ANNUAL REPORT 2024 - 25



ACCELERATING LOCAL CIRCULAR ECONOMY THROUGH MICRO AND MEDIUM ENTERPRISES

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Message from the District Development Manager

Action in Rural Technology and Service (ARTS), based in Srikakulam district of Andhra Pradesh, has been a long-standing and committed partner of NABARD in implementing a wide range of rural development and livelihood promotion initiatives. Over the years, ARTS has successfully implemented several impactful projects, including Watershed Development, Tribal Development Programmes, Micro-Enterprise Development, and Farmer Producer Organizations (FPOs), significantly contributing to the socio-economic upliftment of rural and tribal communities.

Recently, ARTS implemented NABARD's JIVA Programme, with a strong focus on agroecology, natural farming, and soil regeneration across multiple villages. The programme promoted innovative and participatory approaches such as interactive crop demonstrations, A3 models, and intercropping initiatives including kitchen gardens and paddy nurseries. The A3 model has gained wide acceptance among tribal farmers for its holistic approach centered on Aharam (Food), Arogyam (Health), and Aadhayam (Income). Through this model, farmers have developed a strong sense of care for soil, ecological balance, and a long-term commitment to sustainable agricultural practices. Additionally, eco-farm ponds promoted under the programme have emerged as an effective intervention for water conservation, providing substantial incentives and resilience to farming households.

ARTS has also played a pivotal role in the promotion and strengthening of several Farmer Producer Organizations, including Manyam Sahaja FPO, Adivasi Sahaja FPO, Prakruthi Vanam FPO, among others. These FPOs function as one-stop service centers for farmers by ensuring timely access to quality inputs, procuring produce at fair prices with accurate weighments, and effectively replacing exploitative middlemen through efficient, community-driven systems. Further, the FPOs facilitate the adoption of modern technologies, including research-based advisory support from KVKs/ARS and innovations such as drone services, thereby enhancing productivity and profitability.

Beyond the JIVA Programme and FPO promotion, ARTS has partnered with NABARD in advancing off-farm livelihood initiatives, including artisan skill development, establishment of rural haats for marketing traditional crafts, and conducting convergence workshops with government departments and banking institutions to strengthen FPO viability and improve farmer incomes.

Overall, ARTS has been instrumental in operationalizing NABARD's rural development ecosystem, promoting sustainable agriculture, resilient livelihoods, and inclusive growth for small and marginal farmers, particularly in the tribal regions of North Coastal Andhra Pradesh.

T.Nagarjuna -AGM-NABARD



A Message from the President

I am always delighted and blessed to promote ARTS and its remarkable journey in empowering, enhancing, and transforming rural communities through innovative and sustainable solutions. As a Principal Scientist at Krishi Vigyan Kendra and Head of the Department of Soil Sciences at Acharya N.G. Ranga Agricultural University, I have always dreamed of contributing to society in a meaningful way. Through ARTS, I found a platform that truly reflects my vision and commitment, which inspired me to work closely with the organization.

Throughout my association with ARTS, I have contributed to advocacy on agronomy, bio-fertilizers, and bio-pesticides. ARTS has built a strong foundation at the grassroots level, working with farmers and women entrepreneurs to promote sustainable agricultural practices and livelihood solutions.
The greatest strength of ARTS lies in its determination, focused approach, innovative solutions, strong execution, and ability to implement ideas effectively at the grassroots level. With committed domain experts and a dedicated team, ARTS continues to bring meaningful change in rural communities.

I sincerely wish the entire ARTS team continued success in creating even greater impact—through enterprise development, promotion of natural farming, market-driven crop planning, sustainable solutions, women empowerment, and crop diversification. Your efforts to maximize farmer profits by improving yields and reducing input costs are commendable.
ARTS' promotion of Farmer Producer Organizations (FPOs) has been transformative, making them strong support systems for small and marginal farmers by providing access to inputs, credit, aggregation, and marketing services.

From Srikakulam, Vizianagaram, Parvathipuram Manyam, ASR, to Rajahmundry districts, ARTS has been working rigorously and tirelessly to uplift communities. I extend my heartfelt best wishes to every member of the ARTS family, who are dedicating their lives to community development, farmer welfare, and women empowerment.
Your commitment is inspiring, and your impact is truly invaluable.

Dr. T.Sreelatha Msc Ag PHD,
President ARTS
Principal Scientist
Head of Department - Soil Science
Acharya N.G.Ranga Agriculture University



A Message from the Secretary

I still remember my early days in Seetampeta, witnessing the deep vulnerability of the tribal communities. We used to walk nearly 15 kilometers every day to reach the remote villages of Kusumi, Donubay, and Adali —villages inhabited by Savara and Jattapu tribes, some of the most backward communities living entirely on forest resources. Those memories remain vivid. I remember the painful reality of seeing families struggling without proper food and mothers unable to feed their infants because of severe lactation problems. Many lives were lost simply because basic necessities were unavailable.

It was during those difficult and heartbreaking days that we made a bold, life-changing decision—to start ARTS and dedicate ourselves entirely to the service of these vulnerable communities, even if it meant leaving my government job. We believed that true development could happen only by nurturing community leadership, building self-sustainable capacities, and strengthening livelihoods through natural resource management and improved agricultural practices. With this vision, ARTS began collaborating with grassroots communities and started building Community-Based Organizations, SHGs, and strong women leadership in the region.

I have always believed deeply in women's leadership and the power of community-based organizations. These initiatives brought financial inclusion, enterprise development, and livelihood enhancement to some of the most remote and vulnerable areas. Over the years, the targeted villages have achieved food security and stronger livelihoods. However, they continue to struggle in generating profits from agriculture due to the continued reliance on conventional farming methods, weak market value chains, and lack of local enterprises. Because of these gaps, farmers and tribal communities still face challenges in promoting and marketing their produce effectively.

Today, ARTS remains just as committed and determined as it was on its very first day. The organization is focused on implementing sustainable solutions such as women-led enterprises, Farmer Producer Organizations, primary processing units, value addition activities, and agri hubs that support farmers throughout the year. These efforts aim to promote 365 days of green cover, market-driven crop planning, and strong marketing linkages that ensure better returns for farmers.
ARTS has now grown into a strong and trusted implementation agency, powered by its committed teams and dedicated workforce who are determined to transform rural communities. I extend my heartfelt wishes to every community member, the ARTS family, grassroots leaders, and all those associated with this mission. Together, we will continue to maximize the impact and bring lasting change to the lives of rural and tribal families.

N.SanyasiRao
Secretary-ARTS

VISION:

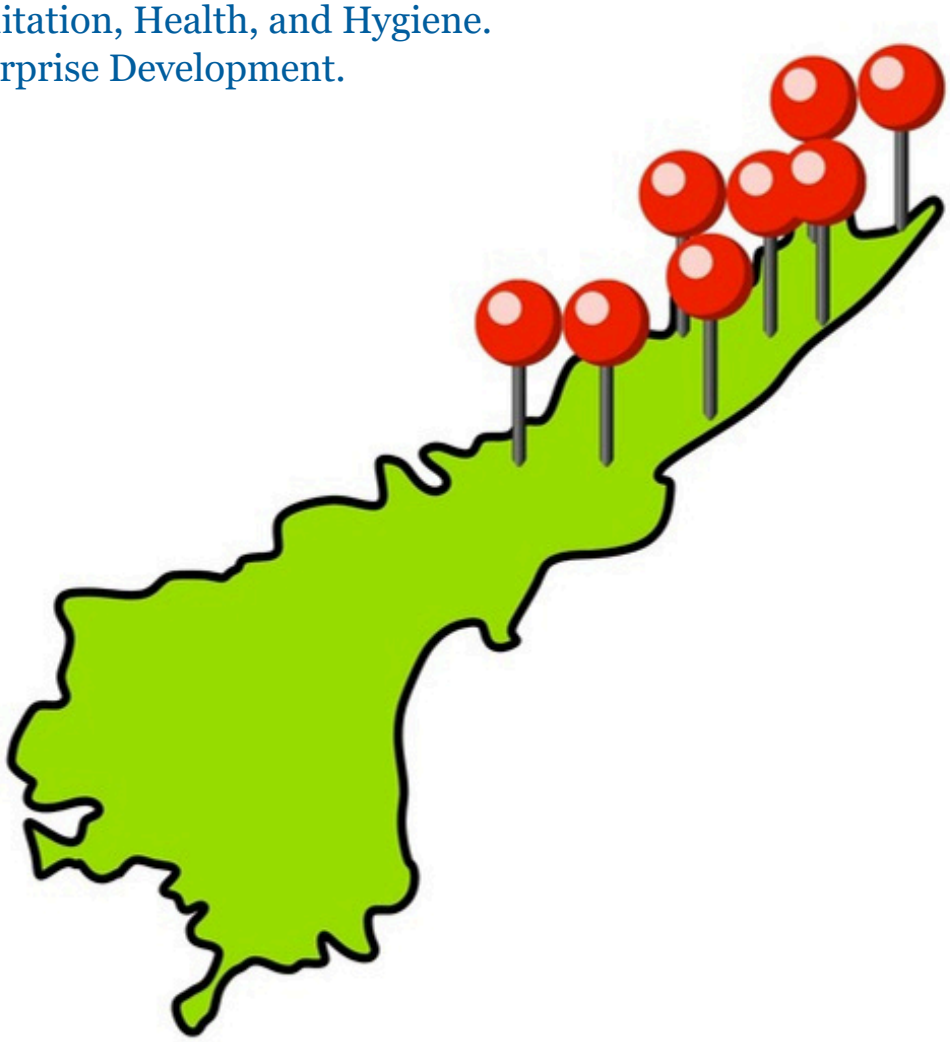
To work towards a society based on human dignity, equality, cooperation, justice, and peace.

OUR MISSION

To promote and strengthen the livelihood system in a sustainable, equitable manner by natural resource management through people's participation, by building community-based organizations

Thematic Area

1. Ensuring Tribal and Community Rights and Entitlements.
2. Agronomy: Regenerative Landscape Agriculture, by ensuring biodiversity.
3. Tribal Education Development.
4. Water, Sanitation, Health, and Hygiene.
5. Rural Enterprise Development.



ARTS Promoting 38 Farmer Producers Organizations in Srikakulam, Vizianagaram, Visakhapatnam, Alluriseetharamaraju, Parvathipuram Manyam, Rajahmundry and Kakinada Districts in Andhra Pradesh.



INTRODUCTION

In India more than 85% of farmers are small and marginal farmers. Many constraints & bottlenecks which are choking and compromising small farmers income. Due to small holding of land, farmers depending on middleman and traders on marketing their products. Middlemen manipulate small farmers and offering much lesser price than the market price and cheats at weighing scale. The debit traps created by local financiers and middlemen leaving farmers no go situation and gives only choice to sell their products to middlemen.

ARTS, established in 1993, is dedicated to transforming rural and tribal communities through sustainable solutions. The organization implements several key interventions, including:

1. Tribal Rights and Entitlements;
2. Natural Resource Management, encompassing (a) Regenerative Landscape Agriculture with 365 days of green cover, (b) Integrated Farming Systems, and (c) Slope Agriculture Land Technology;
3. Tribal Education Development;
4. Water, Sanitation, Health, and Hygiene; and
5. Rural Enterprise Development.

ARTS works extensively on Natural Resource Management, helping farmers convert wastelands into productive farmland. Through its assessments and need analyses, ARTS identified that small and marginal farmers often face challenges due to limited landholdings, forcing them to depend on middlemen and traders who capture profits across financing, trading, and marketing chains.





ARTS Partners

S.No	Institution/Donor/CSR	Description
1.	Azim Premji Philanthropy Foundation	A. Tribal Rights and Entitlements, b. Regenerative Landscape Agriculture by ensuring bio diversity.
2.	AidetAction	Tribal Education Development
3.	National Bank for Agriculture and Rural Development	A. Natural Farming under Project JIVA. B. 26 Farmer Producer Organizations
4.	National Cooperative Development for Cooperation	11 Farmer Producer Organizations
5.	SIDBI	Skill Development and Small Micro enterprise Development
6	Government of Andhra pradesh	District Collectors ITDA - PO Department of Agriculture Horticulture Civil Supplies Krishi Vidhya Kendra's Agriculture Research Scientists



Improved Access to Rights and Entitlements for the Tribal Community

Over the three years of Phase I, the ARTS team made remarkable progress in strengthening tribal communities across 286 habitations. Through consistent grassroots engagement, the team significantly increased the average number of working days under MGNREGA. Regular and inclusive Grama Sabhas were conducted to address community issues in real time, while interface meetings with Mandal and District-level officials ensured systemic challenges were escalated and resolved effectively.

The project also successfully integrated critical water management concerns into MGNREGA planning, with active participation and support from local Grama Sabhas. Youth training programs were organized to enhance awareness on government schemes, rights, entitlements, and digital processes such as NPCI and e-KYC. To ensure long-term sustainability, trained youth established a federation — “Manya Samaikya Vedika” — to represent community issues at Mandal, District, and State levels beyond the project period.

These interventions had a transformative impact on MGNREGA implementation and addressed key issues related to Revenue and Forest lands. Building on these successes, Phase II was launched across 258 habitations, identifying 5,960 community issues and successfully resolving 2,359 through focused follow-up and community-led action.



Activity	Total Identified	Inclusions	Exclusions	Payment Benefit	Document Benefit
Aadhar	**Total Identified**	251	32	50	201
Ammavodi	**Total Identified**	15	0	15	0
Arogyasri	**Total Identified**	47	57	0	47
Cheyutha-Asara	**Total Identified**	13	2	13	0
DKT	**Total Identified**	102	1107	0	102
Fee Reimbursement	**Total Identified**	0	0	0	0
MGNREGS	**Total Identified**	759	398	759	0
P M Kisan	**Total Identified**	39	22	39	0
Pedalandariki illu	**Total Identified**	61	140	61	0
Pensions	**Total Identified**	37	59	37	0
Revenue	**Total Identified**	37	668	0	37
Rice Card (PDS)	**Total Identified**	124	77	0	124
ROFR	**Total Identified**	91	945	0	91
Rythu Barosa	**Total Identified**	104	59	104	0
Essential Documents	**Total Identified**	43	8	0	43
Ekyc	**Total Identified**	297	0	185	112
NPCI	**Total Identified**	339	27	339	0
TOTAL	**Total Identified**	**2359**	**3601**	**1602**	**757**

The following are the key factors to achieve the results:

The team of Rights and Entitlements is conducting several village-level meetings to identify the issues of the tribal community. After gathering the issues, we are conducting Grama Sabhas at the panchayat level, covering 3 to 4 villagers at one place. In these Grama Sabhas, we invite Sachivalayam staff and PRI members to understand the issues of the villagers and produce documentation for the office.

Some issues are being solved at the Sachivalayam level; for the remaining issues, we are conducting an Interface meeting with mandal-level officers like MPDO/ Tahsildars. After that, we are conducting interface meetings at the ITDA level. Next after we are planning to organize an Interface meeting with the district collector and the state tribal minister on the issues of MGNREGA, RoFR, Revenue, and DKT /Assigned Land pattas.

1. Grassroots Engagement and Grama Sabhas:

During FY 2024–25, the Rights and Entitlements team conducted 24 Concrete Grama Sabhas across 258 habitations in five mandals. Each Sabha covered an average of 3–4 villages, involving PRI members, Sachivalayam staff, and over 300 youth volunteers.

Through this participatory process, 5,960 village-level issues were identified, primarily related to MGNREGS employment days, land records (RoFR & DKT Pattas), pension delays, and water management. Of these, 2,359 issues (40%) were resolved, either on-site at the Sachivalayam level or through escalation to Mandal and District authorities.
The Grama Sabhas also facilitated submission and digitization of over 1,800 applications for various schemes, ensuring timely delivery and follow-up. In Scheduled Areas, PESA provisions were invoked to ensure community ownership of decisions, enhancing transparency and accountability in local governance.



2. Training Programme for Elected PESA Representatives (20–21 February 2025):

A two-day capacity-building workshop was held for 112 elected PESA representatives from Seethampeta and Parvathipuram ITDA regions. The training strengthened understanding of the Panchayati Raj, PESA, FRA, and tribal land rights frameworks.

Participants mapped key administrative bottlenecks—including delayed land verification and exclusion due to e-KYC lapses—and developed actionable follow-up plans. Post-training evaluations showed that 86% of participants demonstrated improved understanding of governance protocols and began independently conducting village-level consultations.
This training has led to five mandals initiating monthly coordination meetings between PRI and revenue officials, directly improving accountability.

3. **Capacity Building for Tribal Women on Leadership and PESA Governance (8–15 March 2025):**

Marking International Women's Day, ARTS conducted five training programmes across different mandals, reaching 250 tribal women. The sessions focused on leadership development, participation in Grama Sabhas, and awareness of FRA, PESA, MGNREGS, DKT, and RoFR.
Women participants identified 186 local governance issues during the trainings and subsequently formed 15 Women Leadership Committees across five mandals. These committees are now formally part of Manya Samaikya Vedika, strengthening women's participation in decision-making forums.
Women leaders have since independently facilitated three Grama Sabhas, ensuring the inclusion of women's priorities in local development planning.



4. **Interface Meetings with Tahsildars at Mandal Level:**

ARTS facilitated five Mandal-level interface meetings with Tahsildars and revenue staff to address unresolved land and entitlement issues from Grama Sabhas.

Out of 684 cases re-submitted, 312 cases (46%)—mainly involving RoFR Patta verification, DKT mutation, and correction of Adangal entries—were successfully acted upon within two months.
These meetings also resulted in commitments from Tahsildars to conduct quarterly land record verification drives, improving data accuracy and citizen access to benefits such as MGNREGS 150-day employment eligibility and social welfare schemes.





S.No	Place of Interface Meeting	Date of Meeting	Issues Submitted
1	Kurupam	29th March, 2025	103
2	G L Puram	28th March, 2025	69
3	Pachipenta	29th March, 2025	71
4	Jiyyammavalasa	29th March, 2025	87
5	Seethampeta	28th March, 2025	222
	Total Issues Submitted		**552**









ITDA Level Convergence Workshop and Campaign Activities:

1. ITDA Level Convergence Workshop with Tribal Minister:

ARTS organized ITDA-level interface meetings in Parvathipuram and Seethampeta (Parvathipuram Manyam District) to address major issues faced by tribal communities under MGNREGS, DKT/Assigned Land Pattas, and Forest Land Rights (ROFR).

Key Issues Identified:

- Delayed wage payments and lack of job allocation under MGNREGS.
- Non-issuance of DKT pattas to landless farmers.
- Pending recognition of rights under the Forest Rights Act, 2006.
- Lack of access to essential documents and unresolved land disputes.

Submissions Made:

- 970 DKT cases
- 540 Revenue-related issues
- 662 ROFR cases

Outcome:

District administration assured immediate steps to address wage delays, improve job card distribution, and review progress in the next follow-up meeting.





2. Interactive Meeting with District Collector & PO–ITDAs

ARTS presented consolidated data and documentation to District Collector Sri M. Syam Prasad Garu and PO–ITDAs, highlighting the need for:

- Digitization of title deeds under Mee Bhoomi and Giri Bhoomi.
- Timely processing of DKT pattas and MGNREGS job cards.
- Redressal of encroachments and pending land disputes.





3. Campaign on Aadhaar & NPCI Linkage:

To improve Direct Benefit Transfers (DBT) and ensure financial inclusion, ARTS conducted a focused campaign with support from LIBTECH and the PMU Team.
Issues Identified and Resolved:

- NPCI Issues: 762 cases resolved through Aadhaar–bank linkage and IPPB account activation.
- Aadhaar Issues: 283 cases submitted; 251 resolved (biometric updates, demographic corrections, and new enrolments).




4. Campaign on Reinstatement of Deleted Job Cards (MGNREGA):

With technical support from LIBTECH, ARTS identified and verified 332 deleted job cards across five mandals through village-level surveys.
Action Taken:
Documentation submitted to respective APOs of MGNREGA, resulting in reinstatement of job cards and restoration of livelihood access.




Case Study 01:
Recognition of Forest Rights (RoFR) Pattas – Chaparaivalasa Village, Pachipenta Mandal

Location: Chaparaivalasa, Gotturu Panchayat, Pachipenta Mandal, Parvathipuram Manyam District

Community: Mooga Dora
Population: 150 households (615 individuals)
Land Extent: 210 acres of podu cultivable land

Background:
Chaparaivalasa is a remote hilltop village with poor road access, making transportation extremely difficult. Despite cultivating forest land for decades, villagers had not received RoFR pattas since 2011. Due to the inaccessibility of the area, no government officers had visited to address their pending claims.

Intervention:
ARTS conducted a baseline survey and facilitated a campaign to collect applications on RoFR issues. A total of 30 applications were documented and submitted to the Project Officer – ITDA and the concerned departments. Persistent follow-up and coordination meetings were organized with officials to resolve the matter.

Outcome:
Through continuous advocacy and convergence efforts, 20 households received their RoFR land titles in July 2022, securing legal ownership and strengthening their livelihood base.



Securing Land Rights and Dignity for the Jathapu Community of Pamulageesada
A Landmark Achievement Through Concerted Grassroots Action

For generations, the 53 households of the Jathapu community in Pamulageesada village cultivated over 192 acres of land without legal recognition. This lack of formal land rights (revenue pattas) left them vulnerable to displacement and denied them access to government benefits, credit, and social security—a persistent injustice since 2015.

This historic inequity was overturned in September 2023 through a dedicated, multi-level advocacy initiative. The successful issuance of land titles to 33 households stands as a direct result of the following concerted efforts:

- **Grassroots Mobilization and Evidence Building:** ARTS began by organizing the community through a Grama Sabha, meticulously documenting 33 legitimate land claims that had been systematically overlooked.
- **Strategic Escalation and Advocacy:** When initial submissions to mandal-level authorities saw no response, the effort was strategically escalated to the Project Officer of the ITDA (Integrated Tribal Development Agency), applying sustained pressure on the Revenue Department for action.
- **Collaborative Verification and Validation:** Persistent advocacy led to an official field survey, which independently verified the community's claims, breaking years of bureaucratic apathy and compelling administrative accountability.

This achievement transcends the legal transfer of land. It has restored the dignity and secured the ancestral heritage of the Jathapu people, empowering them with economic opportunity and social protection. The village of Pamulageesada now stands as a powerful symbol of resilience and a replicable model for achieving land justice in marginalized communities across the region.



Natural Farming and Sustainable Livelihoods – ARTS Initiatives 2024–25:

ARTS remained steadfast in its mission to promote climate-resilient agriculture and enhance the livelihoods of tribal farmers through natural farming and sustainable livelihood interventions. In FY 2024–25, interventions focused on reducing input costs, improving productivity, strengthening water access, and promoting alternative income sources.

Training, Capacity Building & Natural-Farming Support — 2024–25

Seed Farmer Training:

- Events: 2 sessions (ARTS with Agricultural Research Station) — 16 June 2024.
- Participants: 100 seed farmers.
- Focus: seed cultivation practices, interculture operations, seed-certification procedures, quality economics, FPO marketing linkages.
- Follow up: 169 seed farmers identified (Paddy 56 | Red Gram 43 | Ragi 67); 162 applications submitted for seed certification (NSC/APSC); 49 farmers selected under NSC; remainder under process.



Bio-Resource Centre (BRC) Capacity Building:

- Events: trainings conducted 16 May 2024 and 31 July 2024 for 4 FPCs + 36 cattle-shed owners (BRC setup, production & sharing mechanisms).
- BRCs established: 3 locations — Chakaliguda, Jilledupadu, Gopidevpeta (servicing 28 villages).
- Infrastructure provided per BRC: 3 cattle sheds, 10 cement bags, 1 load sand, 50–100 bricks, 2 Syntex tanks, 6 mm iron rods, piping, solar aerator set.
- Production: 70,153 litres of Drava Jeevamrutham prepared; 500 farmers supported.


Chakaliguda


Jilledupadu


Gopidevipeta

Youth Training — Water Resource Planning:

- Dates: 22 April 2024 & 13 June 2024.
- Participants: 30 identified tribal youth trained on participatory planning, mapping and budgeting for ITDA/MGNREGA water works.
- Submissions: 12 check-dam proposals submitted to ITDA.





Critical Water Management (Check Dams):

- Structures supported: 2 check dams (Kusimi; Appala Naidu — Rolluguddi).
- Beneficiaries: 346 families.
- Irrigated area: 412 acres (Kusimi 196 families / 248 acres; Rolluguddi 150 families / 164 acres).





Salt & Pineapple Promotion:

Farmers reached: 139 farmers across 53 villages.
Area: 127 acres.
Inputs distributed: 83,400 Mauritius pineapple suckers (≈600 suckers per farmer).
Exposure: 5 lead farmers trained in Ernakulam, Kerala









Tribal Agricultural Practices — Kharif (Aggregated):

- Pre-monsoon dry sowing: 348 farmers | 380 acres.
- Paddy intensification: 311 farmers | 311 acres.
- Guli Ragi: 291 farmers | 297 acres.
- Mixed cropping: 334 farmers | 324 acres.
- Combined (intensification/mixed): 936 farmers | 932 acres.





Livelihood Diversification & Phase-I Strengthening:

- Desi poultry: 614 women rearing birds (576 initially supported; +38 newly onboarded).
- Nutri-gardens: 48 women.
- Collective farming groups: 17 women.
- Fish culture: 30 ponds benefiting 297 landless farmers.
- Goat support: 60 goats distributed to 30 women; current herd count 149 goats (63 initial + 86 new offspring); 32 additional women included in goat-rearing cohort.





JIVA (NABARD)

1. Name of the project: Seethampeta Tribal Development Project
2. Name of the PFA/NGO: Action in Rural Technology and Service (ARTS)
3. State: Andhra Pradesh
4. District: Parvathipuram Manyam
5. Block/Taluk/Mandal: Seethampeta
6. Villages covered: 6Villages
7. Village Names: Donubai, Mekava, Rupai, Gujji, Peddapallanki, Pubbadaguda.
8. Project area (ha): 450 ha
9. Area covered under JIVA (ha): 200ha.
10. No. of households covered under JIVA: 45HH



Enabling Natural Farming Transformation through Farmers' as resource persons & their Capacity Building:

• 6 Exposure visits to 45 farmers.
• 6 Focused training events with women groups.
• Hand-outs/ wall writings.
• 9 Farm Field Days in LF fields.

Crop diversification & intensification:

• Practicing Poly Crop system with 45 farmers.
• Promoting SRI (System of Rice Intensification) in paddy lands with 15 farmers.
• Demonstration of 3 Integrated Farming Systems.

Regeneration of soil and water/moisture conservation:

• 75 Soil testing in LF fields.
• 15 Pre Monsoon Dry Sowing models in paddy lands and rain fed areas.
• 15 Live fencing in orchard lands with Karonda and agave.



Strengthening & integrating livestock systems:

• Established 6 units of Desi poultry.
• 10 Fodder plants.

3 Intensification of fisheries in the water bodies

Support Systems:

• Revival of indigenous seeds , (Agro service centre), Bio Resource Centre .

Nutrition sensitive agriculture & homesteads:

• Nutri Kitchen Garden, Revival of millets.

Stimulating local economies through strengthening local circular economies:

• Millet mixer, Processing unit for broom grass enterprise.



Case Study 1:
Improved Irrigation Transforms Farmer Adayya's Yield:

Village: Kusimi Kotha Guda
Intervention Area: Critical Water Management (CWM)
Supported by: ARTS – APF Project

Farmer Adayya, a smallholder from Kusimi Kotha Guda village, primarily depends on paddy cultivation for his livelihood. In 2023, his agricultural productivity declined drastically due to the damage to the Kusimi check dam, which was the village's main irrigation source. To manage the water shortage, he invested ₹25,000 to install a borewell. However, the low groundwater table limited its output, and he harvested only 6 bags of paddy from one acre, far below subsistence level.
Under the Critical Water Management (CWM) initiative supported by ARTS–APF, the Kusimi check dam was repaired through community participation. The restoration reactivated the irrigation channel, benefiting approximately 20 farmers in the command area, including Adayya.

Following the intervention, water availability improved substantially, enabling Adayya to cultivate paddy during Kharif and achieve a yield of 25 bags per acre — a fourfold increase from the previous year. Encouraged by stable water access, he expanded cultivation to the Rabi season, growing both paddy and ragi. The standing Rabi crops are expected to yield 25 bags of paddy and 15 bags of ragi per acre, marking a complete transformation from single-season low yield to double cropping with higher returns and enhanced livelihood security.

BEFORE



AFTER



Case Study 2:

Livelihood Transformation through Salt – The Success Story of Savara Mokhalingam

Village: Chakali Guda, Seethampeta Mandal
Intervention Area: Slope Agricultural Land Technology (SALT)
Supported by: ARTS – APF Project.

Savara Mokhalingam, a tribal farmer from Chakali Guda village with a family of five, relied on two acres of cashew and pineapple cultivated on podu (sloping) land. Frequent soil erosion, declining productivity, and irregular rainfall made his farming unsustainable. In 2021, ARTS initiated the SALT intervention in his village to promote soil conservation and sustainable hill agriculture.

Through technical support under MGNREGS, stone bunds were constructed to check soil erosion and retain moisture. Mokhalingam received capacity building on pruning techniques, integrated pest management using organic formulations (fermented buttermilk, coconut water), and diversified cropping patterns to include jowar, millets, and fruit species.

As a result, his land productivity improved, and year-round income became feasible. He now cultivates a diversified mix of cashew, turmeric, pineapple, ginger, hill broom, drumstick, lemon, custard apple, red gram, millets, vegetables, and tapioca, ensuring both food and income security.

BEFORE



AFTER



Programme Title: Tribal Child Education Development:

1. General Information:

- Location: South India, Andhra Pradesh
  - District: Parvathipuram Manyam
  - Blocks: Kurupam, Gumma Lakshmi Puram, Jiyyamvalasa
  - Habitations Covered: 50
- Funding Agency: **AidetAction**
- Duration: 1 January 2025 – 31 December 2025
- Total Budget: ₹11,21,01/-
  - RF: ₹3,51,00/-
  - URF: ₹7,70,100/-

2. Main Objectives:

1. Enhance the creativity and skill development of tribal children.
2. Ensure Right to Education (RTE) compliance and safeguard tribal children's education.
3. Promote effective education governance and strengthen school management.
4. Improve the competency levels of children and ensure regular school enrollment.

3. Key Activities:

- Promote reading, literacy, and numeracy skills through structured learning activities.
- Encourage parent-teacher collaboration to monitor children's progress.
- Integrate technology-based learning tools and culturally relevant Teaching-Learning Materials (TLMs).
- Implement Social and Emotional Learning (SEL) programs for holistic child development.
- Focus on healthcare, hygiene, and girl child education support.
- Conduct teacher training and curriculum customization for local context.
- Engage communities in advocacy, monitoring, and evaluation of educational outcomes.





4. Background and Context:

In Vizianagaram district, tribal communities constitute 9.58% of the total population, with the majority residing in remote, hilly, and inaccessible regions. These populations, primarily from the Savara, Konda Dora, and Jatapu communities, live in the tribal mandals of Kurupam, Gummalakshmipuram, and Jiyyamvalasa, depending largely on subsistence agriculture and minor forest produce. Their isolation has resulted in limited access to education, healthcare, and livelihood opportunities, leading to persistently low human development indicators.

Land alienation and exploitation by non-tribal traders and moneylenders have deepened their economic marginalization. 52% of tribal families are landless, and those with land possess an average of 2.02 acres, mainly under low-yield, rainfed cultivation. The introduction of commercial cashew plantations on podu lands has further displaced traditional livelihoods, forcing seasonal migration to East and West Godavari districts.

5. Project Overview:

To address these challenges, ARTS launched the Tribal Child Education Development Programme with support from Aide et Action in January 2010, targeting 1,472 children from 4,705 tribal families in the ITDA areas of Parvathipuram. The initiative focuses on access to quality education, strengthening RTE implementation, and reviving traditional knowledge and culture among tribal children.

The project area covers 50 habitations across three mandals (Kurupam, Gummalakshmipuram, Jiyyamvalasa). Information was gathered through Participatory Rural Appraisals (PRAs) at village and school levels, involving ITDA, SSA, and local education departments to identify and address barriers to education access and quality.



6. Educational Situation:

According to the Census 2011, literacy levels in the target mandals remain below the state average:

- Kurupam: Overall literacy 57%, Female literacy 37.3%
- Gummalakshmipuram: Overall literacy 45.7%, Female literacy 35.2%

These figures reflect deep-rooted educational deprivation, particularly for tribal girls. Poor infrastructure, irregular teacher attendance, inadequate learning materials, and language barriers further limit educational outcomes.

Major Challenges Identified:

- Closure of primary schools due to low enrollment and administrative restructuring.
- Weak implementation of the Right to Education (RTE) Act and low community awareness.
- Poor school infrastructure (non-functional toilets, lack of safe drinking water, dilapidated buildings).
- 30–40% of children exhibit low learning competencies; 20% dropout rate among girls.
- Delayed disbursement of teacher salaries and midday meal funds.
- Limited infrastructure and administrative support in 8 management-run schools under ARTS.
- The declining use of tribal languages and cultural practices threatens the loss of tribal identity.
- Lack of awareness among parents, teachers, and SMCs on education rights and governance.









7. **Key Achievements:**

- Improved learning competencies among 10,876 children across 55 schools.
- 80% of children demonstrated measurable improvement in literacy and numeracy skills.
- School and teacher attendance increased from 30% to 80%; dropout rates reduced from 70% to 20%.
- Conducted RTE study and public hearings across 3 mandals, mobilizing 300+ stakeholders (SMCs, CBOs, media, unions, and public representatives).
- Reopened 11 closed schools, benefitting 286 children through advocacy, postcard campaigns, and interface meetings.
- Infrastructure improved in 40% of schools, including toilets with running water, compound walls, and permanent classrooms.
- Introduced innovative teaching methods, fostering child and community ownership in school management.
- 50% of project villages declared open-defecation-free through improved hygiene education.
- Enhanced awareness among children about their environment, culture, and traditions, strengthening identity and social inclusion.

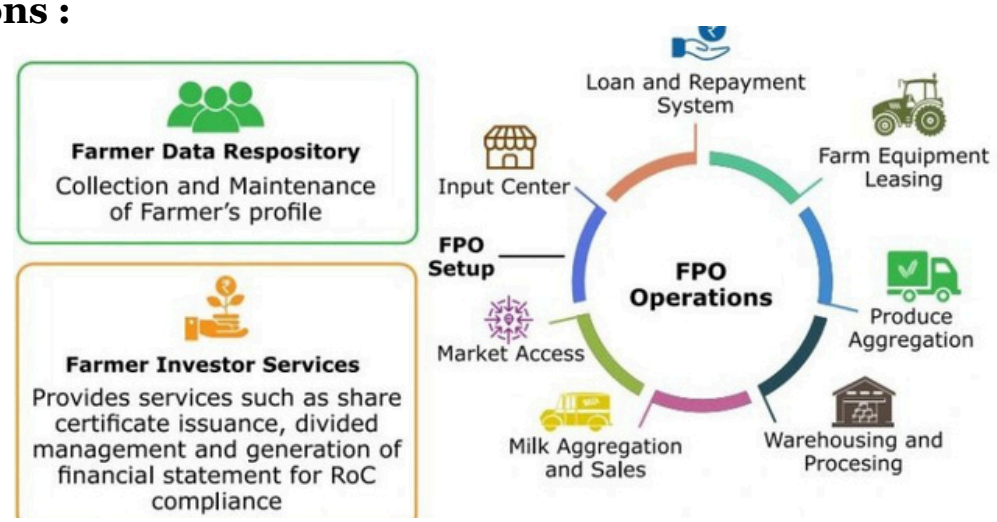
8. **Innovative Approach:**

The programme introduced Information and Communication Technology (ICT)-based learning, training local volunteers to use digital tools for interactive teaching. This approach has improved digital literacy and engagement among tribal children while bridging the gap between formal and traditional knowledge systems.



Rural Enterprise Development

Farmer-Producer Organizations :





Shareholder Mobilization and Awareness Meetings on Rural Enterprise:

Mobilizing farmers and joining them as shareholders in FPO to promote business activities and enhance the company's daily operations. ARTS promoting 40 FPOs in Srikakulam, Vizianagaram, Parvatipuram, Alluri Seetaramaraju, and Vishakhapatnam in Andhra Pradesh. ARTS FPOs integrated more than 25000 farmers as shareholders. They supported them in input, aggregation, value addition, post-crop management, output business, and credit linkages, which enhanced their livelihood development.





Input Supply by FPOs

ARTS facilitated 8 Farmer Producer Organizations(FPOs) across Srikakulam, Vizianagaram, and Parvathipuram Manyam Districts to strengthen agri-input services for small and marginal farmers. These FPOs established input shops and supply chains providing over 200 MT of Urea and DAP, 50 MT of paddy and maize seed, and pesticide supplies to more than 2,000 farmers.

Through direct collaborations with IFFCO, Seed Park, Marketfed, and Bayer, FPOs ensured the availability of quality inputs at 6–18% lower cost compared to local retailers. The initiative reduced farmers' investment burden and promoted sustainable agricultural practices.















Input Supply: Supply Seeds, Fertilizer, Pesticide to small farmers

S.No	**FPO Name**	**District, Village**	Seed (Bags)	Fertilizer (Bags)	No of Beneficiaries
1	Gramina Sahaja	**Burja Mandal, Srikakulam District**	370	420	330
2.	Kothammathalli FPO	Kotabommali, Srikakulam District	250	475	375
3.	Prakruti Vanam	Regidi Amadlavalasa, Vizianagaram District	350	230	250
4.	Rajam FPO	Rajam Mandal, Vizianagaram District.	150	60	120
5.	Bobbili Vikas FPO	Bobbili Mandal, Vizianagaram District	180	75	145
6.	Angaralamma FPO	Kurapam Mandal, Parvatipuram District	250	120	193
7.	Girimalathi FPO	GL Puram Mandal, Parvatipuram District	275	120	185
8.	Grama Velugu	Palakonda Mandal, Parvatipuram District	250	130	150

Inputs Supply: Agri Implements - Tellers, Tarpaulins, Sprayers, Water Pumps

S.No	Farmer Producer Organizations	Tillers	Tarpaulins	Sprayers	Water Pumps	No of Beneficiaries
1	GiriMalathi	2	300	15	12	220
2.	Adivasi Sahaja	1	350	18	12	250
3.	Angaralamma	0	700	0	0	370
4.	Grama Velugu	0	250	9	0	220
5.	ASR	15	250	0	0	228
6.	Dharalamma	18	250	0	0	235
7.	Grama Sampathi	0	170	0	0	150
8.	Udhanam	0	450	0	0	330
9.	Marlapolamma	0	90	0	0	125
10.	Swechavati	0	270	0	0	255
11.	Palle Siri	0	120	0	0	90
12.	Prakruti Vanam	0	150	15	0	240
13.	Rajam Macs	0	70	0	0	150
14.	Godavari Raitu Kranti	0	150	5	0	145

Aggregation:

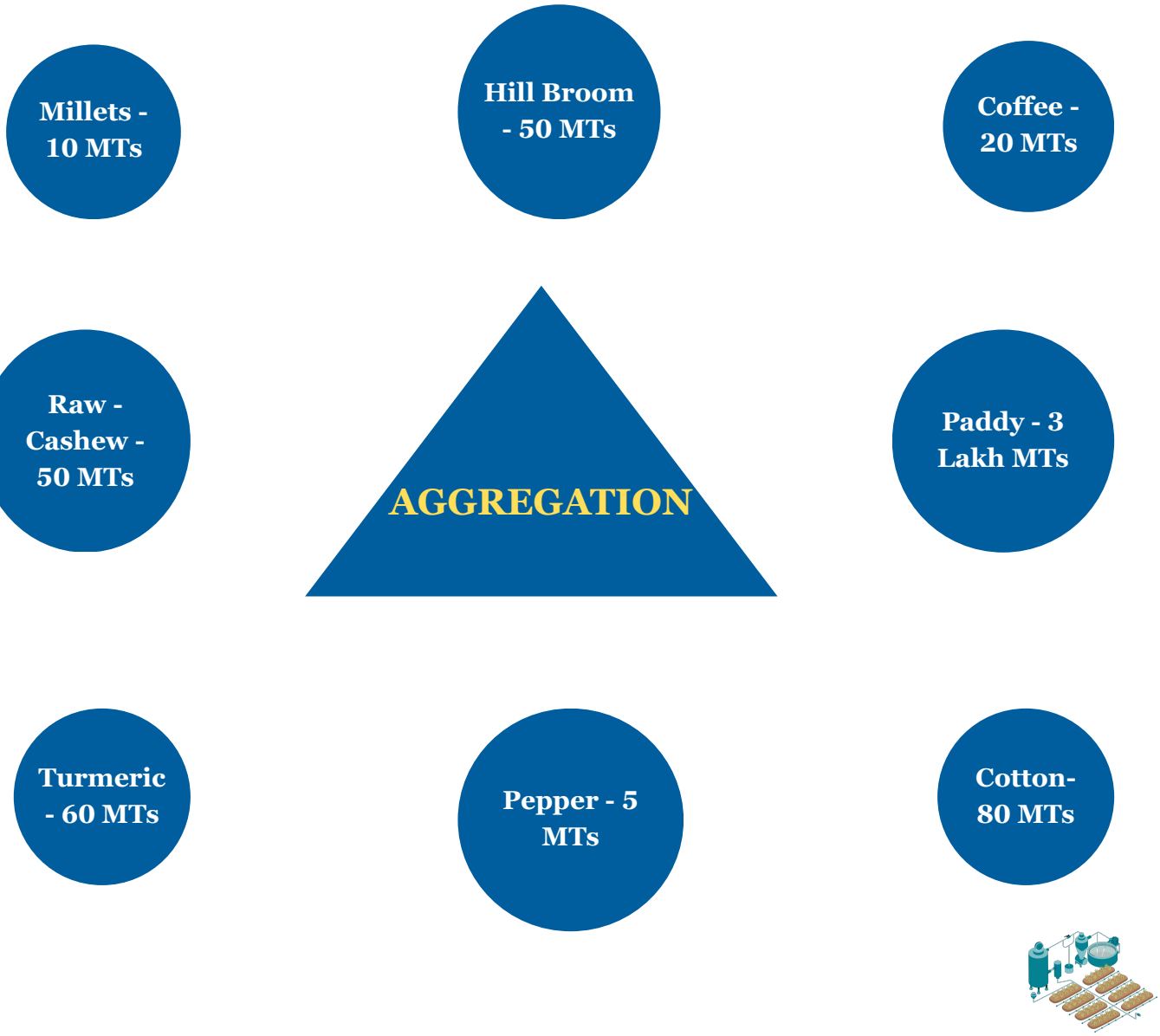
ARTS facilitates Farmer-Producer Organizations (FPOs) in the aggregation and marketing of agricultural commodities by engaging crop marketing experts across key crop zones: Cashew, Turmeric, Coffee, Pepper, Hill Broom, Paddy, Maize, Millets, Tamarind, Jaggery, and others.

The FPOs are being strengthened as agri-business institutions to:

- Establish marketing linkages and ensure minimum support prices for farmers.
- Develop local employment opportunities.
- Enhance farmer incomes through structured commodity sales.

Scale of Operations:

- 38 FPOs supported, cumulatively achieving ₹ 8 crores turnover.
- Marketing support reaching over 9,000 farmers.
- Partnerships with institutional buyers, including ITC Agri India, CPF Pvt Ltd, EID Parry India Pvt Ltd, Blue Tokai Coffee, Jayanthi Spices Pvt Ltd, Tata Coffee, and Sri Venkateswara Cashew Industries.
- FPO interventions have helped maximize farmers' profits by up to 20% through better aggregation, quality control, and market linkages.



Value addition:

ARTS facilitates market access, enabling SHG women to supply products through FPOs and explore upscaling opportunities with institutional buyers, promoting sustainable livelihoods and entrepreneurship among tribal women.

S.No	FPO Name	Product	Training and Value Added Products	Beneficiaries	Outcome
1	Manyam Sahaja	PineApple	i. PineApple Squash, ii. Jams	25	Profit increase up to 25%; products supplied to FPO for market linkages
2.	a.Adivasi Mahila b.Vana Mitra c. Maathota d. Vana Sahaaj	Hill Broom	i.Hill Broom Pieces,	45	Made institutional buyer collaboration and FPOs establishing processing units.
3.	i. Manayam Sahaja ii. Maathota	Millets	i. Millet Laddus, ii. Snacks, iii. Biscuits	35	Improves profits upto 15% and made collaboration with retail buyers and exploring to establish processing unit.
4.	Angaralamma	Tamarind	i. Tamarind Cakes ii. Tamarind Syrups	15	The product demand enhanced and getting higher profits to the farmers.




సీతంపేట
పైనాపిల్








ADIVASI MAHILA FARMER PRODUCER COMPANY
BOD Meeting
Seethampeta -532443
Parvathipuram manyam District



Primary Processing Units and Infrastructure Development:

ARTS is actively facilitating the development of farm gate infrastructure and primary processing units to strengthen the value chain and enhance market access for small and marginal farmers. The organization has supported the establishment of 1 Common Facility Centre (CFC) and facilitated the creation of 9 godowns for various FPOs across Andhra Pradesh.

These facilities enable aggregation, storage, value addition, and marketing of agri-produce directly at the village level, reducing transportation costs and post-harvest losses.

In 2024–25, ARTS-supported FPOs are establishing primary processing units for key commodities such as:

FPO / Unit Name	Commodity	Support Agency	Location / Region	Key Activities & Outcomes
Maathota Vana Sahaja FPO	Turmeric	ITDA under VDVK	Polla Region	Established a Turmeric Micro Processing Unit for
Adivasi Mahila & Vana Sahaja FPOs	Hill Broom	ITDA	Seethampeta Mandal	Set up a Hill Broom Processing Unit for cleaning, bundling,
Manayam Sahaja FPO	Cashew	ITDA under VDVK	Parvathipuram Region	Established a Micro Cashew Processing Unit; initiated







Development of Farm Gate Infrastructure and Facilities

1. Collection Centers:

ARTS facilitated convergence with the horticulture department for sanctioning of collection centers, which can support FPO to stock the farmers' products up to 500 tons. ARTS facilitated 9 Collection Centers and completed construction at the farm gate. The established collection centers support farmers in stocking their products when the market is low and give an opportunity to sell the products at a good market price.





2. Cold Storage Rooms:

ARTS facilitated Convergence with the Horticulture department to establish cold rooms that can accommodate 10 tons of perishable goods, which decreases expenditure and improves profits of the farmers. ARTS established 5 cold rooms at the farm gate to assist farmers. The Project received 7.50 lakhs in subsidy from Horticulture.





Farmer Producer Organization Case Study and Achievements

Srikakulam

Udhanam Cluster:

The Udhanam Cluster has 4 FPOs in Mandasa, Sompeta, Nanadigam, Icchapuram, Kanchili, and Palasa, which are extremely backward regions. The FPOs have more than 3350 farmers as shareholders and promote various activities such as agri implements, aggregation, and value addition.

FPO Names	Palle Siri	Swachavati	Marlapolamma	Udhanam	Kothammthalli
Share Holders	**750**	**750**	**750**	**1100**	**750**
Working Area	Nandigam Mandal	Icchapuram & Kaviti Mandal	Sompeta Mandal	Mandasa	Kotabommali
Products	Ground Nut, Pulses, Paddy	Coconut, Cashew	Cashew, Pulses, Sesseme	Coconut, Pulses	GroundNut and pulses
Business	12 Lakhs	35 Lakhs	38 Lakhs	95 Lakhs	85 Lakhs









Amadalavalsa Cluster:

The Amadalavalsa Cluster has 3FPOs in Ponduru, Amadalavalsa, which are extremely backward regions. The FPOs have more than 2000 farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO Names	Gramina Sahaja	Grama Samphati	Sikkolu Weavers
Share Holders	750	750	500
Working Area	Burja, Amadlavalasa Mandals	Ponduru Mandal	Amadalavalsa, Ponduru Mandal.
Products	Ground Nut, Pulses, Paddy	Coconut, Cashew	Cashew, Pulses, Sesseme
Business	15 Lakhs	12 Lakhs	60 Lakhs



Parvatipuram District

Seetampeta Cluster:

The Seetampeta Cluster has 7 FPOs in Seetampeta, Palakonda, and Veeraghatam Mandals, which are extremely backward regions and an aspirational block. The FPOs have more than 7000 farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO NAMES	Gramavelugu	Adivasi Mahila	Sakabmabri	Manyam Sahaja	Maathota	Vana Sahaja	Vana Mitra
Share Holders	**750**	**750**	**550**	**1550**	**1500**	**700**	**530**
Working Area	Palakonda	Seetampeta	Veeraghatam	Seetampeta	Seetampeta	Seetampeta	Seetampeta
Products	Cashew, Sesseme, Pulses, Paddy	Cashew, Tamarind, Hill Broom and Turmeric,	Cashew, Hill Broom, Tamarind and Turmeric	Cashew, Hill Broom, Tamarind and Turmeric	Cashew, Hill Broom, Tamarind and Turmeric	Cashew, Hill Broom, Tamarind and Turmeric	Cashew, Hill Broom, Tamarind and Turmeric
Business	20 Lakhs	25 Lakhs	45 Lakhs	68 Lakhs	35 Lakhs	25 Lakhs	15 Lakhs









Parvatipuram District

Kurapam Cluster:

The Kurapam Cluster has 5 FPOs in Kurapam, Gummalaxmipuram, Jyyamvalasa Mandals which are extremely backward regions and asipirational block. The FPOs have more than 5000 tribal farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO NAMES	Angaralamma	Girimalathi	Tadikonda	Adivasi Sahaja	GiriVanasahaja
Share Holders	**800**	**750**	**550**	**500**	**450**
Working Area	Kurapam	Gummalaxmipuram	Kurapam	Kurapam	Jiyyamavalasa
Products	Cashew, Cotton Sesseme, Pulses, Paddy	Cashew, Cotton, Tamarind, Hill Broom and Turmeric,	Cashew, Hill Broom, Tamarind and Turmeric	Cashew, Hill Broom, Tamarind and Turmeric	Cashew, Hill Broom, Tamarind and Turmeric
Business	30 Lakhs	25 Lakhs	15 lakhs	25 lakhs	27 lakhs







Parvatipuram District

Saluru Cluster:

The Saluru Cluster has 3 FPOs in Makkuva, Saluru, and Pachipenta Mandals, which are extremely backward regions and an aspirational block. The FPOs have more than 2000 tribal farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO NAMES	Makkuva	Manya Syamala	Peddagedda FPO
Share Holders	**750**	**750**	**780**
Working Area	Makkuva	Saluru	Pachipenta
Products	Cashew, Cotton Sesseme, Pulses, Paddy, Maize	Cashew, Cotton, Maize Tamarind, Hill Broom and Turmeric,	Cashew, Maize, Cotton, Millets, Tamarind
Business	30 Lakhs	25 Lakhs	15 lakhs



Vizianagaram District

Rajam Cluster:

The Saluru Cluster has 5 FPOs in Makkuva, Saluru, and Pachipenta Mandals, which are extremely backward regions and an aspirational block. The FPOs have more than 2000 tribal farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO NAMES	Rajam FPO	Prakruti Vanam	Dharani	Bobilii Vikas	Grama Sanghatita
Share Holders	**750**	**750**	**750**	**750**	**750**
Working Area	Rajam	Regidi Amadalavalsa	Santhakaviti	Bobbili	Cheepurupelli
Products	Maize, Paddy, Pulses	Maize, Paddy & Pulses	Maize, Paddy, & Pulses	Maize, Paddy, & Pulses	Maize, Paddy, & Pulses
Business	30 Lakhs	25 Lakhs	15 lakhs	15 Lakhs	6 Lakhs









ASR District

Araku Cluster:

The Araku Cluster has 2 FPOs in Dumbriguda and Araku Mandals, which are extremely backward regions and an aspirational block. The FPOs have more than 1500 tribal farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO NAMES	Bhoomi Tribal FPO	Gostani FPO
Share Holders	**750**	**1200**
Working Area	Araku, Dumbriguda	Dumbriguda
Products	Coffee, Pepper, Turmeric	Coffee, Pepper, Turmeric
Business	30 Lakhs	2 crores



ASR District

Tazangi Cluster:

The Araku Cluster has 2 FPOs in Dumbriguda and Araku Mandals, which are extremely backward regions and an aspirational block. The FPOs have more than 1500 tribal farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO Name	ASR Tribal FPO	Dharalamma FPO
Share Holders	**750**	**750**
Working Area	Chinthapelli	GK Vedi, GMadugula
Products	Coffee, Pepper, Turmeric, Millets	Coffee, Pepper, Turmeric
Business	30 Lakhs	35 Lakhs











ASR District

Ramachodavaram Cluster:
The Araku Cluster has 3 FPOs in Rampachodavaram, Choakonda, and Chintooru, which are extremely backward regions and an aspirational block. The FPOs have more than 1500 tribal farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO Names	Kakavada	Chopakonda	Chinthooru
Share Holders	**750**	**550**	**550**
Working Area	Rampachodavaram	Devipatnam	Chinthooru
Products	Cashew, Millets	Cashew	Chilli
Business	12 Lakhs	5 Lakhs	15 Lakhs







East Godavari District

Rajahmundry Cluster:

The Rajumandry Cluster has 3 FPOs in Kadiyam, Gokavaram and Jaggampeta Manadals, which are extremely backward regions. The FPOs have more than 1500 tribal farmers as shareholders and promote various activities, including agri implements, aggregation, and value addition.

FPO Names	Kadiyam Yuva Raitu	Grama Samphati Macs	Godavari Raitu
Share Holders	**750**	**750**	**750**
Working Area	Kadiyam	Gokavaram	Jaggampeta
Products	Paddy, Millets, Pulses	Cashew	Cashew
Business	12 Lakhs	15 Lakhs	15 Lakhs





Success Story: Empowering Tribal Cotton Farmers through Giri Malathi FPO

Background:

The Giri Malathi FPO is sanctioned by the Ministry of the Agriculture and Farmer Welfare under Central Sector Sceme through NABARD. The FPO is promoted in Gummalaxmipuram Mandal, Parvatipuram Manayam District with 750 Tribal Farmers as share holders. The FPO farmers promoting Cashew, Cotton, Tamarind, Turmeric as the major crop for there livelihoods.

Intervention:

The Giri Malathi Farmer Producer Organization (FPO) has emerged as a successful model for empowering tribal farmers through collective action and planned interventions. The FPO mobilized its shareholders and developed comprehensive action plans by engaging directors and farmers to address the specific needs of tribal communities.

Through its initiatives, the FPO collaborated with 300 tribal farmers and supplied high-quality cotton seeds, fertilizers, and pesticides at affordable prices. This collective procurement helped reduce input costs by 12%, enabling farmers to invest in better cultivation practices.

In addition, Giri Malathi FPO conducted capacity-building training programs on pre- and post-harvest management, focusing on drying, grading, and maintaining produce quality. After harvesting, the FPO established a marketing linkage with RB Jining Mill, facilitating aggregation and ensuring that farmers received the Minimum Support Price (MSP) for their produce.

As a result of these interventions, farmers' profits increased by nearly 20%, contributing to improved livelihoods and financial stability. The success of Giri Malathi FPO demonstrates how collective planning, training, and market linkages can transform the economic well-being of tribal cotton farmers.











Success Story: ASR FPO – Strengthening Tribal Livelihoods through Collective Enterprise

Introduction:

The ASR Farmer Producer Organization (FPO) was sanctioned by the Ministry of Agriculture and Farmers Welfare under the Central Sector Scheme through NCDC. The FPO operates in the Tazaongi Cluster of Chinthapalli Mandal, Alluri Sitarama Raju (ASR) District, and is promoted with 900 tribal farmers as shareholders, primarily from primitive tribal communities such as the Gadaba and Gajaba. The member farmers primarily cultivate turmeric as a major crop, which serves as a key source of livelihood in the region.

Intervention:

The ASR FPO is guided by a strong Board of Directors and deeply rooted community participation, which has strengthened its institutional development. The FPO supports its members by providing agricultural implements such as tarpaulins, sprayers, motors, tillers, and water pumps through partnerships with manufacturing units. These inputs are offered at 30% lower prices than the retail market, building trust and reliability among the farming community.

A prominent community leader, Smt. Sardhamma has been instrumental in leading the FPO's growth. Under her leadership, the FPO has established market linkages with institutional buyers and successfully aggregated over 75 tons of turmeric, ensuring that farmers receive the Minimum Support Price (MSP). This collective effort is contributing significantly to enhancing the income and economic resilience of tribal farmers in the Tazaongi Cluster.







Success Story: Prakruti Vanam FPO Strengthening Farmers through Technological Interventions

Introduction:

The Prakruti Vanam Farmer Producer Organization (FPO) was sanctioned by NABARD under the Central Sector Scheme (CSS) and established in 2022 at Regidi Amadalavalasa, Vizianagaram District. The FPO operates in an agriculturally rich region where farmers primarily cultivate maize, paddy, cotton, and millets. To strengthen its services, the FPO established an input supply center to support over 750 farmers in the cluster. Through dealership arrangements, the FPO procures and distributes seeds, fertilizers, and pesticides at 12% lower prices than local retail markets, helping farmers reduce their cultivation costs significantly.

Intervention:

The Prakruti Vanam FPO has introduced modern technological solutions to enhance farm productivity and efficiency. With the support of the Agriculture Department and NABARD, the FPO established two drone units to promote precision spraying of pesticides and Nano Urea. This intervention has significantly reduced labour costs, saved time, and improved spraying accuracy, resulting in healthier crops and better yields.

The adoption of drone technology has not only increased operational efficiency but also led to a 12% rise in farmers' profits by lowering input and labour expenses. Furthermore, the initiative has generated employment opportunities for local youth who were trained to operate and manage drone services. Encouraged by its success, more farmers are now scaling up and adopting these innovative practices, demonstrating how technological interventions can transform rural agriculture into a profitable and sustainable enterprise.









Success Story: Sikkolu Weavers Producer Company – Reviving Heritage and Strengthening Rural Livelihoods

Introduction:

The Sikkolu Weavers Producer Company, supported by NABARD, is a unique off-farm producer company established in 2018 to promote traditional handloom weaving in Ponduru and Amadalavalasa Mandals of Srikakulam District. The company comprises more than 550 skilled handloom weavers who continue to preserve and promote the legendary Ponduru Khadi — a fabric that holds a special place in India's textile heritage.

Intervention:

Ponduru Khadi gained national recognition after Mahatma Gandhi visited the region during his journey across India and appreciated the craftsmanship of the local weavers. The art of weaving here has been practiced for over 450 years, sustained by generations of artisans who meticulously craft sarees, dhotis, shirts, panchas, and dupattas.

What makes Ponduru Khadi truly unique is its process — the cotton used is grown organically by tribal farmers, cleaned using fish bone, spun on traditional charkhas, and woven into fine fabric with intricate designs inspired by market trends and cultural motifs.

The Sikkolu Weavers Producer Company serves as a vital platform connecting these artisans with wider markets by collaborating with boutiques, retailers, and e-commerce platforms. This initiative not only revives a rich cultural heritage but also enhances income opportunities and socio-economic resilience among traditional weaver families in the region. The OFPO improved the livelihoods, creating employment to 500 weavers and enhanced more than 25% profits of the weavers









Awards

1. Manyam Sahaja FPO – ESAF Award:

ESAF Award Received the ESAF Award for excellence in: Cashew toll processing, Pineapple value addition, Infrastructure creation (godowns, cold room, transport vehicle), Empowering tribal farmers across 70 villages.



2. Adivasi Mahila FPO – Women Exomplar Award:

Adivasi Mahila FPO received the CII Women Exposure Award for empowering tribal women across 15 villages through collective marketing, value addition, and leadership development, strengthening livelihoods and enhancing the FPO's recognition



ACTION IN RURAL TECHNOLOGY AND SERVICES (ARTS)
CHANDRAYYA PETA
AMADALAVALASA,
SRIKAKULAM DIST.

ARTS
PEDDAPETA
BURJA MANDAL
SRIKAKULAM DIST.

ARTS
CONSOLIDATED BALANCE SHEET
From : 01-04-2024 To 31-03-2025.

Liabilities	Amount (INR)		Assets	Amount (INR)	
Capital Fund	1,56,78,504.80		**Fixed Assets**		
Add: Excess of Income over expenditure	29,04,210.75	**1,85,82,715.55**	Total Assets	1,04,60,812.46	
			Add: Purchase during the year	11,95,944.00	
Capital Liabilities	1,50,895.00			1,16,56,756.46	
Capital Liabilities Repayment	1,50,895.00	-	Less: Depreciation	7,11,492.07	**1,09,45,264.39**
Cash received from Varahalu (Bank pass book opening amount)	2,000.00		Telephone Deposit	2,000.00	
Payment to Varalu	2,000.00	-	Less : Telephone deposit	2,000.00	-
Advance To Child Line India Foundation	60,046.00		TDS/TCS	16,44,177.00	
Add : This Year Received	-		Add:Interest for A.Y.2022-23 Refund	844.00	
	60,046.00		Add: Diff of A.Y.2017-18 TDS	1,996.00	
Less : This Year Repayment	60,046.00	-	Add:TDS for A.Y. 2025-2026	5,54,438.00	
				22,01,455.00	
JIVA Paybles	7,555.00		Less: Received During This Year	32,847.00	**21,68,608.00**
Less:- Repayment	7,555.00				
Loan Received Sikkolu Weares Company	50,000.00		**FPOs Advances**		
Less:- Repayment	50,000.00	-	Angaralamma FPO	2,30,000.00	
			Grameena Sahaja FPO	1,20,000.00	
Loan From Shanmukha Rao	5,000.00		Peddagedda FPO	70,000.00	**4,20,000.00**
Less : Repayment Loan From Shanmukha Rao	5,000.00	-	ARTS - FPO Staff Salaries (CEO & Accountants)		**23,24,170.00**
			HDFC Bank New Account opening Purpose Advance		**50,000.00**
Received Advance From ARTS POPI - Seethampeta		**50,000.00**	APF Staff Advance Repayment		**20,000.00**
Paybles to Staff Salaries	66,000.00		**Cash in Hand**		-
Less : Repayment to Staff Salaries	66,000.00	-	**Cash at Bank**		
			ARTS-Aide et Action -Balika Vikas programme	3,346.15	
Loan for Awareness Vehicle	3,33,175.52		ARTS- Local Contribution - Srikakulam-IDBI	26,996.20	
			ARTS - APF -Ensuring Entitlements and Natural Farming & Alternative Livelihoods	46,999.55	
Add: Interest	19,865.41				
	3,53,040.93		ARTS-NABARD-Livelihood Enterprise Development Programme	66,344.98	
Less: Repayment	3,03,120.00	**49,920.93**	ARTS- KVK-Amadalavalasa	10,343.23	
			ARTS - LC.Amadalavalasa	1,63,950.10	
Loan For Mobilisation Vechile	12,71,158.78		ARTS - LC.Kurupam	34,500.17	
Add: Interest	1,36,072.00		ARTS-NCDC-CBBO-SBI Seethampet	6,89,207.94	
	14,07,230.78		ARTS - LC.Burja	10,022.00	
Less: Repayment	4,47,008.00	**9,60,222.74**	ARTS- JIVA-NABARD Programme . Cost	7,26,030.00	
			ARTS- JIVA-NABARD Admn. Cost	1,11,969.10	
			ARTS- Local Donations	13,678.39	
			ARTS-NABARD-CBBO -Programme	16,12,572.92	
			ARTS - Staff Welfare	1,14,040.00	
			ARTS- Srikakulam LC Account No.1808	7,134.96	
			ARTS- Water Security Programme Management Cost	2,217.10	
			ARTS-IOB-LC	63,845.60	
			ARTS-NABARD -OFPO Admn.Cost	11,618.44	**37,14,816.83**
		1,96,42,859.22			**1,96,42,859.22**

For ARTS
N. Sanyasi Rao
21/9/2025
N. Sanyasi Rao, B.Tech.,M.B.A
SECRETARY

Action in Rural Technology & Services 91 of 1999 Srikakulam

FOR T.TEJESWARA RAO & CO.
CHARTERED ACCOUNTANTS
T.TEJESWARA RAO (PROPRIETOR)
M.NO. 022864
F.R NO. 004345S

TEJESWARA RAO & CO PH: 2563407 VISAKHAPATNAM

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ACTION IN RURAL TECHNOLOGY AND SERVICES (ARTS)
CHANDRAYYA PETA
AMADALAVALASA,
SRIKAKULAM DIST.

ARTS
PEDDAPETA
BURJA MANDAL
SRIKAKULAM DIST.

ARTS
Consolidated Income & Expenditure Statement
From : 01-04-2024 To 31-03-2025.

Expenditure	Amount (INR)		Income	Amount (INR)	
Aide et Action-Strengthening of Tribal Children Education Programmne	11,14,298.00		Aide et Action-Strengthening of Tribal Children Education Programmne	11,14,298.00	
ARTS-Aide et Action -Balika Vikas programme	10,93,600.00		ARTS-Aide et Action -Balika Vikas programme	10,93,606.80	
PPC Facilitation Cost	45,86,934.00		L.C.Amadalavalasa	20,36,299.00	
ARTS-NABARD-CBBO	32,93,172.00		ARTS -NABARD - OFPO - Admin Cost	4,10,000.00	
ARTS -L.C Burja	20,881.00		Grant Received From Mahitha -Hyd	20,000.00	
ARTS - L.C.Amadalavalasa	17,44,379.50		ARTS-KVK -Amadalavalasa	6,71,690.00	
ARTS-Staff Welafare	1,15,896.00		ARTS - APPI-Ensuring Entitlements and Natural Farming & Altenative Livelihoods	70,29,000.00	
ARTS -NABARD - OFPO - Admin Cost	5,09,433.00		ARTS-NABARD-Livelihood Enterprise Development Programme	4,70,000.00	
ARTS-JIVA-NABARD Programme Cost	2,65,768.00		ARTS-CBBO-NABARAD-AXIS BANK	23,33,143.00	
ARTS- JIVA-NABARD Admn. Cost	1,78,524.00		Received PPC facilitation cost from Andhrapradesh State Civil Supplies Corporation Limited	78,76,635.00	
ARTS-CBBO-NABARAD-AXIS BANK	6,95,500.00		Grant Received From JIVA -NABARD	9,81,380.00	
ARTS-LC-IDBI	1,036.00		Grant Received From JIVA-NABARD - Administration Cost	1,69,474.00	
ARTS- Local Donations	14,50,044.00		ARTS-NCDC-CBBO-SBI SEETHAMPETA	30,73,700.00	2,72,79,225.80
ARTS - Local Contribution-Kurupam	809.00				
ARTS - APF -Ensuring Entitlements and Natural Farming & Altenative Livelihoods	99,33,840.83		**Other Receipts**		
ARTS-NABARD-Livelihood Enterprise Development Programme	7,70,644.00		Received facilitation cost of LEDP,MEDP and JLGs	5,06,404.72	
ARTS- KVK-Amadalavalasa	6,71,937.00	2,64,46,184.33	Local Contribution for Awareness and Mobilisation Vehicals	5,00,000.00	
			Tractor Rental Charges-L.C-Burja-	20,000.00	
			ARTS-Staff Welfare	51,544.00	
Interests on Loan Vehicles			Indian Over Seas Bank 5939 Local Contribution (90000+12000+30000)	1,32,000.00	
Interest on Mobilisation vechile	1,36,072.00		ARTS- Local Donations	15,00,000.00	27,09,948.72
Interest on Awareness vechile	19,865.41	1,55,937.41			
Depraciation		7,11,492.07	ARTS-APF Programme Interest on FD		69,739.00
Bank Charges		10,941.96			
			Interest on refund of IT A.Y.2023-24		3,283.00
			Interest on refund of IT A.Y.2022-23		844.00
			Diff of A.Y.2017-18 TDS		1,996.00
			Bank Interests		
			ARTS-NCDC-CBBO-SBI Seethampet	27,127.00	
			ARTS-Aide et Action -Balika Vikas programme	4,913.00	
			ARTS-NABARD -Livelihood Enterprise Development Programme	4,951.00	
			ARTS-NABARD -OFPO Admn.Cost	2,624.00	
			ARTS-Water Security Programme Maintenance Cost From EPS	66.00	
			ARTS - APF -Ensuring Entitlements and Natural Farming & Altenative Livelihoods	97,330.00	
			ARTS-JIVA-NABARD Programme	5,703.00	
			ARTS-NABARD-CBBO	11,038.00	
			ARTS- LC - Srikakulam-IDBI	730.00	
			ART- L.C.Kurupam	914.00	
			ARTS - L.C.Burja	996.00	
			ARTS - Staff Welfare	5,018.00	
			ARTS- KVK-Amadalavalasa	517.00	
			ARTS- Water Security Programme	731.00	
Excess Income Over Expenditure		29,04,210.75	ARTS- Local Donations	1,672.00	1,63,730.00
		3,02,28,766.52			3,02,28,766.52

For ARTS
N. Sanyasi Rao
24/9/2025
N. Sanyasi Rao, B.Tech.,M.B.A
SECRETARY

FOR T.TEJESWARA RAO & CO.
CHARTERED ACCOUNTANTS
T.TEJESWARA RAO (PROPRIETOR)
M.NO. 022864

T.TEJESWARA RAO & CO. PH: 2563407 VISAKHAPATNAM

2025-26

ACTION PLAN

ARTS has prepared a comprehensive and forward-looking action plan for 2025–26 to build a strong and sustainable grassroots platform for small and marginal farmers across Andhra Pradesh, with a special focus on tribal regions. The plan emphasizes agricultural transformation, community empowerment, enterprise development, and improved governance systems.

1. Strengthening Grassroots Support for Farmers through Krishi Vikas Units

ARTS aims to establish Krishi Vikas Units (KVUs) as grassroots farm institutions dedicated to supporting small farmers. These units will:

- Assist farmers in agronomy and scientific crop management.
- Support the development of Integrated Farming Systems (IFS) and
- SALT (Sloping Agricultural Land Technology) for upland areas.
- Promote innovative farm models that maximize farmer profits.
- Provide regular capacity-building trainings and field demonstrations.
- Guide farmers to adopt market-driven crops based on demand and value chains.
- Create awareness on natural farming and sustainable agricultural practices.

These Krishi Vikas Units will function as village-level support centers, offering continuous handholding, knowledge dissemination, and technology transfer to strengthen farmer productivity and incomes.

2. Promoting Agri-Entrepreneurship and Value Chain Development

To enhance rural livelihoods, ARTS will:

- Develop agri-entrepreneurs who can offer essential services to farmers.
- Create and promote best operational models that strengthen farmer profitability.
- Encourage digital adoption for better record-keeping, transparency, and market access.
- Facilitate credit linkages with banks and financial institutions to support rural enterprises.
- Promote awareness on government schemes and ensure access to benefits.

3. Strengthening FPOs and Establishing Processing Units

ARTS plans to support two Farmer Producer Organizations (FPOs) in setting up primary processing units, enabling them to add value to their produce, increase market reach, and ensure better price realization for small farmers.

Additionally, ARTS will promote value-addition trainings and facilitate the establishment of small retail shops managed by SHGs, ensuring access to good-quality food while enhancing local economic development.

4. Building Tribal Leadership and District Integration

ARTS aims to build a cadre of strong tribal leaders capable of addressing community issues, promoting rights, and facilitating convergence with district-level departments. This integrated approach will help solve longstanding local challenges and strengthen community governance.

5. Improving Governance in Tribal Schools

To nurture future leaders, ARTS will work to strengthen governance and learning environments in tribal schools by:

- Promoting innovative thinking and creativity among children.
- Supporting school-based projects that encourage analytical and problem-solving skills.

Governance & Management

Action in Rural Technology and Service (ARTS) has registered as society under the societies Act1860 in May 1993. It has been registered under the Ministry of Home Affairs, Government of India for obtaining funds from foreign Contribution. ARTS have registered with the Department of Income Tax for the grants received under 12A & 80G and Niti Aayog. Action in Rural Technology and Service (ARTS) is transferming tribal & rural communitties through empowerment to enhance livelihoods, income with Natural Resource Development by promoting 28 tribal youth groups, 20 FPOs with tribal farmers, 17 FPOs with Backward Community farmers and OFPO with weavers in 513 habitations in Amadalavalasa, Burja, Ponduru, Kotabomali, Nadhigam, Mandasa, Sompeta and Etachapuram mandals in Srikakulam District, Kurupam, G.L Puram, Jiyyamvalasa, Pachipenta, Makkuva, Saluru, Seethampet, Veeraghatam and Palakonda Mandals of Parvathipuram Manyam District, Bobili, Chipurapalli, Ragidi Amadalavalasa, Rajam and Sathakaviti mandals in Vizianagaram District, Chinthoor, Devipatanam, Rampa Chodavaram, G.K. Veedhi, Aruku and Chithapalli in Alluri Seetharama Raj District, Kadiyam, Gokavaram and Jagampet mandals in East Godavari District with support of Aid et Action, NABARD, NCDC, Ajim Premji Philographic Intiative and SIDBI. ARTS has received National Youth Award for the year 2010 – 11 from Government of India, YSR Achievement Award from Government of Andhra Pradesh, Rastriya Swyam Sidhi Sannman Award for the year 2015 from JSPL Foundation – New Delhi, Best Performed Organisation at State Level for the year 2021 to 2023 from NABARD – Andhra Pradesh and Best Performed Award from District Collector – Srikakulam from 2008 to 2024.

ARTS - Legal Entity

Legal Doc	Details	Validity
ARTS Registration Number	91 OF 1993	NA
GST Number	37AAETA0294Q1Z9	NA
FCRA Number	010340028	01-04-2027
PAN	AAETA0294Q	NA
80 G & 12 A	AAETA0294QE1996801	2026-27
DARPAN	AP/2016/0104830	NA

ARTS – Governing Body

S.No.	Name of the Member	Qualifications	Designation
1	Dr. T. Sreelatha	M.Sc.,(Ag) Ph.D.	President
2	Dr.Komali Solomon	M.S.W. Ph.D.	Vice-President
3	Sri. N.Sanyasi Rao	B.Tech., M.B.A.	Secretary
4	Smt . N. Varahalamma	S.S.C.	Treasure
5	Sri. P.V. Tejeswara RaoSri.	M.A., B.Ed.	Member
6	Sri P. JaganMohanaRao	Chairman-Red Cross	Member
7	Sri. S. Mohana Rao	M.Sc.	Member





Dr. T. Sreelatha



Dr.Komali Solomon



Sri. N.Sanyasi Rao







Sri. P.V. Tejeswara Rao

ARTS - STAFF

Sl. No	Name of the Staff	Qualification	Designation
1	Mr. N. Sanyasi Rao	B.Tech, MBA, LLB	Secretary/ Director
2	N. Anoop	M.Tech	Programme Coordinator (FPOs)
3	A.V. Nagalaxmi	B.com	Accountant-ARTS
4	L.Manisha	M.S.C	Development Associate-ARTS
5	B. Padma Prasanna	M.A	MIS Coordinator-FPOs
6	L. Sandeep	B. Tech	Prog. Coordinator
7	R. Vasanth Kumar	B.Tech (MSW)	Project Coordinator
8	M. Sony	Diploma (Ag)	Area Coordinator
9	B. Krishna Murthy	M.A, (POL), PGDCA	Office Administrator
10	P. Govinda Rao	M.S.C	Project Coordinator
11	B. Sridhar	B.A	Prog. Organizer
12	P.Sirisha	M.B.A	MIS-ARTS
13	B. Narshingh Rao	B. A	Coordinator- Child Line
14	M. Krishna Rao	B. A	Project Coordinator- JIVA
15	A.Pradeep Kumar	ICWA	Cheif Accountant
16	P.Suresh	M.COM	Senior Accountant
18	A. Suresh	Inter	Office Asst.
19	K. Suresh	M.B.A	Accountant
20	D.Lavanya	M.A	MIS - FPO
21	Shaik Lathif	MCA	MIS-FPO
22	S.Trinadh	M.B.A	Accountant-FPOs
23	V. Hymavathi	Post Graduate	Project Associate
24	M. Kuruma Rao	B. Com	Accountant-FPOs

Sl. No	Name of the Staff	Designation
1	S. Eswar Rao	Field Coordinator (NF)
2	S. Mohan	Field Coordinator (NF)
3	T.Manmadha Rao	Field Coordinator (NF)
4	S.Papa Rao	Field Coordinator (NF)
5	S.Pentayya	Field Coordinator (NF)
6	S.Simhachalam	Field Coordinator (NF)
7	K. Tarun	Field Coordinator (NF)
8	S. Ramesh	Field Coordinator (NF)
9	B.Nagesh	Farmer Resource Person (JIVA)
10	N.Anand Rao	Farmer Resource Person (JIVA)
11	A.Ramesh	Farmer Resource Person (JIVA)
12	B.Kamesh	Farmer Resource Person (JIVA)
13	K. Shiva Krishna	Farmer Resource Person (JIVA)
14	K.Deepika	Field Coordinator (R&E)
15	S.Prasanthi	Field Coordinator (R&E)
16	T.Visweswar Rao	Field Coordinator (R&E)
17	M.Balakrishna	Field Coordinator (R&E)
18	B.Ranjith Kumar	Field Coordinator (R&E)
19	S. Bhaskar Rao	Field Coordinator (R&E)
20	S. Shobhan babu	Field Coordinator (R&E)
21	S. Ganga rao	Field Coordinator (R&E)
22	S. Onesh	Field Coordinator (R&E)
23	N.Chiranjeevi	Field Coordinator (R&E)
24	M.Surya Rao	Field Coordinator (R&E)
25	B. Sugrivulu	Field Coordinator (R&E)
26	B.Radha	Field Coordinator (R&E)
27	T.Roja	Field Coordinator (R&E)
28	K.Roja rani	Field Coordinator (R&E)
29	S. Tammaya	Field Coordinator (R&E)
30	B.Alimaa	Field Coordinator (R&E)

CEO'S OF FARMER PRODUCER ORAGANIZATION

Sl. No	Name of the Staff	Qualification	Designation
1	B.Sankara Rao	M.A,LLB	CEO-Manyam Sahaja FPC
2	M. Raveendra Nadh Bhatlu	M.A	CEO-MaaThota Vana Sahaja
3	R.Vasanth Kumar	MBA	CEO-Angaralamma Vana Sahaja
4	K.Padma	B.A	CEO- Vana Mitra
5	Ch.Suryanarayana	B.A, Bed	CEO- Grameena Sahaja
6	B.Bhagyavathi	MSW	CEO- Udhanam
7	K. Vykunta Rao	M.Sc	CEO- Sakambari
8	P.Ramesh	B.A	CEO – Vana Sahaja
9	B.Appala Naidu	MSW	CEO – Sikkol Weavers
10	B.Suryam	B.A	CEO-Giri Vana Sahaja
11	K.Chandrashekar	B.A	CEO-Aadhivasi Sahaja
12	M Sugreevulu	B.A	CEO-Thadikonda
13	A Gowtami	B.A	CEO- Adivasi Mahila
14	B.Sowjanya	B.A	CEO- Swechavathi
15	S.Chandrashekar	B.A	CEO- Pedda Gedda
16	V.Surya Prakash	B.A	CEO- Bhoomi Tribal
17	P.TirupathiRao	B.A	CEO- Girimalathi
18	D. Prakash	B.A	CEO- Makkuva
19	P.Shyam	B.sc	CEO- Manya Syamalamba
20	M.Santhosh	B.SC	CEO- Grama Sampathi
21	V. Venkannababu	B.A	CEO- Kakavada
22	SatyaPrasad	M.A	CEO- Kadiyam
23	K. Anil Kumar	B.Sc	CEO- Godavari Rythu Kranthi
24	CH.Suryanarayana	B.A	CEO- Dharani
25	K.Venkata Ramana	B.A	CEO- Rajam
26	K. Kanna Rao	B.Sc	CEO- Chintoor
27	Ch. Mahalakshmi	B.Sc	CEO- Devipatnm
28	K. Chalapathi	B.A	CEO- Dharalamma Thalli

29	L. Saradamma	Inter	CEO- Alluri Seetharamaraju
30	B.Satyanarayana	B.A	CEO- Grama sandhatitha
31	Jayasree	B.Sc	CEO- Gramasampathi(RJY)
32	A.Priyanka	B.Sc (Ag)	CEO- Maralapollama
33	P.Satyapriya	B.Sc (Ag)	CEO- Kothammathalli
34	K.Krishna Mohan	B.A	CEO-Gramavelugu
35	H.Shiva Kumar	B.A	CEO-Pallesiri

OUR VISITORS

S.no	Name of the Visitor	Designation
1	Sri.T.Babu Rao Naidu	OSD – IIFT - Kakinada
2	Sri. Srikar B. Lathkhar	
3	Sri. Pratap Madi Reddy	IPS
4	Sri. T. Nagarajuna	AGM – NABARD – Vizianagram
5	Sri.Ramesh Krishna	AGM – NABARD - Srikakulam
6	Sri.Dinesh Reddy	AGM-NABARD-Parvathipuram Manyam
7	Sri. Ravi Kumar	NABARD – APRO
8	Sri. G. Suresh	Aide et Action
9	Sri. P. Raghu	Snr. Programme Coordinator - APPI
10	Sri. G.N. Swamy	Programme Officer - APPI
11	Sri. Sukumar	DGM - SIDBI - Vijawada
12	Sri. Yaswanth Reddy	Joint Collector Parvathipuram Manyam
13	P.V.S. surya Kumar	Deputy Managing Director (NABARD)
14	V.Satyanarayana	Postal Division - Srikakulam
15	Santhosh Prasad	Social Expert – OIIPCRA-Kalahandi - Odisha
16	Sri. Mahesh	APF - Banglore
17	Sri. Siva Rama Krishna	NCDC- AGM

ACKNOWLEDGEMENT

We express our heartfelt Gratitude to the Communities for giving us the opportunity to initiate and Implement various Development Programmes. We convey our special thanks to the CGM–APRO and the DDMs of Srikakulam, Vizianagaram, Parvathipuram Manyam and ASR districts of NABARD for their continuous Guidance and support. We are also thankful to Sri P. Raghu, Sri Swamy and Ms. Vasavilla from APF, Sri G. Suresh from Aid et Action–Hyderabad, and Sri Ravi Kumar, State Coordinator, Child Line India Foundation, for their extended cooperation. We sincerely acknowledge the support of the District Collectors, Joint Collectors, Departments of Agriculture and Horticulture, Krishi Vigyan Kendras, Agricultural Research Stations, ITDA and the Bankers of Srikakulam, Parvathipuram Manyam, Vizianagaram and ASR districts. Their collective efforts and encouragement have significantly contributed to the successful implementation of our programmes Throughout the year.

N. Sanyasi Rao – Director – ARTS.

Gallary




A R T S


ACTION IN RURAL TECHNOLOGY AND SERVICE

CBBO






FPO






EXPROSER VISIT
Mamya Syamalamba
Farmers Producer Company

NewsPaper Clips

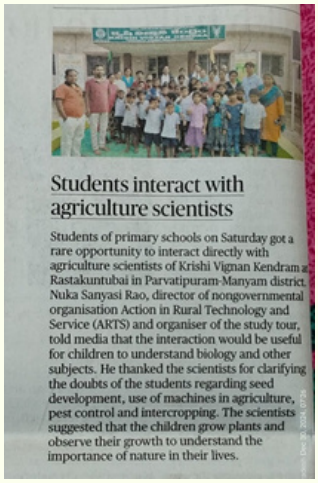

ఆర్టీఏ.. ఆదివాసీలకు దిక్సూచి


గిరిజన తండాల్లో విత్తన పండుగ




Watershed project bails out tribal farmers


జిల్లాలో చేనేతకు ప్రత్యేక గుర్తింపు ఉంది


Students interact with agriculture scientists

Students of primary schools on Saturday got a rare opportunity to interact directly with agriculture scientists of Krishi Vignan Kendram at Rastakuntubai in Parvatipuram-Manyam district. Nuka Sanyasi Rao, director of nongovernmental organisation Action in Rural Technology and Service (ARTS) and organiser of the study tour, told media that the interaction would be useful for children to understand biology and other subjects. He thanked the scientists for clarifying the doubts of the students regarding seed development, use of machines in agriculture, pest control and intercropping. The scientists suggested that the children grow plants and observe their growth to understand the importance of nature in their lives.


అడవిలో 6 కిలోమీటర్లు
పార్వతీపురం మన్యం జిల్లా




స్వస్థ్ నారి సశక్త్ పరివార్ అభియాన్ పథకంపై అవగాహన


సమీకృత వ్యవసాయ విధానంపై అవగాహన కల్పించండి


RNI: APTEL -2012/46081
కళింగజ్యోతి
ఆర్ట్స్ ఆధ్వర్యంలో అంబేడ్కర్ జయంతి




సిక్కోలుకు చమలేఖ
I SRIKAKULAM

Promote temple tourism in Srikakulam district, INTACH urges Minister

The Hindu Bureau
SRIKAKULAM

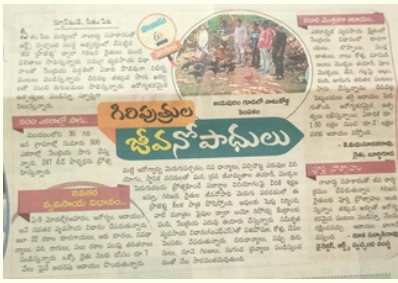
Nuka Sanyasi Rao, the district convenor of the Indian National Trust for Art and Cultural Heritage (INTACH), and Natukula Mohan, the district founder of the Air Travellers Association of India, urged Tourism Minister Kandula Durgesh to promote temple tourism in Srikakulam district on Monday. They participated in the Regional Tourism Investors Engagement meeting in Visakhapatnam and submitted a memorandum to the Minister about the ancient temples in the district.

Mr. Rao said that the Sun God temple at Arasavilli, Sri Kurmanatheswara temple in Srikurmam, and Lord Shiva temple in Srimukhalingam could be included in the promotion of temple tourism. He joined Mr. Mohan in pressing for exclusive tourist buses from Visakhapatnam to Srikakulam, saying that the move would ensure quick tourism promotion in the district. The Minister directed the officials concerned to investigate the proposal. He also said that the airport coming up at Bhogapuram, between Srikakulam and Visakhapatnam, would boost tourism in the district.

దూసి రైల్వేస్టేషన్‌లో గాంధీ స్మారక చిహ్నం

(సత్యంన్యూస్, శ్రీకాకుళం)

దూసి రైల్వే స్టేషనులో మహాత్మా గాంధీ స్మారక చిహ్నం ఏర్పాటు, స్టేషన్‌కు ఆనుకొని ఉన్న రెండెకరాల స్థలంలో గాంధీ, క్విట్ ఇండియా ఉద్యమ స్మారకస్తంభాగా అభివృద్ధి చేయాలని ఇంటాక్ శ్రీకాకుళం విభాగం ప్రతిపాదించింది. ప్రతిపాదనలను మంగళవారం కేంద్రమంత్రి కింజరాపు రామ్మోహన్‌నాయుడుకు ఇంటాక్ సభ్యులు పొన్నాడ రవికుమార్ అందజేశారు. దీనిపై స్పందించిన మంత్రి ప్రతిపాదనలు పరిశీలించి తక్షణ చర్యలు చేపట్టాలని కలెక్టర్, వాల్తేరు రైల్వే డివిజన్ డీఆర్ఎంలకు సూచించారు. దూసి రైల్వే స్టేషనును మూడు నెలల కిందట ఇంటాక్ కన్వీనర్ నూక సన్యాసిరావు, అదనపు కన్వీనర్ వావిలపల్లి జగన్నాథనాయుడు సభ్యులు కొమ్ము రమణ మూర్తి, పొన్నాడ రవికుమార్‌లు దూసి రైల్వే స్టేషనును సందర్శించి ప్రతిపాదనలు రూపొందించినట్లు వివరించారు.


గిరిపుత్రుల జీవనోపాధులు


నాబార్డ్, ఆర్ట్స్ సంస్థల ద్వారా రైతులకు టార్పలిన్ ల పంపిణీ


దిగువసొదరలో ఓజోన్ పొర పరిరక్షణ దినోత్సవం


ఆర్ట్ సంస్థ ఆధ్వర్యంలో స్వామి వివేకానంద జన్మదిన వేడుకలు..
స్వామి వివేకానంద చేతానిత్ యువతకు ఆదర్శం. ఆర్ట్స్ సంస్థ ఫేల్డ్ కోఆర్డినేటర్. బడ్డిక సుగ్రీవులు.

ETV Coverage Link: https://www.youtube.com/watch?v=rx26ucQsIYQ

Electronic media links: https://youtu.be/h7rVCF2vIaU?si=gVoR7deSZvlqv-bE

https://youtu.be/h7rVCF2vIaU?si=gVoR7deSZvlqv-bE