CSR Impact Assessment

FY 2023-24

Krishi Mitr – Crop Diversification Project

Supported by :

mahindra Rise

Implemented in partnership by

srijan सृजन

Self-Reliant Initiatives through Joint Action

Impact Assessment Conducted in FY 2025-26 by:

BlueSky SUSTAINABLE BUSINESS

www.blueskycsr.com

Krishi Mitr – Crop Diversification Project

Project Goal

Krishi Mitr Project is aimed to promote crop diversification, sustainable agricultural practices, improved irrigation systems, and stronger market linkages, with a specific emphasis on empowering women farmers from Scheduled Caste (SC) and Scheduled Tribe (ST) communities.

The project was implemented across 20 villages in Sausar Block, Pandhurna District (formerly Chhindwara) Madhya Pradesh, with a focus on strengthening agricultural livelihoods among small and marginal women farmers.

Project Relevance

- Small and marginal farmers (<2 ha) constitute **86.2% of total farmers**, but operate only **47.3% of agricultural land**, reflecting high fragmentation and limited income potential – *Agriculture Census 2015–16, Ministry of Agriculture & Farmers Welfare*
- Nearly **52% of India's cultivated land is rainfed**, making agriculture highly dependent on water availability and exposing farmers to climate variability and water stress – *NITI Aayog, 2018; MoAFW*
- Overdependence on a limited set of crops increases vulnerability to climate risks and price volatility. **Crop diversification is critical for improving resilience and income stability** – *NITI Aayog, 2021; OECD–FAO, 2023*

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ACTIVITIES

Krishi Mitr Project

Farmer Mobilization & Selection:

- **650** women farmers identified across 20 villages

Capacity Building:

- **98** demonstrations on organic inputs (Jeevamrut)
- **650** farmers trained in sustainable practices

Exposure Visits:

- **2** exposure visits conducted

Input & Infrastructure Support:

- **100** vermicompost units
- **550** IPM kits distributed
- **38** sprayer pumps distributed
- **61** sprinkler irrigation systems installed
- **650** farmers received plantation support

Technology Introduction:

Installation of an automatic solar-powered bio-fermentation plant, handed over to a women SHG for community-level operation.

Market Linkage:

Buyer–seller meet organized to facilitate market linkage opportunities

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PROJECT REACH

The **Krishi Mitr Project** was implemented across 20 villages in Sausar Block, Pandhurna District (formerly Chhindwara), Madhya Pradesh, during the period May 2023 to February 2024.

650 women farmers trained **across 20 villages**, 550 vegetable farmers and 100 millet farmers.

All beneficiaries were small and marginal farmers, largely cultivating less than two hectares of land. The project specifically prioritised women farmers to enhance their participation in farm-based decision-making and livelihood strengthening.

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LOGIC MODEL

To improve income and resilience of small and marginal women farmers through diversified and sustainable agriculture.

Objective

1. Reduce crop failure risk through crop diversification and sustainable farming practices.
2. Enhance regular farm income through higher productivity per unit area
3. Build farmer capabilities by strengthening knowledge and adoption of sustainable farming methodologies.

Inputs

- **Technical & Implementation Support -** Technical expertise and field staff from SRIJAN to enable programme planning, training delivery, and on-ground execution.
- **Community Mobilisation & Institutional Engagement -** Engagement of community volunteers, lead farmers, and Self-Help Groups (SHGs) to support farmer mobilisation, knowledge dissemination, and local adoption of practices
- **Training & Demonstration Materials -** Provision of structured training materials, demonstration kits, and field-based learning tools to build farmer capacity in sustainable agriculture practices
- **Irrigation, Pest Management & Market Linkages -**Distribution of seeds, saplings, organic inputs, and essential agricultural equipment to enable crop diversification and improved farm productivity

Activities

- **Farmer Mobilisation & Selection –** Village-level meetings conducted for orientation and selection of **650 women farmers (550 vegetable, 100 millet)** across 20 villages.
- **Capacity Building & Demonstrations**- Conducted **98 trainings and demonstrations** on Jeevamrut and bio-input preparation to strengthen sustainable farming practices.
- **Input Distribution & Infrastructure Support -** Provision of vermi-compost units, IPM kits, seeds, saplings, sprayer pumps, irrigation equipment, and farm tools based on need assessment.
- **Exposure, Market Linkages & Technology Integration –** Structured support through employer engagement, placement drives, and job linkages

Outputs

- **Farmer Coverage & Participation -** A total of **650 women farmers (550 vegetable; 100 millet)** covered across 20 villages.
- **Capacity Building Outputs -** Conducted **98 demonstrations** on bio-input preparation and sustainable farming practices.
- **Input & Infrastructure Distribution** - Vermi-compost units, irrigation systems, and farm equipment distributed to support improved agricultural practices.
- **Market Linkage & Technology Outputs –** Exposure visits and **one buyer–seller meet** conducted; **solar bio-fermentation plant installed and operationalized**

Outcomes

- **Adoption of Diversified Cropping Systems** – Increased adoption of vegetables and millets alongside traditional crops, reducing reliance on monocropping
- **Improved Knowledge & Sustainable Farming Skills -** Enhanced farmer understanding and application of bio-inputs and sustainable agricultural practices
- **Reduced Dependence on Chemical Inputs –** Shift from chemical fertilisers to organic alternatives, leading to lower input costs and more sustainable farming

Impact

- Enhanced livelihood resilience of small and marginal farmers through diversified cropping systems.
- Improved sustainability of agricultural practices in water-scarce regions.
- Strengthened participation and leadership of women farmers in farm-based livelihoods.
- Reduced vulnerability to crop failure associated with monocropping and high chemical input dependency.

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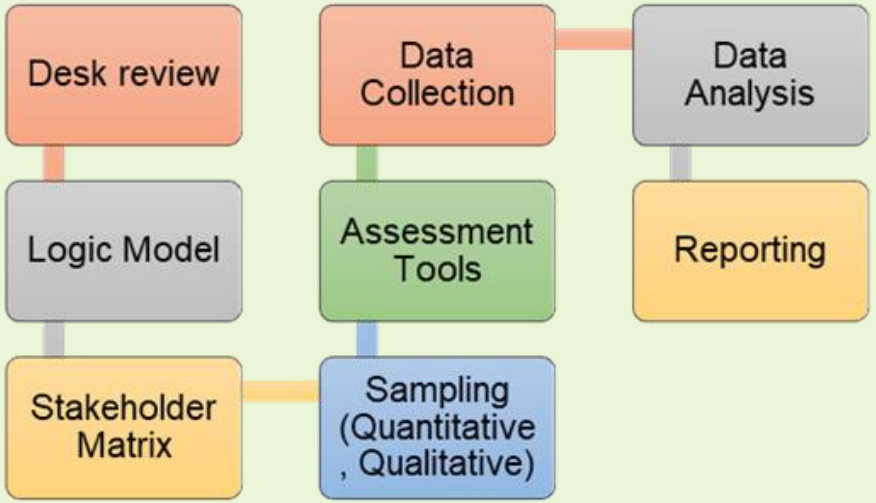
Assessment Methodology



Alignment with Social Standards

The impact assessment methodology assesses the project on BlueSky's **Process Maturity & Goals Achievement Framework (PMGA),** built on the guidance available to the following standards:

1. **Social Auditing Standards (SAS)**, regulated by the **ISAI under SEBI**
2. **ISO IS 26000:2018 – Guidance on Social Responsibility**
3. **The Companies Act 2013 Schd VII Sec 135**
4. **UN Sustainable Development Goals**

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KEY FINDINGS

Shift to Diversified Cropping Systems

- **100%** of respondents reported shifting from monocropping to multi-crop cultivation
- Farmers now cultivate **4–6** crops per season, including vegetables alongside cotton/maize
- Improved land utilization, reduced dependency on a single crop cycle, increased income levels in the range of ₹30,000 - ₹40,000 per acre per year
- **Impact:** Transition from risk-prone monocropping to resilient, diversified farming systems

Expansion of Vegetable Cultivation

- Vegetables integrated into traditional farming systems for income + household consumption
- Enables higher returns from smaller land parcels
- Cropping decisions now based on:

✓ Seasonality

✓ Market demand

- **Impact:** Creation of improved food security

Krishi Mitr – Crop Diversification Project

KEY FINDINGS

Improved Knowledge of Sustainable Agriculture

- **100%** of respondents reported improved understanding of:

✓ Organic farming

✓ Bio-input preparation

✓ Crop management practices

- Farmers now apply knowledge based on crop stage and field conditions
- **Impact:** Strengthened technical capacity for sustainable and informed farm decision-making

Adoption of Bio-Inputs, Natural Pest Management & Reduced Dependence on Chemical Fertilizers

- Across all FGDs, farmers reported active use of bio-inputs *(Jeevamrit, Neem-based solutions, five-leaf decoction, panch patti kadha etc.)* and replacement/reduction of chemical fertilizers
- Shift driven by: Cost reduction and awareness of soil health benefits
- Farmers now prepare inputs independently instead of purchasing chemicals
- **Impact:** Lower input costs in the range of ₹2,000 – ₹5,000 per acre per season, improved long-term soil sustainability and self-reliance in farming

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KEY FINDINGS

Improved Soil Health & Irrigation Efficiency

- **100%** respondents reported:
- ✓ Softer soil texture, better moisture retention and improved crop growth
- ✓ Shift from traditional irrigation to sprinkler/drip systems improved water efficiency, time savings and coverage of fields
- **Impact:** Improved soil health and better water management in a water-scarce region

Increased Participation & Strengthened Decision-Making Role of Women Farmers

- During FGDs, farmers reported that they are now actively involved in: Crop selection, Input decisions and Farm management
- **Impact:** Shift from labour roles to active participation in agriculture
- **100%** respondents reported joint decision-making with their spouses. This has led to increased confidence and recognition in farming decisions
- **Impact:** Enhanced agency and gender inclusion in agriculture

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PMGA FRAMEWORK

Krishi Mitr has been rated as an Exemplary Project.
Exemplary Projects have high process maturity and are successfully reaching their program goals.

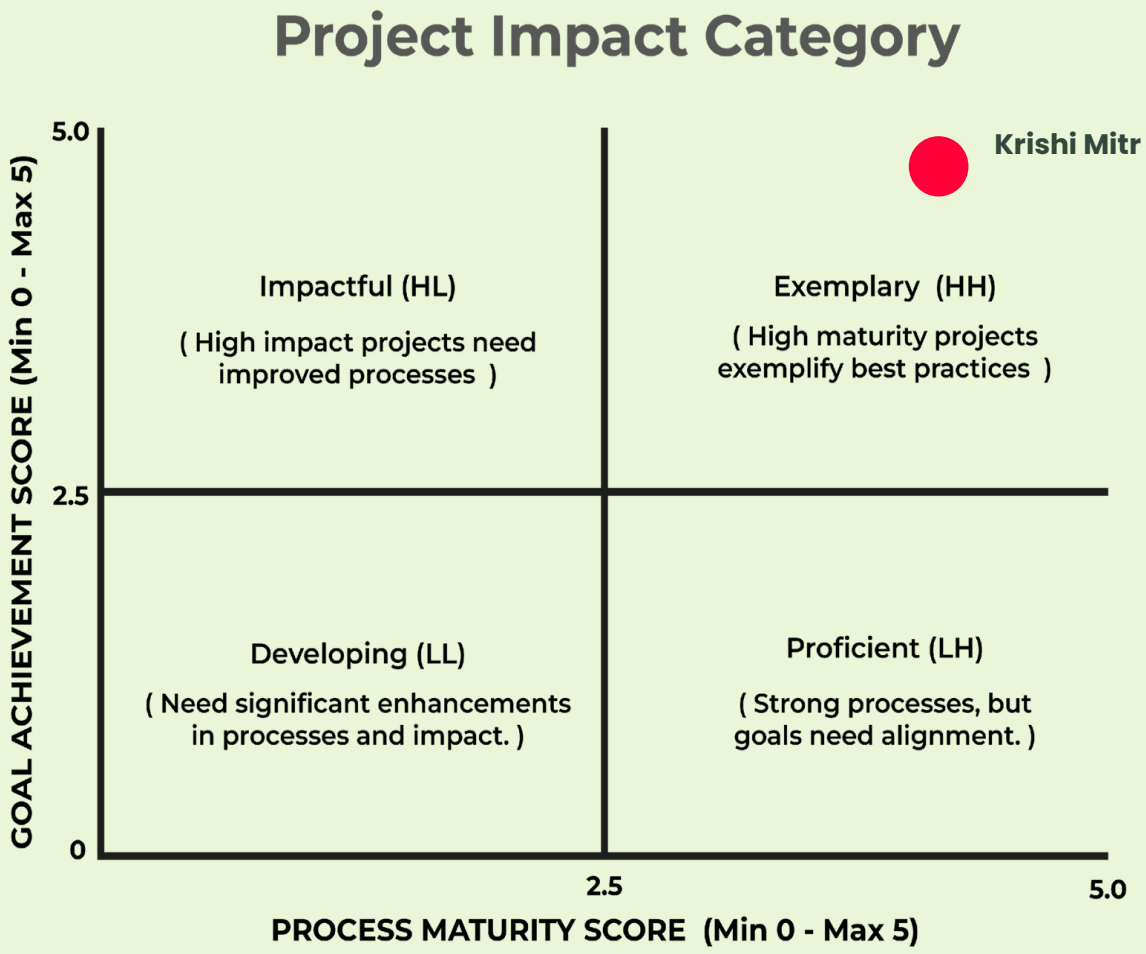
These projects represent best practices in implementation and impact, demonstrating an exemplary model for other projects to follow.

1. **Process Maturity Score (X-Axis)**
   - Scored on: Standard Criteria
   - Frameworks Referenced: ISO 26000 & NGRBC

📌 Indicates strong alignment with standardized best practices across projects

2. **Program Goal Achievement Score (Y-Axis)**
   - Scored on: Project-specific Criteria
   - Framework: Program Logic Model

📌 Reflects high achievement against intended project outcomes



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Farmer Testimonials

Earlier we used to grow cotton, but now we grow vegetables and this helps us manage our household expenses.

– Priyanka, Farmer beneficiary, Savangi Village

Growing vegetables along with other crops gives us more profit even in less space.

– Lalita, Farmer beneficiary, Bhumma Village

Earlier, we were not aware of how to prepare or use these inputs. Now, we understand their benefits in farming. We are able to prepare organic fertilizers at home, which has reduced our costs and improved our profits. **– Usha, Farmer beneficiary, Savangi Village**

Farmers have started making organic fertilizer themselves without any help. **– Field Staff, KII**

These methods help protect crops without using chemical pesticides **– Gajanand, Farmer beneficiary, Jobni Village**

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Farmer Testimonials

After we started using Jeevamrit, the soil became soft and we could see a change.

– Swarna, Farmer beneficiary, Savangi Village

Now we use drip and sprinkler irrigation, which saves water. ***– Karibai, Farmer beneficiary, Jobni Village***

Now we also participate in deciding which crops to plant and which fertilizer to use. **– Sugan, Farmer beneficiary, Savangi village**

Earlier my husband took all the decisions. Now we both decide together **– Anita, Farmer beneficiary, Rangari Village**

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CASE STUDY 1

Swarna's Journey: From Struggle to Sustainable Farming

Meet Swarna
A woman farmer from **Savangi village**, Madhya Pradesh

Turning Point: Krishi Mitr Programme
Participated in sustainable agriculture and organic farming training

Trained in
- Organic farming practices (Jeevamrit, Panch Patti Kadha, cow dung manure)
- Natural pest management techniques
- Crop diversification and vegetable cultivation
- Efficient irrigation methods (sprinkler systems)

The Outcome
- Improved soil health and reduced pest attacks
- Reduced dependency on chemical fertilisers and lower input costs
- Increased income stability in the range of 20,000 – 25,000 Rs per year through diversified cropping
- Enhanced participation in farm decision-making (joint decisions with spouse)

Swarna Kharasara (Farmer)

"Earlier the soil was hard, and farming costs were high. After using organic inputs, the soil has become softer, pest attacks have reduced, and we are able to save money. Now I also take part in decisions about farming."

Krishi Mitr – Crop Diversification Project - Awarded “Exemplary Rating”

CSR INSPECTION CERTIFICATE

EXEMPLARY

Bluesky Sustainable Business LLP

AWARDS AN

Exemplary Rating

Exemplary Projects have high process maturity and are successfully reaching their program goals. These projects represent best practices in implementation and impact, demonstrating an exemplary model for other projects to follow..

FOR CSR PROJECT

Krishi Mitr

The Krishi Mitr Project supports the livelihoods of small and marginal women farmers by delivering integrated agricultural development interventions, strengthening access to sustainable farming practices, improved irrigation, and crop diversification through community-based training and support, enabling enhanced income stability and resilience through adoption of improved technologies and market linkages, and promoting inclusive participation among women from SC and ST communities through targeted capacity building and outreach initiatives.

SUPPORTED BY

Mahindra and Mahindra Ltd.

4th Floor, Mahindra Towers, Dr. G.M. Bhosale Marg, P.K. Kurne Chowk, Worli, Mumbai - 400018

CSR CATEGORY:

(i) Eradicating hunger, poverty and malnutrition (iv) Ensuring environmental sustainability and ecological balance (x) Rural development projects.

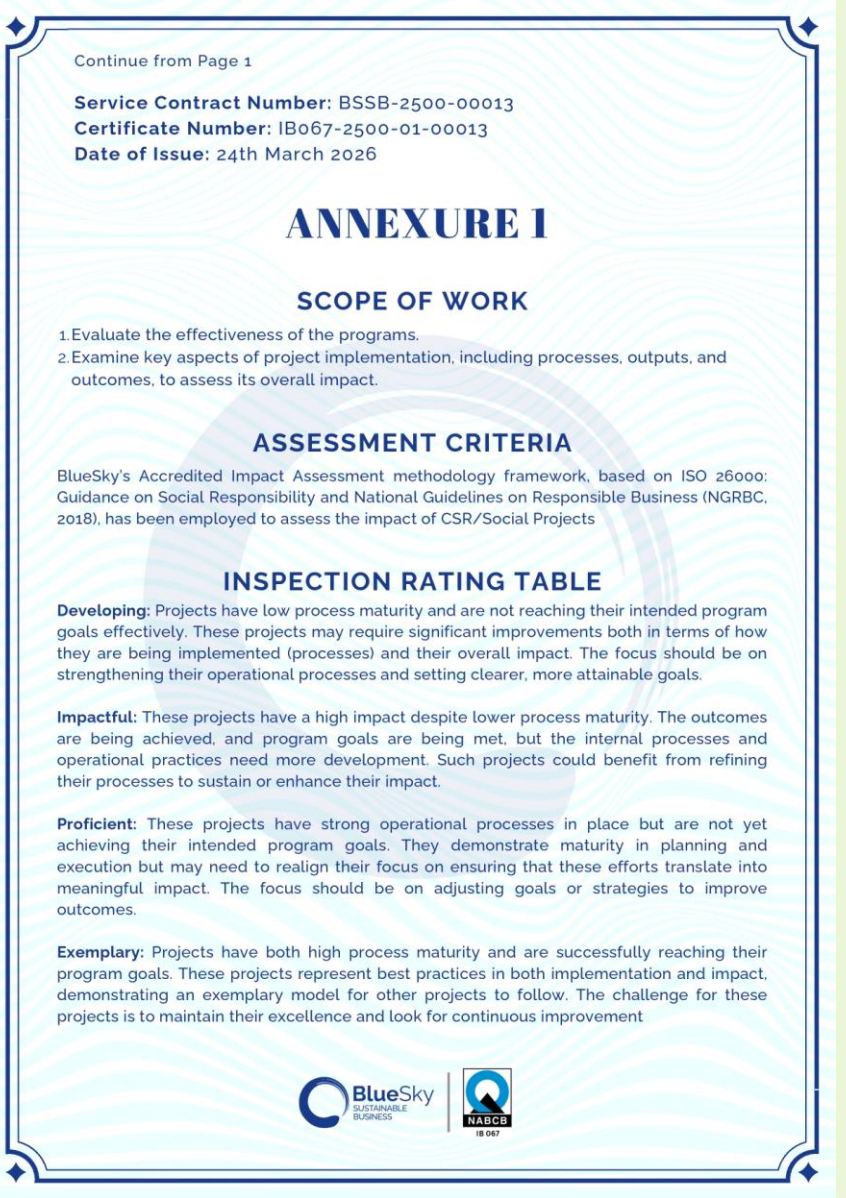
Service Contract Number: BSSB-2500-00013
Certificate Number: IB067-2500-01-00013
Date of Issue: 24th March 2026

JYOTSNA BELLIAPPA
Head- CSR Inspections

BlueSky SUSTAINABLE BUSINESS | NABCB IB 067

RAJAT GARG
Chief Executive Officer

- Bluesky Sustainable Business LLP complies with NABCB accreditation criterion of "Type A" Inspection Body.
- To be read in connection with Annexure 1



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ANNEXURE 1

SCOPE OF WORK

1. Evaluate the effectiveness of the programs.
2. Examine key aspects of project implementation, including processes, outputs, and outcomes, to assess its overall impact.

ASSESSMENT CRITERIA

BlueSky's Accredited Impact Assessment methodology framework, based on ISO 26000: Guidance on Social Responsibility and National Guidelines on Responsible Business (NGRBC, 2018), has been employed to assess the impact of CSR/Social Projects

INSPECTION RATING TABLE

Developing: Projects have low process maturity and are not reaching their intended program goals effectively. These projects may require significant improvements both in terms of how they are being implemented (processes) and their overall impact. The focus should be on strengthening their operational processes and setting clearer, more attainable goals.

Impactful: These projects have a high impact despite lower process maturity. The outcomes are being achieved, and program goals are being met, but the internal processes and operational practices need more development. Such projects could benefit from refining their processes to sustain or enhance their impact.

Proficient: These projects have strong operational processes in place but are not yet achieving their intended program goals. They demonstrate maturity in planning and execution but may need to realign their focus on ensuring that these efforts translate into meaningful impact. The focus should be on adjusting goals or strategies to improve outcomes.

Exemplary: Projects have both high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and impact, demonstrating an exemplary model for other projects to follow. The challenge for these projects is to maintain their excellence and look for continuous improvement

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