



**JK Trust**

*Transforming Rural Lives...*



# Parivartan

## Quarterly Newsletter

Jan. 2024 – Mar. 2024



## ABOUT US

JK Trust is a leading not-for-profit organization, committed to augmenting the quality of life of people in rural areas. The Trust has been working in the social sector for **more than 3 decades** & through its sustainable interventions has provided services to over **7.5 million people across 15 states**.

## MESSAGE FROM CEO

Rural India is facing challenges on two major fronts:

- a) The current livelihood options (agriculture) are not remunerative.
- b) Lack of new livelihood opportunities for the young generation.

In order to boost the rural economy, it has become imperative to work on both fronts. JK Trust, through its livestock and agriculture initiative, is working to increase farmers' income. The results of our livestock projects are astonishing and have been successful in increasing the income of farmers considerably.

Through its skill development initiative, JK Trust is creating new employment opportunities for young women from rural areas, providing them with regular income, promoting gender equality, and increasing women's participation in the workforce.

The demographic strength of India can be harnessed by creating the right pathway and the correct approach. Only then can it lead to the growth of rural areas and the Indian economy.

**Ram Bhatnagar**  
CEO, JK Trust



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## UPDATE ON ONGOING PROJECTS

JK Trust is working with different state government departments and corporates for socio economic upliftment of marginalised communities. The trust is working in Livestock, Agriculture, Natural Resource Management, Skill Development and Tribal Development projects with different partners in different states.

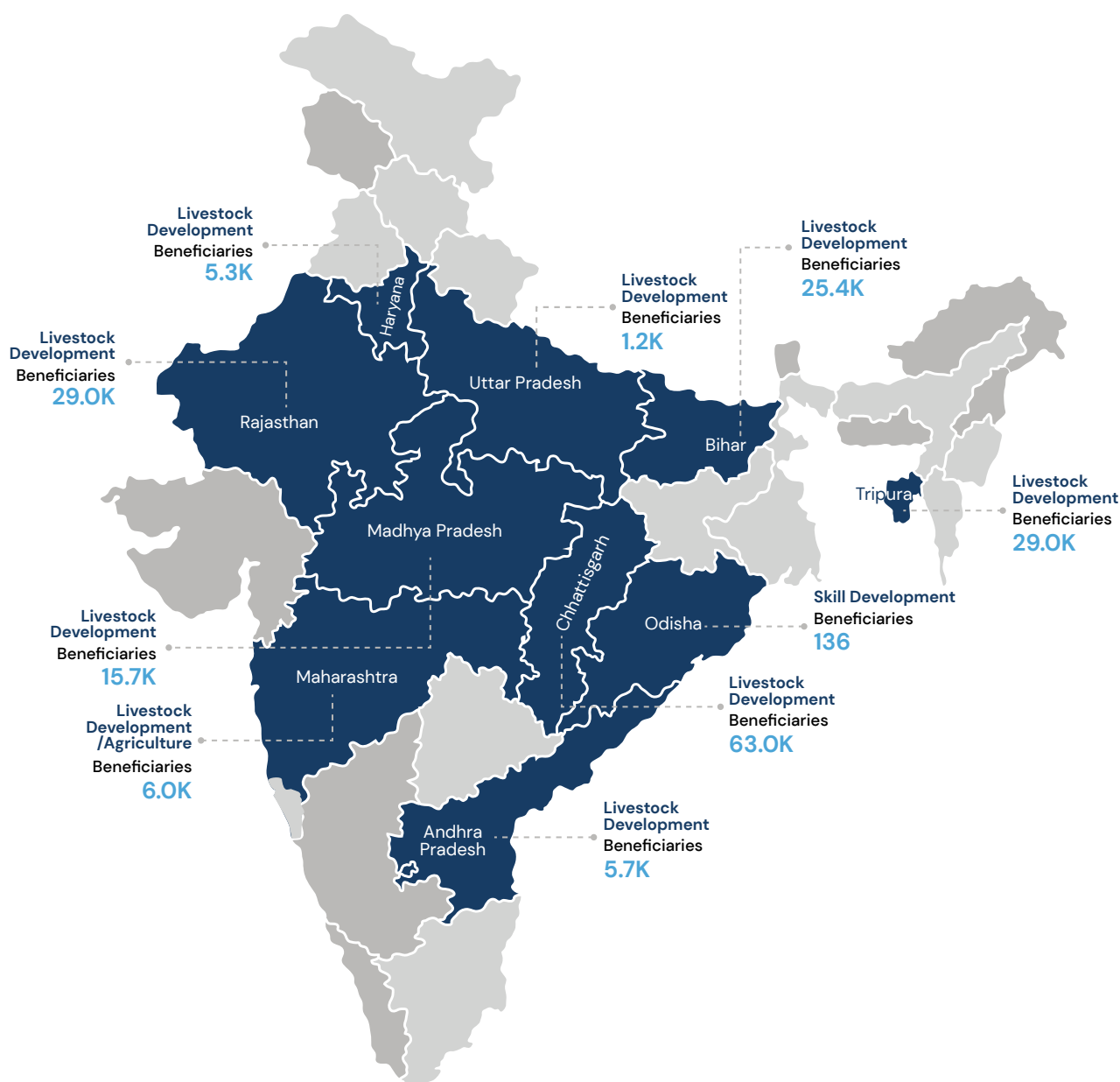
**10**  
States

**55**  
Districts

**3132**  
Villages

**180K**  
Beneficiaries

## GEOGRAPHICAL COVERAGE & STATEWISE BENEFICIARIES



## NEW PARTNERSHIPS

### 1. CHIRAAG (Chhattisgarh Inclusive Rural and Accelerated Agriculture Growth)



On February 16<sup>th</sup>, 2024, JK Trust and Govt. of Chhattisgarh signed an agreement for CHIRAAG, a world bank funded project to implement the “Goat Value Chain Development” project across 14 tribal districts of Chhattisgarh. JK Trust will provide technical support, to strengthen the goat value chain in the state of Chhattisgarh. This will involve training and capacity building, creating market linkages to improve socio economic development of goat farmers. Funded by the World Bank and implemented through Chhattisgarh's Agriculture Department, the project aims to empower communities and foster sustainable growth in the state's agricultural sector.

### 2. Livestock Extension Services – Tripura

JK Trust signed an agreement with the Animal Resources Development Department (ARDD), Government of Tripura for providing consultancy on livestock development in the space.

The MOU was exchanged between Dr. Neerajkumar Chanchal the director of ARDD and Dr. GK Bamania, Head Technical, JK Trust in august presence of Earnest & Young Team, World Bank representatives, officials from ARDD and other team members.



### 3. Livestock Project with JSW Foundation



JK Trust in collaboration with JSW Foundation has launched the Cattle Breed Improvement Program in Ratnagiri district of Maharashtra state. The project intends to improve the livestock economy of the region through establishment of Integrated Livestock Development Centre, one stop solution for all veterinary solutions.

The project was inaugurated by the esteemed board of directors of JSW Group on March 28, 2024, in the august presence of Mr. Harshvardhan, COO, JSW Foundation; Mr. B.G. Mahesh, Head of Agri Livelihoods JSW Foundation; Mr. Anil Dadhich, CSR Head Ratnagiri and Mr. Pradeep Verma State Project Manager, JK Trust and other distinguished members from the JSW Energy, JSW Foundation and JK Trust team.

### 4. NTPC Livestock Project

JK Trust in collaboration with NTPC have launched Cattle Breed Improvement Program in Unchhar District of Uttarpradesh State. The project focuses on fostering sustainable rural development by improving the livelihood of local communities.



# GLIMPSE OF ONGOING PROJECTS

## Livestock Development

The livestock sector plays an important role in the socio-economic development of rural households. Majority of rural poor have little access to land resource, thereby limiting their opportunities in crop production activities. On the other hand, livestock wealth is more equitably distributed compared to land, and the expanding demand for animal food products generates significant opportunities for the poor in overcoming poverty through diversifying and intensifying livestock production. Considering the importance of livestock in rural economy, JK Trust has been working for livestock development under its flagship Integrated Livestock Development Project.



### 1. Primary Assessment of ILDC Projects

JK Trust in collaboration with JK Cement has been running the "Cattle Breed Improvement Program" in Rajasthan, Madhya Pradesh & Haryana. The project is implemented through establishment of 70 Integrated Livestock Development Centre. JK Trust team along with JK Cement undertook a primary assessment survey to understand the project's current performance of the project and identify new opportunities to further strengthen the ongoing program. As a part of this exercise, a primary survey was done in 3 locations by the JK Trust team. The team also interacted with key stakeholders of the project.

The project has so far resulted in birth of over 65,000 improved breed calves through doorstep delivery of AI (artificial insemination) services. This has led to increased milk production and increased income of farmers. The project has been impactful in improving livelihood of farmers and ensuring quality & timely services to livestock.

### 2. Stakeholders Engagement – JSW Foundation Project

JSW Foundation project, in collaboration with JK Trust, has initiated the Cattle Breed Improvement Program in the Ratnagiri district of Maharashtra. Under this collaboration JK Trust team interacted with different stakeholders for the launch of this Program. As part of this project, meetings were organised with village Sarpanch, livestock farmers, Government Veterinary department and other key stakeholders. Gopal frontline workers recruitments has been started under this project. The objective of this program is to provide essential veterinary services to 8,000 livestock farmers and increase their income.



### 3. Visit to ILDC Project, Morena Madhya Pradesh

JK Trust, in collaboration with NABARD and JK Tyre has been running an Integrated Livestock Development Centre (ILDC) in Morena District of Madhya Pradesh State. To ensure quality delivery of services, as a part of standard operating procedure Mr. Pradeep Verma, State Project Manager, JK Trust conducted appraisal visit to this ILDC. During his visit Mr. Verma apprised the operations of the project and also interacted with beneficiaries to understand the impact of ongoing projects. The ILDC serves as a vital hub for providing essential veterinary services, promoting breed improvement programs, and offering valuable training and support to local farmers. Such visits are essential for effective monitoring and enhancing the quality of ongoing projects, ensuring maximum benefit to the communities we serve.



### 4. NTPC Livestock Project

As a part of new collaboration between JK Trust and NTPC, field visit were organised in Unchahar district of Uttar Pradesh State to identify the locations of Integrated Livestock Development Centres (ILDC's). The team interacted with Gram Pradhan, Government Veterinary Officers and other Key Stakeholders.

# Skill Development

Providing employment opportunities is imperative to developing countries like India. With rich demographic dividend, if the potential of youth is tapped, it will lead to manifold growth of the Indian economy. JK Trust under its skill development program has been implementing "Employment Linked Skill Training Program" for women. As a part of this young women are provided skill training in apparel sector along with assured employment in reputed garment industries.

## Employment Linked Skill Training Program

JK Trust, in collaboration with Odisha Skill Development Authority, has been running Skill Development Centre at Rayagada district of Orissa State. Under this project the 3rd batch of Sewing Machine Operators trainees completed their training and assessment and secured placement at Silver Spark Apparel Bangalore, marking a significant milestone in their journey towards economic empowerment.



# Natural Resource Management

Natural resources and livelihood are directly linked, specially in context of rural India. The loss in one will severely affect the other and it is very evident given the changing climate conditions, frequent floods and drought and other natural calamities. To safeguard the livelihood of millions it is imperative to conserve the natural resources. JK Trust under its NRM projects is working for water conservation, afforestation, and environment sustainability.

## Appraisal Visit by NABARD (MP)

JK Trust, in collaboration with NABARD, facilitated an appraisal visit to the Patalapani watershed in Rajgarh, MP. The visit was conducted by Mr. Avinash Sevalkar, DGM NABARD RO, and Mr. Ratnesh Singh watershed cell NABARD, RO. They interacted with beneficiaries of the village watershed committee, as well as the Sarpanch and Sachiv of Patalapani Panchayat. The visit aims to assess and analyze activities under the project.



Patalapani, Madhya Pradesh, India  
Patalapani, Madhya Pradesh 465669, India  
123.822871°  
77113103°  
9/02/24 02:23 PM GMT +05:30  
Site - JKT, Patalapani Watershed SHRAMDAN TALAB GAHRIKARAN



# Agriculture

Agriculture economy faces several challenges pertaining to market access, lack of irrigation, vagaries of nature, etc. As a result, farmers, especially small & marginal ones, are resorting to daily wage labor or migration to meet their needs. An integrated approach is required to mitigate these challenges. JK Trust has been working on a similar model to create year-round livelihood opportunities in rural areas. The project involves integrating agriculture and horticulture crops, improving access to irrigation water, institution building for collective farming etc. ensuring good returns and minimizing agriculture risk.

## Wadi Project, Thane, Maharashtra



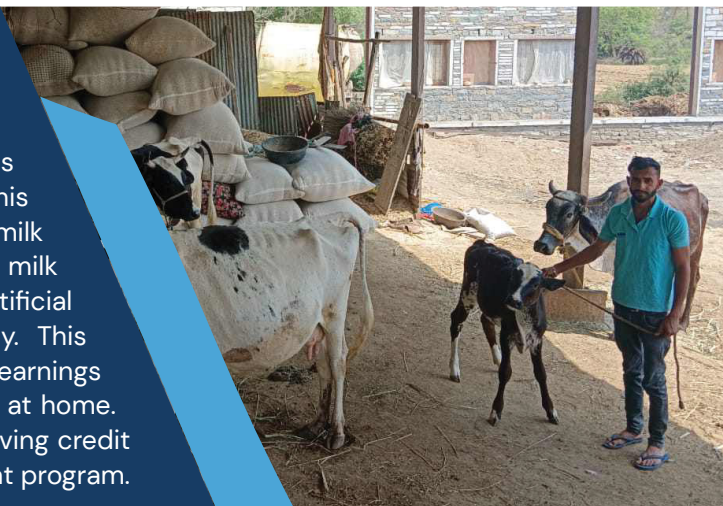
JK Trust, in collaboration with the National Bank for Agriculture and Rural Development (NABARD), has conducted a detailed project study for the Wadi project in Shahpur block, Thane district, Maharashtra.

The project aims to strengthen the livelihoods of 500 tribal families from 8 villages, using a holistic approach. The Key Interventions are in agriculture, horticulture, non-farm livelihoods, micro-enterprises, water resources, healthcare, and institutional building. The collaboration aims to empower tribal communities towards sustainable socio-economic well-being.

# IMPACT STORIES

## Success Story 1

Mukund, son of Prabhu Lal Ji from Bamaniya village, Chittorgarh district, upgraded his cattle from an HF cow to crossbred/upgraded cows through JK Trust's cattle breed improvement services. In 2015, he got his cow inseminated. Encouraged by increased milk production, he continued the process. The earlier milk production was 4 litres and now after the Artificial Insemination the production is 7.5 litres per day. This increase in production translated to additional daily earnings of ₹250, with the family consuming 2.5 liters of milk at home. Mukund has expanded his herd from 4 to 9 cows, giving credit of his success to JK Trust's cattle breed improvement program.



## Success Story 2

Mr. Srawan Kumawat, previously a farm laborer earning ₹6,000 to ₹7,000 monthly, became unemployed. He applied for Gopal training at JK Trust, completed it, and became a Center In-charge. Initially earning ₹3,000, he now earns ₹23,000 to ₹30,000 monthly, performing AI services for farmers. He's gained respect in his community and got married, finding dignity as a para-vet.



## Success Story 3

On October 11, 2015, Shakti Rajendra Singh from Mindana Tehsil, Nimbahera, Chittorgarh District, had his cow artificially inseminated by Lokesh Kumawat from the Animal Breed Improvement Center under JK Cement. The cow was inseminated again on July 24, 2020. This resulted in another calf being born in 2021, increasing the cow's milk yield by 2 litres. With breed improvement, the milk yield increased compared to 2015, rising from 1.5 to 2 litres per cow over time.

## Success Story 4

Ms. Babita Pidikaka, a 10th-grade student from Dhamuni, Bissamcuttack, and Rayagada, faced tough times at home. Her mother passed away when she was young, and her father remarried. Unfortunately, her stepmother didn't treat her well and didn't want her to continue her studies after 10th grade. Despite these challenges, Babita wanted to help her family financially. She heard about a sewing training program by JK Trust in Hatamuniguda, Rayagada, and convinced her father to let her join. Even though her stepmother wasn't keen on it, Babita went through the training with support from the JK Trust team. After finishing the program, she got a job at Sliver Spark Apparel Limited in Bengaluru. This opportunity brought her closer to her goal of being independent and helping her family.



## Success Story 5

Rameshchandra, son of Leheru Lal and resident of Ochhadi, Chittorgarh district, had artificial insemination performed on his cow by Dinesh Kumar Reger, in-charge of the Animal Breed Improvement Center operated by J.K. Trust, in the year 2018. The cow gave birth in 2019 through artificial insemination. The process was repeated in 2023, resulting in a 1.5-liter increase in the cow's milk production, along with an increase in the number of cows compared to 2018. Additionally, there has been an increase in milk production from each cow, ranging from 1.5 to 2 liters over time. Currently, he has a generation of cows born through artificial insemination.

# NEWS & EVENTS

## 1. Holi Celebrations

Holi was celebrated at the skill development center, Rayagada, Orissa. Trainees from 3rd Batch enjoyed the festivity strengthening their bond and adding love and resilience to the JK Trust family through their shared dreams.



## 2. Tribal Development Project – Wadi Project



JK Trust in collaboration with NABARD conducted a detailed project study for Wadi project in Shahpur block of Thane district of Maharashtra state.

The project aims to strengthen the existing livelihood and create new livelihood opportunities for 500 tribal families of 8 villages of the Shahpur block using a holistic tribal development approach. The project will focus on agriculture livelihoods, promoting horticulture crops, non-farm-based livelihood, agriculture based micro enterprises, water resource development, primary health and institutional building.

### 3. Visit to JSW Skill Centre



JK Trust team visited JSW supported Skill Centre in Jharsuguda district of Orissa State. The team exchanged knowledge about skill development program and interacted with trainees and key stakeholders.

### 4. Farmer's Meet



JK Trust in collaboration with NTPC–Ramagundam organised a Farmers Interaction Meet on March 29, 2024. The event provided a platform for open dialogue with farmers. Farmers, Beneficiaries from ILDC project shared their experiences and benefits they have received under the ongoing project. Farmers praised NTPC & JK Trust for supporting their livelihood. The project has resulted in increased monthly income to the tune of Rs. 15,000 to 22,000 through breed improvement program.

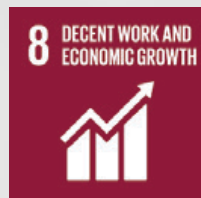


# OUR MISSION

- Promoting Quality of Life
- Sustainable Future
- Livelihood Generation



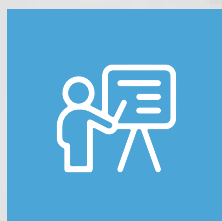
## UN SDG's



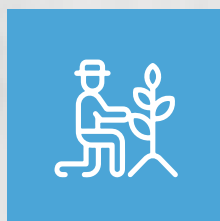
## THEMATIC AREAS



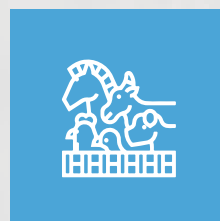
Rural  
Livelihood



Education



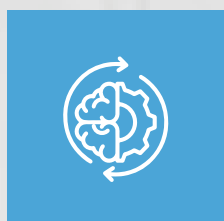
Agriculture



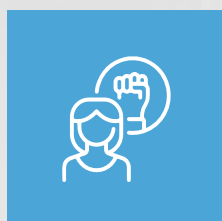
Animal  
Husbandry



Natural  
Resource  
Management



Skill  
Development



Women  
Empowerment