



PARIVARTAN
A step towards sustainable progress

CLOSING CEREMONY OF HDFC BANK PARIVARTAN (P0552) PROJECT

NAVGUDA VILLAGE, SEETHAMPETA MANDAL

PARVATHIPURAM MANYAM DISTRICT

27TH MARCH 2025





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On 27th March 2025, the serene tribal village of **Navguda** in **Seethampeta Mandal, Parvathipuram Manyam District**, came alive with vibrant energy as it hosted a landmark event — the **Grand Closing Ceremony of the HDFC Bank Parivartan (P0552) Project**.

Shri Yashwanth Kumar, IAS, ITDA PO, inaugurated the event. This milestone event drew over **1,200 farmers, entrepreneurs, local innovators, and dignitaries from 108 villages** across **Seethampeta, Bhamini, and Veeraghattam mandals**, marking the culmination of three years of transformative work implemented by WASSAN and supported by HDFC Bank Parivartan.

Key dignitaries, including **Shri Dinesh Kumar, DDM NABARD** (National Bank for Agriculture and Rural Development), and esteemed NGO representatives Ms. Bhudevi Garu (CAVS) and Mr. Sanyasi Rao (ARTS), visited the stalls and appreciated the initiative. Farmers shared their inspiring experiences, highlighting the remarkable transformation brought about by the project.

SHOWCASING INNOVATIONS & IMPACT THROUGH STALLS

- **Desi Poultry** – Mother units for chick production.
- **Water Collectives** – Bringing Rabi fallows into production using solar energy & mobile irrigation systems.
- **Millets & Poultry Outlets** – Strengthening local value chains.
- **Custom Hiring Centers (CHC)** – Providing access to agricultural implements
- **Bio-Resource Centres (BRC)** – Increasing access of Natural Farming inputs to farmers to strengthen natural farming adoption
- **Micro-Enterprises** – Establishing processing facilities locally
- **Ecological Intensification** –
 - ☼ Rejuvenating cashew farms, Promoting rainfed fisheries, Eco-farm ponds, Crop diversity models.

The Grand Project Closing Ceremony

Marking the Success of HDFC Bank Parivartan (P0552) Program (2022–2025)

KEY HIGHLIGHTS

Inaugural Speech by the Chief Guest- **Shri Yashwanth Kumar, IAS, ITDA Project Officer** began by asking the farmers how the project had helped them—prompting a unanimous show of hands and affirmations of meaningful impact from the community. He thanked HDFC Bank Parivartan for supporting over 4,000 tribal households and commended WASSAN for the grassroots work.

Taking time to visit each stall, he observed the diversity of initiatives on the ground and appreciated the comprehensive work being done under the program—towards establishing support service systems for agroecological transformation and circular economy

He mentioned the **Millet Kitchen** led by women farmers. He appreciated their efforts, the capacity building that went into establishing the Kitchen units, and the confidence with which they showcased their work. He suggested women entrepreneurs to explore urban market for their millet products.





Remarks Ms. **Dr. Ratna Kumari, Assistant Director of Agriculture, Srikakulam**, crop diversity, promotion of millets production is an important intervention here and it needs to be upscaled. CSR investments are important in this regard.

Remarks by **Ms. Bhudevi Garu – Nari Shakti Awardee and founder of CAVS NGO**. Bhudevi Garu highlighted how the project's interventions align deeply with tribal cultural practices. She appreciated a few innovations like Revival of **Desi Poultry** for building household level nutritional security and enhancing annual income.

She also quoted the impact of **Bio-Resource Centres** for saturating natural farming practices in the project area along with other support systems like **Desi Seed Centres**, and **small-scale processing units** like rice mills and turmeric / chilli powder units. These facilities help farmers **process locally**, reducing dependence on external markets.



Water Collectives and strengthening local institutions for better water governance to ensure 365 days green cover and transforming natural farming.





Shri Dinesh Kumar, DDM NABARD emphasized that **development must begin with the resources already present in our villages**—and this project stands as a strong example of how to build on them meaningfully. All these project activities are very much potential to upscale. Hoping the HDFC Bank Parivartan to consider this to scale up.

Remarks by Mr. Sanyasi Rao – ARTS NGO, he appreciated the focus on **agroecology** and acknowledged the role of local FPOs such as **Manyam Sahaja FPO and Adavithalli FPO**, for their active role in overseeing and grounding the project at the community.

Highlighting the Water Access for Security and Intensification initiative, he explained how water collectives through solar irrigation systems and gravity irrigation have been introduced to expand coverage, enable community management, and promote year-round natural farming. These efforts have brought fallow lands into cultivation, helped protect crops from dry spells, enabled complete adoption of natural farming practices, ensured 365-day cropping cycles, supported crop diversification and strengthened livelihood security.



KNOWLEDGE SHARING & FARMER DIALOGUES

Storytelling sessions and sharing sessions of farmers are carried out. These peer-to-peer exchanges fostered solidarity and mutual learning.

Farmer Testimonial – Ananda Rao, Village - Acchapuvalasa, Veeraghattam Mandal

Ananda Rao shared that the **eco-farm pond** has been highly beneficial for him. He harvested **80 kgs of fish** from the pond and has planted a variety of **fruit trees and vegetables on the bunds**, earning around **Rs. 50,000** from this integrated initiative.

FARMER TESTIMONIAL – BIDDIKA CHENCHUDI

"I received support to establish **Seven Desi Poultry Breeding Entrepreneurs**, which has become a reliable source of income for me. From my earnings, I made Rs 10,000 and used it to buy two calves, which I later sold for **Rs 70,000**.

I sell and consume poultry birds and eggs whenever there's demand. This farm is also helping improve the **nutrition of pregnant women and my grandchildren** in the village. I supply chicks and hens to households interested in rearing desi poultry.

As part of the project, I sold chicks to 25 household in my village. Farmers are purchasing **two 80-day-old birds each** from seven desi poultry entrepreneurs. Each bird cost Rs 250, with Rs 150 supported by the project and Rs 100 contributed by the farmers.

Earlier, I depended on **local moneylenders with high interest rates** for emergencies. Now, this farm provides the **cash flow I need**, helping me manage my household without debt."

**SAVARA SIMMAYA SARPANCH OF DARBA GRAM PANCHAYAT – SHARING THE JOURNEY OF KARRAGUDA WATER COLLECTIVE**

In **Karraguda village** under **Goidi Gram Panchayat**, Manyam District, the **Water Collective** is driving a remarkable agroecological transformation. Farmers here are now cultivating post-monsoon (Rabi) crops using stream water, thanks to collective efforts and planning.

The initiative began with community discussions at the **Gram Panchayat level**, focusing on how to tap into local stream water to extend crop cultivation beyond the monsoon. Over several participatory planning sessions, supported by **GIS mapping (Google Earth)** and feasibility assessments, the community designed a locally managed irrigation system.

A COST-SHARING MODEL WAS ESTABLISHED:

- **40% of the contribution** came from the community.
- Each farmer agreed to **repay the cost per acre over five years**, tied to harvests.
- Repayments go to the **Farmers' Group** for infrastructure maintenance, repairs, and working capital for market-related efforts.

Women's SHGs played a key role by raising **Rs. 1 lakh loan** from their federation to meet their share. Community members also contributed **Rs. 3.5 lakhs**, including **Rs. 1 lakh in cash** and **Rs. 2.5 lakhs through manual labour**.

Additional contributions:

- **Rs. 1.5 lakhs** grant from the **Integrated Tribal Development Agency (ITDA)**
- **Rs. 9 lakhs** from the **HDFC Parivartan project (60% of total cost)**

The total project cost was **Rs. 15 lakhs**.

Today, this water collective supports **32 acres** of Rabi crops like **sunflower, vegetables, maize, groundnut, foxtail millet, and finger millet**—an inspiring shift toward year-round, climate-resilient farming.




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HDFC BANK
PARIVARTAN
 (Karnataka Sahakari Bank)



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Chandra Babu, Farmer from Vamberelli Naiduguda – Sharing Water Collective Experience

In **Vamberelli Naiduguda**, a PVTG village in Manyam district, the **Water Collective Initiative (WCI)** enabling a landscape-level transition to **natural farming**. Supported by **HDFC Bank Parivartan** and facilitated by **WASSAN**, 20 tribal households—men and women—are actively involved. As a community, we have **contributed Rs. 4 lakhs worth work** to build a **pipeline network and check wall in form chips work and labour work in trench making**. They have accessed **materials worth Rs. 6 lakhs**—including cement rings, sand, 20mm aggregates, and cement—for setting up a **gravity-based irrigation system covering 20 acres**.

THE VILLAGE IS ALSO BUILDING A CIRCULAR ECONOMY:

- **Cattle sheds** are concretized to **collect urine**, used in preparing **Drava Jeevamrutham** and other bio-concoctions at the **Bioresource Centre**.
- A **spring water source** is tapped with **pipeline support** for year-round irrigation.
- A **2-in-1 rice, and flour mill** has been established; **broken rice and husk** are reused for livestock and **poultry night shelters**.
- In **cashew plantations**, improved practices are being adopted—**old plants are removed**, and **intercrops like lemon, mango, and drumstick** are introduced for diversification and soil health.

This integrated approach is helping farmers improve productivity, reduce input costs, and build resilience.



WATCH THE FESTIVE HIGHLIGHTS, PHOTO GALLERIES AND MEDIA CLIPPINGS

Catch glimpses of the fest, the exhibits, and the inspiring voices of farmers here:

 [Watch the Video on LinkedIn](#)



LIST OF PARTICIPANTS

Sl. No.	Block Name	Village Name	No. of Participants
1	Bhamini	Nallaraguda	20
2	Bhamini	Sannai Colony	25
3	Bhamini	Boddaguda	20
4	Bhamini	Maniga	25
5	Bhamini	China mulaguda	10
6	Bhamini	Kadambasingi	15
7	Bhamini	Seemalaguda	23
8	Bhamini	Regadi	20
9	Bhamini	Bandrasingi	15
10	Bhamini	Gedelaguda	15
11	Bhamini	Savarapadu	25
12	Bhamini	Yathamguda	26
13	Bhamini	Bhamini	22
14	Bhamini	Kotakonda	20
15	Bhamini	Burjuguda	12
16	Bhamini	Rathulaguda	12
17	Seethampeta	Goidi	5
18	Seethampeta	Chinarama	26
19	Seethampeta	Jakkaravalasa	16
20	Seethampeta	pattikaguda	15
21	Seethampeta	Savara Goidi	9
22	Seethampeta	Chinthamanuguda	15
23	Seethampeta	Kosamanuguda	10
24	Seethampeta	Nowguda	12
25	Seethampeta	JP Bhurjuguda	10
26	Seethampeta	K Bombadaguda	12
27	Seethampeta	Jonaga Jaggaduguda	15
28	Seethampeta	Jonaga Cheepuruguda	15
29	Seethampeta	Manda Colony	12

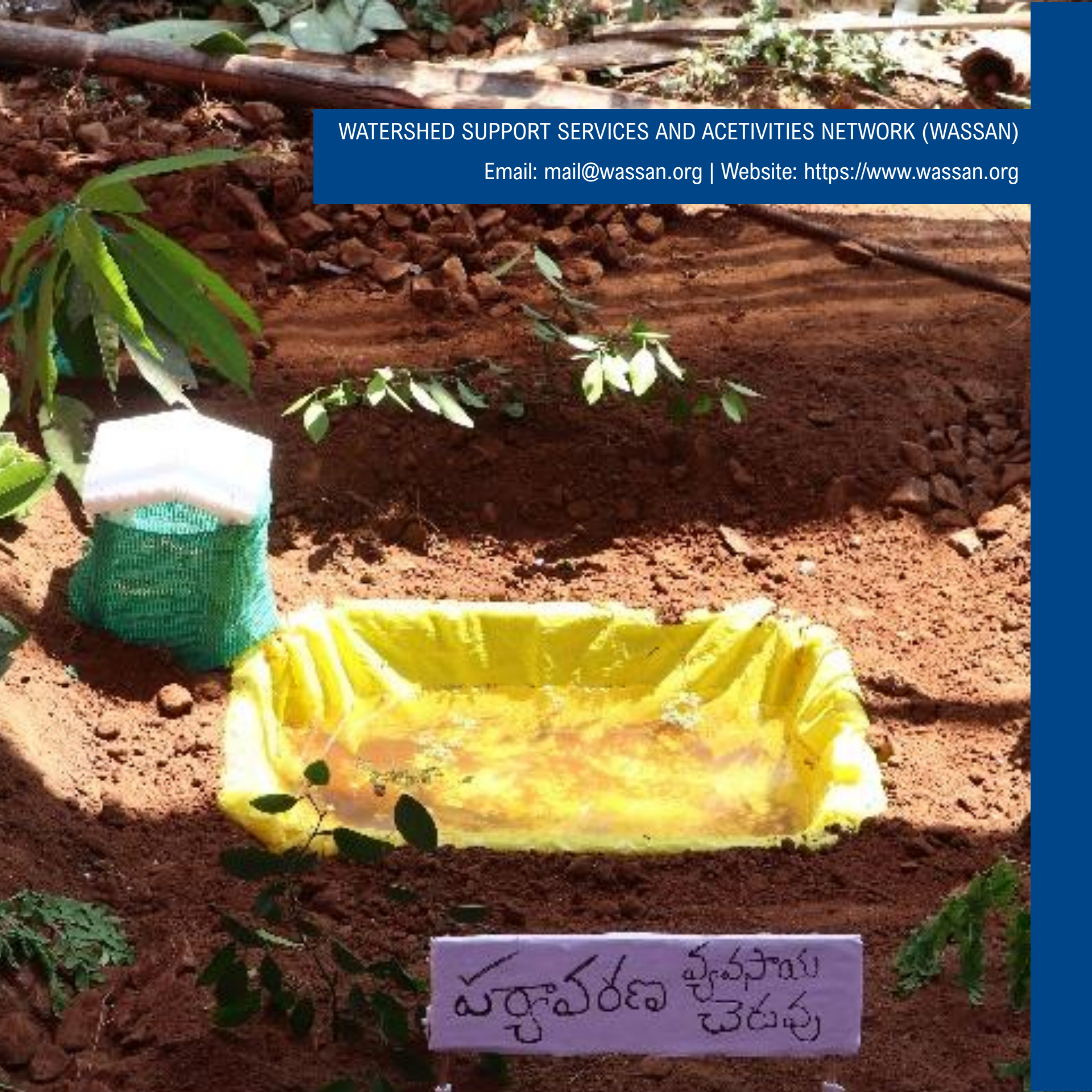
Sl. No.	Block Name	Village Name	No. of Participants
30	Seethampeta	Manda	25
31	Seethampeta	Manda Deesariguda	20
32	Seethampeta	D Budagarai	24
33	Seethampeta	D Bobaduguda	14
34	Seethampeta	D Lakkaiguda	18
35	Seethampeta	Devanapuram	16
36	Seethampeta	Jagathipalli	28
37	Seethampeta	Somburunaiduguda	16
38	Seethampeta	Chinaram	12
39	Seethampeta	Pedaram	28
40	Seethampeta	Silagam	30
41	Seethampeta	Karraguda	12
42	Seethampeta	Rasulpeta	22
43	Seethampeta	K Kagumanuguda	15
44	Seethampeta	V Buddaduguda	11
45	Seethampeta	Karem	12
46	Seethampeta	Rukminiguda	12
47	Seethampeta	Mogadaraguda	22
48	Seethampeta	Jonaga	12
49	Seethampeta	Eguva Darba	33
50	Seethampeta	Addakulaguda	14
51	Seethampeta	V deesariguda	12
52	Seethampeta	V Naiduguda	12
53	Seethampeta	Kitlapadu	16
54	Seethampeta	Jonaga sarihadhuguda	13
55	Seethampeta	Jonaga Naiduguda	18
56	Seethampeta	Sankelaguda	16
57	Seethampeta	Narayanaguda	33
58	Seethampeta	Gadiguddi	21
59	Veeragattam	Chinagora Colony	15
60	Veeragattam	Chinagora	22
61	Veeragattam	K Icharpura	14
62	Veeragattam	Rayamanuguda	12

Sl. No.	Block Name	Village Name	No. of Participants
63	Veeragattam	Pedduru	12
64	Veeragattam	Achapuvasala	18
65	Veeragattam	Battiguda	6
66	Veeragattam	Mulalanka	10
67	Veeragattam	Ramapuram	8
68	Veeragattam	MM Guda	12
69	Veeragattam	Sindhunagar	10
70	Veeragattam	Gangampeta	9

Block Name	No. of Village	Overall No. of Participants
Bhamini	16	305
Seethampeta	42	709
Veeragattam	12	148
Grand Total	70	1162

WATERSHED SUPPORT SERVICES AND ACTIVITIES NETWORK (WASSAN)

Email: mail@wassan.org | Website: <https://www.wassan.org>



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