



PANI Peoples Action for
National Integration

ANNUAL REPORT

2023-24

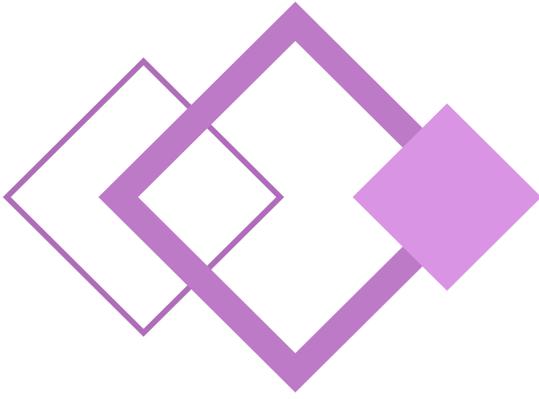




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Welcome **MESSAGE**

We are pleased to present the annual report for yet another amazing year, of the activities and results of our work toward improving the lives of the most vulnerable and marginalized population. The impact that PANI has been able to make in the lives of those who need it the most, would not have been possible without the steadfast support of our funding partners, dedicated and focused execution by our employees and volunteers, and the professional yet humane guidance by the leadership team. We reiterate our firm resolve to commit ourselves to the cause of development in the rural areas with the poor and vulnerable population, and continue to work at the grassroots so that none is left behind. We thank each one of our well wishers who continue to guide and support us in this journey.

Warm Regards,
Bharat Bhushan
Secretary (Chief Functionary), PANI

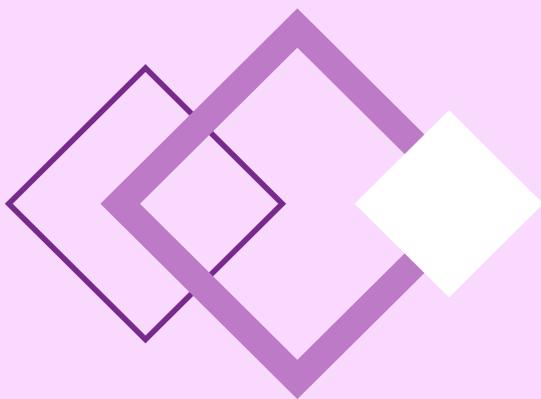
About PANI



PANI is a social development organization working relentlessly in underdeveloped regions of northern states of India. It was founded in the year 1986 by a group of Gandhian social activists under the visionary leadership of Paras Bhai - a prominent and devoted Gandhian activist. The Gandhian philosophy of rural reconstruction and nation building by keeping people's actions in center was the key guiding principle behind the establishment of the organization. PANI was formally registered in 1989 as a not-for-profit entity under Societies Registration Act XXI, 1860. Its objective is to bring positive and sustainable change in the lives of communities living in abject poverty and undue inequality. The organization has directly reached out to more than 2.5 million households in the last more than three decades through various program interventions.

PANI designs and implements projects under its thematic focus areas supported by diverse range of funding organizations - Indian philanthropies, foundations, corporate CSR, and foreign funding organizations. The thematic areas of PANI's work are –

1. Gender and Governance (Women and Adolescent Girls Empowerment)
2. Sustainable Livelihood Development
3. Community Health, Nutrition & WASH
4. Integrated Child Development
5. Natural Resource Management and Climate Change
6. Integrated Community Development
7. Humanitarian response initiative on disaster and pandemics





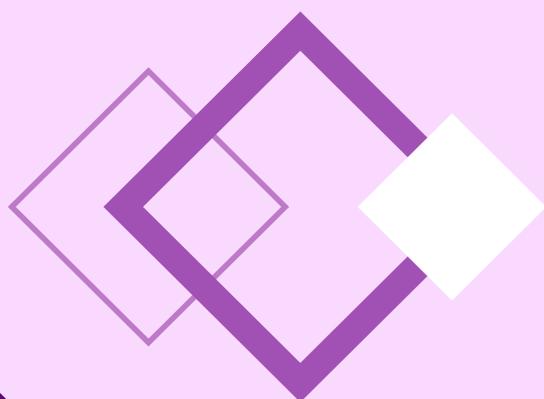
Implementation is the core strength of PANI. It works to address the root causes of poverty and inequality through community-based interventions. PANI implements the programs with high level of commitment, inclusiveness; values and respects people's rights and tries its best to deliver high quality results in a manner accountable to stakeholders.

PANI is engaged at the grassroots level with women, children, youth, adolescent girls, small and marginal farmers, migrant workers to bring in changes in their life situations so that they can live a life with dignity. Through its interventions, PANI has successfully developed various cost effective, replicable, and scalable development models under all its thematic domains.

PANI has implemented **over 100 projects** in last three decades and has directly outreached and benefitted **2.5 million (25 lakh) households** and 12.5 million (125 lakhs) individuals.

PANI's annual implementation budget for past three years is:

- **FY 2020-21: INR 37 Crores**
- **FY 2021-22: INR 35 Crores**
- **FY 2022-23: INR 35.5 Crores**





Vision

PANI envisions itself as a medium for building an inclusive society that prospers in harmony with its surroundings.

Mission

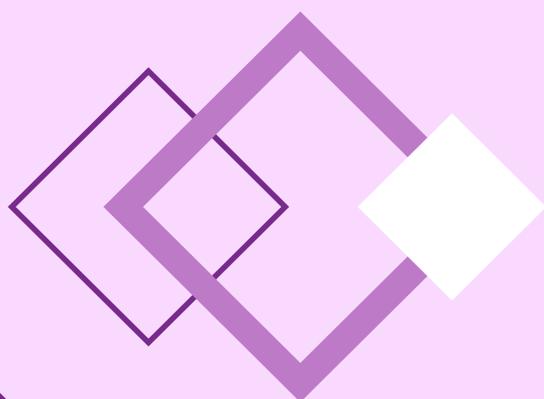
To empower people so that they have greater control over their life situations and take responsibility to make a world that is mutually rewarding.

Core Values

- Equity
- Dignity
- Integrity
- Transparency and Accountability

Approach

- Inclusiveness
- Collaboration with Government machinery
- Gender-focused
- Environment-friendly
- Participatory Collective action
- Integration of issues
- Engagement with local governance
- Sustainability
- Facilitating access to the benefits of government schemes and programs





OUR IMPACT

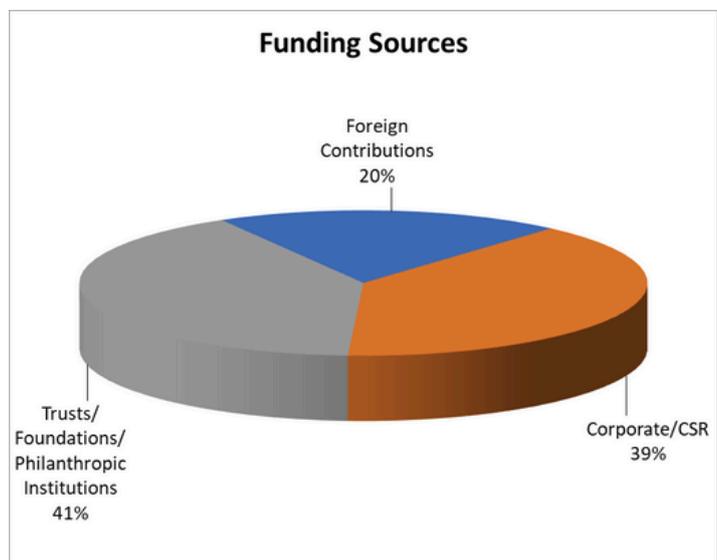
Thematic Focus Area	Total
Integrated Child Development	51,000
Health, Nutrition & WASH	1,524,100
Women and Adolescent Girls' Empowerment	405,000
Sustainable Livelihoods	385,600
NRM & Climate Change	90,500
Integrated Community Development	34,059
Humanitarian Response	24,500
TOTAL	2,514,759



Snapshot of **PROJECTS**

PANI was active in 38 districts in 2023-24, implementing 27 projects funded by 18 partners. During the year six projects successfully concluded after handover of the activities to the local community and volunteers who had been trained and groomed to keep the project activities alive even after PANI's exit from those locations. At the same time, four new projects started in 2023-24. The number of live projects under implementation by PANI at the close of March 2024 was 25.

Two new partners, DCM Shriram Foundation and RESONANCE (USAID/PepsiCo GDA), extended their funding support for PANI's projects in the thematic areas of Gender & Governance, and NRM & Climate Change.



Funding Partners (Past and Current Projects)



Indian Philanthropic Organizations/ Foundations

- Azim Premji Foundation-APF
- Tata Trusts
- Hindustan Unilever Foundation (HUF)
- The Nudge Foundation
- DCM Shriram Foundation

CSR Donors

- HDFC Bank - CSR
- Oracle - CSR
- ITC - CSR
- LIC HFL- CSR

Government Agencies

- NABARD, Lucknow

Foreign funding organizations

- MISEREOR/ KZE Germany
- Andheri Hilfe Bonn-AHB / BMZ Germany
- PCI New Delhi /USAID
- Hiralal Agarwal Foundation- HLAFA, USA
- MacArthur Foundation
- Indira Foundation
- The Hans Foundation
- Resonance (PepsiCo-USAID GDA)

SUMMARY OF ALL PROJECTS

Project Details	Period	Target Groups	Outreach	Key Focus Area
<p>Project: Empowering Adolescent Girls - EAG</p> <p>Funding Partner: Azim Premji Foundation</p> <p>Locations: Ayodhya, Chitrakoot, Siddharth Nagar</p>	July 2015 to April 2025	Adolescent Girls(10-19 years age)	<p>No. of Households: 14,699</p> <p>Total Individuals: 19,908</p>	Health Nutrition Education Empowerment
<p>Project: SWERA</p> <p>Funding Partner: Hindustan Unilever Foundation</p> <p>Locations: Balrampur</p>	February 2021 to January 2024	Small and Marginal Farmer Households	<p>No. of Farmers: 71,781</p>	Water Saving Agriculture Income NRM
<p>Project: Advancing Food Security and Nutrition</p> <p>Funding Partner: Oracle India Pvt. Ltd.</p> <p>Locations: Chitrakoot</p>	April 2023 to February 2024	Low income Households	<p>No. of Individuals: 25,444</p>	Food Security Nutrition
<p>Project: Providing Water and Sanitation Solutions to Rural Population</p> <p>Funding Partner: Oracle Financial Services Software Limited</p> <p>Locations: Fatehpur</p>	July 2023 to February 2024	Marginalized Households	<p>No. of Households: 1,800</p>	WASH Health

SUMMARY OF ALL PROJECTS

Project Details	Period	Target Groups	Outreach	Key Focus Area
Project: Youth Well Being Funding Partner: Indira Foundation Locations: Ayodhya	February 2023 to January 2026	Youth (10-24 years age)	No. of Households: 35,398 Total Youth: 42,851	Mental Health and Wellbeing
Project: Initiative for Sustainable Livelihood Development – ISLD Funding Partner: The Hans Foundation Locations: Siddharth Nagar	October 2022 to March 2025	Small and Marginal Farmer Households	No. of Farmers: 21,356	Agriculture based livelihood Water Saving NRM
Project: Holistic Rural Development Program - HRDP (P-0345) Funding Partner: HDFC Bank CSR Locations: Gorakhpur	December 2020 to March 2024	Women Children Adolescent Girls Small and Marginal Farmers	No. of Households: 3,000	Livelihood WASH Education NRM
Project: Holistic Rural Development Program - HRDP (P-0386) Funding Partner: HDFC Bank CSR Locations: Pratapgarh	March 2021 to March 2024	Women Children Adolescent Girls Small and Marginal Farmers	No. of Households: 3,000	Livelihood WASH Education NRM
Project: Holistic Rural Development Program - HRDP (P-0446) Funding Partner: HDFC Bank CSR Locations: Ayodhya	October 2021 to September 2024	Women Children Adolescent Girls Small and Marginal Farmers	No. of Households: 3,422	Livelihood WASH Education NRM

SUMMARY OF ALL PROJECTS

Project Details	Period	Target Groups	Outreach	Key Focus Area
<p>Project: Sustainable Advancement for Rural and Agriculture Livelihood</p> <p>Funding Partner: The Hans Foundation</p> <p>Locations: Siddharth Nagar</p>	November 2023 to March 2026	Small and Marginal Farmer Households	No. of Farmer Households: 30,000	Agriculture based Livelihoods Water Saving NRM
<p>Project: Watershed Management Project under Khushali Paryavaran</p> <p>Funding Partner: DCM Shriram Foundation</p> <p>Locations: Hardoi</p>	April 2024 to March 2025	Communities of 40 identified villages	No. of Households: NA	Water NRM Climate Change
<p>Project: Building Climate Change Resilience Through Entitlement (BCCRE)</p> <p>Funding Partner: MacArthur Foundation</p> <p>Locations: Siddharth Nagar</p>	June 2022 to September 2024	Small and Marginal Farmer Households	No. of Households: 8,077	Clean Energy Climate Action
<p>Project: Democratizing Water for Livelihood and Life through Women (DWLL)</p> <p>Funding Partner: Andheri Hilfe Bonn</p> <p>Locations: Lucknow</p>	August 2021 to February 2025	Community Women and Panchayati Raj Institution	No. of Households: 6,106	Gender Entitlement Livelihood Climate Change

SUMMARY OF ALL PROJECTS

Project Details	Period	Target Groups	Outreach	Key Focus Area
<p>Project: Focus Rural Development Program on Water Conservation in Agriculture</p> <p>Funding Partner: HDFC Bank CSR</p> <p>Locations: Balrampur</p>	October 2023 to December 2027	Small and Marginal Farmer Households	No. of Farmer Households: 5,000	Livelihood Nutrition Women Empowerment Climate Action
<p>Project: Investing in Women to Strengthen Supply Chains</p> <p>Funding Partner: Resonance (PepsiCo, USAID, GDA)</p> <p>Locations: Agra, Mathura, Bulandshahar, Aligarh, Hathras, Etah, Firozabad</p>	October 2023 to July 2024	Farmer and farm-labour Households	No. of Households: 600	Water NRM Climate Change
<p>Project: Climate Smart Agriculture and Livestock (C-SAL)</p> <p>Funding Partner: Tata Trusts</p> <p>Locations: Balrampur</p>	October 2022 to September 2027	Small and Marginal Farmer Households	No. of Households: 72,000	Clean Energy Climate Action
<p>Project: Rural Changemakers (RCM)</p> <p>Funding Partner: Azim Premji Foundation</p> <p>Locations: Ayodhya</p>	May 2022 to April 2025	Adolescent Girls from poor and marginalized households	No. of Adolescent Girls: 50	Education Gender Equality Decent Work

EMPOWERING ADOLESCENT GIRLS

Supported By

Azim Premji
Foundation

Key Information

Project Title:	Empowering Adolescent Girls (EAG)
Location:	Ayodhya, Chitrakoot, and Siddharthnagar Districts, Uttar Pradesh
Coverage:	184 Gram Panchayats in Ayodhya, Chitrakoot, Siddharthnagar districts
Target Population:	19,908 Adolescent Girls (10-19 years of age)
Start Date:	July 1, 2015

Objectives

- To consolidate interventions and ensure sustainability of program.
- To fuel aspirations & strengthen perspective of adolescent girls
- To scale-up EAG project model in new geographies.

SDGs Addressed

- SDG3 Good Health and Well Being
- SDG5 Gender Equality
- SDG8 Decent Work and Economic Growth



EMPOWERING ADOLESCENT GIRLS

Supported By

Azim Premji
Foundation



"I refused to give up my dream of becoming a singer. My resolve and PANI's counselling has gradually converted my brother from being my harshest critic to my strongest ally" - Nandini, Gram Panchayat - Ghuritkar

"My determination to provide for my parents wires me to breakthrough tradition and learn a skill that is deemed to be a man's job"
– Pooja, Gram Panchayat - Jajwara



Major Activities / Achievements (2023-24)

- EAG program expanded to Pahari (Chitrakoot) and Khuniyaon (Siddharthnagar).
- 7,208 AGs received IFA tablets; 9,671 got de-worming tablets via VHND and Health Wellness Centers.
- 540 drop-out AGs resumed education.
- 189 girls trained in Customer Care, Retail, GDA, and Electricals.
- 231 AGs employed post-training this year; total 684 placed.
- 3 girls cleared competitive exams, joining the merchant navy, Agniveer scheme, and Delhi police.
- Cricket team finished 3rd in 31st Junior National Tennis Ball Championship; AGs also excelled in kabaddi and athletics at district/state levels.



Key Information

Project Title:	Sustainable Solutions for Water Efficient; Economically Rewarding Agriculture for Small Farmers
Location:	Balrampur District, Uttar Pradesh
Coverage:	300 Gram Panchayats in 6 Blocks
Target Population:	70,000 Small and Marginal Farmer Households
Start Date:	February 1, 2021

Objectives

- Bring positive changes in community & their farming practices towards the conservation of natural resources especially water.
- Enhance the area under water efficient practices.
- Enhance the production & productivity of major crops like- Paddy, wheat, pulses, sugarcane & vegetables in the area.
- Improve the livelihood condition of 70,000 farmer households through introducing improved agriculture practices.
- Ensure access of marginal farmers over government livelihood programs/ schemes through their mobilization and knowledge building

SDGs Addressed

- SDG1 No Poverty
- SDG2 Zero Hunger
- SDG3 Good Health and Well Being
- SDG5 Gender Equality
- SDG12 Responsible Consumption and Production
- SDG13 Climate Action



Major Activities/Achievements (Entire Project)*

*As the project concluded in 2023, achievements are given for the entire project duration

- Major interventions
 - Vegetables: Machan, onion on raised bed, potato by planter, garlic mulching
 - Paddy: SRI, SSP, new seed adoption
 - Wheat: Zero tillage, seed drill, new seed adoption
 - Pulses: Line sowing, new seed adoption, Arhar intensification
- 813,011 tons of incremental yield
- ₹455.88 crores (45.59 million) of additional income for farmers
- 458.06 million cubic meters of water saved
- 110 water harvesting structures renovated during the year 2023-24.
- 71,781 Farmers are adopted one and more water saving agriculture practices
- 21 solar-powered pumps and 98 sprinklers mobilized from Agriculture and Horticulture Departments under micro-irrigation schemes

Success Story

Seema Devi (37) and her husband Dhani Ram (42), smallholder farmers from Gram Panchayat Manigadha in Rehra Bazar Block, Balrampur District, face the challenge of sustaining their family of six. Dhani Ram migrates for six months each year to work as a daily wage laborer. Seema, a member of Mahila Kisan Sangathan (MKS), learned best practices and crop-specific techniques from videos provided by the project team. She applied these techniques to potato cultivation on 0.25 acres, earning an additional ₹29,000 for her family. Now, Seema trains other women in her village to boost productivity and reduce costs.



ADVANCING FOOD SECURITY AND NUTRITION

Supported By

Oracle India
Pvt. Ltd.

Key Information

Project Title:	Advancing Food Security and Nutrition
Location:	Chitrakoot District, Uttar Pradesh
Coverage:	25 Gram Panchayats (25 Government Schools, 50 Anganwadi Centers)
Target Population:	3,150 Households/ 25,444 individuals
Start Date:	April 6, 2023

Objectives

- To ensure that resource scarce and marginalized households are having mechanisms for availability, affordability and accessibility of food throughout the year.
- To reduce under-nutrition using nutrition behavior change communication as a tool to influence adoption of critical nutrition-specific behaviors at household level.

SDGs Addressed

- SDG1 No Poverty
- SDG2 Zero Hunger
- SDG5 Gender Equality



ADVANCING FOOD SECURITY AND NUTRITION

Supported By

Oracle India
Pvt. Ltd.

Major Activities / Achievements (2023-24)

- Trained 2,553 households on post-harvest management; 3,750 women on grain and vegetable storage.
- Provided 1,500 households with plastic crates and grain storage containers to reduce post-harvest losses.
- Prepared annual food security plans for 3,750 households.
- Distributed high-yield wheat seeds to 2,000 small and marginal farmers.
- Conducted nutrition behavior training for 3,750 women.
- Supplied vegetable seeds to 3,750 households for kitchen gardens.
- Distributed IEC materials to enhance awareness among Anganwadi workers/helpers.
- Provided cookware and utensils for mid-day meals in 25 primary schools.
- Promoted healthy dietary practices through wall paintings in 25 GPs for different age groups, pregnant and lactating women, and children.

Success Story

Kunni Devi lives in a mud house with her family of six. Their small yield from 10 biswa of land and 20 biswa of sharecropped land barely sustains them. At a community meeting, she shared how moisture and rodents were damaging her stored grain—a common issue for many poor households. After receiving training on safe grain storage, she started using bakhari, which significantly improved her family's food security. Additionally, Kunni Devi began growing vegetables like spinach, fenugreek, radish, and coriander on her farm.



PROVIDING WATER AND SANITATION SOLUTIONS TO RURAL POPULATION

Supported By

Oracle Financial
Services Software
Ltd.

Key Information

Project Title:	Providing Water and Sanitation Solutions to Rural Population
Location:	Fatehpur District, Uttar Pradesh
Coverage:	10 Gram Panchayats
Target Population:	1,800 Households
Start Date:	July 19, 2023

Objectives

- Ensure universal and equitable access to clean and affordable drinking water for all
- Ensure access to adequate and equitable sanitation and hygiene for all, and end open defecation; paying special attention to the needs of women and girls and those in vulnerable situations

SDGs Addressed

SDG3 Good Health and Well Being

SDG6 Clean Water and Sanitation



PROVIDING WATER AND SANITATION SOLUTIONS TO RURAL POPULATION

Supported By

Oracle Financial
Services Software
Ltd.

Major Activities/Achievements (2023-24)

- Training sessions (attended by more than 1,500 community members, primarily women and girls):
 - on garbage management- 30 batches
 - women and adolescent girls on MHM- 30 batches
- Construction of garbage management structures- 50 units
- Setting-up community managed SanNap depot-30 units
- Formation of water user group for maintenance and management of Jal-Minar, community bathroom and garbage management structures in each project village
- Village Health Sanitation & Nutrition Committee (VHSNC) formed/activated in all Panchayats
- 20 solar -powered water stations (5,000 liters capacity each) with water filter constructed and handed over to community.
- 34 community bathrooms constructed and handed over to community.
- 500 copies of a flipbook on WASH Behavior Change Communication distributed among community influencers and stakeholders.

Case Study

For octogenarian Parvati Devi of Chauferwa in Achakapur Gram Panchayat, access to clean drinking water was a daily challenge. She had to carry potable water from the only source, which is a few hundred meters away or depend on her neighbors. Her husband died a few years ago and her children are all married and live in other towns. Similarly, for Nanki Devi of Semaura Gram Panchayat, absence of a bathroom in her house was a big worry as her grand daughter is 19 years old and had to take bath early in the morning in the dark as the only cover was a piece of her mother's old sari which she hung on clothesline while she bathed.

Such issues are brought up by the project members during community meetings and are verified and analyzed by the project team on various parameters. A Jal-Minar in Achakapur and a community bathroom were constructed under the project. Parvati Devi and Nanki Devi are happy to have access to clean drinking water and a bathroom respectively. Currently, 75 poor households in Chauferwa take drinking water from the Jal-Minar and more than 20 families use the community bathroom in Semaura. For these households these are not only means to access the basic necessities, but also a great benefit in reducing drudgery, better health and hygiene, and safety of women and girls.

YOUTH WELL-BEING

Supported By

Indira
Foundation

Key Information

Project Title:	Youth Well-Being
Location:	Ayodhya District, Uttar Pradesh
Coverage:	97 Gram Panchayats
Target Population:	42,851 youth (10-24 years)
Start Date:	February 1, 2023

Objectives

- Set up and execute a mental health literacy enhancement program to develop readiness, awareness and help seeking behaviors amongst the youth in context to mental health
- Identify, train and support a group of young people as peers to identify depression and anxiety and provide psychosocial services of incremental complexity to young people in the community.
- Develop a service pathway using a stepped care model for mental health care in the community.

SDGs Addressed

SDG3 Good Health and Well Being



YOUTH WELL-BEING

Supported By

Indira
Foundation

Major Activities/Achievements (2023-24)

- Counselling center established for providing counselling support to severe cases by experts.
- Mental Health Literacy sessions conducted for youth, which saw participation from 30,883 youth (17-24 years age bracket).
- 62 team member received 22 day's training on first responder care and 6 sessions on intervention.
- 1,819 youth screened with the help of a mobile application. 1,703 youth scored within the normal range, while 71 were found to have mild anxiety, 29 with moderate anxiety, and 16 had severe anxiety.
- First responder care provided to 32 youths.
- MoU for referral with Medical College, Ayodhya to develop referral pathways, which will lead to a formal referral system with college.
- Physical points have been established in easily accessible locations where youth and others seeking help and support can come and talk to PSWs in person.



INITIATIVE FOR SUSTAINABLE LIVELIHOOD DEVELOPMENT

Supported By

The Hans
Foundation

Key Information

Project Title:	Initiative for Sustainable Livelihood Development Project
Location:	Siddharthnagar District, Uttar Pradesh
Coverage:	100 Gram Panchayats in two Blocks
Target Population:	21,356 Households (small & marginal farmers)
Start Date:	October 1, 2023

Objectives

- Improve the livelihood condition of farmer households through introducing improved agriculture practices.
- Enhance the area under high-value crops & increase the productivity of major crops.
- Promote water-efficient agriculture practices.
- Improve access to government schemes for marginalized farmer households

SDGs Addressed

SDG1	No Poverty
SDG2	Zero Hunger
SDG5	Gender Equality
SDG13	Climate Action



INITIATIVE FOR SUSTAINABLE LIVELIHOOD DEVELOPMENT

Supported By

The Hans
Foundation

Major Activities/Achievements (2023-24)

- 1,832 women collectives formed with members from 21,356 households
- 4,239 group meetings conducted
- Two FRCs have been set up in the project area for the availability of quality agricultural inputs, equipment's.
- Total of 21 ponds are renovated through MGNREGS all renovation is completed and also reflected on MGNREGS portal these ponds create water harvesting potential of thousand liters in single filling.
- KYC of 10,809 farmers was completed through the camp and meeting with beneficiary at gram panchayat level with the help of Technical assistant (TA) agriculture Department.
- The impact of the community was seen through Mechanization of Potato cultivation, Wheat cultivation, DSR technology, Pigeon pea intensification, Kitchen Garden, Onion crop on bed, Machan Cultivation, and participating in meeting, training and other events like Farmers' Day and women's day, in which total 7950 farmers adopted the technology on their own field and happy with crop performance.



HOLISTIC RURAL DEVELOPMENT PROGRAM

Supported By

HDFC Bank
CSR

Key Information

Project Title:	Holistic Rural Development Program (HRDP)
Location:	Gorakhpur District, Uttar Pradesh
Coverage:	14 Gram Panchayats
Target Population:	7,677 Households
Start Date:	December 30, 2020

Objectives

- Improve economic status of the poorest families through creating multiple farm and non-farm opportunities for livelihood..
- Promote safe living conditions through changes in the standard of life in terms of improvement in sanitation, healthcare, environmental hygiene and health seeking behaviours
- Improve the infrastructure and learning facilities at govt. primary and upper primary schools and Anganwadi centres for quality education to children..
- Socio-economic empowerment of women through their community-based institution- Village Development Committee (VDC), financial inclusion, micro- enterprise development and Village Resource Centers (VRCs).

SDGs Addressed

- SDG3 Good Health and Well Being
- SDG4 Quality Education
- SDG5 Gender Equality
- SDG6 Clean Water and Sanitation
- SDG7 Affordable and Clean Energy
- SDG8 Decent Work and Economic Growth



HOLISTIC RURAL DEVELOPMENT PROGRAM

Supported By

HDFC Bank
CSR

Major Activities/Achievements (2023-24)

Livelihood Enhancement

- 60 small farmers adopted multi-layered vegetable cropping (trellis model)
- Four units of solar-powered mobile group irrigation (GI) system established
- Farmer Field School (FFS) established in three villages.
- Women micro-entrepreneurs supported under micro-enterprise development (MED) model:
 - 30 vending carts
 - 85 goatery units
 - 80 petty shops, barber shop, grocery shop, etc..
- 129 progressive farmers supported for vermi-composting unit to promote organic farming.

Water and Sanitation

- Four units of solar-powered drinking water stations (community Jal Minar) established
- Water filter (RO system) installed in 12 Jal Minars

Promotion of Education

- New sanitation units constructed in two government schools
- Smart classroom set-up in one school
- Library set-up in three schools.
- Science lab established in 3 schools.
- Drinking water station established in three schools for ensuring clean drinking water to the children and teachers

Natural Resource Management (NRM)

- 150 poorest families received domestic solar light.



SUSTAINABLE ADVANCEMENT FOR RURAL AND AGRICULTURE LIVELIHOOD

Supported By

The Hans
Foundation

Key Information

Project Title:	Sustainable Advancement for Rural and Agriculture Livelihood (SARAL)
Location:	Siddharthnagar District, Uttar Pradesh
Coverage:	150 Gram Panchayats in 3 Blocks
Target Population:	30,000 Households (small & marginal farmers)
Start Date:	November 8, 2023

Objectives

- Improve the livelihood condition of farmer households through introducing improved agriculture practices.
- Enhance the area under high-value crops (vegetables) and increase the productivity of major crops.
- Bring positive changes in community and their farming practices towards the conservation of natural resources especially water.
- Improve access of marginal farmers over government livelihood programs/ schemes

SDGs Addressed

- SDG1 No Poverty
- SDG2 Zero Hunger
- SDG5 Gender Equality
- SDG13 Climate Action



SUSTAINABLE ADVANCEMENT FOR RURAL AND AGRICULTURE LIVELIHOOD

Supported By

The Hans
Foundation

Major Activities/Achievements (2023-24)

- Induction meetings conducted in 150 Gram Panchayats.
- Farmer training sessions conducted in 30 Gram Panchayats.
- 1,830 farmers capacitated on the raised-bed method for onion cultivation, emphasizing water conservation and higher yields.
- 939 demonstrations completed in during the Rabi season.
- Seeds distributed to 235 farmers to promote diversified crop cultivation.
- 704 farmers provided inputs and growth tonic to aid in pest and disease control and ensuring optimal plant nutrition.
- Exposure visit to Indian Institute of Vegetable Research (IIVR) in Varanasi
- Successfully organized International Women's Day Program in 3 blocks with participation from 1,147 members
- Four ponds renovated through MGNREGA after discussion with block level officers
- Three FRCs set up in the project area for availability of quality agricultural inputs and equipment.



WATERSHED MANAGEMENT UNDER KHUSHALI PARYAVARAN

Supported By

DCM Shriram
Foundation

Key Information

Project Title:	Watershed Management under Khushali Paryavaran
Location:	Hardoi District, Uttar Pradesh
Coverage:	65 villages in 7 Blocks
Target Population:	All villages along Sukheta and Bhainsta drains
Start Date:	October 1, 2023

Objectives

- Improve the condition of identified water bodies, water sources, and wetlands through renovation, rejuvenation, cleaning/desilting/upgrade, and construction/repair of gully plugs (check dams)
- Sensitize the community to avoid wastage and indiscriminate water use in agriculture, domestic, and other uses.
- Form community-based organizations such as Water User Groups (WUGs) for democratic decision-making and continuity of project activities beyond project life.
- Increase greenery cover/plantation in pasture/fallow land with the consent of local communities and approval from the concerned authorities.

SDGs Addressed

SDG6 Clean water and sanitation

SDG13 Climate Action



WATERSHED MANAGEMENT UNDER KHUSHALI PARYAVARAN

Supported By

DCM Shriram
Foundation

Major Activities/Achievements (2023-24)

- 115 awareness meetings conducted for groundwater conservation in 65 villages along Sukheta and Bhainsta drains
- 60 new Jal Samitis formed and tasked with regulating water availability and curbing excessive water usage, thereby encouraging responsible water management practices.
- 40 pre-existing farmer groups and water user groups/Jal Samitis identified for revival and reactivation;
- 30 potential water bodies and water structures, admeasuring more than 50,000 cubic meters, identified for construction/rejuvenation
- Sites finalized for planation of 5,000 plants.
- 3-day Sai Utsav organized to raise awareness and foster a sense of responsibility towards water resources. Activities conducted for community engagement included Nukkad Natak sessions and a seminar.
- World Wetland Day celebrated with the community with open discussion delving into various aspects of wetlands with focus on the origin of the Sai River.
- Basant Utsav organized on the occasion of Basant Panchami in Allipur, Panai, and Mastipur villages in Lakhimpur Kheri district, situated near the source of the Sai River. 500 kites with messages on water conservation were distributed.
- Workshop organized on World Water Day, followed by plantation of saplings along Sai River.
- Wall paintings in 20 villages for sensitization of the community on water conservation.



BUILDING CLIMATE CHANGE RESILIENCE THROUGH ENTITLEMENT

Supported By

MacArthur
Foundation

Key Information

Project Title:	Building Climate Change resilience through Entitlement (BCCRE)
Location:	Siddharthnagar District, Uttar Pradesh
Coverage:	123 Gram Panchayats in 2 Blocks
Target Population:	8,077 households (small & marginal farmers)
Start Date:	June 1, 2022

Objectives

- Training and capacity development on sustainable climate-adaptive agricultural best practices
- Awareness sessions on government sponsored schemes pertaining to climate, renewable sources of energy and other environment friendly livelihood development
- Support for linkages of farmers with government entitlement schemes
- Training for maintenance of farm machinery / equipment facilitated under government schemes
- A learning toolkit for replication

SDGs Addressed

- SDG7 Affordable and clean energy
SDG8 Decent work and Economic growth
SDG13 Climate Action



BUILDING CLIMATE CHANGE RESILIENCE THROUGH ENTITLEMENT

Supported By

MacArthur
Foundation

Major Activities/Achievements (2023-24)

- 6,344 small and marginal farmer linked with different climate resilience government scheme.
- Awareness and training sessions conducted for the community, with participation from 4,623 members
- 30 entrepreneurs prepared in the field of clean energy.
- Motivated by the awareness and capacity building sessions conducted by the project team with the community
 - 83 families bought e-Scooter
 - 54 families installed solar panels on their roof top
 - 17 farmers adopted sustainable and efficient farming practices

Success Story

Qasim Siddiqui, a farmer in Mahui Nankar panchayat, Khesarha block, Siddharthnagar, owns two hectares of land where he grows vegetables and fruits. Until recently, he relied on traditional irrigation methods, which were costly, labor-intensive, and led to water wastage and crop damage from over-irrigation.

During a community meeting organized by the project team, Qasim learned about micro-irrigation techniques and government subsidies. With the team's help, he applied for a drip irrigation system for two acres through the district horticulture department. The system was installed within days, costing ₹294,000, of which Qasim paid only ₹29,400. Now, he enjoys reduced water usage, cost savings, and healthier crops.



DEMOCRATIZING WATER FOR LIVELIHOOD AND LIFE THROUGH WOMEN

Supported By

Andheri Hilfe
Bonn

Key Information

Project Title:	Democratizing Water for Livelihood and Life Through Women (DWLL)
Location:	Lucknow District, Uttar Pradesh
Coverage:	30 Gram Panchayats
Target Population:	6,106 households
Start Date:	August 15, 2021

Objectives

- Poorest and marginalized households are able to access the benefits from flagship government schemes related to entitlements of livelihood, food security, water & sanitation, and maternal & child healthcare
- Poorest households engaged in farm and non-farm initiatives increase their household income in progressive manner
- Women CBOs are taking lead role and engaging with PRI in preparation and implementation of water-centric Gram Panchayat Development Plan-GPDP

SDGs Addressed

SDG1	No Poverty
SDG2	Zero Hunger
SDG5	Gender Equality
SDG13	Climate Action



DEMOCRATIZING WATER FOR LIVELIHOOD AND LIFE THROUGH WOMEN

Supported By

Andheri Hilfe
Bonn

Major Activities/Achievements (2023-24)

- 7,548 entitlement applications for government schemes facilitated
- 1,795 women entrepreneurs supported for establishing micro-enterprises or expanding existing enterprises.
- 307 Women leaders of Community-Based Organizations (women's groups) trained on
 - Management aspects, responsible citizenship, human rights and role in local governance: 307
 - Government schemes, eligibility criteria, application procedures, and follow-up mechanisms: 330
 - PRI Act- roles & function, GPDP formulation, and water conservation practices and technologies: 297
 - Community facilitation, advocacy tools and methodology, and visioning exercise: 309
- 361 PRI Members trained on PRI Act- roles and functions, GPDP formulation guideline and formats, water budgeting, water conservation practices and technologies and management aspect, Institutional management-planning, technical inputs
- 790 GPDP Task force members technically oriented on GPDP.
- Soil samples of 2,787 farmers tested and advisory given
- Facilitated preparation of 30 Gram Panchayat Development Plans for FY 2024-25.
- 7 Livelihood Resource Centers established for better access to high quality and affordable seeds and other bio-inputs



FOCUS RURAL DEVELOPMENT PROGRAM ON WATER CONSERVATION IN AGRICULTURE

Supported By

HDFC Bank
CSR

Key Information

Project Title: Focus Rural Development Program on Water Conservation in Agriculture
Location: Balrampur District, Uttar Pradesh
Coverage: 25 Gram Panchayats
Target Population: 5,000 households
Start Date: October 1, 2023

Objectives

- Promote water conservation practices and technologies in agriculture through creation of multiple opportunities for climate smart crop diversifications.
- Improve the income of farmers through engaging them with advanced agriculture practices and irrigation technologies

SDGs Addressed

SDG1 No Poverty
SDG2 Zero Hunger
SDG5 Gender Equality
SDG13 Climate Action



FOCUS RURAL DEVELOPMENT PROGRAM ON WATER CONSERVATION IN AGRICULTURE

Supported By

HDFC Bank
CSR

Major Activities/Achievements (2023-24)

- Induction meetings organized in all 25 villages with farmers and PRI members.
- A training was organized on CBO management and leadership development
- 50 farmers have adopted drip irrigation technology
- 50 farmers have adopted sprinkler technology
- Tool banks established in 10 villages, equipped with zero seed cum fertilizer drill, agriculture sprayer and potato planter
- Training session organized for farmers on advanced agriculture for cultivation of various water saving crops
- Input support provided to 50 farmers for demonstration of wheat zero tillage.
- Input support provided to 50 farmers for demonstration on sustainable sugarcane initiative (SSI).
- Solar powered group irrigation units established in 8 villages
- 125 farmers received vermi-bag and earthworm for vermi-composting.



INVESTING IN WOMEN TO STRENGTHEN SUPPLY CHAINS

Supported By

Resonance
(PepsiCo-USAID
GDA)

Key Information

Project Title:	Investing in Women to Strengthen Supply Chains
Location:	Agra, Mathura, Bulandshahar, Aligarh, Hathras, Etah, Firozabad Districts-UP
Coverage:	22 Gram Panchayats in 16 Blocks
Target Population:	600 farmers
Start Date:	October 1, 2023

Objectives

- Provide smallholder farmers and farm laborers (focusing on women laborers) with information about the benefits of major social and economic welfare schemes
- Screening farmers as per eligibility conditions, supporting in completion of requisite documentation to apply for schemes, submit applications- online/ offline and follow-up with government departments for successful linkages.
- Provide basic digital literacy to literate women farmers, young girls and laborers associated with PepsiCo suppliers.

SDGs Addressed

- SDG1 No Poverty
- SDG3 Good health and Well being
- SDG5 Gender Equality
- SDG8 Decent work and Economic Growth
- SDG13 Climate Action



INVESTING IN WOMEN TO STRENGTHEN SUPPLY CHAINS

Supported By

Resonance
(PepsiCo-USAID
GDA)

Major Activities/Achievements (2023-24)

- 582 farmers linked with relevant government entitlement schemes
- Awareness sessions conducted for target families
- Training on digital literacy for 50 women
- Linkages with local Common Service Centers (CSCs) for future needs of target population



Digital Literacy Workshop
for 50 women

Social Security Schemes
to the identified
beneficiaries



CLIMATE SMART AGRICULTURE AND LIVESTOCK

Supported By

Tata Trusts

Key Information

Project Title:	Climate Smart Agriculture and Livestock
Location:	Balrampur District, Uttar Pradesh
Coverage:	300 Gram Panchayats
Target Population:	72,000 farmers
Start Date:	October 1, 2022

Objectives

- Enhanced productivity and area under star crops through improved PoPs, demonstration, capacity building, and institutions (FPOs, SHGs/PGs)
- Aggregation, marketing, and processing through FPOs and AEs for the cost-effectiveness of quality input and output.
- Establish sustainable farmer-owned institutions to support the farmers in reducing the input cost and risk.
- Introduce need-based technology for farmers and the institution.
- Bring positive changes in community and their farming practices towards the conservation of natural resources especially water.
- Enhance the area under water efficient practices.
- Enhance the production and productivity of major crops like- paddy, wheat, pulses, sugarcane and vegetables in the area.
- Improve the livelihood condition of 70,000 farmer households through introducing improved agriculture practices.
- Ensure access of marginal farmers over government livelihood programs/ schemes through their mobilization and knowledge building.

SDGs Addressed

- SDG1 No Poverty
- SDG2 Zero Hunger
- SDG3 Good Health and Well Being
- SDG5 Gender Equality
- SDG12 Responsible Consumption and Production
- SDG13 Climate Action

CLIMATE SMART AGRICULTURE AND LIVESTOCK

Supported By

Tata Trusts

Major Activities/Achievements (2023-24)

- 76 shade-net houses successfully installed for protective farming
- 54 Panchyat Kisan Sangthan-PKS (village level organization) formed "
- 26,051 farmers have adopted high value crops like potato, onion, and garlic.
- Successful trial of groundnut seed production by 26 farmers
- Successful trial of turmeric by 12 farmers
- 296 Farmers are linked with Farmer Producer Company
- 110 water structures repaired under MGNREGA
- Facilitation of access to government schemes:
 - 21 solar powered pumps installed
 - 98 farmers adopted micro-irrigation technology



RURAL CHANGEMAKERS

Supported By

Azim Premji
Foundation

Key Information

Project Title:	Rural Change-Makers (RCM)
Location:	Ayodhya District, Uttar Pradesh
Coverage:	Tarun block
Target Population:	Adolescent girls from poor and marginalized households
Start Date:	May 2022

Objectives

- Create a model of nurturing the cadre of rural youth girls who are employable to cater the need of quality human resource in development sector.
- To spur a cohort of rural youth girls to work as Rural Changemaker

About the Program

Rural Changemakers is not a typical “implementation” program. It is a PANI-hosted program that provides adolescent girls from across Uttar Pradesh with training and support to help them become Rural Social Professionals. These dynamic young people from various rural areas are guided and trained to become Changemakers. These individuals, aged 18 to 24, are involved in village development activities at their level. Rural Changemakers program empowers and nurtures young girls who have previously participated in PANI’s Empowering Adolescent Girls program. The aim is to transform the young girls into Rural Changemakers, capable of driving positive change and contribute to the development sector effectively.

SDGs Addressed

SDG3	Good Health and Well Being
SDG5	Gender Equality
SDG8	Decent Work and Economic Growth

RURAL CHANGEMAKERS

Supported By

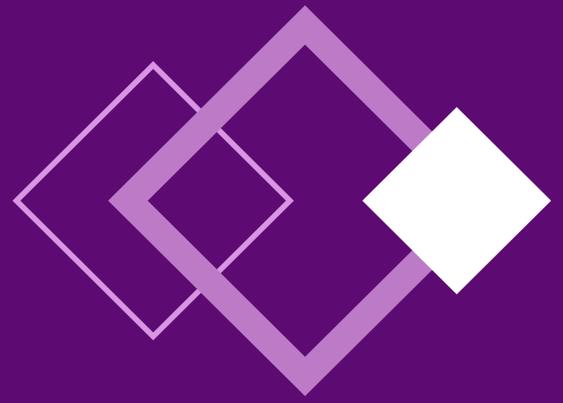
Azim Premji
Foundation

Major Activities/Achievements (2023-24)

- 25 adolescent girls of the 2nd batch have successfully completed the program and have been awarded a certificate
- 25 adolescent girls of the 3rd batch are undergoing the course on Rural Change Maker program
- 30 RCMs out of the 50 who have graduated so far, have secured jobs. A majority of the remaining 20 want to pursue higher studies and are preparing for the same.
- The participants of the current batch went for fieldwork to various organizations or to one of the projects implemented by PANI. During their internships, they learnt about different aspects of community development, data collection, mapping, training and livelihood structures, by working alongside the project teams.



Thank YOU



We hope that we were able to provide you a glimpse of our work through this Annual Report. Feedback and suggestions from well wishers have always been instrumental in lighting our path and in guiding us through the journey. We welcome your feedback, ideas, and suggestions for collaboration. There is always scope for improvement, therefore, please feel free to share your candid views.

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