

## *Our Vision*

*Social Development through Livelihood  
Networking*

## *Our Mission*

*Helping the Poorest Community of the  
Society to Prosper Through  
Livelihood Networking*

## CTRD Governance

### **Sasthi Chandra Chakraborty** **President**

Retired Corporate Executive  
B. E. Mechanical (JU)

38 J/23, Maharaja Tagore Road, Kolkata –  
700031, West Bengal.

### **Amit Kumar Roy (Dr.)** **Secretary**

Associate Professor, B.C.K.V

6 Hem Day Lane, Kolkata-700050

### **Paromita Roy** **Treasurer**

Kacheripotty, Bolpur, Birbhum,  
731204, West Bengal.

### **Tushar Bhattacharya** **Member**

151, Kanungo Park Gorla,

Kolkata – 700084

West Bengal

### **Jyotirmoyee Roy** **Member**

Social Worker

32, Ramakrishna Palli, Kalna Road. 713101

### **Dr. Suhrita Das** **Member**

Associate Professor, BCKV

B-11/235, Kalyani, Nadia -741235

### **Suptilekha Chakraborty** **Member**

Flat No. 5A, New Town,  
Kolkata – 700156. West Bengal

## **From the Secretary's Desk**

I am honoured to share my views and experiences of CTRD during the last one year. This year CTRD could successfully contribute to the society through improvement of life & means of livelihood in 10 backward districts of West Bengal. Increasing skills, building, tactics and ideas of participation and assimilation of data were the major challenge faced by us.

In the year 2013-14, with financial help from NRLM, CTRD has trained more than twenty thousand beneficiaries.

Till this year with financial help from DRDC, we have trained more than 56,000 SHG members in 80 GPs of 51 Blocks in 10 Districts of West Bengal, in production of Vermi Compost and Networking and helping more than 100 women to produce and market dry flowers.

With the sincere efforts of 2013-14 in mind, I would like to take this opportunity to thank all and especially to everybody whose support and involvement actually motivated us and helped us to reach out to the poor families.

It's a great moment to mention our heartiest thanks to all

- The people and communities of with whom we have worked through partners and others.
- Officials of BCKV, NABARD, DRDC, NRLM who have believed in CTRD in providing quality services livelihood domain.
- Individuals and well-wishers whose involvement and constant encouragement were with us through out the year.
- And lastly but not the least, all our staff and team members at our Head office and Field Offices who have worked relentlessly together braving all odds and helped to reach the goals.

I truly believe that success comes in exchange of sweat, blood and tears. We have only started sweating...lets gear up for the next steps to serve this society with a bigger smile....

Best Wishes,

## Institutional Background

**Consortium for Training, Research and Development (CTRD)** is a non-profit organization working in the backward area with disadvantaged community. Established in 1993, CTRD is a Technology Driven Livelihood Networking Institution, registered under West Bengal Societies Registration Act 1961. It presently works with more than 6000 poorest women in the backward villages of West Bengal.

**Registered Office:**

38J/23, Maharaja Tagore Road,  
Kolkata-31

**Corporate Office:**

44/24 B.T Road, Kolkata-50  
(Tel: 9836403230).

**Key Person's Name** – Partha Ghosh

**Mobile** – 9836403230, 03325468418

**E-mail** – [ctrd123@rediffmail.com](mailto:ctrd123@rediffmail.com)

**Website** – [www.ctrd.org](http://www.ctrd.org)

### Registration Details

CTRD is registered under West Bengal Society Registration Act. Registration No: S/72875. It has FCRA Registration No 147120814, dated 07.07.2008.

The institution is committed to establish market-led livelihoods intervention, where the producers will have access to the mainstream market and the quality of products and process will create demand in the private sector. The approach have already been recognized by various stakeholders

**Our strength:**

- ✓ A strong network of grassroots livelihood activists.
- ✓ A strong team of grassroots Trainers.
- ✓ A pool of dynamic and experienced social development professionals.

**Our assurance:**

- Quality Service.
- Transparency in operation.
- Networking People and Organization.
- Sharing Experiences.

## What we do?

### Livelihoods Networking

Market-linked livelihood intervention is the main activity through networking of producers, where the end to end solution is provided both in production and marketing aspect.

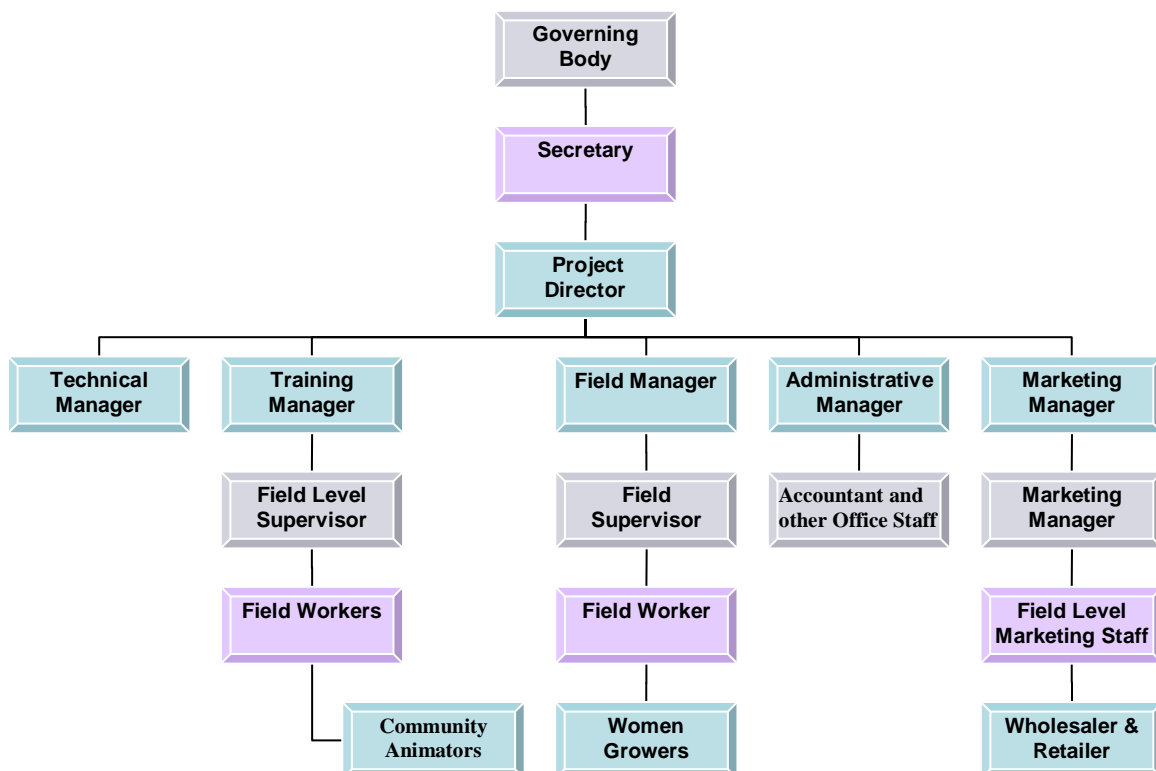
### Participatory Planning

CTRD is well versed and equipped in facilitating Participatory Planning process and that has been applied in training, Monitoring and Evaluation, planning process.

### Study and Research

CTRD has conducted studies on participatory planning and participatory impact assessment in both urban and rural sectors.

### Organogram



## Human Resources

The organization is governed by a group of experienced and qualified professionals from diverse backgrounds. The members represent a cross section of corporate professionals, Advocate, Academician and the likes.

Category	Number
Office Staff	7
Field Staff	25
Block Level Trainer (Project Staff)	50
<b>Total</b>	<b>82</b>

## Service Offerings

CTRD offers the following services to enhance the employability skills of rural and urban youth to compete for the mainstream high demands of Indian service industry.

- Planning and Implementation of **skill training for Rural and Urban youth.**
- Formation of **Producer Organisations for Rural and Urban Youth.**
- Participatory **Watershed Development for Agriculture Development**
- **Promoting Livelihood** through Environment friendly technologies
- **Facilitating and integrating forward and backward linkages** for effective market linkage for **Rural and Urban Producers.**
- **Complementing** Development Programmes initiated by the Government and **leveraging it in Rural and Urban setting.**
- **Skill development** programs and linking it with **gainful employment** in Rural and Urban Setting.

## Special Product: CTRD Livelihood Intensification Model in Backward Districts

**Livelihood intensification** is the idea and practice of working with the locally available natural resources that include land, water, animal and people, and trigger a process of synergy to get the maximum productivity at the least cost. The most important feature is, while increasing productivity it does not put pressure on the dwindling resources and hence is highly sustainable and replicable too. Livelihood intensification model is the right strategy for promoting and sustaining livelihood in the backward districts of India which are characterised by too many constraints right from the environment, local resources and people. CTRD through its **livelihood intensification** model has been involved in promoting **livelihood enhancement in backward districts** of West Bengal.

The districts where CTRD has worked independently or in collaboration, has created great impact on the livelihood of the **farming community, farm women** and other resource constrained community. The projects helped community to ensure **income enhancement of more than 30,000 per month**. The project has identified livelihood model that is local resource based, which combined with proper technological support can increase the farmers' income without adding further burden on the otherwise constrained resources. CTRD's experience in **farm Technology generation, refinement and in extension** has helped the farming community in pursuing a sustainable livelihood model with local resources.

CTRD has the ability to work in **consortium mode** involving multiple stakeholders and leveraging their strength to increase the project impact. CTRD can handle **more than 5000 farmers** at a time and has the expertise to introduce relevant technology. Apart from holistic integration, CTRD's innovative fishery based activities has the potential to provide about 400 tons of fish per yr., 40 tons of prawns shrimp per yr. And about 11 lakhs quality seed (fry) fish. All these activities will produce fish and fishery products worth of Rs.4.5 crores per annum.

The livelihood intensification model has the following components:

**Product1:** Assessment of the farming community's needs with long term and sustainable income perspectives in mind.

**Product2:** Customised Training to the Farming Community on crops and Livestock.

**Product3:** Customised Training to the Farming Community on dry flower production and marketing.

**Product4:** Water harvesting technology through participatory watershed methods to harvest rainwater.

**Product5:** Participatory Irrigation Management to ensure effective and judicious use of water in a most cost effective way.

**Product6:** Introducing cost-effective agro ecological practices like system intensification **to ensure higher productivity with minimum cost.**

**Product7:** Introducing local resource based organic inputs to reduce cost of production and be competitive in market.

**Product8:** Formation of Producer collectives for product aggregation at the community and linking product to market with profit.

**Product9:** Collecting and assimilating market intelligence and integrating the knowledge in crop planning, crop raising and marketing.

**Product10:** Transferring technology in backyard livestock productivity enhancement and linking to the market through Producer collectives.

**Product11:** Farm women empowerment through linking them to technology and market through their own institutions like Self Help Group (SHGs), Cluster and Federation.

**Product 12:** Fish Breeding Unit and Nursery Pond Management

**Product 13:** Integrated Fish Farming with Horticulture in Bundh Culture:

**Product 14:** Integrated Fish & Prawn culture (Poly Culture)

**Product 15:** Ornamental fish farming

## Our Strengths

- CTRD has worked with the government and so far executed **88 small and big projects** and all of the projects have been **completed.**
- CTRD has worked in both **urban and rural areas.**
- CTRD has the expertise to work with **vulnerable and disadvantaged community.**
- CTRD has worked promoting **integrated livelihood with the aid of refined technology, institutions and market.**
- CTRD has promoted growers' institutions for **aggregating input and output marketing.**
- In collaboration with its partner, Constellation Training & Placement Services,



CTRD is equipped to train and provide placement to rural youth in Indian service industry like Retail, Banking, Insurance and Finance, Hospitality, Travel, Tourism, BPO, KPO and IT.

### LIVELIHOOD NETWORKING THROUGH DRY FLOWERS

#### **Soldiers of Saguna**

After initial discussion with the Panchayet prodhan and awareness programme a group of women (total 96 persons )in two GP-s of Nadia district, viz, Saguna and Mollabelia, were trained on dry flower production in two phases. The first phase of training was given an introduction to the items made by local raw materials like *Peepal leaves*, *Jute*, *Coco Sticks*, *Areca nut shell* etc. and basic knowledge was given by trainer regarding raw materials processing. In the second phase a practical training was given on raw materials processing like bleaching and colouring, preparing finished product as per market demand and market intelligence including concept of price and value addition. Among these trainees only twenty were selected (from two different GP-s) for receiving a kit containing essential utensils and chemicals required to start up a dry flower business. These ladies displayed their items in a dry flower stall, at the Book Fair of Kalyani. Though they were sitting in the stall for the first time, experience of both the teams was favourable. Sales figure crossed Rs. 10,000 and this *mela* worked as an eye opener for the ladies. They gathered practical idea about market preference and method of displaying the items.

Among these two groups, the group of nine women from Saguna GP participated in a Mela at Krishnagar, held for the purpose of commemorating Panchyat Day, purely on their own initiative and effort with cooperation from their Panchyaet. They had an invitation from State Sabala *Mela* and also participated in the *melas* held at Jaguli, Panihati an Barrackpore. With their own initiative and effort, the ladies of Saguna took their business forward to a great extent. Many people of the locality purchased dry flowers from them for presentation purposes. They utilized their personal contacts with different schools of Kalyani, Madanpur, Santipur, Chandannagar and such other areas to sell their items. Many hawkers from various *melas* of the area bought items from them at the wholesale rate.

As the work area of the women of Saguna started expanding, they were facing space shortage for keeping raw materials, chemical utensils and ovens. On behalf of BCKV, a workshop with a separate godown for storing raw materials has been created for them on rental basis . At present the members of this group are earning around Rs.1000/- per month.

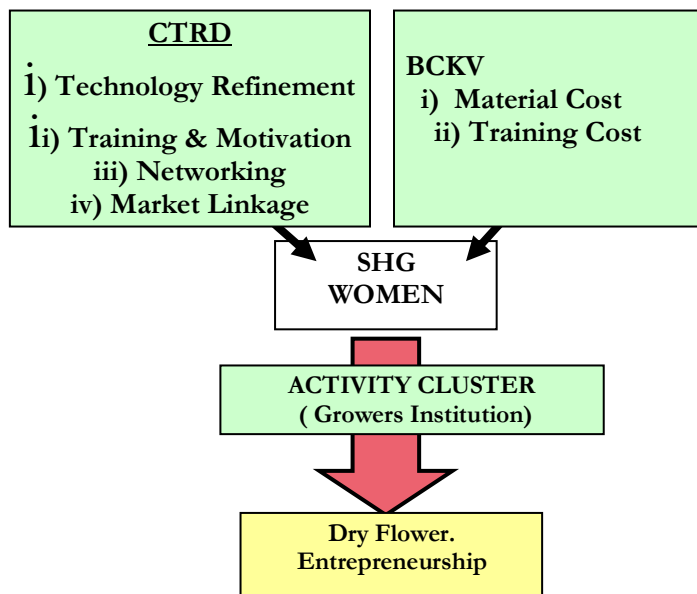
The Project Director of Nadia DRDC was highly impressed after his visit to this workshop. They have spontaneously proposed to establish a godown cum workshop worth Rs.9,50,000/- for the cluster of Saguna GP where these women can also work.

#### **Achievement of the Project:**

1. Analysis of Dry Flower Value chain,
2. Input distribution among twenty women worth Rs. 1,00,000.
3. Identification of representative producer base of Nine women at Saguna GP of Nadia District.
4. Establishment of one workshop at Saguna.
5. Cataloguing of different products.
6. Sample Preparation and Pricing of different products prepared by women.
7. Market visit and interaction with individual whole seller and retailer.
8. Participation in the trade fare (at Pragati Maidan, Delhi).

#### **Delivery Model & Process Flow**

The concept of establishing livelihood network through vermicompost has the ultimate goal of developing entrepreneurship at the Growers level. The model in which CTRD has established the network is given in the following diagram



## PHOTOGRAPHS



**Dry Flower Working Group of Saguna GP**



**Products prepared by the Saguna Group after 2<sup>nd</sup> Phase Training**



**Kit distribution Programme at Lake Hall**



**Kit Distribution Programme**



**The Dry Flower Stall at Kalyani Book fair( Before inauguration)**





**Distribution of Dry Flower Kit**



**Display of Dry Flower products at The Stall at Kalyani Book fair**



**Remarks by the honorable guests at Book Fair**



**With All Participants and Guests at Kalyani Book Fair**

## Financials

Year	Total Gross Receipts (Rs.)	Total Gross Expenditure (Rs.)		
		Project Related Expenses (Rs.)	Administrative Expenses (Rs.)	Total (Rs.)
<b>2011-12</b>	1,60,00,000/-	1,40,00,000/-	20,00,000/-	<b>1,60,00,000/-</b>
<b>2012-13</b>	64,00,000/-	50,00,000/-	14,00,000/-	<b>64,00,000/-</b>
<b>2013-14</b>	52,99,755/-	41,96,765/-	11,03,010/-	<b>52,99,755/-</b>

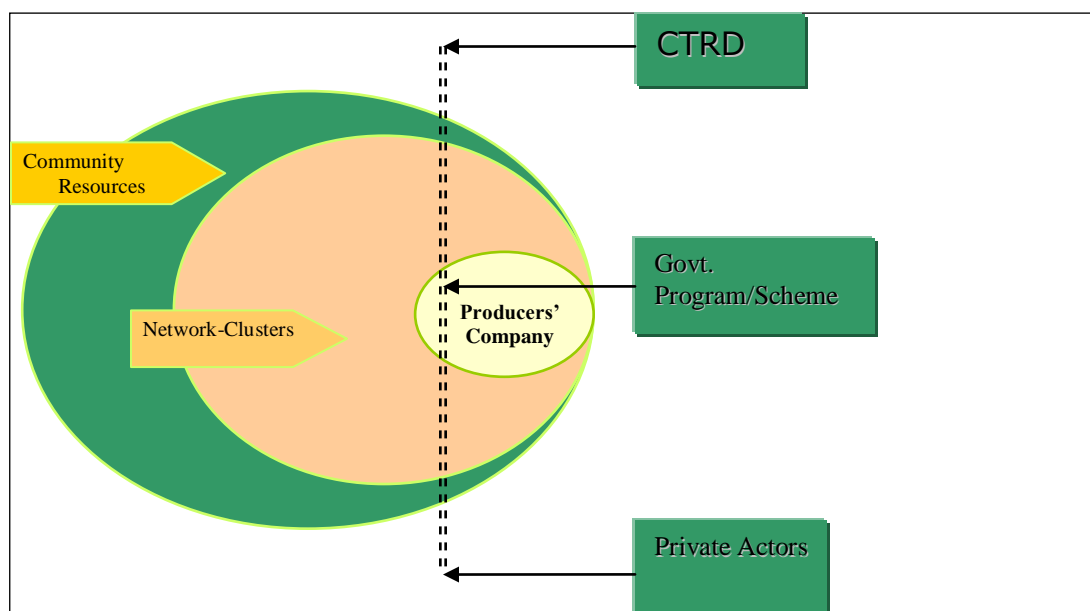
## Projects Completed by CTRD during 2013-14

Project Code No/year	Name of the Funding Agency	Project Title	Block/GP/ State	Number of Beneficiaries	Sanctioned Amount
90/ 20.3.2014	NREGA, Muthurapur Block, South 24	Vermicompost Networking Project	10 Gram Panchyats of Mutuhrapur	2000	87,00,000
89/28.4.2013	NREGA , Siliguri Makuma Parishad	Vermicompost Networking Project	Matigara Gram Panchyat	1500	35,00,000
AGM/DRF/13-14/01 dated	Directorate of Ag Marketing through BCKV	“Action research on operationalising.. DRF value chain..”	Coochbihar, Darjeeling, Jalpaiguri,	300	( Trainers fee and TA)
88/ 28.03.12	Cooch Behar DRDC	Imparting Training on vermi compost Production in Dinhata - 1 Block	Dinhata – 1 Block, 5GPs	1000	9,90,0000
87/ 28.03.12	Cooch Behar DRDC	Imparting Training on vermi compost Production in Tufanganj - 1 Block	Tufanganj – 1 Block, 4GPs	600	5,94,0000
86/ 16.02.12	Cooch Behar DRDC	Imparting Training on vermi compost Production in Cooch Behar – 2Block	Cooch Behar – 2 Block, 5 GPs	500	4,95,500
85/ 01.02.12	Jalpaiguri DRDC	Imparting Training on vermi compost Production in Nagrakata Block	Nagrakata/ Champaguri / Sulkapara	1133	8,95,070
84/ 30.03.10	Nadia DRDC	Training for Dry Flower Enterprise	Haringhata/ Mollabelia	50	45,000.00

## Future plan of CTRD

CTRD envisioned itself as state level resource centre on Natural Resource Management, where market integration of the poor women community through networking is the prime focus. CTRD' market based livelihood models primarily encourage people to use their resources to develop a marketable product which will facilitate the process of ensuring livelihood security to the poor women.

The livelihood models based on Natural Resource Management has the following mechanism.



The proposed mechanism would establish the following :

1. Simplified Technology to ensure participation of poor women
2. Decentralization of the production process
3. Optimum use of local natural resources
4. Networking of producers at the cluster level
5. Aggregation of produces and setting quality standard
6. Establishing producers owned and managed Company
7. Making private sector interested in marketing livelihood products
8. Developing new supply chain for the products
9. Linkage with Govt. Program and schemes.

**Annual Receipts and Expenditures for the last 3 years as per audited  
Financial Statements:**

<i>Year</i>	<i>Total Gross Receipts (Rs.)</i>	<i>Total Gross Expenditure (Rs.)</i>		
		<i>Project Related Expenses (Rs.)</i>	<i>Administrative Expenses (Rs.)</i>	<i>Total (Rs.)</i>
<b>2011-12</b>	1,60,00,000/-	1,40,00,000/-	20,00,000/-	<b>1,60,00,000/-</b>
<b>2012-13</b>	64,00,000/-	50,00,000/-	14,00,000/-	<b>64,00,000/-</b>
<b>2013-14</b>	52,99,755/-	41,96,765/-	11,03,010/-	<b>52,99,755/-</b>

- **Whether registered u/s 12A of the Income Tax Act, 1961: Yes / No. If Yes, please give details:** - Yes, attached herewith
- **Details of any other Registration / Exemptions:** - 80 G, attached herewith,
- **Whether accounts are duly audited by a Chartered Accountant: Yes / No. If yes, provide Name and address of Auditor:** Ashok Das – CD – 68, Saltlake, Sector 1. Mobile No: 919830139037