

Annual Report

2015



Development Alternatives

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ORGANISATION AT A GLANCE

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- Photographs** : Development Alternatives

Development Alternatives

B-32, Tara Crescent, Qutub Institutional Area

New Delhi 110 016

Website: www.devalt.org

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MESSAGE FROM THE CHAIRMAN



Dr. Ashok Khosla
Chairperson
Development Alternatives

There is now fair evidence that current trends of growing social inequity, environmental destruction and economic profligacy cannot last much longer. Unless today's distribution of resource ownership and income, patterns of production and consumption change radically, it will not be many decades before the world starts to suffer successive periods of ever more profound societal upheaval leading to massive political, ecological and economic disruption. The gradually growing recognition that human beings and nature must be brought back into a better balance with each other will hopefully save civilisation from total self-destruction before it is too late. There are good signs for this on several fronts – the current rethinking on conventional economic principles, the transformations in geopolitical relations, the breakthroughs in science and knowledge. But many problems, including the widespread existence of extreme poverty, rapid extinction of species, loss of productive resource endowments and climate change have yet to be solved – and the signs for these are not so good.

The year 2015 is a pivotal one, both as a turning point in global understanding of the dangers faced by civilisation on its current path and in the technological and political opportunities that are emerging to enable us to choose another future. These twelve months promise to go down as a time that signal discontinuity. What the global community does on the post-2015 development commitments in New York and on the climate change mitigation front in Paris may well determine whether the human condition, worldwide, will continue to improve for a long time to come or decline in the coming decades.

This has been the year, when the world's political and economic systems have brought to the top of the international agenda, the need to make the transition from the Millennium Development Goals to the Sustainable Development Goals, and to:

- Create the basis of a world that is fair, socially just and ensures the security of all
- Take action for climate stabilisation
- Bring down the killer levels of pollution that have overtaken our cities drastically, and
- To decelerate the mindless pursuit of growth that has overtaken societies in recent decades.

These transformations need to happen in India, no less than on a global scale.

Today, our nation has, for example, more than a 100 billionaires and some 150,000 millionaires. Their wealth, gives them disproportionate influence in the making of policies – mainly in ways that reinforce their own interest. This wealth also enables many of them to adopt material and energy consumption patterns that have a highly disproportionate impact on the environmental resource base.

MESSAGE FROM THE CHAIRMAN



At the same time, there are some 800 million citizens, who live on Rs 100 or less a day. Their aggregate impact on the economy and environment is also highly negative, largely because of processes outside their control. The only way these people can try to influence policy is once every five years, when they generally vote the ruling government out of office, primarily for not addressing their needs.

It is hard to see how the world can be sustainable, if substantial portions of its resources are being destroyed or depleted, either through overuse or because of waste. That is what happens with the use of wrong technologies, bad fiscal policies or distorted prices that do not reflect the real, environmental or social costs of those resources. It also happens when there are extreme disparities in society: the rich overuse certain types of resources

(mainly non-renewable), while the poor often tend, out of the exigencies of survival, to destroy other types of resources (mainly renewable ones).

As long as the decision-makers of our national economy remain predominantly concerned with how much the monetised economy is growing, evidenced by their virtually undivided focus on national economic growth, financial capital flows from overseas, stock market indexes, currency exchange rates etc; we can only expect one-sided outcomes. These one-sided outcomes can only polarise the nation and further slow down its progress.

Genuine progress at the national level requires policy commitment to the improvement of the lives of those (in India's case some 70%), who have minimal involvement in the mainstream economy.

MESSAGE FROM THE CHAIRMAN

Changes in indicators like GDP, FDI and Sensex have very little impact on wellbeing of this majority. For a more balanced set of economic priorities, it is essential that metrics and monitoring be developed with equal urgency and importance to that given by decision makers and the media to the mainstream indicators. Most important, we need not just the aggregates and averages of the indicators of progress, but also the distribution and range that they cover. These could include quantitative indicators representing the quality of life in villages, slums and other marginalised communities. These should further include the availability of services and utilities such as water, energy, education, health and transport facilities. In addition, very little understanding exists on how response to the destruction of communities, the alienation of people from their lands and identities, the creation of violence and loss of other social capital is factored into our nation's economic decision-making. All we know is that the problems of big industry, the large service sector and particularly, the financial community, do get noticed and constitute the headlines of our media. Currently, for every hundred government announcements or media headline references to GDP, FDI, FII and Sensex, we might see just one reference to a rural concern.

Moreover, there is the immediate and pressing issue of environmental sustainability – a matter of concern not only to the globe, but even more so to a nation as big as India, not to mention to its regions and local communities. Neither GDP nor any of the other indicators on which national economic

decisions are made, have yet been extended to include “costs” of the so-called “economic growth” that are being passed on to nature in the form of another massive debt that will have to be picked up by our children's generation.

Neither the Finance Ministry nor the Planning Commission's successor Niti Aayog can make appropriate investment decisions if they look for only a small part of the information or understanding they need to base their decisions on. This is why it is so important for government to nurture independent thinking and voices such as those of civil society, academia and others, whose views may not always coincide with those of the government in power.

During the year, the Development Alternatives Group made major contributions towards many of these issues at the local, national and global level. In the formulation and adoption of the SDGs, it worked to apply such indicators at the local level, advised government on the financial implications at the national level and worked closely with international delegations in the UN and the global level. The strong emphasis on innovation in the programmes of DA continued with major breakthrough findings in the construction sector, with particular relevance to its implications for energy and material resources. The heightened focus of the organisation during this year on integrated village development promises to lay the foundations for major insights on the kinds of catalytic interventions that are needed to put rural communities onto a self-propelling path to all-round and durable well being.

About Development Alternatives

VISION, MISSION AND APPROACH

The Development Alternatives Group (DA Group) is dedicated to bring about a better balance among the basic prerequisites of sustainable development – social equity, environmental quality and economic efficiency.

The Development Alternatives Group believes that the key to achieve sustainable development is the creation of sustainable livelihoods. This implies that informed and empowered communities have access to basic goods and amenities they need, dignified and viable income generation opportunities and a clean and healthy environment.

Our Vision

A world where every citizen can live a healthy, secure and fulfilling life

Our Mission

To create development models that are economically viable, environmentally friendly and generate sustainable livelihoods in large numbers.

Our Group

The Development Alternatives Group is a pioneering social enterprise set up to create and deliver sustainable solutions (eco-solutions) for social and economic development. Research, demonstration and policy support are embedded in Development Alternatives - the parent organisation, while our sister organisation TARA (Technology and Action for Rural Advancement) incubates business solutions and enterprise packages for basic needs and livelihood goods and services. These are delivered through market mechanisms in local and distant

geographies by DA Group partner organisations and TARA's business affiliates.

Our Logo



Development Alternatives

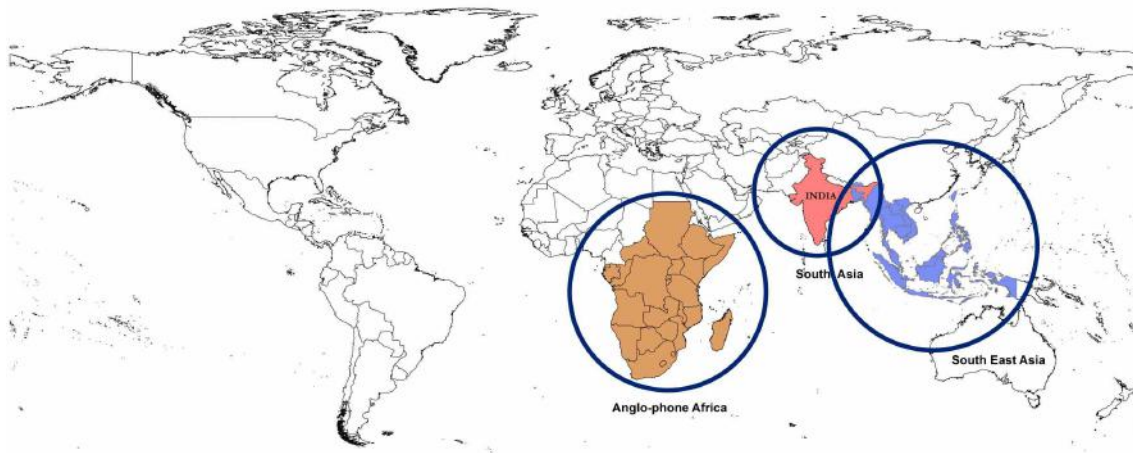
The star in green denoting a stylised human figure is the symbol that identifies the Development Alternatives (DA) Group. With feet firmly placed on ground, arms reaching out in action and embrace with a head held up in search of new solutions, it represents human endeavor towards a sustainable world.

The star also represents the leadership of the DA Group in the arena of environment and development. Our two primary clients are people - specially the vulnerable communities and trees - the natural environment.

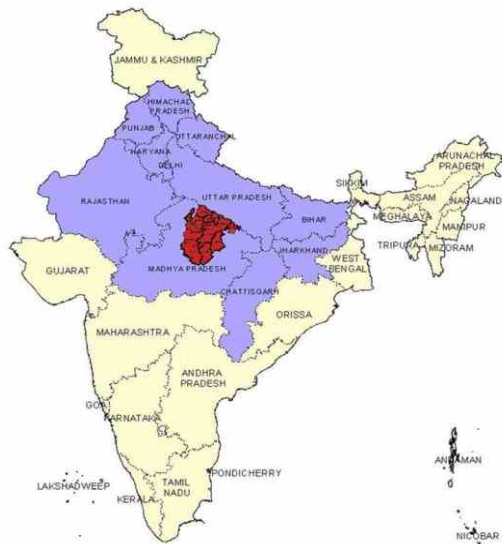
The grey colour of the Development Alternatives name denotes a practical approach and a solution orientation.

FOOTPRINT

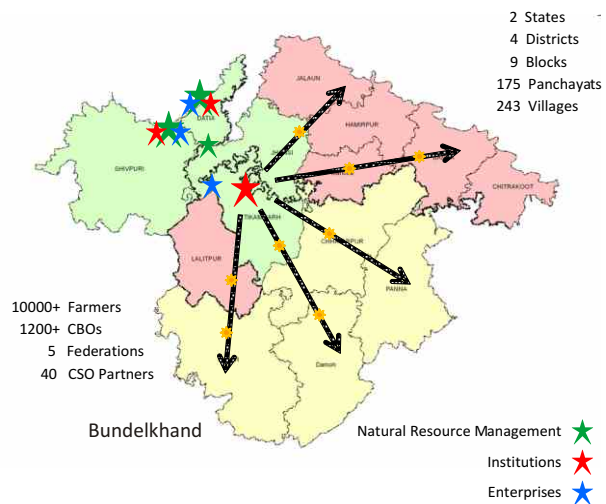
Global



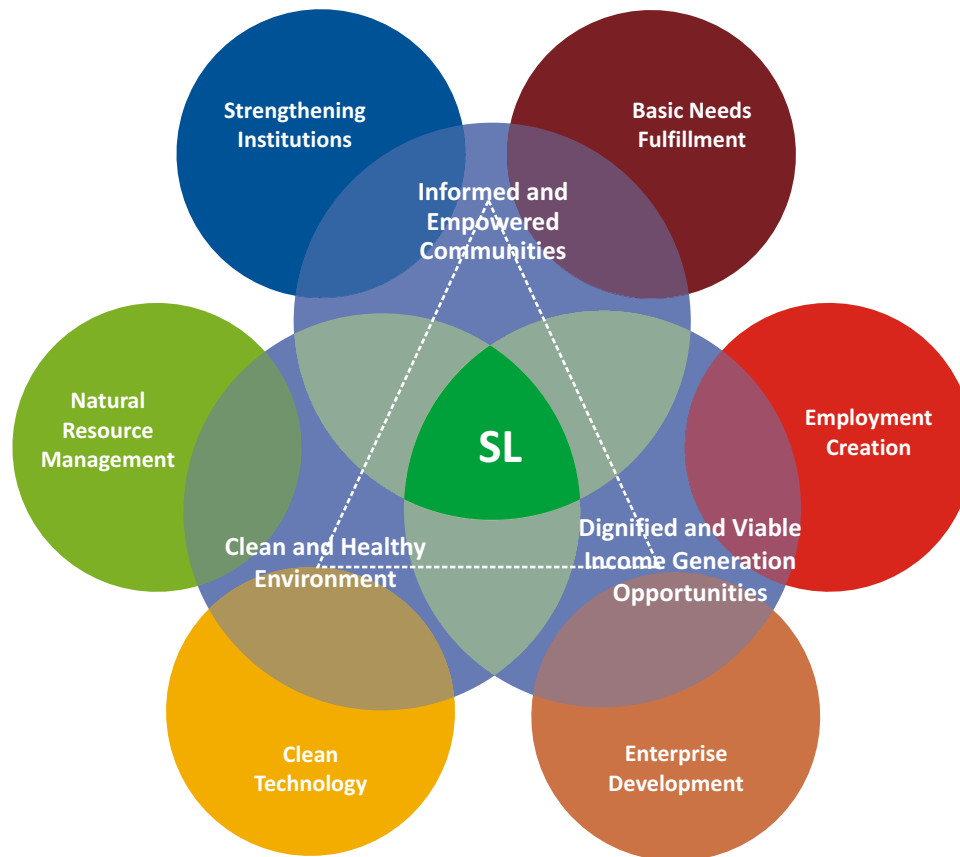
National



Local



PROGRAMMATIC FOCUS



Strategic Approach

The Development Alternatives Group delivers environment friendly and economically viable eco-solutions to communities, entrepreneurs, government and corporate agencies through measures that foster the creation of sustainable livelihoods in large numbers.

The work of the DA-Group is a seamless continuum of **Innovation** of eco-solutions, **Incubation** of enterprise based business approaches, demonstration and **Implementation** of eco-solutions at scale and action to **Influence** Sustainable Development practices and policies.

PROGRAMMATIC FOCUS

Programmatic Focus

Activities of the DA Group broadly cover three primary areas that underline any form of sustainable development process:

- Design and large-scale dissemination of appropriate technologies
- Rational environmental management systems
- Equitable people-oriented institutions and policies.

The work of the Development Alternatives Group:

- Enables multi-stakeholder action through knowledge and capacity development to
 - Strengthen people's institutions and
 - Fulfill access to basic needs, goods and services
- Promotes Low Carbon Pathways for Development through the design and demonstration of
 - Natural Resource Management Models
 - Clean Technology Solutions
- Creates Green Jobs at large scale through capacity building for
 - Employment skills in green sectors
 - Business models for social enterprises

Strategy for Multiplication

The DA Group believes that large scale impact of its work is possible only through strategic network and alliances. The Group has identified three types of multiplication channels that are essential to proliferate its work. The capacity of the DA Group will be enhanced to improve its speed and quality of delivery and negotiate from a position of strength with diverse partners. These include:

- **Community partnerships** - with civil society organisations to share knowledge to scale up improved practices and build collective negotiation and bargaining capacities.
- **Business networks** - of industry associations, technology developers, promoters and market players. Strong commercial links support the expansion of the of livelihood packages/ portfolio, foster rapid growth, leverage financial resources and brand value. This enhances capacities to enable the Group to explore new and large opportunities with public and private players in developing markets.
- **Policy alliances** - to influence policy changes on pertinent issues of environment and development at the local, national and global levels. Strategic engagement and networking with research and advocacy groups and institutions working towards the same cause is key to this approach.



Highlights

TRACKING INITIATIVES

Development Alternatives consolidated its position as a premier research and action group in the year 2014-2015, with the development of cleaner/ low carbon production processes in construction; implementation of integrated planning and development approaches in rural Bundelkhand; incubation of innovative business models for delivering energy and livelihood services that add value to local economies; capacity building supports to local and sub-national institutions; and strategic alliances with national and global think-tanks to influence national and global development discourse.

Innovation

In response to the national and global demand for a low carbon, low energy construction material, an eco-friendly, resource efficient and low-cost cement – the Limestone Calcined Clay Cement (LC³) was developed in collaboration with the scientists at the Indian Institutes of Technology from Delhi, Bombay, Madras and Ecole Polytechnique Federale de Laussane (EPFL). In this innovative binding material, 50% of the clinker content has been replaced by a mix of 30% calcined clay, 15% limestone and 5% gypsum. With no reduction in mechanical performance, the LC³ cement is at par with commercially available cements in terms of structural strength and durability.

Incubation

The year 2014-2015, saw the testing and incubation of clean and renewable energy (RE) services in rural Bundelkhand. Solar energy based irrigation services as well as domestic lighting and drinking water service models were tested. Both enterprise driven and “community owned-community managed” models of basic services delivery were demonstrated and are being monitored for

economic sustainability and local value enhancement. In parallel, a significant achievement has been the establishment of TARAurja, a renewable energy based micro-utilities company, incubated by TARA, the social enterprise of the Development Alternatives Group.

Implementation

Developing appropriate responses to climate change impacts in drought prone Bundelkhand has been a focus of the DA Group’s work since 1989. In the past year, a concerted “drought response plan” was designed and implemented to take action to mitigate the risks from a delayed and reduced monsoon. Completion of water harvesting structures was expedited in order to ensure maximum rainfall capture. Communication and information systems were activated to reach out to farmers with contingency options for sowing and supports for accessing new variety of seeds. The results were heartening as farmers recorded improved productivity and water availability despite a poor and delayed monsoon. The ground impacts depict that crop productivity increased by 20%-25%; loss of top soil reduced up to 60%-70%, and net returns from the farms increased by 25%-30%.

HIGHLIGHTS 2014-2015

Action to influence practice towards resilient livelihoods has focussed on building capacities of rural communities and local village governments to integrate climate change concerns in village plans. Three village Panchayats in Datia district of Madhya Pradesh prepared climate integrated development plans that were validated by their Gram Sabhas and have been included in the district plans.

Ongoing activities for local income generation included the allied agri-business of vermi-compost production that demonstrated rapid multiplication from 10 to 120 units during the year, with each unit producing approximately 10 tonnes of organic manure per cycle of 45-60 days. The TARA Akshar+ programme continued to empower women through functional literacy and reached an impressive mark of 1,50,000 women with 60,000 added in this year, alone.

Influence

Development Alternatives was appointed as the technical agency to support and strengthen the State Knowledge Management Portal for Climate Change in Madhya Pradesh. This provided an opportunity to contribute in mainstreaming Climate Change Adaptation in development planning and implementation of public programmes in the state.

At the national level, DA played a leading role in strengthening the National Steering Committee of Climate Action Network-South Asia (CANSA) resulting in active engagement of members to develop perspectives on climate finance, Low Carbon Pathways for growth and India's priorities for COP20 at Lima, Peru. As a member of the Independent Research Forum - IRF 2015,

Development Alternatives contributed to research-based critical thinking and fresh ideas in the Global post-2015 sustainable development debates. DA helped to facilitate dialogues among a wide range of stakeholders, provide advice and support to the Member States and UN agencies involved in the intergovernmental negotiation process for the post 2015 Sustainable Development Agenda. A variety of research and analytical documents were produced during the year. In addition, DA supported the UNEP-International Resources Panel in its efforts to promote the concepts of resource efficiencies and decoupling within the Sustainable Development Goals (SDGs).

Impact

The work of Development Alternatives Group in the year 2014-15 reached out to over 700,000 people with information, capacities and services, generating over USD seven million worth economic transactions in local economies and preventing over 500,000 million tonnes of carbon emissions through cleaner production process.

Recognition

Development Alternatives was ranked 129th amongst the Top Think Tanks Worldwide (U.S. and non-U.S.) from amongst 6,681 Think Tanks, surveyed by Think Tanks and Civil Societies Program (TTCSP) of the University of Pennsylvania. A significant achievement is its recognition amongst the top ten categories out of 49. DA's innovative literacy programme TARA Akshar+ received the e-Uttara award from the Digital Empowerment Foundation for the category of best e-contest.

ACHIEVEMENTS 2014 – 2015

Natural Resource Management

- 30% increase in agri-productivity
- 6,800 hectares of land managed
- 800 million litres of water conserved

*500,000 tonnes
of Carbon
saved*

Clean Technology

- 740,660 tonnes of waste utilised
- 407,700 kWh green electricity generated
- 1.4 million tonnes of top soil conserved

Strengthening Institutions

- 4,800 people organised into Common Interest Groups
- 18,250 people educated on local governance issues
- Knowledge and capacities of 410 professionals and public officials enhanced

*706,000 people
reached*

Basic Needs Fulfillment

- 314,800 people accessed WASH services
- 5,350 people access clean energy
- 60,000 women made literate

Enterprise Development

- Savings equal to INR 3 million by Self Help Groups
- INR 183 million invested by entrepreneurs
- INR 0.9 million worth of business by micro-entrepreneurs

*INR 440 million
worth of
transactions
facilitated*

Green Jobs

- 6,423 people trained on employability and vocational skills
- INR 210 million incomes earned by youth after skill enhancement
- INR 43.6 million additional incomes for 1520 farmers through improved agriculture

Focus

NATURAL RESOURCE MANAGEMENT

Increasing population, socio-economic development needs, resource constraints and climate change pose a serious threat to the world today. Uncertainties associated with climate variability are impacting local economies and livelihoods, due to high reliance on climate sensitive sectors such as agriculture, forestry and fishing. Conservation, regeneration and sustainable use of land, water and energy is crucial to promote sustainable economic growth on the base of a healthy eco-system.

Key focus:

Management of Land, Water and Energy: The year saw integrated action for building water and land resilience and climate responsive agriculture in partnership with the farming community and local government in Bundelkhand. Development Alternatives (DA) synergised its efforts to implement and strengthen watershed management, renewable energy based irrigation systems and village based micro-planning for sustainable management of land and water resources.

Sustainable Agriculture: Development Alternatives registered a quantum leap in its efforts to build adaptation capacities of the vulnerable communities in Bundelkhand and addressed development deficit, as well as adaptation gaps to mainstream climate responsive agriculture through village and district level planning. The programme reached out to farmers and village panchayats in the region through demonstrations, training and knowledge sharing during pre and post harvest periods.



Development Action and Behaviour Change

Food-Energy-Water Nexus

Climate smart agriculture initiatives by Development Alternatives, has led to a significant socio-economic development of farmers, as well as ecological conservation. Renewable energy based village electrification initiatives have given further impetus to the food-water-energy nexus approach. This holistic approach provides electricity for irrigation facilities to farmers, and the improved quality of soil and availability of water has led to higher productivity and net returns. On ground, assessments show lasting impacts with crop yields increasing by 20%-25% boosting a farmer's net returns by 25%-30%. Farmers have also reported a reduction in soil erosion by 60%-70%. Watershed management has been carried across 6,800 hectares of land, through construction of check dams, farm ponds and gabions resulting in the conservation of 800 million litres of water this year. As part of Development Alternatives' livelihood development intervention for the Sahariya tribes, 500 WADIs (agri-horti based model) established in the Babina block of the Jhansi district in Uttar Pradesh are now showing results while the programme was extended to another 1000 farmers in the Shivpuri District.

Capacity Building and Village Planning

In 2014-15, Development Alternatives enhanced efforts to build adaptive capacities of farmers in resource efficient, climate responsive farming and irrigation practices. The programme reached out to over 1,500 farmers this year. Training programmes have enhanced farmers' capacities to manage risks associated with climate change. These farmers have demonstrated shift in farming practices such as the choice of seeds, additional vegetable cultivation, and inter-cropping and agro-forestry initiatives. The watershed committees formed under various watershed development programmes in Datia, Jhansi, Shivpuri and Tikamgarh districts have been acting as delivery channels of information services related to soil, water conservation and sustainable agriculture at the village level.

Climate Change Champions

In the year 2014-15, DA supported the government of Madhya Pradesh's Climate Change Pulse Centers initiative to train local communication for climate change adaptation actions. A total of 25 **climate change champions** were identified by DA and trained on climate change communication, awareness generation and information dissemination. These champions include youth, women, progressive farmers, community radio reporters and community mobilisers from civil society organisations.



Environment reports of 22 villages were developed in the year 2014-15 to depict the state of environment in these villages. This has helped communities to identify and adopt improved measures at household and community levels.

Policy Influence and Planning Support

Bundelkhand Knowledge Platform

The Bundelkhand Knowledge Platform, a platform of over 40 Civil Society Organisations (CSO) catalysed by DA, was active through the year with knowledge sharing events, documentation of good practice case studies and interactions between CSO, government line departments and climate experts organised from time to time. There has been a continuous exchange of ideas and experiences on issues of water security, watershed participatory governance, livelihood, biodiversity, women empowerment and climate adaptive agriculture

with partner NGOs. The capacities of village, block and district level officials have also been built to integrate and address concerns of environmental sustainability and climate resilience/adaptation in local planning and development.

Research and Innovation

Jalvayu Pitara

In order to bridge the gap of information flow on climate change from the scientific groups to local communities, Development Alternatives developed an innovative e-tool kit, named *Jalvayu Pitara*, to enhance the capacities of community radios located in the Himalayan region. Its purpose is to communicate climate change issues at the grassroots level. This e-toolkit has helped community radios to understand the complex science of climate change in simple language. It also includes an aspect on gender responsiveness with women being leading agents for change.

Way Forward

In the coming year, Development Alternatives aims to implement, strengthen and promote replication of watershed management and climate responsive agriculture and farming through Bundelkhand Knowledge Platform in Pahunj, Orchha, Niwari, Datia and Shivpuri, with emphasis on the food-water-energy nexus. Key focus will be laid on the integration of climate responsive and planning processes of all 13 districts of Bundelkhand. Development Alternatives also aims to pilot a community based afforestation project.



Micro-watershed Programme and Climate Responsive Agriculture

Scarcity of water, poor nutrient quality and high erosion of the top soil has been a bane for farmers in the Datia district of Madhya Pradesh. However, this grim situation is gradually changing since DA commenced its interventions in 2007. The construction of field bunding, gabion structures, check dam/stop dam and gully plug structures in conjunction with the introduction of sustainable agriculture practices have slowly transformed the demographics of the region. The micro-watershed programme implemented by the DA Group, has been a boon for farming communities. An average increase of 30% in agricultural productivity has been reported over last three years due to increased irrigation, double cropping, improved seeds and better land management (socio-economic and environmental impact assessment of IWMP-I).

Ram Swaroop Gautam, is one of those who has witnessed a change. Before retiring he had purchased eight acres of land from his meager savings. However, this was proving to be a bad investment since scarcity of water had left the land unproductive. His life witnessed a drastic change when the benefits of micro-watershed management started pouring in. The wasteland is now a source of income and stability. He carries out both crop farming and fish farming on the same piece of land. The use of inter-cropping and efficient water resource management has improved his yield by over 20%. The income from fisheries has supplemented the improved income. His attitude towards life has become an inspiration for change. He is now an active member of the village watershed committee that promotes watershed activity in the region.

CLEAN TECHNOLOGY SOLUTIONS

Global resource and energy use patterns are witnessing an increasing upward trend due to growing population and urbanisation. With an ecological footprint that is 1.7 times its bio-capacity (India), we are already extracting more resources than the earth's capacity to replenish them. 'Cleaner, alternative technology solutions' are crucial to ensure a greener and sustainable future for everyone.

Key focus:

Waste to Wealth Technologies: Development Alternatives addressed the dual problem of environmental degradation and unemployment by establishing 175 waste to wealth micro-enterprises. These small manufacturers make use of industrial and agro-waste to manufacture basic products for constructions needs as well as lifestyle goods such as bags and notebook. Apart from reusing waste material it also led to an employment generation for over 1,000 people.

Energy & Resource Efficient Technologies: The latest innovation by Development Alternatives in the resource efficient materials and technologies is a path breaking technological solution, which uses calcined clay obtained from low grade clay deposits to produce cement. This eco-friendly and low cost variant of cement is called Limestone Calcined Clay Cement (LC³). In collaboration with institutions, DA and TARA are pioneering the application of LC³ in prefabricated building products, with micro, small and medium enterprises.



Research and Innovation

Low Carbon Cement

In collaboration with the Indian Institutes of Technology at Delhi, Bombay and Madras, DA developed the Limestone Calcined Clay Cement (LC³) and paved way for a new revolution in the cement industry. The innovation is to reduce carbon emissions by 20%-30%; which has been made possible by reducing the clinker content. Heating clinker during cement production uses huge amounts of energy and releases CO₂ into the atmosphere. Replacing 50% of clinker with a mix of calcined clay, limestone and gypsum has provided the construction sector with a 'greener' and sustainable alternative. At a time when increasing demand of cement in the construction sector is creating a huge pressure on the industry and environment, the development of an eco-friendly and low carbon variant will have a significant impact on supply within the national economy while limiting impact on critical resources and the environment.

Easy, Accessible and Simple Tools

Decision Support Systems (DSS) have been developed at the in-house geomatics facilities of the Development Alternatives. These systems have been customised for further use in varying applications such as planning and zoning to comprehend pollution loads from the spatial



distribution of brick kilns in 23 Blocks of the Patna district and siting of renewable energy plants in Bihar and Uttar Pradesh. These DSSs are accessible, easy to use tools, that help policy makers and planners to make better environmental decisions and also portray information in an easy to read and understandable format. These DSSs are available on the web: <http://adcsvr/Apps/ZBK%20Patna/>

Development Action and Behaviour Change

Waste to Wealth

Resource efficient technology solutions developed and disseminated by Development Alternatives Group helped setup 175 waste recycling enterprises, nine Green Building Centres and creation of green livelihoods in large numbers. Of the 175 enterprises, 88 have been set up for fly ash technology, 26 for paper recycling technology, 43



enterprises for developing eco-concrete materials, 13 enterprises for micro-concrete tiles and five for vermicomposting. Technology solutions have boosted the utilisation of solid waste generated by industrial, mining, domestic and agricultural activities. This waste to wealth approach provides win-win solutions for the reduction of environmental hazards, higher productivity due to improved quality of products, increased net returns and new green opportunities.

The Vertical Shaft Brick Kiln (VSBK), along with other technologies for clean building materials have been transferred to Malawi in Africa as part of a South-South Technology Transfer initiative. The VSBK in Salima, Malawi, was commissioned in January 2015. Covering two villages, the current capacity of the VSBK in Salima is 6,000,000 bricks annually and provides 200 jobs directly and indirectly per year. Five hundred single shaft kilns can be set up to cater to the entire population of the country (based on urban housing demand).

Policy Influence and Planning Support

Efficient and Effective Task Force

Development Alternatives continued its policy support to the Government of Bihar and supported a conducive policy environment to accelerate the adoption of cleaner brick production technologies. Policy formulation was facilitated by the Government Task Force on Inter Departmental Task Force (TF) for accelerating cleaner production systems in the building materials sector, as a platform for discussion and dissemination. The inputs provided by the Task Force have resulted in streamlining the fly ash procurement process of the National Thermal Power Corporation (NTPC), Kahalgaon. There has also been an 83% increase in cleaner brick production units (especially fly ash) in the state of Bihar, that produced 60 million bricks per year over the period 2012-2015.

Way Forward

Over the next year, Development Alternatives will focus on expanding its work in the arena of low carbon economic growth through research and innovation of clean technology solutions that use industrial and construction waste to develop value added products. Development Alternatives will also extend its support to policy makers and planners for effective environmental decisions.



Limestone Calcined Clay Cement (LC³)

For every 20 tonnes of CO₂ that enters the atmosphere due to human activity, one tonne comes from cement factories. The two largest producers of cement, India and China contribute considerable proportions of carbon emissions to the global carbon count. In 2010, the Indian cement industry's share of the global carbon emissions was 7%, clearly pointing to the need to reduce the same through alternate and economic technologies. The LC³ innovation addresses the need by reducing 50% of the clinker content which cuts-back CO₂ emission by 20% - 30%. Clinker is the main agent in releasing carbon dioxide due to chemical reactions and energy use. The newly developed cement essentially uses low grade china clay (mine rejects and overburdens) and low grade limestone (non-cement grade), replacing clinkers and other supplementary cementitious materials. In addition to being eco-friendly, desirable properties of concrete such as strength, durability etc. are not compromised when compared to present day commercially available cements. LC³ can be produced within the existing equipment in a cement plant and does not need any major changes in concrete technology. Once this technology attains commercial viability and gets approval from standardisation authorities, it has the potential to influence the 300 million ton cement industry of India.

EMPLOYMENT SKILLS FOR GREEN JOBS

India will be the youngest country in the world by the year 2020, and this large young population could potentially make India the biggest labour force in the world. The benefits of a large labour force can be leveraged to accelerate economic growth through skill development.

Key focus:

Skill Building for Livelihood Fulfillment: Development Alternatives Group built capacities of rural and urban youth, and linked them with green livelihoods and income generation opportunities. These skilled workers have been trained on vocational skills, literacy, and related skills.

Entrepreneurial Skills: TARA Livelihood Academy (TLA), the skill development arm of the Development Alternatives Group, has become the technical partner of International Labour Organisation's (ILO) Start and Improve Your Business Programme (SIYB). Under the partnership TLA trained and facilitated the establishment of enterprises.

Executive Management Skills: Development Alternatives Group a focused to mainstream issues that are essential to create a greener, sustainable future for everyone' and also provide an impetus to India's socio-economic development through Corporate Social Responsibility programmes.



Development Action and Behaviour Change

Skilled Workforce

Over 6,423 persons were trained this year in vocational skills, life skills, entrepreneurship and executive skills. 1,162 trainees were linked with income generation activities, while 1,212 have been successful in getting direct placements with jobs such as security guards, office supervisors, floor attendants etc. 2,672 men and women ventured into self-employment and entrepreneurial activities with gardening, hair dressing, tailoring, cooking, beauty and wellness businesses. Over 120

professionals were trained on issues of sustainable development. The capacity building programmes included a series of short term training programmes, for professionals from Civil Society Organisations (CSO), Private Limited Companies, Public Sector Undertaking (PSU), government agencies/programmes, multilateral and bilateral organisations, academicians.

TARA Livelihood Academy also built capacities of junior, mid and high level professionals and executives on issues related with development and planning such as Water Sanitation and Hygiene (WASH), social enterprise management (Sales & Operations).



EMPLOYMENT SKILLS FOR GREEN JOBS



'Literacy to Self-Reliance'

TARA Livelihood Academy trained 3,430 women on vocational, employability and entrepreneurial skills; and acquainted them with industry and market trends, that enabled them to become well-informed, independent, confident and successful women entrepreneurs and leaders. While many of these women have become, beauticians, salon operators and grocery shop owners; a few have been elected as members of the local government bodies.

Way Forward

The Development Alternatives Group aims to widen and strengthen its outreach in training and capacity building of rural and urban youth, women, farmers, and artisans in Uttar Pradesh, Madhya Pradesh, Bihar and New Delhi. It also aims to set up its Centre of Excellence (CoE) in livelihood training.



'Literacy to Self-Reliance'

Sangeeta Jatav, Bistrakh in Gautam Budh Nagar, Uttar Pradesh

As a young girl, Sangeeta had always dreamt of being employed and financially independent. Due to financial constraints of her family, she was not sent to school but married of at an early age. After marriage she found herself surrounded with more responsibilities and family commitments. Her hobbies and aspirations became redundant and took a back seat. One year ago, Sangeeta's husband, a driver by profession met with an accident and lost his job, which led to financial stress in the family.

A major transition marked her life when TARA (a social enterprise of the Development Alternatives Group) came to her village with their '*Literacy to Self-Reliance*' programme. With some spare time around, Sangeeta found an opportunity to fulfill her childhood aspirations and enrolled herself for the TARA Akshar classes. She continued her participation in the programme by acquiring life skills, vocational skills and enterprise development training in tailoring and stitching. After undergoing the training, she started stitching clothes for friends and family. She learnt how to prepare a business plan and groomed herself to set up her tailoring enterprise. Within a month of this training, intervention and overall support, Sangeeta had set up her tailoring enterprise. She now runs a successful tailoring business, and is financially independent and feels empowered. She contributes financially to the household expenses. In the next few months, she wishes to open and operate a training centre during the summer vacations for school and college students.

ENTERPRISE DEVELOPMENT

The growth and development of micro, small, medium enterprises boost innovations in technologies, improve quality of products and services, create livelihoods in large numbers and contribute to socio-economic development. However, factors such as inadequate technologies, lack of opportunities, skills and market linkages, lack of technical and financial support snowball into slow socio-economic progress and require immediate attention and solutions in the form of enterprise development.

Key focus:

Social enterprises: Development Alternatives Group incubates and promotes social enterprises as Special Purposes Vehicles and boosted socio-economic development to create sustainable livelihoods in large numbers. This year, Development Alternatives Group launched a renewable energy based micro-utilities company, *TAR Aurja*, which has delivered renewable energy based lighting solutions at the door steps of farming communities in Bundelkhand. It has also created livelihood and income generation opportunities for people in the rural areas of India.

Business Support Systems for MSMEs: Development Alternatives Group enabled the establishment of 235 enterprises by supporting micro, small and medium entrepreneurs. The support concentrated its efforts to build capacities, provide technological, financial solutions and facilitate market linkages to establish, manage and enhance their businesses.



Research and Innovation

Innovation in Enterprise Models

The DA Group focused on innovation of technology and enterprise models for rural communities to access improved quality of life products and access extended markets as producers. The group focussed its attention on value chain development of farm produce and aggregation of locally available produce for economic development in Bundelkhand. Farm based aggregation models for spices, vermicompost and fruits and vegetables for integrated access to markets engaged over 500 farmers. A significant number of these enterprises are being led by women, who have been playing a crucial role in decision-making regarding marketing and selling of the produce. Members from Sankalp Swashakti Mahila Mandal, a women's federation based in Orchha were trained in spice purchasing, packaging and marketing. The first season's produce benefitted from better seeds and farm practices giving a bumper crop. The processed spice (turmeric) was sold out in a couple of months motivating the groups to take this further.

Development Action and Behaviour Change

Promotion of Enterprise Support System

Development Alternatives enabled enterprise development through provision of support services



to enterprises in the form of technology, finance, marketing capacity building for business management. Through these services, the group enabled the establishment of 235 enterprises and set up of 600 self-employment opportunities among communities creating 2000 jobs during this period. These have been developed across a range of sectors that include agri-allied, green building material, recycling, water sanitation and hygiene (WASH), and rural service based enterprises.

Business Incubation

Development Alternatives' consistent and rigorous focus on business incubation to create large scale impact was emphasised this year through its focus on decentralised renewable energy led economic development. The Smart Power for Environmentally Sound Economic Development (SPEED) model piloted a model and demonstrated a pathway for private sector energy companies to engage in



businesses for energy supply to rural areas in areas of Bihar and Uttar Pradesh. The model specifically focused at energy supply to village microenterprises and other commercial loads in which various packages were piloted for different categories of microenterprises.

The success of the model is based on customer satisfaction and retention like any energy service delivery model. A training and communication package on “Customer Awareness, Acquisition and Retention” was developed for team members and local NGO partners. The package assisted in lucid and wider dissemination of tariff options to attract clients from villages and decentralised energy based enterprises for enhancing local economies

Promoting an enterprise support system

Development Alternatives worked closely with the MSME this financial year to developing the design of the MSME Virtual Clusters platform. TARA, the social enterprise of DA Group, has also been empanelled as a technical Agency for the manage the SFURTI programme aimed at development of traditional industry based clusters. Development Alternatives’ policy team has also developed policy perspectives and policy papers for catalytic finance to promote MSMEs, as effective job creation and economic development engines.

Way Forward

In the coming year, Development Alternatives aims to test, develop, promote and upscale new enterprise and business models. The strategic focus will continue to enterprise models for waste to wealth, value chain development of agri related products and clusters development. The group will continue to identify potential productive income generation and enterprise activities, establish stronger market linkages, and build capacities for green economic activities that boost local economies.



A Green Enterprise led by Women Transforms Waste to Wealth in Bundelkhand

In order to augment the earnings of women, as well as to promote natural resource management and sustainable farming; Development Alternatives re-looked at farming techniques. The women led federation – Sankalp Swashakti Mahila Mandal has demonstrated how low-cost technology can be easily used to transform waste into wealth. The women federation produces vermicompost using the tetra vermi bed. These tetra vermi beds are low cost, easy to adopt and implement, require very little space and produce good quality organic manure.

Sankalp Swashakti Mahila Mandal has built institutional linkages for the marketing of vermicompost, which is bought by various nursery owners, orchard farmers for their guava, amla (gooseberry) and mango plantations. This low cost model of income generation serves the dual purpose of boosting the local economy, as well as promoting sustainable food production in various fruit and vegetable plantations in the Bundelkhand region (Central India). It has helped women to set up micro-enterprise based on vermi-culture technology in rural and peri-urban areas of Bundelkhand. It has also improved their economic and social status. Women play a crucial role in decision-making regarding marketing/selling of the produce, which show a transition in the otherwise patriarchal society of Bundelkhand.

This green enterprise is also being replicated in Jhansi, Lalitpur, Banda, and Tikamgarh districts of Bundelkhand region. A total of 120 vermicomposting units currently produce approximately 10 tonnes of organic manure per cycle (one cycle is of 45-60 days)

STRENGTHENING INSTITUTIONS

The challenge of reaching the last mile and multiplication at scale calls for building strong institutional arrangements. It is crucial to strengthen institutions that build collective action and bargaining power and support “multiplication of livelihoods at scale.” The DA Group focussed on building community partnerships, business networks and policy alliances for strengthening grassroots participation, leveraging market systems and influencing policy for sustainable development strategies and scaling up good practices.

Key focus:

Community Partnerships: Development Alternatives Group continued with its efforts of forming women SHGs, farmers groups and their federations in 13 districts of Bundelkhand region, where the DA Group was directly involved in four districts and through civil society partnerships in the rest. The *Hamara Gaon* initiative took a leap forward with core support for integrated village development. In addition, capacities of community institutions were enhanced for climate adaptive planning at the village level.

Policy Alliances: Development Alternatives identified, engaged and influenced decision makers and policy makers through collaborative research and development of knowledge products, multi-stakeholder dialogues and demonstration of easily replicable sustainable solutions. The year was important for providing inputs into global processes for SDGs (Sustainable Development Goals).

Business Networks: Development Alternatives Group strengthened its linkages with social enterprises, collaborated to build strong market eco-systems for small enterprises and livelihood solutions for the poorest. DA Group also partnered with corporate sectors to leverage CSR funds for sustainable development initiatives. DA provided support to the development of enterprise packages for livelihood generation and strengthening.



Research and Innovation

A Self-Learning e-learning Platform

The vulnerability of the Himalayan region to climate change impacts and disasters require innovative approaches to build community resilience. Development Alternatives' experience on capacity building of community radio journalists came in handy to address the gap of local information and capacity of radio journalists to report on climate change impacts in the region. An e-learning platform was conceived and developed for building capacities of the community radio stations on climate change. The platform provided an understanding on climate change, its impact in the Himalayan region and a guide on preparing radio programmes on climate change. Climate change impacts were explained in simple vernacular language, local songs and stories. The learning platform consists of three modules with associated lessons, FAQs, quizzes and games.

Development Action and Behaviour Change

Community Partnerships

In the year 2014-15, Development Alternatives mobilised, built capacities, created sustainable livelihoods for community organisations such as Self Help Groups (SHGs), farmers' collectives and federations. 304 new SHGs, 117 Farmers Collectives

and 2 new Women's Federation were formed and over 3000 women were provided linkages to banks and 100 women associated themselves to women's federations this year. The capacities of village, block and district level officials were also built to integrate and address concerns of environmental sustainability and climate resilience/ adaptation in local planning and development. Investments were made in capacity enhancement of these institutions in 63 villages on governance, enterprise development, water and sanitation (WASH), watershed management, access to energy and sustainable agriculture.

The consortium of Community Radios in Bundelkhand region collaboratively developed 93 programmes on sustainable agriculture practices. The programmes were disseminated to over 600 villages reaching out to over seven lakh people.

Policy Influence and Planning Support

Policy Alliances

Initiatives showcasing sustainable, inclusive and resilient principles with potentiality for scaling from India were mapped by the hub members of Mainstreaming Alternative Perspective – South Asia (MAP-SA), a Green Economy initiative in collaboration with the Green Economy Coalition and the New Economy Foundation. Challenge papers prepared by the hub members in the initiative

STRENGTHENING INSTITUTIONS

provided for inputs to the great transition report, by identifying areas where India can make a shift to a Green Economy. The result of this initiative along with research on Transforming our Development Paradigm in India led to the book, 'To Choose our Future', soft released at the TARAGram Yatra.

Through a collaborative and integrated approach, Development Alternatives identified, engaged and influenced decision makers at State, National and Global levels by capturing best practises through action-based research in the areas of climate change, sustainable habitat, urbanisation, green and inclusive economy and Sustainable Development Goals (SDGs). Development Alternatives has been actively engaged in policy research at the national, regional and global level and facilitated practice-to-policy connect for climate resilient development. Development Alternatives, a founding and board member of Climate Action Network South Asia (CANSA) worked with the network to strengthen the national engagement for global climate change negotiations and policy development processes. DA as a co-chair for the National Steering Committee of CANSA strengthened the network for participation of civil society to build a perspective on climate change.

A "Guide for Planners" on Climate Adaptive Planning was prepared through a partnership with the Independent Research Forum (IRF), which is a collaboration of research institutes from across the globe. DA contributed to critical thinking and fresh ideas to the post 2015 sustainable development debates. Dialogues with a wide range of

stakeholders were facilitated and the IRF provided advice and support to national negotiations and global discourse on SDG framework and goals.

Business Networks

Development Alternatives group worked closely with micro, small and medium enterprises (MSME), this financial year to design the MSME Virtual Clusters platform. TARA has been empanelled as a technical agency for the management of the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) programme, which is aimed at development of traditional industry based clusters. Partnership has been developed with TISS for capacity building of social enterprises on organisational and institutional development of the same.

Way Forward

The coming year will require working wider and deeper for facilitating multiplication of livelihoods at scale. Intensify collaborations, partnerships and investments for capacity enhancement and outreach expansion in Bundelkhand region with existing community partners and other civil society actors of the region are a few areas the organisation will pay close attention to. Country engagement on SDG processes in India, building a civil society perspective and engagement with policy makers for India's INDCs (Intended Nationally Determined Contributions) for global climate negotiations in Paris, resource efficiency in food production, construction sector and urbanisation will be the focus for the coming year.



Mainstreaming Climate Change Concerns into Development Planning

Development Alternatives in association with Global Water Partnership and India Water Partnership launched the Water and Climate Resilience Programme (WACREP) in Datia district of Madhya Pradesh. The initiative focuses on mainstreaming climate change concerns into development planning of the district. Integration of climate change in planning processes has been based on sound evidences, which identified key climate change vulnerabilities in Datia. Identification of local, specific community based vulnerabilities helped in reaching out with adaptation solutions for Datia district of Madhya Pradesh.

The core focus of the WACREP initiative emphasised on building capacities of decision makers at panchayat and district level for mainstreaming climate change in planning processes. Different stakeholders from community, panchayat and district level were engaged for capacity enhancement and strategy development for integrating climate adaptive planning. The initiative also integrated climate change adaptation in the village level and district planning processes. This will help to integrate climate change adaptation in the long term strategies of climate sensitive communities in the coming future.

BASIC NEEDS FULFILLMENT

Provision of basic needs products and services such as access to good quality - water, sanitation facilities, safe shelters, and literacy are essential for ensuring socio-economic development of a country; along with the attainment of a greater equality in the distribution of income. Therefore, it becomes crucial to focus on community and enterprise delivery models that enhance access and improve the quality of these basic goods and services.

Key focus:

Habitat: Development Alternatives has successfully designed and implemented affordable housing solutions for the rural areas in the last three decades. Building on its past experiences, Development Alternatives this year made a gradual shift in expanding its outreach, and assessed and addressed social and environmental aspects of affordable housing in both peri-urban and urban areas.

WASH: Development Alternatives addressed the exigent issues of availability of clean water and sanitation facilities. Innovative water purification products, water testing kits, construction of toilets and capacity building enhancement on hygiene practices were the highlights of the year.

Energy: A total of 40 renewable energy sites have been established by the Development Alternatives group this year, including 20 sites for Micro Utility Business in Bihar and Uttar Pradesh, and 20 for Pico-grids sites in Bundelkhand. This year, a rural energy distribution company, *TARAurja*, was launched for delivering renewable energy based lighting solutions at the door steps of households and farming communities.

Literacy: Development Alternatives received the e-Uttara award for its e-education and learning programme. *TARA Akshar+*, a unique computer-based teaching innovation created by Development Alternatives for imparting literacy to women in Uttar Pradesh, Madhya Pradesh and Rajasthan. It also initiated the literacy programme for children.



Research and Innovation

Water Purification and Water Testing Kits

An addition to the water quality testing kit to check the presence of nitrates in the water, the "Nitracheck" was developed this year. This is also available as a stand alone product.

A water purification solution - the Zero Valent Bio-sand household arsenic filter has been another product brought for commercial application this year.

Development Action and Behaviour Change

Women Empowerment

Development Alternatives through its e-education and learning programme TARA Akshar+ has grown in scale reaching out to 60,000 women in 2014-15 (1,50,000 in total) who can now effectively read and write in Hindi and do simple calculations. Majority of these women have emerged as independent, self-confident, and well informed individuals, actively participating in income generation and local development of their villages. In order to achieve higher retention of functional literacy, the '*Apni Pathashala*' was recasted in as an improved version



called – the '*Gyan Chaupali*', and was implemented in every village, where the TARA Akshar+ programme is offered.

The year also saw the introduction of the TARA Akshar+ programme for children.

Access to WASH

Development Alternatives addressed exigent issues of access to good quality water, awareness about sanitation and hygiene practices, thereby, promoting healthier environment and gender equality. About 3,14,000 individuals have benefitted from improved access to clean drinking water and sanitation facilities. A key emphasis has been laid to WASH ambassadors, who have further advocated behaviour change amongst their families and communities. A total of 500,000 children have been reached through awareness in WASH.



Policy Influence and Planning Support

Clean Energy Solutions

Under TARAurja, solar based electricity through pico-grids, is provided to 450 households and has significantly changed lives of more than 2,200 individuals including men, women and children. Six solar based irrigation pumps were installed, which have provided electricity and irrigation facilities to over 1,300 rural families.

Social Housing

Development Alternatives enlarged its habitat portfolio of green affordable housing in the peri-urban and urban areas. The focus has been on documentation of good practices, assessments and research of environment and energy aspects in

social and affordable housing initiatives. The research and policy team assessed the urban social housing in India, identified and evaluated gaps between government policies and schemes. The team has facilitated increased awareness amongst government and private developers on sustainable building solutions such as availability, benefits, costs and savings of sustainable building and green solutions. Building design and costing packages for affordable housing using eco-friendly technologies were also developed for their distinct geographies.

Way Forward

In the coming year, Development Alternatives aims to design and implement affordable housing delivery models for the states of Andhra Pradesh and Telangana; package existing models of community, household arsenic water service delivery models and renewable energy based lighting solutions for replication and scale-up. Key emphasis will also be laid to address social and environmental aspects of affordable housing in the peri-urban and urban areas along with rural areas in India. Development Alternatives will also field test and implement TARA Akshar+ programme for youth, men and children, strengthen 'Gyan Chaupali' to support neo-literates and also develop a CSO model for the e-education and learning programme.



Shining Through The Light of Success

Ramkali, a resident of Chandranagar in Khajra Bujurg village, had witnessed electricity in her village after 40 odd years. Kerosene lamp was the only alternative for cooking and lighting. Apart from being costly (monthly expenditure of Rs. 200 month), the kerosene was proving to be injurious for her family's health, as the fumes from the burning of kerosene were causing breathing problems and irritation in eyes. This grim situation changed, when Technology and Action for Rural Advancement reached out to provide renewable energy based lighting solutions at the door steps of households in Bundelkhand. The households now have clean source of energy which has reduced the monthly expenditure to Rs 120, Families are no longer prone to adverse affects of kerosene, Children have more and assured time to study in the evening and households have cheaper and better access to communication, owing to mobile charging facility within their own homes.

Ramkali shares "We did not have electricity, and I can never forget those days - especially the day my daughter got married. Since the time electricity has come, day and night feel the same! The village looks all lit up now, looks very bright. My children are also very happy to study in the evening and night hours. My husband feels delighted too, to get clean food in a timely manner everyday."



Profile

PUBLICATIONS

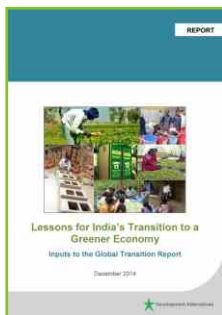


To Choose Our Future

The book 'To Choose Our Future' underlines a development paradigm in which the ecosystem, health, social equity and human empowerment are goals of equal importance with economic improvement. The book identifies the single most important priority for India today that of creating sustainable livelihoods at a large scale. It draws upon lessons from 30 years of work on sustainable national development.

Transforming the Development Paradigm

In India, the development narrative is trying to balance between 'growth' and 'poverty alleviation' with an inclusive growth agenda. The paper aims at building a narrative for a sustainable, greener, climate resilient development pathway unique for India.

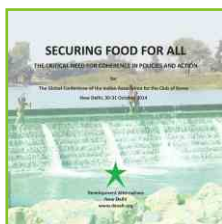


Lessons for India's Transition to a Greener Economy

This paper attempts to understand the key sectors for intervention in India and have emerged as the main players in undertaking green initiatives. These sectors have contributed to economic growth of the nation while simultaneously causing detrimental effects on the environment.

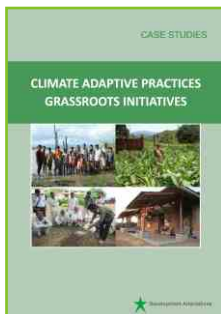
Pilot scale manufacture of limestone calcined clay cement: The Indian Experience

Bishnoi, Shashank et al, '*Pilot scale manufacture of limestone calcined clay cement: The Indian Experience*', The Indian Concrete Journal, July 2014, 88 (7), pp. 22-28.



Securing Food for All

This booklet explores the design and functions of the institutions of the State, of business and of civil society that are necessary - even if not entirely sufficient -- to serve the ethical, ecological and societal purpose of speedily eliminating hunger and malnutrition from India.



Climate Adaptive Practices Grassroots Initiatives

The report describes case studies on climate change adaptation from the seven states of India- Andhra Pradesh, Assam, Himachal Pradesh, Madhya Pradesh, Odhisha, Sikkim, Tripura and Uttarakhand, which face varied impacts due to climate change. The case studies have been analysed from the need for and context for building the adaptation strategy, the methodology adopted for facilitating change process. The documented initiatives highlight the impact of climate change in these hot spots and how the initiative has addressed the challenge and vulnerability of the desired communities making them climate change.



Design and Planning of Affordable Innovative Green Social Housing (Plain and Coastal Regions)

Two series of this catalogues on green social housing were published. The purpose of these catalogues is to introduce design standards and specifications for sustainable affordable housing in the plain and coastal regions of India in order to facilitate the state agencies in planning and construction.

Resilience Framework for Measuring Development

The Scientific brief, “Resilience Framework for Measuring Development” submitted for the Global Sustainable Development Report elaborates on a set of indicators that can measure the resilient nature of development.



Limestone-Calcined clay-ternary cement for resource efficient growth of India

Bishnoi, S. and Maity S., ‘Limestone-Calcined clay-ternary cement for resource efficient growth of India’, Newsletter of Foundation for Innovation and Technology Transfer. July 2014, 20 (2), pp. 7-9.

Decoupling Growth from Resource Consumption

The Scientific brief, “Decoupling Growth from Resource Consumption” by Development Alternatives submitted for the Global Sustainable Development Report sees decoupling as an instrumental ingredient for development processes ahead. It looks at the challenges and suggests core strategy in moving forward with growth decoupling.



Policy Briefs

- Bhamra, A. and Niaz, Z., 2014. Creating Transitions We Need. New Delhi: Development Alternatives, 13p.
- Reen, R. and Niaz, Z., 2014. Principles of Policy Making. New Delhi: Development Alternatives, 7p.
- Reen, R. and Niaz, Z., 2014. Means of Implementation. New Delhi: Development Alternatives, 4p.
- Mathew, R., 2014. Decentralised renewable energy based rural electrification in Uttar Pradesh. New Delhi: Development Alternatives, 6p.



Perspective Papers

- Development Alternatives, 2014. Policy imperatives for decentralised renewable energy based micro-grids in India. New Delhi: Development Alternatives, 27p.
- Development Alternatives, 2014. Perspective for decentralised renewable energy based micro-grids in India: facilitating enabling policy environment. New Delhi: Development Alternatives, 27p.
- Development Alternatives, 2014. Decoupling growth from natural resources. New Delhi: Development Alternatives, 19p.
- Development Alternatives, 2014. Decoupling growth from resource consumption. New Delhi: Development Alternatives, 32p.



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- Dewan, C. and Patara S., 2014. The changing landscape of development assistance. New Delhi: Development Alternatives, 8p.
- Development Alternatives, 2014. Building materials and green economy. New Delhi: Development Alternatives, 6p.

NETWORKS AND PARTNERSHIPS



MEDIA COVERAGE

नुवकड़ नाटक से दिया धरती को स्वच्छ रखने का संदेश

मिर्जापुर। विश्व पृथ्वी दिवस पर जनपद में मंगलवार को विविध कार्यक्रम आयोजित किए गए। कहीं नुवकड़ नाटक के माध्यम से धरती के प्रदूषित होते हालात प्रदर्शित किए गए तो कहीं गोष्ठी व प्रतियोगिताओं के माध्यम से धरती को स्वच्छ रखने का संदेश दिया गया।

डेवलपमेंट अल्टरनेटिव ग्रुप के तत्वावधान में क्लीन इंडिया में तारा अक्षर के साथ मिलकर कमला मेमोरियल स्कूल धौरूपूर में आयोजित कार्यक्रम में जागरूकता कार्यक्रम में छह सौ से अधिक महिलाओं और बच्चों को पर्यावरण संरक्षण, पर्यावरण और व्यक्तिगत स्वच्छता, अपशिष्ट प्रबंधन की जानकारी दी। कार्यक्रम की शुरुआत ग्रुप के कर्नल आहतुवालिया ने की। इस दौरान मुख्य चिकित्साधिकारी डा. उमेश सिंह ने साक्षरता और स्वस्थ जीवन के बीच के संबंध के बारे में बताया। एसडीएम डा. विश्राम शर्मा और डा. भावना तिवारी ने पर्यावरण स्वच्छता की जानकारी दी। इसके पूर्व स्कूली बच्चों और तारा अक्षर में प्रशिक्षणरत महिलाओं के मध्य चित्रकला प्रतियोगिता हुई। इसमें श्रेष्ठ प्रदर्शन करने वालों को पुरस्कृत किया गया। इस अवसर पर विवेकानंद शिक्षा समिति, क्रेडा, सार्थक, वीजीआईएसएसएस आदि ने सहयोग किया।

Masterbuilder

RESEARCH & RECOMMENDATION

Joint Research By IITs In Partnership With Development Alternatives (DA) Leads To Development Of Low Carbon LC3 Cement



Looking during the kilogram test, eminent environmentalist and Chairman of Development Alternatives (DA).

Dr Jubok Khanda said, "In the next three decades, we can expect even more new buildings and infrastructure to be built globally than the entire stock that exists today. In sectors of the economy where material demand is high, such as in construction, concrete accounts for the largest share of resources that are extracted from nature. Obviously, any saving of resources achieved through innovation can yield a huge benefit for the environment and thus for the economy. For people, LC3 represents a sustainable solution for buildings. It represents more sustainable growth for our resource base. It represents a sustainable future. It's a win-win for all." Other prominent personalities present in the honour of research were Prof. Sarma, Director from Centre for Environmental Studies, IIT Bombay; Prof. S. Tall, Dean Research and Development, Indian Institute of Technology, Delhi; and Dr. Deepa von Dörmann, Ambassador of Switzerland to India and France.

पायनियर

विजली नहीं फिर भी सौर ऊर्जा से जगमगाया जनपद का बहरायन गाँव



Solar panels installed in Bahrayan village, Mirzapur, showing the use of solar energy for electricity generation.

हिन्दुस्तान

सोमवार, 11 अगस्त 2014, वाराणसी

प्रिपराडीह सांस्कृतिक भवन में समारोह नै 'तारा अक्षर' अभियान

सफलता का सबसे कारगर जरिया शिक्षा

क्रीडापुर। क्लिज संवत्सरा

प्रिपराडीह सांस्कृतिक भवन में आयोजित समारोह में 'तारा अक्षर' अभियान में शामिल महिलाओं को सर्टिफिकेट प्रदान किया।

सार्थक संस्था की ओर से संघर्षांतर कार्यक्रम में इन महिलाओं को अवधिभर बनने के उद्देश्य में

अक्षर जान से परिचित कराया था। यद्यप संस्था अधिकांशतः डॉ. योगेश प्रसाद, राम प्रभात विद्या विन्द्, प्रियंका विद्दि कलिका के डॉ. राधेश शर्मा और संस्था को निन्दक डॉ. मधुषी पांडेय ने महिलाओं को प्रमाण पत्र प्रदान किया। महिलाओं के प्रयास को सराहना करते हुए यद्य संस्था अधिकांश ने कहा कि साक्षरता

उभने ऊर्जा और आयोजितकार का संघर्ष करने। शिक्षा ही सबसे कारगर जरिया है जिसकी सहायता से सफलता हासिल की जा सकती है। साक्षरता, प्रमाण पत्र, महिलाओं ने साक्षरता अभियान में मिले अनुभवों को साक्षात् निन्दक डॉ. मधुषी ने 5 हजार 650 महिलाओं को साक्षर किया।

हिन्दुस्तान

वाराणसी। सुबहार। 30 जुलाई 2014

महिलाओं को प्रदान किया प्रमाण पत्र

ज्ञानपुर। स्वामी विवेकानंद शिक्षा समिति संस्था और डेवलपमेंट अल्टरनेटिव नई दिल्ली के सहयोग से जनपद में संघर्षांतर तारा अक्षर प्वास कार्यक्रम के अन्तर्गत प्रदाई जा रही महिलाओं को मंगलवार को साक्षर होने का प्रमाण पत्र बांटा गया। संस्था ने ज्ञानपुर विकास खंड के अन्तर्गत चारी, फासियापुर, बलामपुर, घोराहा की महिलाओं को प्रमाण पत्र प्रदान किया। मुख्य आतिथि शारदा प्रसाद विन्द् ने कार्यक्रम को संबोधित किया। इस मौके पर शारद श्रीवास्तव, अनुष्ठा श्रीवास्तव, मनोप सिंह उपस्थित रहे।



Cash cows come home



A cow in a field, illustrating the article about cash cows.

Business Standard

Cement which reduces CO2 emission developed

NEW DELHI, August 11, 2014 (Business Standard)

RELATED NEWS

- Budgeted to attract roughly share up to 10% in the next 12 months
- India, Subcontinent (including Sri Lanka) may be
- Subcontinent (including Sri Lanka) may be
- Subcontinent (including Sri Lanka) may be
- Subcontinent (including Sri Lanka) may be

The researchers of Switzerland, India and China have come together to develop low-carbon cement. The cement which will reduce carbon dioxide emission by 10% by 2050 is expected to be developed in the next 12 months. The researchers of Switzerland, India and China have come together to develop low-carbon cement. The cement which will reduce carbon dioxide emission by 10% by 2050 is expected to be developed in the next 12 months.

Monday

The LC3 is a synergistic hybridization of clinker (dark grey) and extra made by mixing ground limestone and clinker in a proportion of about 70:30 (limestone: clinker) and has created a cement to achieve the performance required from commercial cements, with other factors such as CO2.

सहारा

वाराणसी, 22 जुलाई 2014

500 महिलाएं साक्षर, तारा अक्षर प्रमाण पत्र वितरित



A group of women sitting in a room, receiving certificates or participating in a program.

Perspective

The Hindu

'We need more stringent and responsible action'



Students to create awareness on sanitation, hygiene in UP

WASH AMBASSADORS: Global think tank mobilizes students from 50 schools in Mirzapur, 30 in Faizabad, 20 in Varanasi and 8 in Jhansi



WASH AMBASSADORS: Global think tank mobilizes students from 50 schools in Mirzapur, 30 in Faizabad, 20 in Varanasi and 8 in Jhansi

SIGNIFICANT EVENTS

National Dialogues

TARAgam Yatra 2014

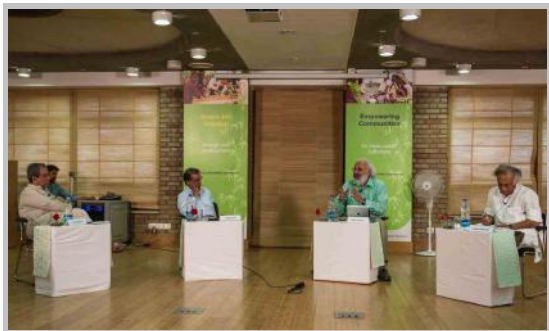
Development Alternatives successfully organised its annual event TARAgam Yatra 2014 for the fifth consecutive year. The TARAgam Yatra 2014 went beyond Bundelkhand and looked at “India Post – 2015: A Country in Transition”. It brought together policy makers, researchers, partners and practitioners to identify and map new ideas, that will follow an environmentally sustainable and socially just model of development.



This year's Yatra marked a change in its course as the journey touched upon four different areas in the context of rural and urban settings. Organised from 13th to 16th October in Delhi, Orchha, Thiruvananthapuram, and Kotagiri, the Yatra explored models of sustainable practice as a game changer to policy interventions that can help India move closer “To Choose A Sustainable Future”. It explored the fine balance between biodiversity conservation and livelihood security of indigenous populations in the Nilgiris, resource efficiency in the construction sector in a rapidly urbanising Kerala, it also looked at system efficiency to deliver safe water to all in our growing cities using Delhi as a case example and mainstreaming climate risks into development planning processes in semi-dry Bundelkhand.

All the four themes converged at the plenary which was chaired by Dr Karan Singh. The session brought together varied perspectives from the field trips in areas of economics, ecology, society and governance to bear upon principle of policy making and indices of development measures for India.

trialogue 2047 Series



trialogue 2047 is a series of discussions focussed at building consensus on directions and measures India must take to accelerate a transition towards a truly sustainable future. This platform aims to create a shared understanding on structural changes required in our economic, political and social systems. It is essentially dialogue among three stake holders involved in and affected by development activities. The platform brainstorms on alternatives India can and should adopt to make a nation that is socially fair, economically just and environment friendly.

In the last one and half year, since the inception of the idea, DA has held 10 trialogues on topics like Going Beyond Growth, Transforming the Development Paradigm, Resource Efficient Smart Cities, Food Security: The Big Question of Resources and Building Synergies Across Sectors - Housing for All in a Resource Constrained Landscape. Speakers such as Deepak Nayyar, Jairam Ramesh, Jayati Ghosh, Subir Gokarn, Ashish Kothari, Chhavi

Rajawat, Amitabh Kundu, Sanjay Prakash, K.T. Ravindran, J.M. Mauskar and David Dror amongst others have engaged in this forum.

The trialogues held in the financial year 2014-15 are as follows:

- Means of Implementation' for Achieving Sustainable Development
- Building a Sustainable Future: Transitions We Need
- Transforming the Development Paradigm
- Resource efficient smart cities for achieving sustainable development.



National Workshop on 'Scaling up of Climate smart agriculture: potential changes', New Delhi

In order to have an enhanced understanding of the importance of climate smart agriculture in mitigating climate risks and ensuring food security, a national workshop on "Scaling up of Climate Smart Agriculture – Potential and Challenges' was organised by Practical Action Consulting and Development Alternatives on February 12, 2015 at Development Alternatives Headquarters, New Delhi.

The discussions at the workshop brainstormed on the relevance and significance of climate smart agriculture and its scaling up in adapting and mitigating climate risk. It was deliberated for jointly addressing the challenges of food security and climate resilience.



Workshop on 'Low Cost and Affordable Housing', New Delhi

Development Alternatives hosted a two day workshop on April 23-24, 2014 as a part of the Sustainable Urban Social Initiatives (SUSHI). SUSHI, a UNEP initiative is being implemented in India to promote the use of green design, techniques and materials in the urban social housing space.

Social housing practitioners and experts came together to address these issues. Development Alternatives' team introduced the participants to the linkages between the construction sector and climate change, stressing on the need for adoption of greener practices while bridging the housing shortage gap.

Roundtable conference on the 'Future of Resource Management in Urban India', New Delhi

Development Alternatives Group in partnership with IDS-UK and GIS India organised a one day roundtable conference on 'The Future of Resource Management in Urban India' on October 28, 2014 in New Delhi. The roundtable brought together experts from academia, NGOs, Municipal Corporations and Government Agencies to deliberate on efficiently managing waste generated in urban areas in India.

National Workshop on Household Water Treatment and Safe Storage, New Delhi

Development Alternatives organised National Workshop on Household Water Treatment and Safe Storage (HWTS) at India International Centre on November 12, 2014 at New Delhi. The objective of the workshop was to bring all stakeholders working on HWTS in a single platform. The workshop's discussion focused mainly on scaling up the process of providing safe drinking water at household level.





'The City I Want' campaign in 10 cities of India

CLEAN-India (an initiative of Development Alternatives) in collaboration with World Urban Forum, launched 'The City I Want' campaign in 10 cities across India. The aim of this campaign was to improve the urban environment by mobilising youth and communities. The campaign is working on four themes i.e. WASH, Waste management, Energy and climate change and urban biodiversity. The campaign revived the CLEAN- India network in 10 cities.

Local Events

Knowledge Sharing Workshop on Climate Adaptive Planning in Datia District, Madhya Pradesh

Water and Climate Resilience Project (WACREP) is an initiative supported by Global Water Partnership, India. Under this initiative, Development Alternatives organised Bundelkhand Knowledge Platform (BKP),

Knowledge Sharing Workshop on May 22, 2014 in TARAGram Orchha, Madhya Pradesh. Keeping region's climate resilient development in mind, BKP workshop was organised on "Mainstreaming Climate Change Adaptation in Development Planning".

During this workshop, WACREP's experiences on climate adaptive planning in Datia district of Madhya Pradesh were shared with Bundelkhand Knowledge Platform (BKP) partners. Project team shared vulnerability and adaptation assessments of Bundelkhand region and discussed about the approach for climate adaptive planning in Datia district.



Workshop on, "Drought Proofing Strategy for Semi-Arid Region of Bundelkhand", Jhansi.

A one day scientific exchange workshop was organised on, "Drought Proofing Strategy for Semi-Arid Region of Bundelkhand" on July 4, 2014 in Jhansi. This workshop was supported by Global Water Partnership and India Water Partnership under the Water and Climate Resilience Programme. This workshop included scientific

experts from National Research Centre for Agroforestry, Indian Grassland and Fodder Research Institute, KrishiVigyaan Kendra, Development Alternatives, Central Soil and Water Conservation Research and Training Institute, National Institute of disaster Management and Bundelkhand University.

Global Presence

Workshop on 'Cleaner Brick Technology', Lilongwe, Malawi

An awareness workshop on Cleaner Brick Technologies was held on February 27, 2015 in Lilongwe, Malawi. The objective of the workshop was to introduce the Vertical Shaft Brick Kiln (VSBK) to interested stakeholders as well as disseminate the results of the pilot kiln that was set up. The highlight of the workshop was the presence of Honorable Mr. Bright Musaka S.C., Minister of Land, Housing & Urban Development. During the workshop the Honorable Minister offered unstinting support in promoting the widespread adoption of alternate technologies like the VSBK.

Honorable Minister of Malawai emphasised the



need for alternative technologies on building and construction. With growing urbanisation and the growing need for more housing, he urged the participants to explore alternate technologies like VSBK amongst others.

'Multi-stakeholder Initiatives towards a Resilient and Low Carbon South Asia', Lima, Peru

Realising the importance of cooperation in South Asia for dealing with the issues of climate change, Climate Action Network South Asia (CANSA) in association with Development Alternatives (DA), Indian Youth Climate Network (IYCN), Asia Pacific Adaptation Network and Sustainable Development Policy Institute (SDPI) organised a side event on December 2, 2014 in COP 20 Lima, Peru "Multi-stakeholder Initiatives towards a Resilient and Low Carbon South Asia". The objective of this side event was to highlight climate change vulnerabilities and responsive adaptation solutions in South Asia, share regional cooperation initiatives and echo voices of youth as driver of change in dealing climate change.

Besides talking about the importance of multi-stakeholder engagement, the event also discussed experiences of global partnership in South Asian region to promote accountability of adaptation finance at the national level.

Partnership with the Independent Research Forum on the Post-2015 Sustainable Development Agenda (IRF2015)

Development Alternatives is one of the eleven leading sustainable development research institutes from across the globe which forms the

Independent Research Forum on a Post-2015 Sustainable Development Agenda (IRF2015). 2014 saw tremendous progress towards a universal, integrated and transformative post-2015 development agenda. DA, as a member of IRF2015 worked to build support for a universal, integrated and transformative post-2015 development agenda through a series of retreats, supporting analytic work, and stakeholder outreach activities. In 2014, IRF2015 held four informal member state retreats in the series “Towards a Transformative Post-2015 Development Agenda”. DA prepared and presented 2 background briefs, provided inputs to papers developed, presented and facilitated at the retreats.

DA was also part of the analytic work on issues key to forging a global agreement on post 2015 development agenda. DA participated in developing analysis and commentaries by IRF2015 on various proposals and documents of post 2015 agenda. The commentaries and analysis included the OWG-11 ‘focus areas’ paper: an IRF2015 review, Assessing the Open Working Group on SDGs Outcome Document: Key Messages, Assessing the OWG – a way forward.

DA also participated in the Global Think Tank Summit on the theme “Think Tanks, Public Policy and Governance: National, Regional and Global Perspectives”, and were deeply involved with several regional workshops and consultations on improving climate and development linkages in the region. With all the work of DA as member of IRF, in the year 2014, it has remained as an active and informed citizen of the global community.

Consultation on ‘Low Carbon Options for South Asian Countries and Sectors’, Kathmandu, Nepal

Development Alternatives in association with PGVS, Christian Aid, Climate Action Network South Asia (CANSAs), Clean Energy Nepal and LEAD Pakistan organised a regional consultation on “Low Carbon Options for South Asian Countries and Sectors” in Kathmandu, Nepal on August 26-27, 2014. This event was supported by Heinrich Böell Foundation, Oxfam and Asia Pacific Network (APN).

The objectives of the consultation were to create awareness on local carbon development, share country and sectoral case studies and develop a long term regional low-carbon development strategy. Countries like India, Pakistan, Nepal, Sri Lanka and Bangladesh presented their research findings on the application of low carbon pathways in different sectors including construction.



Compliance

AUDITORS' REPORT

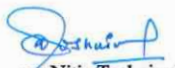
Society for Development Alternatives
Balance Sheet as at 31 March 2015

	Schedule	As at 31 March 2015 ₹	As at 31 March 2014 ₹
Sources of funds			
Capital			
Capital and other funds	1	3,61,76,978	2,64,61,632
Liabilities and provisions			
Unspent grants	2	22,57,68,256	37,73,91,739
Current liabilities	3	1,01,57,653	66,68,909
Provisions	4	22,72,773	15,71,572
		<u>27,43,75,660</u>	<u>41,20,93,852</u>
Applications of funds			
Fixed assets	5	2,26,92,582	2,49,71,657
Current assets, loans and advances			
Cash and bank balances	6	23,05,77,722	36,44,33,271
Loans and advances	7	1,64,47,447	1,49,91,779
Other current assets	8	46,57,909	76,97,145
		<u>25,16,83,078</u>	<u>38,71,22,195</u>
		<u>27,43,75,660</u>	<u>41,20,93,852</u>
Significant accounting policies and notes to the financial statements	13		

The schedules referred to above form an integral part of the financial statements.

This is the Balance sheet referred to in our report issued in Form No 10B of the Income Tax Rules, 1962 of even date.

Walker Chandik & Associates
For Walker Chandik & Associates
Chartered Accountants


per Nitin Toshniwal
Partner



Place : New Delhi
Date : 24 August 2015

For and on behalf of the Society for Development Alternatives


George C. Varughese
President


Vinod Nair
DGM Finance

Society for Development Alternatives
Income and Expenditure Account for the year ended 31 March 2015

	Schedule	Year ended 31 March 2015 ₹	Year ended 31 March 2014 ₹
Income			
Grant income	2	31,71,45,887	20,20,84,707
Donations		-	11,910
Other income	9	1,35,21,695	1,06,02,172
		<u>33,06,67,582</u>	<u>21,26,98,789</u>
Expenditure			
Grant expenses	2	26,31,70,546	14,68,52,815
Personnel expenses	10	4,59,92,993	3,76,13,586
General and administrative expenses	11	94,15,433	1,17,88,175
Depreciation and amortization	5	23,59,535	26,07,943
Finance costs	12	13,729	10,83,580
		<u>32,09,52,236</u>	<u>19,99,46,099</u>
Surplus for the year transferred to capital and other funds		97,15,346	1,27,52,690
Significant accounting policies and notes to the financial statements	13		

The schedules referred to above form an integral part of the financial statements.

This is the Income and Expenditure Account referred to in our report issued in Form 10B of the Income Tax Rules, 1962 of even date.

Walker Chandiook & Associates
For Walker Chandiook & Associates
Chartered Accountants

For and on behalf of the Society for Development Alternatives

Nitin Toshniwal
per Nitin Toshniwal
Partner



George C. Varughese
George C. Varughese
President

Vinod Nair
Vinod Nair
DGM Finance

Place : New Delhi

Date : 24 August 2015

Walker Chandiook & Associates

FORM No. 10B


[See rule 17B]

rcus
New Delhi 110001
India
T +91 11 4278 7070
F +91 11 4278 7071

Audit report under section 12A (b) of the Income-tax Act, 1961 in the case of charitable or religious trusts or institutions

1. We have examined the Balance Sheet of **Society for Development Alternatives** (the "Society") as at 31 March 2015 and the Income and Expenditure Account for the year ended on that date which is in agreement with the books of account maintained by the said Society.
2. We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of our audit. In our opinion, proper books of account have been kept by the Society so far as appears from our examination of the books.
3. We did not audit the financial statements of branch (Orchha), included in the financial statements, whose financial statements reflect total assets of ₹ 69,50,833 as at 31 March 2015 and total revenues of ₹ 61,94,112 for the year then ended. These financial statements have been audited by S.K.A & Associates whose audit report have been furnished to us by the management, and our audit opinion on the financial statements of the Society for the year then ended to the extent they relate to the financial statements not audited by us as stated in this paragraph is based solely on the audit report of S.K.A. & Associates. Our opinion is not qualified in respect of this matter.
4. In our opinion and to the best of our information and according to the explanations given to us, and based on the considerations of the reports of the other auditors on the financial statements of the branches and the financial statements, read together with the notes thereon, the said accounts give a true and fair view, in the case of-
 - a) the Balance Sheet, of the state of the affairs of the Society as at 31 March 2015; and
 - b) the Income and Expenditure Account, of the surplus of its accounting year ended on that date.
5. Our audit of financial statements was conducted in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.
6. The prescribed particulars are annexed hereto.

Walker Chandiook & Associates
For Walker Chandiook & Associates
Chartered Accountants
Firm Registration No.: 001329N


Per Nitin Toshniwal
Partner
Membership No. 507568

Place: New Delhi .

Date: 24 August 2015



CREDIBILITY ALLIANCE NORMS COMPLIANCE REPORT

Identity

Society for Development Alternatives is registered as a not - for - profit society under Society Act. XXI of 1860 (Registration number 12964).

Society for Development Alternatives is registered under Section 6 (1) (a) of the Foreign Contribution (Regulation) Act, 1976 (FCRA Reg. No. 231650202)

Visitors are welcome to the addresses given on the “contact us” link on our website: www.devalt.org

Name & Address of main bankers:

Syndicate Bank, R K Puram, Sector - V
New Delhi - 110 022

Name & Address of auditors:

M/S Walker Chandio & Co.
L-41, Connaught Circus
New Delhi - 110 001, India

Regular staff	Male	Female	Total
<2500	0	0	0
<7000	0	0	0
<15000	7	1	8
<30000	11	0	11
<50000	7	18	25
>50000	12	9	21
Grand Total	37	28	65

Staff Details (as on March 31, 2015)

Gender	Regular staff	Senior Advisors	Consultants	Project Appointees
Male	37	1	11	20
Female	28	0	3	3

Distribution of Staff (as on March 31, 2015)

Governance

None of the Board members is related to each other.

The Development Alternatives Board members met once in the FY 2014-15 on 20th Dec 2014.

Minutes of Board meetings are documented and circulated.

Accountability and Transparency

No remuneration, sitting fees or any other form of compensation have been paid since inception of the Society for Development Alternatives, to any Board Members, Trustees or Stakeholders.

BOARD OF DIRECTORS

Chairperson



Dr. Ashok Khosla
Chairperson
Development Alternatives

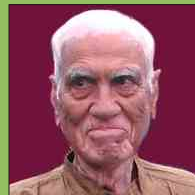
Members



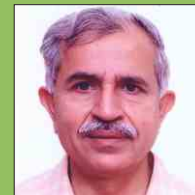
Mr. Lalit Mansingh
Former Foreign Secretary
International Relations



Mr. Vikram Lal
Chairman
Vikram Sarabhai Foundation



A V M S Sahni
Senior Advisor
Development Alternatives



Dr. Arun Kumar
President
Development Alternatives



Ms. Gita Sidhartha
Chairperson, Indian Council
for Child Welfare



Mr. Salman Haidar
Former Foreign Secretary
International Relations



Prof. Amitabh Kundu
Prof. of Economics
Jawaharlal Nehru University



Mr. George C. Varughese
President
Development Alternatives

Business Affiliates



BUSINESS AFFILIATES

Society For Technology and Action For Rural Advancement (TARA)

The Society for Technology and Action for Rural Advancement (TARA) is the incubation engine of the Development Alternatives Group set up in 1985 in New Delhi. Its vision is to create sustainable livelihoods on a large scale, in pursuit of which, TARA develops and promotes “scalable solutions for the people and our planet”.

As an “incubation engine”, TARA's mandate is defined around impact in the areas of Employability, Entrepreneurship, Clean Technology, Basic Needs, Natural Resource Management and Strengthening Institutions. In 2014-15, a mix of projects and revenue based activities delivered a range of replicable enterprise based business models, community development packages and capacity building solutions in five sectors – Renewable Energy, WASH (Water, Sanitation and Hygiene), Affordable Housing, Waste Recycling and Livelihood Security.

During the year, TARA's work was across the following business domains:

- **Sustainable Business Solutions** – Green Products & Services; Aggregation Services; Market Development Services; Tech & Enterprise Packaging Services
- **Community Development Solutions** – Infrastructure Development Services; Livelihood Support Services; Resource Management Services
- **Capacity Building Solutions** – Training Services; Organisational & Institutional Development Services; Sustainability Advisory Services

In the year 2014-15, a strategic thrust was given to the following areas of work:

- **Market and Enterprise Development:** TARA worked towards promoting inclusive business models for access to basic needs and creating income generation opportunities for the individuals at the Base of the Pyramid (BoP). In this regard, TARA created new livelihood enterprise packages, such as agri-based spice and fibre enterprises; launched new business models for access to basic needs such as sanitary napkin distribution and briquetting fuel in collaboration with the Indian government, promoted by Department of Science and Technology. DA also rolled-out new market systems, by operationalising 10 Micro Utility Business sites with an innovative SMS based revenue model, catering to rural energy needs and aggregation of innovative lifestyle products made by weaving clusters using trade compliant recycled PET yarn.
- **Sustainable Community Development Initiatives:** The second business domain of TARA through its Infrastructure Development

BUSINESS AFFILIATES

Services, Livelihood Support Services and Resource Management Services aimed at creating empowered communities, primarily through Corporate Social Responsibility (CSR) programmes in 2014-15. A number of partnerships have thus, been fostered this year with Public Sector Enterprises (PSE's) such as Central Mine Planning and Design Institute Limited (CMPDI); Private Corporations like Noida Power Company Limited, Hindustan Unilever Limited and Foundations like Coca Cola India Foundation and Jochnick Foundation, etc.

Over 120000+ lives were impacted (directly and indirectly) through different initiatives and 500,000+ children reached through awareness in WASH.

Taking on from the experience at village level, new opportunities will be marketed, with focus on lines of WASH, livelihood services etc. through productisation of livelihood packages. The domain will also provide specialised services for community engagement and mobilisation initiatives, for lead acquisition and micro enterprise development through one of its community development projects.

- **Capacity Building in Development Sector:** Through TARA's dedicated vehicle for training and capacity building – TARA Livelihood Academy (TLA), over 6700 individuals were trained in 2014-15. These trainees were also linked with employment, self-employment and income generation opportunities. Partnerships

were also developed for training with Fullerton India, Godrej, NSDC, Marico, USHA, RASCI & other SSCs, HUL, LAQSH, and TLA was registered as a Vocational Training Provider with ILO, ICDS, and with Aajivika as a Project Implementing Agency (PIA). As part of its OD & ID services, TARA formed a consortium with TISS and the Bangalore based P&P Group, for rolling out OD & ID training programmes for Companies. Three training products were developed on CSR and WASH. The first set of executive training programmes were rolled out on CSR (level 1 & 2), training more than 120 individuals in 2014-15.

With a focus on scale and replication, TARA created a niche in the market by showing the path for the Market to replicate, through some of its flagship projects like Smart Power for Environmentally-Sound Economic Development (SPEED) with Rockefeller foundation, Village Electrification through Sustainable Use of Renewable Energy (VE-SuRE) with Swiss Development Corporation (SDC) and Water, Sanitation and Hygiene (WASH) with Jochnick Foundation, Ford Foundation.

TARAlife Sustainability Solutions Pvt. Ltd.

TARAlife Sustainability Solutions Pvt. Ltd. is an ISO 9001:2008 certified company engaged in promotion, manufacture, marketing of cutting-edge Quality of Life products for the BOP households. The company has initiated business with launch of Aqua+; a highly affordable, reliable and easy to use water purification solution, in the rural regions of

BUSINESS AFFILIATES

eastern U.P. The plans are to make it extensively available in the North and Center India through a robust network of Channel partners, sub-dealers and retailers. Network of 16 channel partners across 13 districts of U.P, Haryana & Jharkhand was pioneered to extend the availability and outreach of Aqua+. Over 3,00,000 people were made aware about safe drinking water and provided Aqua+ water purification solution to more than 15,000 households.

TARAlife is also one of the prominent manufacturer & supplier of a wide range of high quality environmental testing kits and instruments. The product range offered by us includes multiparameter Water Testing Kits, TARA Aqua check Vials, Soil Testing Kits and Air Monitoring Kits. These products are known for their user-friendliness, optimum performance, low maintenance and longer service life.

Soon a bouquet of other product will be included in the portfolio to provide access to basic needs "Quality of Life" products that can be widely distributed.

TARA Nirman Kendra

TARA Nirman Kendra, provides building solutions to various habitats and infrastructure related challenges and problems faced by people in Bundelkhand and other parts of Uttar Pradesh and Madhya Pradesh. TARA Nirman Kendra, is involved in green technology and sustainable construction support for delivery of green building products and

application services through trained applicators. In TARA Nirman Kendra our major highlight of the business is its unique TARA Crete roof tile which is used for laying elegant sheds and roofs, and is predominantly driving the revenues of the branch. In line with TARAcrete roof tiles the branch also deals in other green building products such as fly ash bricks, paving blocks, R.C.C. door frames, planks & joist and ferro-cement roof channels.

Last year saw the expansion of the markets to Jhansi and its neighbouring districts. The business has witnessed growth in the markets such as Lucknow, Kanpur, Mathura, Hamirpur and Jalaun districts from the diversified portfolio offered by the business. The previous year is also counted remarkable in terms of marketing high quality standard fly ash bricks in the market with compressive strength exceeding 80 kg/cm².

TARA Machines and Tech Services Pvt. Ltd. (TMTS)

TARA Machines and Tech Services Private Limited (TMTS), delivers green business solutions to small and medium enterprises (SMEs) for production of construction material, waste recycling and hand-made paper production. TARA Machines provides technology based solutions in four business lines, namely Fly Ash Technology, Eco-Concrete Technology, Eco-Kiln Technology, and Paper Recycling Technology.

Overall, the company registered a growth of 52% over the previous year, with the fly ash vertical

BUSINESS AFFILIATES

contributing to over 70% of revenue. A number of innovative pilots were scaled up over the course of the year, of which the highlights are as follows -

- Fly ash technology registered 87% growth over the previous year. The upswing in Fly Ash Revenues was achieved due to the prominent fly-ash brick clusters that have emerged across Odisha, Bihar, Uttar Pradesh, Madhya Pradesh, and the National Capital Region.
- A total of 11 enterprises were set up through the partnership with Kinara Capital, where first-time entrepreneurs were offered loans at attractive rates in Odisha.
- The first set of enterprises were identified for establishing TARA Green Building Centers in UP, MP, and Bihar;

Implementation of the strategic growth plan devised for the year 2020 focusses on cluster based growth of enterprises. Based on the plan, the company has exponentially increased its growth targets for the coming years. The company is also investing in research and development activities, launching higher capacity workstations this year. Going forward, the company also plans to expand its offerings in both the Eco concrete and Paper Recycling segments as well. There will be an increasing focus on delivery of new age solutions that utilise waste materials such as pond ash, marble sludge and quarry waste; yielding recurring revenues for TARA Machines.

The Development Alternatives Group

Development Alternatives (DA)
www.devalt.org

Technology and Action for Rural Advancement (TARA)
www.tara.in

TARA Nirman Kendra (TNK)

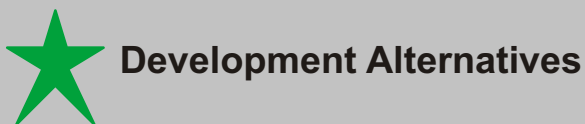
TARA Machines and Tech Services Pvt. Ltd. (TMTS)
www.taramachines.com

TARahaat Information and Marketing Services Ltd.
www.tarahaat.com

TARAlife Sustainability Solutions Pvt. Ltd.
www.taralife.in

Decentralised Energy Systems India Pvt. Ltd. (DESI Power)
www.desipower.com

TARA Micro Utilities Pvt. Ltd.



World Headquarters

B-32, Tara Crescent, Qutub Institutional Area, New Delhi 110 016
Tel : +91 11 2654 4100, 2656 4444, Fax : +91 11 2685 1158
Email : mail@devalt.org, Website : www.devalt.org

