

# MANAS RURAL DEVELOPMENT INSTITUTE

## ACTIVITY REPORT



**YEAR  
2020-2021**



### ADDRESS

304, Sunflower Tower, Kharkar Lane,  
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## *Preface*

It is my proud privilege and gives me a great pleasure in presenting Annual Activity Report for the year 2020-21 of the Manas Rural Development Institute. Ours is a NGO engaged in spreading the concept of Organic farming amongst the farming community since more than a decade. We are also actively engaged to propagate consumption of organic and safe food amongst the city dwellers. I am very happy to mention here that in recognition of our continuous efforts and service the Govt. of Maharashtra awarded our NGO, “**Krushibhushan Puraskar**”.

The Indian ancient agricultural system reveals holistic crop management through use of suitable cultivars, use of quality seeds, process of seed treatment, use of suitable soils, intercrops having optimum plant population, balanced nutrition, optimum use of water, timely weeding, protection from disorders, using herbal and dead animal wastes, harvest at right stage, seed drying and storage. Cow and cow family was integral component of farming system. I am sure that with the conviction to help the farming communities in rural areas and to organize themselves in to groups to enable them to manage their socio-economic activities most competitively, we can ensure a secured future for them. This is a small beginning from our side.

**Manas, Thane**

(Vyankatesh Kulkarni)

Chairman

## **MANAS RURAL DEVELOPMENT INSTITUTE**

Manas Rural Development Institute (MARDI) has pleasure to present this 16<sup>th</sup> Activity Report for the year ended 2020-2021. The Company is registered under the provisions of Section 25 of Company Act, 1956. The provisions depict the Company as “Non Profit Company”.

### **Preamble**

Manas Rural Development Institute (hereinafter known as MARDI for the sake of brevity) is a Non-Government Non-profit Organization, (NGO) which has been formed in India to deliver and spread the message of benefits of ancient Vedic knowledge and practices in the field of agriculture. The main aim of an organization is to train farmers, with focus on small and medium farmers the various techniques revealed in ancient Indian Vedic texts about agriculture which would enable them to grow quality produce. This we may call it as Natural Farming or Organic Farming. Such quality produce from the farmers will be certified by intervention at two stages i.e. introducing Participatory Guarantee & Internal Control System (PGCS & ICS) and third party certification through APEDA accredited agencies. This will enable consumers for quality products and help us to entering the domestic and export market ensuring better price realization to farmers including MARDI.

### **Manas Rural Development Institute**

#### **Thought Behind...**

#### **Aim**

- To train and equip farmers with the intention of giving them a sustainable life in the village
- To develop Eco-friendly partnership between consumers and farmers.

#### **Objectives**

- To have a systematic utilization and integration of the available natural and human resources for their socio economic development in rural areas.

- Spreading awareness about organic farming using ancient organic technology.  
Adopting Gandhian philosophy of ‘Panchakroshi’.

## **Philosophy**

- Gandhian Philosophy of ‘Panchakroshi’.
- A cluster of nondescript villages that unify in order to form a ‘Panchakroshi’.
- The philosophy identifies and encourages an Ideal Village Community.

## **Hypothesis**

Manas Krushi Farm is a successful model of organic farming because:

- Farmers from villages are trained in organic farming are able to meet their goal of self sustainability.
- They are successful in maintaining their cultural heritage by practicing Ancient Indian techniques.
- They optimize the utilization of resources.

## **Thesis**

- Raising Funds by selling the agricultural produce to educate the farmers about environmentally viable methods of farming to eventually increase the socio-economic status and standard of living of the farmers.

## **Approach**

For quite some time now, India has continuously been projected and stamped as a country of the poor. And truly so...!

The picture is now gradually changing due to the active participation by enthusiastic number of NGOs and dedicated countrymen. Working on the principles of sustainable agriculture,

## **Main Objectives**

MARDI is a Non-profit organization for the promotion of voluntary efforts in the field of sustainable agriculture through ancient Vedic knowledge and integrating compactable techniques from organic systems in the name of “Jaivik Krushi”. This

main objective comprehensively augmented further in the field of Natural Resource Development, Human Resource Development and their overall Socio-economic Development of backward area. This includes community development such as agriculture, enhancement of soil health, groundwater, soil and water conservation, development of forests, horticulture, environmental ecology preservation, animal husbandry, water management, irrigation, drinking water and village/cottage industries development on the basis of Indigenous Technical Knowledge (ITKs). MARDI also intends to act as link between SHGs, line departments, Banks, Social Institutions and Corporate sectors interested in rural development activities. It also aims to effect and promote co-ordination of the program of voluntary agencies with the plans of Government for the described activities in Maharashtra and anywhere in India in a phased manner.

### **MARDI Provides**

- A forum for consultation amongst world class experts, line departments, development institutions, voluntary agencies, financial institutions, farmers forum and other sections of the community with a view to increase their involvement in programs of sustainable agriculture.
- A forum for necessary research support to obtain information for planning of sustainable agriculture activity.
- A forum for integrating & promoting Vedic and organic practices in the name of Jaivik Krushi for sustainable agriculture in India & abroad.
- Financial or any other resource assistance to individuals, groups, societies, associates, institutions or voluntary agencies having similar objectives as those of MARDI.
- Technical and financial support to farmers for soil survey, crop selection, seed selection. Jaivik seed production, sharing, organic inputs production, irrigation and development of other allied activities to agriculture.
- Training in technical aspects of Natural Resource Management and its sustainability utilization.

### **Genesis**

MARDI was conceptualized by a group of young agriculturist and social development professionals in the year 2001 as an organization that would work for

the interest of the farmers. The idea evolved out of own experiences in agriculture against excessive usage of chemical fertilizers and pesticides that destroyed the ecological balance and sustainable agriculture.

### **Manas Krushi Farm**

Our farm is situated just beneath the Bhatsa Dam at Sajivali village in Shahapur Taluka of Thane district. The farm is located strategically between the river Bhatsa and the irrigation canal of Bhatsa dam thus ensuring perennial source of water. The farm is a certified organic farm by leading Indian Certification Agency, INDOCERT since, 2001, under both NPOP and USDA standards for organic cultivation. The farm is spread over 200 acres of land. The farm has been pioneer in horticulture and floriculture cultivation. The farm has been developed with latest technology and modern equipments. The drip system and mechanization of the whole farm is state-of-the art infrastructure in terms of agricultural technology, but the cultivation practices are heavily based on Ancient Vedic Methods.

We are successfully growing crops organically as under:

The Cereal crops like paddy, Maize, Oilseeds crops like Sunflower and Groundnut are grown on large scale. Floriculture plantation of Champaka (Sonchafa) has been done on more than 7 acres which produces around 25 lakhs of flowers per year. Horticultural plantations include plants like Mangoes, Cashew nuts, Guava, Chiku, Coconuts, Jamun etc and vegetables cultivation is done for the crops like chilli, Bhendi, Brinjal and other leafy vegetables and fodder for dairy animals. The total area under such plantations is more than 100 acres. Now the farm has been successful business venture, a rarity in agriculture. Organic agriculture has been instrumental in reducing costs as well as increasing quality and quantity of produce making it desirable in domestic and international markets.

### **Dairy Farm:**

Critical review of different organic farming systems reveal that cow plays an important role in these organic systems. Cow occupies highest place of honour in Indian civilization. From the ancient times cow ghee, dung, urine and milk were used for seed treatment for managing the seed health. Among the many breeds of cow, it is interesting to record that indigenous breed of cow with hump has the capacity of absorbing cosmic energy, rich in microbial consortia, hence this need

to be integrated with organic farming. In view of this we have established a dairy unit of local breeds where the main dairy products will be cow dung and urine in addition to milk. Recognizing the need for upgrading the local breeds of cows we are successfully rearing the dairy animals of local breed "GIR". At present total animals are 102 and more than 35 cows are in milking. Adequate green fodder is raised organically on Manas farm. Up gradation of local breed Gir is being undertaken. In addition to this we also propose to have high yielding cross bred cows for running dairy business on professional line. A regular visit of Veterinary Doctor for health checkup of animals is ensured.

### **Agro-Eco Tourism:**

Our farm site is of unique presentation by Nature for its beauty by forest, mountains, lakes and perennial rivers with plenty of water which is also paradise of wild animals and birds. The scenic environs of the farm are completely free of pollution at the state government has denied permission for anyone to start industries within 8 kms radius from Bhatsa river as it supplies drinking water to 10 million citizens of Mumbai and Thane. Number of visitors enjoy educational trip to our farm especially school children and college students. We also conduct consumer awareness programs by arranging their visits to our farm with serving organic food to them.

Thus our Manas Krushi Farm is a unique experiment that promotes a holistic way of living. Our cultivation practices guarantee complete compliance of international organic standards. Additionally our production methods ensure the best in terms of quality and quantity, while maintaining the balance of eco-system. We practice Ahimsa Krishi wherein all stresses to the plant and animal kingdom are avoided. Thus they grow and flourish in a natural way. Food grown in a healthy and healing environment ultimately brings health and happiness to its consumers. Healthy food organically.

### **Organic Farming Training Centre:**

We have beautifully established Manas Rural Development Institute to facilitate the training on organic farming. The training establishment includes one spacious Training Hall which can accommodate more than 300 audiences at a time, Two Class rooms with the sitting capacity of 30 each with the high quality benches and one spacious office and Directors chamber for Resource Faculties. All audio-video

requirements for professional learning such as Slide projector, Mike system, CDs, DVDs, Laptops etc, are effectively fulfilled. Residential quarters for stay of Resource Faculties and Dormitory for the participants.

We have so far successfully conducted Training Workshops for TERI, ATMA, Agriculture and Forest Department and for other NGOs like Prasad Chikitsalaya, Sukhbhumi and Durvankur where the participation was around 50-60. In addition to this regular educational trips and visits of the school children and college students are being regularly arranged. Farmers' educational trips from adjoining districts are also successfully arranged.

### **Demonstration Huts and Display of Posters on Organic Farming in Training Hall:**

In order to have hands on practical experience we have beautifully displayed the posters and preparation methods of various Bio-enhancers like Bijamrut, Jivamrut and Panchagavya. Similarly the various Bio-pesticides like Lamit, Dashparni Ark, and Nimbark etc. We have also established a centralized spray system for the entire farm to overcome the labour problem. The system is run through the two ASPEE pumps and two 3 HP Electric Motors.

### **Homa Therapy and Agnihotra Kutir**

- It is the process of purification of atmosphere through agency of fire prepared in copper Pyramid tuned to the biorhythm of sunrise/sunset
- It can neutralize the effects of pollution on plants, animals and human beings
- Homa helps to keep the energy of the planet in harmony
- It can be integrated with organic farming systems *to improve its efficacy*
- Dr IRMA GARCIA, volunteer of Five Fold Path Mission has established the necessary Resonance Points and Agnihotra Kutir for performing Agnihotra daily. She is residing at our farm.

### **Composting Units**

Use of compost in organic farming is the basic requirement to improve the soil fertility and make it live by increasing micro flora and fauna. Our farm has

established two units for the compost making. One Vermi-composting in Tetra Beds and another one is fully fledged wood kutti compost methods to increase the organic matter in the soil in order to maintain proper C;N ratio. This novel idea has been appreciated by many visitors including Agriculture Scientists.

### **Distribution of Bio-dynamic Agriculture Calendars to the farmers**

Agricultural Calendars which are also known as Bio-dynamic Calendars are based on the principle that the life pattern of all living organisms are interwoven into cosmic rhythms. Human life, as well animal and plant life is strongly dependent on the rhythms of the earth and moon. On the basis of such influences, agricultural calendar was prepared for the year, 2012-13 and distributed to the trainee participants and farmers. Every page of the agriculture calendar has been the full of information by pictorial presentations on Organic farming, how to prepare bio-enhancers and bio-pesticides and their application methods, Agnihotra and its impact on atmosphere and plants, package of practices for the important vegetables like Okra, Tomato and Brinjals etc. The farmers found these calendars very handy and useful to carry out their agricultural operations and reap the harvest. There was also demand from the other NGOs working in the field of organic agriculture from Thane District. This year also we distributed Biodynamic Calendars to our associate NGOs Durvankur from Vashind and Prasad Chikitsalaya from Ganeshpuri of Thane district for the use of farmers clubs and rice growing farmers.

### **Organic Agriculture: Promotional Publications**

The following Books Published in Marathi forms the study material to be supplied to the farmers and trainee participants.

1. Sendriya Sheti : Shaswat Sheti Ani Pramanikaran (Organic farming and Certification)
2. Mazi Gir Gai (Gir Cow)

### **Bee Keeping**

We got regular flora at our farm through horticulture and floriculture plantations. In addition to this flora and lot of pollen grains are made available through plantation of oilseeds crops like sunflower and cereals like maize. This year we have put up more than 25 Bee Hive Boxes at our farm through the Bee Expert.

In view of the above we firmly believe that Manas Krushi Farm is and will be fully integrated farm with the all requisite training facilities on different aspects of

various systems of farming in general and Organic Farming in particular through MARDI. The various facets of organic farming like, use of compost, bio-enhancers, bio-diversity, soil fertility, vermi-composting, green manuring, inter crops, various cropping systems, post harvest and value additions and developing market linkage etc.

### **Backward and Forward Integration**

MARDI realized that organic farming to make sustainable, required backward and forward integration of services & financial stability of farmers.

#### **Backward Integration**

- Training (Organic practices, pre and post harvesting techniques)
- Crop rotation suitable to soil, climate, market demand and group choice
- Encouraging cow rearing and recycling of its products
- Jaivik seed production, storage, sharing and marketing
- Vermi compost pits/ Vermi wash/ NADEP compost
- Other input production (Bio-enhancers, Bio-pesticides at village itself)
- Organic certification

#### **Forward Integration**

- Collection of Jaivik produce
- Processing and storage
- Domestic and Export market
- Profit sharing between SHGs and MARDI partners

### **Manas Krushi Industries Ltd. (MKIL)**

Manas Krushi Industries Ltd is the leading group company having started development of Integrated Agri Processing and Warehousing Park at village Rahur, off Mumbai Nashik Highway (NH3).

The project would include infrastructure for

- Receiving, sorting, grading, storage and packing of grains
- Value additions by way of processing using Indigenous Technical Knowledge (ITKs)

- Warehousing and Godowns
- Cold storage including modified atmosphere and controlled atmosphere
- Terminal Market Yard
- Business and Convention Centre

All these activities would provide facilities for organic agriculture produce and its processing and sale. This would be USP of our project.

### **Our Achievements**

- Structured on our working experience in the field, we started evolving a model of cow centric Organic Agriculture activities.
- This model supports the main activity of Organic Agriculture and ensures overall development of farmers and surrounding villages.
- We started conducting awareness programmes for the benefit of farmers and women self help groups.
- Suitable cropping pattern was devised to augment the farm income of the farmers
- Two season cropping was achieved with the help of creating irrigation facilities and financial and marketing support.
- In order to increase the income of the farmers we in association with Mahabeej undertook the activity of Paddy Seed production program.
- We started supplying Paddy Seeds procured from Mahabeej to the farmers advising them to adopt suitable package of practices.
- To promote organic farming in the adjoining villages we distributed Gir cows at subsidized rate to the farmers, since organic farming practices are mainly cow centric.
- The activity first started in 10 villages with 131 farmers in the year 2004-05 with total seed production of 22 tonnes has now extended to 20 villages with more than 1000 farmers with total seed production of more than 600 tonnes.

- Through adoption of revised cropping pattern and paddy seed production program It was noticed that on an average the farm income increased from Rs. 8000 to Rs. 15,000.
- Above all more than 110 Gir cows were distributed amongst the farmers to meet the requirement of cow centric organic farming and reduce their dependence on external outputs.

## **Programs Implemented**

### **Educational Activities**

We undertook multipronged approach by training

- Pre-school children with an objective to prepare and develop the learning habits of children and make a strong foundation for their formal education.
- Youths who are acting as community representatives for undertaking implementation of the various developmental programs undertaken by the Organization.
- Women: Promotion of self help groups, vocational training, income generating activities, health and nutrition etc.
- Vocational training, environmental awareness, organic farming practices, preparation of bio-enhancers and bio-pesticides etc.
- Tree Plantation Programme:
- We have promoted tree plantation on large scale by involving school children, members of women SHGs youths and farmers.
- Plants and seedlings were distributed for plantation.
- We have also conducted environmental awareness camps and rallies on Environment Day

### **Social Programs**

- Eye checkup camp:
- Health check up camp
- Milk distribution program: For the proper nourishment of the children of the weaker section from Sajivali Village We distribute milk obtained from our Goshala to free of cost daily.
- Drinking Water Facility: We have also provided drinking water facility to the residents of Sajivali village by Tap Water System.

- Community Hall: We have constructed community hall for the people of Sajivali village for under taking various social activities.
- Promotion of Sports: We are promoting sports activities in the adjoining villages by sponsoring the sports activities.

### **The Enhanced Programs**

- MARDI realized that organic farming to make sustainable, required backward and forward integration of services & financial stability of farmers.
- This was complied with, seed supply, Vermi-compost supply and further produce was purchased at fixed price for entire season.
- We started undertaking various training programs on the subjects like
  - Seed bank, planting material and nursery development
  - Vermi-composting and other bio-inputs
  - Irrigation systems
  - Watershed development
  - Shed net and Green Houses
  - Micro-finance
  - Marketing support

### **Future Vision**

- It was felt that mere organic farming will not increase the household income substantially unless it is backed by strong marketing.
- It was also felt that the rural youths should also have regular income source as that of salaried employee in order to prevent their migration to cities.
- To achieve this we envisaged the holistic rural development model.
- Holistic Rural Development Model conceived by the MARDI addresses overall issues besides the agriculture promotion like social development, Compliance of Energy needs, Financial Support and Marketing of agriculture produce.
- The project that MARDI initiated is “Eco Friendly Partnership between Farmers and Consumers.
- It envisages the cultivation of organic crop and supplying to end consumer duly processed.

