



Enriching Lives **With Holistic Development**



About BAIF

Dr. Manibhai founded BAIF in 1967, with a vision to build a self-reliant, sustainable rural economy, generating gainful employment opportunities through agro based enterprises. With this overarching vision, BAIF's development journey began with its doorstep livestock development model catalyzing efforts for cattle breed enhancement in India. Over the years BAIF successfully developed various multidisciplinary models to fuel rural development efforts and provide economic growth opportunities for poorest of the poor.



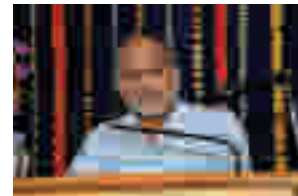
About HDFC Bank CSR

This Bank believes that a nation truly develops when its communities find sustainable means of livelihood. Under HDFC Bank Parivartan, CSR initiative, partner NGOs reach up to the communities and enable them to shift from a vicious cycle of poverty to a virtuous cycle of growth. Stemming from the core value of sustainability, this approach empowers millions to be self-reliant and in effect, become partners in the growth of our nation. Taking one step at a time, bank aims to pave the way for a brighter future.



Forewords By President, BAIF

BAIF is a partner with HDFC Bank to implement a Holistic Rural Development Program in multiple states like Rajasthan, Madhya Pradesh and Maharashtra. We are very happy to introduce the Coffee Table Book capturing achievements of last two and half years of our journey with the communities in Chittorgadh, Baran, Alwar and Jaipur districts of Rajasthan.



The problem of rural poverty has many interlocking factors and if we deal with only one factor, we cannot achieve a sustainable and comprehensive impact. In view of this, with the support of HDFC Bank CSR, we have been able to integrate many need based components like Land and Water Management, Improved cropping, Livestock development and improving quality of life through school based and health related interventions. Integration of all these activities has produced synergy and brought the transformative impact. This book is a token of appreciation towards the approach taken up by HDFC Bank in transforming thousands of lives and the communities who participated in this noble journey of transformation.

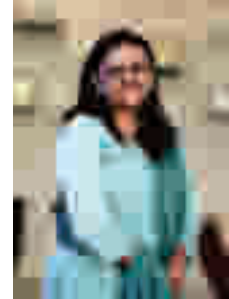
Mr. Girish Sohani

President

BAIF Development Research Foundation

Forewords By CSR Head, HDFC Bank

Under the aegis of 'Parivartan' our social outreach program, HDFC bank has impacted more than lakh people. One of our flagship projects is the 'Holistic Rural Development Program' which is currently being implemented in over a thousand villages across 16 states. We are happy to have BAIF Development Research Foundation as one of our esteemed partners in our partner for the state of Rajasthan. Within a short period of time of two and half years, we have seen an immense and visible transformation in the life of the people. Through the sustained efforts of the team in upskilling farmers the quantity of agriculture produce, and thereby the income has seen a rise. The overall awareness and confidence with which the community is now able to discuss their future and ambitions is what provides us with a great sense of satisfaction. I would like to appreciate BAIF for leading the change and helping us bring about a sustainable transformation in these communities. We wish them the very best in their future endeavors



Mrs. Nusrat Pathan
CSR Head
HDFC Bank Pvt Ltd.

Holistic Rural Development Project

Establishment of replicable model for holistic and sustainable livelihood development, through improved technology and community participation



The Sustainable management of agro ecology for rural transformation is implemented in 4 districts of Rajasthan i.e. Alwar, Baran, Chittorgarh and Jaipur. The program aims at holistic development of target villages and communities through need based action for livelihoods enhancement, water resource development, renewable energy and women empowerment.

About HRDP: In partnership with HDFC Bank, BAIF is implementing holistic village development projects at multiple locations. Primary aim of these projects is to facilitate holistic development activities by catalyzing productivity enhancement and positive behavior change at the community level leading to improvement in income, quality of life and diversifying livelihood sources.

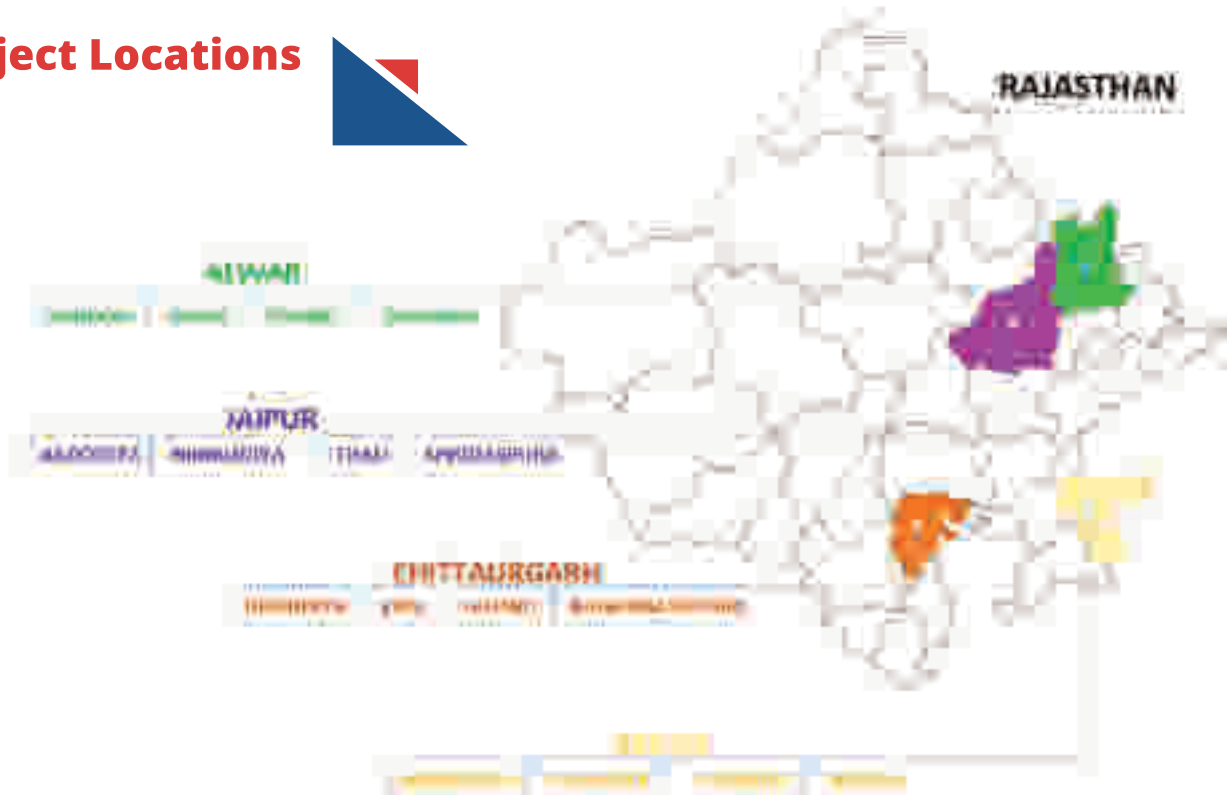
The envisaged impact of the program is "Establishment of replicable model for holistic and sustainable livelihood development, through improved technology and community participation."

Objectives

To enhance the productivity of resources including agriculture land, animal and vegetation.

To facilitate technology transfer and demonstrate innovative interventions that optimize available resource usage and facilitates productivity enhancement.

To build resilience against climate change vulnerability and strengthen capacities of communities and their institutions.



Resilient And Sustainable Agriculture




Intervention

One of the major efforts of BAIF has been towards introducing the farmers of Rajasthan to WADI initiative.

The WADI model helps farmers understand and implement techniques that help them grow a variety of crops, especially fruit trees, in the dry and barren-like (sometimes even barren) lands of the driest state of India. During these initiatives, farmers are facilitated with proper training to help them develop a sustainable source of income through plantation of fruit trees as opposed to cheaper crops as the income from sale of fruits is much higher.





Farmers were provided with a variety of fruits plants like, Mango, Guava, Lemon, Ber and Orange saplings to help them get started. WADI has been one of BAIF's most significant interventions has proved to be extremely beneficial to farmers across various villages by enabling them to plant different fruit trees in different location so that further intercropping can be boosted to sustain their survival during fruit tree gestation periods. These methods not just help farmers generate better income, they help reduce their migration and increase their food security as well. Moreover, adopting these environment-friendly techniques also increases the availability of fodder around, and improves soil and water conservation. A total of 395 farmers have benefitted from this initiative so far.

Hi-Tech Vegetable Cultivation



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This farmer can be seen happily examining the boost in his crop after using hi-tech vegetable cropping methods.

Through high-tech vegetable production methods like low-pressure drip irrigation and use of mulching sheets, farmers have genuinely been able to reduce their cost of cultivation and maximize their returns.



Floriculture



With the objective to promote floriculture and increase the per acre income of farmers, BAIF encouraged and involved 25 farmers from Jaipur, Baran, and Chittorgarh in a Rose planting initiative.



A thousand Rose saplings were given to each of these farmers to help them kickstart their floriculture. This helped them diversify the plants in their lands, thus minimizing their risks and increasing their income per acre to support their families better. One such farmer who reaped (and continues to reap) great benefits from this floriculture initiative is Mangli Devi from Badodiya village of Shivdaspura cluster. These 1000 Rose saplings were planted on her 0.2 hectare of land and now help her earn Rs. 200-300 on a daily basis from the sale of these Roses in the local markets.



Natural Resource Management



Natural Resource Management-Anicuts

An anicut is a barrier that impounds water or underground streams and acts as a water harvesting structure. While dams serve the purpose of retaining water, other structures like floodgates and levees are used to manage the direction and collection of water.

BAIF, in association with HDFC bank, has constructed an anicut in Koyla village of Baran district under the HRDP program covering a catchment area of 188 hectares.



Before



After

This has a total of 14 bore wells that facilitate irrigation and 7 hand pumps that provide drinking water for the community. A total of 60 running meters of Anicuts have been constructed in Baran and 66 running meters in Chittorgarh. The building of anicuts has led to better soil moisture content and boosted the ground and surface water level. This has significantly improved the quality of life in project areas as well as nearby villages and even increased the food and economic security amongst villagers.

Natural Resource Management - Farm Pond, CCT And Silvipasture

BAIF in association with HDFC bank constructed Continuous Contour Trenching in Gilund village of Chittorgarh district under their Holistic Rural Development Programme (HRDP).

This architecture covers over 52 hectares of land and helps to keep soil erosion under control, reduce run-off, and increase ground as well as surface water levels. The borings that were previously completely dried up for 2 years are now overflowing with excess water due to the intervention. This has resulted in a significant increase in silvipasture land, making grasses available for 4 to 6 months annually for animal grazing. Moreover, the vegetation level in that area, as well as nearby areas, has grown manifold. Even borings located at distance from the CCT are overflowing with water, delighting the villagers of Gilund with a new hope towards better crop diversification.



Rain Water Harvesting

A total of 120 farmers were selected under Rainwater Harvesting Activities and 17 government buildings were selected for the purpose of this activity with the intention to save 30000 liters of rain water per building. A plan to help every participant save 15000 litres of water through rainwater harvesting systems was devised. A rainwater harvesting system consists of three basic elements: a collection area, a conveyance system, and storage facilities. The collection areas in most cases are on the roofs of houses or buildings where the effective roof area and the material used in constructing the roof influence the efficiency of water collection and even the quality of water.



The conveyance system leads the collected raindrops through connecting pipes into a cemented water collecting jar. This can then be used for various purposes like cooking, farming etc.

Livestock Development : Strengthening Alternate Source Of Income



Artificial Insemination

The dairy sector plays an important role as a subsidiary source of income in addition to agriculture for rural India. It has been found that the medical expenses of animals can be significantly brought down and the milk productivity can be boosted by taking simple preventive measures adopting some better practices. For example, infertility problems can be taken care of through proper veterinary treatment.

BAIF in association with HDFC Bank set up animal health camps with the objective to find the general health status of livestock, detect prevalent diseases in them and provide preventive measures to protect the cattle and improve milk production.

24 Animal health camps were organized under HRDP in 16 village of Jaipur, Baran, Chittorgarh and Alwar districts where 13400 animals were examined and treated by government veterinary doctors of their respective areas. The farmers were advised to do routine deworming and vaccination along with the feeding of a supplemental mineral-vitamin mixture to improve the health of their cattle. Artificial insemination drives were also organized, and cattle breeding centres were set up where services for the improvement of the cattle's genetic structure were provided to farmers. The acceptance of this measure was popularized to control and prevent infectious and contagious, parasitic and deficiency diseases in the livestock. With the use of high-quality frozen semen of outstanding bulls, efficient doorstep breeding services are made available for farmers which is followed up with pregnancy diagnosis and calving assistance



Goatery

Sustainable Goat Husbandry initiated by BAIF in the villages of Rajasthan insists on breed improvement through maintenance of elite bucks by goat keepers.



Goat owners and keepers are introduced to concepts like practising timely vaccination, deworming, castration, supplementary feeding, laying emphasis on controlled grazing, marketing of goats through goat keepers 'group' basis weight and prevailing market prices on the group level. With the objective to enhance the income of goat keepers, a total of 79 goats were provided to a group of women who had 30-40 female goats in their groups to promote breeding and rearing. Shimla and her husband Ramesh of Badodiya village of Jaipur district are one of the many beneficiary families of this intervention. With two children aged between 7-10 and no farming land, wage labour was their only source of livelihood in addition to livestock rearing. Earlier they didn't have any good quality male goats to cross with their female goats because good quality male goats are priced expensively. During the intervention, they were provided with a Sirohi breed male buck. Currently, Shimla has 5 male goat kids and 5 female goat kids in addition to the 8 female goats and 3 cows she had earlier.

Renewable Energy



Nation that leads in “
renewable energy, will be
the nation that leads the
world.

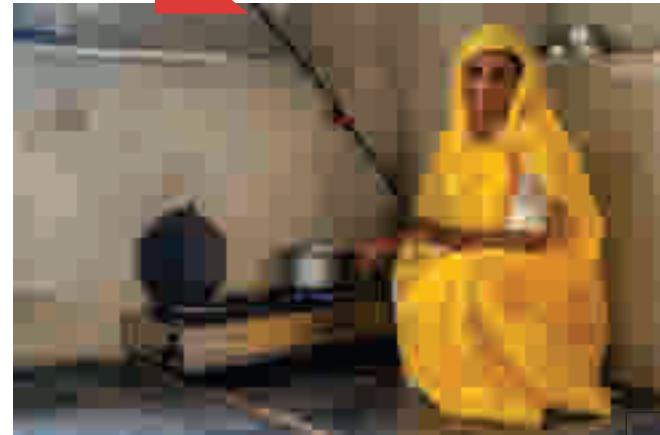
James Cameron



Integrated Renewable Energy And Sustainable Agriculture

Under our carefully crafted Integrated Renewable Energy and Sustainable Agriculture (IRESA) plants, BAIF is also helping with the production and usage of biogas in villages.

A total of 50 IRESA biogas mechanisms were installed with the objective to improve women's health as smoke from the traditional chulha is very harmful to them. Biogas is not only a cleaner fuel, it is also more cost-effective and even the slurry from the mechanism can be used as bio-manure for farming, thus reducing costs further for farmers. The biogas in this self-sustainable model has helped replace firewood and kerosene in village kitchens. The use of biogas is contributing to the mitigation of climate change by reducing the emission of greenhouse gases, avoiding the deforestation and increasing the carbon capture.



Solar Intervention

A solar water pump or a solar photovoltaic water pumping system is a system powered by solar energy. It is just like the traditional electric pump with the only exception that it uses solar energy instead of fossil fuel or electricity.

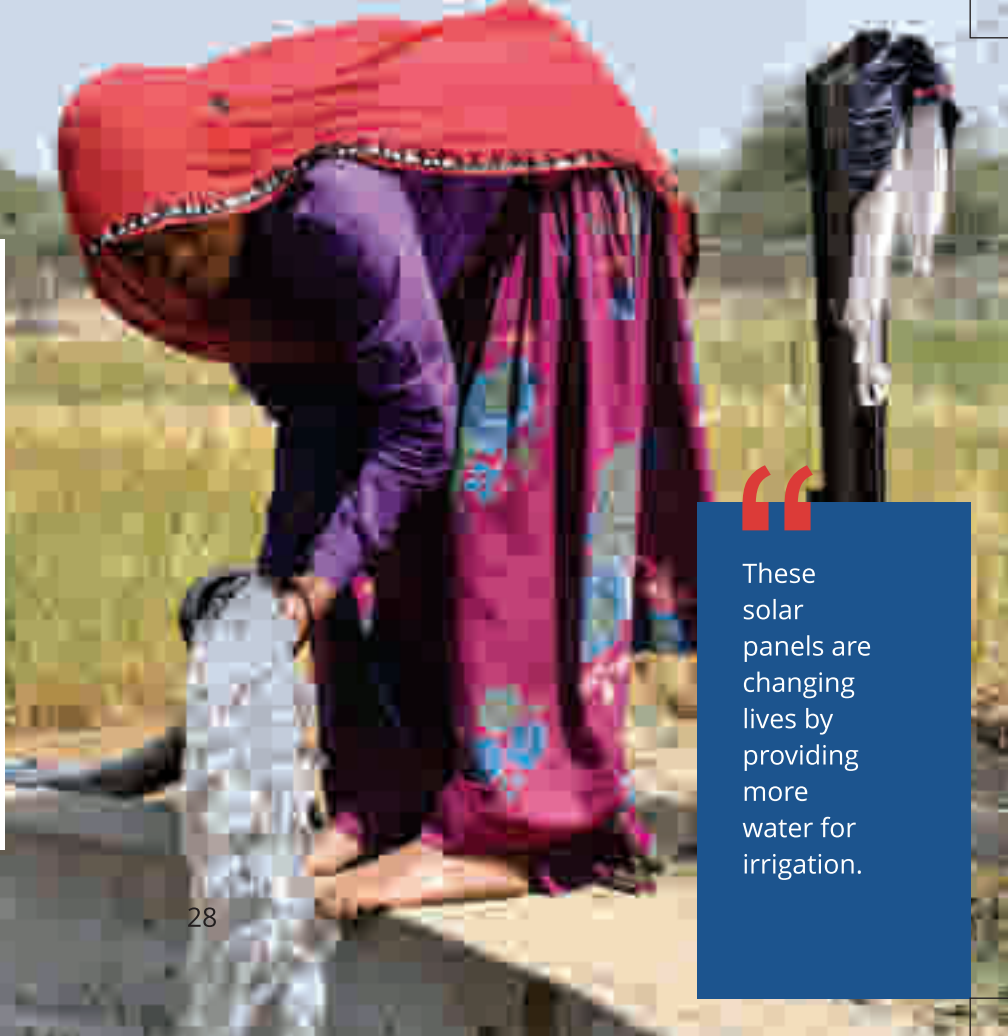
BAIF under HRDP has installed a total of 9 solar pump units in Jaipur and Baran districts.

This has helped villagers and farmers in cultivating various pieces of dry and barren land to improve their livelihood. Moreover, by making use of a natural energy source, these solar water pumps have also been able to make more water available with reduced electricity consumption.



Solar Intervention

40-year-old Rampyari is a marginal farmer who has a total land holding of 1 hectare in Nimodiya village. Half of this piece of land was totally barren and uncultivable due to acute water scarcity in her village for the past two decades. After the installation of solar pumps in the region, the availability of water for irrigation went up considerably. She was able to make productive use of that barren land. Now, she has twice the land available for farming than she did before, and regular water supply to irrigate her fields to generate more income. This intervention has improved the livelihood of her family significantly.



These solar panels are changing lives by providing more water for irrigation.

Working On Institution Development



“Pick up the people and shape them and build their confidence and then you can build up the whole economy.

BAIF believes that people's participation is the master key to the success of any program.”

- Manibhai Desai

VDCs are made up of elected or volunteering community members who invest efforts towards bringing about positive change. In addition to playing vital advisory roles during program activities, they also need to support families to continue putting into practice what they have learned, maintain new systems and convene regular meetings of program participants.

To equip villagers with the kind of determination, understanding, and skill needed to carry out these practices, BAIF conducted various VDC activities during the project period where people were taught and made aware of the various issues and solution methods for their areas.



VDC members and participants were made aware of their roles and encouraged to pursue them proactively to improve the quality of life in their villages. Currently, we have helped form a total of 16 VDCs across 4 village clusters.

RO



Clean drinking water has made lives easier
and more hygienic for hundreds of villagers.

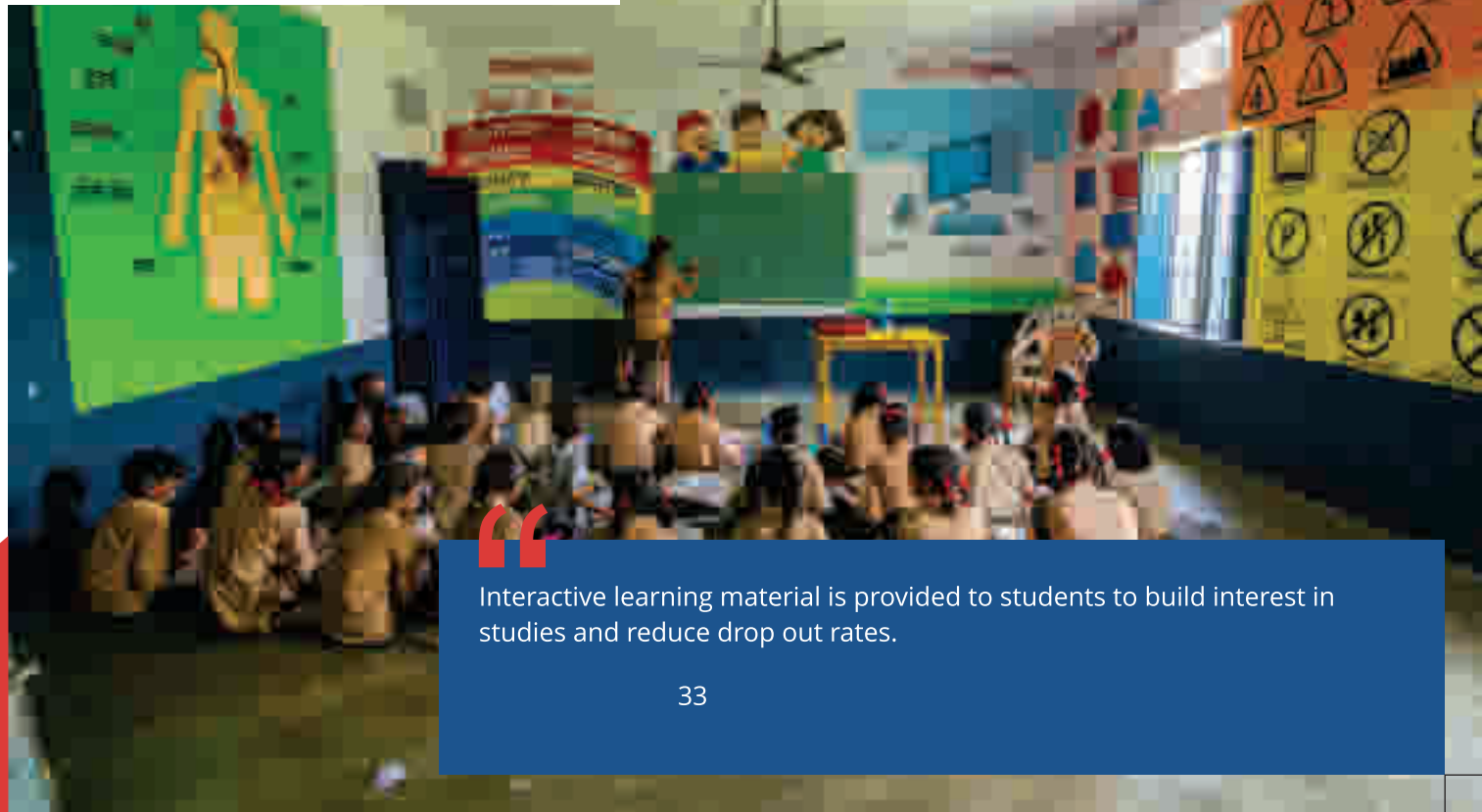
Water is one of the most vital resources, and when the water is polluted, it is devastating, not only to the environment but also to human health and communities of all sizes. Adequate drinking water, sanitation, and hygiene are all essential ingredients to ensure the good health of a community.

With the objective to make clean water available round the clock for villagers, BAIF helped install a total of 3 RO Plants in Rajasthan, one in Alwar and 2 in Jaipur.

The amount of fluoride content in the water in these villages is very high, so to eradicate this problem, these RO Plants were set up. Now, the villagers in these areas are not dependent on water tankers for access to clean drinking water. Moreover, they get water at half the price through this project i.e. INR 0.50/litre as opposed to INR 1/litre, which is the prevailing market rate.



School Based Intervention



Interactive learning material is provided to students to build interest in studies and reduce drop out rates.



Children can be seen happier to be learning and growing in a nurturing environment.

Women Centric Activities



Women's day is celebrated every year to encourage women to become active participants in village development.

Women hygiene is highly ignored in the rural parts of our country. With the objective to bring about a change in that scenario by increasing awareness among adolescent girls on menstrual hygiene, building their self-esteem, and empowering girls for greater socialization, BAIF conducted various workshops in 4 clusters.

During these workshops and sessions, topics related to menstruation, which are often ignored or hush-hushed were explained to adolescent school girls- what is menstruation, calculation of the period cycle, physical problems faced during their periods and ways to deal with them, maintaining personal hygiene during this period and importance of maintaining overall hygiene, avoiding the traditional methods of using dirty cloths and promoting use of sanitary napkins. To help aid their understanding, traditional myths and misconceptions surrounding menstruation prevalent in rural areas were discussed and strong emphasis was laid on the importance of following personal hygiene practices, especially during periods. A number of short films themed on menstruation were screened for the girls to help them understand better and make these sessions more interactive. With the help of local government doctors, we aimed to increase access to and the use of high-quality sanitary napkins by adolescent girls in rural areas. They were also taught to ensure safe disposal of sanitary napkins in an environment friendly manner.

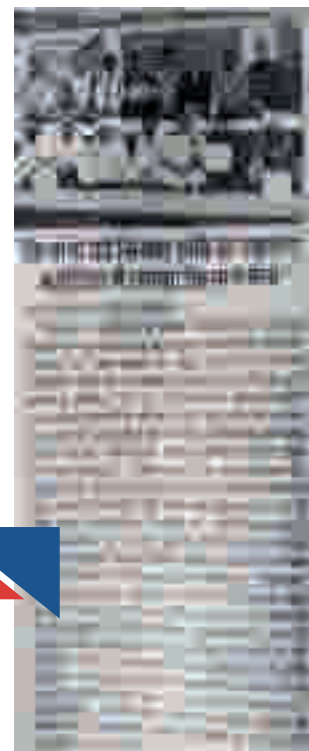


Media Coverage





आज के दिन महिला किसानों के सम्मान में आयोजित कार्यक्रम में मुख्य अतिथि श्री (X) का हुआ।

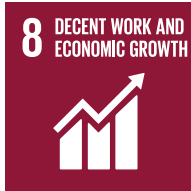


Few Words About Stakeholders

This journey towards the inclusive growth was not possible without the support of these agencies. With the fruitful technical alliance with these organizations we were able to implement our project smoothly and effectively on ground. We would like to take this opportunity to show our gratitude towards their valuable support.



Contribution Of This Project To The Sustainable Development Goals Of United Nations



Testimonial

Getting prizes, awards for our achievements is alright. We feel happy when we get them. But do you know which is the most valuable one that gives joy and happiness? It is the enrichment of the quality of life of the poor, the transformation of their lifestyle in a silent, peaceful and constructive revolution. This is by far, the richest and the most satisfying reward.

Manibhai Desai



Team Details

Project Direction by

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Change makers on ground

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[Mr. Jagdish Jat](#) (Cluster In charge, Alwar)

[Mr. M.L.Sahu](#) (Cluster In charge, Baran)

[Mr. Bipin Dhirawat](#) (Cluster In charge, Chittaurgarh)





The ethos has been 'building from bellow'
For the people, by the people and entrusted to the people.

This is evident in the BAIF logo which depicts the cow at the center along with the bountiful harvest and states 'Annam Bahu Kurveet, Tad Vratam'. The strong connection between livestock, natural resource management and R & D is symbolized by a microscope and two bottles of milk. The lotus petals indicate purity and denote prosperity. BAIF's steadfast belief in the power of aggregation and transformation of/by people has been at the nucleus of each and every action.

