



ANNUAL REPORT

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LETTER FROM THE MANAGING DIRECTOR



Dear Friend in Service

This year has been purposeful and has seen significant scaling of impact. It's the time of the year we look back and reflect on our journey together.

It's been about a year since I have taken fulltime charge at SwitchON after co-founding it in 2008. SwitchON has emerged as a social enterprise and initiative builder, and the 10 years of service has led to formation of multiple award winning social ventures, farmer run companies and rural enterprises – a short film of the same can be found at www.bit.ly/ON-10.

In the last one year, SwitchON has taken up some really important initiatives such as

- 1) Doubling farmer doubling of income within 1 year by promoting solar water entrepreneurs by unlocking finance for solar water pumps
- 2) Training and incubating women entrepreneurs in setting up business required for tomorrow.
- 3) Seeding the start of a citizen network working on issues such as air pollution, transport, waste and water in Kolkata.

I am really looking forward to these projects scale and our team of foot soldiers, researchers, trainers and experts are resolute in their efforts to reach one step closer to our dream of a sustainable and equitable India. I feel a lot of gratitude - for the love and support we have received over the years and I'm grateful to everyone who has been on this journey with us so far.

Thanks again.

Vinay Jaju
Managing director

OVERVIEW



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OUR STORY



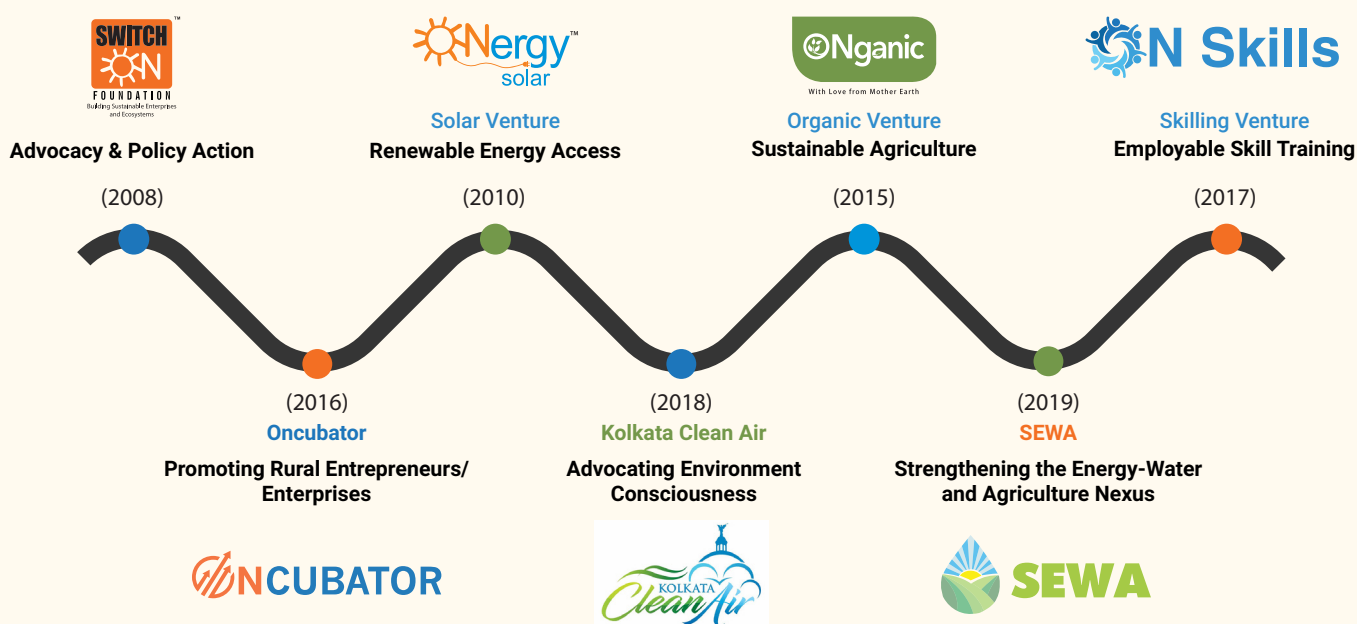
SwitchON began in the year 2008 to promote ecologically sustainable and equitable growth. Advocating a holistic perspective in building a sustainable and equitable society, SwitchON has emerged as a social enterprise builderhas incubated three interrelated social enterprises — ONergy Solar, ONganic Foods and ONSkills. At the heart of the conception of SwitchON, is promoting social enterprises / initiatives and rural entrepreneurs by setting up self-sustained ecosystems that are ready to **scale market led solutions** to create large scale impact to some of the most pressing issues of today's

We have established ourselves a decade designing programs that promote clean energy access, sustainable agri-businesses and building ecosystems and doing capacity building of micro enterprises to ensure livelihoods and wellbeing of the underserved communities.

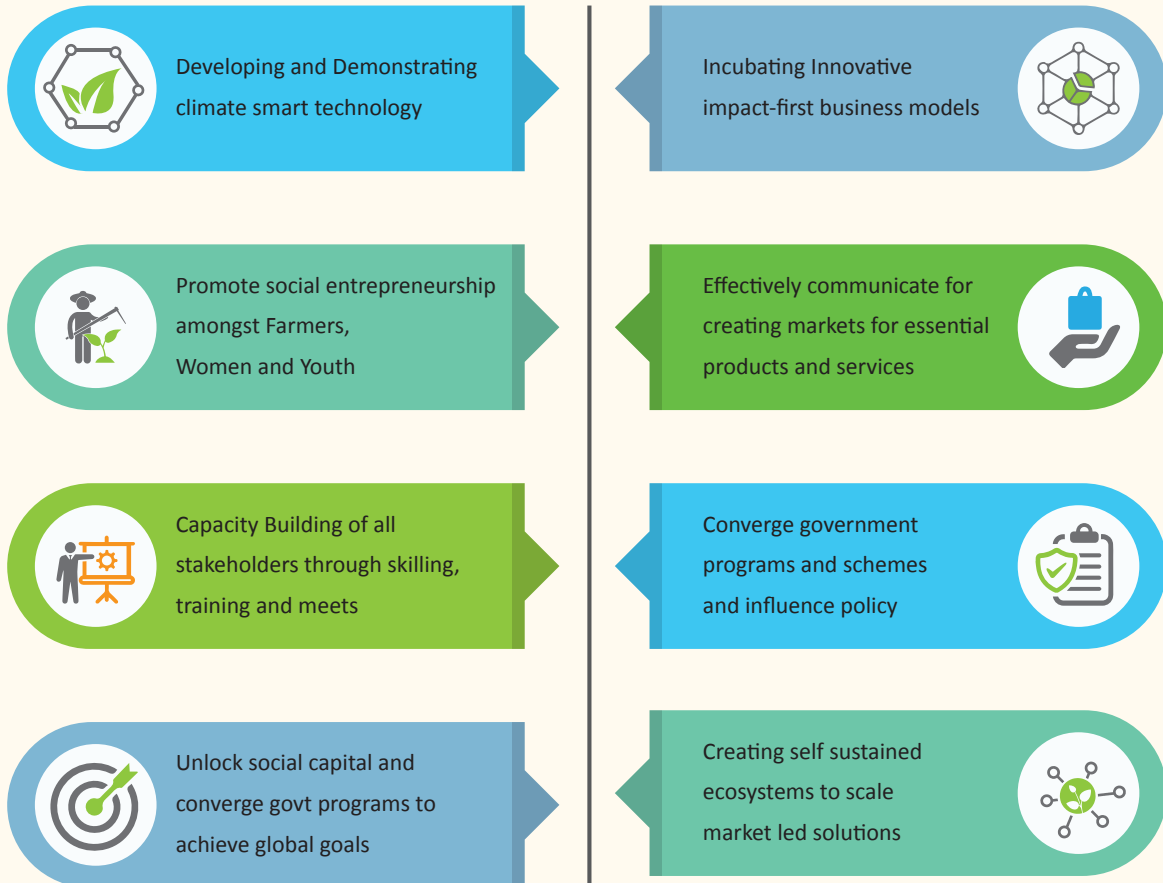
ONergy Solar continues to deliver solutions on access to solar power through installations and state of the art solar energy harvesting techniques to villages in rural West Bengal. We intervened to support rural livelihoods, in particular agribusiness. As an extension of the idea of sustainable ecosystems, **ONganic** was conceived in 2015 to support and reinvent the agribusiness in parts of east India which had slowed down due to chemical agriculture. Interventions were made to help support the shift from chemical laden agriculture to organic farming. The idea was to create market linkages for the farmed produce. Today they have set up multiple farmer producer organizations impacting over 5000 farmers directly. **ONSkills** was primarily set up to provide training and support for clean energy related livelihoods and for incubating clean energy entrepreneurs. Over the years it has broadened the gamut of areas in which it provides training for skills. One of the flagship projects undertaken by On Skills is the ongoing Suryamitra Skill Development Program (Solar PV Installation) which was first started in 2016 in Nadia in West Bengal.

The mantra at SwitchON has always been hands-on, grounded work, with a nuanced and clear plan of action that looks to solve problems and develop innovative and holistic frameworks for sustainable and equitable growth. We have been working consistently to reach milestones not only in the area of clean and renewable energy but also with regard to holistic environment sustainability. We aim to reach out and impact 10 million lives by the year 2030 through various programs and micro-enterprises that will advance the goals of sustainable development.

A TIMELINE OF ON CONGLOMERATE



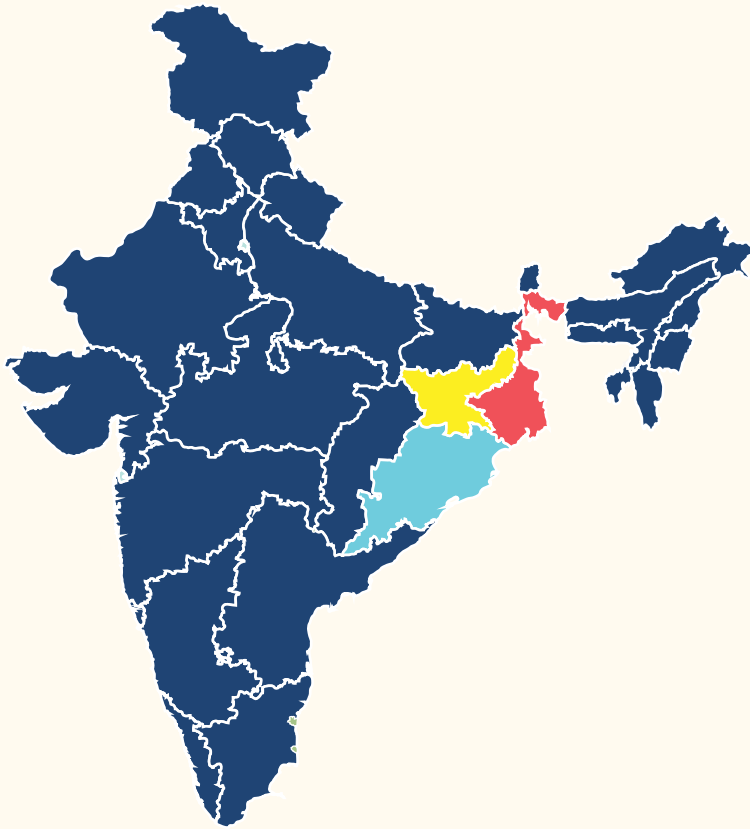
KEY STRENGTH AREAS



In the last 10 years, our past and ongoing programs have impacted multiple Sustainable Development Goals.



AREAS AND LIVES IMPACTED BY ON CONGLOMERATE



Operating Districts:

- Odisha - 18
- West Bengal - 23
- Jharkhand - 11

1 MILLION +

5000+
Villages Covered

5000+
Individuals Skilled

1000+
Organic farmers

100+
Micro
Enterprises

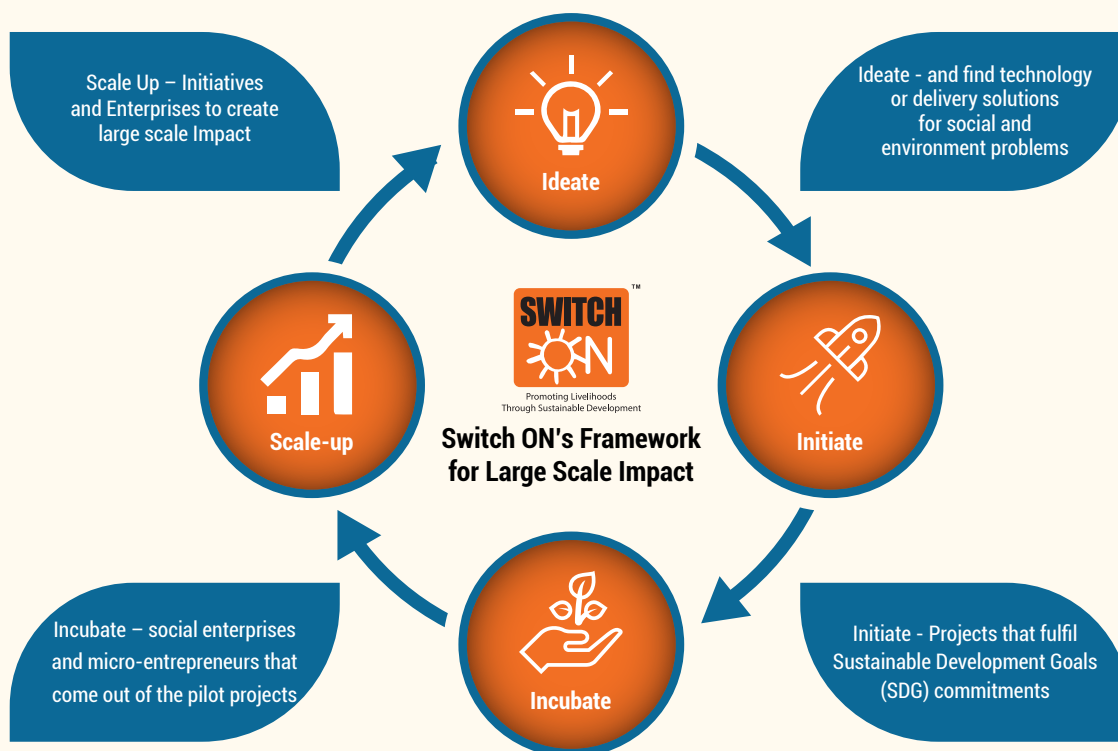
30+
Village Development
Committees

30,000
tonnes Carbon
Emissions Saved

HOW WE CONCEPTUALISE AND EFFECT SOCIAL CHANGE

The guiding philosophy at Switch ON is holistic growth by building strong self-sustained eco-systems which pivot themselves on environment sustainability, clean energy, innovations in agribusiness, creation of sustainable livelihoods, capacity building and designing projects for building sustainable communities.

We have adopted a four pronged approach which can be summed up as the **triple I-S model; Ideate, Initiate, Incubate and Scale up**. Our ongoing projects cater to this fundamental framework of the triple IS which can be conceived as an integrated nexus of growth. It is the unique focus on innovation, incubation and subsequently scaling up of diverse micro-enterprises that distinguishes our strategy and makes it effective in achieving large scale impact.



One of the best instances of such focus can be seen in the setting up of a solar powered cold storage that led to the promotion of a farmer producer company and eventually formation of ONganic Foods to promote the produce of small farmers.

The need to control food waste and increase income of small farmers motivated us to setup a solar powered cold storage at the farm gate in Nadia, West Bengal. In order to collectivize the produce of small farmers, a farmer producer company was promoted so that farmers could store their produce and get steady success of the project. For farmers to switch to organic and sustainable agriculture cultivation, an assured market was required. To find markets for small holder farmers growing organically, Switch ON promoted ONganic foods. As a part of this enterprise a seed to shelf ecosystem was created, this has included value addition, market linkages, better crop management practices, reducing losses, tapping high value markets and introducing sustainable farming practices -all of which have led to doubling up of the farmer's income.

One of the niche projects that give a clear insight into our blueprint for initiating social change is the solar water entrepreneur model promoted in West Bengal and Odisha, that was launched in 2017 in partnership with Good Energies Foundation and Pacesetter award (US Embassy and Ministry of New and Renewable Energy).


It is well understood that irrigation facilities available to farmers, is far from adequate in East India and often with diesel - which is both expensive and polluting. Water scarcity is a critical constraint to farming and livelihoods of millions of people. Solar irrigation has emerged as one of the most technically and commercially viable product for productive use. But still farmers were not able to access loans as banks found them to be “unbankable” for a “risky technology” because of lack of exposure. Switch ON started by demonstrating the technology with support from NABARD and GIZ and Innovative business models and technological interventions were tested in low income states of east India to address the challenges of solar irrigation to identify successful model(s) for its scale up.

After creating enough interest amongst stakeholders, SwitchON setup a First loss default guarantee with RBL bank and Axis bank - which effectively brought small farmers keen to to adopt solar irrigation consumers under financing, leading to a scale up in the targets. This financial innovation and ecosystem creation was coupled with technological innovations.

SwitchON provides hand holding and aids with incubating potential models that are self-reliant, sustainable and environmentally friendly. By doing this we look to scale up the process.



SUMMARY OF PROJECTS IN THE ANNUAL YEAR 2018-2019



Renewable Energy Access


Setting up Solar Powered Model Villages

Deploy solar irrigation by Incubating innovative technology and Financing

Solar Model Village with CAF India

Portable Solar Pump study with KPMG and GIZ

Promoting Solar Irrigation Pump with Good Energies Foundation and Pacesetter Award




Agriculture / Livelihood

Promotion of Farmers Producers Organization Promotion

Sustainable Agri-ecosystem Development

FPO Promotion with Small Farmers Agribusiness Consortium(SFAC) and NABARD

Developing Clean cookstove women Entrepreneurs with KPMG , GIZ and GoWB

Promoting Livelihood activities with Primitaivetrivals with OTELP ,GoO




Skilling/ Education

Delivering Government / CSR sponsored Skill Trainings

Imparting Employable Skills

Suryamitra Skill Development Program (Solar PV Installation) with NISE

Employment skilling program with Multiple Trades under UtkarshBangla &PMKVY

RPL program Safai Karmachari Training with NSKDFC and SCGJ

After School Learning Programme



HIGHLIGHTS 2018-2019

Climate Smart Villages

As part of our vision, we have achieved the formulation and implementation of solar model villages and model organic village. During the course of last year, with support from Lush Foundation and NABARD we worked with a community of farmers having small land holdings in the Nadia District of West Bengal. Today, nearly 219 farmers have been converted from chemical laden farming to organic farming. Community experts who were mobilised within the area now support the organic farming community on a regular basis seeking to scale up their sustainable agriculture practice practice.

Together with Charities Aid Foundation (CAF India) and Symantec we developed a model solar village in Dobisha Village, West Medinipur. Through this project, Switch ON was able to address energy issues of underserved communities in the village. The smart solar village model sought to serve as an integrated platform for sustainable development encompassing solar energy for homes (electricity smart micro grid and drinking water), farms (irrigation), and communities (ICT Centre and street lighting).



Introduce innovative sustainable technologies and Practices



Promote local entrepreneurs and Train communities on use and application



Improve quality of life and wellbeing of community





Integrated Programs for Development: Farming and Non-Farming

SwitchON promoted 4nos Farmers Producer Organization (FPO) in West Medinipur, Howrah and North 24 Paragans of West Bengal. We mobilized small and marginal farmers in groups to build a company that is owned and managed by small farmers. This initiative has been supporting small and marginal producers to collectively address many challenges of agriculture and its associated chains of demand and supply. The small farmers are connected with government programs / schemes and better markets.

Additionally, Switch ON as part of the Odisha Tribal Empowerment and Livelihoods Programme, under the aegis of the Government of Odisha conducted programs to enhance the living conditions and reduce acute poverty through improving livelihood practices through non timber forest products and agriculture and animal husbandry, building institutions, and securing their food and nutrition through healthcare interventions. This project continues to play a crucial role in enhancing the living conditions and reduced acute poverty of the target beneficiaries, in Banspal block of Keonjhar District, Odisha.



Convergence with government programs and schemes



Capacity building of small farmers and tribal communities



Promote income generation practices and provide access to markets

Training and Capacity Building of Entrepreneurial Training

From its multiple years of starting/building enterprises and supporting entrepreneurship, Switch ON developed an entrepreneurship training package and business facilitation guide for rural entrepreneurs.

During the year SwitchON training the Energy Access Entrepreneurs which was initiated in partnership with GIZ and KPMG. As a part of this training Switch ON has taken the initiative to engage local rural SHG women of 3 blocks of South 24 Parganas to generate demand for clean cook stove. This initiative addresses major challenges which are faced by women entrepreneurs in the clean cooking sector. The project is distinct in character as it combines promotion of clean energy in cooking with entrepreneurship among rural women.

Further to this, Switch ON has focussed on skill development and on training individuals as entrepreneurs through various other initiatives such as, Suryamitra Skill Development Program (Solar PV Installation) in Nadia, West Bengal. Information Technology Enabled Services (ITEs), Retail, Security, Food & Beverage service, Soft Skill training in North 24 Parganas, Nadia, Howrah, Bankura, Murshidabad, Birbhum of West Bengal under the Paschim Banga Society for Skill Development. It has also initiated training in soft skills with retail and tours and travels under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY).



Training and Incubating rural entrepreneurs



Creating an ecosystem for micro enterprises



Creating market through effective communication



Linking consumers and finance for business development





Creating Solar Water Entrepreneurs

Switch ON facilitated 50 solar pump installations for farmers by setting up the First Loss Default Guarantee (FLDG) fund with two banks— RBL bank and Axis bank. The First loss default guarantee is able to de-risk the investment and commercial banks are able to fund solar pumps at lower than market rates, to small farmers who are otherwise considered “unbankable” for technology which is considered “risky”.

Since many bank branches are not able to cater to remote areas where agriculture is practiced, Switch ON signed a business correspondence agreement with RBL bank through this agreement, we have been given full responsibility to collect documents for loan sanction, undertake formalities of loan processing after installation, and loan collections from the farmers. This process has given access to finance even to the remotest farmers.



First Loss Default Guarantee to unlock loans for solar irrigation



Doubling small farming income within one year



Deploying climate smart agriculture technology



Taking up a business correspondent agreement to reach remote farmers

BENEFICIARY SPEAKS

Tapan Kumar Sil,
Cashew cultivating Farmer,
Board of Director, Matangani Cashew Agro
Producer Company Limited,
Garbeta, West Medinipur, West Bengal.
FPO promotion under Small Farmers Agribusiness Consortium

I am so grateful to Switch ON and SFAC for introducing us to the concept of Farmer Producer Organisations. The formation of FPO was such a crucial step for us. With their support and continual guidance we were able to form a Cashew FPO in Garhbeta block. We were struggling in the cultivation of cashew nuts due to the high cost of the seedlings. But now with proper training and management of the nursery we are succeeding. Today, an increasing number of farmers are willing to join our FPO because of the success.



Shri Ramesh Biswas
Solar Water Entrepreneur
Block – Hanskhali of Nadia district
Solar Pump installation for irrigation of land

After the installation of the solar pump, I have seen that my income increased by 207% approximately - from the sale of additional water, growth of an extra crop and higher crop harvest from reliable water output. The additional income is sufficient for payment of the monthly EMI and further investing in agriculture and family welfare. Therefore, it has become a very useful for developing my income structure. Me and my wife both have enhanced social status by using solar pump and adopted diversified cropping practices. Both of us have opened a monthly joint bank account with and continue savings for future security of family. Also, I have adopted integrated fish farming in my own pond. Presently, we are planning to purchase a new land in near future.



Sima Das Taria
Improved Cook-stove manufacture
Canning, South 24 Parganas, Block- Goshaba

I used to be very happy to work with women group for income generation. I involved 30 women for improved cook-stove installation. In that case, we used to visit different houses and convinced families regarding the importance of improved cook-stove. Approximate 50 cook-stoves we developed only in 2months. My family supported me to work as an entrepreneur. This project supported me to identify myself. Thus, I want to be part of this project and want to continue the journey with Switch On.

Kuntal Srimani
Suriyamitra Training completed in 2018-19
Working at-Ganpati solar
Remuneration-10,000/-
Designation- Supervisor

I am very grateful to Switch On that I have got the opportunity to work in the institute and they have developed my capability for getting a job. My family is also very happy for my career growth. I have been appointed as a technician in only 6000/- but based on my performance I have got the promotion and became the supervisor of the company; I feel proud when I train fresher candidates of the company. I want to learn more and want to be succeed in life.



STRATEGIC PARTNERSHIPS AND PLANS FOR THE FUTURE

With regard to supporting and scaling up of micro enterprises, we look forward to continue collaborating with our existing partners and look forward to working with new partners in the future. One of the key agendas in the coming year is partnering for climate action and conserving natural resources such as water and soil. We will continue to promote women and youth entrepreneurs and farmer producer companies along with efficient irrigation systems, focus on areas that mitigate the risk of climate impacts through climate smart model villages that work on our innovative business model, and explore working on integrated systems that will collectively address runaway climate change and meeting Sustainable Development Goals.

In the coming year, we will introduce a Program SEWA - Strengthening the Energy - Water - Agriculture (SEWA) Nexus in East India. The program will promote solar powered efficient irrigation coupled with water conservation. Farmers will be encouraged to take up regenerative agriculture practices in combination with climate smart technologies, while generating demand for sustainable foods. The program will demonstrate proof of concepts in diverse agro climatic zones of East India and subsequently scale-up successful business models. This will become an open development site for learning of market players, farmers, financiers and influencing policy - not just in India but across the globe.





Program SEWA - Strengthening the Energy - Water - Agriculture (SEWA) Nexus in East India. The Energy - Water - Agriculture / Food Security Nexus is key to sustainable development . The project will address - the threat of climate change, depleting groundwater and degradation of soil, which have both become the biggest threat to rural livelihoods and food security.

Program SEWA Goal:



Reduce GHG Emission -

by replacing diesel pumps with solar pumps coupled with micro irrigation and carbon sequestration practices



Conserve natural resources -

Soil and Water by groundwater recharge, water harvesting and increasing carbonic content of soil



Access to climate-smart technology -

To provide access to modern clean energy and, matched with finance - and in convergence with government programs,

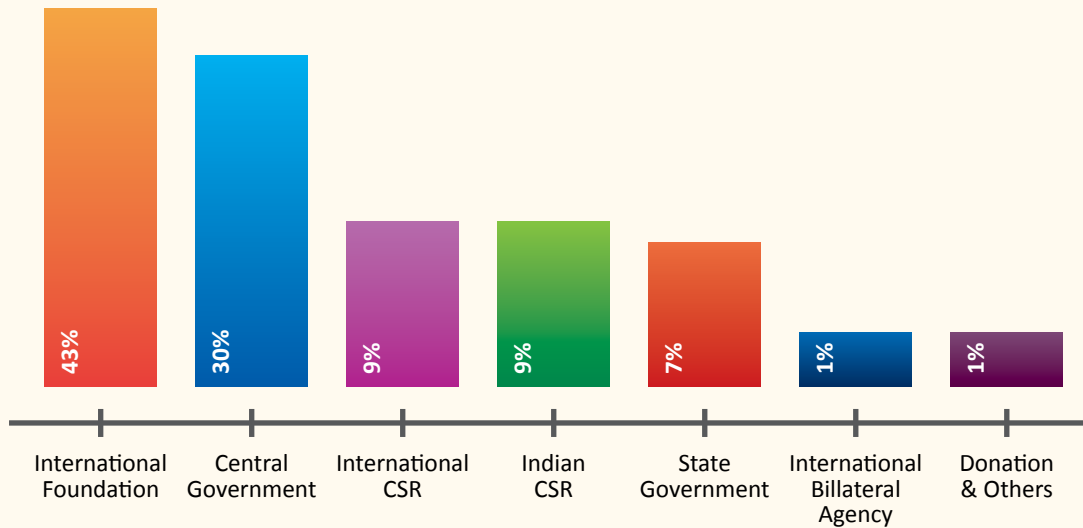


Double Farm income -

To help marginal farmers adopt conservative agriculture practices and enhance their quality of life.

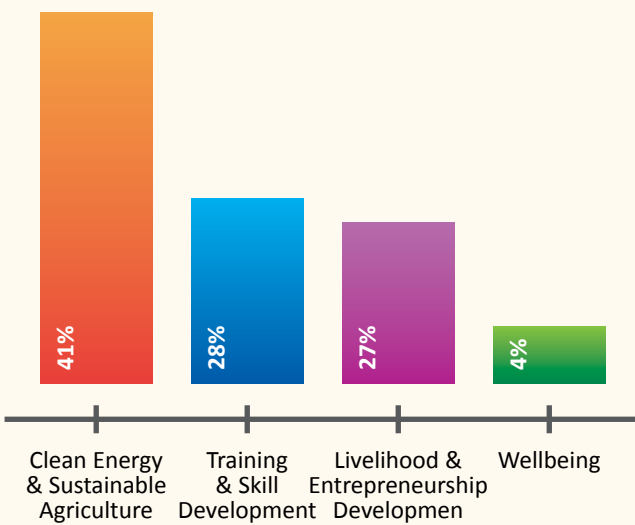
ENVIRONMENT CONSERVATION SOCIETY FINANCIALS

Sources of Fund:



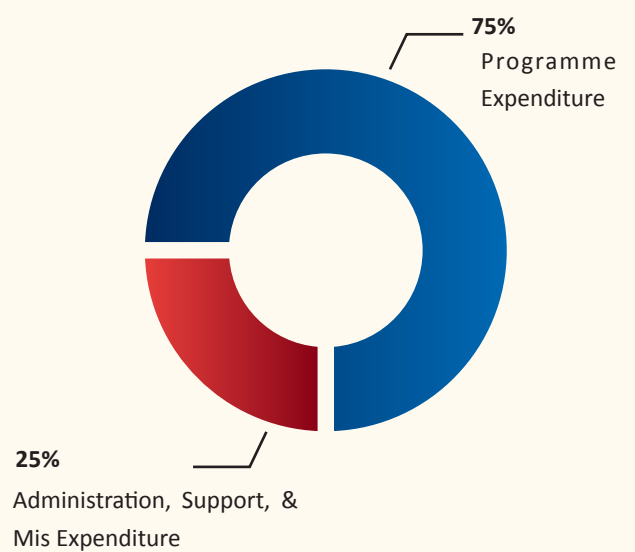
Total Amount - ₹ 3,72,59,447/-

Programme Expenditure:



Total Amount - ₹ 2,43,05,957

Activity Wise Expenditure:



Total Amount - ₹ 3,26,15,387

LIST OF CURRENT PARTNERS



THE CLIMATE GROUP



SFAC
लघु कृषक
कृषि व्यापार संघ





Environment Conservation Society

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Website : www.SwitchON.org.in

FIELD OFFICES & CENTRES

West Bengal: Hanskhali, Debra, Garbeta, Bagnan, Gaighata, Duttapukur, Nandigram, Sonamukhi, Surpanagar, Beliatore, Kotasur, Uluberia, Lalbagh, Salt Lake, Rampur, Purandarapur

Odisha: Keonjhar, Bhubaneswar | **Jharkhand:** Ranchi