



ANNUAL REPORT

2019 - 2020



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Walking towards Sustainable Development

In 2015, all the United Nations member states pledged to work towards ending poverty, protecting the planet and maintaining peace and prosperity by 2030. The Millennium Development Goals (MDG) handed over its baton to Sustainable Development Goals (SDG) after 15 years of ensuring global developmental standards.

We at the Environment Conservation Society (SwitchON Foundation) have always believed in the concept of sustainability. We have ensured through our work to create positive impact not only for our present generations but also the generations to come. Hence, on the 5th anniversary of SDG, we bring forth our story of **'Walking towards Sustainable Development'**.



Letter From The Director



Dear Wellwishers

I am pleased to present to you the 2019-2020 annual report of SwitchON Foundation, as we complete 12 years. In the past year, SwitchON Foundation undertook projects across multiple sectors, involving energy access, sustainable agriculture, tribal development and skilling - impacting rural livelihoods and conservation of natural resources. Some of our work has been groundbreaking, that includes setting up the co-entrepreneurship model with Farmer Producer companies, creating a guarantee fund for solar irrigation pumps and initiating Program SEWA working on strengthening the Energy, Water and Agriculture Nexus in East and North East India.

This yearly report put together expresses the synergistic approach we undertook, to achieve our goals - by keeping a holistic view towards finding solutions, to one of the biggest challenges in our time.

As I write this letter we are in the midst of one of the biggest challenges of our generation in COVID-19 outbreak, which is playing out in the background of a fast changing climate and inequitable world. All the fears that inspired us to start SwitchON Foundation in the previous decade are playing out right in front of our eyes. Our work has never been as important as it is now and we are committed to it with our hearts filled with compassion and humility.

But, I firmly believe that these critical times though throwing unprecedented levels of uncertainties, have simultaneously entrusted all of us to unite collectively on a global scale. SwitchON Foundation in this scenario shall strive to contribute in creating equitable and sustainable development benefiting all.

I really look forward to working with you in our collective mission.

Vinay Jaju



About The Organisation

Established in 2008, Environment Conservation Society (SwitchON Foundation) is a registered non governmental organisation dedicated to work towards equitable and sustainable development. Our journey commenced from a cycle ride undertaken by a handful of socially passionate youth in order to propagate the idea of environmental awareness across the youth and the marginal communities of the country. The seeds of ideas sowed in the journey laid the foundation for SwitchON's work. Over the past decade we have completed **multiple projects with bilateral organisations and government agencies, incubated 3 social enterprises, 5 farmer producer companies and over 500 micro enterprises** in pursuit of fulfilling our mission. We believe the heart of our country lies among its rural population which has a huge potential to grow. We have tried to harness this potential by promoting social enterprises and rural entrepreneurs by creating self-sustaining ecosystems that are ready to scale market led solutions to tackle some of the most pressing social issues of the day.

Over the years we have focussed on a multi-pronged approach to attain sustainable development. We have over a decade of experience in designing programmes to promote clean energy access , sustainable agribusiness, capacity building to enhance rural livelihoods and holistic wellbeing of the marginalised communities across Eastern India. We have also worked extensively across the urban sphere, especially in Kolkata to promote sustainable lifestyle and general well-being of the citizens.

SwitchON has worked extensively across Eastern India. Our reach ranges from West Bengal, Jharkhand Orissa to North East Indian states. In the past 12 years we have positively impacted more than 1 Million lives of people in these regions and reached out to more than 5000 villages.





Mission

Promoting sustainable livelihoods and addressing environmental challenges through innovative business models and technologies.



Vision

A Sustainable and Equitable India.

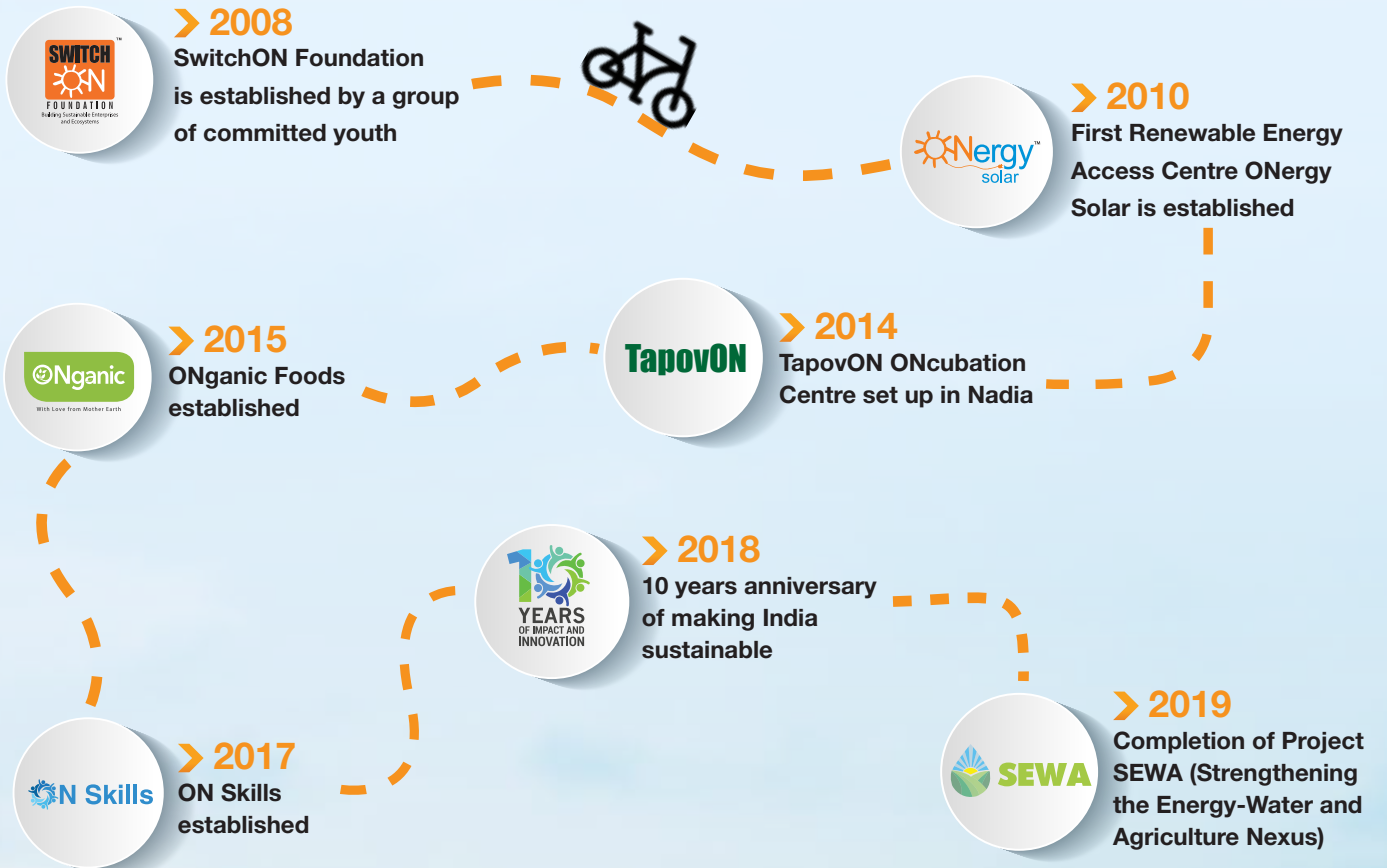


Goal

Create opportunities for 10 million underserved people by 2030.



Story so far



Impact Numbers



12
Years



9
States



3
Regions

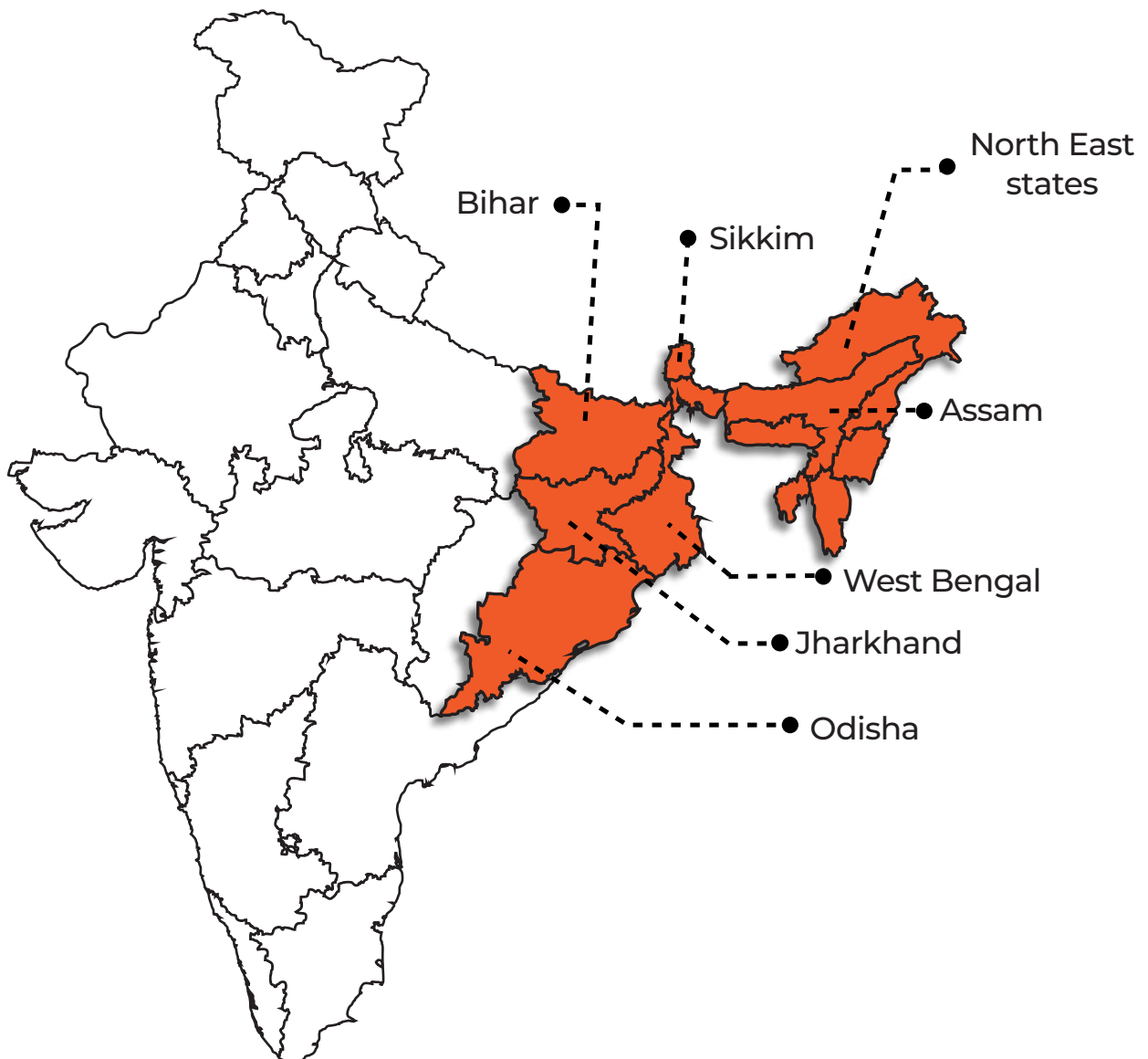


5,000
Villages

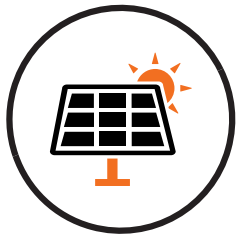


10,00,000
Lives Impacted

Areas of Work



Affiliations



Clean Energy Access Sector

- Empanelled NGO for Rural Area Energy Access Programme and Solar Based Rural Energy Access Work of “Ministry of New and Renewable Energy”
- Partner Non-Governmental Organization with “Global Alliance for Clean Cookstoves”
- Member of “Energy for All” Network and CLEAN Network



Agriculture & Livelihoods Sector

- Empanelled as a Resource Institute (RI) with Small Farmers’ Agri-Business Consortium (SFAC)
- Producer Organization Promoting Institute (POPI) with NABARD
- Knowledge Partners to Dept. of Agriculture Govt. of WB



Skills

- Training Provider with PMKVY, Utkarsh Bangla – PBSSD
- Affiliated to Skill Council Green Jobs, Retailers Association Skill Council, Agriculture Skill Council
- Registered Training Provider under NISE and DDUGKY



Empanelments

- Tata Institute of Social Sciences
- BSE Samman
- Guide star india transparency key
- CAF India



Awards



Indian Chamber of Commerce

SOCIAL IMPACT AWARD 2020
- ICC SOCIAL IMPACT AWARD



SOCIAL IMPACT AWARD
2018- SPJIMR CUMMINS



Ministry of
New and
Renewable
Energy



PACESETTER AWARD 2017
MNRE & US EMBASSY



SEED AWARD 2015
UNDP & UNEP

Key Projects



AGRICULTURE



SFAC
লঘু কৃষক
কৃষি ব্যাংক সংঘ



Government Of India



NATIONAL BANK FOR
AGRICULTURE AND RURAL
DEVELOPMENT

Promotion and Formation of FPO with SFAC, GOI and Department of Horticulture, Government of West Bengal

Promotion and Formation of FPO in Nadia, West Bengal with NABARD



Adaptation of Organic Villages in Nadia District of West Bengal by LUSH Foundation



Exploring the market Opportunities for Promotion of solar powered irrigation technologies in West Bengal with GIZ



ENERGY



Sustainable & Integrated Farming Solutions for Nadia & Howrah Farmers with GIZ-IGEN



Powering Agriculture-Community Based Solar Pump West Bengal with U.S Embassy-MNRE



Empowering Lives in East India with Good Energies



Piloting Clean Cooking Energy Access Programme in Sundarban of West Bengal with KPMG Advisory Service Private Limited



Smart Village in Bankura district of West Bengal with GE (CSR)



Capacity Building for Sustainable Access to Clean Energy in Eastern India with ETC Foundation

°CLIMATE GROUP

Access to Rural Energy in India:
Entrepreneurship of Solar Lights
in Odisha and West Bengal
with The Climate Group



Model Solar Village with CAF India



SKILLS



Suryamitra Solar Training- National
Institute of Solar Energy- Nadia district
of West Bengal with NISE



Skill Training Institute in North
24 parganas district of West Bengal
with PMKVY (Govt. Programme)



Short Term Training PBSSD



RPL Training PBSSD



CONSULTANCY

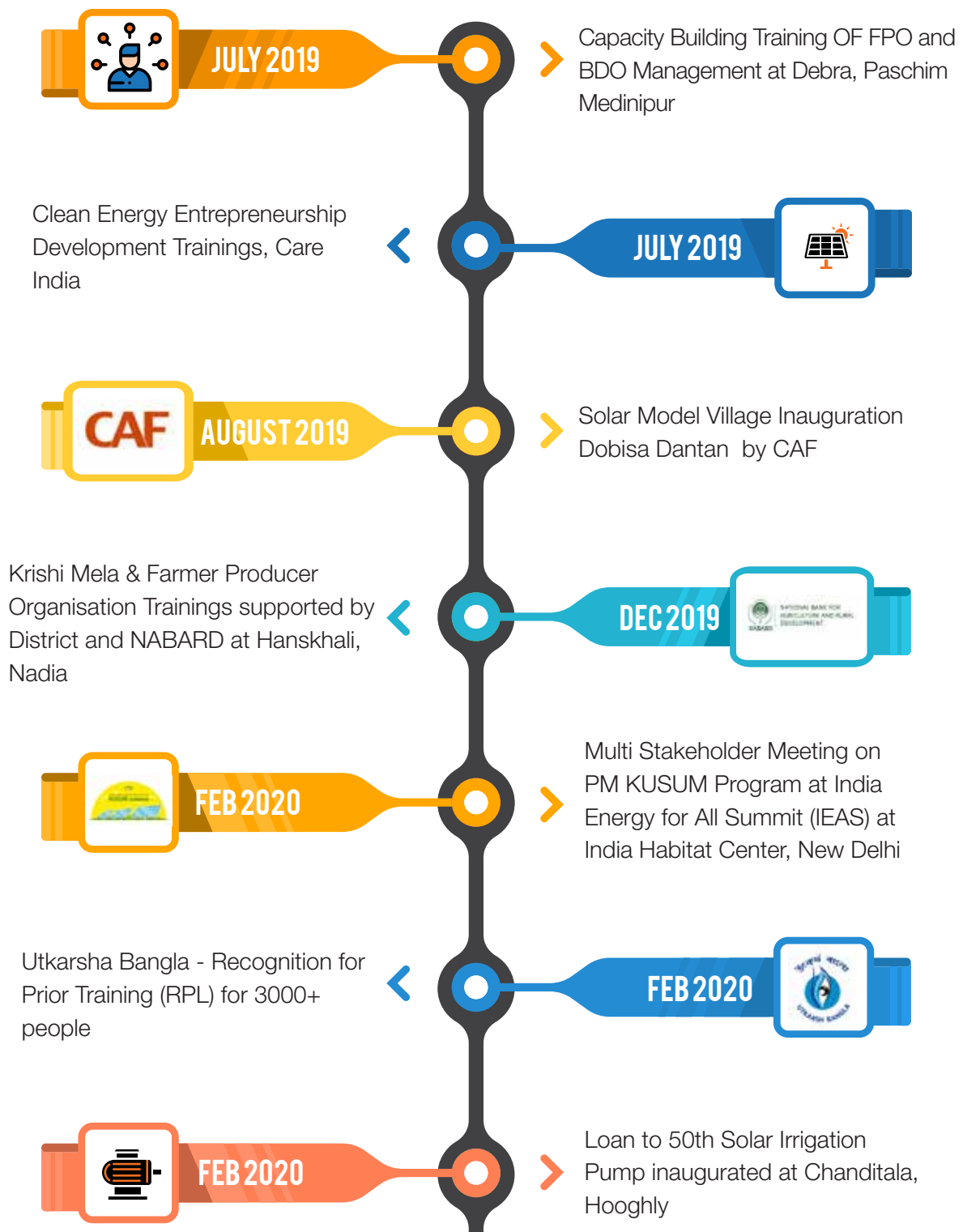


Odisha Tribal Empowerment and Livelihoods
Programme Plus with SC & ST Development
Department, Govt of Odisha



Energy Flagship Programme
in Madhya Pradesh with UN Women

Milestones Of The Year



Projects Undertaken

Guarantee for solar pump financing in Eastern India

Project Overview:

We believe in market driven demand for clean energy technology. In the present context the usage of solar energy technology is directly proportional about the awareness of its merits. To overcome this challenge, we partnered with Good Energies and Pacesetter Fund and developed an innovative First Loss Default Guarantee Model with RBL Bank and Axis Bank, which moved to close the financial access gap for solar pumps to 'unbankable' farmers. We provided training and awareness to both farmers and bank employees about the benefits of solar pumps both financially and ecologically and helped reduce the notion of 'risky investment' for clean energy technologies. With our intervention multiple farmers and groups lives were impacted positively.





SDG achieved:



Partners:

Good Energies Foundation , Indo - US Embassy Pacesetter Fund

Impact:

-  Increase in the income **680** farmers
-  **68** solar pumps installed
-  **2X** increase in income
-  Saving of **\$50 - \$100** per month from deduction in recurring expenses of diesel

Way Forward:

- Scale FLDG programmes across other banks in different regions and state of India
- Policy level advocacy to push for the government to roll out schemes and provide financial access towards solar irrigation technologies



Tribal Development

Project Name: Orissa Tribal Empowerment and Livelihoods Programme Plus

Project Overview:




Development of tribal communities across India has been on the priority list across the central and the state governments in India. Our association with OTELP Plus was targeted towards tribal development in Odisha incorporating economical and environmental sustainability as the core principle of the project. The main focus of the project was to improve livelihood through efficient natural resource management based on the principles of watershed management, sustainable agricultural practices and off farm/non farm enterprises development. We achieved this through constant capacity building of the community to undertake various livelihood initiatives such as horticulture, pisciculture, NTFP, poultry and cattle rearing, etc . We also created and utilised 3 major funds to uphold the basic rights and entitlement of the community.

SDG achieved:



Partners: SC and ST Development Department, Govt. of Odisha

Impact:

-  Number of families and individuals trained over the period - **10,125**
-  Total number of SHGs: **114**
-  Total savings: **26.5 lakhs**
-  Cumulative fund mobilisation: **77.2 lakhs**

Way Forward:

- Formulate FPC for Non Timber Forest Products (NTFPs) with Tribal Communities in Orissa
- We will upscale the enterprise model provide the communities with support for millet promotion and processing



FPO Promotion

Project Overview:





A major hindrance to farmer income, comes in terms of the lack of access to proper market linkages and value addition to their agricultural produce. The concept of Farmer Producer Companies (FPOs/FPCs) comes as a boon to marginal farmers and gives them the opportunity to form groups and become entrepreneurs of their own accord. In association with SFAC and NABARD we executed two major projects in setting up and promoting FPCs across West Bengal. The project involved firstly, to mobilise farmers into groups at the village level. Secondly, providing the groups with proper training to increase crop productivity through sustainable practices. Finally, facilitating market linkages and creating value addition to the produce especially flowers and cashew.

SDG achieved:



Partners: National Bank of Agriculture and Rural Development (NABARD)
Small Farmers Agri-business Consortium (SFAC), GOI and Dept of Horticulture

Impact:

-  Number of FPCs formed: **5**
-  Number of lives impacted: **12000+**
-  Increase in farmer income annually: **2 times**
-  Enhancing the entrepreneurship spirit among the farmers

Way Forward:

- Government of India had declared 10,000 FPO Promotion Programmes which will be beneficial in formation and scaling of new FPOs
- We plan to use this opportunity and scale our existing FPO Promotion across West Bengal and North Eastern states of India.

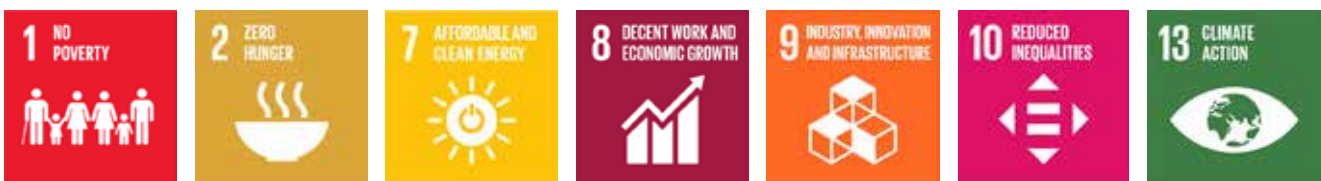


Clean Energy Cooking Access

Project Overview:

Use of fossil fuels for cooking purposes has been a major challenge across rural and urban India. To tackle this issue at the grassroot level, a shift is required towards cleaner energy cooking technology. In association with IGEN - Access, Anandadhara and KPMG we executed a project in Sundarban focussing not only to create demand, but also supply clean energy technology for cooking purposes through the women SHGs in the area. Our focus was to create a demand for the cookstoves in Sundarbans as well as create suppliers and service personnels from the community itself. For this purpose, we firstly analysed the market scale of the product in Sunderban, conducted training programmes , developed outreach strategies and assisted the saghas in their marketing of the products. This served as a three way solution to enhance use of cleaner energy for cooking, increase livelihood of women entrepreneurs

SDG achieved:



Partners: Initiative of Indo-German Energy programme Anandadhara, Government of West Bengal KPMG Advisory Service Private Limited

Impact:



Number of Sangha members trained : **40**



Number of people impacted through Awareness drives: **600**

Way Forward:

- Use of clean energy cooking technologies across India
- Create more women solar entrepreneurs

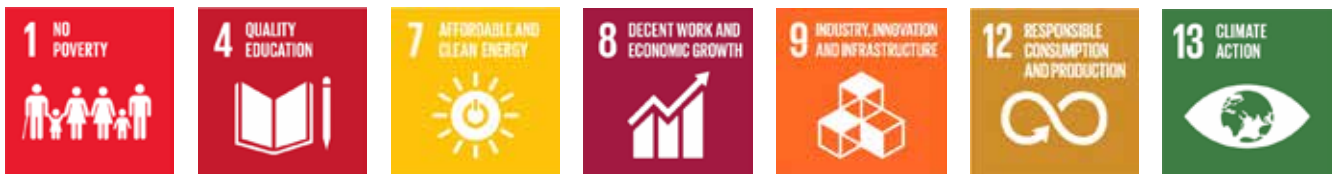


Model Solar Village

Project Overview:





We envision a world which runs on clean energy. To accomplish such a mammoth task, we decided to take the first step towards developing a clean energy ecosystem. In association with CAF India, a model village was created in the Paschim Medinipur district of West Bengal. The model village provided amenities such as ICT Centres, Micro solar grid powering all the households, clean drinking water, irrigation system and street lights through renewable energy sources in Dobisa village. We had also created a group of members elected for the role of managing the amenities provided, which further made this project, self -sustaining.

SDG achieved:



Partners: Charities Aid Foundation, india

Impact:

-  Training of **10** members in effectively managing solar powered equipments
-  Installation of **15** solar powered street lights
-  A microgrid of **5KW** was installed which catered electricity across 50 households in the village
-  Solar powered drinking water stations catering safe drinking water to all the households

Way Forward:

- Make more solar model villages across West Bengal and Orissa



Short Term Skill Training

Project Overview:

A major hindrance to India's vast reserve of workforce is skills. A majority of India's workforce consists of unskilled labour which decreases their income capability. To overcome this challenge, we organised several training programmes in coordination with Utkarsh Bangla, PMKVY and Suryamitra and provided short term training programmes on CCTV supervising, F&B Servicing, solar PV installation training and rooftop solar training. Post the training 75% of the candidates were absorbed into the industry.

SDG achieved:



Partners: Utkarsh Bangla, Government of West Bengal

Suryamitra - Pradhan Mantri Kaushal Vikas Yojna

National Institute of Solar Energy

Impact:



Total trained candidates are : **1584**



Total candidates placed in the industry of their training are: **1181**

Way Forward:

- Provide more short term training programmes on various new industrial skills



Recognition of Prior Learning (RPL) Training

Project Overview:

SwitchON recognises training is an integral aspect to enhance employability. We conducted RPL training programmes in association with Utkarsh Bangla to enhance knowledge of domestic workers and safai karamcharis across West Bengal so that they are better adept in the work they have been doing.

SDG achieved:



Partners: Utkarsh Bangla, Government of West Bengal

Impact:



Training of safai karamcharis: **1097**



Training of domestic workers: **2109**

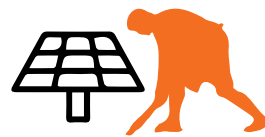
Way Forward:

- Provide more RPL trainings across various districts in West Bengal for better scaling of professionals in the industry

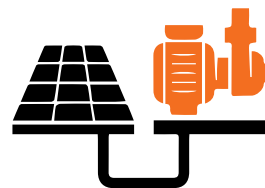
Innovation And Finance

It is in the belief system of our foundation that the key to thrive in any sphere is innovation. Since the past one decade we have worked on multiple projects which have innovative solutions to tackle the issues persisting in society. These ideas stem from our extensive field experience in the grassroot level. In the year 2018, we came up with an innovative solution to provide farmers with financial access to acquire solar pumps when NABARD abruptly rolled back their existing subsidy programme. This crisis gave rise to our financial innovation of creating the First Loss Default Guarantee Fund as a mutual guarantee for banks to provide loans for solar pumps to farmers. In order to comprehend the innovation we must understand the context for the rise of such a model and how this model has turned to be a boon for its beneficiaries.

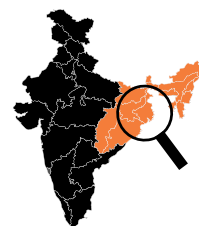
Eastern India has been blessed with a very fertile land. Hence, 80% of its rural population is involved in agriculture. But, to our dismay only 33% of the farmlands are irrigated which results in reduced production. Although the land which is irrigated, is done majorly through diesel pumps. There are major ecological and economical demerits to using them such as increased discharge of GHG and increase in expense through recurring diesel cost. To tackle both these issues the best alternative is using Solar powered pumps which is not only eco friendly but completely removes the recurring cost incurred by the farmer. But this clean energy technology has a market penetration of only 0.5 million in comparison to 900 million diesel powered pumps. A major reason for such an unequal distribution is lack of awareness among the farmers and the financial institution. The banks neither trust the viability of the technology nor the people availing the loans tagging them as 'risky investment'. We had two major challenges to address in order to promote sustainable agriculture, i.e, Lack of financial access and Lack of Awareness about the benefits of the product.



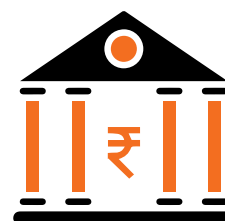
680
Farmers impacted



68
Solar Pumps installed



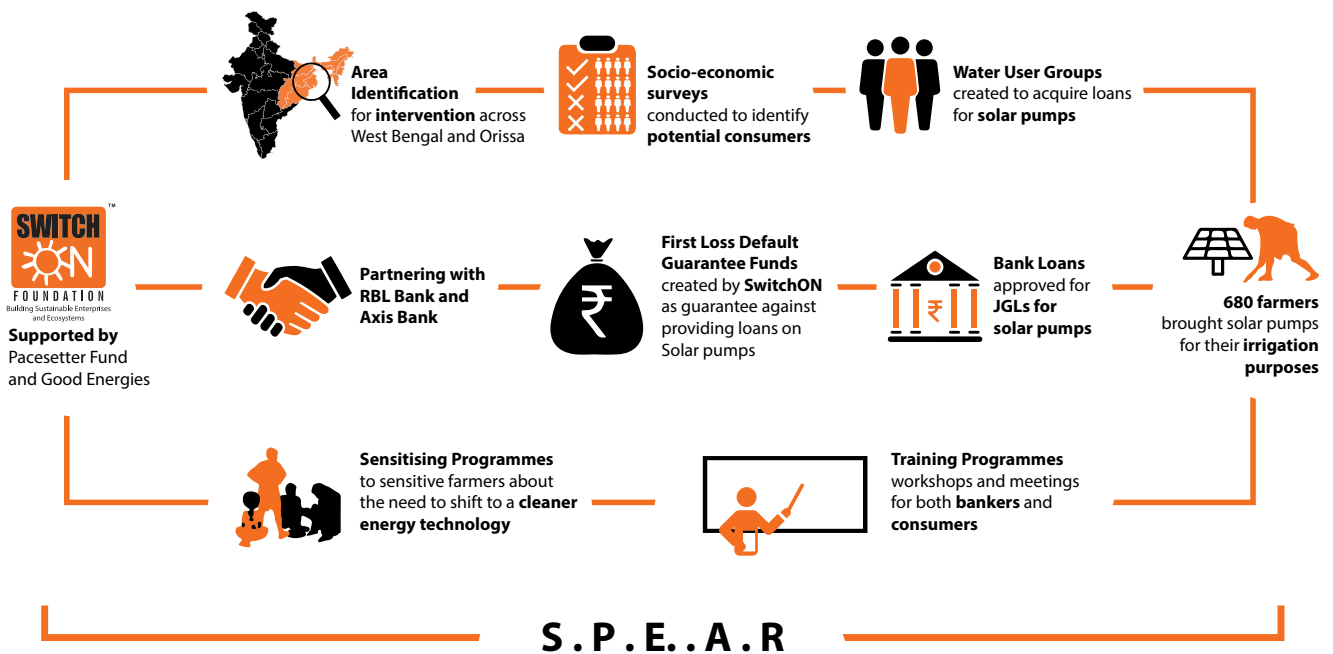
Innovation
of a new site
identification
tool



0
EMI defaults
from farmers

To address both the challenges we laid out an innovative plan. We set up a FLDG fund with support of Pacesetter Fund (US Embassy and Ministry of New and Renewable Energy, India) and partnered with RBL Bank to provide marginal farmers with loans for acquiring Solar Pumps. The FLDG was set up to de-risk the lending by commercial banks and allow the farmer to easily avail a loan for solar pumps at lower than market rates - which focussed on our first objective.

The initial process involved identifying the sites for the intervention. Once the areas were finalised, a baseline survey of 289 villages and 1880 socio-economic survey of farmers was conducted to identify potential consumers of solar pumps. Post identification - sensitisation programmes, exposure visits and meetings were conducted to aware both bank employees and farmers about solar pumping systems - which focussed on our second objective. The farmers who were keen on acquiring solar pumps, were clubbed into a Water User Group or Joint Liability Groups (JLG). Further, the FLDG funds were used as a guarantee for facilitating the loan for solar pumps. SwitchON Foundation constantly monitored the repayment of EMI from the JLGs. The process of implementation is carried out according to the SPEAR Model (Select, Propagate, Engage, Approve & Repay).



At the end of the project 68 WUG's / JLGs received loan for solar pumps from RBL bank which directly impacted 680 farmers positively. In the course of the project SwitchON also formulated an innovative formula for site selection, which has proved to be a very effective instrument for maximising output accordingly. There has been no default on the loan EMI's.

This financial innovation has paved its way for us to focus on solutions which can overcome the challenges of 'access' to finances. We have figured out that we can use similar models across varied technologies and socio-economic sections of the society which will not only impact the economy of the people but also have ecological and social benefits.

From The Field

1 Sowing the seeds of entrepreneurship

Tapan Sil, a 32 year old cashew farmer from Gharbeta, Paschim Medinipur was partially unemployed and the little yield of 7KG cashew was not enough to make his ends meet. SwitchON understood his woe and made him a part of a FPO. After his induction, the constant scientific updates from researchers helped him to enhance his agricultural produce. He went on to start his own FPO, called Matangini Cashew Agro Producer Company Limited where he handles the entire pipeline of cashew processing. He has also successfully included 45 of his fellow farmers in his venture and helped them to increase their income. Today Tapan sells 60-70KG cashew and has expanded his agricultural land by 15 bighas.



Impact:



Economic: 2X income



Social Impact: Respect & Recognition



Additional Impact: Scheme linkages of 45 farmers, Increase in production by 10 times

Beneficiary Quote:

"Before FPO, I was out of work and my cashew yield was limited to 7kgs. But today, I not only grow and process around 70 kg cashew, but also have given employment opportunities to 45 fellow farmers"

2 From marginal farmer to CEO

"If there is a will, there's a way". A proverb we have heard so many times but often failed to decipher its meaning. For Manindranath Samanta truer words were never spoken. He was an ordinary farmer whose aim was not only personal growth but all round development of his fellow farmers. When he heard about a Farmer Producer Company, he knew this was his chance. He joined and mobilised 200 farmers and introduced them with various government schemes to enhance their flower production. He has also helped 30 farmers to acquire machineries. Looking at his dedication and his networking skills, he was made the CEO of Lowada Flower Producer Company. He is a huge promoter of climate smart agriculture and personally uses micro irrigation mechanisms which have diversified his produce from just tuberose to snowball flowers.



Impact:



Economic: 2X Increase in income with a stable salary and additional income from flower produce



Increased economic and social benefit of 230 farmers through government scheme linkages.



Optimum recognition of his skills through a management position

Beneficiary Quote:

"I was a simple farmer who never believed in my ability as a coordinator. My involvement with the FPO has come as a boon in disguise and today I am the CEO and easily coordinate with all the stakeholders"

3 Crop Diversification with solar pump

Diesel Pumps had become a noose around the neck for 48 year old Paritosh Biswas from Hanskhali, Nadia. His agricultural land required irrigation but it came with a recurring cost of diesel. Additionally, he had to save up on this cost which meant lesser expanse of land getting irrigated and no chance of selling water. Solar Pump came as a boon for him. When we linked Paritosh with the FSSM scheme, he received a portable solar pump. Today, all his recurring cost for diesel has become nil and his expense is limited to paying the EMI of the pump. Once he clears the loan he will have the entire income to himself. He has also diversified his crop produce and uses the entire expanse of his land. The extra water which he does not require, he sells it off to his fellow farmers.



Impact:



Environmental: Reduction in use of **1500** liters of diesel/ year



Economic: Annual saving of **1,16,160 INR**



Social Impact: Improved Quality of Life



Additional Impact: Selling of extra water to the community

Beneficiary Quote:

“Solar Pump has been really important in lowering my recurring costs of diesel. Earlier I had to reduce my diesel usage but compensate through watering less amount of land. Now I can use water throughout my land”

4 From water buyer to solar water entrepreneur

Ganesh Biswas a resident of Pandua, Hooghly was facing difficulties due to his boring system which he used for irrigation. His previous experience with electric and diesel pumps was not successful to the extent that he had given up on finding a suitable pump which would help him irrigate the whole land of 12 Bighas. During an exposure visit conducted by SwitchON, he learnt about solar pumps and its benefit. He immediately acquired one and it became a step forward toward ending all his woes. Now, Ganesh does not buy water from other people to irrigate 4 bighas of his land but irrigates the whole land with the water pumped by his own solar pump. He has also started growing a variety seasonal crop. Earlier the monsoon was the only convenient time for him, now he gets enough water throughout the year. Ganesh keeps attending all our meetings to learn new things everytime which he can implement.



Impact:



Economic: **2X** income



Irrigation Expansion: From **4** bigha - **12** Bigha



Crops Diversification - Brinjal, Bottle gourd, German Turnip, Radish, Pointed Gourd

Beneficiary Quote:

“ I had to spend so much money just to buy water to irrigate my field. Now after installing solar pump, I not only irrigate my entire field but also sell the extra water for additional income”

5 Recognising his land of gold with the help of solar pump

The story of Sailen Ghosh is an ideal example of achieving the objective of our clean energy project with GIZ. Like many other farmers, Ghosh was using a diesel pump to irrigate his 29 bigha land, which he could not manage owing to its high recurring cost. He shifted to using a solar pump where he was able to irrigate his entire field. As fate turns out his land is very fertile and the water table is higher than many others in the vicinity. The extra water from the pump allowed him to sell it to his neighbours and earn extra income. The ADO had also visited his field and observing the success, ordered for 4 solar pumps. Sailen is now an active promoter of solar pumps and has been able to learn the technical maintenance of solar pumps as well.



Impact:



Optimised Impact - Water FIGs



Economic: At least **1.6X** increase



Social Impact: Selling of extra water to community

Beneficiary Quote:

“ I never knew the true potential of my land until I installed a solar pump. After installation my yield has grown manifold. Even the ADO came to my field and ordered 4 solar pumps for the village”

6 From jobless to respectable position

After completion of ITI course in Electronics 19 years old Rik Ghosh from Hanskhali, Nadia was struggling to bag a good job. As his father is a vegetable seller, there was instability in the income which made him seek jobs for a sustainable source of income. After several interviews he was losing hope. Then the OnSkills team approached Suryamitra Skill Development Training where the training helped him to hone his skills, and made him ready to be absorbed into the industry with a steady source of income. After completion of the course he was offered a job as a trainee associate under SwitchON Foundation. He is now relieved from his financial problems and earns 9800/- per month. With a stable source of earning he bought a cart for his father and invested some amount to develop his business. He is preparing to become an Eastern Railway Loco Pilot beside working for SwitchON Foundation.



Impact:



Earning: Increase in income from **0 - 9800** INR



Learning new skill which has high industry demand

Beneficiary Quote:

“I wholeheartedly thank SwitchON Foundation to re-install in me the confidence that I can work. I did not have an income but now I earn enough to support my family. I am also preparing to become a loco pilot in the Eastern Railways”

7 Achieving Dreams

Sumit Mukherjee, a 20 year skill development trainer had to give up on his dream of getting a job with consistent income. After graduating high school he joined his father in the agricultural field to support the family income. His condition made him almost give up on his dream until he was approached by PMKVY to get professional training. His course opened his door towards TapovON Pvt Ltd as a retail trainee associate. Now, he has worked so hard that he has successfully become a skill development trainer and trains youth like him to follow their dream



Impact:



Economic: Stable Income with significant increase



Increase in confidence



Better social condition

Beneficiary Quote:

“ Teaching people has never been in my wildest imagination. I just wanted a job. But, the skill training helped me not only bag a respectable job but with time I am now a skill development trainer.”

8 Maybe the next computer genius!

It is important to provide the right guidance to any children from a very tender age. In India, our economic and social conditions are the greatest barrier to success. 4 year old Biswajit, is one of those very interested and intelligent kids whose economic condition poses a great barrier in his education. His teachers are in constant praise of his talent and he has constantly stood up to their expectations by winning quiz competitions. But unfortunately his parents were unable to provide him with proper education materials owing to their financial condition. SwitchON started its ICT centre in Surpanagar, Bankura and Biswajit was one of the regular visitors. Now, he has gained considerable knowledge on computers and we hope he will continue to shine and make his village proud.



Impact:



Increase in Quality of Life



Increase in knowledge base

Beneficiary Quote:

“I am very interested in computers but my father cannot afford to buy one. SwitchON provided a computer in my village and now I can get to know all the things around the world. I will spend my life making new computers”

Employee Speak



Mahendra Mukherjee



Mahendra Mukherjee popularly known as Mohendra Da in the organisation, commenced his journey with us exactly a decade ago. An electrical engineer by training, Mohendra Da has been involved across all the vertices of the organisation. He had a rather interesting journey, starting as a RAC in-charge posted in Lakhikantapur back in 2010 to training entrepreneurs across all the districts in West Bengal by 2014. He has worked extensively in sales and the business aspect of ONergy, during that time. Since 2015, he has been conducting the solar training programmes for the organisation. His passion for the programme knows no bounds. On enquiring about the most memorable moment of his time with SwitchON, Mohendra Da walks down his memory lane to his first sales. Being trained as a technical professional, he did not have any experience in sales. But within a very few days, he managed to make his first sale for the company. He remembers this event fondly which still makes him smile. He tells us that his journey has been nothing short of a roller coaster ride, but everything is an experience and we have to tackle all the obstacles and maneuver through the journey called life.



Surajit Chakraborty is among the lucky ones who turned his passion into his profession. He always wanted to work for the marginal community and the farmers of the country. He equipped himself with knowledge in Geography during his undergraduate and Environmental Science during his Masters and then joined SwitchON to take a step further towards his goal. His initial days work as a field trainee in Paschim Medinipur involved mobilising farmers, creating awareness, Liaisoning with government officials and bank employees for an ongoing project. Now, he leads the energy initiative in the organisation which clearly exemplifies his journey and dedication towards his work. Surajit has worked on many projects related to agriculture, solar energy and Farmer Producer Company, the experience from which he uses now to bring innovative ideas on the table for new projects. When asked about the most memorable moment for him in the organisation, he recalls the award he received in 2018 for 'Driving Organisational Value' which encouraged him and assured that his work is appreciated by everyone in the organisation. Surajit staunchly believes in maintaining a healthy relationship across the organisation from the field team to the team working from office which makes him a popular figure in the organisation.



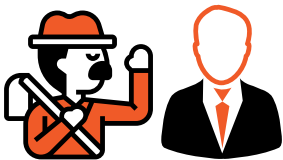
Surajit Chakraborty

Envisioning The Future

Future is always unpredictable, but envisioning the future is something we, Human Beings, have mastered since time eternity. We have strived everyday to make our figment of imaginations come to life. At SwitchON Foundation, we have envisioned a sustainable and equitable India. This has been our driving force since the past one decade. We have treated our achievements as milestones on the road to Sustainable Development. Every single day we take a step further towards it and hence we believe in the words of Swami Vivekananda 'Arise awake and stop not till your goal is reached. In 2019 we crossed more milestones than we could imagine, and in the coming years we believe we will pace ourselves further. In this context we would like to share some of our visions for the coming year with everyone.



Project ZINDAGI (Zero Interest Indian Grameen Incubation): Our Indian grams (villages) are a hub of potential entrepreneurs who can reach greater heights with a single push. SwitchON has decided to provide the helping hand. We will incubate rural entrepreneurs who are eager to launch their own project and provide them with the seed money required without interest. This will help them get over the initial hurdle of acquiring capital through loans at over the top interest rates.



Co-entrepreneurship: In our extensive experience in working in Rural India specifically in Eastern India, we have come to realise there is an urgent requirement for 'co-entrepreneurship'. In the last year we have worked towards unlocking finance for solar pumps and setting up Farmer Producer Companies. But, we do not want to stop there. Our vision is to work with the farmers and the FPOs as co-entrepreneurs and together help them cross all the obstacles they have been facing as partners.

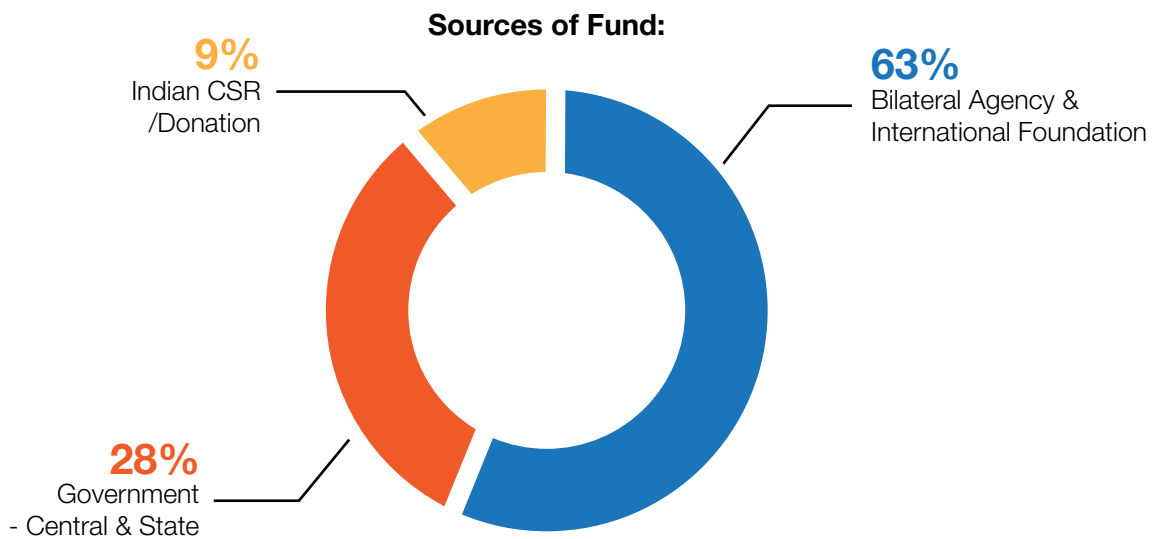


SEWA (Strengthening Energy Water Agriculture nexus): In 2018, we started Project SEWA with the sole purpose of strengthening the Energy, Water and Agricultural nexus which we believe is the key to sustainable development. We have undertaken many projects under this head to reach our objective. In the coming years we envisage a lot more work being done under this project.



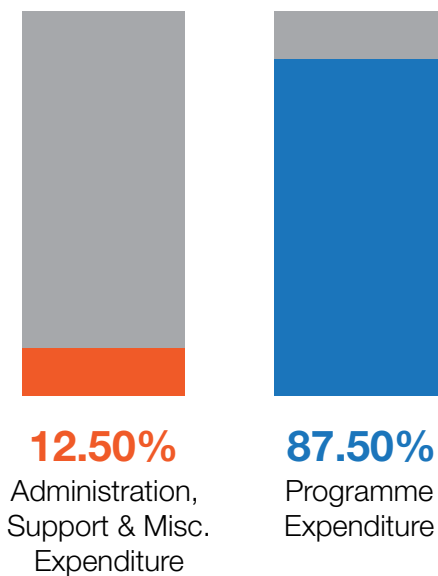
Clean Air Network: An integral aspect of human development is well being. In today's fast paced life coupled with environmental degradation, well being seems more like a distant reality. In this regard we took a step towards it. We had initiated the Kolkata Clean Air Network, which is now a group of volunteers who believes in the sustainability of a city. In the years ahead we are focussing on scaling this campaign across many other cities.

Financials



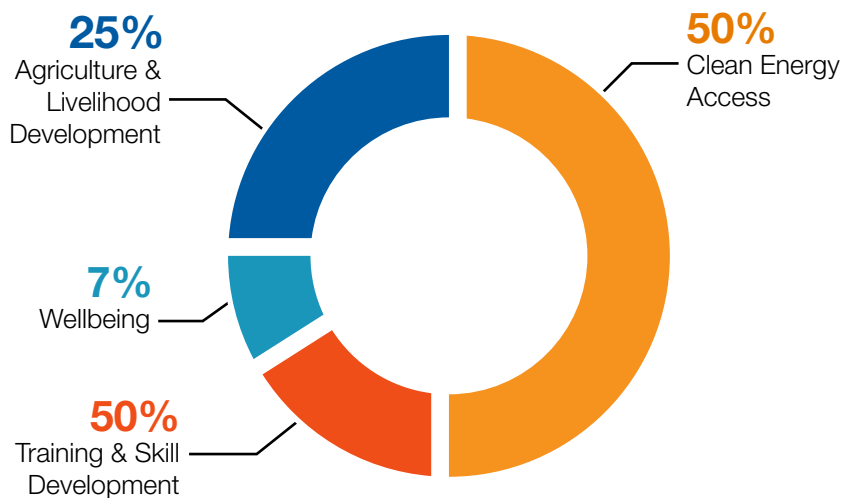
Total Amount - ₹ 3,80,09,011/-

Total Expenditure:



Total Amount - ₹ 1,90,54,910/-

Programme Expenditure:



Total Amount - ₹ 1,66,72,281/-

Team Members



Governor Board and Board of Advisors

Advisor

Ekta Kothari

Head of Operation

Vinay Jaju



Agriculture Livelihood Development-

Abjal Khan

Sompurna Mondal

Rahul Ghosh

Debayan Mitra

Arpan Polley

Souvik Marik

Ashim Kumar Kundu

Amalesh Maity



Communications:

Abhishek Chatterjee

Ankita Chowdhury



Finance and Admin:

Santu Mondal

Rajib Chakraborty

Arpita Poddar

Rudra Prasad Mistri



Energy Access Division:

Surajit Chakraborty

Subhankar Mallick

Himanish Banerjee

Goutam Sutradhar

Sourabh Mukherjee

Shyamal Banerjee

Barun Kumar Jana

Manas Patra

Utpal Bar

Mahasweta Chakraborty

Mritunjoy Sheel

Ombikash Sahoo



Wellbeing Division:

Megha Chakraborty



Skills division:

Pial Banerjee

Mahendra Nath Mukherjee



Partners

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 **Govt Of West Bengal**

 **उत्कर्ष बांग्ला**
UTKARSH BANGLA
 PBSSD

 **NISE**
 National Institute of Solar Energy

 **A.S.L.C.**
 After School Learning Center

CAF **UN WOMEN**
 United Nations Entity for Gender Equality
 and the Empowerment of Women

 **N·S·D·C**
 National Skill Development Corporation

 **UNITED STATES OF AMERICA**
 MISSION UGANDA



Environment Conservation Society

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Odisha: Keonjhar, Bhubaneswar

Jharkhand: Ranchi