



## **Centre for Sustainable Agriculture**

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Andhra Pradesh | Maharashtra | Punjab | Telangana

Centre for Sustainable Agriculture (CSA) is a professional resource organization engaged in establishing models of sustainable agriculture working in partnership with Farmers, Farmer Producer Organisations, Governments, NGOs, and Markets. The primary work of CSA is spread across villages in Andhra Pradesh, Telangana, Maharashtra, and Punjab working with over 25,000 farmers directly and more than 50000 farmers indirectly.

<b>Name of the organization</b>	Centre for Sustainable Agriculture (CSA)
<b>Year of registration and legal status</b>	CSA is registered as Trust in 2004 in Hyderabad, India. 1605-1-15/BKIX/2004
<b>PAN Card</b>	AAATC6399Q
<b>FCRA Registration No.</b>	010230731
<b>NGO DARPAN</b>	<b>AP/2016/0113512</b>
<b>Income Tax Exemption:</b>	<b>80G:</b> DIT (E)/HYD/80G/14(05)/12-13 dated 02.11.2012 <b>12A:</b> DIT€/HYD/56(12)/12A/04-05 dated 11-01-2005
<b>Address for communication</b>	#12-13-485/5, Nagarjuna Nagar, Tarnaka, Secunderabad-500017 Phone; 08500783300, 08500983300
<b>Contact Persons</b>	Dr. G.V. Ramanjaneyulu Executive Director, Mobile:9000699702; <a href="mailto:ramoo@csa-india.org">ramoo@csa-india.org</a>  Dr. G. Rajashekar Chief of Operations, Mobile: 8332945368 <a href="mailto:rajshekar@csa-india.org">rajshekar@csa-india.org</a>
<b>Web &amp; E-mail;</b>	<a href="http://www.csa-india.org">www.csa-india.org</a> E-mail: <a href="mailto:csa@csa-india.org">csa@csa-india.org</a>
<b>States working</b>	<b>Direct work:</b> Andhra Pradesh, Telangana, Maharashtra, Punjab <b>Technical support to ongoing programs:</b> Maharashtra, AP, Telangana and across the country
<b>Staff</b>	Full time employees: 80 Volunteers: 25

## Focused areas of work

### I. Innovations in farming based on agroecological framework

#### Achievements 2004-20

- **Non Pesticidal Management:** Pioneered the Non Pesticidal Management in agriculture (NPM) and partnered with AP government for scaling up
- CSA won **World Bank Development Market Place** award in 2005 along with ICRISAT and **Best Rural Innovation Award** in Bihar Rural Innovation Forum-2014
- **Community Managed Sustainable Agriculture:** an approach using practicing farmers for extension and participating farmers managing the program. CSA worked on this in AP, Maharashtra, Chhattisgarh, Tripura, and Sikkim
- In 2014, CSA won the **Best Rural Innovation Award** in the Maharashtra Rural Innovation Forum for CMSA model
- **Organic/Natural Farming:** CSA evolved a scientific approach to organic/natural farming practices and works with more than 600 villages helping them to transit.
- CSA is also involved in drafting the **Organic Farming Policy** of Kerala, Odisha and Madhya Pradesh.
- **Natural Resource Management:** Restoring Soil Health, Water Harvesting, Building Lifesaving Irrigation Systems, Biodiversity Conservation have been major parts of the work.
- **Climate Change adaptation:** Risk reduction, building resilience and reducing net emissions have been the key areas of work. Carried out several research studies and developed methodology to estimate Ecological Footprints of food.
- **Open-Source Seed Initiative:** as part of Global Open-Source Seed Initiative, CSA played an important role in evolving the concept of **OSSI** and leads Indian initiative to strengthen community seed banks and enterprises.
- **PGS Regional Council:** CSA has been one of the most valued regional councils offering Organic Certification through Participatory Guarantee System under National Centre for Organic Farming, Government of India.
- **eKrishi Pestoscope:** CSA has developed an online platform and a mobile application for pest and disease surveillance, diagnosis, and management advisories.

### Focus: 2020-25

- Strengthening Scientific understanding of organic/natural farming, generating more evidence
- Establishing Biovillages which have Zero agrochemical use, Zero indebtedness, Zero Groundwater depletion, and Zero net emissions
- Developing and strengthening Surveillance and Diagnostic systems for efficient crop management
- Rural entrepreneurship development and diversifying income sources
- Bio-enterprises which produces farm inputs locally
- Farmer Service Centres for improving the last mile delivery of support services
- Strengthening the Participatory Guarantee System model for organic foods, seeds, bio-inputs etc with traceability
- Improving farm mechanisation for drudgery reduction and improving labour efficiency
- Working on alternative sources of energy like biogas and solar energy.
- Nutritional security models at household, village, schools and colleges.

### Strengthening Farmers Producer Organisations and Supply Chains

#### Achievements 2004-20

- Organising Farmers Cooperatives and Farmer Producer Companies and linking them to markets has been key focus
- A Federation of Sixteen Farmer Cooperatives and FPOs largely into Organic Farming has been established in 2014 as '**Sahaja Aharam Producer Company (SAPCO)**' which directly retails organic food in Indian markets. Over 200 products are sold under the brand name **Sahaja Aharam** and affiliated brands Sahaja Soundarya (for personal care products) Sahaja Oushadi (health care products) apart from Sahaja Beej (seeds)
- CSA developed several health foods and processed foods and trained women self-help groups to produce and market through Sahaja Aharam Retail.
- Four Food Processing hubs have been established at Tarnaka in Hyderabad, Kallem in Jangoan district of Telangana, Bhoddam in Vijayanagaram district and Naguladinne in Kurnool district of AP storage, processing and packing facilities.
- As resource organisation CSA supported formation of over 200 FPOs in Telangana with support of NABARD and is now acting as a resource organisation for over 200 FPOs in AP and Telangana
- CSA supported SERP, Telangana member FPOs in formation of FPOs and their Federation '**Be'Nishan Producer Company**', which is into fruits and vegetables procurement and sales from member FPOs.
- CSA also supported establishment of 23 Custom Hiring Centres at FPO level in Telangana
- **eKrishi FPOhub** is an ERP system for FPOs developed by CSA and is being offered as a service to FPOs. Digitising FPOs helps in efficient management and transparency.

## Focus 2020-25

- Strengthening the FPOs to become a circular economy
- Developing human resources for managing FPOs and building leadership to improve governance.
- Strengthening and promoting Kisan Business School model
- Establishing infrastructure facilities and strengthening local markets
- Consumer engagement in terms of making healthy nutritional choices
- Developing entrepreneurs who provide services to the FPOs and making FPOhub an inclusive platform for FPOs to access all support services

## Public Policy Engagement

### Achievements 2004-2020

- CSA has been playing important role in analysing the impacts of various policies and practices on farmers and ecosystems and suggesting improvements.
- Engaged with policies on GM crops, pesticides, fertilisers, Organic farming policies, Credit policies, Crop Insurance, Pricing mechanisms all aimed at ecological security and farmers income security.
- Working with distressed families and mobilising support
- Engaging with governments to improve the last mile delivery of support services and improving governance.
- **Kisan Mitra Helpline:** for farmers to provide information and act as grievance and redressal mechanism in partnership with district administration. CSA began a tollfree helpline 1800-120-3244 and 8500983300 for farmers to support on production, marketing and getting access to public support services. CSA also partnered with district administrations of Adilabad, Vikarabad and Manchiryal for working together in grievance redressal (<http://www.kisanmitra.net>).
- CSA believes in strengthening informal and nonformal education system to help rural people to acquire skills and knowledge on managing their resources and livelihoods. Towards this Farmer Field Schools (to help farmers learn and practice agroecological approaches in real life conditions) and Kisan Business Schools (to help rural youth to understand entrepreneurship and manage their cooperatives and enterprises).
- CSA also partners with mainstream institutions to mainstream the learnings from ground. Towards this, CSA worked with government of MP in modifying course curriculum from class II to class X incorporating food and agriculture related sessions in the regular courses. CSA also partnered with Calcutta University, Kolkata to offer a course on agroecology.
- CSA has partnered with Telangana Social Welfare Residential Educational Institutions to develop entrepreneurship in organic production and food supply chain.

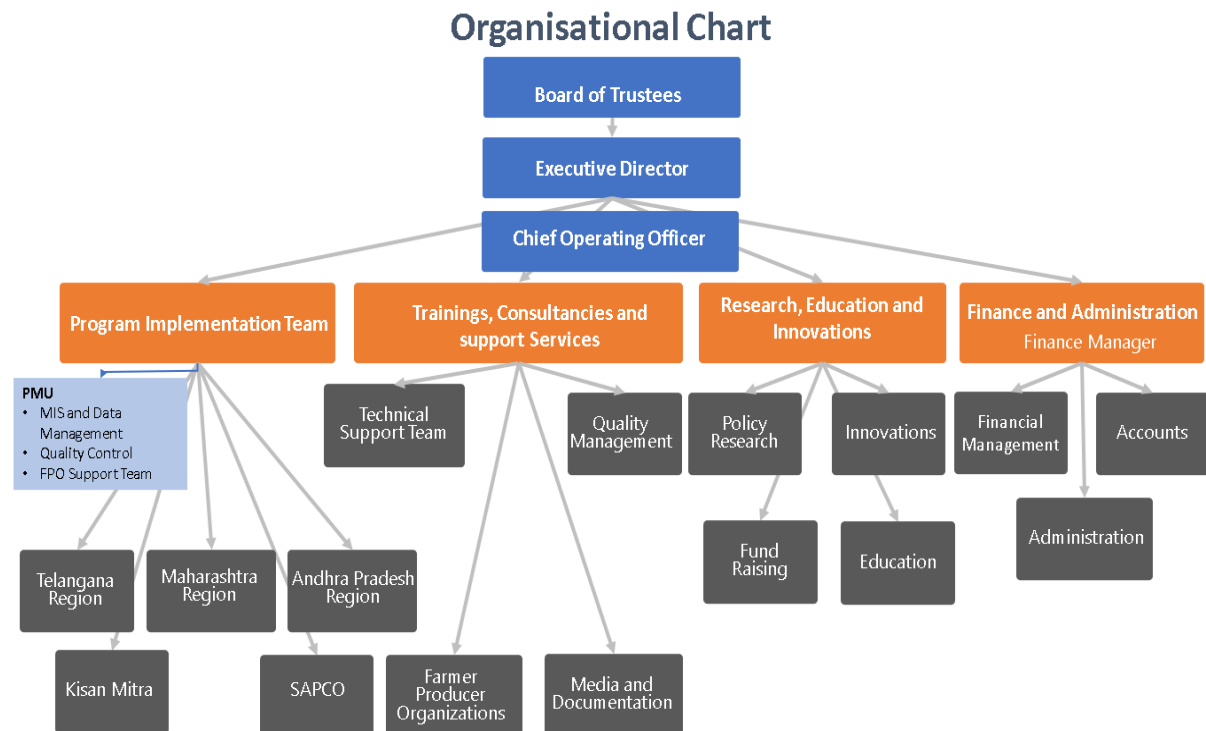
## Focus 2020-25

- Strengthen the last mile delivery of farm support services through FPOs
- Developing policy instruments for improving income security for farmers
- **Agriwatch**: a platform to assess the performance of support systems for farmers
- Engagement with Universities to offer courses on agroecological approaches and Farmer Producer Organisations as part of regular course curriculum

**Grameen Academy:** CSA is planning to establish Grameen Academy a participatory learning centre is one of the latest initiatives by CSA where rural people can learn from the practitioners about agroecological approaches, livelihood opportunities, managing community business enterprises and understanding public policy supports. The campus would be located at Kallem, Jangoan dist in Telangana. An online course portal is already developed <http://www.grameenacademy.in>

## GOVERNANCE AND MANAGEMENT

### ORGANIZATIONAL STRUCTURE:



**Board of Trustees:** Currently the Board consists of eminent agriculture scientists like Dr. M S Chari, Retd. Director of Central Tobacco Research Institute; Shri Devinder Sharma, noted agriculture trade policy analyst; Sri Mohanaiah Paladi, Ex CGM NABARD, Sri. Viivek Verma, Agribusiness Expert, Founder Director, UPSURGE; Dr. V. Rukmini Rao, noted women’s rights activist and Sri. Subash Sharma, Organic Farmer, Maharashtra.

There is an Executive Council consisting of representatives of both staff and Board members. This Council meets more frequently than the Board.

The team is led by the Executive Director, Dr. G V Ramanjaneyulu who is an Agriculture Scientist with Ph.D in Agriculture and was with the Indian Council of Agriculture Research (ICAR) earlier. The ED role is largely on strategy planning and leading on innovations. The Operations management is handled by Chief Operating Officer, Dr. G. Rajashekar who is an Agricultural Scientists with PhD in agriculture and vast experience in development sector. There are Project Managers and Project Officers, where work responsibilities are shared project-wise (specializations included such as seeds, pest management, disease management etc.) as well as for particular geographical areas. The organization also has support staff in the form of an Accounts & Administration Officer and Office Assistants.

### **Achievements / Accomplishments / Awards / Recognition:**

- World Bank Market Place Award in 2005 from World Bank.
- Naveena Mahila Award- 2009 by TV9.
- Best Innovation impacting rural livelihoods and for their invaluable contribution in improving lives of rural poor in Maharashtra in the Maharashtra Rural Livelihood Forum 2013-14 organized by Maharashtra State Rural Livelihood Mission (MSRLM) - UMED.
- Certification of Excellence and 1<sup>st</sup> prize in recognition of innovative work in the area of Agriculture” in Bihar Innovation Forum-II organized by JEEVIKA in collaboration
- Excellence Award for Agriculture by Sakshi Media, 2017.
- Dr. G. V. Ramanjaneyulu, ED, CSA has been conferred with three lifetime achievement awards
  - **2019:** 1<sup>st</sup> Telugu Navanakshatra Sanmanam by TV9 Media house.
  - **2019:** 3<sup>rd</sup> Badshah Memorial Award for work on Agriculture and rural livelihoods
  - **2019:** Dr. I.V. Subba Rao Rytunestam Lifetime Achievement Award for contribution to agriculture

### **Current Partners**

To pursue the objectives of the Organisation, CSA partners with various organisations and networks.

### **Current Partnerships**

- Aid India (<http://www.aidindia.org>)
- NABARD (<http://www.nabard.org>)
- Maharashtra State Rural Livelihood Mission (MSRLM)
- Rytu Sadhikara Samstha (RySS), Government of Andhra Pradesh
- Azim Premji Philanthropic Initiatives (APPI)(<http://www.AzimPremjiPhilanthropicInitiatives.com> )
- Society for Elimination of Rural Poverty (SERP), Telangana
- Sheffield University, UK
- Monash University, Australia
- University of Edinburgh, UK
- I4farmers (<http://www.i4farmers.org>)
- Maharashtra Organic Farming Mission
- CINI, TATA Trusts
- FiBL, Switzerland

### **Earlier received financial support from**

- Aide à l'Enfance de l'Inde (AEI) (<http://www.aei-ong.lu>)
- Alternative Futures (<http://alternativefutures.org.in>)
- Bharat Rural Livelihoods Foundation (BRLF)
- HIVOS (<http://www.hivos.nl>)
- Maharashtra State Marketing Board (MSMB), Maharashtra State Government in Partnership with WIPRO consulting for project supported by Asian Development Bank
- North East Rural Livelihoods Program (NRELPL)
- Oxfam India (<http://www.oxfamindia.org>)
- Reliance Foundation (<http://reliancefoundation.org>)
- Society for Elimination of Rural Poverty (SERP), Andhra Pradesh
- Sir Dorabji Tata Trust (<http://www.dorabjitatatrust.org>)
- SWISSAID (<http://www.swissaid.ch>)
- Actionaid (<http://www.actionaid.org/india>)
- World Bank
- United National Environment Program (UNEP)

### **Working as Technical Support Agency with**

- Maharashtra State Rural Livelihoods Mission (MSRLM) (<http://www.umed.in/English/DefaultEnglish.aspx>)
- **CSA Partners for grassroots work**  
Punjab - Kheti Virasat Mission, Jaitu (<http://www.khetivirasatmission.org>)
- Alliances and Networks
  - Indian Society for Agroecology
  - Open-Source Seed Network
  - Revitalising Rainfed Areas network
  - Alliance for Sustainable and Holistic Agriculture (<http://www.kisanswaraj.in>)
  - Agricultural Biodiversity Network



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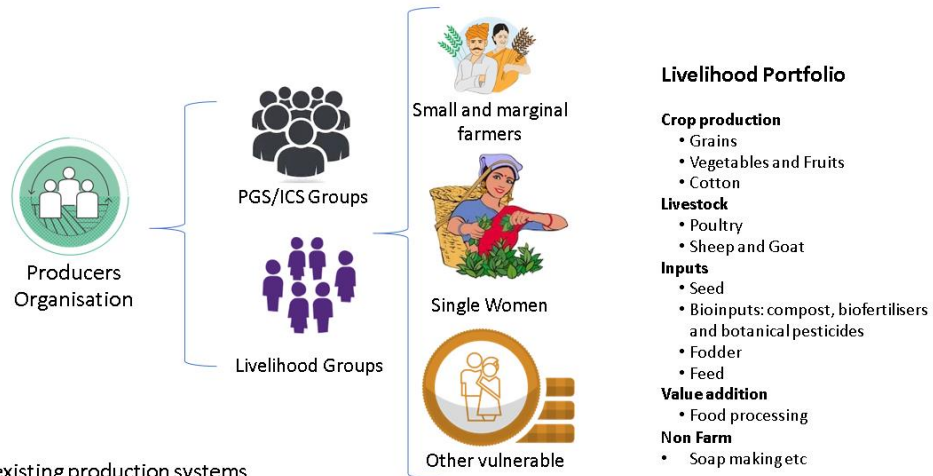
**WEBSITES:**

- <http://www.csa-india.org>;
- <http://www.sahajaaharam.com>;
- <http://www.grameenacademy.in>;
- <http://www.kisanmitra.net>
- <http://www.fpohub.com>
- <http://www.pestoscope.com>

# Infographics



## Farmer Producer Organization



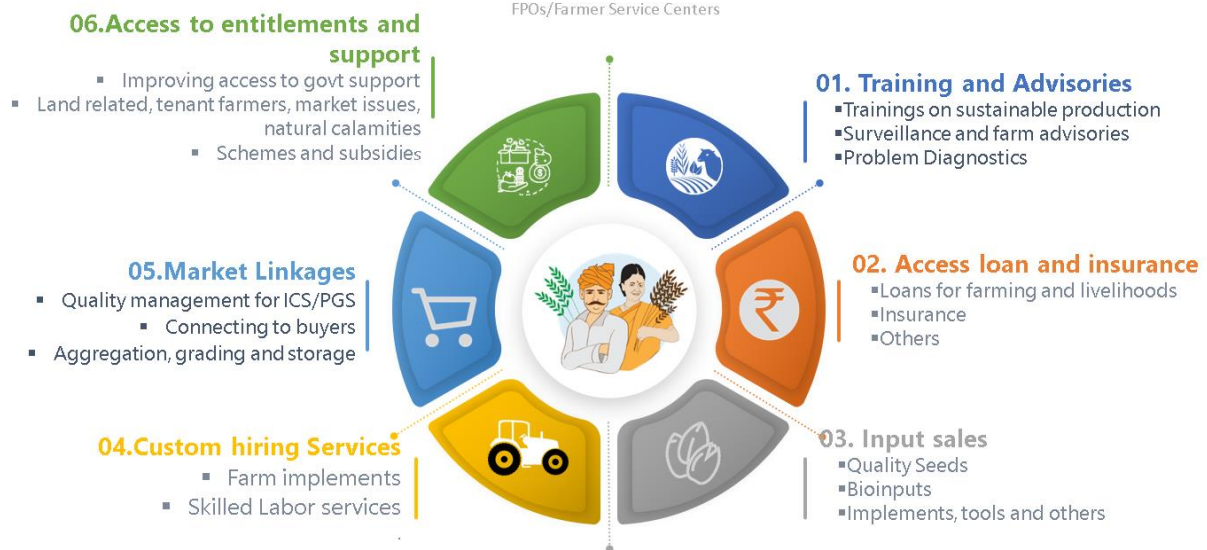
### Main objectives

- Strengthening existing production systems
- Increasing livelihood opportunities
- Improving the backward linkages by aggregating services



## Support Services to members

FPOs/Farmer Service Centers



Role	Andhra Pradesh	Telangana	Total
Promoted by CSA, RySS and APPI	10	13	23
Resource Organisation			
NABARD	78	90	168
SERP		8	8
Sahaja Aharam (Organic Farmers Federation)		1	1
Total	88	112	200

- Organised Organic food retail through Sahaja Aharam Farmer Producer Company
- FPOhub IT based platform to support farming and agriculture supply chain



## Basic Support Services



## Add on

**Entrepreneurship Development**

Individual and Group

- Seed Production
- Bio inputs
- Livestock
- Fodder processing

**Organic Certification**

Quality Management

- Farms
- Wild collections
- Processing facilities
- Farm Inputs

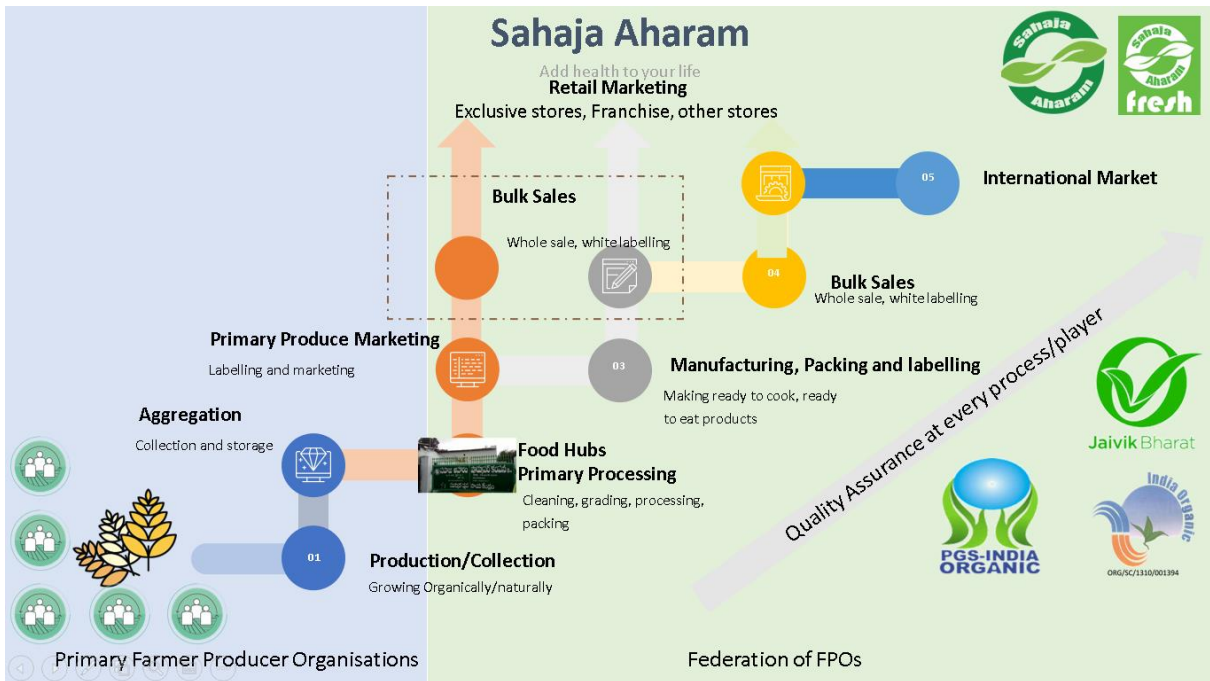
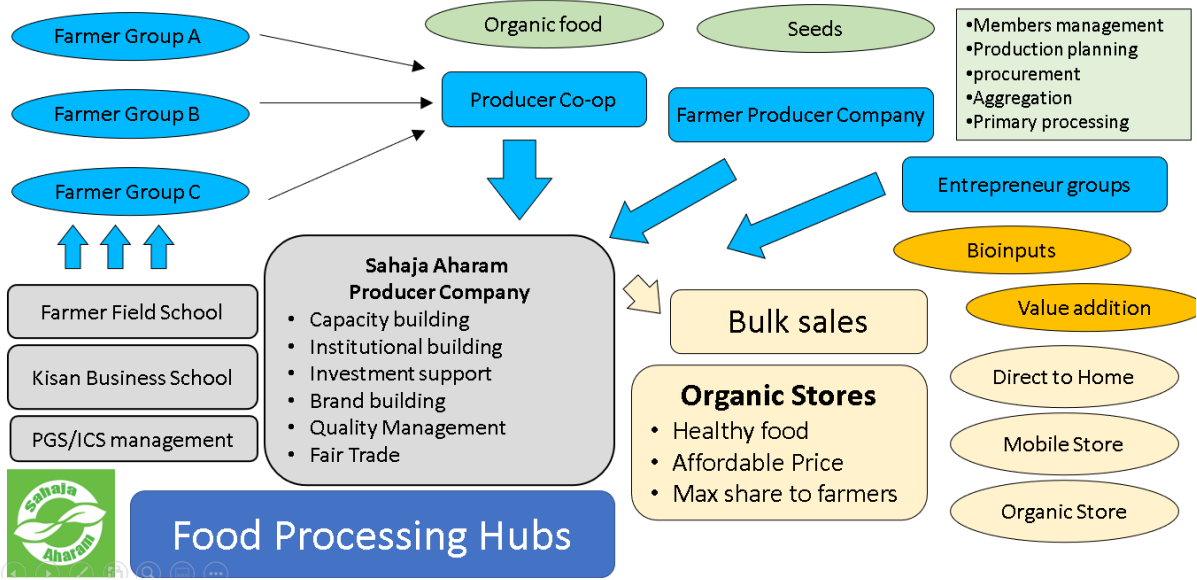
**FPO Management**

FPOhub ERP

- Members manage Inventory
- Accounts
- Reporting



No. of Organic Farmers: 8500  
(500 ICS certified, 2500 PGS certified)



# Processed at Integrated Foodhubs

Boddam | Pulivendula | Naguladinne | Kallem



## Solar power processing



Onion Storage



Banana Fibre extraction



Cotton Ginning



Solar Drying





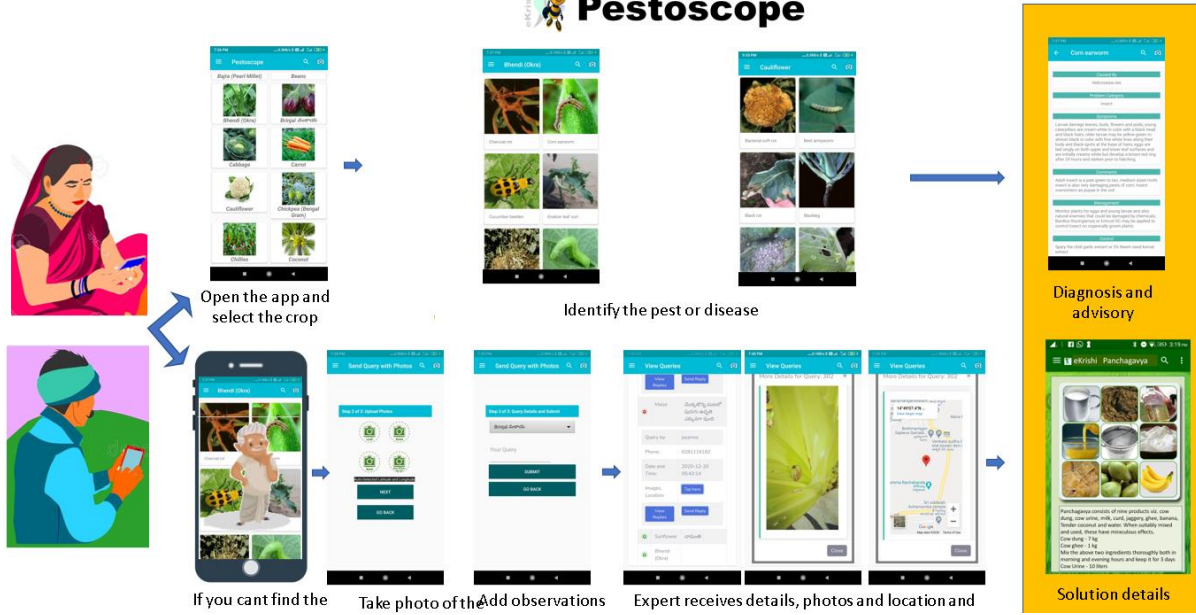
# Value Addition



- **Hyderabad**
  - Tarnaka
  - Kharkana
  - Kukatpally
  - Gandhinagar
  - Mobile Stores
  - Home delivery
- **Vishakapatnam**
  - MVP Colony
  - Home delivery

[www.sahjaaharam.com](http://www.sahjaaharam.com)

# Pestoscope



**Regular Trainings organised on**

- Organic/Natural Farming Practices
- Natural Resource Management
- Goat Production and Backyard Poultry
- Rural Livelihoods and Enterprises
- Food Processing
- Farmer Producer Organisations
- Public Policy issues in Farming

**Grameen Academy**  
Learning for Transformation