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enabling  
entrepreneurship



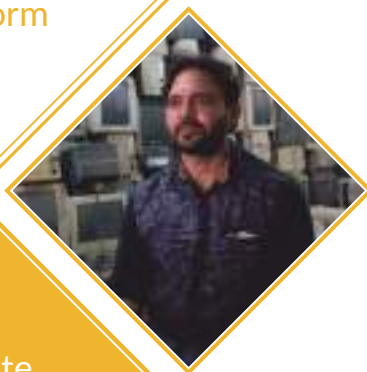
enterprise  
building



desert  
resource  
centre



organisational  
reform



waste  
management



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**Photo Info:**  
Above photo/  
Solar panel setup in the Urmul farm



## Foreword

**G**reat Indian desert - also known as 'The Thar'- has a unique challenge looming before it today. With rapidly altering climate patterns, increasing stress on land-resources- cultures, and, changing socio-economic milieu - Thar is struggling to retain its identity. No longer is the desert an isolated, self-sufficient village community, and neither can it keep itself immune from the societal, economic and technological changes around it. Desert Resource Center is an initiative to respond to the generational challenges and opportunities the desert presents. We are attempting to document these variations, gain more knowledge, and design strategies and systems to work with the desert ecosystem, communities and their diverse cultural treasures.

We have been working towards enhancing the knowledge system that is rooted in the desert value-system, and at the same time, connecting it to fresh knowledge of an evolving socio-political and technological space. In the process, we are also learning about other desert regions of the world and establishing a common bond of landscapes, communities and culture.

DRC is working towards innovating ways to create sustainable livelihoods of rag-pickers and waste aggregators while ensuring protection of environment, managing waste. We are working on the issue of electronic waste in Jammu & Kashmir and Himachal Pradesh, and attempting to develop a scaleable and partnership driven model for its management. Across Rajasthan we have been working towards finding sustainable solutions to its agricultural crisis. Through active collaboration with farmers, agricultural scientists, students and agriculture enthusiasts, we have been trying to find alternative and sustainable methods of agricultural production. A large number of women is involved in the weaving and hand-craft sector, which needs support in terms of upgrading skills, diversifying design etc so that products get better market price. In the enterprise building space, we are now focusing on leveraging technologies to enhance enterprises in the desert's unique traditional handicrafts, products and crafts communities. We are investing in IT and renewable energy solutions to achieve this.

All these efforts have generated encouraging results, but much remains to be achieved. In the coming year we look forward to advancing our interventions in ICT and digital spaces while knowledge banking the desert ecosystem. We hope to connect with deserts across the world through it. However, the core agenda shall remain unchanged - that of nurturing the desert ecology, culture and economy.

Arvind Ojha  
(DRC chair)





## A Primer

### **Vision**

*Celebrating the desert land, life, living - its innate potential*

### **Mission**

*Through knowledge, resource, partnerships and technologies - constantly working with desert land, life and living - facilitating a sustainable, environment positive and inspiring change.*

### **Key tasks**

*Explore the changing world of Thar; forge links with other desert regions of the world and communities living therein; study and learn from global knowledge pool, experiences, ideas, tools and technologies to improve our understanding and knowledge of the desert life and key issues; help strengthen the resilience of the desert communities by upgrading their skills and knowledge of useful technologies so that they are able to adapt better to the unfolding challenges - securing sustainable livelihoods, income, creating new economic opportunities for the youth and improving overall well being of the desert communities and the natural environment.*

**T**he Great Indian Desert - also known as 'the Thar' - is the world's most densely inhabited dry landscape (both by human and animal population) that stretches across the western Rajasthan beyond the Indo-Pak international border and runs further southwest up to the Kutch region of Gujarat. Despite being harsh and inhospitable, the amazing land features of the desert, its vibrant cultural life - art, architecture, music, and the rich artisanal traditions of the desert communities, have always attracted curious and enthusiasts. This inter-mingling of people exposed the hitherto isolated desert communities to diverse cultures, lifestyles, ideas and technologies.

Today, the perception of remote, wild and exotic landscape of the Thar seems to be deceptive, as the region, like any other part of the world, is undergoing changes at a breathtaking pace. In the past decades, it has witnessed tumultuous socio-economic, cultural and environmental transformations, amidst seeming prosperity brought forth by a mammoth surface irrigation network, Indira Gandhi Nahar Pariyojona (IGNP). There is no gainsaying that the project - dubbed as the harbinger of 'Green Revolution' - turned large tracts of arid lands of western Rajasthan into green pastures, enabling farmers to adopt a high-input, mechanised, and chemical fertilizer-based 'new agrarian culture' in the desert. With abundant availability of water - drawn from the rivers of Satluj and Beas in Punjab and channeled through a complex maze of canals and distributory networks - farmers began to cultivate new crops (wheat, cotton, barley, sugarcane, pulses, mustard and oilseeds), which afforded Rajasthan to become one of the largest producers of edible oil in the country.

But this euphoria worn out soon! Irrigation collapsed and crops withered away in the face of a severe drought in 1987 that devastated the farmers. Post-drought studies and civil society interventions brought to fore



serious pitfalls of the new found irrigation-based desert development project, and how it had been gradually altering the desert landscape, its ecosystem, and above all weakening the age-old community-based indigenous natural resource management practices and local production systems (such as, the traditional rainwater harvesting, conservation of useful native plants, and fodder banking).

Scenarios changed radically and drastically owing to globalization and its localization, which not only impacted governments, businesses, media and civil societies, but it also had dramatic effects on rural life and culture, its economy, community relations, life styles and aspirations. New Information and Communication Technologies, Internet and social media tools, emerged as promising resources for the rural communities to reach out to the larger world, build networks and benefit from them. The influences of social media and application of its powerful tools has been all pervasive, despite the persistence of rural-urban divide.

While the new media and communication technologies have been able to circumvent to a great extent the barriers of distance, time and space to improve the quality of life and economic opportunities for all, some of the deeply-entrenched societal and cultural structures, customs and practices (caste-based discrimination, child marriage, child mortality, female feticide, skewed child sex ratio etc) still stand in the way of removing the social scourge and promoting social development. These are a few intractable challenges that require sustained advocacy and interventions for redress. Of course, there have been some extraordinary affirmative government actions such as, local self-governance through Panchayati Raj Act, Right to Information (RTI) Act, Forests Rights Act, minimum 100-day Employment Guarantee Act (MGNREGA) etc., which provided for critical socio-economic support

systems, especially aimed at ameliorating the living conditions of the rural poor. But despite all the possibilities, these enabling legislations have faced enormous challenges achieving the desired goals given poor governance and lack of accountability.

While there does exist a host of public and private universities, research centers across the desert region, the science- society research and knowledge interface with larger society remains very weak. Much of academic research and studies related to desert ends up in the form of publication of technical papers, books and dissertation, only to be rested in dark shelves of university and public libraries. It may serve some academic purposes, but the newly created knowledge and research findings, if there are at all any, are hardly communicated to general public.

DRC proposes to offer, through a comprehensive online knowledge platform, a dynamic interface between the desert communities on the one hand, and the scientific and research agencies associated with various knowledge centers located in the desert region, on the other. The interface would try to develop strategic alliances with like-minded individuals, organizations, and institutes as well as civil society networks to help locate relevant information, knowledge and package of practices that might help address all desert-related issues. At the same time, DRC would also work with grassroots-based organizations and local community leaders

On its part, DRC too would like to carry out collaborative studies and documentation of contemporary issues in the desert region – for example, changing desert landscape and its ecology, rural poverty and migration, creating new economic opportunities for youth, securing sustainable livelihood and environment, waste management, water and renewable energy, to mention a few among other aspects of desert lands.





## Our Identity and Values

DRC is a participatory initiative for learning about and enhancing knowledge of desert land, life, culture and ecosystem. Our objective is to recognise local and indigenous socio-economic models of development and connect them to a fast evolving technological and social landscape that exists outside, thereby bridging gaps in knowledge and making desert life sustainability part and parcel of the global ecosystem. In the process we attempt to break down traditional power structures existing within the desert rural areas, we try to mobilise and sensitise the desert youth to effectively deal with issues of urbanisation and environmental degradation, and we try to connect deserts across the world so that they collectively find solutions to problems of climate change, sustainability and agricultural and economic requirements.

### Sensitivity Towards Local Knowledge Systems

There is a uniqueness attached to life in the aridity of the desert. Culture, language, history and social relations interact closely with the geography of desert land, to create a knowledge system that has its own flavour and has been surviving through generations. DRC recognises these local models of knowledge systems and believes in the value of sustaining them as well as enhancing their effectiveness to their optimum potential.

### Enhancing Technology & Knowledge Suitable for Desert Life

At a time when desert life is no longer insulated from the larger changes taking place both nationally and globally, it is imperative to find alternatives to the

designs and responses to challenges looming in and emerging. DRC aims at bridging the information gaps and bridge the possibilities in desert. We strive to provide the best possible inputs to help solve problems within the desert, to make it self-sufficient and in fact strong enough to meet the challenges of a fast-growing market space outside its terrain.

### Ability To Connect Deserts Globally

The remoteness of the desert has often kept it detached from the dynamic changes taking place in similar geographical landscapes across the globe. DRC connects deserts across the world, exposing them to problems faced by those living in similar conditions and also allowing them to learn from and share technological inputs among themselves. The objective is to enable desert inhabitants to recognise the potential in their own methods and that in their peers across the globe and appreciate the same.

### Ability To Fight Traditional Power Structures

DRC recognises and is sensitive towards the existing traditional modes of social relations, which is still based on deeply-rooted feudalistic and patriarchal social set up and power structure. However, it strongly believes that through sustained dialogue and engagement with the leadership at different levels, these power struggles can be gradually neutralised. In the process, strengthening the marginalised and empowering them to take pride in their interventions and knowledge. In the vertical, we also want to closely work with organisations struggling while handling generational changes.

## Environmental Sustainability

The rapidly evolving climatic pattern has had its strong impact on desert life. We at DRC devise best possible technological and technical inputs so as to enhance desert land productivity while being sensitive towards its unique ecology. We work with multiple stakeholders, such as farmers, students, NGOs, and traditional craft makers to help them chose and adopt appropriate developmental plans and pathways that ensure sustainable livelihood and protect environment. We also sensitise them about those traditional practices which have adverse impact on environment and natural resource base they depend on for survival.

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### Photo Info:

#### Above Left/

1/ National Food Sangam at Bajju hosted by DRC and Urmul

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*I am impressed with the concept of organic farming and with the assurance of increase in milk yield with Azolla.*

*I feel that a huge sum of money can be saved with organic farming.*

Chena Ram

Farmer in Jaggasar village in Rajasthan

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### Below/

1/ The spirit of partnership - a strong basis to our ideas







## Highlights of The Years: 2016-18

### Managing Waste in HP and J&K

- Conducted e-waste awareness programs in 30 schools in J&K.
- Set up three e-waste collection centres in Jammu and Poonch, and collected over eight tonnes of e-waste through community awareness from these cities.
- Six workshops held overall, three in each city, which included Induction Workshop, Best Practice Sharing Workshop and the Felicitation Workshop.

### Sustainable Farming in The Heart of Thar Desert

- Development of a demo farm to showcase organic farming practices - soil improvement, composting, rain water harvesting, seed banking and so on. In two years over 3000+ people learnt these practices through trainings and visits.
- Developing various business models and trained teams on farming enterprises.
- Training of farmers to enhance and transform their knowledge base to build a sustainable model of agriculture.

### Artisans' Enterprise

- Training artisans and Producer Organisations in marketing, both offline and online and developing new marketing channels.
- Facilitating Producer Organisations towards improved business processes
- Knowledge transfer and year-long mentoring of Producer Organisation teams towards transformation into social enterprises.

### Entrepreneurship Development Training

- Enterprise development training of leaders working on disability and rights issues - with the objective of introducing them to the idea of entrepreneurship and motivating them to set up their sectoral social ventures.
- Market linkage facilitation for crafts initiatives by disabled people's organisations - PAGIR in Ladakh.





## Our Strategies And Programmes

### Managing Waste in Jammu & Kashmir and Himachal Pradesh

In a fast changing globalised economy, no part of the country or the world has been left untouched by the influence and aftermath of electronic tools and technologies. As people embraced all kinds of electronics goods and became heavily dependent on these in their daily lives, management of large amount of discarded, after-use electronics products - that is, e-waste - turned out to be a major environmental concern.

DRC, in collaboration with Karo Sambhav, has been trying to find the most sustainable solution to the mounting problem of e-waste. It initiated a series of programmes to create awareness among people on the environmental hazards of e-wastes, need for adoption of better collection practices, disposal system, and efficient management practices in cities, towns and in the remotest corners of the country.

One of its initiatives has been the school program conducted in Jammu and Kashmir. Taking forward a very new challenge into public discourse was a great learning experience to the DRC team. We experienced mixed response ranging from reluctance, awe, helplessness to enthusiasm, co-creation and a passion to achieve a transformation. The programme led by DRC coordinator in J&K, Sadeeq Ahmed Sadeequie focussed on both awareness and pragmatic outcome in terms of effective collection on the ground. The team was on the move for two months inviting and reaching out to every school that fits the programme requisites. After a series of inception dialogue, we short-listed 30 schools in Jammu and Poonch regions and worked on modules to work on the awareness programme. Through these 30 schools, we reached over 5000

students directly. The participating teachers keenly learnt the concepts of circular economy and sustainability and encouraged their students to take forth the message to their homes and communities. As a result of the campaign, students reached out to further people and also collected substantial quantities of ewaste.

Awareness and training sessions on e-waste management were held in Jammu, Poonch, Rajouri and Srinagar. Six workshops were conducted in the designated programme areas, three each in Jammu and Poonch. These included the Induction Workshop, Best Practice Sharing Workshop and the Felicitation Workshop, carried out within a period of eight months.

“

*We are very thankful to the organisers who have introduced us to this completely new subject of e-waste recycling. Students across Jammu and Kashmir would be really excited to learn and practice the methods shared with us in these workshop.*

Faculty, Jammu Sanskriti School, Kathua

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#### Photo Info:

##### Above Left/

- 1/ Farmer at training, learning about the azolla pit at the Urmul demo farm.
- 2/ Officer of the SPCB, honoured at the e-waste awareness workshop.
- 3/ Tree plantation by student trainees at Urmul Seemant.

##### Above Right/

- 1/ DRC team with participants school teachers post Induction workshop

While encouraging local people's participation and educating students about the merits of proper handling, disposal and recycling practices of e-waste, DRC also set up e-waste collection centres in Jammu and Poonch. Through these over eight tonnes of e-waste was collected, that was sent for proper recycling.

We conducted thorough follow ups, organised well-planned events, encouraged people to join the

movement and the results spoke volumes about our intervention. Running a programme such as this in a demanding state like Jammu and Kashmir was a reinvigorating experience and it fills us with delight to see the learning of the students in these areas who showed immense interest and carried the concept of responsible recycling further to their parents, friends, colleagues and relatives. In most of these efforts, DRC closely worked with the State Pollution Control Board. Local media support also helped in the process.

## Sustainable Farming in the Heart of Thar Desert



**T**he arid landscape of the Thar desert has always been a great challenge to the farming community. With erratic rainfall and extreme heat, agriculture has hardly been a reliable source of livelihood in desert. However with arrival of canal water from the states of Himachal and Punjab, the desert witnessed surge in unsustainable farming practices - widely and rapidly adopted by thousands in the want of higher monies. This further accentuated when money driven seed and fertilizer distributing companies, without understanding the desert physiology, pushed for chemical and water intensive farming. This resulted in severe pressure on desert resource.

To address the growing challenge of unsustainable farming practices in the Thar and to develop a sustainable farming model for Thar desert, Urmul Trust with resource support from Oracle has been working towards creating a sustainable model of farming. DRC has been an integral partner in the project - working very closely with the programme team on the ground

and at strategy and design levels.. DRC has played the pivotal role of technical agency in the programme. Towards widening the scope of the programme, We are also reviewing and adapting experiments and knowledge of programmes from other arid zones or desert ecology, and providing inputs to the project. The broad objectives of the programme are the following:

- Collection of detailed knowledge in sustainable farming management
- Creation of an organic farm
- Farming without loan
- Alternative ways of farming
- Developing infrastructure for sustainable farming
- Training farmers in alternative modules of farming
- Developing a spirit of enterprise in the farming community

We are working in collaboration with farmers, students, social activists and agricultural enthusiasts to reach our goal of alternative and sustainable agriculture in





remote parts of Rajasthan. In the past two years we have successfully managed to set up a demo farm, solar micro grids, a seed bank owned by farmers and have reached out to over 2000 farmers.

We have been developing the infrastructure and knowledge base of natural farming in desert, training farmers and helping them transform attitudes and unsustainable practices apart from also directing them towards enterprise development based on agriculture.

We aim to first of all create self-sufficiency for them, wherein the farmer no longer needs to depend on the market for sustenance and can live on what he grows organically. We also want to ensure that he no longer has to depend on loans from the moneylender to sustain his agricultural practices. We also aim to enable farmer to think beyond self-sufficiency and earn a livelihood through farming. The program has three focus verticals:

### Infrastructure Development

We have created a demo farm wherein we showcase the benefits of organic farming, soil composting, rain water harvesting, indigenous seed banking and several other agriculture related activities. So far, we have been successful in our experiments and have managed to produce organically grown food crops, herbs and fruits. We are also designing and installing clean energy grids and have so far commissioned two micro grids producing 14 KWp power at the farm. Thirdly, we are also reviving traditional practices of water harvesting and devising newer technologies of the same so as to decrease dependency on rainfall.

### Capacity Building

The sole objective of this vertical is to train farmers and enlarge as well as transform their knowledge base towards a model of sustainable agriculture. Over the

“

*The training helped me understand and see the benefits of organic farming. I always wanted to learn new farming techniques but never had any opportunity to. Now that I have got it I would not likely miss it.*

Madan Singh  
Farmer in Modayat village in Rajasthan

”

last two years the programme has reached out to over 2000 farmers, have held regular training sessions and workshops for participants and also engaged with school students. We have facilitated in organising exposure trips for farmers for learning and knowledge transfer.

### Enterprise Development

We have developed the farm as a space of sustainable enterprises development. Composting units, Azolla pits and a seed bank have been established at the farm. The seed bank has been developed through community efforts. DRC plays the planning and monitoring part in all this. A detailed business plan has also been worked out to develop a dairy around the farm.

#### Photo Info:

##### Above Left/

- 1/ Azolla grass revolutionising the cattle feed in desert.
- 2/ Seed bank with over 100 qt. of stock of Groundnut and Guar seed.
- 3/ Mahaveer Singh with the visitors at Urmul demo farm.

##### Above Right/

- 1/ Farmer's training conducted by Mrs Sandhya Jha.
- 2/ Students post training practical sessions at the Urmul demo farm.

## Enterprise Building For Thar Artisans



The Urmul trust team has been working on an income generation program among marginalised groups of the Thar desert since 1987. Recognising the uniqueness of skill and potential in traditional weaving practices of communities dwelling in remote areas of the Thar, Urmul trust has been actively engaging with them, helping them enhance and improve upon their skill sets and also enabling them to effectively market their products so as to earn a livelihood through it. In the past one year, DRC was assigned the responsibility of management and team handholding support to the crafts project implementation and the Income Generation Program (IGP) production facility by the Urmul.

DRC has been providing continued technical inputs to the Urmul producer groups and assisting it in meeting the demands of a digital marketing platform. It has also been providing assistance in the field of financial planning and business strategy. Broadly the objectives of DRC included the following

- Mentoring the team towards optimum productivity and change management.
- Improving system efficiency by optimising current processes and drawing up new processes.

- Identifying new business opportunities for the team and enhancing their ability in business development.
- Identifying new technological processes and training the team in applying them in the most effective way in the overall business process.

In order to meet with the objectives, DRC organizes frequent meetings, training and strategy planning sessions and also periodically reviewed the progress of the work. Our sustained handholding has resulted in technological and strategy refinement.

### Initial Planning and Review

At the initial stage of the project, DRC first did a thorough assessment of the team, existing processes and systems. On assessing the financial position of the team, DRC conducted training sessions with them, aimed at enhancing cash flow. It also conducted training sessions on communication and team building and helped assign roles in terms of accountability and responsibility. The outcome was significant in terms of smoothening of processes at all levels of the income generation project and building of a strong database for collection and planning.



## Collection Planning and Review

During the next stage that stretched from February to April, 2018, the focus was specifically on collection driven production instead of random product development. This began by conducting a thorough review of the existing processes of design and product development and the challenges that the team faces in the current set of practices. It held review & planning sessions with the team on enhancing processes and management and conducted team building, system design and design thinking exercises.

## Marketing Interventions

DRC is facilitating producer groups in realigning their marketing strategies to the current and changing times. A focus marketing workshop was conducted in addition to ongoing support in this space. A workshop organised in February 2018 focused upon enhancing marketing strategies for the products both online and offline. Trainings and discussions were carried out on the ways and means through which products could be curated to suit the needs of the market. Planning was undertaken to showcase products at exhibitions and on an online portal. Lastly, we also discussed means to advertise the products at the social media space and trained the team in the process. DRC design team also extended support in development of POSM.

Currently social media team handles the social media engagement of one Urmul producer group and is working on improving its digital footprints. We also working on developing new market linkages with bulk buyers and in organised retail network. Online market place and development of ERP is also in the pipeline.

## Data Management Workshop

The data management workshop conducted in April 2018 was targeted at organising institutional memory - designs and stories. A new process in place has effectively started addressing to the challenge of data management. ArtisanNet is an ongoing data management process which, in days to come, will play a pivotal role the business processes of crafts producer groups. Producer group teams are now more technology friendly and use cloud technology for their operations.

### Photo Info:

#### Above Left/

1/ Program Director briefing team members on digital outreach of Urmul Desert Craft.

2/ Dyeing in process.

3/ Skill development workshop of the artisans.

4/ Artisan at Urmul Desert Craft finessing her art.

5/ Empowered women and children of the Thar.

#### Right Below/

1/ Women at the skill development workshop learning craft.



## Leadership Mentoring and team Mentoring

In the last two years, DRC has played an enabling knowledge sharing and bridging role aiming at providing leadership support to producer groups. This ranges from senior management mentoring to team capacity enhancement. DRC participates in monthly meetings and collaborates on general strategy framework with producer groups. Business insighting is another area supported by us.

In the last two years we intervened at multiple levels - work was carried out in the setting up of production centers in the villages, The design and marketing teams were relocated to New Delhi for exploring better marketing options and DRC technology team now extends full support to the producer group.

DRC carried out extensive planning in the financial aspect of the work to ensure incentivised remunerations for procurement of optimum production and minimal wastage of resources. Assistance was also provided in the development of senior managerial roles for finance and administration. Further inputs were provided in setting up of a business chart for the project.

DRC's work with the Thar artisans in collaboration with Urmul is aimed at far reaching impact. The programme has successfully infused an entrepreneurial spirit into groups and artisans, particularly among their womenfolk. It has enabled

producer groups to prepare for scaling and achieving enterprise levels and optimized business processes. This has boosted the confidence of producer groups who are now comfortable thinking out of the boxes. We are looking at facilitating spirited and bolder producer organisations in the coming years.

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*I was three years old when I moved to Barmer from Pakistan with my family because of the 1971 war.*

*When in Pakistan all the women in the house used to practise Kashida.*

*At times we would give off these products as dowry, and at other times use it for home decoration.*

*At Barmer we started doing Kashida to sell off these products to a local contractor.*

*He would pay us 5-10 rupees for a product.*

*After we met URMUL, we realised what the value of a product should be and how to negotiate it.*

*Now I earn about two-three thousand rupees every month doing Kashida .”*

Lakshmi  
Artisan in Shivnagar village in Rajasthan

”







## Entrepreneurship Development Training

In December 2017, DRC conducted a three day training workshop with a group of 37 leaders who work with disabled people across Rajasthan. The objective of the workshop was to introduce the idea of entrepreneurship to this group of people and to motivate them in initiating their own business set up. The training was carried out by DRC core team and three management apprentices from Xavier's institute of Sustainability, Bhubaneswar - Saumya Nautiyal, Niraj Raj, and Kaustav Sanyal. Workshop focused on various aspects of entrepreneurship development including the conceptualisation of a business model, to analysing its strengths and weaknesses. The participants were encouraged to think of innovative business ideas, they were introduced to key aspects of the working of any business model, made aware of few case studies in entrepreneurship and also taken on a field visit. Following are some of the key highlights of the program.

### Business Conceptualisation

During the introductory session of the workshop, the participants were asked to find innovative ways of introducing themselves. They were asked to prepare business cards for themselves, detailing out the name of their business if they start one, what sector would that organisation be part of and what role would they be playing in it.

- *Kirana shops, masala and papad making, tie-and-dye, goat farm and poultry farm* were some among

the many ideas that the participants came up with. The ideas were listed out and discussions were held around them.

- In the third session, the participants were divided among five groups and each group was asked to choose a product from a list of five items which included radish, cloth shred, paper, ground nut and dry leaf. They were then given thirty minutes to come up with the maximum number of business ideas they could for the product of their choice. Participants chose the best among the ideas and formulated a business plan around it. An example of a business plan one of the groups came up with was that of selling manure out of dry leaves. They identified Bikaner as the ideal location for setting up their business since there is demand for manure from farmers of the nearby villages. They did acknowledge the fact that there might be a risk to their business during the summer months.
- The second day of the workshop began with the five groups being given an hour's time to develop a business plan keeping in mind the fact that they would be presenting it to a team of investors who are willing to invest 10 lakhs into an entrepreneurs

#### Photo Info:

Above Right/

1/ Kaustav Sanyal introducing the trainees with the concept of Social Entrepreneurship.

Below Left/

1/ Our interventions are spreading smile.



model. The groups started working together to formulate a plan mentioning budget, costing for one year and three years and SWOT analysis. The business plans presented by the teams included a seed bank, a *Mooli parantha stall*, an oil mill, a paper cup producing unit, and vermicomposting were the plans proposed and discussed at length by each of the groups.

### Business Development

- In the first day of the workshop the trainers introduced the participants to the concept of entrepreneurship through a powerpoint presentation that discussed the six basic questions to ask before setting up an enterprise (why, what, who, where, when and how), the four aspects of business including finance, marketing, operations and human resources and the four stages of setting up an enterprise including mentoring and incubation, ideation, training and awareness campaign. The presentation ended with a discussion on social entrepreneurship and the possibility of making profit through it.
- A session was carried out in the second day of the training in which participants were introduced to the idea and necessity of SWOT analysis. They were asked to discuss the Strengths, Weaknesses, Opportunities and Threats in their business plans.
- The concept of a business plan was explained to the participants and the Urmul dairy farm was used as a case study to spell out step by step development of a model. All calculations, scenarios and data collected for building a dairy farm from the initial stage to the final stage was presented so as to explain to the trainees the importance of planning before venturing into any entrepreneurship plan.

### Case Study and Field Trip

- The second day of the workshop ended with a session on Urmul handicrafts intervention, marketing and branding. The presentation was given by Prerna Agarwal who detailed out the history of the income generation program based on Kashida. She spoke at length on the process and development of the business model as well as the setbacks it had faced and the way they fought against them. The session ended with a brief discussion on the importance of marketing and communication in business.
- A field trip was organised in the third day of the workshop. The trainees were taken to Urmul handicrafts initiative programme area at Deli Talai village. Here they were shown the entire process of how self help groups work in developing a business model. The participants interacted with the villagers and received a thorough understanding of their experience in entrepreneurship development over the years.

“

*In the beginning I was shocked when I saw loss in the very first and second year of the dairy business model, but after a proper explanation by the team, it was clear to me that losses at an initial stage cannot be avoided, if we aim for profit in future.*

Anuradha Pareek  
Participant in the entrepreneurship  
development training

”





## Our Plans 2018-19

In the coming year, DRC will work towards further enhancement of knowledge on desert livelihood and culture along with adopting newer and stronger technologies to support a sustainable development of desert economy and society.

### Brand Building of Urmul Desert Crafts (UDC)

DRC has been working closely with UDC team in supporting traditional weaving practices in the Thar region. We have been providing technical inputs so as to enable the products to gain marketability outside the rural areas. This has helped in providing a stable source of income and dignity to the weavers. In the coming year, DRC plans to look for ways and means in order to build a brand image for UDC products, so that they can reach their optimum selling capacity.

### Provide Support in Sustainable Livelihood

Our commitment towards finding optimum solutions to the unique challenges of desert life shall be at the center of our work in future as well. We will work towards scaling up our ongoing projects, finding newer and better technical support for them and increasing their existing capacity as well.

### Set up Enterprise Resource Planning System

DRC has been providing business management inputs to each of its projects in the past two years. In the coming year, we plan to put together a strengthened form of enterprise resource planning system. We will establish a module for each of our projects whereby we can integrate different parts of the projects such as

planning, design, marketing, and inventory into a collective whole, so as to work together effectively towards the goal of a sustainable model of development in the desert.

### Set up an Ecommerce Platform

We plan to establish a strong and effective Ecommerce platform for each of our projects. Digitisation is the most necessary step required for marketing of products in contemporary market conditions. In the past two years we have been providing support in digital capacity building to several projects. This includes increasing presence on social media platforms as well as research and development of desert livelihood patterns. We want to carry forward our work in future by building of websites and enhancing digital marketing strategies for our projects.

### Lookout for Partnerships in Knowledge Synthesis

Our foremost objective at DRC is to build a repository of knowledge that can sustain and develop desert lifestyle, culture, ecology and economy. Like in the previous two years, in the coming year as well, we shall consistently seek out for robust partnerships in building knowledge both in the domain of rural, traditional households and in that of evolving technology and an urban market space.

#### Photo Info:

##### Above Left/

1/ Team preparing a business plan.

2/ Team member sharing their business idea and planning.

##### Above Right/

1/ Review and Planning Meeting at Urmul Seemant conducted by DRC

# Organisational Structure

Desert Resource Centre is represented by following members:

## Current Directors

1. Arvind Ojha
2. Rameshwar Lal Godara
3. Ramesh Kumar Saran
4. Chakravarthi Suchindran
6. Harbans Singh Kamboj
7. Anshul Ojha
8. Dhruv Ghildiyal

## Current Fellows

Sanat Chakraborty, Senior Fellow

# Financial Performance

The Company's financial performance, for the year ended March 31, 2018.

Particulars	FY Ended on 31st March, 2018	FY Ended on 31st March, 2017
Total Revenue	14,36,584	3,65,000
Total Expense	13,14,565	3,24,306
Profit Before Tax	1,22,019	40,694
Less: Current Tax	31,690	12,574
Deferred Tax	-	-
Profit For The Year After Tax	90,329	28,120
Less Dividend	-	-
Profit For The Year After Tax And Dividend	90,329	28,120
Transferred To General Reserve	90,329	28,120
Balance Carried To Balance Sheet	90,329	28,120

**PAN: AAFCD7722E**

### Auditors:

Ravi Rajan & Co.  
505 - A, 5th Floor, Rectangle One,  
District Center, Saket, New Delhi - 110 017.

**CIN: U74999RJ2016NPL055485**

### Registered Address :

33 Kailashpuri, Bikaner - 334001,  
Rajasthan, India





## Our Partners

Assam Times  
Bask Foundation  
Consumer Unity & Trust Society, (CUTS)  
Grassroot Options  
Karo Sambhav  
Mosaic Media  
Peoples' Action Group for  
Inclusion and Rights (PAGIR)  
Urmul Khejdi  
Urmul Seemant Samity  
Urmul Setu  
Urmul Trust

## DRC First Report

**Acknowledgment:** The Board of Desert Resource Center; All our partners; The Auditors of DRC

**Editorial Supervision:** Sanat Chakraborty

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**Secretariat:** Rahul Rakesh





Aakriti Achla Ram  
Anchal Anjali  
Ashutosh Babul  
Bipin Champa  
Dheeraj Ghewar  
Ram Harish Hema  
Ram Kalu Kamlesh  
Kanni Ram Komal  
Lakshmi Lalit Leela  
Ram Lok Priya  
Mahaveer Singh  
Mangi Lal Mohit  
Moti Partha  
Prabhat Pramila  
Prerna Raju Rahul  
Ravina Sadiq  
Sandhya Santosh  
Shwetambara



Harish Hema Ram  
Kalu Kamlesh  
Kanni Ram Komal  
Lakshmi Lalit Leela  
Ram Lok Priya  
Mahaveer Singh  
Mangi Lal Mohit  
Moti Partha  
Prabhat Pramila  
Prerna Raju Rahul  
Ravina Sadiq  
Sandhya Santosh  
Shwetambara  
Sumit Vipin Aakriti  
Achla Ram Anchal  
Anjali Ashutosh  
Babul Bipin  
Champa Dheeraj

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