

ANNUAL REPORT

2023-2024



*And then the day came,
when the risk
to remain tight
in a bud
was more painful
than the risk
it took
to blossom.*

The Risk by Anaïs Nin



MESSAGE FROM CO-FOUNDER

Women today are not just breaking barriers; they are becoming powerful agents of change. Stepping out of the confines of their homes, they are leading climate action with unparalleled passion and determination in both rural and urban spheres. With 50% of SwitchON's women workforce in leadership positions, our focus on women's empowerment is strong, ensuring diverse leadership and inclusive decision-making.

This year, we have made significant strides in advancing climate-resilient agriculture and sustainable livelihoods with a focus on women. Through a cluster-based approach we have provided training in regenerative agriculture, and supported rural communities with tailored crop calendars and essential inputs. We have also created Livelihood Support Centers to offer technical guidance in agriculture and allied sectors.

We are empowering communities, with a focus on enhancing women's roles in agriculture and entrepreneurship through targeted initiatives. Moving forward, we will integrate gender-responsive approaches into climate adaptation strategies, promote inclusive leadership in resilience-building, to drive sustainable development and equitable growth.

To everyone who has dared to dream and take action, to every supporter who has believed in our mission, and to every community member who has joined us on this journey—thank you. Together, we are weaving hope and resilience, creating a legacy of positive impact that will inspire generations to come.



EKTA JAJU
CO-FOUNDER





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*We ensure Love and Action for the Earth,
leading to better Livelihoods and Well-being for all.*



ABOUT SWITCHON FOUNDATION

SwitchON Foundation is a leading organisation established in **2008** committed to **Climate Action** by promoting **Climate Resilient Agriculture** powered by **Renewable Energy**. Our program emphasizes sustainable farming with Renewable Energy, aiming to reduce greenhouse gas emissions and enhance farmer incomes. We work closely with small farmer collectives, connecting them to both domestic and export markets.

- **VISION**

A **Sustainable** and **Equitable** India

- **PURPOSE**

We ensure **Love and Action for the Earth**, leading to better **Livelihoods** and **Well-being** for all.

APPROACH

SWITCHON WORKS DIRECTLY WITH FARMER COLLECTIVES TO:



- Provide **capacity building on CRA** practices
- Promote **adoption of DRE** in chosen crop value chains
- Provide a **market platform to sell** harvest
- **Codify learnings** and practices

SWITCHON SCALES THEIR WORK THROUGH PARTNER GRASSROOT CSOs:



- Provide **technical assistance** on working with farmer collectives
- **Share** codified suite of **CRA practices**
- Create **network of CSOs to replicate** work across geographies

SWITCHON PARTNERS WITH THE GOVERNMENT BODIES TO:



- Create PMU's to promote adoption CRA practices across regions
- Share insights and learnings on CRA



**SUPPORTS GREEN
ENTREPRENEURS**



**TACKLES URBAN
ENVIRONMENTAL ISSUES**



**CULTIVATES THE NEXT
GENERATION OF CLIMATE
LEADERS IN THE GLOBAL SOUTH**



**A MARKETPLACE FOR
SMALLHOLDER FARMING
CLUSTERS**



**HEART OF THIS
NETWORK**

**ON
Universe**



THEORY OF CHANGE

SwitchON's approach to solving for sustainable climate-friendly livelihoods

Problem Statement

Lack of sustainable, equitable and scalable climate-friendly livelihoods



IN BENEFIT OF

Collectives of marginalised / underserved farmers across SwitchON's **current states in India**



KEY FOCUS AREAS

- Climate-resilient agricultural practices that improve soil health and reduce GHG emissions
- Integration of DRE across multiple crop value chains; training of youth in the installation and maintenance of DRE systems
- Focus on inclusion of women farmers and collectives
- Incubation of green entrepreneurs and providing them access to resources, mentorship and market connects



STAKEHOLDERS

- Grassroot CSOs/ CBOs
- Buyer networks incl.
 - Export focussed buyers
 - Large scale distributors
- State governments and government agencies



APPROACH

- **Codification** of interventions
- **Scaling via replication** by grassroot partners directly working with collectives
- **Scaling via govt. partnerships** (state govt. and govt. agencies) the adoption of SwitchON's key work across districts and states
- **Creating market linkages** for collectives leading to augmentation and sustainability of incomes

INTERMEDIATE OUTCOMES (3 YEARS)

Climate-Resilient Agricultural Practices

- Convert 100,000+ hectares of land with at least 50% through partner network
- 35 crop value chains converted
- 100 women farmer collectives adopted CRA
- 1560 KW of DRE solutions deployed
- 3 PMUs created with the government
- 1000 green entrepreneurs incubated
- 2000 youth placed
- 50,000 MT sold through market platform
- 8 new States with SwitchON's presence

Long Term Impact (5 years)

Doubled income of 100,000 underserved farmers
and net reduction in their GHG emissions by 25%

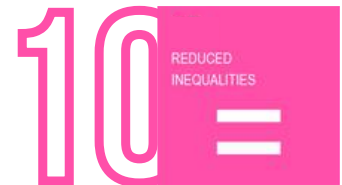
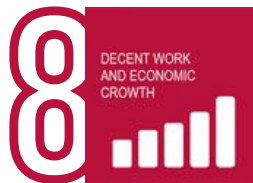


AWARDS



GREAT PLACE TO WORK 2024

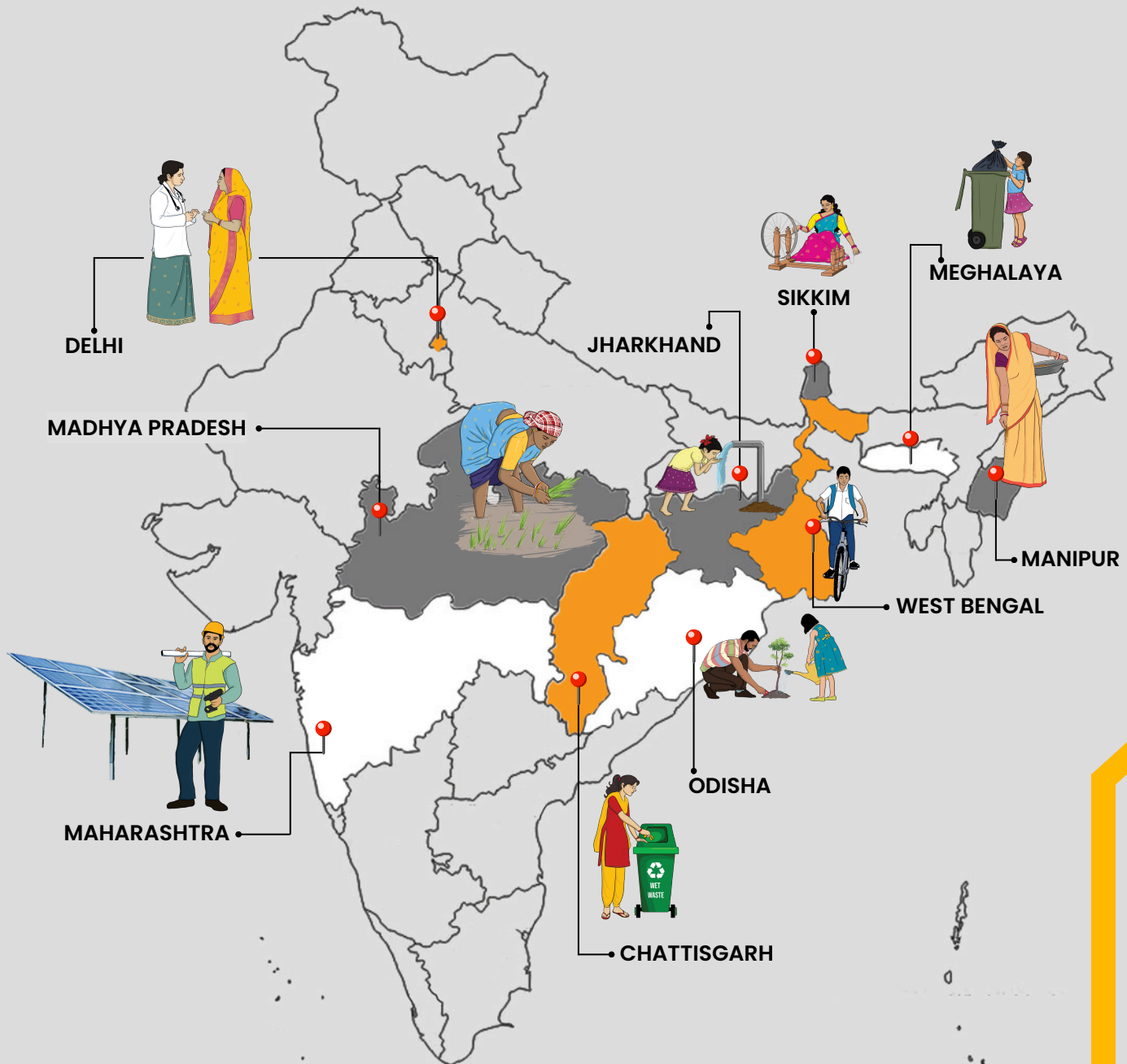
SDGs



175+ Team Members in



10 states of India



OUR PRESENCE

Climate-Resilient Agriculture Program powered by DRE

The program aims to enhance farming community resilience by integrating renewable energy technologies with sustainable agriculture practices. It focuses on improving economic opportunities, social inclusion, and environmental sustainability through collaborations, training, and market access. The goal is to drive positive changes in farming, livelihoods, and community well-being for a more sustainable future.



RURAL WOMEN ENTREPRENEURSHIP INCUBATION



The Rural Women Entrepreneurship Program (RWEPP) adopts a holistic approach to empower women across four key value chains: tea, agriculture and allied sectors, livestock, and handloom. Through incubation, acceleration, and mentoring, it equips rural women entrepreneurs with essential business skills, including business acumen, market linkages, and access to credit facilities. They lead business clusters within these sectors, showcasing it as replicable models of **women-led collective enterprises**. They leverage Distributed Renewable Energy (DRE) technologies to enhance efficiency across value chains. Finally, we create market linkage with buyers to ensure a profitable market for their produce, completing the **farm-to-fork cycle**.

2873

Trained Rural Women
Entrepreneurs

48 blocks

Area Covered

1088

Scheme Linkage
Established

MODEL ORGANIC CLUSTER DEVELOPMENT



In each farming cluster spanning 100 acres of land, farmers are provided with a crop calendar based on market demand and their agro-climatic zone. They are trained on regenerative agriculture practices, supported with agricultural inputs such as seeds and bio-inputs. Additionally, we set up seed banks, agri labs, custom hire centres, monitor production from sowing to post-harvesting, and establish DRE-based processing units for value addition. Additionally, we offer ongoing support to continuously improve farming practices and outcomes.

2585 farmers
Reached

2446
Acres Covered

1179 farmers
Market linkage
established

FARMER PRODUCER ORGANISATIONS



SwitchON's approach involves setting up Farmer producer organisations that act as resource hubs, facilitating sustainable business ventures in collaboration with government and philanthropic partners. These institutions provide essential business training, capacity building, and networking opportunities for farming communities. By nurturing these partnerships, we aim to empower FPOs to become resilient entities capable of creating sustainable agricultural practices and thriving local economies.

16,212

Empowered
farmers

Rs 8,53,30,458

Sales business
turnover

7380 farmers

Linked to
government schemes

DRE-POWERED AGRI LIVELIHOOD CENTRE



SwitchON's DRE-powered Livelihood Support Centres in West Bengal and Maharashtra empower rural communities with sustainable business solutions. These centers establish solar-based machinery like dryers and mills, supporting local entrepreneurs, SHGs, and FPOs in enhancing productivity and building resilient livelihoods across a range of varied products like spices, millets, rice, and oilseed value chains. They address the challenge of lack of reliable electricity, enabling sustainable practices and preventing economic losses in rural areas.

12

No. of Livelihood
centres

300+ farmers

Sales business
turnover

ENERGIZING AGRICULTURE



At SwitchON, we facilitate subsidies through banks, simplifying access to financial support for farmers to acquire individual DRE equipment. By connecting these initiatives, we empower farmers to adopt decentralized renewable energy solutions efficiently, enhancing their agricultural productivity and sustainability. We also provide training and technical support to ensure the effective use of equipment. Our approach aims to boost farm incomes while promoting environmental stewardship.

190

Solar pumps
Installed

20

Solar-powered
farm ponds

2280

Farmers
Benefitted

PROGRAM ACTIVITIES

1. Community Mobilization: SwitchON Foundation raises awareness among communities about the benefits of climate resilient agriculture and sustainable livelihood practices, aiming to garner community support and participation in the upcoming initiatives.

2. Institutional Strengthening: The foundation also focuses on establishing Integrated Farming Clusters (IFCs) in areas, collaborating closely with FPOs to strengthen institutional capacity and facilitate community participation. By empowering local institutions and communities, SwitchON Foundation creates a conducive environment for sustainable agricultural practices.

3. Training and Capacity Building: A key component of the program is comprehensive training on regenerative agriculture for farmers, encompassing livelihood planning, crop calendar development, organic input production, and on-field crop demonstrations to impart practical knowledge and skills.

4. Market Linkage Support: *Connecting farmers and rural entrepreneurs to markets via incubated enterprises, facilitating access to better sales opportunities and fair prices for their produce.*

5. Scheme Linkage: *Partnering with government and financial institutions to link communities to various government schemes, ensuring they receive the necessary support, subsidies, and resources for development.*

6. Facilitating Agricultural Inputs: Providing tailored crop calendars, seeds, processing machines and other essential inputs, ensuring farmers have what they need for optimal production.

GOVERNMENT COLLABORATORS



FUNDERS



KNOWLEDGE PARTNERS



BANKING PARTNERS



FROM TRADITION TO INNOVATION

A JOURNEY TO IMPROVING HARVEST AND SAVING WATER

MAYA KHAN

BANKURA

Q A journey to improving harvest and saving water

In Bankura district, West Bengal, rice farmers have relied on the traditional method of continuous flooding to cultivate paddy. This led to water scarcity and added to the irrigation costs. Amidst these difficulties, a progressive farmer, Maya Khan, decided to try a new approach supported by SwitchON Foundation.

She participated in training sessions organised by SwitchON that introduced her to the Alternate Wetting and Drying (AWD) technique. This was implemented on her 2-bigha rice field. She monitored the water levels and adjusted practices, reducing water usage by nearly 25% to 30% and irrigation costs too. The growth of rice plants improved with healthier root systems, resulting in a more bountiful harvest with plumper nutritious quality grains.

Inspired by her success, more farmers in Bankura began to experiment with AWD. Today, the area stands as a model for sustainable rice farming, with increased yields, reduced water usage, and improved farmer incomes. "My rice fields have seen a remarkable change, setting the stage for a brighter future in farming in Bankura" Maya Khan expressed with gratitude.



BREAKING BARRIERS : EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP AND INNOVATION**CHAINA KHARA
BANKURA**

Chaina Khara from Bankura, along with the women in her community, faced hardships and scarce resources, grappling with the challenge of improving their income and securing fair crop prices.

Under the Rural Women Entrepreneurship initiative of SwitchON, Chaina Di, and her group of 34 women were provided with a groundnut oil extractor, oil filtration equipment, and a peanut shelling machine, enabling them to secure loans from Self-Help Groups for expansion. They also received comprehensive training, capacity building, and opportunities to participate in trade fairs and exposure visits, further enhancing their skills and market understanding.

They earned additional income by charging for extraction of groundnut oil, which was sold at fairs and buyer-seller meets. They engaged in social mapping and crop planning to align with market demands.

Under Chaina Di's leadership, the "Akashchhowa" group produced value-added groundnut products like chikki and roasted groundnuts, boosting profitability. As a result, Chaina di's income has increased by 15% boosting her financial stability. "We felt stuck, unsure how to overcome the obstacles in our value chain. However, with perseverance and guidance we overcame the obstacles" – China Khara reflected.



STRUGGLES TO STRENGTH : EMPOWERING TRIBAL WOMEN BY TURNING LEAVES INTO LIVELIHOODS**SOMA SENAPATI
BANKURA**

QQ Soma Senapati, from a tribal community in **Bankura** district, faced significant hardships, including financial struggles and abandonment from many in her family and society, yet her determination persisted.

In November 2023, Soma founded the Ganesh Producer Group in Karasoli village, Bankura. This group of 23 women produces sal plates and bowls. SwitchON Foundation facilitated transformation through training, scheme linkages, and partnerships. Using a sal leaf-making machine, the group converts sal leaves into plates and bowls. Support from the West Bengal State Rural Livelihoods Mission (WBSRLM) helped in product marketing. Today, the group produces 6,000 sal leaf plates, with each member earning an additional Rs 4000 monthly.

“Physically I am unable to stand. But I have enabled myself and other women of my community to be independent,” says Soma Senapati. Despite physical limitations, she empowered women for financial independence, instilling community pride and capability. QQ



SUSTAINABLE PROSPERITY WITH SOLAR POWER: EMPOWERING FARMS WITH SOLAR ENERGY**SILWANTI HEMBRAM**
JHARKHAND

QQ **Silwanti Hembram**, a young farmer from Baramasiya village, Pakur District of Jharkhand has transformed her 2 acres of land with cultivation of diverse crops, including lemon grass, chillies, potatoes, tomatoes, eggplants, onions, wheat and few other small crops. With support from her husband and her involvement in a Self-Help Group (SHG) , and guidance from SwitchON, she has installed a 2 HP solar pump under the PM KUSUM scheme.

This shift from diesel pumps has significantly reduced her expenses. “ I save money on irrigation, which helps me educate my children and support my family,”she expresses happily. Now, with minimal investment for the solar pump and savings from lower operational costs, her earnings have increased by 20%. The solar pump has also enabled her to diversify crops and improve yields. QQ



**HARVEST OF HOPE : TRIBAL FARMER SPEARHEADS
ORGANIC FARMING****VANDANA DHOTRE
BHUBANESWAR**

In the quaint village of Vivara in **Maharashtra's** Akola district, Vandana Dhotre, a tribal woman leading a family of five, once battled poverty and uncertainty, with dwindling resources and constant worry over their basic needs.

She received the training and resources to shift to organic farming with support from SwitchON Foundation. These trainings focused on sustainable practices, market linkage, and capacity building, ensuring that farmers could achieve financial stability and improve their livelihoods. Her journey evolved through the Jaivik Sheti Mission, enhancing her skills. By cultivating a variety of exotic and local vegetables, she has not only embraced sustainable agriculture but also doubled her income by directly selling her products. This shift has significantly enhanced her family's standard of living.

Today she is a champion farmer at Jay Sankatmochan FPC , a women-led organisation in Akola. Vandana underscores, "I shifted to organic farming, finding a better future for my family. It has allowed us to invest in quality seeds, tools, boosting productivity and quality of life."



1. Clean Air Network

The Clean Air Network is a dynamic coalition of organisations dedicated to climate action. Initiated by SwitchON Foundation in 2020, this network has evolved to include multiple leading organisations focused on addressing pressing environmental challenges and fostering a collaborative approach for a more sustainable future for all. Through impactful initiatives, and strategic partnerships, the network is dedicated to advancing sustainable practices and fostering a mindset that prioritises environmental conservation and public health.



WASTE MANAGEMENT



Waste Management

Our waste management efforts focus on preserving the environment, safeguarding public health, and promoting sustainable development. We encourage waste management practices through household-level segregation, community training, and the adoption of a zero-waste lifestyle. By providing comprehensive education on waste segregation, composting, and repurposing, we empower communities to reduce waste and engage in sustainable practices. Additionally, we train women to convert waste into valuable products, fostering entrepreneurship and connecting them with local markets. This initiative aims to build resilient communities through effective waste management and recycling practices.

19,975

Households
engaged:

27

Numbers
of wards:

293

No. of Awareness
programs:

1440

Number of
women trained:

ENVIRONMENTAL EDUCATION



We inspire youth to lead in sustainability through the EnviroN learning management system. EnviroN offers fun, interactive courses on environmental topics, encouraging students to apply their learning in daily lives. It helps students understand the importance of protecting nature and shows them how they can take action in their everyday lives. The platform also includes engaging quizzes and challenges to motivate students to create eco-friendly solutions for a more sustainable future.

98

Schools and
Colleges engaged:

441 students

Course Enrollment:

LOW EMISSION ZONES



We are advancing healthier communities by promoting Clean Air Zones and sustainable practices. Our initiatives include creating clean air zones in West Bengal, Jharkhand, and Odisha, and fostering a civil society network for clean air. We support sustainable mobility through Non-Motorized Transport (NMT) and Electric Vehicles (EVs) to reduce emissions and enhance urban transport.

Additionally, our focus on Green Steel and decarbonizing industries involves engaging stakeholders in discussions and promoting carbon-neutral practices.

20000

Cyclists engaged:

300

Partners engaged:

500+

Citizens engaged:

2.Move for Earth Ride

The Move for Earth Ride covered around 500 kms in Jharkhand and around 400 Kms in North Bengal passing through various cities. During the ride, efforts were made to highlight the various solutions that could be taken up towards equipping communities with key tools, resources, new age skills under the themes of waste management, renewable energy, clean air and sustainable agriculture, creating a networked ecosystem for them to be the ambassadors of change.

A Global Cycle ride was organised in collaboration with prominent national and international organizations, which attracted over ten thousand participants from more than 300 cities. As global leaders gathered in India for the G20 summit, an open letter was sent to Prime Ministers, Chief Ministers, and G20 leaders. Signed by experts and leaders in environmental advocacy such as Justice Anjana Prakash (Senior Advocate, Supreme Court of India), Prof. Chetan Singh Solanki (Founder, Energy Swaraj Foundation), Ms. Vandana Shiva (Environmentalism), Mr. Kumi Naidoo (Special Advisor, Green Economy Coalition, South Africa), and many other eminent personalities, the letter called for urgent climate action.



MOVE FOR EARTH SYMPOSIUM



The Move for Earth Symposium, held in Kolkata and Ranchi, set the stage for collective climate action, engaging **1000 participants** and **over 50 speakers**. The event brought together a diverse range of stakeholders, including government officials, industry leaders, students, academia, NGOs, farmers, rural women entrepreneurs, FPOs, SHGs, and green startups. This inclusive symposium facilitated impactful dialogue through around **24** roundtables, workshops, and panel discussions on various sustainability themes, fostering collaboration and catalyzing actionable solutions. **More than 100 Institutions and farmer collectives** contributed to the vibrant exchange of ideas, ensuring a comprehensive approach to climate action.

WOMEN-LED BUYER SELLER MEET



To provide a platform to the rural communities, especially the women led enterprises, the Buyer Seller Meet was organized by **SwitchON Foundation** in partnership with **West Bengal State Rural Livelihoods Mission (WBSRLM)** to bridge the gap between **farmers, Farmer Producer Organizations (FPOs), and Self Help Groups (SHGs) with potential buyers**. The event featured exhibition stalls where participants displayed their **agricultural produce, agri-based products, and services, Handicrafts and other Agri allied Products**. The Buyer-Seller meet witnessed the participation of around **50 buyers and 45 sellers from 8 districts**. Buyers expressed interest for around **10000 MT** of the produce amounting to approximately **Rs. 40 crores** which spread across products like rice varieties, pulses, millets, oilseeds, turmeric, jaggery, honey, black cumin, maize etc. This highlights the dynamic and fruitful connections forged between the buyers and sellers.

3.Skilling

SwitchON is committed to enabling communities to transition to a greener economy through clean energy training and skill development. Our initiative addresses skill gaps, and economic disparities by providing targeted clean energy training for youth, women, and farmers. We offer solar skills training to rural youth, and securing placements in reputable organizations to foster career advancement. In parallel, we focus on entrepreneurship skill development, empowering women and youth with expertise in both DRE and non-DRE technologies, as well as agricultural practices.



SOLAR SKILLS TRAINING



Equip rural youth through certified residential training courses sponsored by the government. Additionally, provide Urjamitra Skill Training Programme among farmers especially women to equip them with basic troubleshooting skills. These programs enhance employability and empower participants to adopt and maintain clean energy solutions effectively. By fostering technical skills, we promote sustainable livelihoods and energy resilience in rural communities.

EMPOWERING WOMEN ENTREPRENEURS



Foster diverse skills, including entrepreneurship and sustainable farming practices, among women in Self Help Groups across various value chains like millets, spice, indigenous rice, animal husbandry, organic farming. Through our skilling program, women receive hands-on training in value addition, marketing, and financial management, empowering them to run successful enterprises.



CAPACITY- BUILDING OF FPOs & FARMERS



Train members of Farmer Producer Organizations (FPOs) for improved efficiency and effectiveness in agricultural practices and market engagement. Farmers are trained on sustainable agriculture practices like organic farming, micro irrigation, crop diversity techniques enabling informed choices which benefits the environment and their livelihoods. It also includes capacity-building sessions on financial literacy, business management, and post-harvest processing to enhance productivity and market readiness. Through these targeted interventions, we equip farmers with the knowledge and tools needed for long-term success.

TRAINING FINANCIAL INSTITUTIONS & ADMINISTRATION



Bankers are sensitised on facilitating farmers' access to credit for solar pumps, emphasising farmer-friendly financing, overcoming challenges, and aligning with government initiatives. We also train administration staff to streamline processes and support farmers effectively, ensuring efficient access to resources and technical assistance for sustainable energy solutions.

4. Green Business Innovation Network

Green Business Innovation Network is a platform to incubate, support and scale green entrepreneurs, MSMEs and business associations. Greenovation Clubs engage youth in environmental action and innovation, equipping them with entrepreneurial skills to develop solutions in areas like Circular Economy and Renewable Energy. It is a joint initiative of SwitchON Foundation, India and Network for Global Innovation (NGIN), USA.



Supported **130+** Green Startups from **8** cities

10+ Mentors

Greenovation Club members **980**

YEAR IN PICTURES

National Pollution Prevention Day



Two Days Millet Cooking Workshop-Cum-Training



Buyer Seller Meet Symposium



Cycle with Lights



World Environment Day



Smoke Free Diwali



DRE Expo Odisha



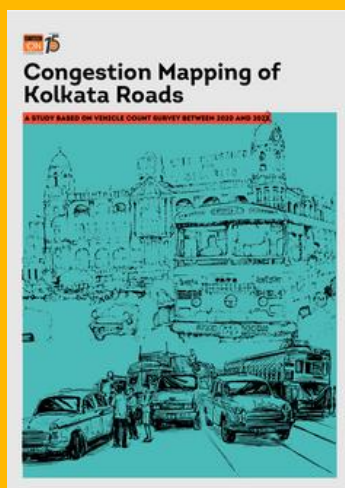
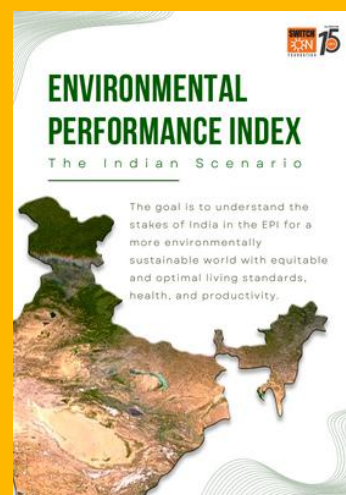
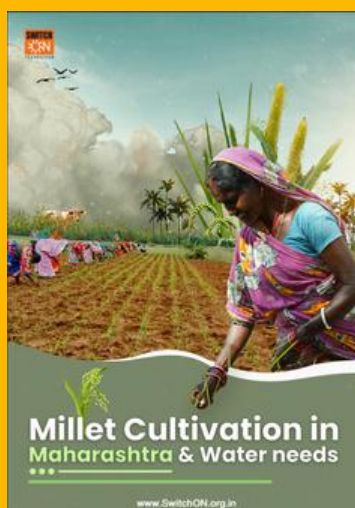
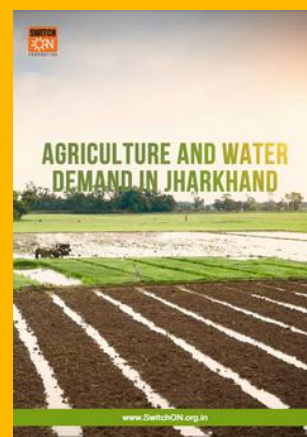
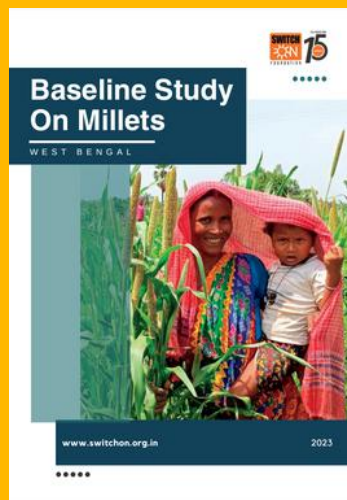
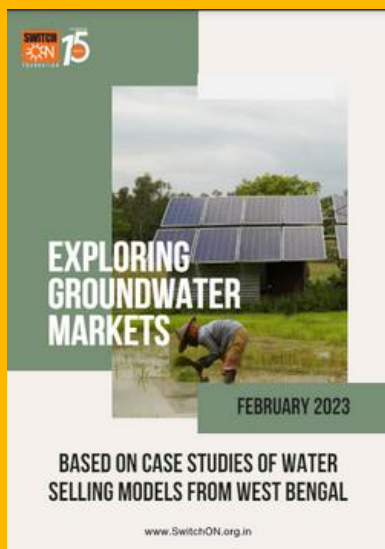
Revival of Millets in Tribal area of Jharkhand - Dumka



Media Workshop on Climate Change



RESEARCH REPORTS



INFO-BRIEFS



FINANCIALS



Total Revenue Received :

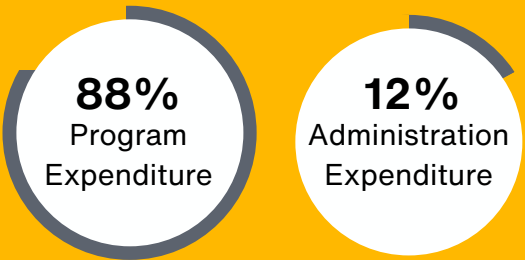
13,67,08,800



FUNDS UTILISED



EXPENDITURE



Monalisa Behera

Senior Project Coordinator



Supportive Environment

"At SwitchON Foundation, the supportive environment, training programs, and continuous encouragement have empowered me to achieve my full potential, take leadership roles, drive change, and inspire others"

Ankita Chowdhury

Senior Program Manager



Advancement Opportunities

"At SwitchON, I've embraced global opportunities that broadened my horizons and deepened my understanding of markets and cultures, fostering passion, valuing talent, promoting flexibility, and ensuring robust professional growth. "

Singmichon Ahaonao

Project Coordinator



Knowledge Enhancement

"SwitchON's training, including leadership and technical skills workshops, has boosted my confidence. It has improved my communication, helping me engage with diverse stakeholders and amplify our mission."

Aditi Kundu

Research Manager



Inclusivity

"SwitchON empowers women by promoting participation in decision-making, leadership roles, and committees. This fosters respect and innovation, ensuring equal opportunities, fair representation, and a supportive environment for all"

Kajal Kumari Bhagat

Senior Coordinator



Thoughtful Policies

"SwitchON's travel policies ensure safety and comfort for women, offering safe accommodation, travel allowances, and flexible schedules. Anti-harassment committees boosts the secure and inclusive work environment."

Mukesh Saini

LMS lead and Instructional Designer



Holistic Development

"I am proud to be part of SwitchON Foundation, where holistic development, professional skills, personal well-being, and social connections empower us to thrive in our careers and personal lives"





ENVIRONMENT CONSERVATION SOCIETY

📍 Akola 📍 Bankura 📍 Bhubaneswar 📍 Delhi 📍 Hanskhali
📍 Kolkata 📍 Purulia 📍 Ranchi 📍 Shillong

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