

Success Stories



Bhawana Seva Sansthan

Administrative Office

417/167 Niwazganj (Near T.B. Hospital) Thakurganj, Lucknow

Uttar Pradesh, Pin Code-226003

Mobile No.-(+) 91-0522-3570625, 9450863809

Email Id- bhawanasansthan@gmail.com

Website: www.bhawanaindia.com

Bhawana Sewa Sansthan (BSS) has a number of well-thought-out interventions that engage farmers for enhancing agriculture productivity. Most of these initiatives are concentrated in Prayagraj, Balrampur, Budaun, Hardoi, Lucknow, Shravasti, Shahjahanpur, Lakhimpur Khiri, Unnao and Sultanpur. The organization encourages farmers to adopt modern and scientific agrarian practices that make agriculture a profitable and sustainable venture. It has also been making serious efforts to make farmers shift from traditional farming to organic farming. In this process, it has created several farmer groups that have shunned the use of chemicals in farming, especially in the cultivation of vegetables.

The organization undertakes programmes in collaboration with Agricultural Technology Management Agency (ATMA) and National Bank For Agriculture & Rural Development (NABARD) to promote sustainable agriculture in parts of Uttar Pradesh.

Interventions in association with ATMA

ATMA is a society of key stakeholders involved in agricultural activities for sustainable agricultural development in the district. It is a focal point for integrating Research and Extension activities and decentralising day to day management of the public Agricultural Technology System (ATS). It is a registered society responsible for technology dissemination at the district level.

- **Farm Schools:** Farm schools promote the concept of “learning by doing” and “seeing is believing”. They serve as a powerful medium for capacitating farmers. In FY 2021-22, a total of 188 farm schools were set up in Hardoi-38 farm schools, Shahjahanpur-75 Farm School



and Lakhimpur khiri-75 Farm School districts. They reached out to **4,888 farmers**, building on their knowledge of traditional and modern agriculture practices. Equipped with various technology-based resource materials and models, these farm schools are a platform for knowledge exchange and information dissemination among farmers.

- Krishak Goshti:** Krishak Goshtis intend to provide detail information regarding management based on weather, soil and, water for increasing crop productivity. BSS engaged with experts and scientists from Krishi Vigyan Kendra (KVK) UPCS & Retd. Scientist to conduct Krishak Goshtis. A total of **57 Krishak Goshtis** were organised in FY 2020-21 that witnessed participation of **5,700 farmers** from Gonda, Shahjahanpur and Balrampur districts.



- Exposure Visits:** In order to encourage farmers to adopt new crops and scientific agrarian methods, the organization takes farmers on regular exposure visits. Such exposure visits are organized to agriculture institutions-in Uttar Pradesh and outside. Exposure visits in the state were conducted to Sam Higginbottom University of Agriculture, Technology and Sciences, formerly Allahabad Agricultural Institute; Deen Dayal Upadhyay Pashu Chikitsa Vishwavidyalaya; Central Institute of Medicinal and Aromatic Plants (CIMAP), Lucknow; Ganna Shodh Sansthan; Gau Anusandhan Mathura and Narendra Dev University of Agriculture & Technology. The exposure visits within the state reached out to **1,381 farmers**.



Exposure visits, outside Uttar Pradesh, were conducted to Indian Agriculture Research Institute, PUSA, New Delhi and Govind Ballabh Pant University Of Agriculture & Technology, Uttarakhand. In FY 2020-21, the organization reached out to **265 farmers** through exposure visits outside the state.

- Farmer training:** Several training programmes on development of biocompost, organic farming, Integrated Pest Management (IPM), Seed treatment, increasing productivity of crops etc are organised for farmers by Bhawna Seva Sansthan. The main objective behind organising such training programmes is to make farmers aware about sustainable farming practices, which, in turn, would help them make optimum use of their resources. These trainings are conducted by experts from universities and agricultural



research institutions. Resource materials that would help farmers in agriculture are also given away during the programmes. Within the state, such training programmes were conducted at Ganna Shodh Parishad (Shahjahanpur), Narendra Dev University of Agriculture & Technology, Gau Anusandhan Mathura and Sam Higgin bottom University of Agriculture, Technology and Sciences, formerly Allahabad Agricultural Institute. These training programmes reached out to **7,230 farmers** of Shravasti, Lakhimpur

Khiri, Unnao, Hardoi, Shahjahanpur and Balrampur. Outside UP, the training sessions were held at Govind Ballabh Pant University Of Agriculture & Technology, Uttarakhand and benefited **130 farmers** from the above mentioned districts.

- Food Security Groups:** To ensure household food and nutritional security, BSS facilitates the formation of Food Security Groups (FSG). It provides them training support and enables them to emerge as “Model Food Security Hubs” through establishing kitchen garden, backyard poultry, goatery, animal husbandry & dairying, mushroom cultivation, etc. In FY 2020-21, the organization catalysed the formation of **62 FSGs comprising 744 women** across Lakhimpur Khiri, Hardoi and Shahjahanpur districts.



- **Kisan Kalyan Mission:** BSS reaches out small and marginal farmers regularly to apprise them about the welfare schemes that could help them in agriculture. As part of this effort, BSS reached out to **4500 farmers** at 15 blocks of Shahjahanpur district.
- **Kisan Samman Divas:** BSS felicitated **600 progressive farmers** at KVK, Niyamatpur, Shahjahanpur.
- **Mission Shakti:** In its effort to empower women, BSS carries out a number of programmes that focus on making women self-reliant. Under this initiative, **750 women** were covered in 15 block of Shahjahanpur district.



Beej Gram Yojna

Seed Village Program (Beej Gram Yojana) is being implemented by the government since 2014-15 to upgrade the quality of farmers' saved seeds. Under the program, training programmes for farmers were organized in Shahjahnpur. A total of 30 training programmes were organized wherein 4800 farmers participated.



Krishi Soochna Tantra Yojna

1. Under the aforesaid scheme, Krsihi Nivesh Mela was organized in Shahjahanpur and Lakhimpur Kheri. A total of 30 Melas were organized in Lakhimpur Kheri and Shahjanpur districts. The Melas drew over 6000 participants.
2. Meets focusing on increasing the production of Rabi and Kharif crops were organized in Shahjahanpur. A total of 300 participants attended the meets.



National Agriculture Development Scheme

1. A two-day training programme on increasing the production of wheat and rice was organized. A total of 360 farmers attended the training programme.

National Food Security Mission

1. Under NFSM, a two-day training session on oil seeds was organized at Shahjahanpur and Shravasti districts. A total of 1290 farmers attended the training session.
2. A one-day Oilseeds Fest (Tilhan Mela) was organized. It drew 200 participants.



Basmati Export Development Foundation and APEDA

With the financial Experts of the above one-day workshop on basmati development technique was organized in Shajahanpur on 11.09.2022. A total of 600 participants attended the workshop. Chief Guest Mr. Suresh Kumar Khanna , Special Guest Dr. Ritesh Sharma (BRDF), DGM APEDA.



BGRI-CDP-OGRS

1. Under the aforesaid mentioned programme, farmers meets were organized in Shahjahanpur. A total of 29 meets were organized that witnessed participation from 2320 farmers.
2. Farmers' training sessions were also held under the above mentioned scheme. A total of 42 training sessions were held wherein 1260 farmers participated.



Promotion of agriculture mechanization for insitu management of crop residue

1. Panchayat-level meetings were organized in Shahjanpur (15 meetings), Shravasti (45) and Lakhimpur (214). A total of 13700 farmers attended the Panchayat-level meetings.
2. District-level meetings were organized under the above mentioned initiative in Shahjahanpur. A total number of 300 participants attended the meetings.
3. Setting up of hoardings: Hoardings were put up in Shahjahanpur (35) and Lakhimpur Kheri (20 locations).
4. A district-level awareness programme on crop residue management was organized AT Vandana Garden, Lakhimpur. A total of 100 participants attended the awareness session.
5. Wall writing exercise to spread awareness on crop residue management was undertaken in Sultanpur and Shahjahnpur. Wall writing was done at 310 locations in Shahjahnpur and 200 locations in Lakhimpur.

Interventions in association with NABARD

- BSS undertakes a number of initiatives supported by NABARD, which is entrusted with matters concerning policy planning and operations in the field of credit for agriculture and other economic activities in rural areas in India.
- The organization is actively involved in mobilising farmers and building their capacity to collectively leverage their production and marketing strength. BSS ensures end-to-end support in terms of providing access to on-time quality inputs such as seed, fertilizer and machinery; strengthening extension services, building farmer capacities and facilitating access to fair and remunerative markets including linking producer groups to marketing opportunities.
- **Farmer Producer Organisation:** The concept behind Farmer Producer Organizations is that farmers, who are the producers of agricultural products, can form groups. Farmer Producer Organizations (FPO) help in overcoming the problems of unorganized small farmers who lack access to resources and services. The role of FPO is to act as an aggregator for member farmers including from inputs to output which will enhance the economy of scale and bargaining power of member farmers. In case of unsold Lots, Logistics arrangement is to be made by FPO/FPC. BSS reaches out to FPOs engaging farmers in collective farming and address productivity issues emanating from small farm sizes.



The main objective behind constituting an FPO is to ensure better income for the producers through an organized system of their own. Small producers do not have the large marketable surplus individually (both inputs and produce) to get the benefit of economies of scale.

Small farmers as individuals face diverse challenges such as poor income, limited or no access to the right inputs, inadequate knowledge of modern farming techniques, and a lack of direct market access, among several others. In many underdeveloped or developing countries, several small farmers primarily produce for their subsistence and sell small quantities of the harvest when they face a need. These farmers often approach farming as a way of life rather than a business opportunity, which severely limits them from achieving the full potential of their farms. However, with the right support and guidance, they can bring about a tremendous transformation in the agriculture and food sector. BSS encourages farmer producer organisations to mobilise farmers in large numbers, build their capacity, and leverage their collective strength to enhance production capabilities and marketing opportunities.

FPOs are an interface between small farmers and the external world by providing forward and backward linkages, giving them required voice, market access, bargaining power, economy of scale and better prices. In FY 2020-21, BSS facilitated the formation of 06 FPOs (Shaheed Bhumi Basmati Producer Company Limited, Antyodaya Farm Producer Com. Ltd. In Shahjahanpur, Sri Panchmukhi Hanuman Farmers Pro. Com. Ltd. In Lakhimpur Khiri, SK Farmer Pro. Com. Ltd. In Shahjahanpur and Herbal Biotech in Shahjahanpur and Budaun respectively.

International Women's Day Celebrations: International Women's Day is aimed to celebrate social, economic, cultural and political achievements of women, raise awareness about all kinds of equality including gender and throw greater lights over female- focused policies and programmes. To commemorate the day, BSS in partnership with NABARD organized a training programme for gender equality and women's empowerment at Dadraul block of Shahjahanpur district. Over 70 women attended the training programme.

- **Capacity Building for Adoption of Technology:** BSS promotes new agro-technology among farmers. It exposes farmers to innovative projects so that get familiarize with new agriculture technologies and can later adopt them for making farming both sustainable and profitable. In FY 2020-21, the organization reached out to 100 farmers under this initiative in Shahjahanpur districts.



- **Financial literacy Camp:** For financial inclusion of small farmers, BSS conducts financial literacy camps. The camps provide education on financial planning, responsible borrowing, proactive and early savings, debt counseling etc. The financial literacy efforts encompass basic issues like the need for saving, making use of bank services, linking borrowing with repayment capacity, timely repayment etc. In FY 2021-22, **115 financial literacy camps** were organized in 15 blocks of Shahjahanpur district. A total of **4600 beneficiaries** were covered under this initiative.



- **High Density Guava Cultivation-** Cultivated in the tropical and subtropical regions, Guava is the fourth significant crops of India. Due to its increasing demands, the need for **High-Density Guava Cultivation in India** is on the all-time high. The strategy involves better crop management, the smaller canopy of trees, and planting with closer spacing than recommended to obtain more yield and better fruit quality. Bhawana Sewa Sansthan covered 5 villages of block Dadraul of Shahjhanpur district. BSS providing Training, Exposure visits and Pruning kits for cutting to the 12 farmers and distributed 8400 Guavava plants of Variety L-49 & Alahabadi Safeda.



- **Block Level Bankers' Committee:** It is a forum for achieving coordination between credit institutions and field level development agencies at the block level. A total of **50 farmers** of Kanth block (Shahjahanpur) were engaged as part of this initiative.

Jal Jeevan Mission is being implemented to make provision of tap water supply to every rural household in adequate quantity of prescribed quality with adequate pressure on regular and long-term basis. Extensive planning exercise is undertaken by following 'bottom-up approach'. JJM is not just about infrastructure creation; the focus is on 'service delivery' by empowering local communities to function as local water utilities. It is important to spread awareness on judicious use of water especially as piped water reaches every household in the village. It is envisioned that the Gram Panchayat and/ or its sub-committee, i.e. Village Water & Sanitation Committee/ PaniSamiti etc.



Some of the major activities undertaken in Hardoi(3 clusters 40 Gram Panchayats at each Cluster) and Shahjahanpur (8 clusters 40 Gram Panchayats at each Cluster) districts under the project include promoting voluntary ownership among local communities, ensuring sustainability of water supply system, bringing awareness on various aspects and significance of safe drinking water, monitoring functionality of tap connections and conducting programmes to empower and develop human resource that demands of construction, plumbing, electrical, water quality management, water treatment and catchment protection. The activities covered 280 Gram Panchayats across Hardoi and Shahjahanpur. BSS reached out to 51,000 people in the two districts put together.

Culture Function Production Grants Project

The Culture Function Production Grants Project (CFPGP) of Ministry of Culture (Govt. of India) covers all 'not-for-profit' organizations, NGOs, Societies, Trusts and Universities for supporting the Seminars, Conference, Research, Workshops, Festivals, Exhibitions, Symposia, Production of dance, Drama-Theatre, Music etc. and small research projects on different aspects of Indian Culture.



BSS has been organizing various programmes at regular intervals to promote the rich cultural diversity of our country. There's no denying that culture plays an important role in the development agenda of any nation. It represents a set of shared attitudes, values, goals and practices. Culture and creativity manifest themselves in almost all economic, social and other activities. A country as diverse as ours is symbolized by the plurality of its culture. The mandate of the Ministry of Culture revolves around the functions like preservation and conservation of our cultural heritage and promotion of all forms of art and culture, both tangible and intangible. BSS is always on the lookout

for developing and sustaining ways and means through which the creative and aesthetic sensibilities of the people remain active and dynamic.



In its attempt to preserve, promote and disseminate varied forms of art and culture, BSS organized a play titled "Raja Mordhwaj" at the auditorium of the International Buddhist Research Centre, Lucknow on March 31, 2022. Dr Akhilesh Mishra, Special Secretary, Transport Department, was the chief guest on the occasion. Mordhwaj was an ancient King of the Mahabharata period,

who is believed to have been blessed by Krishna. According to a legend, Mordhwaj was a devotee of Krishna and a great donor. Arjuna was proud that there is no greater devotee of Krishna than him. After Mahabharata War was over, Lord Krishna told Arjuna that I have a devotee greater than you and that is Mordhwaj. Krishna reached King Mordhwaj in a Brahmin disguise and said that Maharaj, my lion, is hungry and he is a cannibal. The king Mordhwaj said that if I would be his food, it will be my fortune. Krishna said that both of you, husband and wife, should cut off the head of your son and feed him meat. In the meantime, even a single tear comes out; then, the lion will not eat it. Thus the king Mordhwaj and his queen cut off their son's head and put it in front of the lion. Then Krishna blessed king Mordhwaj and his son was resurrected. Thus the king tested his devotee and Arjuna's pride was shattered.

Corpus Fund Activities

Apart from the above mentioned programmes, BSS carried out a number of interventions for the holistic development of the communities. These interventions spanned across domains like health, agriculture, women empowerment, Disability Rights, Environment etc. The corpus fund activities mainly covered awareness programmes on COVID-19, menstrual hygiene, HIV/AIDS, tuberculosis, malaria, dengue, WASH, pisciculture, sericulture, soil conservation, medicinal plants etc.

Road safety advocacy

Road traffic deaths continue to rise each year and now claim the lives of 1.35 million people annually. Road traffic injuries are the leading killer of young people aged 5–29 years, and the risk of road traffic deaths are three times higher in low- and middle-income countries. Under the Road safety advocacy initiative sensitization programmes were carried out in Shahjahanpur's Tilhar block. Leaflets and posters highlighting road safety rules and tips were distributed among the masses.


