

SUSTAINABLE ORGANIC AGRICULTURE  
INITIATIVES BY  
WE CARE SOCIETY &  
NORTH KARNATAKA NGO'S



**Compiled By:**



**WE CARE SOCIETY**  
**Bangalore**  
**Karnataka**



## *Foreword*

**K. Nandakishore**  
**President**  
**We Care Society**

Farmers who followed traditional Indian Agriculture practices and other sustainable crop management methods have been living happy and leading value based life. Recognizing this, We Care Society conveys a clear message that we need to do business on planet Earth differently, and to adopt a more sophisticated approach. And, Organic agriculture represents one of the more promising options for implementing such an approach. Current trade in organic food, drinks and cotton amounts to US\$ 60 billion a year. Organic agricultural production has been shown to have a positive effect on reducing greenhouse gas emissions, improving soil fertility and biodiversity, and contributing to water conservation.

Organic agriculture also offers an opportunity for environmental protection. Organic agricultural production has been shown to have a positive effect on reducing greenhouse gas emissions, improving soil fertility and biodiversity, and contributing to water conservation. By eschewing the use of synthetic fertilizers and pesticides, organic agriculture has proven to be 20 to 56 per cent more efficient in terms of energy use and 64 per cent more efficient in terms of CO<sub>2</sub> emissions than the chemical-intensive industrial farming model.

Having said this,WCS felt that there is also a need to raise awareness among policymakers and in the private sector about the economic, environmental and social development opportunities offered by organic agriculture and how they can be exploited with the support of economic and policy instruments and, associated with PRATHISTA INDUSTRIES LIMITED, to support the causes of farmers to improve the productivity and reduce the cost of production.

We request policymakers and the private sector to look into the unprecedented trade promotion, environmental protection and poverty reduction opportunities presented by the rapidly growing markets for organic products. The We Care Society-Prathista Industries Limited Capacity Building Task Force on Organic Farming stands ready to assist you in making the most of them. Having said this, WCS felt that there is also a need to raise awareness among policymakers and in the private sector about the economic, environmental and social development opportunities offered by organic agriculture and how they can be exploited with the support of economic and policy instruments and, associated with PRATHISTA INDUSTRIES LIMITED, to support the causes of farmers to improve the productivity and reduce the cost of production.

A handwritten signature in blue ink, appearing to read 'George', with a horizontal line underneath the name.



## Message

**Mr. Neeravi Selvam**  
Agriculture Officer  
Tamil Nadu State  
Consultant SOLIDARIDAD  
(for Better Cotton Initiative, India)

Organic agriculture has rapidly developed world-wide during the last few years. Organic, sustainable agriculture is a realistic and necessary alternative to those practices.

I am sure that We Care Society's initiatives on sustainable farming using innovations coupled with the PRATHISTA's commitment to deliver quality farm inputs will make a difference in the coming days.

The efforts are evidenced in the product efficacy field trial reports and the endorsements on the effectiveness of PRATHISTA organic agricultural products from various quarters.

In the coming years, I strongly believe that the efforts by WCS-PIL will continue in the State of Karnataka using the networked NGOs to benefit the farming community and I wish all success in their endeavors.

### WCS - Profile Summary

Sl. No	Item Header	Description
1.	Name	We Care Society
2.	Registration Details	974/04-05, Registrar of Societies, Bangalore District, Bangalore
3.	Year Established	2004
4.	PAN Card #	AAAAW0674K
5.	Address	4/4 O'Shaughnessy Road, II Floor, Langford Town, Bangalore-560025, Karnataka, India
6.	Contact Person	K. Nandakishore (President) JB Venkatakrishnan (Secretary) KS Muniraju (Treasurer)
7.	Telephone #	+91-80-43346800
8.	Facsimile #	+91-80-43346802
9.	Mobile #	+91-9900807073 (K. Nandakishore) +91-9686269090 (JB Venkatakrishnan) +91-9900700766 (KS Muniraju)
10.	Areas of interest	Agriculture, Education, Health, Water & Sanitation, Training & Development, Funds & Grants Management
11.	Area of Coverage	Karnataka, Andhra Pradesh, Tamil Nadu

## **We Care Society - Who We Are**

Through creating opportunities and working towards a more equitable society, **We Care Society (WCS)** will make small, but effective strides in the areas of Agriculture, water, sanitation, health, education, social rehabilitation, arts and culture.

Promoted by **RAYLECO ENVIRO ENGINEERING & IDDC**, subsidiary companies of QUAVAC BV and RAYLECO BV, (The Netherlands) the Society will offer the promise of a better tomorrow, through its planned projects across Asia, Africa and other developing countries.

**WCS**, a Non-profitable charitable society which collects funds from various organizations of national or international involving development activities in rural and semi urban areas. WCS has begun its work in Karnataka, India, gradually extending its activities to the states of Tamil Nadu, Andhra Pradesh, Maharashtra, and other Northern States in India.

WCS is closely working with Govt. of Karnataka in some of the organic farming initiatives undertaken in the state. Specifically with "Organic Farming Cell" which is solely focusing on promoting organic farming among in the entire state. Also the team comprises of members who took part in the training programs conducted by UNFAO in India on cotton cultivation.

Some of the members conducted FFS under the UN-FAO guidance for better cotton cultivation and pest management.

WCS's team has rich experience in the areas such as Water & Sanitation, Housing & Infrastructure, Environment & Land use, Livelihood & Local Economy, Public Health & Education, Organization Development, Public Finance, Women and Child welfare etc,. The team has worked in many project components like Decentralized Planning, MIS, GIS & DSS, Monitoring & Evaluation, Impact Assessment, Project Management, Process Documentation, Newsletter / Social Communication to name a few.

Under its network, WCS has added many NGOs to extend the services in Agriculture and allied sector. In particular, NGO or farming groups who are proactive or inclined to organic farming and willing to adopt organic agricultural practices could come forward to form an organic movement under the guidance of WCS.

### **Objectives**

WCS deals with subjects that enhances and address issues of sustainable development. To be specific, it aims to:

- A. Work for sustainable agriculture and food security
- B. Promote Poverty alleviation programmes
- C. Achieve gender equity

- D. Design and implement health care management and public health programmes
- E. Undertake participatory extension and rural development
- F. Manage natural resources for better environment
- G. Focus on agribusiness management
- H. Develop socially disadvantaged/ underprivileged

### **Functions**

The organization strives to achieve the above objectives by:

- I. Designing and organizing capacity building programmes
- II. Undertaking research activities
- III. Management of Information Systems
- IV. Providing needs driven consultancy support to the organizations
- V. Planning and designing initiatives for accelerated rural development

## **Strengths**

WCS is a strong, efficient and dependable organisation :

- It consists of highly qualified, well trained and pragmatic professionals with required educational background and long experience
- It addresses the root causes of food insecurity, abject poverty as well as gender and environmental concerns
- It operates nation wide and is affiliated to reputed regional, national and international organisations
- It works in collaboration with a similar organisation
- It is demand driven and result oriented

## **Infrastructure**

WCS has a full fledged Administrative Office with communication and computer facilities. It also has a Training Centre at Kanakapura Taluk, Karnataka located within 50 km from Bangalore centre, located in a 2 acre agricultural plot, has facilities to train about 30 persons with boarding and lodging arrangements.

## **Profile of WCS Executive Committee**

**Mr. K. Nandakishore**, an accomplished team leader with 20 years of substantial experience in Project Management, Project Coordination and Team Management in various agri-business segments. Managed many external funded project in the area of Water & Sanitation, Rural Energy, Environment, Public Health & Education, Women and Child welfare.

**Mr. JB Venkatakrishnan**, has over 15 years of experience includes finance, project and portfolio management with 7 years of experience with United Nations Agencies. His diversified experience includes projects related to Agriculture, environment, health, and sanitation and infrastructure development. An outstanding performer, he has been on the advisory boards of many firms in Netherlands, India and Republic of Maldives.

**Mr. KS Muniraju** has 8 years experience includes in various sectors including environment, agriculture and marketing analysis. He has proficient knowledge for preparation of Detailed Project Reports (DPR) for all kind of environmental and agricultural projects.



**Workshop/training on Organic  
Agricultural practices, supply  
chain identification, proposal  
writing and skill building,  
10th & 11th January 2011, at  
Prathista Industries Ltd,  
Choutuppal, Nalgonda, Andra  
Pradesh, INDIA**

**In Association with and  
Sponsored by**



**PRATHISTA  
INDUSTRIES LIMITED**



## **Workshop Objectives**

- I. The workshop helped the participants understanding:**
- II. Going organic – some basics**
- III. Organic concepts, its allied activities, benefits**
- IV. Organic Cotton Seed productions, techniques involved, its requirements**
- V. Organic Cotton cultivation, techniques involved, its requirements**
- VI. Practices, procedures process for obtaining certification**
- VII. Supply chain mechanism involved in cotton**
- VIII. Health, environmental benefits**
- IX. Food safety, security and livelihoods**

The experts invited facilitated the proceedings of the training and enabled the participant groups to familiarize themselves in organic farming practices, techniques involved, certification process, and value chain in marketing process by using audio video presentations, case study discussions and a field visit to organic green house. A brief summary of special topics conducted

## **Outcome**

At the end of these sessions, the following learning objectives of the workshop were met:

- a. Basics on Integrated Pest Management and crop protection
- b. Procedures for transforming and adoption of organic practices in various food and commercial crops
- c. Methods and process involved in getting the land and products certified organically
- d. Improving the usage of organic inputs and judicious use of chemical fertilizers
- e. Techniques involved in seed cotton production
- f. Methods to increase the production of organic cotton and cotton seeds using ancient wisdom and modern bio technological innovations
- g. Supply chain mechanism involved in cotton in India and globally
- h. Important aspects of proposal writing to approach donors for funding and technical assistance
- i. The recent organic movements in India, in particular, organic cotton and organic food products

## **Workshop Recommendations**

- 1. Organize training for the farmer groups of the 33 NGO in North Karnataka focusing organic cotton, food products and seed cotton production***
- 2. Provide technical and financial assistance to farmers in order to directly involve in organic cultivation/seed production in the forthcoming season***
- 3. Provide organic inputs at subsidized rates***
- 4. Develop and implement a supply chain mechanism for the groups who are implementing its programme***

## **WCS approach to go forward**

To help the cotton growing community in North Karnataka and incline them towards organic farming practices, WCS has introduced "Eco-friendly cotton" approach. According to which the farmers will have certain flexibilities in using chemical fertilizers/pesticides but without deviating the major principles. WCS will also encourage the use of Bio-technology based inputs to reduce the input costs and increase the productivity.

WCS will approach various donor organizations and the State Government to help organize this training programme for farmers in seed production and organic practices and subsequently will engage them in seed cotton production and cotton cultivation under WCS eco-friendly cotton production programme.

WCS will also establish a mechanism to buy back the seed cotton and cotton lint produced from these farmer groups and efforts will be made to directly market it within and outside India.

**WORKSHOP PROCEEDINGS**



***WORKSHOP PROCEEDINGS***



<b>Sl</b>	<b>Participated/Partnered NGO's</b>
1	Vishwa Bharathi integrated Pest Management Training & Development Society, Dharwad.
2	Integrated Pest Management Agriculture and Rural Development Society Dharwad
3	Nisarga, Krishi Haagu Grameena Abhivrudhi Samsthe, Hubli
4	Hydrabad Karnataka centre for Advanced Learning & Welfare Society, Belgaum
5	Organic Food Club, Belgaum
6	Navodaya Educational and Environmental Services (NEEDS) Haveri
7	Agri Science Foundation, Gadag
8	Mouna , Belgaum
9	Saavayava Krishikara Sangha Belgaum
10	Advi-Siddeshwar Rural Development Society®Bailhongal
11	Society for people's Health, education and Environment Development (SPHEED),Haveru
12	Haveri District Rural Development Society,Rannebennur (HDRDS)
13	Sarvodaya Gramina Abhivruddhi Trust ® Sorab
14	Bijpaur integrated Rural Development® Bijapur
15	Society for Participatory Rural & Environmental Development(SPRED),Raichur
16	Foundation For Rural Intigrated & Environment Development service (FRIENDS)Bagalkot.
17	Sri Sharadha Vidyalaya , Guledgudda
18	Karnataka Research and Development Foundation , Bangalore

Contd.....

19	Traidcraft Exchange
20	Sarvodaya Mahila Abhivruddhi Samshte Raichur
21	Vinay Rural Development Society, Ranebennur
22	Sankalpa Education, Agriculture, Environment and Rural Deveoplemnt Society, Hungund bagalkot

**In breif WCS, with its network based in North Karnataka, aimed to assist, in particular, the cotton growing community. Accordingly, the workshop agenda was designed based on already identified issues and to suit the immediate requirements of providing technical know-how, financial assistance, awareness, and bridge the gap between producer and market.**



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**Feed Back Report on usage of  
Prathista Organic Agricultural  
inputs**

**By  
WCS Networked NGO's in North  
Karnataka**

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**June 2011**



**Profile – WCS Partner I**

**Integrated Pest Management  
Agriculture And Rural  
Development Society (IPMARDS)**

**Who We Are**

IPMARDS is a Reg. non-government organization started in the year 2004 under the guidance organization president Nandeshwar G. Naikar with 11 executive committee members and more than 1100 members.

**What We Do**

We are working with various sectors which help rural development including organic agriculture, water shed, dry land development, community development and self help group promotion and we are operating the projects by involving 1000 farmers under 500 ha.

**Feed Back On Prathista Farmers Kit**

**I have used the megacal & Bio-Potash on chills and observed long dark green chillies and 10% yield than conventional fertilizer usage and glad to have organic products of prathista.**

*Naikar*



**Profile – WCS Partner II**

**VINAY RURAL DEVELOPMENT SOCIETY**  
3rd cross, vageesh nagar, medleri road,  
RANEBENNUR-581 115,  
Mobile no. +91-9481449709

**Who We Are**

Vinay Rural Development Society is a Reg. non-government organization started in the year 2006 under the guidance organization CEO Mrs. Channabasamma P. Hiremath and Mr. Maheswara goda 12 executive committee members and more than 1400 village farmers as members.

**What We Do**

The core area of working are the promotion of peoples organization, IPM, INM, Green Manure, Local seeds, organic , FFS, Demo and Field Research Trails. Also involved in the government project Savayava grama (orgnic village), NGO capacity building organic farming training etc..

**Feed Back On Prathista Farmers Kit**

**Through our field officer Mr. Eswar Kubsad, we have distributed the Prathista Organic Kit to one of the farmer to use on GROUND NUT. The farmer is very happy because he observed health grow of plants and less attach of pests and good Size /yield of ground nuts. He is very much interested to buy prathista products for rest of crops.**



**Profile – WCS Partner III**

**SANKALPA EDUCATION,  
AGRICULTURE,  
ENVIRONMENT & RURAL  
DEVELOPMENT SOCIETY  
Vanipeth, Kumbar Street,  
Hunagunda587118,  
Mobile no. +91-9449257086**

**Who We Are**

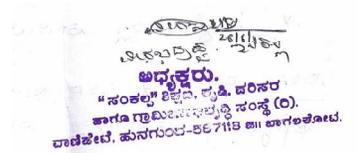
SEAERD Society is a Reg. non-government organization started in the year 2005 promoted by young and energetic youth force

**What We Do**

Keeping rural development as main objectives are concentrating to improve education for poor students, promote organic agriculture, environment protection, women empowerment and offered free education to poor farmer student.

**Feed Back On Prathista Farmers Kit**

First I would like to thank Prathista for having result oriented organic products which made farmers life much easier to adopt organic agri practices. I have applied Organic NPK, Bio-potash on Sugar Cane which turns deep green in 4 days also observed good height & weight of sugar cane. Its works well in dry soil.



**Profile – WCS Partner IV**



**ADVI- SIDDESHWAR RURAL  
DEVELOPMENT SOCIETY**

**Vinayak Nagar. Behind Court,**

**Bailhongal Tal: Bailhongal,**

**Dist: Belgaum-591102**

**Mobile no. +91-9880773459**

**Who We Are & What We Do**

Advi Siddheshwar Rural Development Society  
®Bailhongal Tq.Bailhongal Dist Belgaum is a non  
profitable, secular non government organization  
which was established in 1999 has been rendering  
yeoman service to the rural and urban poor since its  
inception by involving them in the implementation  
of the programmes that have been specially chalked  
out for their development in the rural sector, thus  
creating Awareness on Health, Sanitation and Hygiene  
education coupled with Socio Economic Activities.

**Feed Back On Prathista Farmers Kit**

**Megacal and Bio-Zinc provided best performance on  
cotton as most of us observed reduction in pest and  
healthy growth of the plant. It  
works well even in high  
temperature region which is  
very impressive.**





**Profile – WCS Partner V**

**Vishwa Bharthi Integrated Pest Management Training And Development Society. Dharwad  
Mobile no. +91-9901874515**

**Feed Back On Prathista Farmers Kit**

**I have used organic NPK, Megacal & Suryamin after 30 days time and repeated megacal & suryamin after 40 days on Brinjal.**

**I have observed that Pest Attack very less, very good yield-20Q until now and 4 picking and expecting another 10Q from another 4 packing.**

**Saves money, no health hazards to farmers, safe for the animals too, improves soil condition in long run, good healthy crop and more yield**

**I have seen good result of the above products and many farmers from the village also observed the results. The product has to be made available when required and demanded by the farmers.**

*H-V. ॐ॥॥*



**Profile – WCS Partner VI**

**SHRI. VENKATESHWAR GRAM  
ABHIVRUDDHI SOCIETY (R)  
Shivasagar, Plot No. 67, Buda  
Layout, Auto Nagar, Kanabargi  
Road, BELGAUM-590012,  
Mobile No. : +91-9739827589**

**Who We Are & What We Do**

- Create awareness by Health and Sanitation Programmes.
- To alluvial poverty and bring about the better living conditions, mutual co-operation among the young youths.
- To start and to educate and encourage, assist on organic farming including students.
- To establish, run and school programme like tent school, mobile school, residential school and others etc.,

**Feed Back On Prathista Farmers Kit**

**Thanks to prathista for the kit and it was very useful kit for us. I have tested the Bio-Zinc and Bio-Potash which give us health paddy plants and 15% yield. Also I am curious to use prathista products for other crops with confidence. Please ensure it to available in our local area.**





**Profile – WCS Partner VII**

**Society for People's Health,  
E d u c a t i o n a n d  
Environmental Development  
(SPHEED), 109, Shirur Park, II  
Phase, Hubli – 580 021,  
Mobile No. : +91-9449193616**

**Who We Are & What We Do**

SPHEED was established in 2007 and registered 2008 with objective to develop illiterate and semi literate, laborers, destitute, marginal small and big farmers of rural and urban areas who have limited access to the equal opportunities created by the democratic process. Aim of the organization was to develop such population socially, economically and politically so that inclusive growth can be achieved. The NG O has worked especially with rural farmers to create awareness about organic farming and use of worm culture and wormy compost to reduce the cost of inputs. In the field of health, organic forming, rural development and environmental conservation

**Feed Back On Prathista Farmers Kit**

**Prathista products are alternative to conventional fertilizers as I evident about Bio-Zinc & Megacal which exhibited good results on my paddy field.**





**Profile – WCS Partner VIII**

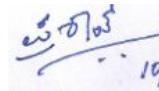
**SARVODAYA GRAMINA  
ABHIVRUDDHI TRUST, Samudaya  
Bhavan Road, Kankeri, Sorab -  
577429, Shimoga Dist.  
Mobile No. : +91-9880808849**

**Who We Are & What We Do**

Sarvodaya Gramina Abhivruddhi Trust was established in 2000 with objective to mobilize local resources for empowering the local communities and reconstruct their lives to lead a prosperous and peaceful life. To Educate and support women, children, farmer on organic agriculture and crop nutrition management. There are 800 farmer are registered with us and our project involved 450 ha of land.

**Feed Back On Prathista Farmers Kit**

Thanks for Prathista farmers kit which helped me by best performance results on Ginger. Upon apply NPK liquid I was observed dark green color of leaves and good spread of ginger due to application of Megacal and Bio-Potash. I wish to take dealership and promote prathista products in my area also help to promote my NGO.

  
10/06/2011

## WCS Networked NGO - Facts & Figures

<b>Average land holding by farmers (cotton)</b>		
#	District (Karnataka)	Land holding (ha)
1	Bagalkot, Shimoga, Raichur, Gulbarga	<1000
2	Belgaum, Haveri, Gadag, Dharwad, Bijapur	>3000
<b>District-wise cotton farmers under coverage</b>		
#	District (Karnataka)	# cotton farmers
1	Bagalkot	1200
2	Belgaum	3050
3	Bijapur	1150
4	Dharwad	1300
5	Gadag	1000
6	Gulbarga	600
7	Haveri	5000
8	Raichur	800
9	Shimoga	400
<b>Other crops grown (by the our network farmers)</b>		
#	District (Karnataka)	Other food crops grown
1	Bagalkot	Spices, Staples
2	Belgaum	Sugar cane, Staples, Paddy, Spices
3	Bijapur	Spices, Staples
4	Dharwad	Chilly, Staples, Paddy,
5	Gadag	Staples, Paddy, Spices
6	Gulbarga	Spices, Staples
7	Haveri	Spices, Staples
8	Raichur	Paddy, Spices
9	Shimoga	Spices, Staples



**Other Initiative from WCS**

- ❖ Agriculture extension services including crop nutrition management
- ❖ Organic food produced buy back
- ❖ Organic Certification



### ACKNOWLEDGEMENTS

*My sincere gratitude to Prathista Industries Managing Director for sponsoring the workshop and thanks to Vaishnavi Bio-Tech Managing Director for his supports throughout the workshop.*

*I take immense pleasure in thanking **Mr. S.K. Reddy, Dr. Sunil Kumar Patak, Mr. Somashekar Reddy**, and our beloved **Prathista personal's** who helped directly and indirectly for organizing and successful completion of the workshop.*

*I wish to express my deep sense of gratitude to all the speakers including **Dr. S. Raghuvardhan Reddy, Dr. N. Sreeram Reddy, Mr. Arun Ambatipudi, and Prof. VN Shroff**, who are enlightened the workshop*

*I thank to all facilitators of the workshop and Agricultural department officials **Mrs. Naheeda Anjum**, Assistant Director of Agriculture, GOK, **Mr. Neeravi Selvam**, Agriculture Officer, GOTN.*

*Muniraju K.S.*

*We Care Society*