



ANNUAL REPORT

2022



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Executive Summary

The year 2022 was defining for Paani Foundation. It was the year we launched a new competition - the Farmer Cup - and consolidated our presence among villages in Maharashtra, after 2 arduous years of COVID. 'Knowledge, Unity and Shramadaan' continued to be our guiding pillars and helped Farmer Cup 2022 become a huge success.

Paani Foundation's mission is to create a drought-free and prosperous Maharashtra. We achieve this by (i) Mobilizing (ii) Training and (iii) Incentivizing villages and farmers in Maharashtra to work on water security and agricultural prosperity, via unique competitions. From 2016-2021, we focused on training villages on water conservation, water management and environment restoration.

Starting 2022, we responded to an urgent need on ground post COVID - that of working on improving farmer livelihoods. Working on this would also motivate farmers to work on managing natural resources in a more efficient manner.

Therefore, in May 2022, we launched the Satyamev Jayate Farmer Cup - a competition between farmer collectives to do the best work in sustainable agriculture.

But why collective farming?

This is because several case studies have shown that the lone farmer cannot face the myriad problems posed by agriculture. However, united as a collective, farmers' strengths multiply and they can achieve the impossible.

Farmer Cup 2022 proved this. Several stories emerged of farmer collectives emerging victorious in the face of natural calamities, debts, market uncertainties, low prices, etc.



A total of 1,516 farmer collectives comprising 39,005 farmers, farming over 63,000+ acres of land are participating in this competition. These collectives were formed for the first time, specially for the Farmer Cup. Of these, 42 are all-women groups.

All of these collectives are growing one or more of 26 major Kharif crops - such as soyabean, cotton, maize, pigeon pea, green gram, black gram, vegetables, etc.

The competition duration is May 15, 2022 - January 31, 2023.

Training, Knowledge Creation and Knowledge Dissemination are at the heart of this competition.

Paani Foundation has also launched an open-access, free digital school, which makes best practices in agriculture and experts for each crop available directly to the farmers.

This report details the key aspects of Farmer Cup 2022, and shares the highlights which have contributed to its success. It also contains our vision for 2023.

Farmer Cup: An Introduction

The Satyamev Jayate Farmer Cup is a competition between farmer collectives to do the best work in sustainable agriculture and improve their incomes. Farmers are required to form crop-specific collectives which then compete against each other to reduce chemical pesticide use, lower costs, increase productivity and profitability, and move towards sustainable farming.



TRAINING

Farmers are introduced to the power of collective farming in a residential training, post which they form their own collectives.



KNOWLEDGE

One-day trainings and weekly digital farming schools empower farmers with standard operating practices or SOPs.



INCENTIVISATION

Farmers are incentivised to practise SOPs and improve their income outcomes as there is aspiration of winning the competition.



State-Level Prizes

1st Prize: Rs. 25,00,000
2nd Prize: Rs. 15,00,000
3rd Prize: Rs. 10,00,000

Taluka-Level Prize

Rs. 1 lakh each for the winner in every taluka

Who is Eligible to Participate?

- Farmers from villages in the 39 talukas which were a part of the Samruddha Gaon Spardha (2020-2022)
- Farmers with a group of minimum 20 members, farming together on at least 25 acres of land.

What is the Marking System Like?

The competition is for a total of 200 marks. The primary components of the marking system are:

- Knowledge (30 marks)
- Production Process (30 marks)
- Sustainable Practices (30 marks)
- Sale (30 marks)
- Farmer Collective as an Institution (80 marks)

➔ [Read the complete marking system here.](#)

A Glimpse in Numbers



Farmer Collectives

formed specially to participate in the Farmer Cup



Individual Farmers

are members of these collectives



Acres of Farmland

are being cultivated as part of Farmer Cup 2022

Farmer Cup Trainings

Empowering farmers with the skills and mindset to start off on the path towards prosperity



4,318

Participants in the Residential Training

16,891

Participants in Field Training 1

12,567

Participants in Field Training 2

- The residential training introduced farmers to group farming, and via games, films and activities, showed why it is the key to tackling most agricultural issues. This training happened across 93 batches and 9 training centres.
- After the competition started, three one-day trainings were conducted. The first ('Majha Gat, Majhe Kutumb') was on fostering unity amongst group members. The second ('Majha Gat, Majhi Company'), focused on marketing and value addition. The third ('Majha Cup, Majhi Shikvan') is ongoing and aims to consolidate the gains of the Farmer Cup.

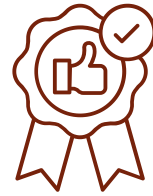
Key Topics of the Trainings



Power of
Collective Farming



Elements of a
Successful Collective



Power of
Farming SOPs



Financial Literacy
and Record Keeping



Growing
Residue-Free Food



Impact of Natural
Pest Management

What Participants Felt



"Invaluable"

"As a farmer, this training was eye-opening for me! An invaluable experience to learn about improving productivity at a minimum cost."

*Ramesh Shep,
Shepwadi village, Ambajogai taluka*



"Life-Changing Experience"

"I believe this is a life-changing experience. It can revolutionise the lives of farmers!"

*Lalasaheb Jagtap,
Ashti taluka*

Farmer Cup Highlights

What made the first ever Farmer Cup a success?

1

Digital 'Sheti Shalas' or Farming Schools

2

Putting SOPs or best farming practices in action

3

Minimising chemical use with natural pest management

4

Residue-free lab testing at TUV Nord India

5

Storage, marketing and value addition

6

Women's leadership and participation

7

Creation of training films and case studies

8

Exposure visits to other FPCs, exhibitions, etc.

9

Toofan Aalaya and social media coverage

1 Digital Sheti Shalas

A free-of-cost knowledge sharing platform to connect farmers directly with agricultural experts



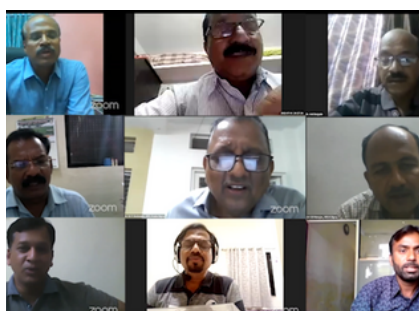
28

crops covered in terms of end-to-end SOPs

140+

total Sheti Shalas conducted

- Sheti Shalas are crop-wise Zoom sessions on agricultural best practices
- SOPs for each crop are made available by experts for the farmers
- Farmers can ask questions to experts in real-time, at no cost
- Farmers can go live from their fields and show progress on camera
- Each session is hosted on Zoom, and live-streamed on YouTube
- The recordings on YouTube are available 24/7 for repeat or later viewing
- A team of 60+ scientists was set up specially for this initiative by our Knowledge Partner, Mahatma Phule Krishi Vidyapeeth, Rahuri



2 SOPs in Action

The power of using 'Standard Operating Practices' in agriculture

Owing to the trainings and Sheti Shalas, hundreds of farmer groups started using best practices of agriculture to cultivate their crops. The use of these SOPs led to higher yields, higher savings and higher incomes!



Testing Germination Capacity of Seeds



Ploughing in the Sun



Seed Treatment



Using Neem Ark and Dashparni Ark



Joint Input Purchase



Insect Traps Over Chemical Pesticides



Manual Deweeding



Well Measurements



BBF Sowing

3 Minimising Chemical Use

Chemical use in farming is harmful for the health of farmers, consumers and the planet. Chemicals are also expensive and increase production cost. Yet, the farmer is often left with no choice due to lack of awareness.

The Farmer Cup trained farmers in the alternative - Natural Pest Management. Homemade pest traps and natural pesticides were used in abundance. Farmers saved in thousands and many collectives cultivated residue-free crops.



4 Residue-Free Testing

An important aspect of the Farmer Cup is to cultivate crops with chemicals well within the maximum residue limit as prescribed by the FSSAI. Many farmer collectives got samples lab tested at TUV Nord India Pvt. Ltd., and passed! No residues were detected in their produce.

TEST REPORT

Report No : TUV(I)/7806/22-23/0092201641
Date : 14 Sep 2022

Sul. Tal. MURSHI
Dist. Purbi - 411 021
CIN : U74140MH1999PTCO52930
Tel : 000 - 67900000 / 01
Toll free : 1800-209-0902
Email : pune@tuv-nord.com
Website : www.tuv-nord.com/in

Name & Address of Customer : JAY MALHAR SHETKARI GAT
NAT SONYABAPU RAMBHAU - Pimpalgaon Wagha, Teh
-Nagar,
Ahmadnagar
Pin Code: 414005

Reg No. : 7806/22-23

CA No. : 0092201641

Date of sample receipt : 12 Sep 2022

Date(s) of analysis : 12 Sep 2022 - 14 Sep 2022

Sample Drawn by : Customer

| SlNo | Test Name | Results | Unit | LOQ | Limit as per FSSR-2011 | Test Method |
|--|------------------|--|------|-----|------------------------|-------------|
| Sample Name : Moong ID No. : 1019 Discipline : Chemical | | CA No : 0092201641 Product Category : Food and Agriculture Product | | | | |
| Note: The sample PASSES to FSS regulations, 2011, wherever limits mentioned for above tested parameters | | | | | | |
| | dithiocarbamates | | | | | |

LOQ: Limit of Quantification

124 Farmer Collectives Passed the test as per FSSAI standards!

5 Storage, Marketing, and Value Addition

Farmer collectives were sensitised on availing storage facilities via the State Warehousing Corporation and Panan Mandal. Trainings were also conducted on the basics of value addition, as well as how to look for markets.

Watch this story on how the availability of storage helped farmers increase income and pay off debts.



6 Women's Participation



There were 42 all-women groups in Farmer Cup 2022. Many fought age-old traditions and patriarchy to be able to form their group and farm using SOPs. Watch one such story of success here.



All-women groups with a total of 989 farmers, farming over 1,300 acres of land

7 Creation of Films

Accessible, engaging and ready-to-use knowledge on best practices

A core aspect of our work in 2022 continued to be creating training films. These films explained SOPs in agriculture in an easy, DIY and engaging manner. Lakhs of farmers made use of this knowledge. To watch any of these films, please click on the corresponding image.



How To: Sowing with a BBF Machine



BBF Sowing with a Regular Machine



DIY: Light Traps



DIY: Sticky Traps



'Shetkaryancha Sholay' (NPM)



Testing Seed Germination Capacity



Pheromone Traps



Hand Deweeding



Ploughing in the Sun

8 Exposure Visits

Broadening perspectives, one visit at a time

The Paani Foundation team facilitated several exposure visits for the farmer collectives. Farmers visited agriculture exhibitions and fests, toured Sahyadri Farms (India's biggest FPC), and visited fields of other progressive farmers. These visits broadened perspectives, inspired the farmers and proved that they too are on the right path. Here are a few glimpses.



A cotton farmer collective visits a ginning unit in Gopuri, Wardha (famous for its cotton production since pre-Independence times).



A women's farmer group from Aurangabad is invited to a meet of progressive farmers by Lupin Foundation & the Krishi Vigyan Kendra.



Farmer collectives from Khatav taluka, Satara district, attend a skill-building training organized by the agriculture department.



Farmer collectives visit Punjabrao Deshmukh Krushi Vidyapeeth in Akola, where a Paani Foundation poster exhibition is ongoing.

9 Toofan Aalaya and Social Media

The Farmer Cup journey was documented in a robust manner on TV and social media. Fortnightly episodes of our TV show, 'Toofan Aalaya' were watched by lakhs on leading Marathi news channel, ABP Majha. Our social media channels too continued engaging rural as well as urban audiences on different aspects of the Farmer Cup.



Social Media Numbers at a Glance



8.89 Mn

People Reached
(Those who saw our
content at least once)



11.1 Mn+

Video Views
(Facebook,
Instagram, YouTube)



5 Lakh

Engagements
(Comments, Likes,
Shares, Reactions)

Bridging Urban-Rural Divides

Paani Foundation launches 'Chala Gaavi', a unique programme to create meaningful connections between city-dwellers and farmers



As part of a unique shramadaan and village visit programme called 'Chala Gaavi' ('Let's go the village'), 60+ engineers from leading IT company, Persistent Systems (Pune), visited Pimpri Jalsen village in Parner. They worked alongside a farmer collective and offered shramadaan to harvest over 164 kg of organic bhindi (okra). The team also learned about the village's fight against drought and visited their thriving Miyawaki forest. Many new friendships were formed on this day, and the farmers found strong supporters in the city-dwellers. In 2023, we plan to scale these volunteering activities across multiple villages.



Impact on Savings and Income

SOPisation resulted in higher yields and cost reduction. Joint purchase of inputs and 'Irjick' (offering shramadaan in each other's fields) helped farmers reduce production and labour costs. In soyabean, the single largest kharif crop of Maharashtra, several farmer collectives achieved a jump of over 2.5x in per-acre profits.

2.5x ↑
Per-acre
soyabean profits

Paani Foundation also connected some collectives with leading brands. For e.g., the brand 'Two Brothers Organic Farms' purchased rajma and urad from two groups. Compared to local market prices, they offered a 26% premium for urad and 58% premium for rajma!



Incomes Shoot Up

"I am going to earn Rs. 7 lakhs in 2 acres this year. I have been growing chilli since the last 2 years, but have never seen such returns!"

*Pramod Salunkhe,
Dahindule village, Nandurbar taluka*

Production Costs Decrease

"If we spent Rs. 10,000 per acre while using chemical pesticides, we're spending only Rs. 3000 - Rs. 4000 now!"

*Sambhaji Bhagat,
Pimpri Jalsen village, Parner taluka*



Yields Rise Multifold

"Our yield used to be 4-5 quintals of black gram per acre. This year after following SOPs and the Sheti Shala, we have achieved ~12 quintals per acre!"

*Bhaushaeb Pokhale,
Chinchala village, Ashti taluka*

Women Succeed

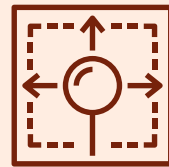
"We were determined to prove ourselves. We didn't spend a single extra rupee. We worked in each other's farms. In my 1.25 acres, I got 15 quintals of soyabean!"

*Rajabai and Kamal Mudhol,
Belmandal village, Kalamnuri taluka*



Vision for 2023

Farmer Cup 2022 was a pilot to test if enough farmers will adopt collective farming and the use of SOPs to boost their productivity and incomes. Owing to its learnings and successes, we're launching Farmer Cup 2023 and opening it up to farmers in ALL villages in the 39 talukas we are active in.



Scaling Up Training

In 2022, we had prepped 9 training centres and 4,318 participants had come for the residential training.

In 2023, we aim to double the no. of centres and scale no. of participants to 12,000+.

Scaling Up Participation

In 2022, we had 1,516 farmer collectives with 39,005 farming families taking part.

In 2023, we aim to scale participation to 100,000 farmers and farming families

Scaling Up Area Under Cultivation

In 2022, the collectives farmed over a total of 63,000+ acres of land.

In 2023, we aim to double this, and scale the farming area to over 120,000 acres of land.

Awards and Recognition

In 2022, Paani Foundation and its team was honoured at several events. Associated villages and farmer collectives also won prizes for excellent work in water and agriculture. Here are a few glimpses.



Team Paani Foundation is felicitated at the AGM of Sahyadri Agro, India's largest Farmer Producer Company. Paani Foundation's film on Sahyadri Farms is screened for an audience of 1,000+ farmers in Nashik!



'Paani Foundation is honoured with the noted 'Deepstambh Vivekananda Puraskar', for creating a people's movement against drought.



Water Cup village Sindkhed wins the zonal prize in the Majhi Vasundhara state competition for outstanding work in environment conservation.

Awards and Recognition



Sahara Cotton Gat from Sonale village, Jamner, is awarded for excellent work in group farming, at the Agroworld Exhibition in Jalgaon.



Water Cup village Bajarwada is felicitated and its work is presented at the National Workshop on Localisation of SDGs, organised by Govt. of India.



Bahinabai Gat from Kondhawal village in Amalner is awarded the 'Agroworld Krushi Gaurav' prize in Jalgaon, for excellent work in group farming.



Mr. Satyajit Bhatkal speaks about Paani Foundation's work at the Maharashtra Water Summit. This event was organised by the India CSR Network.

Meet the Team

The Paani Foundation core team comprises of award-winning communicators, design thinking and training experts, as well as noted film-makers. Together, they drive the core aspects of our work and are supported by communicators, data and evaluation analysts, as well as trainers in Mumbai and Pune.



Founders: Mr. Aamir Khan and Ms. Kiran Rao

Our field team comprises of 8 Regional Co-ordinators, 46 Taluka Co-ordinators and 26 Trainers. Many of these emerged as leaders during the Water Cup and then joined our team. Most of them are farmers themselves and have first-hand understanding of issues related to water and agriculture. Over the years, this team has established a strong relationship of friendship and trust with the villages.



CEO: Mr. Satyajit Bhatkal



COO: Ms. Reena Datta;
Pramukh Margdarshak: Dr. Avinash Pol



Head of Training:
Mr. Lancy Fernandes

Appendix

For Further Reading / Viewing

List of Farmer Cup Talukas

Toofan Aalaya - All Episodes

Farmer Cup Marking System



Facebook Pages: Marathi | English



YouTube Channel



Twitter Handles: Marathi | English



Instagram Page



LinkedIn Page