

CSR VISION

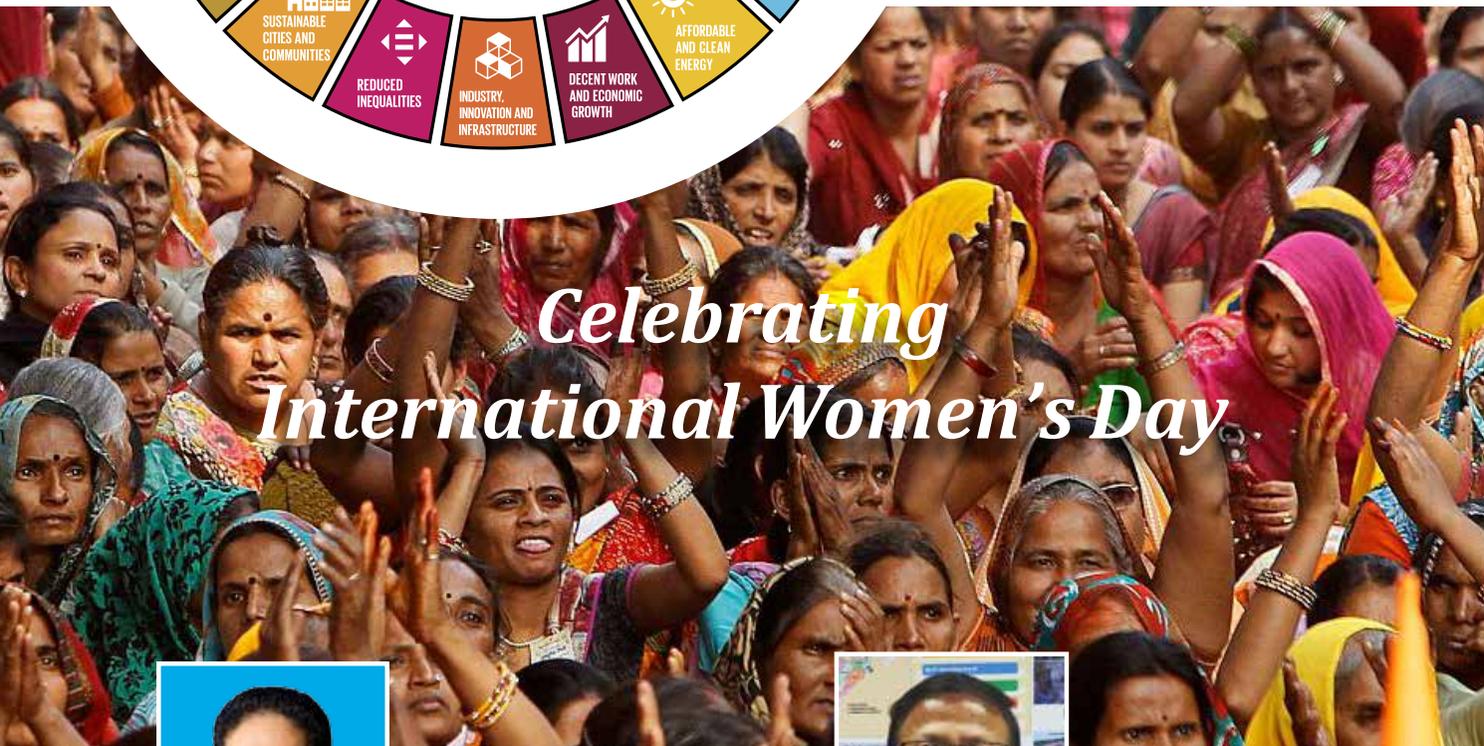
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Promoting Sustainability & CSR



SDG CHOUPAL
Empowering Rural India
Enabling Sdgs



INTERVIEW
ANUP VIKAL



INTERVIEW
ALABH KUMAR SINHA

Working Towards Local Prosperity

Alabh Kumar Sinha, CEO, Gramin Vikas Trust, tells CSR VISION about the initiatives being taken by his organisation to give succour to rural poor and marginalised



Tell us about areas Gramin Vikas Trust focuses on? What is your vision?

In its journey of 18 years Gramin Vikas Trust (GVT) has worked for development sector aiming at to improve the livelihood of poor and marginalised communities with an inclusive approach. Our vision is to bring about sustainable improvement in living standards of rural poor and marginalised communities and empowering them to lead a dignified life through:

- Natural Resource Management (NRM)
- Skill Development
- Institutional Development
- Developmental Studies
- Education
- Health and Sanitation
- Social Entrepreneurship and Market Access

Can you please tell us about the projects and regions where your programmes are being implemented?

GVT has made its footprint in widespread geographies of the nation and still in pursuit of reaching more and more areas where people in need of having handholding support to be a part of inclusive growth to achieve the sustainable development goal.

Its interventions area is spread over in 3900 villages, mainly comprising of tribal and other marginalised communities who are lagging behind due to lack of physical and social infrastructure, in 94 districts in 13 states including Gujarat, Madhya Pradesh, Maharashtra, Chhattisgarh, Rajasthan, Uttar Pradesh, West Bengal, Odisha, Bihar, Haryana, Jharkhand, Andhra Pradesh and Telangana. Altogether, it has 28 small and large project offices.

You have been working on Natural Resource Management. What has been the response? Have you been able to convince people about preserving nature?

Our natural resource management programs are not only intended to bring quantitative changes but also acting as a catalyst for behavioural changes. Post impact scenario reveals that the community is now has strong commitment that preserving the nature could also be rewarding. It not only sustains their present livelihood but also opened new opportunities for income generation.

How do you implement the programmes, you reach the people directly or through partner organisations?

I am feeling delighted to say that GVT has its strong presence and direct

connectivity with the community across the country, especially in far flung locations which enable us to make need based tailored program for the all round development of the particular region.

Kindly tell us about your funding partners? Do you face difficulty in implementing your programmes due to fund crunch?

I think the term "funding partners" is not appropriate, instead we can term them as development partners. GVT has partnered with various department of Central and State Governments, National Rainfed Area Authority, NABARD, World Bank, Indian Council of Agricultural Research (ICAR), Rockefeller Foundation, Asian Development Bank, European Commission, Central and State Public Sector Enterprises, Private Corporate houses like NTPC, RCF, IPL, NFL, CFCL, PFC, POWERGRID, GAIL, BPCL, ONGC, IOCL, EESL, SUN Pharmaceuticals, Larsen & Toubro, LANCO, HDFC-Mumbai, PTC Foundation, IIT Mumbai, Grant Thornton India LLP, State agriculture universities, Bangor University(U.K.), Tata Trust and a number of philanthropic and developmental agencies.

Definitely funding plays a crucial role in development activities. It fuels and accelerates the development growth path. However, in present scenario the priority areas are shifted to new themes and the funding support shifted accordingly. To encourage more new players in CSR domain funding is becoming more and more critical. It is difficult for designing and implementing need based development project for holistic development of specific geography with inadequate financial support.

Do you have programmes for education of underprivileged children, can you shed more light on it?

Primary education system is being

strengthened in tribal population areas through Baalbadi programme to reduce school dropouts. Through various interventions GVT has managed to increase the enrollment for primary education. GVT through one of its major intervention in association with IIT-Bombay has distributed solar lamps to school going children in Rajasthan, U.P, and Bihar which has benefited more than 1,50,000 school children.

Skill Development is the major focus of Government of India, what role is GVT playing towards it?

GVT recognises the importance of skill development in stimulating sustainable development process and is an important means by which the marginalised rural youths can generate a sustainable source of income. Our skill programmes are categorised as Placement linked trainings and Capacity building trainings. Capitalising on its own experience and its collaborative strengths, GVT has developed its competencies over the years to provide skill development trainings in a number of skill sectors and in the 10 years, GVT has trained rural youths and school dropouts from the marginalised communities in construction skills, motor driving mechanics, Communication Technology (ICT) and hospitality.

GVT is also running a Vocational Training Centre (VTC) in Dahod - a flagship skill training programme of Government of Gujarat. Currently GVT is implementing three major skill projects in Rajasthan Gujarat and Jharkhand under the flagship of DDU GKY. Under placement linked skill development has trained in the excess of 18000 and provided placement around 14,000 trainees until now.

How is GVT promoting Social Entrepreneurship and providing linkages to market access to the beneficiaries?

GVT has aligned itself with the Farmers

Producers Organisation (FPO) initiative and organised more than 2000 producer groups of the farmers amongst the farming community and also formed two producers as a part of Startup India under agriculture sector.

Farmer producer groups are formed by GVT in 5 states namely Gujarat, Rajasthan, Jharkhand, Bihar and W. Bengal. Agricultural is the main business activity by these FPO's. However, agro-horticultural intervention sponsored by NABARD and crop variety propagation in rain-fed area sponsored by ICAR are benchmark initiatives of GVT.

To get fair price of their produce through a viable market linkage arrangements like FPO companies were established. Fruits and Fresh Vegetables, Producers Group have been organised in district Purulia, West Bengal under Registered Society which will be upscale to form Producers Company under Companies Act 2002. Commercial production of drought resistant paddy (PY-84) developed jointly by GVT, Birsa agricultural university and Bangor University (U.K.) is being carried out in Baripada Odisha through one such farmer producer company called JPCPL which is also being linked to various market in adjoining states.

Your message for the readers of CSR VISION.

We are looking forward to corporates to make GVT as an active development partner for project formulation, planning and implementation under and R&R and CSR activity for designing region specific development interventions through participatory approach.

Gramin Vikas trust is directed by a Board of Trustees from KRIBHCO, MoCF- GoI, and eminent Trustees from diverse background. Gramin Vikas Trust is registered under Indian Trust Act 1882, 12A and Foreign Contribution (Regulation) Act, 1976.