

# Gramastha

PROSPEROUS VILLAGES FOR PROSPEROUS INDIA





## STORY OF NAGAPPA

**N**agappa, a cotton farmer in Nargunda district is facing a severe hit due to the ongoing agrarian crisis. The revenue he makes by selling cotton is going down with every passing year and adding to his dilemma, materials needed for growing cotton (seeds, fertilizers, pesticides) are getting costlier. He is afraid that he is coming closer to the time when he won't be able to even break-even.

Just like Nagappa, thousands of farmers across the country are in the same position. And with the hope of a better future, Nagappa and farmers like him plan to sow cotton every Kharif season with the hope that the next harvest will bring a better life for them.

"I may grow cotton on fewer acres this year," says Nagappa, "but I can't do away with it."





# Gramastha

In the span of two decades, more than 300,000 cash crop farmers have committed suicide due to financial difficulties. That's one farmer every half an hour.

With the motive of uplifting farming communities of India, we at Gramastha are finding a solution to financial distress by identifying alternative sources of income within the rural communities to help them sustain during the times of crisis.

We have started our pilot project in Paradsinga, a village near Nagpur district. And with this initiative, we aim to support farmer communities in achieving the life of dignity they deserve.

# THEORY OF CHANGE

INPUTS

TRADITIONAL  
KNOWLEDGE

FINANCIAL

MATERIAL

HUMAN

OUTPUTS

ACTIVITIES

## Pre-Defined Assumptions

- Beneficiaries willing to participate
- Local Leadership structure in place
- Stakeholders support intervention

Strategic Partnership, Product Development, Logistics, Market Study, Quality Assurance, Community engagement, Financial Innovation, Monitoring and Coordination

BRINGING DECENTRALISED  
RURAL MANUFACTURING INTO  
MAINSTREAM MARKET

OUTCOMES

IMPACT

- Low poverty (SDG 1)
- Innovation in Infrastructure (9)
- Resilient communities (SDG 11)
- Responsible Production (12)
- Partnership for Goal (17)

- Financial Stability
- Reduced migration rate
- Strong social connections
- Sustainable supply chain
- Promoting rural manufacturing
- Preservation of Indigenous knowledge
- Transition to organised sector



## IMPACT SIZE

### SERVICEABLE OBTAINABLE IMPACT

**5000**

Average population of  
a village in Maharashtra

### SERVICEABLE AVAILABLE IMPACT

**750K**

150 villages in each  
district of Maharashtra

### TOTAL AVAILABLE IMPACT

**60M**

Rural Population of  
Maharashtra

# PILOT PROJECT

## SAVING THE INDIGENOUS CROPS OF NAGPUR

The community of a small village near Nagpur has come up with a solution of understanding and promoting indigenous seeds. They have started various initiatives to express the concerns and need of preservation through organic farming, land arts, seed bands, seed papers, etc.

We at Gramastha are working on building and expanding their market through strategic partnerships with organisations working on improving their supply chain with social impact lens.

## WHERE ARE WE?

We have started our pilot project with the community to ensure a stagnant source of income while supporting their initiative in preserving the knowledge of indigenous seeds and farming.

Our major focus would be towards Product Development that can cater to businesses working on social impact. Along with financial innovation, Gramastha aims to uplift the community through Support Networks, Whole Community funds, and Impact Assessment Tools.



## TEAM

A shared passion for uplifting the rural communities and families of India brought together Anurag & Karishma to create Gramastha. We are inspired by social entrepreneurship which allows us to serve humanity's needs and build a resilient future where everyone can contribute and benefit.

Let's talk, collaborate and innovate together.

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