginalized communities with sustainable income opportunities and greater economic agency.



*Farmers engaged in capacity building and hands-on demonstrations of climate-smart farming techniques.*

Through this integrated model, MVK has evolved into a flagship demonstration of how climate action, ecological restoration, and social inclusion can reinforce each other—creating lasting, village-led growth across rural Punjab.

# Environmental and Climate Action Achievements

Project MSK continued to drive large-scale climate resilience across Kapurthala, enabling farmers to adopt sustainable practices that directly improve air quality, water security, and ecological health.

- **Stubble Burning Reduction:** Through intensive awareness drives, farmer-to-farmer learning, and improved access to residue management machinery, the project achieved a significant decline in stubble burning across target villages, advancing compliance and contributing to cleaner air.
- **Water Security Infrastructure:** Key water harvesting structures were constructed across the project landscape, strengthening irrigation access and enhancing groundwater recharge—critically addressing the water scarcity challenges faced by local farming communities.
- **Biodiversity Enhancement:** A major ecological restoration effort saw the creation of over 70 mini-forests and the plantation of tens of thousands of saplings, substantially improving local biodiversity, microclimate stability, and environmental quality.
- **Capacity Building for Climate Resilience:** Regular Farmer Field Schools equipped farmers with hands-on training in resource-efficient practices, soil health management, and climate-smart techniques aimed at boosting long-term farm productivity and reducing input costs.



*Strengthening climate resilience through awareness, water conservation structures, biodiversity restoration, and hands-on farmer training.*



*Self-Help Group Meeting*

## Economic and Social Empowerment

Project MSK's impact extends well beyond environmental restoration, strengthening social capital and expanding economic opportunities across Kapurthala's rural communities.

- **Women Entrepreneurship:** Over 800 women received structured entrepreneurship training, enabling them to establish and manage micro-enterprises. This not only enhanced household incomes but also elevated women into visible leadership roles, helping shift long-standing social norms within their villages.
- **Income Enhancement:** Thousands of farmers and SHG members improved their earnings by adopting resilient agricultural practices and diversified non-farm livelihoods. These gains reflect the project's focus on sustainable income pathways that balance economic security with environmental stewardship.
- **Community Leadership:** By building local capacity and embedding ownership within village institutions, the project empowered communities to lead their own development agenda. This community-centered approach has created a strong, scalable model of inclusive, self-driven growth.

Through its integrated strategy, the MSK project reinforces MVS's core philosophy: environmental sustainability and economic resilience are interconnected pillars of long-term rural transformation.



# HARYANA PROJECTS

**Project: Prerna**

**Donor: Mahindra & Mahindra Swaraj Ltd.**

During FY 2024–25, MVS's operations in Haryana—primarily in Ambala—were centered on deepening women's economic participation and institutionalizing their collective leadership through Project Prerna. The initiative is active across Ambala (Haryana) and SAS Nagar (Punjab) and successfully reached its overall target by supporting 2,033 women.

## **Institutional Strengthening & Financial Inclusion**

Project Prerna placed strong emphasis on building durable women's institutions as the foundation for long-term financial empowerment.

53 new Self-Help Groups (SHGs) were formed and operationalized under the NRLM framework, integrating 614 women

- 26 SHGs in Shahzadpur, Haryana
- 27 SHGs in Majri, Punjab

These groups collectively mobilized an initial savings pool of ₹133,351.

Existing and newly formed SHGs leveraged their institutional strength to access ₹28 lakh in external finance through

- Joint Liability Groups (JLGs)
- Microfinance linkages

This strategic financial mobilization demonstrates how the SHG model transforms small savings into substantial credit access—enabling women to grow micro-enterprises without relying solely on seed grants. The approach significantly enhances household resilience and women's financial autonomy.

## **Livelihood Skilling & Enterprise Support**

A total of 600 women received comprehensive skill-based training, focused on both farm and non-farm livelihood pathways.

### **Non-Farm Livelihoods (400 women trained)**

Training covered market-relevant skills including:

- Tailoring
- Jute craft
- Food processing (papad, pickle making)
- Phulkari embroidery

Under the Phulkari Revival Plan, 237 women were trained, with active artisans earning ₹2,000–₹8,000+ per month, depending on production volume and seasonal demand.

## Enterprise Enablement

The project supported 53 women entrepreneurs, with a deliberate focus on the most vulnerable groups:

- 45 widows
- 7 women with disabilities

This inclusive entrepreneurship model ensured that women facing the highest socio-economic barriers received tailored mentorship, financial literacy support, and enterprise inputs.

One such example is Seema Devi, a specially-abled artisan who now earns a stable income through her home-based jute handicraft unit—an illustration of how targeted support can unlock sustained financial independence.



**Jute Handicrafts Training**  
*"Weaving sustainability, crafting livelihoods."*



**Phulkari Training**  
*Reviving tradition, empowering hands."*



**Mushroom Cultivation Training**  
*"Growing Prosperity in Darkness."*



**Floriculture Training**  
*"Blooming Livelihoods, Cultivating Beauty."*

## Nutrition and Social Empowerment

Project Prerna continued to advance women's well-being by integrating nutrition security with economic opportunity. MVS facilitated the establishment of 766 kitchen and nutrition gardens, providing seasonal seed kits that enhanced household dietary diversity. Many women also generated supplementary income or savings of ₹1,500–₹3,000 per month by selling surplus produce—demonstrating how small, home-based interventions can meaningfully contribute to family nutrition and economic resilience.

Beyond these material benefits, Project Prerna is reshaping gender norms by enabling women to step into visible and respected economic roles. Stories such as Suman's—who not only built her own enterprise but also learned to drive a Swaraj tractor after contributing to its purchase—illustrate this transformation. The recognition of 189 SHG entrepreneurs on International Women's Day further reinforces how women are emerging as confident leaders, decision-makers, and contributors to their communities' social and economic progress.



**"Empowering Growth: Seed Kits Fueling Nutritional Security and Sustainable Futures."**



**"Sowing Seeds of Health: Cultivating Nutrition Harvesting Resilience."**



**Harvesting Health, Cultivating Independence**



**From Garden to Market: Sowing Seeds of Prosperity**

# ACTIVE PROJECTS PORTFOLIO

MVS's operational strength is reflected in its robust portfolio of ongoing, multi-year projects, supported by a diverse mix of national and corporate donors, government agencies, and philanthropic foundations. These long-term partnerships enable us to deliver sustained, high-impact interventions across our operational regions.

## Active Project Portfolio (FY 2024–2027)

Partner	Project Name	Start Year	End Year	State(s)
ITC Limited	Climate Smart Village Project to Augment Agri and Allied Livelihood in Kapurthala	2015	Ongoing	Punjab
NABARD	Dhounkothi Panjgain WDP	2018	2026	Himachal Pradesh
Adani Foundation (ACC)	Dhounkothi Panjgain WDP	2018	2026	Himachal Pradesh
NABARD	JLG	2021	2024	Himachal Pradesh
NABARD	FPOs	2021	2026	Himachal Pradesh
Mahindra and Mahindra Swaraj Ltd	Gyandeep	2021	Ongoing	Punjab
Mahindra and Mahindra Swaraj Ltd	Green Guardian / Jal Samriddhi	2021	Ongoing	Punjab

Mahindra and Mahindra Swaraj Ltd	Prerna	2021	Ongoing	Punjab and Haryana
The Nature Conservancy (TNC)	Promoting Regenerative and No-Burn Agriculture (PRANA)	2023	Ongoing	Punjab (6 Districts)
NABARD	Enhancing Livelihood of Rural Poor Through Sericulture in Distt Bilaspur	2023	2026	Himachal Pradesh
Azim Prem Ji Foundation	Integrated Farming System for Small & Marginal Farmers, Kotdhar, Bilaspur	2024	2027	Himachal Pradesh
Bharat Agroecology Fund	Promoting Climate Resilient Agroecology in the Indian Himalayan Region	2025	Ongoing	Himachal Pradesh
BDO	Construction Work	2025	Ongoing	Himachal Pradesh

MVS's long-standing partnerships with ITC, The Nature Conservancy (TNC), Adani Foundation, Mahindra & Mahindra Swaraj, and NABARD continue to anchor the organization's program stability and long-term growth. New commitments from the Azim Premji Foundation and the Bharat Agroecology Fund further demonstrate MVS's ability to innovate and scale emerging priorities such as agroecology, climate-resilient farming, and hillside development. This balanced mix of established and new donors not only reduces reliance on any single funding source but also strengthens MVS's capacity to remain agile and strategically responsive to evolving community needs.

# SUCCESS STORIES

## VOICES OF CHANGE

### Tunga Village – Leading Punjab’s Transition to Sustainable, No-Burn Agriculture

Tunga Village, situated 55 km from Patiala, once faced severe agricultural stress—rapid groundwater depletion, soil degradation, and recurring stubble burning that contributed to rising air pollution. Excessive water use in paddy cultivation had pushed the groundwater table down to 110 feet, leaving farmers burdened with high costs, declining soil health, and increasing climate risks.

Under the PRANA project, Manav Vikas Sansthan (MVS) introduced a set of regenerative and climate-smart agricultural practices to address these challenges. In 2023, farmers began adopting Direct Seeding of Rice (DSR) as a water-efficient alternative to conventional paddy transplantation.

By 2025, 35 farmers had adopted DSR across 250 acres, resulting in improved soil health, reduced input costs, and significant water savings.

To further reduce water consumption, MVS promoted the Alternate Wetting and Drying (AWD) method. Through hands-on training and field demonstrations, 80 farmers successfully adopted AWD across 160 acres, reducing water use by up to 30% while also lowering methane emissions. The village has also recorded zero stubble-burning incidents for two consecutive years, showcasing a strong community commitment to cleaner air and sustainable practices.

The combined adoption of DSR, AWD, and Crop Residue Management (CRM) has transformed Tunga into a model village for regenerative agriculture in Punjab. Farmers now experience healthier soils, more efficient water use, reduced cultivation costs, and more resilient yields.

With continued support from MVS and the determination of local farmers, Tunga Village stands as a powerful example of how community-led innovation can drive lasting environmental and economic change.



# Project Prerna (Haryana & Punjab)

## Suman – A Journey of Confidence & Economic Empowerment

Suman, a 32-year-old from Chandpur, transformed her livelihood after joining an SHG and learning jute bag making and Phulkari embroidery. With market support, she now earns ₹10,000–₹15,000 per month. Her proudest achievement is contributing to the purchase of her family's Swaraj tractor—and confidently learning to drive it. Her journey reflects the power of women's entrepreneurship, dignity, and breaking traditional barriers.



*"Project Prerna has been a turning point in my life. The training and support I received have not only helped me earn a livelihood from home but also made me proud of my contributions to my family. Buying a new tractor and learning to drive it were milestones I never imagined achieving. I feel motivated and empowered, ready to take on new challenges."*

— Suman, Village Chandpur



## Jal Samriddhi (Punjab)

### Dusarna – A Pond Reborn, A Community Revived

Once barren and neglected, the village pond in Dusarna has been completely revitalized through rejuvenation efforts. The restored water body has revived local biodiversity, enhanced the village landscape, and opened new income opportunities through fisheries.

What was once a lifeless space is now a thriving, community-owned resource that supports both nature and livelihoods—demonstrating the power of collective action.



— Balkar Singh, Sarpanch,  
Dusarna Village

# Education Transformation (Gyandeep Project) (Punjab)



**BEFORE**

*"From Neglect to Dignity: Transforming School Sanitation for a Brighter Future"*

**AFTER**



## Desu Majra – Safe Sanitation Empowering Girls' Education

“The gender-friendly toilets built by Mahindra Swaraj Division and Manav Vikas Sansthan have transformed our school. Earlier, poor sanitation led to absenteeism among girls. Now, attendance has improved, hygiene awareness has grown, and parents feel more confident sending their daughters to school. This support is truly strengthening education and empowering our girls.”

— Khushwinder Kaur, Principal,  
Government High School, Desu Majra

# Integrated Farming System (IFS) (H. P.)

## Kotdhar – Building Trust Through Quick, Community-Led Action

The Integrated Farming System project, launched in October 2024, achieved remarkable community mobilization in its first six months across 20 villages.



By prioritizing the construction of 40 rainwater harvesting tanks in non-irrigated areas, the project delivered immediate, visible benefits to farmers—quickly building trust and participation.

This early success enabled the smooth formation of 20 Village Development Committees (VDCs) and 25 new SHGs, proving that timely, practical interventions can fast-track community confidence and lay a strong foundation for long-term resilience and diversified livelihoods.

## Environmentally Friendly Farming Practices (Nice Rice Foundation) (Punjab)

Environmentally Friendly Farming – Proof That Sustainability Pays

The Environmentally Friendly Farming Project delivered clear evidence of the economic strength of regenerative, no-burn agriculture.



Across four demonstration plots, farmers achieved an 88% reduction in land preparation costs and a 64% decrease in fertilizer expenses. These savings resulted in a 14.2% increase in net income—₹50,516 compared to ₹46,179 under traditional methods.

This compelling data proves that sustainable farming is not only better for the environment—it is a smarter, more profitable choice for farmers.

# Sustainable Stubble Management (ITC-MSK) (Punjab)

## Kapurthala – A District Moving Toward Climate-Smart Farming

The long-standing partnership with ITC in Kapurthala demonstrates how collective action can achieve impact at scale. Through intensive promotion of crop residue management and water-saving technologies, the project achieved a significant reduction in stubble burning across 688 villages.



This transformation was strengthened by the creation of 100+ mini-forests and enterprise support that trained 800+ women, building local leadership and economic opportunity.

Kapurthala now stands as a model for community-led, climate-smart development, proving how coordinated village efforts can drive sustainable change.

## Dhounkothi Panjgain Watershed Development Project (H. P.)

### Sangini Marts – Strengthening Women' Enterprises Through Local Markets

A major milestone of the Dhounkothi Panjgain Watershed Project was the creation of Sangini Marts in Barmana and Beri—community-owned retail outlets managed by the local FPO.



These centres provide dedicated market space for SHG-made products such as pickles, herbal soaps, and jute bags, giving women entrepreneurs formal, reliable access to consumers. The initiative now supports 400+ villagers trained in value addition and group marketing, helping build a strong circular rural economy, where improved natural resources directly fuel diversified and sustainable income opportunities.

# FINANCIALS

At Manav Vikas Sansthan (MVS), transparency is a core value that guides every aspect of our work. As a community-driven organisation supported by diverse donors, government institutions, and philanthropic partners, we ensure that all financial transactions are fully accountable, rigorously audited, and openly accessible.

Our Audited Financial Statement provides a clear overview of MVS's financial position for the year, including assets, liabilities, income, expenditure, and fund allocation across programmes.

Our FCRA Annual Return details all foreign contributions received, their intended purpose, and their utilisation across states and initiatives—demonstrating the tangible impact these resources create on the ground. Together, these disclosures reflect our commitment to integrity, good governance, and responsible stewardship of every contribution entrusted to us.



# STRATEGIC WAY FORWARD (2025–27)

As MVS approaches its 30th anniversary in 2026, the organisation is entering a pivotal phase marked by deeper innovation, stronger knowledge systems, and the transition of project leadership to empowered community institutions. Over the next strategic cycle, MVS will integrate its core priorities into a unified approach that strengthens climate resilience, accelerates women's economic advancement, expands digital-first agri-entrepreneurship, and deepens policy influence across all operational states.

MVS will build on the large-scale mobilisation achieved through initiatives like PRANA and MSK, shifting from awareness creation to measurable and sustained behavioural change among farmers. This transition will be driven by enhanced investments in local research, field-based evidence, and real-time data systems that enable accurate, location-specific agronomic guidance. Climate-smart practices such as Alternate Wetting and Drying (AWD) will be strengthened through entrepreneurship-based service models, creating a cadre of trained rural service providers who deliver scientific, profitable, and climate-resilient farming solutions. As carbon credit mechanisms and market incentives become increasingly integrated, regenerative agriculture will be positioned not only as an ecologically sound practice but also as the most economically viable long-term strategy for smallholder farmers.

Simultaneously, the successful outcomes of Project Prerna will serve as the foundation for scaling women's economic leadership across new blocks and districts. MVS will strengthen SHG networks by systematically linking them with NRLM, enhancing access to formal credit, enterprise financing, and institutional support. Market linkages will be expanded through community-owned retail platforms—such as the FPO-led Sangini Marts in Himachal Pradesh—which will offer sustained market access for Phulkari, handicrafts, value-added products, and organic kitchen-garden produce. These initiatives will ensure that women entrepreneurs are fully integrated into the formal rural economy, driving long-term income growth and community-level transformation.

Recognising that behavioural resistance often stems from tradition rather than economics, MVS will intensify year-round engagement through digital outreach platforms. Building on PRANA's active network of 60,000+ farmers, the organisation will focus on equipping rural youth and women with skills in soil and crop advisory, rental machinery operations, and other market-relevant agri-services. A locally trained network of resource persons will bridge persistent gaps in scientific and field-specific information, generating livelihoods while enabling faster, wider adoption of sustainable agricultural practices.

To anchor these efforts within broader systems, MVS will expand its collaborations with state agricultural universities, KVKs, and government departments. By embedding field-tested models—especially AWD and Direct Seeded Rice (DSR)—into state policies and extension systems, MVS will ensure that its grassroots innovations drive wider institutional change. These partnerships will lay the foundation for large-scale agroecological transitions and sustainable natural resource management across India.

As MVS steps confidently into its fourth decade, this integrated strategy reaffirms its commitment to dignity, opportunity, and resilience—ensuring that every community it serves is equipped to thrive amid ecological, social, and economic change.

# PARTNERS

Manav Vikas Sansthan extends its sincere appreciation to all our partners whose unwavering support, trust, and collaboration make our work possible. Their commitment empowers us to deliver participatory development, large-scale community transformation, and long-term impact across the regions we serve.

This collective strength—spanning national institutions, corporate social responsibility leaders, philanthropic foundations, and development organizations—forms the backbone of MVS’s mission.

**Key partners for FY 2024–25 and ongoing projects include:**



Department of Science & Technology  
Government of India



Himalayan Environmental Studies  
and Conservation Organization

# MANAV VIKAS SANSTHAN

extends its heartfelt gratitude to everyone who makes our work possible

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to the farmers who welcome us into their fields and teach us through  
their lived wisdom;  
to the women who embrace new skills and inspire us with their strength  
and perseverance;  
and to our partners whose guidance, trust, and support sustain our  
efforts on the ground.  
Together, we continue to build communities of resilience, dignity, and  
opportunity.



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