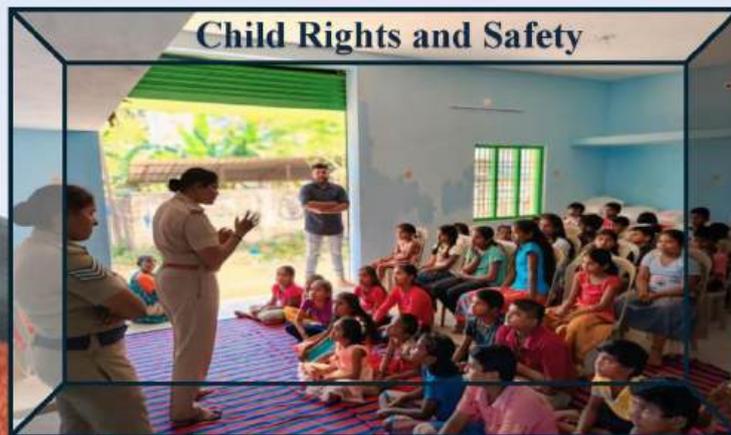


ANNUAL REPORT 2024-2025



let's strive to conserve water and turn to nature for the solutions it can provide us with.

Governing Body Members

Shri. S. S. Meenakshisundaram, IAS (Retd.)	Chairperson
Shri. S. V. Ranganath, IAS (Retd.)	Vice Chairperson
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Dr. Maya Olga Mascarenhas	Member
Ex. Officio Member	Principal Secretary; Rural Development & Panchayat Raj Department, GoK.
Ex. Officio Member	Secretary to the Govt., Revenue Dept., GoK.

Mission Statement of MYRADA

The brief mission statement that has guided MYRADA since 1987 is

“Building appropriate local people’s institutions”

Objectives

- To foster a process of on-going change in favour of the poor and vulnerable in a way which can be sustained by them through building and managing appropriate and innovative local level institutions based on their rights and rooted in values of justice, equity and mutual support.
- To recreate a self-sustaining and environmentally clean habitat and the institutions to sustain it based on a balanced perspective of the relationship between natural resources and the legitimate needs of people.
- To promote institutions, strategies and skills through which poor and vulnerable families are able to exercise their rights to develop their livelihood strategies and to secure the rights of women and children.
- To promote community-based responses for effective, appropriate and timely primary health care, nutrition and vocational skills education in a holistic and sustainable manner.
- To influence public policies in favour of the poor and vulnerable.
- To strengthen networks and linkages between and among formal and informal institutions that can foster and sustain the impact of development initiatives.

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Foreword

Natural Resource Management, Livelihood Development, Health and Sanitation, Education, and Capacity Building form the cornerstone of MYRADA's integrated strategy to promote sustainable and equitable livelihoods among the rural poor.

One of our flagship initiatives—Holistic Rural Development—has been implemented over the past 15 years in select northern districts of Karnataka and in Krishnagiri district of Tamil Nadu.

The concept of Holistic Rural Development Projects (HRDP) refers to integrated, multi-sectoral interventions designed to uplift rural communities by addressing their economic, social, environmental, and infrastructural needs in a coordinated and sustainable manner.

The core components of HRDP: agricultural development, livelihood enhancement, school children's health and sanitation, and quality education—are implemented in selected villages each year over a three-year cycle. These efforts have contributed significantly to sustainable income generation, improved school infrastructure, and overall community well-being. To date, a total of 101 villages were supported under this initiative.

Our interventions during the year 2024–2025 have yielded tangible outcomes across multiple domains, reaffirming our commitment to inclusive rural development. The foundation of our performance is the commitment and dedication of our staff across all developmental interventions. Their efforts have brought about meaningful improvements in the lives of the rural poor, especially among small and marginal farmers and landless households.

Our journey continues in pursuit of lasting solutions for the eradication of rural poverty.

Arvind G Risbud
Executive Director

S.S. Meenakshisundaram
Chairman

Natural Resource Management (NRM)

Addressing Water Scarcity in Agriculture: MYRADA's Strategic Interventions:



Water scarcity in India's agriculture sector is an increasingly critical concern, threatening food security and rural livelihoods as the effects of climate change intensify year after year. Key contributing factors include excessive groundwater extraction, inefficient irrigation practices, and erratic climatic patterns.

Tackling this challenge demands a multi-pronged approach, adopting improved water management techniques, constructing water harvesting structures, and promoting water-efficient crops and technologies. Climate change affects agriculture through multiple pathways, leading to reduced crop yields, altered crop quality, and mounting challenges for farmers.

MYRADA has been actively addressing these issues for decades through a range of interventions, including soil and water conservation, integrated water resource management, afforestation, agroforestry promotion etc. Our approach combines both supply-side and demand-side strategies to enhance water availability and

agricultural resilience. Nearly 80% of our community development initiatives focus on water security, infrastructure development, and strengthening farmers' knowledge and skills for efficient water use and adoption of advanced agricultural technologies.

Our Key Interventions Under NRM:

Supply-Side Management:

- Construction of check dams
- Renovation of traditional percolation tanks and Kalyanis
- Nala treatment and watershed restoration
- Recharge of bore wells and open wells
- Construction of farm ponds

Demand-Side Management:

- Promotion of drip irrigation systems
- Integrated pest management practices
- Land development activities, etc

We also conduct agricultural research through on-field demonstrations of advanced technologies and practices, empowering farmers with practical skills and knowledge. Our interventions have yielded significant results, including increased crop yields, reduced input costs, enhanced water availability, and the ability to cultivate additional crops.

Overview of Watershed Development Projects carried out in 2024-2025

During the fiscal year, a total of 17 watershed development projects were implemented across the districts of Raichur, Kalaburagi, Ballari, Kolar and Bengaluru Urban districts in Karnataka; Krishnagiri district in Tamil Nadu; Guntur, Palnadu, Prakasam, Nellore, Kurnool and Alluri Seetharamaraju Districts, Andhra Pradesh; and Bhadrachalam and Medak districts in Telangana.

The total watershed area treated was approximately 21 thousand hectares. This intervention has directly and indirectly supported over 25,000 farmers by enabling access to additional water for agriculture in the future, thereby enhancing crop productivity and increasing household income.

Closure of Integrated Watershed Development Project in Chellagurki Village, Ballari District (4-Year Implementation):

The Integrated Watershed Development Project implemented over the past four years in Chellagurki Village has successfully concluded, achieving its intended impact. A total of 66 farmers were identified and supported through a range of watershed-related interventions, including both supply and demand-side water management, as well as soil and water conservation measures.

Approximately 871 hectares of agricultural and common land were treated under this initiative, contributing significantly to improved land productivity and resource sustainability. As part of the post-project management strategy, a formal handing-over process was conducted with the watershed committee members. This included orientation sessions on project sustainability, roles and responsibilities, and maintenance of both common and individual soil and water conservation structures.

The village farmers and broader community expressed sincere gratitude to the donor and to MYRADA, affirming their commitment to adopt and apply the knowledge and skills imparted—particularly in sustainable agriculture and income generation.

Highlights (NRM)



- Dry land development activities, including the construction of earthen and boulder bunds, soil enrichment through silt application on agricultural land, and the promotion of agroforestry etc were implemented in 6,000 hectares across the watershed treated area, benefiting over 8,000 farmers.

▪ **Rainwater Harvesting Interventions:**

A comprehensive rainwater harvesting initiative was implemented across 44 villages, resulting in the construction of 40 check dams and 4 sunken ponds along streams and drainage channels. Additionally, 66 percolation tanks and lakes were renovated to enhance water retention and recharge capacity.

Collectively, these interventions have created an estimated 10.48 lakh cubic meters of water holding capacity during 2024-2025. The primary objectives were to improve groundwater levels, recharge borewells and open wells, and enhance soil moisture in agricultural lands and surrounding vegetation. This initiative has directly benefited approximately 2.5 lakh farmers.

In the previous year, the total water storage capacity generated through various structures, including check dams, farm ponds, sunken ponds, newly formed mini percolation tanks, borewell recharge pits, open well de-siltation, and other recharge mechanisms was 1.1 million cubic meters.

- A total of 10,000 hectares of dryland were treated through a combination of soil and water conservation measures, including bund construction, installation of waste weirs, and bund plantations. These interventions aimed to enhance moisture retention, reduce runoff, and improve the overall productivity of the treated lands.

Case Story; Reviving Hope; Gopal's Journey from Despair

Gopal, a small farmer from Kooranahosahalli village in Malur Taluk, Kolar District, watched helplessly as his once-promising 1.2-acre plot lay fallow. In 2003, he invested in a borewell that initially served him well. However, as the water table steadily declined, the borewell ran dry within six years—leaving Gopal entirely dependent on erratic monsoons. “If the rain comes, we get something. If not, we suffered,” he recalls. His farming was reduced to rain-fed cultivation, yielding minimal returns and deepening uncertainty for his family. Like many in Karnataka’s drought-prone regions, Gopal’s dream of sustainable agriculture seemed to be slipping away.

The turning point came during a Gram Sabha meeting facilitated by MYRADA, where Gopal learned about the organization’s borewell recharge initiative under the Water Security Program. “It sounded like a miracle, but I thought, why not try?” he says. He approached MYRADA, and on July 3rd, 2024, recharge work commenced on his land.

The results were transformative. Water began flowing again through the borewell slits, and the yield doubled—from 18 to 36 litres per minute. “I couldn’t believe my eyes,” Gopal exclaims. Energized by the revival, he resumed farming, planted potatoes, and earned ₹40,000 from a single harvest. Beyond the financial gain, the intervention restored the vitality of his land and enabled year-round cultivation, freeing him from the uncertainty of rainfall.

Gopal’s story is a powerful testament to how community-driven water management can rejuvenate rural livelihoods and restore dignity to farming families.



Case Story; From Scarcity to sustainability; Shivraj's Journey to Water Resilience:

Shivraj, son of Bhiman Gowda, aged 30, is a resident of Chincharki village in Sirwar taluka, Raichur district. He is a dedicated farmer, fully dependent on agriculture for his livelihood. Alongside his father, Shivraj manages farming activities on their 3-acre land. The primary crops cultivated are Jowar and Pearl Millet, grown in different seasons based on the availability of water from their old open well.

However, as groundwater levels began to decline, cultivating seasonal crops became increasingly difficult. In search of a sustainable water source, Shivraj attempted to dig seven borewells around his farmland. Unfortunately, none yielded sufficient water. He spent nearly ₹5 lakhs, drawing from personal savings and

borrowing from moneylenders and trusted sources. Disheartened, he continued to seek a solution to meet his water needs for agriculture.

During a watershed committee meeting, MYRADA committed to assisting 17 farmers in rejuvenating open wells through desiltation, as part of a livelihood project implemented in the local panchayat. Shivraj shares, "My dream came true when I was able to desilt my old well, and now it holds good water." This was made possible through MYRADA's initiative to support small farmers in desilting and recharging borewells in the village.

Today, Shivraj is optimistic and actively engaged in farming with adequate water supply. He notes that the water level has risen, thanks to improved moisture and natural seepage. "After desilting, I'm able to pump water for nearly 6-7 hours," he says proudly.

Shivraj expressed heartfelt gratitude to the donor and MYRADA for their timely support, which has renewed his confidence in continuing agriculture and building a secure livelihood.



Case Story: Cultivating Change Through Organic Farming: Empowering Farmers with Sustainable Practices in Chellagurki Village, Ballari District:

In the semi-arid village of Chellagurki, located in Ballari Taluk and District, MYRADA, under a Corporate Social Responsibility (CSR) initiative supported by Baker Hughes implemented an Integrated Watershed Development Project aimed at enhancing the sustainability and livelihoods of smallholder farmers. This initiative promotes organic farming techniques tailored to dryland conditions, offering long-term ecological and economic benefits.

One of the most inspiring examples from this intervention is Mr. Y.S. Yerrana, 71, a progressive farmer who has successfully transitioned to organic dryland horticulture, demonstrating how grassroots interventions and farmer-led innovation can transform agricultural resilience.

Mr. Yerrana is among 66 farmers targeted and supported under the project for sustainable agriculture and livelihood development through:

- Soil and water conservation measures
- Capacity-building trainings
- Income-generating activities

He is a small-scale farmer and a retired professional who served as an accountant for 20 years at a private cement company. His transition into agriculture is marked by a blend of experience and enthusiasm. He is also a member of the Village Watershed Development Committee, where he actively contributes to planning and implementation efforts.

Organic Farming Intervention;

Mr. Yerrana took part in hands-on training sessions on organic farming techniques, equipping him with the skills to shift away from chemical

inputs. Motivated by the learnings, he decided to cultivate pumpkin organically, applying:

- Dashaparni extract
- Jeevamrutha
- Gokrupamritha
- Farm Yard Manure (FYM)
- Sticky traps for pest control

Results and Impact;

The transformation was remarkable. Through intercropping, Mr. Yerrana harvested 10 tonnes of pumpkin from his 3.45-acre plot, far exceeding his initial expectation of 4 tonnes. He was amazed by the extraordinary size and quality of the produce.

His farm quickly became a model site, attracting attention from neighbouring farmers and visitors curious about organic methods.

His success has;

- Boosted his confidence in sustainable agriculture
- Sparked interest among fellow farmers
- Demonstrated the viability of organic farming in dryland conditions

Mr. Yerrana's journey reflects the power of grassroots training, timely support, and farmer-led innovation. His farm now thrives as a beacon of organic resilience, proving that sustainable practices can lead to both ecological restoration and economic prosperity.



NRM Activities, 2024-2025



Livelihood Development



In rural India, poverty is not merely a lack of income, it is a multidimensional challenge encompassing limited access to resources, financial exclusion, and social marginalization. Addressing these complexities requires a holistic, community-driven strategy. Over the past five and a half decades, MYRADA's Self Help Affinity Group (SAG) approach, rooted in the active participation of primary stakeholders, has emerged as a transformative model for empowering the rural poor, especially women, by fostering Community Based Organizations (CBOs), promoting financial inclusion, and enabling sustainable livelihood generation.

MYRADA's initiatives for sustainable livelihood development among rural communities, including farmers and landless households, have significantly strengthened the socio-economic fabric of marginalized populations. By mobilizing resources and empowering women, men, and youth, these efforts have made a lasting impact across our operational areas through various community development projects implemented in Karnataka, Telangana, Andhra Pradesh, Tamil Nadu, Puducherry (UT), and Maharashtra.

Our continued handholding support to over 12,000 Self Help Affinity Groups (SAGs) has enabled members to attain improved living standards through access to financial inclusion services. These services have empowered them to invest in productive assets, manage risks effectively, and build long-term resilience.

Tailored skill development programs of MYRADA, market linkages, and micro-enterprise support have empowered SAG members to engage in diverse income-generating activities, including agriculture, livestock development, and non-farm enterprises, aligned with local resources and market demand.

By integrating financial literacy, livelihood planning, and access to CSR and government schemes and funding, MYRADA has been creating a replicable framework for poverty alleviation that is both inclusive and scalable. Our ultimate goal is to transition rural households from subsistence to self-reliance, with SAGs serving as engines of grassroots transformation.

Highlights of livelihood development activities carried out in 2024-2025

Financial Inclusion to Self Help Affinity Groups (SAGs)

Revolving Fund support enabling SAGs to launch and scale sustainable micro enterprises in Davangere and Chitradurga Districts, Karnataka

To promote sustainable livelihoods for small, marginal, and landless rural women, MYRADA has been supporting SAGs in mobilising funds from different CSR Foundations by implementing community development projects.



During the fiscal year, 2,900 members from 1,200 SAGs across Davangere and Chitradurga Districts, Karnataka received loans from the revolving fund, which they utilized to strengthen or scale up their enterprises. Consequently, 2,900 micro-enterprises were fortified through this financial support.

Over the past three years, 8,500 SAG members have benefited from similar assistance with a mobilisation of 1.76 crores, enabling them to expand income-generating activities such as vegetable vending, livestock rearing, flower vending, backyard poultry farming, agriculture, and honey production through beekeeping.

This intervention has led to an increase in the average per capita income of SAG members, ranging from ₹2,000 to ₹6,000, and has significantly enhanced their socio-economic status through financial empowerment.

Credit linkages established with Microfinance Institutions (MFIs) and Banks:

One of the primary sources of credit linkage for SAGs is **Sanghamithra Rural Financial Services (SRFS)**, a microfinance institution promoted by MYRADA.

During the fiscal year 2024–2025, a total of ₹75 crore was mobilized by 900 SAGs through Community Managed Resource Centres (CMRCs), the apex bodies of SAG Federations—operating across seven project locations in Raichur, Bidar, Kalaburgi, Chitradurga, Ballari, Kolar in Karnataka, Hosur in Tamil Nadu.

Credit Linkages with Banks:

Additionally, ₹7.32 crore was mobilized from banks by 221 SAGs.

Loan repayment rates have reached close to 95%, with consistent repayments maintained except in a few cases where delays occurred due to reasonable and well documented circumstances.



Over 6000 SAG members availed loans, primarily to support income-generating activities and other family development needs.

The overall financial inclusion status of 2100 SAGs amounted to approximately ₹123 crores, benefiting around 9000 families and contributing to the sustainable livelihoods of the rural poor.



Empowering Communities through Livestock Development:

Another major livelihood development initiative undertaken by MYRADA was the implementation of the Livestock Development Project in Raichur, Gadag, and Koppal districts of Karnataka.

The initiative was initially piloted in Raichur district last year. Based on the positive impact and outcomes observed, the CSR donor extended their support to scale the project further, enabling its expansion into two additional districts Koppal and Gadag.



This project targeted rural and semi-urban communities, aiming to enhance farmers' livelihoods through increased livestock productivity, improved breeding practices, better animal health, and strengthened fodder management. The initiative also focused on promoting entrepreneurship and increasing the cattle population, particularly cows and buffaloes, by providing extension services, training programs, and access to advanced technologies and resources.



Income-generating activities through livestock development, supported by high-yield artificial insemination, have significantly contributed to enhancing the rural livelihoods of both farmers and landless individuals.

key achievements (Livestock Development)

▪ Artificial Insemination (AI) Initiative in Karnataka

Artificial Insemination using genetically superior semen from high-quality bulls including indigenous breeds was implemented in 2035 villages across Raichur, Gadag, and Koppal districts in Karnataka. The intervention aimed to produce high-quality calves and enhance dairy productivity by promoting traits such as faster growth, improved body conformation, higher fertility, and increased disease resistance. A total of 61211 cows and buffaloes were inseminated, benefiting 61 thousand farmers and landless families.

The success rate of pregnancy through AI was recorded at 24889 successful pregnancies out of 61211 inseminations conducted during the year 2024–2025.

▪ Livestock Development Support for SAG Members:



In addition, 30 Self-Help Affinity Group (SAG) members received financial assistance (grant) of ₹20,000 each to support livestock development. Through this initiative, beneficiaries purchased a total of 17 cows, 6 buffaloes, and 7 goats,

which are now being used for income-generating activities.

These SAG members hail from 25 villages in 4 taluks of Raichur district. The intervention has contributed to improved household earnings and strengthened livelihood resilience among rural women.

Fodder Cultivation Support for Livestock Productivity:

A total of 3,980 families were supported for fodder cultivation, covering 1,859 acres of land dedicated to green fodder production. Farmers were provided with high-yielding varieties such as Sorghum and COFS-31, ensuring consistent and nutritious feed for their livestock.



This initiative significantly reduced the financial burden of purchasing fodder and enabled a reliable supply of quality nutrition for cattle. As a result, farmers have reported noticeable improvements in livestock health and productivity, including increased milk yields. These gains have translated into higher household incomes and enhanced livelihoods, particularly for smallholder and landless families.

Cattle Shed Construction, Enhancing Livestock Welfare and Farmer Livelihoods:

Under the MGNREGA scheme, 450 cattle sheds were constructed, leveraging ₹2.46 crores. The project team actively

supported farmers by guiding them through the application process, facilitating access to scheme benefits, and conducting training and awareness sessions on livestock protection.



This initiative led to significant improvements in cattle health and productivity by reducing stress and mortality rates. It also contributed to enhanced income and livelihood security for farmers. By providing shelter from harsh weather conditions, the cattle sheds directly supported 450 farming families, ensuring better care and resilience for their livestock.

▪ **Artificial Insemination Crate-Cum-Travis Support to Communities:**

As part of our livestock development project implemented in the districts of Raichur, Koppal, and Gadag in Karnataka, a total of 61 crate-cum-travis units were installed in rural areas that previously lacked such infrastructure. These units have established essential facilities for cattle treatment and artificial insemination services, significantly enhancing veterinary access for local communities.

▪ **Goat Bank Model for SAG Empowerment in Rural Areas:**

One of the viable strategies to transition away from subsistence agriculture and debt-ridden farming is the promotion of livestock-based microenterprises. Over the past four years, we have actively encouraged rural SAGs women to invest their savings and mobilize loans from Microfinance Institutions (MFIs), banks, and CSR foundations to initiate



sustainable income-generating activities. These efforts aim to ensure regular income and facilitate the scaling up of related enterprises.

Driven by this mission, we have established Goat Banks in the districts of Raichur, Bidar, Gulbarga, and Yadgiri in Karnataka, as well as in Krishnagiri district in Tamil Nadu. Under this program, one or two female goats are provided to SAG members. In return, beneficiaries contribute the first female kid back to the SAG Federation, which is then passed on to another member, creating a revolving livestock asset model. This cycle continues, fostering community ownership, economic resilience, and inclusive growth.

- **Goat Bank Expansion and Impact- 2024–2025:**

During the financial year 2024–2025, the Goat Bank model was successfully implemented across 25 villages, supporting a total of 375 families. Of these, all the beneficiaries have repaid the initial livestock contribution by donating the first female kid to the SAG Federation. This revolving asset model enabled the federation to extend support to an additional 375 families, thereby amplifying the reach and impact of the initiative.

- **Horticulture and Agroforestry-Based Livelihood Promotion:**

Horticulture and agroforestry promotion has been one of our continuous focus areas, particularly aimed at supporting small and marginal farmers in rural regions. Each year, a minimum of 150 hectares is developed under this initiative, creating long-term livelihood assets for economically disadvantaged communities.

In the fiscal year 2024–2025, a total of 260 hectares of agricultural land was utilized, and 2.98 lakh saplings of various species were planted. These efforts directly benefited 500 farmers, contributing to sustainable income generation and ecological resilience.

- **Revitalizing Sericulture in Rural Krishnagiri District, Tamil Nadu:**

A three-year project intervention titled the Sericulture Focus Development Programme was launched in October 2024 to revitalize sericulture in rural areas of Krishnagiri District, Tamil Nadu. The initiative targets 1900 farmers across 22 villages in Shoolagiri, Thally and



Hosur Blocks with the aim of increased mulberry cultivation, Sericulture FPO formation, fostering entrepreneurship, and promoting sustainable income generation.

During the reporting year, 44 farmers were supported with white and golden yellow cocoons. Additionally, 10 farmers received silkworm rearing wooden trays and 5 farmers were provided with drip irrigation systems to improve mulberry cultivation by efficient use of water.

These beneficiaries have expressed renewed confidence in strengthening their sericulture enterprises, with greater optimism about increasing their income and achieving long-term prosperity.

▪ **The Integrated Tribal Development Programme:**

Since 2020, the Tribal Development Programme, in partnership with and funded by NABARD, has been implemented in 29 tribal villages of Erode and Krishnagiri districts in Tamil Nadu, and 4 villages of Yadgir district in Karnataka. The development of WADI, small orchards of horticultural crops suited to the local climatic conditions, is being actively promoted among farmers. Land development, soil and water conservation activities, farm-based income generating activities' support are part of this programme extended. Additionally, non-WADI programme related activities support have been extended to the landless tribal communities in these villages.

Value addition of Non-Timber Forest Products (NTFPs), such as medicinal plants, bamboo, grass brooms, honey etc., has also been encouraged to foster sustainable livelihood development among tribal populations.

Under the Tribal Development Project, a tribal market outlet is being established in the hilly region of Bargur Block, Erode District. The primary objective of this outlet is to showcase and market agricultural produce cultivated by tribal communities, milk-based value-added products, and Non-Timber Forest Products (NTFPs) collected from the surrounding forests. This outlet will be fully functional very soon.

One of the beneficiaries shared, “This market outlet is among the first of its kind to be set up by NABARD and MYRADA for our tribal community. It holds great promise for strengthening our traditional income-generating activities and ensuring a more stable and sustainable livelihood. We extend our heartfelt gratitude to these agencies for implementing diverse livelihood programmes that support and uplift our communities”.

▪ **Implementation of Livelihood Components under the SEED Programme:**

In December 2024, MYRADA was invited by the National Scheduled Castes Finance and Development Corporation (NSFDC), New Delhi, to partner in implementing a livelihood development programme for Denotified Tribes (DNTs), Nomadic Tribes (NTs), and Semi-Nomadic Tribes (SNTs) in Ramanathapuram and Erode districts of Tamil Nadu.

This initiative is supported by the Ministry of Social Justice and Empowerment, Government of India. The programme focuses on women's empowerment through the formation of Self-Help Groups (SAGs), socio-economic development, financial inclusion, skill development, etc. These activities are being implemented over a one-year period.

A total budget of approximately ₹1.5 crore has been allocated for both districts, covering the formation of SAGs, skill development training, capacity building sessions, and provision of revolving funds.

As of March 2025, MYRADA has successfully formed 100 Self-Help Groups (SAGs) exclusively comprising members of De-notified Communities (DNCs), including women from the Marvar, Boyar, Thottinaiyakkar, and Valaiyar communities.

This programme marks a significant new collaboration with the Government of India, and it may lead for continued partnership in future initiatives of a similar nature.

▪ **Regenerative Agriculture in Cotton Production – Project Overview:**

MYRADA, in partnership with the “Cotton Connect Farmer Community Foundation” and with support from the international fashion retailer “Primark”, has been implementing a Regenerative Agriculture Project focused on cotton production for the past three years. The initiative is being carried out across 157 villages in the mandals of Nellikuduru, Thorrur, and Nekkonda, located in Mahabubabad and Warangal districts, Telangana.

The project goal is:

“To create a transparent and resilient cotton supply chain by training farmers in sustainable agriculture techniques.”

The program aims to build the capacities of cotton farmers—particularly women and marginalized groups—by promoting:

- Reduced use of chemical pesticides and fertilizers
- Water conservation through efficient practices
- Adoption of regenerative farming methods that enhance soil health and biodiversity

Through targeted training, demonstration plots, and farmer engagement, the project is fostering a shift toward environmentally responsible cotton cultivation while strengthening supply chain integrity and farmer livelihoods.

▪ **Mitigating Crop Damage and Enhancing Irrigation Support:**

Monkeys have emerged as a persistent nuisance in cotton-growing regions, causing considerable damage to standing crops and farm infrastructure. Alongside other challenges such as pest infestations, erratic weather conditions, and fluctuating market forces, monkey-related crop loss has added to the burden faced by cotton farmers.



To address this issue, MYRADA supported 70 farmers by installing solar-powered fencing systems, effectively safeguarding 70 acres of farmland from animal intrusion and crop damage. This intervention has helped reduce losses and improve farm-level resilience.

In addition, solar pump set facilities were provided to 35 cotton farmers who were experiencing frequent power outages, which hindered their ability to irrigate fields in a timely manner. The solar pump sets have enabled uninterrupted access to water for irrigation, contributing to improved cotton crop health and productivity.

A total of 75 Agri Input Centres have been newly established, with 25 centres each in the mandals of Nellikuduru, Thorrur, and Nekkonda. These centres aim to support cotton-producing farmers by providing easy access to organic farm inputs such as Neem Seed Kernel (NSK) Extract, a natural biopesticide for

agriculture, Neem Leaf Extract, Dashaparni, Panchagavya, Ginger-Garlic-Onion Extract, EM Solution (a liquid mixture of beneficial microorganisms, such as lactic acid bacteria, photosynthetic bacteria, and yeasts, used to improve soil health, enhance plant growth, and assist in the breakdown of organic waste), Vitex Extract, Egg and Lemon Extract, Vermicompost, and more.

Each centre is managed by a dedicated group of 5 to 7 farmers.



Case Story: Sustainable Livelihood Development of Tribal Farmers:

Kongadai village, located in the Bargur Hills of the Western Ghats within the Anthiyur block of Erode district, Tamil Nadu is home to approximately 143 Scheduled Tribe farming families. Agriculture is their primary occupation, but due to limited seasonal opportunities—only four months of active farming annually—many families migrate to nearby cities such as Erode, Tirupur, and Coimbatore in search of employment. Common jobs include masonry, security work at construction sites, sugarcane harvesting for sugar industries, and tamarind collection during the summer. Additionally, the Forest Department engages tribal laborers for broomstick raw material collection, bamboo cutting, and bush clearing.

This seasonal migration has led to the abandonment of nearly 60 to 70 acres of farmland, as families prioritize wage labour over cultivation to sustain their livelihoods.

Their dependence on rain-fed agriculture and low-value dryland crops such as finger millet, little millet, and pulses yields insufficient income. Unpredictable weather patterns often result in crop failure and economic losses, forcing families to borrow from moneylenders at high interest rates.

To address these challenges and promote year-round income, a project under the Integrated Tribal Development Programme (ITDP) introduced high-value perennial crops. Selected crops include cinnamon, clove, nutmeg, allspice, coffee, coconut, citrus, and tamarind—planted at a density of 105 plants per acre. Additionally, border plantations of silver oak (20 plants) and pepper (20 plants) bring the total to 145 plants per acre.

The project identified and supported 83 tribal families, each cultivating one acre with this diversified crop layout.

However, water scarcity during the non-rainy season (lasting 4 to 8 months) posed a major threat to plant survival. To ensure adequate irrigation and prevent crop wilting, the project engaged tribal farmers in planning and implementing community-based irrigation systems. These systems enabled consistent watering even during drought conditions.

Through participatory planning, the community identified natural water sources such as streams, gullies, and percolation zones for shallow well excavation. Due to the absence of three-phase electricity in the area, the project provided diesel engines (5hp to 10hp) along with water pumping systems and 2" HDPE pipelines to transport water from wells to elevated storage tanks (2,000 to 8,000 litres capacity).

Each tank serves 5 to 25 farmers. Despite these improvements, farmers—especially women—faced significant physical strain carrying water across hilly terrain. It often took two to three days to irrigate a single acre, in addition to their daily responsibilities. Responding to their concerns, the project installed 1" HDPE pipelines closer to individual fields and distributed water through 20mm LDPE pipes, significantly reducing labor and improving irrigation efficiency.

This community irrigation system ensured equitable water distribution across all fields, regardless of slope or terrain. Farmers expressed satisfaction with the ease of watering, which helped maintain healthy plant growth.

The initiative has brought transformative change to Kongadai village. Approximately 60 to 70 acres of previously abandoned land have been reclaimed for productive agriculture. Seasonal migration has decreased by 60%, and with assured water availability, crop survival rates now exceed 80%. The project anticipates harvests and income generation from spice and fruit crops starting in 2027.

The participatory approach to community-managed irrigation has emerged as a successful model, showcasing the strength of collective action in promoting crop sustainability and enhancing tribal livelihoods.



Health and Sanitation



MYRADA's major health interventions during 2023-2025 related to TB service delivery and cancer prevention-based health care support implemented in Kalaburagi and Belagavi districts, Karnataka. Despite a robust public health system, the northern districts of Karnataka have a high incidence of Tuberculosis (TB), associated comorbidities and non-TB respiratory diseases.

Tuberculosis (TB) is a major public health concern and remains one of the leading causes of death globally. Despite significant advancements in diagnosis and treatment, persistent gaps in awareness, access to care, and treatment adherence continue to impede progress toward TB elimination.

Simultaneously, Non-Communicable Diseases (NCDs)—including diabetes mellitus (DM), hypertension, cardiovascular diseases, chronic obstructive pulmonary disease (COPD), and cancers—are emerging as serious health burdens in rural areas. These communities often face limited access to preventive care, early diagnosis, and continuous management. Although NCDs are traditionally viewed as urban-centric, rural populations are increasingly affected due to shifting lifestyles, poor nutrition, low health literacy, and inadequate healthcare infrastructure.

In India, routine screening of TB patients revealed comorbidities such as hypertension (7%), diabetes mellitus (8%), alcohol use (34%), and smokeless tobacco use (33%). These findings underscore the need for integrated care models that address both infectious and non-infectious diseases holistically.

In response, FIND in collaboration with MYRADA, under the guidance of NTEP implemented a community based integrated TB service delivery approach through women representatives from different Self-help Affinity Groups. The community-based approach to the prevention and control of both TB and NCDs offered a powerful solution by placing affected populations at the center of the response. This approach of MYRADA promoted local engagement, strengthened health systems, and fostered sustainable health outcomes.

Programme Highlights

The TB and NCD-focused health projects were implemented over a two-year period, from April 2023 to March 2025. It covered a total population of approximately 1.9 million across 503 villages in the districts of Gulbarga and Belgavi, Karnataka. The project emphasized early detection, treatment, and preventive care for both communicable and non-communicable diseases among rural populations. Over 900 volunteer women from these villages were trained and participated in the detection and referral of cases of TB as well as NCD.

- Through awareness campaigns, mobile screening units, and culturally sensitive health education, the initiative greatly empowered individuals and families to take charge of their health. The goal was not only to treat disease but to foster a culture of prevention and resilience—ensuring that rural populations are no longer left behind in the fight against NCDs.

During the reporting period, a total of 2,187 household contacts of TB patients were tested using the CY TB test, out of which 314 individuals were found to be TB positive and referred for treatment. The CY TB Test is a rapid molecular diagnostic tool used to detect Mycobacterium tuberculosis and resistance to rifampicin, a key anti-TB drug. This test is highly sensitive and provides results within a few hours, making it crucial for early and accurate diagnosis of tuberculosis, especially in high-risk groups.

Tuberculosis (TB) and Non-Communicable Disease (NCD) Screening and Treatment Conducted:

Category	Indicator	Coverage	Impact
Tuberculosis (TB) Screening and Treatment	Total Presumptive TB Cases Identified	43,732	Strengthened early detection and prevention through community screening and timely intervention
	TB Positive Cases Detected and linked to the Nikshay Poshan Yojana of NTEP	1,585	
	Individuals Initiated on Preventive TB Treatment	1,311	
Non-Communicable Disease (NCD) Management	Hypertension (HT) Cases Detected and Treated	3,027	These efforts improved chronic illness management by facilitating regular monitoring and timely access to care for diagnosed individuals.
	Diabetes Mellitus (DM) Cases Detected and Treated	2,171	

- **General Health Check-up Camps for the Public:**

Preventive healthcare and early diagnosis were promoted through accessible, inclusive, and community-based health check-up camps conducted in underserved rural areas of Gejjalagatta, Nilogal, Heerapura, and Chikkanaganur villages in Lingasugur Taluka, Raichur District. Doctors and health nurses from local government



primary health centres facilitated the camps, which included awareness sessions. Basic medicines were provided to patients for common ailments such as fever, headache, stomach pain, and minor injuries.

- As part of our commitment to sustainable rural development, 197 solar street lights were installed across 19 underserved villages in Uthangarai taluk (Krishnagiri district, Tamil Nadu) and Kankatta and Hallikhed mandals (Bidar district, Karnataka) under the Holistic Rural Development Project. This intervention has significantly bridged gaps in public infrastructure, enhanced energy access, and improved community safety. Villagers now navigate roads and pathways safely after dark, reducing isolation and facilitating better access to essential services. Women, in particular, report increased confidence in attending evening meetings, vocational training sessions, and social gatherings organized by NGOs and service providers.
- As part of a far-reaching community health initiative in rural and urban Bengaluru, over 2,000 school children and community members from Yelahanka, Devanahalli, Bengaluru East, and Hoskote Taluks in Karnataka were empowered through impactful training sessions. These sessions were conducted across 24 government and private schools, covering 14 villages and towns. The workshops focused on essential health and hygiene topics, including personal hygiene practices, the importance of clean surroundings, effective waste segregation and disposal, and the prevention of water-borne and vector-borne diseases. Designed to spark awareness and nurture lifelong habits, the initiative laid a strong foundation for healthier, more resilient communities.

In addition to health education, the program also emphasized environmental awareness. Participants were introduced to critical issues such as climate change and its effects, pollution control, waste segregation and recycling, water conservation and rainwater harvesting, tree plantation and biodiversity, as well as renewable energy and energy-saving habits. These sessions enriched the understanding of both students and community members, inspiring them to adopt sustainable practices and become proactive stewards of their environment.

To reinforce these lessons, cleanliness drives were actively conducted in schools, serving as practical demonstrations of good hygiene practices. Students were encouraged to take ownership of their surroundings through the formation of “Clean Campus Clubs,” which continue to play a vital role in maintaining school hygiene and promoting peer-led advocacy.

In addition, wall writings and art-based communication were strategically employed to amplify the message of health and sanitation. Slogans and visual messages were painted on school boundaries, public walls, and near waste collection points to engage the community and inspire long-term behavioural change. This creative approach not only captured attention but also laid a strong foundation for sustainable improvements in public health and sanitation across our projects.

Education

Life Skills and Quality Education for rural school children have remained a key focus in recent years. We have strengthened capacities and empowered students in rural government schools through targeted awareness sessions and skill-building initiatives, including training in basic computer applications. Infrastructure enhancements, such as the provision of safe drinking water, renovation and construction of additional classrooms, repair and construction of toilets were carried out with the generous support of CSR donors.

During the fiscal year 2024–2025, rural schools across 25 villages were selected to support children in developing essential life skills and knowledge, leading to improved performance in academics, sports, and extracurricular activities.

Highlights

Our approach to developing life skills and enhancing education among school children begins with the formation of Children's Groups, aimed at empowering them holistically. During 2024–2025, a range of activities—including computer education, awareness on child rights and child safety, prevention of sexual harassment, environmental sanitation, and kitchen garden promotion were conducted across 20 villages in



Uthangarai Taluk, Krishnagiri District, Tamil Nadu and Lingsugur Taluk, Raichur District in Karnataka. A total of 56 Children's Groups were formed, benefiting 955 girls and boys studying in rural government schools. Through these initiatives, the children were equipped with essential skills, knowledge, and confidence to thrive both within and beyond the classroom.

- Twelve Anganwadi Centres were renovated and beautified at Uthangarai taluk, Krishnagiri District with vibrant illustrations of animals, birds, fruits, and festive symbols, creating an engaging environment that attracted children and supported their cognitive development.
- **Bridging the Digital Divide: Empowering Rural children with Digital Skills:**

In many rural regions, access to digital education remains a significant barrier to opportunity. Government high school students, especially in remote villages, often lack exposure to basic computer skills, an essential foundation for higher education, employment, and digital inclusion.

To address this gap, MYRADA launched the Computer on Wheels initiative, bringing technology directly to the doorstep of rural learners. For the past six years, the mobile van has been providing hands-on training in basic computer skills, with a focus on MS Office applications. In the current year alone, 883 government run school students (boys and girls) received training not only in digital literacy but also in essential life skills.

▪ **Improving Educational Infrastructure in rural school:**

Chellagurki, a village in Ballari district, Karnataka, is home to a co-educational high school offering classes from 1st to 10th grade, with a current student strength of 343. Established 64 years ago, the school has 11 classrooms, many of which were constructed decades ago. Among them, five primary school classrooms had deteriorated severely—with damaged roofs, poor lighting, and inadequate ventilation—rendering them unfit for a safe and conducive learning environment.

Recognizing the urgent need for renovation, the village’s watershed committee took proactive steps and approached MYRADA and a CSR donor with a formal request to restore these five classrooms. Their initiative marked a critical step toward ensuring quality education and a healthier learning atmosphere for the children of Chellagurki.

In response, renovation work was undertaken, which included masonry repairs, painting, installation of electrical fittings such as fans and lights, replacement of doors and windows, and installation of CCTV cameras. The total cost of the renovation was Rs. 7,82,000/-.

The children, teachers, and members of the watershed committee expressed their heartfelt gratitude to the donor and the implementing agency for their valuable support.



Capacity Building

Capacity Building for Sustainable Rural Transformation:

In the pursuit of sustainable rural development, capacity building trainings for farmers, Community-Based Organisations (CBOs), development practitioners, and government officials play a pivotal role in transforming communities from subsistence to resilience. These trainings are designed to equip participants with practical knowledge, technical skills, and strategic insights across key domains—agriculture, natural resource management, health, and social empowerment.

Recognizing the evolving challenges posed by climate variability, shifting market demands, and resource constraints, the MYRADA-KVK Project in Erode District has been actively conducting a range of interventions including:

- Trainings and on-field demonstrations to promote hands-on learning and peer exchange
- Dissemination of agricultural research to bridge the gap between innovation and field-level adoption
- Promotion of value-added products to enhance income and market access for farm households
- Introduction of advanced technologies in farming and crop production, such as precision agriculture, integrated pest management, and climate-resilient practices

Highlights

■ Farm Advisory Services through “mKISAN Portal”:

During the reporting period, the MYRADA-KVK Project delivered 93 Farm Advisory Services to over 4.56 lakh farmers across all the blocks and taluks of Erode District, Tamil Nadu. These services also known as agricultural extension services disseminated via the mKISAN Portal, which integrates SMS, voice, and app-based communication to ensure timely and accessible support.

The advisories provided farmers with critical information, training, and guidance aimed at enhancing agricultural productivity, profitability, and sustainability. By bridging the gap between research institutions and field-level practice, these services empowered farmers to:

- Adopt innovative and locally relevant farming techniques
- Manage climate and weather-related risks effectively
- Comply with evolving regulatory standards
- Access emerging markets and value chains
- Implement environmentally sustainable practices

This initiative reflects MYRADA-KVK's commitment to inclusive, tech-enabled rural development and knowledge transfer.

▪ **Farm-Based Newsletter publication:**

Empowering Rural Livelihoods Through Knowledge, Innovation, and Community Action:

MYRADA's farm-based quarterly newsletter dedicated to sharing insights, innovations, and success stories from the field is published and shared across the farmers in Erode District, Tamil Nadu. This publication serves as a bridge between grassroots experiences and institutional knowledge, spotlighting the transformative work being done across Erode district to strengthen agriculture, natural resource management, and community empowerment. Each edition captures the pulse of rural development, featuring updates on capacity building trainings, on-field demonstrations, agricultural research dissemination, value addition initiatives, and FPOs and SAG-led enterprises. Through this platform, we aim to foster peer learning, celebrate local champions, and promote replicable models that contribute to sustainable livelihoods and ecological resilience.

Training and Extension Achievements:

- A total of 128 trainings were conducted on advanced technologies in agriculture and horticulture, including value addition of farm produce, livestock feed and fodder management, and related topics. These sessions benefitted 4,984 farmers, including men, women, and youth across the region.
- 34 specialized trainings were organized for 885 rural youth, focusing on organic farming practices, value addition in fruits and vegetables, vermicompost production, poultry management, and the preparation of value-added products from fish, shellfish, and cow-based resources.

- A total of 19 capacity-building training programs were organized, benefiting 656 extension functionaries. Participants included newly recruited Senior Scientists from various Krishi Vigyan Kendras (KVKs) across the country, Block Technology Managers from the Department of Agriculture, Krishi Mitras, and Krishi Sakthi personnel.

The training sessions covered a diverse range of topics, including: Management Development Programme (MDP) for KVK Scientists, Advanced reproductive and artificial insemination technologies in livestock and poultry, Integrated Farming Systems, Natural and Organic Farming practices, Emerging technologies and opportunities in dairy farming, etc. A total of 464 extension activities were carried out, reaching 48,327 farmers and rural youth, to ensure wider dissemination and adoption of innovative agricultural practices.

- Under the livestock development project implemented in Raichur, Koppal and Gadag districts, Karnataka, a total of 1.07 lakh farmers were trained in cattle vaccination, artificial insemination, nutrition feeding, and cattle management related topics.



- **Capacity Building in Sustainable Cotton Production (2024–2025):** During the year 2024–2025, a series of capacity-building trainings were conducted for women farmers engaged in cotton cultivation across Warangal and Mahabubabad



districts of Telangana. These trainings also included landless labourers working in cotton fields, as well as MYRADA’s field executives and core team members. The objective was to enhance their knowledge and practical skills in sustainable cotton production. The following trainings were conducted:

- A total of 12,000 farmers, with a special focus on women, were trained in comprehensive cotton production practices, ranging from land preparation, sowing, crop management, harvesting, to post-harvest handling and marketing. An exposure visit was organized to Krishi Vigyan Kendras (KVKs), enabling participants to observe and learn from innovative agricultural practices being piloted. These trainings and visits significantly contributed to the adoption of best practices and improved productivity among participating farmers.
- 3,200 landless labourers engaged in cotton cultivation were trained in essential operational skills such as cotton picking (harvesting), grading, packing, pest and fertilizer application, and personal hygiene. This initiative aimed to enhance their employability, efficiency, and safety in the field.
- A Training of Trainers programme was conducted for 60 field executives and staff members of MYRADA working on the cotton project. The training covered modules on farmer training, participatory training methodologies, report preparation, documentation, and demonstration of cotton production using recommended packages of practices. This strengthened the internal capacity to deliver high-quality farmer training at scale.

- A total of 150 demonstration plots, each measuring one acre, were established with selected cotton production beneficiaries. These plots showcased best practices including land and seed selection, optimum spacing, intercropping, border cropping, reduction in chemical pesticide and fertilizer use, application of bio-rational pesticides, and improved methods for harvesting, storage, and transportation.



The intervention yielded notable outcomes such as reduced input costs, lower fertilizer usage, water savings, and increased yield and income. Farmers expressed satisfaction and appreciation for being introduced to effective and sustainable cultivation techniques.

Consolidated Income and Expenditure Account for the year ended 31st March, 2025

EXPENDITURE	As at	As at	INCOME	As at	As at
	31.03.2025	31.03.2024		31.03.2025	31.03.2024
	In Lakhs	In Lakhs		In Lakhs	In Lakhs
Livelihoods	636	438	Grants:		
Natural Resource Management/ Watersheds	2,757	2,642	External	140	273
Health and Sanitation	120	180	NABARD	117	218
Education	41	65	Government	342	320
Institutional Capacity Building	531	298	CSR	3,118	2,703
Purchase of Assets	162	115	Contribution received	8	3
			Contribution towards Accommodation	0	1
			Interest on Savings Bank Account	25	20
			Interest on Fixed Deposit	272	236
			Disposal of Assets	4	2
			Interest on IT refund	4	-
			Rent	4	6
			Sale of Land & Buildings	345	-
			Compensation from Govt. for Land	1	27
			Other Income	5	1
			Donation - Land (in Kind)	11	-
SURPLUS Transferred to			DEFICIT Transferred to		
Donors Account	-	58	Donors Account	22	-
Corpus Fund Account	91	27			
Project Corpus Fund Account	0	0			
General Fund	80	-	General Fund	-	13
Administration Account	0	-	Administration Account	-	0
TOTAL	4,418	3,824		4,418	3,824

Donors / Partners, 2024-2025

<p>International Donors</p> <ul style="list-style-type: none"> ▪ Frank Water ▪ HOPE International Development Agency (HIDA) ▪ Foundation for Innovative New Diagnostics (FIND) ▪ Drip by Drip e. V. <p>Government Programs</p> <ul style="list-style-type: none"> ▪ Dept. of Agriculture, Govt. of Karnataka ▪ Dept. of Sericulture, Govt. of Karnataka ▪ District Water Management Agency (DWMA) ▪ Indian Council of Agricultural Research (ICAR) ▪ Ministry of Information and Broadcasting ▪ National Bank for Agriculture and Rural Development National Cooperative (NABARD) ▪ National Cooperative Development Corporation ▪ 	<ul style="list-style-type: none"> ▪ National Scheduled Castes Finance and Development Corporation (NSFDC) ▪ The Small Farmers Agri Business Consortium <p>CSR / Foundations</p> <ul style="list-style-type: none"> ▪ Aditya Birla Finance Limited ▪ Ashraya Hastha Trust ▪ Bharat Financial Inclusion Limited ▪ CIPLA Limited ▪ Fastenex Private Limited ▪ Four EF Renewables Private Limited ▪ GE Oil & Gas Pvt. Limited ▪ Grace Infrastructure Pvt. Limited. ▪ HCL Foundation ▪ HDFC Bank Limited ▪ Hindustan Unilever Foundation ▪ IndusInd Bank Limited ▪ ITC Limited ▪ LIC Housing Finance Limited ▪ Lotus Footwear Enterprises Limited 	<ul style="list-style-type: none"> ▪ Orkla India Private Limited / MTR Food Pvt. Limited ▪ Reckitt Benckiser (India) Private Limited ▪ SMFG India Credit Co. Limited. / Fullerton India Credit Company Limited. ▪ Synergizes Sustainable Foundation ▪ UltraTech Cement Limited ▪ Unistrong Engineers Pvt Limited ▪ Whirlpool of India Limited
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Our Senior Team

Core Team - HO			Programme Officers - Field		
					
Chairman	Executive Director	Member Secretary			
					
Chief Finance Officer	Programme Officer - HO	Programme Officer - HO			
					
Expert Watershed					

Horticulture Promotion



OUR PRESENCE



04-Jun-2024 10:44:45 am
Unnamed Road
Khanapur
Kalaburagi Division
Karnataka

MYRADA

#2, Kempegowda Service Road,
Domlur Layout,
Bengaluru – 560 071.

Tel: +91-80-25353166, 25352028

Email: myrada@myrada.org

Website: www.myrada.org

Climate Smart Agriculture

