

ANNUAL REPORT



2021-2022
EDITION



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Ensuring Just Transition in a Post-Pandemic World



From the Director's Desk



SwitchON Foundation acknowledges the impact of this pandemic on our entire SwitchON family and work. Besides being there for our citizens with constant relief work, this phase has been a learning phase for us.

The most important learning in this post-pandemic world is that we need to resettle our relationship with nature, and act upon it immediately.

Looking back, 2021 presented us with ample scope to work at solutions that can mitigate the impending crisis we are living in. Climate financing & Adaptation were major themes for coming out from the post-pandemic climate grief.

These, in fact, have been the areas that SwitchON Foundation has been involved with since 2008. Since our inception, we have been working with communities at the grassroots, building sustainable enterprises, ecosystems and networks.

The post pandemic world needs our attention towards investment in clean energy and agriculture. Our initiative focusing on:

- creating ecosystems with networks
- taking a practice to policy based approach

including partnering with banks to promote Renewable Energy & Extension of EEWA Network (Empowering Energy-Water-Agriculture Nexus).

I am excited to share that we have upskilled the young generation through our solar training programmes on Renewable Energy to encourage and prepare them for green jobs of the present and future. We have additionally designed a virtual learning space, Environ, exclusively in the environment and sustainability sector with online certified courses to encourage participation across the globe.



SwitchON Foundation

About us

Our journey began in 2008 with a few passionate young people, dedicated to the cause of Climate Change and Environment in India, wanting to find sustainable solutions to the pressing issues facing us. SwitchON, thus, started as a grassroots initiative to spread awareness and deliver solutions about the environment.

Over the years, we have grown as a dynamic, award-winning not-for-profit, registered as the Environment Conservation Society, working across four major verticals - Clean Energy Access, Climate Smart Agriculture and Livelihood, Skills and Just Transition, and Environment and Climate Change.

We have achieved the following till date



3

award-winning for-profit
social enterprises



35

farmer producer
organizations



500+
micro enterprise



4

network formation

At SwitchON, strengthening and scaling the existing ecosystems and replicating at scale the networks that we have built at the grassroots, aims for a deepening impact. SwitchON has been leading the way in working at adapting methods that are hyper-localized and innovative. Secondly, transition to green technology and energy is crucial and the need of the hour. Our work to ensure just transition by building sustainable ecosystems with networks of aspiring youths is creating the basis of our practice to policy based approach through successful multifaceted collaborations.



SwitchON Foundation turns 15!

We live in a post-pandemic world where our lives have been impacted by the pandemic along with climate change. At SwitchON, this means strengthening and scaling the existing ecosystems and replicating at scale the networks that we have built at the grassroots, all the while aiming for deepening impact.

SwitchON has been leading the way in working at adaptation methods that are hyper-localized and innovative. We work with communities that are at the forefront of implementing small and simple innovations and replicate them at scale to ensure just transition to green technology and energy at the local, national, regional and global levels.

We have been working in these very areas of 'possibilities' to create resilient ecosystems and networks of self-sufficient,

empowered communities with women, farmers and youth at the forefront of innovation, learning and implementation. Last year, this was our key focus for deepening the impact.

Taking a different path for 2020, we emphasized on COVID19 relief response to ensure sound recovery during the lockdown, 2021 gave us a bigger field to have a wider reach-out.

We have expanded our focus from farmer livelihood development in India by promoting organic farming practices and farmer producer organizations using regenerative agriculture promotion, to upskilling and capacity building, empirical research, policy advocacy and dissemination of information. We take forward innovative environmental based solutions as we move into our 15th year as a stronger, multi-disciplinary and dynamic team striving for a more resilient world with sustainable enterprises, ecosystems and networks





Mission

To bring about a change in society that is sustainable, equitable and long lasting



Vision

Empowering sustainable livelihoods & ensuring environmental based solutions through innovation and technology.



Goal

Create opportunities and just transition for 10 million people by 2030





Our Strengths



Building Ecosystems & Networks

Bringing together multi stakeholders, Government financiers and beneficiaries on one platform to scale & replicate impact.

Communication and dissemination

Creating knowledge products, communicative materials to impart knowledge & share information.



Capacity Building & Upskilling

On-ground training centers, imparting skills for employment, rural, social entrepreneurship and developing learning material.

Practice to Policy

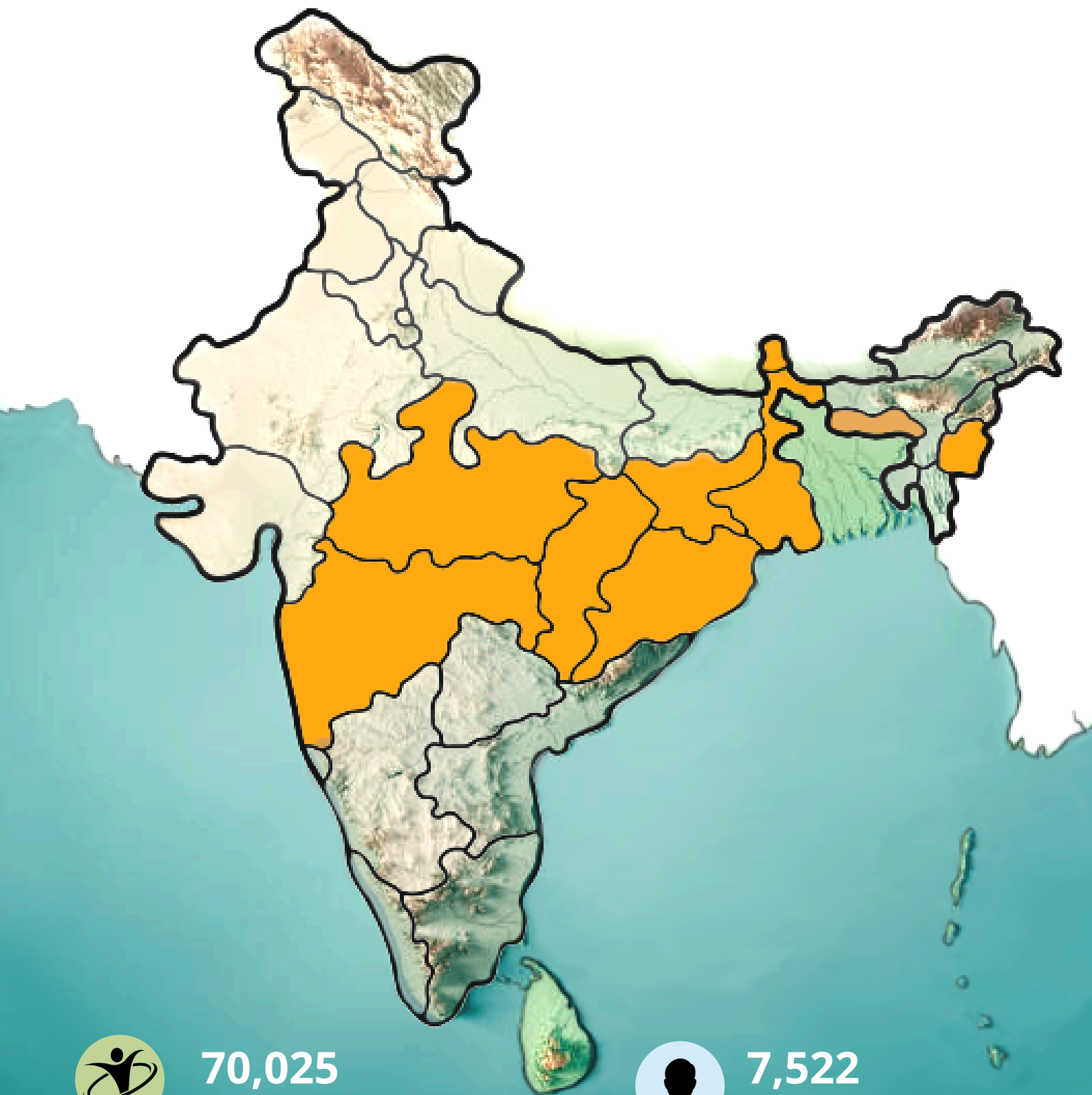
Coming up with field-informed policy recommendations and research reports.



Strong Interdisciplinary teams

100 team members & 10 office arms in **in 10 states across India** - East, North East and West India.

Areas we work



70,025
lives impacted



7,522
Trained individuals



5000
villages



10,000
Youths formed a network

Template Of Intervention

1 PILOT



Action-

Identify the core problem area through research and studies .

Intervention-

Create a need based solution approach towards the identified problem

2 IMPLEMENT



Action-

Implement successful technologies & working models.

Intervention-

Form social enterprises, institutions, support through agency building to achieve market led impact.

3 CREATE ECOSYSTEM



Action-

Setup an ecosystem to bring together multiple stakeholder.

Intervention-

Training and spread awareness to help scale successful technologies & working models.

4 DEVELOP NETWORK



Action-

Partner with Country based Organizations (CSO)

Intervention-

Provide communication, knowledge assets, build capacity of Network Partners

2021-2022 Milestones

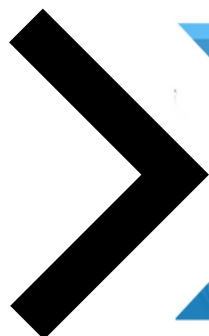


MoU with Punjab National Bank

A First Loss Default Guarantee Fund where Punjab National Bank finances solar pumps for small and marginal farmers

Collaboration with NGIN to set up WBIN

The Network for Global Innovation, California to build an innovation ecosystem for clean energy technologies in India.

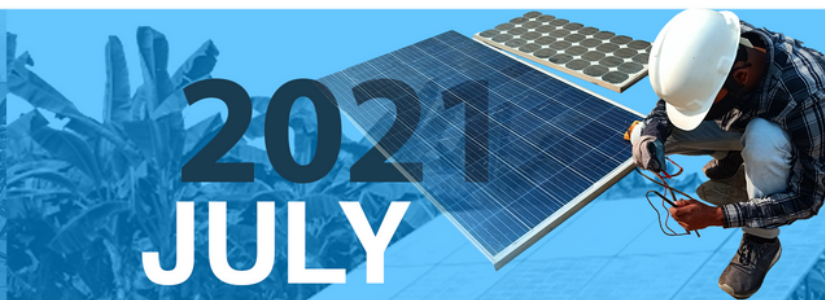


Bengal Loves Cycles initiative launched

10,000+ people signed our petition to bring cycles back on Kolkata roads

Varunmitra Scheme

Under Ministry of Renewable Energy Varunmitra Scheme to promote solar training among youth in Jharkhand and West Bengal



Launch of SEWA Network

Launching SEWA Network East India Chapter on the occasion of National Renewable Energy Day

Launch of Clean Air Champions Cohort

Under Ministry of Renewable Energy Varunmitra Scheme to promote solar training among youth in Jharkhand and West Bengal



Cycle with lights

A ride was organized to promote pollution-free safe festive season and to put a stop to the usage of firecracker.

Stakeholder meet with JREDA

A multi-stakeholder meeting was conducted to discuss the importance & promotion of solar pumps keeping women at the core of the initiative.



2021 OCTOBER

#NoToFirecrackers



2021 NOVEMBER

Roddenberry Foundation Award

Recognised our efforts and initiatives to fight the unprecedented challenges of Covid-19 in India

Formation of 13 FPOs

We facilitated the formation of 13 FPOs in Northeast India - Meghalaya, Sikkim and Manipur with support from NABARD, NCDC and Sikkim Organic Farming Development SOFDA



DECEMBER 2021

» 2022 JANUARY



EnvirON Launch 2022

SwitchON's free and open learning platform on environment & sustainability for knowledge sharing, upskilling, certifying and inspiring children and youth to become changemakers

Launch of GBIN

SwitchON Foundation and The Network for Global Innovation signed a MoU with the Department of Power, Govt of West Bengal for launching the Green Bengal Innovation Network (GBIN) at Bengal Global Business Summit (GBBS)



FEBUARY

envirON



MARCH

GBIN

Green Bengal Innovation Network

SwitchON Foundation & NGIN



Clean Energy

The realization of the need to shift our energy dependency to clean energy sources away from fossil fuels came to us as an organization in 2008. By 2013, we had started promoting solar pumps as a viable alternative to diesel pumps used across rural India. Working on the field, we came face-to-face with the everyday challenges faced by the farmers.

It was actually the lack of financial access that was holding back small and marginal rural farmers in acquiring solar pumps. We realigned our approach to suit the community's need for the development of an ecosystem, involving technological & financial solutions, facilitating adoption, upscaling of solar pumps & moving towards Decentralized Renewable Energy (DRE).

Priority Areas



Solar water pumps & Distributed Renewable Energy (DRE) technologies

Scaling up the ecosystem for solar irrigation through solar pumps ensures access to clean energy in the agricultural sector. The Clean Energy vertical has maintained DRE as its priority areas and other such DRE technologies in different segments of rural livelihoods are currently being explored.



Energy Water Agriculture Nexus

To focus on a holistic approach to comprehend development issues and to avoid interventions in isolation, the Clean Energy vertical has prioritized the nexus approach to strengthen the interlinkages between energy, water and agriculture.



Women's access to climate resilient technologies

Including gender perspectives into clean energy access has been a priority for the vertical. Access to productive agricultural assets such as solar pumps in the name of women have been a priority of our interventions.





Key Achievements

- 1. 4 Key Partnerships** with State Nodal Agencies have developed. These partnerships have taken place in the state of



- 2. Launch of EEWA** (Empowering Energy Water Agriculture) **Network** in East India- It is network of Civil Society Organizations (CSOs) in four states of East India (West Bengal, Jharkhand, Odisha and Chhattisgarh)



Impact of the division



54,350

Lives impacted



1375

Applications raised



837

Solar Pumps sanctioned



2

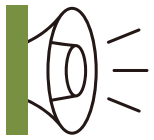
Model farms

Partners



Location





Beneficiaries Voices



Manindranath Samanta

Paschim Medinipur, WB



90% of irrigation in Bengal is dependent on groundwater. However, only 33% of the total cultivable land is irrigated. Micro-irrigation practices powered by solar like sprinklers and drips are ideal to stop groundwater overuse.

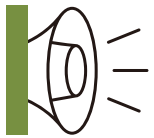
Traditional irrigation was not helping Manindranath to cultivate optimally. He needed money to buy sprinklers that was only possible through a banking loan. Here, SwitchON Foundation makes farmers avail easy banking loans to practice solar powered sprinklers and practice drip irrigation.

“

With drip irrigation, I started strawberry farming. In the flowering season, I grow jasmine and rajnigandha. And with portable sprinklers, I cultivate cauliflower.

”





Beneficiaries Voices



Savita Kumari

Sadanand Dih, Sarwan, Deoghar



Savita and her family had been using diesel pumps for the past 5 years and electric pumps for the last 2 years to carry out irrigation. However, they encountered several difficulties while using both electric pump and diesel pump.

She received solar pump from JREDA under the PM KUSUM scheme, with 90% subsidy (from central and state government) and 10% self financing with which Savita has been irrigating her fields .

“

This independence has increased my decision-making authority in the household. With Solar Usage, My Sons Can Now Get Educated and Take White Collar Jobs

”





Climate Smart Agriculture & Livelihood

Climate-Smart Agriculture (CSA) takes into consideration the diversity of social, economic and environmental contexts, including agro-ecological zones. Implementation requires identification of climate-resilient technologies and practices for management of water, energy, land, crops, livestock. Since its inception, SwitchON Foundation's Agriculture vertical has been working towards this area of work.

It has worked with farmers at the grassroots to promote organic farming and Farmer Producer Organizations (FPOs) using regenerative agriculture promotion.

This has helped develop entrepreneurship among farmers, increasing their income substantially and instilling the value of organic farming. SwitchON has also developed Model Farms for showcasing organic agricultural methods & practices.

Priority Areas



Community development through creation of FPO

With the goal of boosting income levels of small and marginal farmers, we work at making FPOs self sustainable bodies by providing continuous hand holding, training & financial support.



Marginal farmers to practice organic farming and ensuring market linkage

Adoption of sustainable agricultural practices, adoption of organic practices, such as organic bio-pesticides, organic micronutrients, etc. in demonstration plots, vermicompost. Intercropping and Multi-cropping and Terrace Farming



Climate-resilient & smart agricultural practices

We, at SwitchON, collectivize small and marginal farmers and work on institutional development and capacity building. Lastly, we ensure market, credit and scheme linkage along with promotion of organic farming practices among the farmers.





Key Achievements

1.

We were among the top 10 Cluster Based Business Organizations (CBBOs) in India to have achieved 100% targets in FPO formation by SFAC, India.

2.

We collectivize small and marginal farmers and work on institutional development and capacity building by ensuring market, credit and scheme linkage along with promotion of practical organic farming among the farmers.

Impact of the division



15,000

Lives impacted



675

Farmers benefitted



70

Trainings conducted



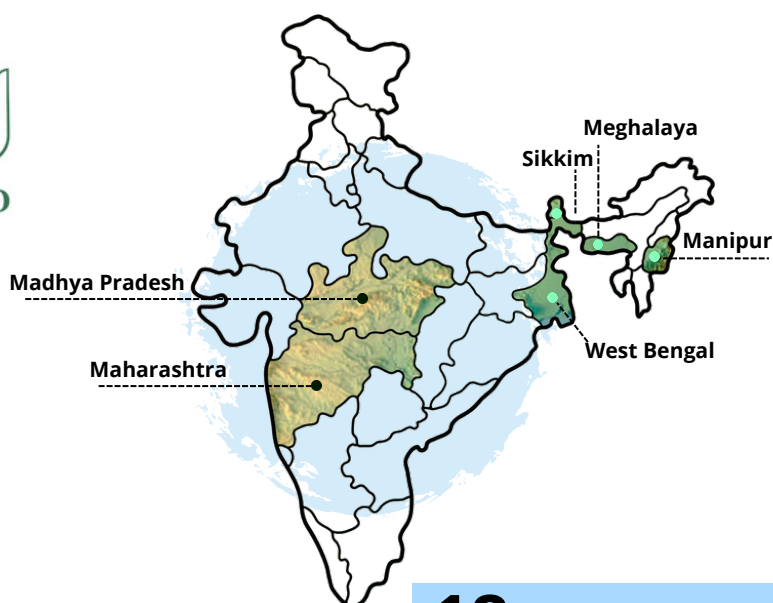
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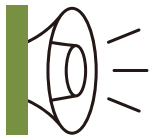
FPOs registered

Partners



Location





Beneficiaries Voices



Nilesh S Nemade

Akola, Telhara, Maharashtra



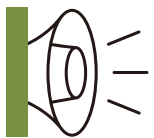
Earlier Nilesh was struggling through enhancing his agriculture productivity and access to tools and machinery but could find least success, sometimes he would have to spend heavy rentals on machinery.

Joining SwitchON's initiative of formation and promotion of FPO in the block has helped Nilesh to save a lot of time for running around to manage machinery on rental making him a lot confident to handle serious issues for agriculture practices. The cost of cultivation which ranges from sowing to harvesting helps Nilesh to save around 25% annually.

“

I feel confident and courageous to receive support from the FPO. I have an easy access to resources, this would be possible without a strong group of farmers coming forward to share resources.

”



Beneficiaries Voices



Yangkit Lepcha

Kaputhang, Pakyong Block, East Sikkim



Yangkit used to farm and sell her vegetables within the village to local buyers only. She joined the coordination meetings conducted at the Panchayat Office for FPO formation by SwitchON Foundation where she got to know about the training on Package of Practices (POP), and joined the initiative.

The FPO initiative of SwitchON Foundation has helped her grow, increase her income and secure a place at the organic market in Pakyong, where she now sells vegetables at best prices.

“

Joining SwitchON's FPO Initiative, helped me practice organic farming in a new way. This opened up many opportunities for me.

”





Skilling & Just Transition

The demand for green jobs grew 31% in May 2022, with the revolution of clean energy and sustainable practices globally. Many new sectors have embarked on a journey towards green environments such as hospitality, travel, and auto. There are close to half a million jobs, directly or indirectly related to the green economy, on the platform.

Changes are happening across the board. Policymakers, investors, and business leaders are shifting priorities towards a green stride.

As India pledges to become Net Zero by 2070 and shifts to a green economy, it could add over 2.5 to 3 million jobs in the sector by 2030 through just transition.

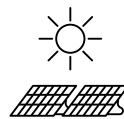
Green jobs help protect ecosystems by reducing energy, materials, and water consumption through high efficiency strategies. These jobs will be foundational in building resilient communities, ecosystems and networks in a post pandemic world. Also, awareness and application oriented short-term training and courses in colleges will be required to build a green workforce.

Priority Areas



Training for installation upkeep of Distributed Renewable Energy (DRE)

We started these training programmes immediately after easing out of Covid 19 restrictions, realizing the need to impart skill training to youth to gather skills to take up jobs in the green sector.



Creating Solar Women Entrepreneurs

Placing women at the forefront of solar entrepreneurship has been one of our key objectives. This is a prerequisite for empowering any community we work with.





Key Achievements



Launch of environ, SwitchON Foundation's Learning Management System (LMS).

envirON is a free and open online learning platform dedicated to environment and sustainability. By opening the classroom to all through online learning, we hope to empower students, professionals, institutions and individuals who are interested in the environment and sustainability, irrespective of who they are or where they are located, and upskill themselves through our certificate courses for green jobs of the present and future.

Impact of the division



70

ToT on solar water pump



1165 candidates

Trained on solar water pump



1307 candidates

Recognition for Prior Learning

Partners



SKILL COUNCIL FOR
GREEN JOBS



Location



Location

Beneficiaries Voices



Pratikana Majumder

Nadia District, West Bengal



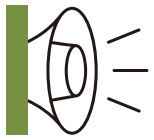
Pratikana Majumder, a resident of Nadia District, West Bengal is currently working as a Mid-Day Meal Worker of Bagunda Primary School in the same district to enhance her skill and learn about the safety measures of her domain she participated in 3 days Flagship Program of “Housekeeper Cum Cook” Training conducted at Bethuadahari Uttar Balika Vidyalaya, Nadia, WB, under Recognition of Prior Learning, jointly interventive by Paschim Banga Society for Skill Development and SwitchON Foundation.

“

The training was very impactful and had many learning aspects which will enhance my professional skill. I further acquired knowledge of how to cook safely and how to keep our environment clean.

”





Beneficiaries Voices



Shouvik Biswas

North 24 Parganas, West Bengal



Shouvik Biswas participated in the Varunmitra training organized by NISE. Here, he gained knowledge about how solar panel the solar pump works, how VFD (variable Frequency Drive) operates, and about different types of solar pumps like submersible and surface pumps.

“

If anyone in the future wants to take a course on solar energy then I would highly recommend this training.

”





Environment & Climate Change

Under our Environment and Climate Change Vertical we work with children, youth and citizens and experts in different fields to take a proactive role to address climate change and other pressing issues plaguing our environment through programmes, campaigns and activities.

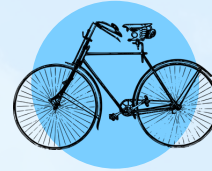
Environment and Climate Change works broadly under two categories Air Pollution and Sustainable Mobility. The main motive behind our sector is to create lifestyle changes and changes in policy implementation by spreading awareness and conducting projects, events, studies on different campaigns under air pollution and sustainable mobility.

Priority Areas



Awareness Building for Cleaner Air and Demerits of Air Pollution

We have successfully created a Clean Air Network - a network of organizations and enthusiasts across the state of West Bengal, Jharkhand committed towards securing access to clean air. The network engages a huge network of stakeholders like doctors, youth from school and colleges across non-attainment cities of West Bengal and Jharkhand to fight air pollution.



Encouraging Sustainable Mobility

Under sustainable mobility, we work on issues regarding urban mobility. Our Sustainable Urban Mobility Network includes members across West Bengal and Jharkhand focussing on urban mobility issues like walkable cities, campaigning for cycles as means of transport in the city and promotion of electric vehicles.





Key Achievements

1. Creation of a statewide network of health professionals covering over 200 doctors
2. Collaboration with Child Rights based NGOs to enhance support and provide guidance on protecting children's rights to clean air, safe climate and a healthy environment.

Impact of the division



200+
Doctors Engaged



30
Trainings & Workshops



100+
micro-projects



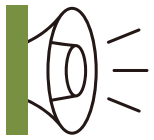
10
Stakeholder, Press Meetings

Partners



Location





Beneficiaries Voices



Partha Chakrobarty

Student, Visva Bharati College



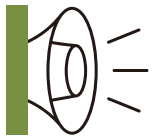
Berhampore

Joining SwitchON's initiative of Clean Air Champions Cohort where a group of like minded, dynamic youth dedicated themselves towards curbing air pollution, Partha gained numerous experiences, knowledge and skills .

“

The Clean Air Champions Cohort enabled me to work in the field of environment and air contamination. It's high time we think about the air and environment, and how we, as individuals, can help resuscitate our ecosystem.

”



Beneficiaries Voices



Hira Prasad

Principal, Birla High School



Mukundapur, Kolkata

SwitchON Foundation is playing a key role in the field of sustainability while working with Birla High School students and with many other schools. The motto behind this is to sow the seeds of Reduce, Reuse and Recycle concept by creating a strong bond with the students.

“

The workshops and competitions organized by SwitchON acted as a catalyst to motivate the students to be aware of the contemporary issues and provide solutions for them. It is the springboard for design thinking.”

”





Star Initiatives



envirON is a free and open online learning platform dedicated to environment and sustainability by SwitchON Foundation. It is one of the first such initiatives from East India for youth, children and adults to access from anywhere across the globe. SwitchON's commitment towards empowering the youth with knowledge and helping them to upskill themselves for a green jobs and sustainable future is at the heart of this initiative.

Our vision for envirON includes sharing knowledge and resources, upskilling, certification, inspiring action and catalyzing change in the real world. envirON was launched early this year with courses in solar energy, climate change and air pollution. Now, we are looking at making envirON bigger and better with highly customised courses for different age groups, and addition of some fun DIY projects and activities among others.



An Initiative funded by the SED Foundation, GBIN is collaboratively envisioned by SwitchON Foundation (India) and Network for Global Innovation (California, USA) to connect entrepreneurs in West Bengal.

It aims to encourage an entrepreneurial culture towards a green economy in the state. Supporting the creation and growth of green sustainable companies, increasing the availability of investment funding.

GBIN was **launched at the Bengal Global Business Summit 2022** and activities are being carried under direction and **collaboration with the Government of West Bengal.**

> Way Forward

Executing Practice to Policy Approach

1.

Upgrading rural livelihoods to include upskilling & capacity building, research, policy advocacy & dissemination of information, to benefit people working at the grassroots



2.

Partner and collaborate with Government officials to take forward their existing policies and encourage them to introduce elements of sustainability in their policies and schemes

Strengthen our Network across the country

1.

Strengthen our present networks of stakeholders across all fields & upskill our implementation partners and continue to create good training content material for sensitization of farmers through good quality projects.



2.

Expand the network for Green Bengal Innovation (GBIN) Network, Empowering Energy Water and Agriculture (EEWA) Network and Clean Air Network (CAN) into new geographical locations

EnvirON

1.

Empower students, learners and the young workforce with skills through certificate courses, free resources in open library and curated news feed required for a sustainable future



2.

Provide a range of professional learning and networking opportunities through workshops, presentations, panels and fun social events, in an inclusive and open environment

Brand SwitchON as a sustainable green business

1.

Define and build SwitchON as a strong brand equity through consistent, strategic branding



2.

Create an innovation ecosystem for clean energy technologies in West Bengal for a more resilient world with sustainable enterprises, ecosystems and networks



TEAM SPEAK





“

We at SwitchON Foundation are proudly stepping into the 15th year of our endeavor to make living sustainably the way of life. This journey is long and we are ready to take up new challenges which the environment and climate change is bringing about in order to make this world a better place for the generations to come.

Gargi Maitra

Outreach Lead Manager, Kolkata

“

I feel much better working with switchON because belonging to a farmer family and working for the benefit of farmers gave me a sense of achievement. Our aim is to double the income of all farmers by increasing their business through our FPO.



Gaurav Rajendra Khule

Project Manager, Maharashtra



“

Working with Switch ON Foundation increased my ability to learn, to gain knowledge, to use my skills. Here, I am provided with many opportunities and experiences. I am proud to be a part of SwitchON where everyone feels like a family.

Aibi Rani

Project Coordinator, Meghalaya

“

Focus & hard work is the real key to success. Keep your eyes on the goal, and just keep taking the next step towards completing it. If you aren't sure which way to do something, do it both ways and see which works better.

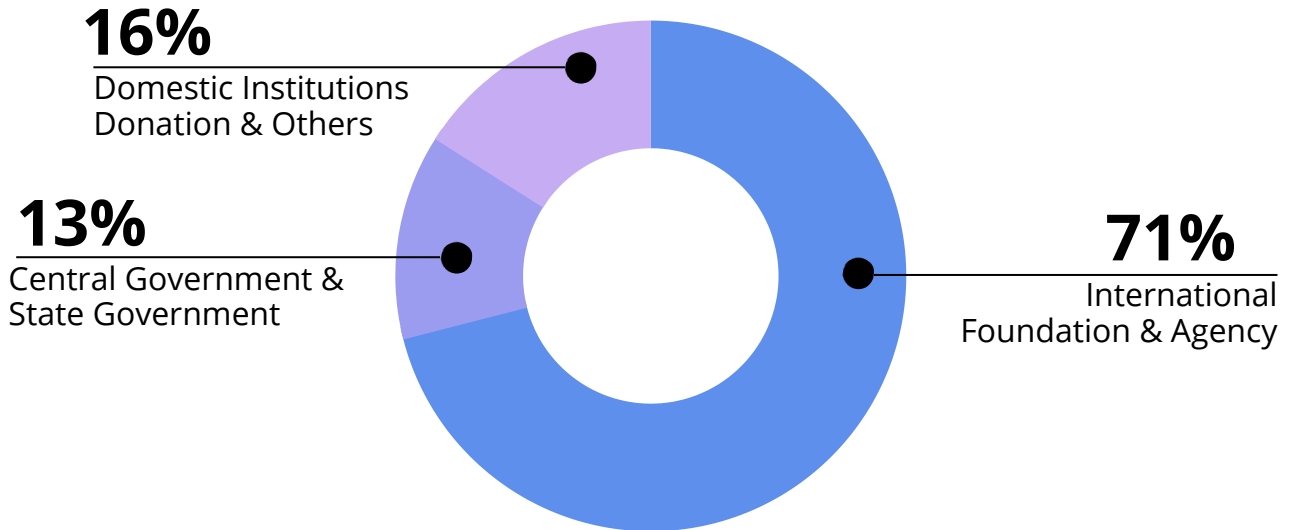


Goutam Sutradhar

Assistant Manager, Kolkata/Jharkhand

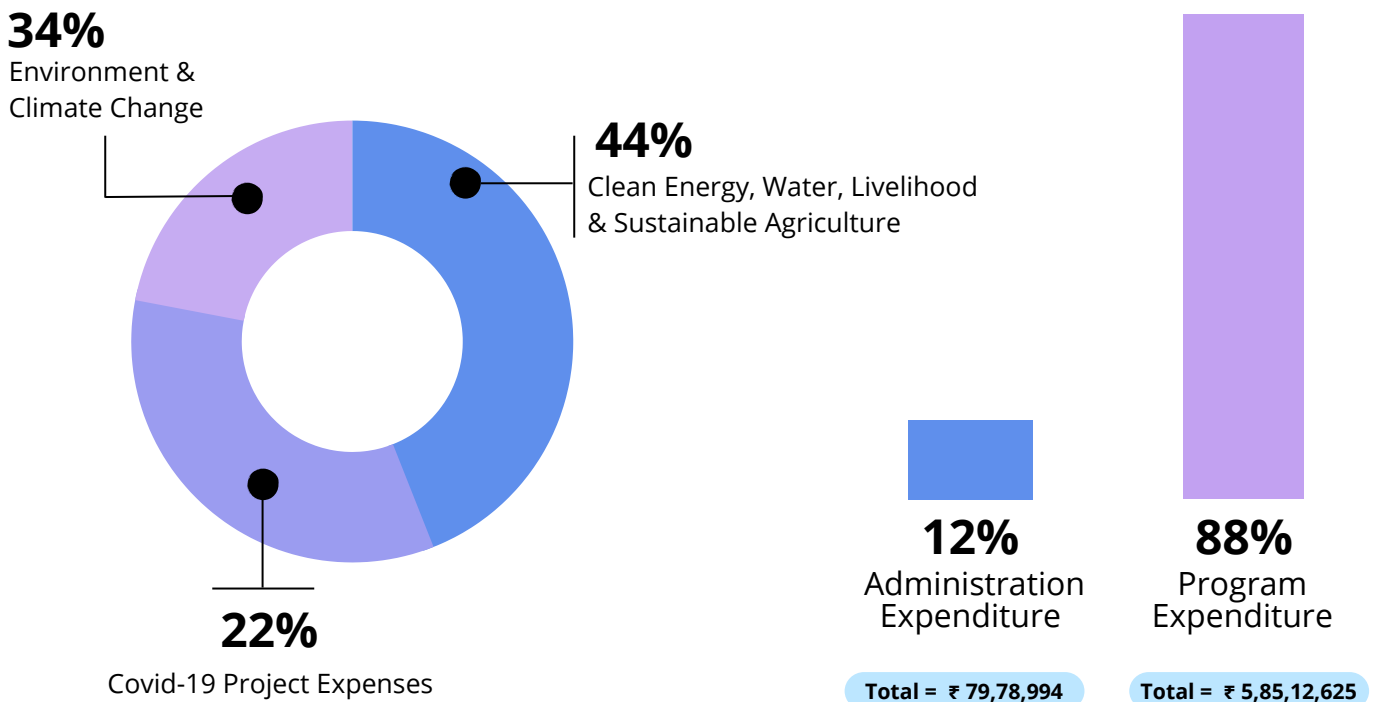
Financials

Fund Received



Total = ₹ 10,80,31,424

Fund Utilized



Total = ₹ 79,78,994

Total = ₹ 5,85,12,625

Total = ₹ 66,491,619

Our team is thankful to you for your support you have shown us for years. Thank you for showering all your love and encouragement - means a lot!

***With Love,
Team SwitchON, India***





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