



BRLF
BHARAT RURAL
LIFELIHOODS FOUNDATION



Eradicating poverty amongst Adivasis in India





CURRENT SCENARIO

The Challenge



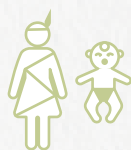
Almost 1 out of every 2 Adivasis lives below the poverty line. Highest for any social group in the country¹



The total Adivasi population in India is 104 million+



There are 700+ tribes in India.



47% of Adivasi women and 55% of Adivasi children are malnourished



Adivasis in India are listed as Scheduled Tribes (STs) under the Constitution of India, and they are eligible for special economic and social entitlements



Continued neglect, displacement from their habitat, environmental degradation – deforestation and decreasing soil productivity, scarcity of water, preventable deaths, illiteracy, debt, human trafficking, and lack of opportunities keeps **Indian tribes in excruciating destitution**



The Adivasi outlook is replete with a **deep sense of injustice and alienation from** the rest of the nation



There are 62.1 infant deaths per 1,000 live births in the Adivasi population as compared to the national average of 39 infant deaths per 1000 live births in India



59% is the Literacy rate amongst the Adivasi population, while 73% is the national average²

Bharat Rural Livelihoods Foundation (BRLF) intends to multiply the pace, quantum, and quality of development in Adivasi communities and reach destitute families in every remote poverty pocket in India.

ABOUT BRLF

Bharat Rural Livelihoods Foundation

Bharat Rural Livelihoods Foundation (BRLF) is an independent, not-for-profit society set up by the Government of India in 2013. It aims to scale-up civil society action in Adivasi India in partnership with the government, civil society organizations, and private stakeholders.

BRLF intends to channel funds allocated by governments, banks, corporates, and other philanthropic foundations for various public programs and ensure their proper implementation at the grassroots to generate measurable impact.³

BRLF is subject to audit by the Comptroller and Auditor General (CAG) of India. The Right to Information Act, 2005 is also applicable to it.

BRLF is registered under the Societies Registration Act, 1860. It has a 12A and an 80G registration under the Income Tax Act.

OUR GOALS

What we want to do



1.5 million poor Adivasi households are lifted from poverty and are living well by 2025



Achieve scale and impact to transform the Adivasi outlook, renew trust, redress the development deficit, and turn the tide away from violent extremism, distress migration, and human trafficking



Train 1000 Adivasi youth and women by 2025 as development professionals



Ensure skilled human resources are available to take on the task of building rural Adivasi India.

Identify, train, and place hundreds of tribal youth from the villages to champion socio-economic interventions for their communities in the Adivasi heartland.

³ <https://www.brllf.in/>

The Ask-

JOIN HANDS WITH BRLF FOR THE EMPOWERMENT OF TRIBAL COMMUNITIES

It is imperative that BRLF reaches 1.5 million Adivasi households to make any measurable impact in the lives and incomes of the most neglected and marginalized sections of Indian society – the Adivasis of India.

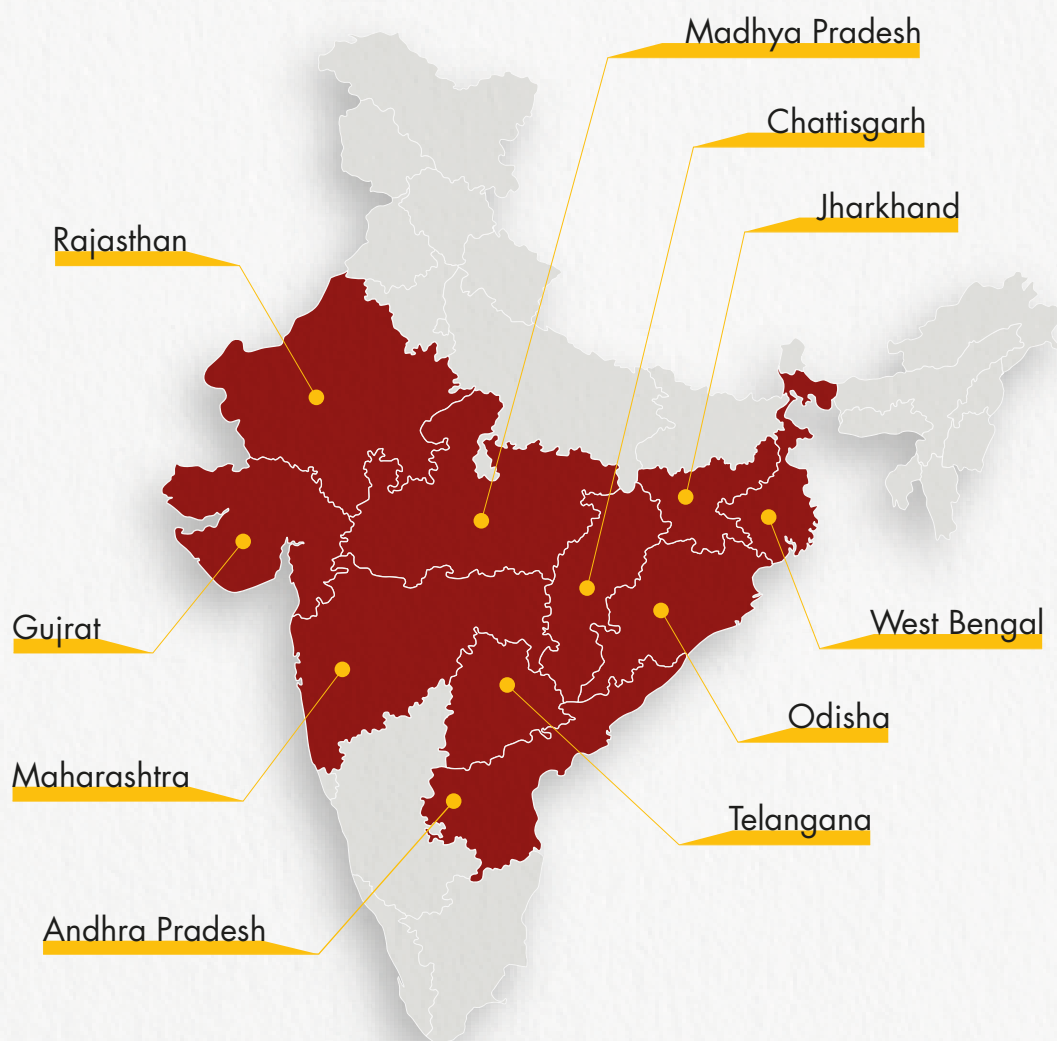
We solicit sponsorships and donations from the private and public sector, foundations, and grant-making institutions to help BRLF reach a critical mass to overcome poverty in India's poorest districts. Your support will enable us to inform, inspire and empower the Adivasi community living in Central India.

Ergo, we urge you to take corporate philanthropy to unconventional themes and geographies, invest in tribal livelihoods innovations, and groom Adivasi change-makers in India.



FOCUS AREAS

Empowering the most neglected and marginalized sections of India



190

We intend to cover
190 districts



1077

Indian Adivasi belt
comprising 1077 blocks



20%

more than 20%
Adivasi population

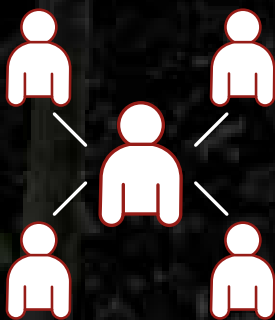
This region is home to India's 100 poorest and most backward districts; therefore, the threats and vulnerabilities faced by the Adivasi communities here are devastating and require immediate preventive and mitigation measures.

ABOUT BRLF'S PARTNERS & STAKEHOLDERS

Collaboration to Scale Up Development

BRLF realizes that empowering the most neglected and marginalized sections of Indian society – the tribes of central India is a herculean task and cannot be achieved single-handedly. BRLF has been committed to working with various stakeholders in achieving its mission of empowering the tribal communities.

BRLF's partners and stakeholders include – the **State**, **Civil Society Organisations (CSOs) at the Grassroots**, **Community-Based Organisations (CBOs)**, and **public and private partnerships**.



The State

It has the welfare mandate, the outreach programs, the budget, and the machinery necessary to reach every corner of the country.

Civil Society Organisations (CSOs) at the Grassroots

A non-profit or a voluntary citizens' group, organized on a local, national or international level, is driven by people having a common interest. CSOs perform various services and humanitarian functions, bring citizens' concerns to Governments, monitor policies, and encourage political participation at the community level.



Community-Based Organisations (CBOs)

Organized groups of people with a shared interest are aware of their rights and entitlements. They have the requisite capacities to demand, plan and implement livelihood enhancing projects—for instance - women's self-help groups, producer groups, village committees, Gram Sabhas, etc.

Public and Private Sector

Companies and corporate philanthropies have the heft and the CSR will to channel their resources into nation-building interventions. They also bring in exacting delivery expectations to enable this partnership to deliver on its promises.

What we do

BRLF'S REACH AND ACCELERATION STRATEGY

With Civil Society Organisations (CSOs)

- Support and bridge resource gaps of selected CSO partners who have demonstrated promising outcomes in rural livelihoods through their innovations.
- Provide technical support to improve the quality of their work and build capacity.
- Initiate work on innovative interventions being implemented at the grassroots and ensure these projects become living laboratories of learning which can be replicated, expanded, and scaled up.
- Maintain a database of promising innovations and their outcomes for adoption into the government's development programming.

With the State

- Unlock government programmatic funding to up-scale proven CSO innovations to larger geographies, multiply

the reach and accelerate the implementation pace of government programs.

- Convince governments at all levels to adapt their policies and processes as per the needs of the grassroots to build trust and ensure the government is more responsive to the needs of the people.

With Community-Based Organisations (CBOs)

- Build institutional networks and facilitate dialogue between the state, CSOs, and CBOs
- Increase the availability of skilled and trained human resources at the grassroots and from within communities to go the last development mile.
- Strengthen CBOs' capacities to tackle development bottlenecks and build multiple nuclei of change in contiguous regions.

HOW WE DO IT

Work in Progress through Funding & Facilitation

BRLF was formulated with an initial seed funding of INR 500 crore from the Government of India, which was to be allocated in two tranches. INR 200 crore has already been received as the first tranche. The interest accrued from it is used for funding and facilitation activities. Moreover, BRLF is raising funding from Foundations, Corporates under CSR, and other funding agencies.

- **Funding Costs Of Hiring And Training professionals of CSOs and CBOs** for development outreach efforts.
- **Facilitating Capacity And Leadership Building** of tribal youth through a one-of-a-kind, rigorous six-month Certificate Program in Rural Livelihoods (CPRL). The course is conducted in partnership with IIHMR University, Jaipur.

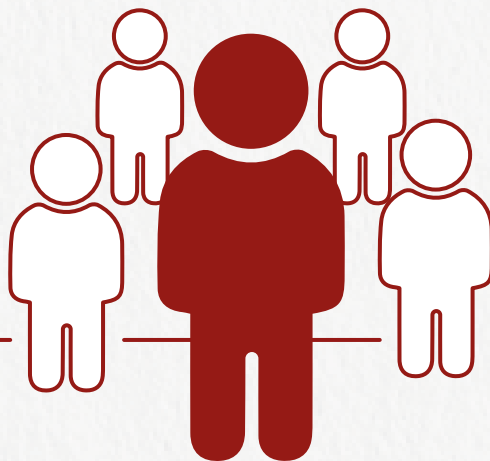
- **Funding CSO Costs** hitherto un-resourced to implement innovations, increase accessibility to government funds, and generate financial sustainability to reduce donor dependency.
- **Facilitating Roll Out of Innovations of CSO partners** in partnership with all levels of government.
- **Funding Resource Gaps in innovative projects of CSOs** that have a **bearing on improving government programs** such as Pradhan Mantri Swachh Bharat Abhiyaan, Pradhan Mantri Jan Dhan Yojana, Prime Minister's Soil Health Card Scheme, Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Jivan Jyoti Bima Yojana, MGNREGA, Solid and liquid waste management programs, and other flagship livelihood improvement programs.
- **Facilitating Dialogue Between CSOs** and relevant government departments to identify projects with replicable outcomes to review progress and suggest policy changes to yield maximum results.



OUR ACHIEVEMENTS

Milestones

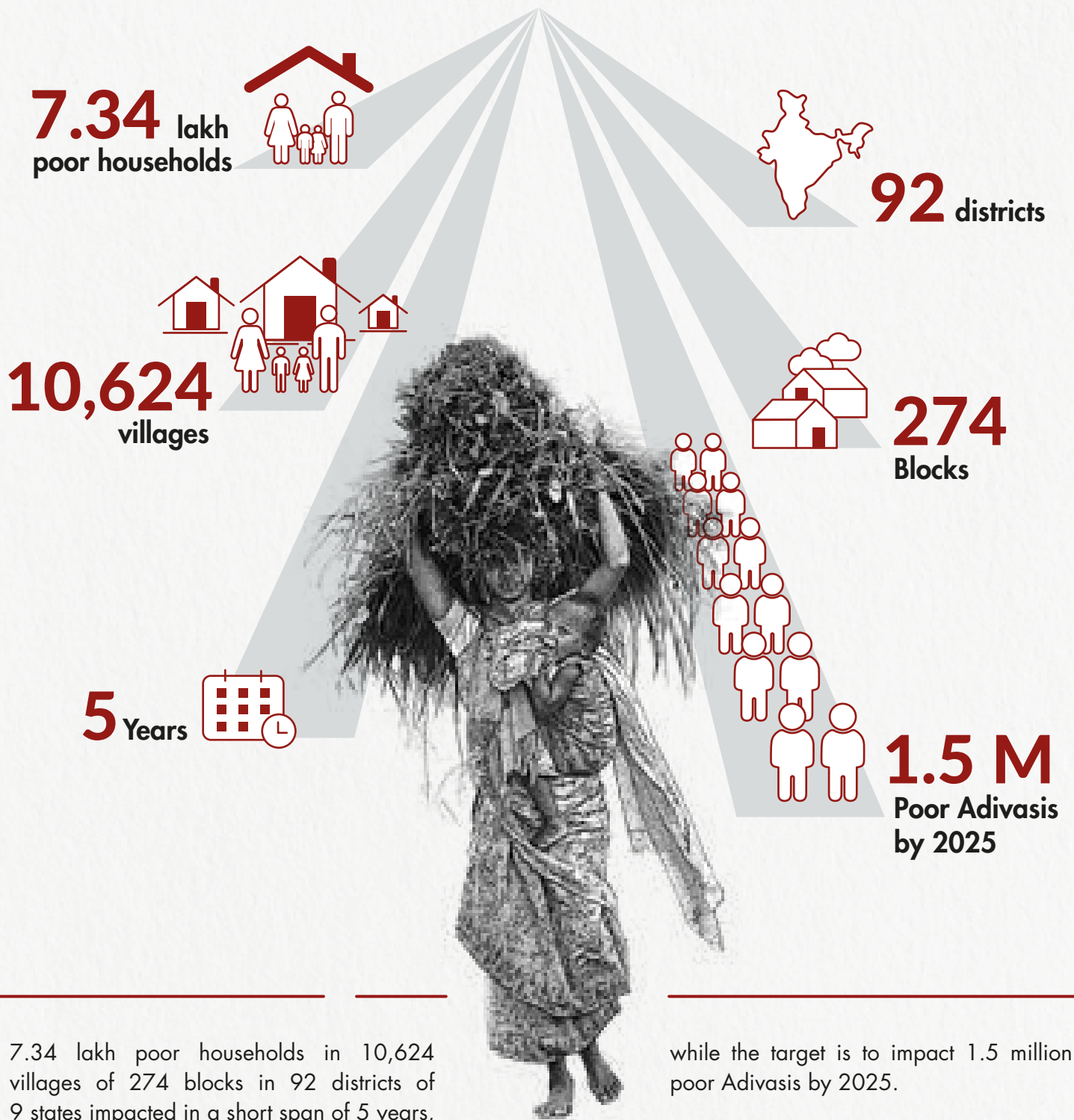
61 CIVIL SOCIETY
ORGANISATIONS SELECTED

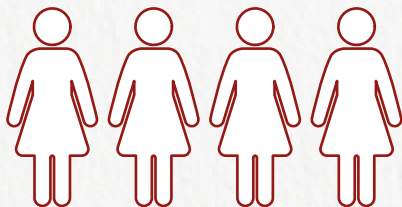


PRADAN, SRIJAN, SEWA, FES, CINI are among the **61 CSOs** and consortiums co-financed by BRLF as of 2021, including state partnership projects. The complete list is available on www.brlf.in

PROJECT OUTREACH

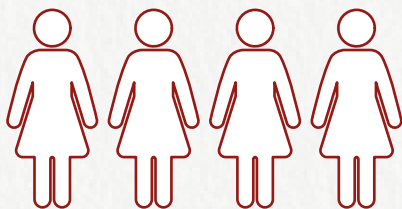
— SNAPSHOT —





566,009

women



544,118

Tribal households



EFFECTIVE OUTREACH TO MOST VULNERABLE SECTIONS LIKE WOMEN AND ADIVASIS

BRLF has reached out to 566,009 women and 544,118 scheduled tribal households through its implementing partners in five years.

SHG & MICRO ENTERPRISES

- 50,000 PLUS POOR WOMEN'S GROUPS FORMED
AND FUNCTIONAL



47,780
women's SHGs

47,780 women's self-help groups (SHGs) have been formed with 626,697 women members

**₹ 8,693
LAKHS**

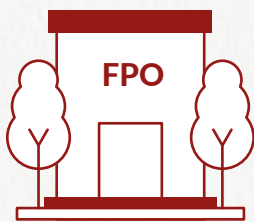


INR 8,693 Lakhs have been saved so far by the SHGs through their operations, and these have **leveraged INR 10,725 Lakhs** from banks and other financial institutions for their use.





INSTITUTIONAL DEVELOPMENT



132 FPOs



41,382
poor households



33,560
Scheduled Tribe
households

132 Farmer Producer Organisations (FPOs) have been promoted through BRLF funded projects having memberships of 41,382 poor households, out of which 33,560 are Scheduled Tribe households.



1,09,100
Scheduled Tribe Households

2,55,090 Members in other Village Level Institutions (VLI)/Community Based Organisations (CBOs) with 1,09,100 Scheduled Tribe households have been impacted so far.

AGRICULTURAL IMPROVEMENT

PROMOTING PESTICIDE-FREE SUSTAINABLE FARMING



117,133

households are practicing

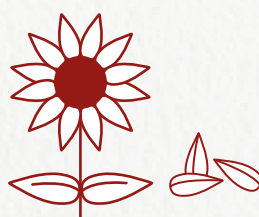
So far, 117,133 households are practicing Non-pesticide management (NPM), and 60,360 hectares of land have been brought under it.

Furthermore, **7,90,135 families** are practicing agriculture promotion, **7,29,585 households** have reaped the benefits of improved agriculture, and **1,33,504 Ha of land** has been brought under improved vegetation as **3,37,380 households** are practicing improved vegetable cultivation for food security as follows:



3,19,061

household practicing System of Rice Intensification (SRI)



2,75,977

households in improved pulses & oilseed cultivation



1,71,041

household practicing System of Wheat Intensification (SWI)

This has resulted in higher incomes for their families.

4,82,331

HH supported through
vaccination, feed, shelter,
breed improvement, etc.

4,77,037

families under livestock
promotion

2,57,785

HH covered under **goatery**

1,24,501

HH covered under **dairy**
development

IMPROVED LIVESTOCK PRODUCTION



WATER RESOURCE DEVELOPMENT

COMBATING WATER STRESS AND LOW FARM PRODUCTIVITY



53,158

water harvesting structures such as check dams, canals, farm ponds have been built in the past four years, benefiting 2,71,494 poor households, and 58,575 ha of land has been brought under assured irrigation.



7,416

ha of wasteland area has been developed, and 1,216 Minor Forest Produce (MFP) collection centers have been established.



47,671

households have been brought in the Non-Timber Forest Produce (NTFP) value chain with 30,948 ha of land under plantation.

CAPACITY BUILDING

TRAINING ADIVASI YOUTH IN RURAL DEVELOPMENT PRACTICE



146 Adivasi youth identified by BRLF's CSO partners as people **with leadership potential**. They have completed an intensive 6-month, field-based **Certificate Program in Rural Livelihoods (CPRL)** in the **first five batches**.



28 more tribal youth undergoing the sixth batch of CPRL to graduate in **2022**.



30 tribal youths sponsored by BRLF to study **MBA in Rural Management** from **IIHMRU** during the last three years.



In 2020, BRLF reached out to **17,714 households** through the project '**Efficiencies through Digital Tools (EDIT)**' partnership with **PRASARI** and **Arghyam Foundation**.



The partnership between the **Jharkhand State Livelihood Promotion Society** and BRLF to build the capacities of the former's field staff.



Advanced courses on '**Water Science & Policy**' in collaboration with **Shiv Nadar University** and '**Certification program on Backyard Poultry, Fisheries & Small ruminants**' in partnership with **WASSAN Foundation** introduced by BRLF.



25 & 32 rural professionals were trained under the two programs, respectively.



10,79,501 community members trained



8,71,164 female members trained



15,268 Panchayati Raj Institutions (PRI) members trained



9,918 Community Resource Persons (CRPs) created

ENSURING ACCESS TO GOVERNMENT SERVICES AND ENTITLEMENTS TO MORE FAMILIES

— **14.46**

So far, **more than 14.46 lakh Adivasi households have been linked with government schemes (numbers overlapping with various schemes) such as** Prime Minister Swachh Bharat Abhiyan, Prime Minister Jan Dhan Yojana, and the two insurance schemes: Prime Minister Suraksha Bima Yojana and Prime Minister Jeevan Jyoti Bima Yojana, PM Awas Yojana, PM Fasal Bima Yojana, PM Soil Health Card, etc.

— **15,268**

9918 community resource persons and 15,268 PRI members have been trained so far to facilitate the process of better implementation of the government's rural development programs. BRLF is making a significant investment in capacity building.

— **2,06,207**

2,06,207 HH linked to Pradhan Mantri Jan Dhan Yojana (PMJDY)

— **1,43,076**

1,43,076 HH linked with Pradhan Mantri Swachh Bharat Abhiyan

1,35,052

1,35,052 HH benefited through other Social Security Schemes

2,75,154

2,75,154 HH benefitted through Social Security Schemes – Job-card, Ration-card, Pension, CM schemes, etc.

1,43,138

1,43,138 HH covered under MGNREGA

1,40,084

1,40,084 Scheduled Tribe HH linked with other flagship schemes

1,07,970

1,07,970 HH linked to Pradhan Mantri Suraksha Bima Yojana (PMSBY)



HIGH IMPACT COLLABORATIONS WITH STATE GOVERNMENTS

Besides funding standalone CSO projects, BRLF has moved on to forging state-level partnerships, recognizing that partnership between state governments and CSOs is a win-win situation. We expect leveraging government funds for programmatic expenses to yield benefits **upwards of INR 3,000 crores over the next three years and will impact at least 6 lakh families in these four states.**



West Bengal

Started the **Spring shed Rejuvenation** program in four districts in partnership with Commissioner, MGNREGS, Govt of West Bengal; followed by **UsharMukti** ("freedom from barrenness") an MGNREGA-based mega-watershed program) in 55 blocks of 6 districts in West Bengal in partnership with the MGNREGA Cell.

Chhattisgarh

Partnership with the Government of Chhattisgarh to implement a mega-watershed project in 26 blocks of 12 districts, co-created and co-financed with Axis Bank Foundation.



Odisha

Partnership with the **Department of Horticulture and Odisha Livelihoods Mission** to implement the **Agriculture Production Cluster** project aiming to double the income of 1 lakh farmers in 40 backward blocks of Odisha.

Jharkhand

Signed an MoU with the Commissioner, MGNREGS, Govt of Jharkhand to implement a mega watershed project in 26 blocks of the districts. The project is co-financed by the Hindustan Unilever Foundation and Welthungerhilfe.



Telangana

Strengthening **Community Forest Rights** implementation in Telangana State in partnership with Commissioner, Tribal Welfare, Govt of Telangana

Maharashtra

Partnership with Human Development Department, Govt. of Maharashtra on Improving Human Development Index (HDI) in Maharashtra Theme through High Impact Livelihoods Interventions covering 25,000 households. Partnership with Maharashtra Tribal Development Department focusing on High impact livelihoods project covering the tribal-dominated blocks of the Vidarbha region



STRENGTHENING CIVIL SOCIETY ACTION IN THE AREAS OF WATER, CLEAN ENERGY, AND CLIMATE CHANGE



279 villages
of 4 blocks

The project is working towards enhancing the quality of outcomes of the grassroots CSO interventions in water and clean energy in the wake of increasing climate change, building capacities of CSOs in resource mobilization, advocacy and policy dialogue, and driving innovations.

Funded by European Union, this project is implemented in 279 villages of 4 blocks in Shivpuri, Sheopur, and Guna districts of Madhya Pradesh and 2 blocks in Latehar and Palamu districts in Jharkhand.

BRLF COVID-19 RESPONSE



8,500

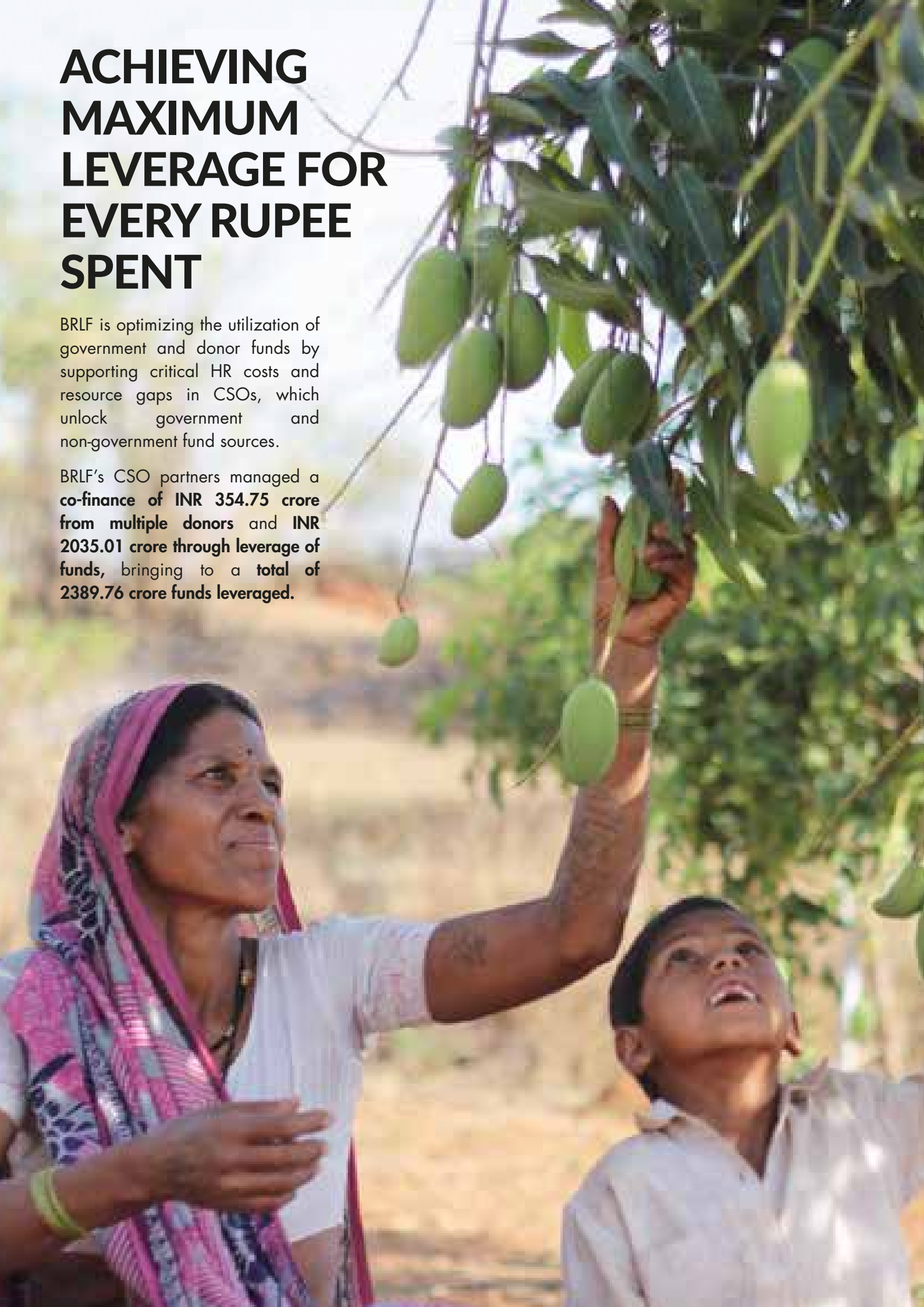
BRLF reached out to 8,500
most vulnerable households

Recognizing the need for urgent action, BRLF reached out to 8,500 most vulnerable households with relief measures in 16 blocks in 10 districts in Odisha, Madhya Pradesh, Chhattisgarh, and West Bengal CSO partners.

ACHIEVING MAXIMUM LEVERAGE FOR EVERY RUPEE SPENT

BRLF is optimizing the utilization of government and donor funds by supporting critical HR costs and resource gaps in CSOs, which unlock government and non-government fund sources.

BRLF's CSO partners managed a **co-finance of INR 354.75 crore from multiple donors** and **INR 2035.01 crore through leverage of funds**, bringing to a **total of 2389.76 crore funds leveraged**.



INVESTMENT PER HOUSEHOLD

The pie chart below suggests that every rupee invested by BRLF mobilizes INR 3 in co-finance and INR 18 through leverage or INR 21.

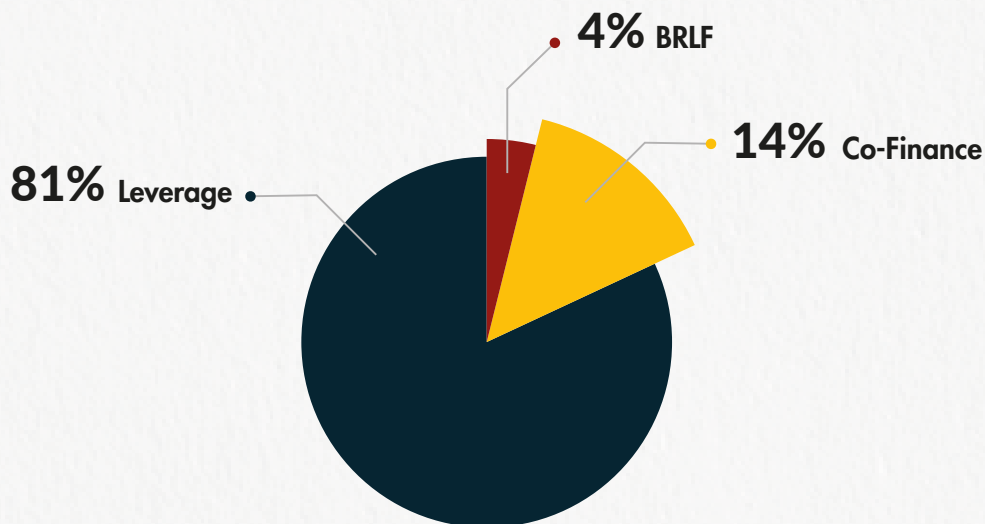


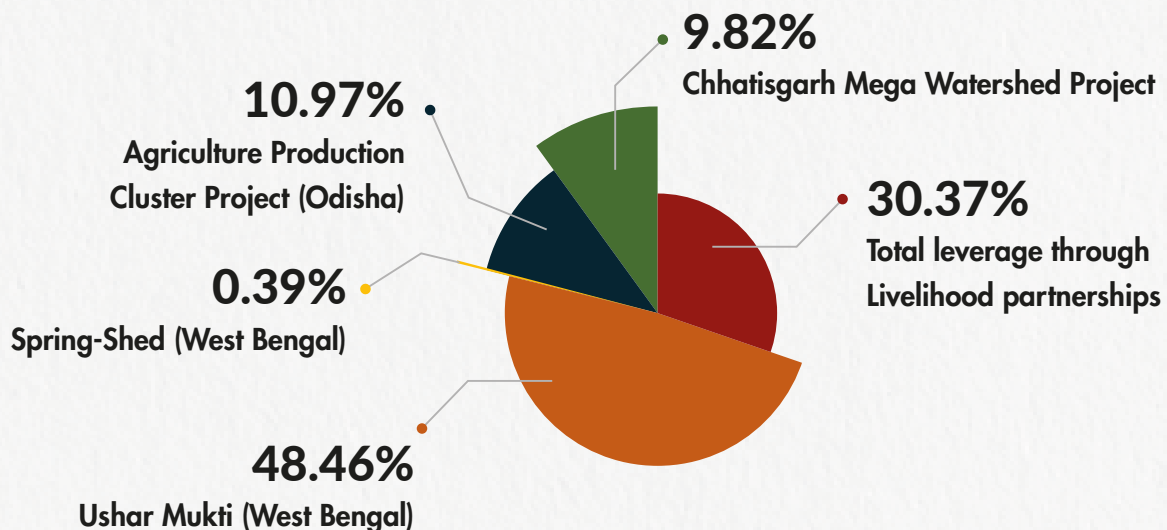
Chart: BRLF's investment of INR 1 mobilized INR 21

BRLF Funding – INR 111 crore (4%)

Co-Financing by CSO Partners – INR 354.75 crore (14%)

Funds leveraged from government programs and schemes – INR 2035.01 crore (81%)

PROJECT WISE LEVERAGE AS ON MARCH, 2021



SUPPORT BRLF

A Partnership to end poverty

Why Partner with BRLF

Accountability:

Every rupee you donate to eradicate poverty within Adivasi communities yields more returns per investment than is traditionally possible if you fund a rural NGO directly or your community outreach project.

Transparency:

A system backed by a dedicated MIS takes care of due diligence, monitoring, and evaluation of funds and projects most efficiently and transparently.

Customized solutions to your funding priorities:

You can choose your donation specifications and tenure:

- You can donate to the BRLF corpus fund, just as the Government of India does.
- Make annual grants to BRLF to bridge resource gaps of CSOs.
- Sponsor one batch or multiple batches of Adivasi youth for the Certificate Program in Rural Livelihoods.
- Co-finance an innovative project with BRLF for CSOs of your choice from our list.
- Ask to customize a project that suits your needs and our vision at focussed geography within the Central Indian Tribal Region.

Donations to BRLF are exempt from income tax under section 80G of the Income Tax Act.

Organizations looking to invest their CSR and development funds will be able to **leverage their partnership with BRLF across several digital media platforms and enjoy several other advantages.**

Existing Donors, Partners, and Stakeholders


				
				
				

BRLF Executive Committee

THE LEADERSHIP

The Executive Committee comprising elected, nominated, or ex-officio members govern BRLF. These bodies include eminent persons from the development sector, academics, institutions, ex-officio representatives from select State Governments, the Government of India, and financial institutions.

Category and Maximum No.	Sr. No.	Name of Member
President	1	Prof. G. N. Devy, Founder Director, Adivasi Academy, Tejgarh, Gujarat
Member Secretary	1	Pramathesh Ambasta, Chief Executive Officer, BRLF
Government of India (4)	1	Secretary, Ministry of Rural Development, Government of India
	2	Secretary, Ministry of Tribal Affairs, Government of India
	3	Secretary, Ministry of Panchayati Raj, Government of India
	4	Joint Secretary (in-charge of BRLF), Ministry of Rural Development, Government of India
State Government (3)	1	Chief Secretary/Principal Secretary (Rural Development), Government of Jharkhand
	2	Chief Secretary/Principal Secretary (Rural Development), Government of Chhattisgarh
	3	Chief Secretary/Principal Secretary (Rural Development), Government of Odisha
Eminent Persons (14)	1	Shri S. M. Vijayanand (IAS retd), Former Chief Secretary, Government of Kerala
	2	Mrs. Pushpa Sundar, Development Consultant
	3	Shri Ved Arya, Founder SRIJAN
	4	Ms. Ashwini Kulkarni, Founder, Pragati Abhiyan, Nashik
	5	Shri Sumit Bose, IAS (retd), Vice Chairmain, National Institute of Public Finance and Policy, New Delhi
	6	Dr. Kalyan Kumar Chakravarty, (IAS retd), Former Chief Secretary, Government of Chhattisgarh
	7	Dr. Vanita Mukherji, Consultant, Gender and Development
	8	Smt. Vibha Puri Das (IAS retd), Former Secretary, Ministry of Tribal Affairs, Government of India
	9	Prof. Ajay Dandekar, Shiv Nadar University, Gautam Buddh Nagar, Uttar Pradesh
	10	Shri Girish Prabhune, Punaruththan Samarasata Gurukulam, Pune
	11	Ms. Pinky Brahma Chaudhury, Co-Founder, Samaj Pragati Sahayog, Madhya Pradesh
	12	Dr. Shantha Sinha, Former Chairperson, National Commission for the Protection of Child Rights
	13	Ms. Roopa Mehta, CEO, Sasha and President, World Fair Trade Organization
Institutions-Financial (2)	14	Shri Sunil Chavan, Head, Nirman, SEARCH, Gadchiroli
	1	Chairperson, National Bank for Agriculture and Rural Development
Institutions-Philanthropic/ Academia/ R&D/ PSUs/ Trade institutions (5)	2	Chairperson, State Bank of India
	1	Prof. Sonajharia Minz, Vice Chancellor, Sido Kanhu Murmu University, Dumka, Jharkhand
	2	Dr. MA Kalam, Dean, Administration and Regulatory Affairs and Professor of Anthropology, Krea University
	3	Ms. Smita Agarwal, Head, Education CSR, Tata Steel Ltd.
	4	Lt. Gen. D. B. Shekatkar (Retd), PVSM, AVSM, VSM, National Convener of Forum for Integrated Security in India and Chancellor Sikkim University
	5	Shri Ravi Pratap Singh, International Program Director & Regional Director South Asia, Aide-et-Action



For partnerships and queries, contact

D. Sreenivas Rao

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