

Case Study - I

Revitalizing Agriculture and Boosting Livelihoods

A Case Study on Ramky Foundation's Tribal Development Project in Koyyuru Mandal

- **The Initiative**

Ramky Foundation with the generous sponsorship of ReSustainability Ltd. launched an ambitious initiative, implementing the Tribal Development Project within Koyyuru Mandal, Alluri Sitharama Raju District, Andhra Pradesh. As part of this progressive program, the foundation embarked on a mission to identify and assist small and marginal farmers. Through its meticulous processes, it pinpointed 500 such individuals who stood to benefit from this program, thus demonstrating a targeted approach to community upliftment.

- **The Beneficiaries**

Among the beneficiaries of this initiative was Mr. Pongi Sanyasi Rao, a dedicated WADI farmer from Nadimpalem Village in Koyyuru Mandal. Despite the challenges he faced, his tenacity and commitment to farming remained undeterred, which made him an ideal candidate for the intervention planned by the Ramky Foundation.



- **Challenges**

Mr. Rao's farmland was a significant obstacle to agricultural productivity. His land was heavily overgrown with weeds and bushes, making it practically unproductive for farming and posing substantial barriers to his livelihood. It was an untenable situation that required immediate rectification.

- **The Solution**

Understanding the dire need for intervention, Ramky Foundation's dedicated team stepped in with motivation and guidance. Through consistent persuasion and counsel, they managed to convince Mr. Rao to undertake the process of clearing overgrown weeds and bushes. Following the team's advice, Mr. Rao and his son toiled tirelessly for 15 days, clearing the thick vegetation and preparing the land for cultivation.

Upon completion of the clearing process, they planted a variety of crops, including 50 cashew trees and 25 mango plants. A pond was constructed within the farm, and field bunds were executed under the aegis of soil and moisture conservation works. These efforts were conducted within the WADI field, thereby improving the potential productivity of the land.



- **Impact**

The exultation of soil and moisture conservation (SMC) work resulted in noticeable improvements in the condition of Mr. Rao's land. The moisture levels within his WADI saw a significant increase, contributing to the optimal growth of all the plants. This contributed to an impressive survival rate of 100% for all the new plantations.

Moreover, the transformation of his once unproductive land also allowed Mr. Rao to cultivate vegetables as an intercrop, earning him an additional income of Rs. 30,000 per year. This turnaround starkly contrasts with the pre-project state of the land, which was regarded as waste. Today, it is a source of income for the farmer, demonstrating the transformative impact of the Ramky Foundation's tribal development project.