

# 2023 - 2024 ANNUAL REPORT



AMRI  
**HELPING  
HANDS  
SOCIETY**  
moving forward together







## About

# Amri Helping Hands Society (AHHS)

AHHS exists because poverty remains the most urgent problem of our time. Our Goal is to change it the way the World tackles it.

Amri Helping Hands Society an NGO registered under the Registration of Societies Act XXI of 1860 and founded in 2018 to use the power of entrepreneurship to build a world where everyone had the opportunity to live with dignity. AHHS work for a holistic development and upliftment of the rural mass with help and coordination from various Government departments and individual collaborator.

Amri Helping Hands Society (AHHS) is currently one of the leading Non- Government Organization in the region of Karbi Anglong Autonomous Council.



# FROM THE DESK OF AHHS'S FOUNDER & PRESIDENT



## Dear Members of the Governing Body and Donors,

As we reflect on the past year, I am honored to present to you the Annual Report for Amri Helping Hands Society (AHHS). This report highlights our achievements, recognizes the challenges we have faced, and celebrates the progress made possible by your steadfast commitment to our mission.

Thanks to the dedication and hard work of our governing body, the generous contributions from our funding agencies, and the daily efforts of our team, we have continued to move forward in our journey to make a lasting, positive impact.

Together, we have expanded our reach and deepened our impact in our goal towards Sustainable Agriculture, poverty alleviation, eco-tourism, agri-tourism, livelihood and doubling farmers income.

This year, some of our most notable accomplishments include launching **"Inglong"** our millet products. These milestones have allowed us to reach the greater market with valued products.

However, none of these achievements would be possible without the dedication of our governing body, who guide our vision and strategy, and our funding agencies, whose generosity fuels every aspect of our mission. Your support allows us to

build on our strengths, adapt to new challenges, and move forward with confidence and purpose.

As you read through this report, I hope you will share in the pride we feel for all that has been accomplished. We are committed to transparency, accountability, and impactful use of resources.

Looking ahead, we are excited about the opportunities on the horizon. We will continue to expand our initiatives in focus areas like sustainability, outreach, innovation, etc. and strive to make an even greater impact in the coming year.

With your continued support and guidance, I am confident that Amri Helping Hands Society (AHHS) will reach new heights and touch even more lives.

Thank you once again for your trust, dedication, and partnership. Together, we are building a future of possibility and hope.

Here's to the future

Binolin Phangchopi  
President





Introducing  
**AHHS'S**  
**AIMS & OBJECTIVES**

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## AHHS'S AIMS & OBJECTIVES

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**1** To Provide social welfare programs such to work for social justice and empowerment

**2** To Promote and preserve all forms of art and culture particularly folk music and dance

**3** To promote and initiate health care and community development

**4** Development on education and literacy. To inspire lifelong learning, advance knowledge, and strengthen community.

**5** Women and Child Development

**6** To undertake constructive activities for the upliftment of weaker sections of the society in rural and urban areas through various livelihood activities.

**7** Environment and forest development program.

**8** Agriculture, Horticulture and Animal Husbandry development

**9** Sports and youth Development



A photograph of a gravel path leading into the distance, flanked by lush greenery and flowering bushes with pink and orange blossoms. The sky is clear and blue. A semi-transparent dark blue rectangle is overlaid on the right side of the image, containing the text.

# AHHS during 2023 - 2024





# Promotion of Commercial Ginger Cultivation

## A New Model of Employment

“ Ginger rhizome is extensively consumed as a spice in foods and beverages because of its characteristic pungency and piquant flavour ”

AHHS as a pilot phase started the Commercial ginger plantation in 5 Bigha with support from The Department of Agriculture, West Karbi Anglong during the FY 2022-2023.

Gradually during the year a proposal for expansion of the ginger plantation for 200 beneficiaries had been submitted to Department of Agriculture.

The project have greatly benefitted the beneficiaries during the pilot phase.



With continuous effort from AHHS more beneficiaries have come forward for the Commercial plantation of ginger.

AHHS have also converge with its MEDP project focusing Ginger processing for better market linkage of the value added products.

Total Area of Cultivation : 5 Bigha  
Technical Support : Deptt. of Agriculture

### Associated SDGs







# Micro Enterprise Deveopment Program Ginger Processing

Associated SDGs



“we are equal parts  
dreamers and  
builders

Beneficiaries, MEDP”

Through the Micro Enterprise Development Program (MEDP) supported by NABARD, Assam RO and implemented by AHHS.

A MEDP on Ginger Processing which is a need based skill development training was given to mature SHG.

30 beneficiaries were identified from 11 active SHG's promoted by NRLM and was provided with 15 days training on Ginger processing focusing on Ginger Paste and Ginger Powder.

No. of Beneficiary : 30  
Gender of Beneficiary : Female  
No. of Training Days : 15  
No. of Resource Person engaged : 2

Project Location:  
Tin Alum, Amkachi  
West Karbi Anglong

On completing of the training period the trainees were able to start their micro enterprise with the value addition of Ginger.

The beneficiaries floated an Enterprise by the name of “Evergreen Enterprise”

**BLOCK : AMRI**  
**SECTOR : OFF FARM**  
**GRANT SUPPORT : NABARD**  
**ASSAM RO**

## FOCUS PRODUCT

When AHHS conceptualised the project the farmers were struggling with the fluctuating price of Ginger in the local wholesale and retail market.

**Ginger Powder**  
**Ginger Paste**  
**Ginger Candy**







## IMPACT

When markets work for everyone, people in poverty have the power to transform their lives. We build these markets by training better leaders and investing in better businesses.

Among the various vegetable crops, ginger offers tremendous scope for commercialization in north eastern region. Fresh and dried ginger, ginger oil and ginger powder are used in large quantities in many vegetarian and non-vegetarian food preparations in Indian, Continental and Chinese cuisine.

- 1 Promotion of scientific and improved method of ginger processing
- 2 Farmers are familiarized and trained on Organic cultivation of Ginger
- 3 Increase in production of Organic Ginger
- 4 Developed livelihood through Ginger Cultivation and Processing
- 5 Created a Bridge to a extent between global market and farmers





# Floating of Evergreen Enterprise

Associated SDGs



“

**I don't have to worry about the daily price, I only have to worry about quality processed Ginger. ”**

**Monica**  
Beneficiary, MEDP

The Beneficiaries of the MEDP on Ginger Processing after the completion of the training contributed the stipend received by them.

The stipend contributed by the trainees was utilised for the procurement of the small machineries required for the processing and packaging of the finished products.

Amri helping Hands Society (AHHS) have been handholding the beneficiaries on various aspect of the operations of the Enterprise such as maintaining Income Expenditure records etc.

AHHS have also prepared a DPR and facilitated with the local Bank for Credit linkage of the beneficiaries of the MEDP.



**MONICA  
WITH HER PRODUCT**

**BLOCK : AMRI**

**SECTOR : OFF FARM**

**GRANT SUPPORT : NABARD  
ASSAM RO**

**PROJECT:**

**MEDP - GINGER PROCESSING**

**PRODUCTS  
ON SALE**







# Promotion of Commercial Bamboo Farming

Associated SDGs



**P**romotion of bamboo farming in a Commercial way is under implementation stage by AHHS.

The project aims to double the farmers income by Bamboo farming and its value addition.

Currently 10 Ha. of Land is under the Bamboo plantation with 10 beneficiaries.

The Project is implemented with support from North East Cane and Bamboo Development Council (NECBDC), MoDONER, GOI.

Currently the project is in its 4th Year of implementation.



**BLOCK : AMRI**

**SECTOR : FARM**

**GRANT SUPPORT : NECBDC**

## PLANTED VARIETY

**Dendrocalamus Asper**

**Bambusa Balcoa (Bhuluka Bamboo)**

**Bambusa Tulda (Jati Bamboo)**

**Dendrocalamus Hamiltonii (Kako Bamboo)**

**Bambusa Nutans (Mukal Bamboo)**



## IMPACT

### **1 Sustainable Resource**

Bamboo can be harvested and replenished without destroying the natural forest. It can be grown on marginal land, and requires little fertilizer and pesticides.

### **2 Climate change mitigation**

Bamboo can help mitigate climate change at the global level.

### **3 Renewable energy**

Bamboo can be used as a renewable source of bioenergy, replacing fossil fuels. It can be converted into charcoal, gas, or pellets for cooking, electricity, and heating.

### **4 Erosion control**

Bamboo roots can help control erosion by acting as a water barrier.

### **5 Market Linkage**

The farmers are getting better market linkage as a group and more negotiating power for better price and more market awareness.





# Livelihood and Enterprise Development Project - Weaving

“locally rooted,  
globally connected”

## Beneficiaries, LEDP

Through the Livelihood and enterprise Development Program (LEDP) supported by NABARD Assam RO and implemented by AHHS

A LEDP on Skill upgradation of Weavers which is a need based skill development training was given to 90 mature SHG members promoted by NRLM in 3 batch of 30 each on Jacquard Loom techniques.

## Challenges

The Weavers are habituated in weaving using loin loom. Usages of loin loom can have a significant health implication in the long run. Changing of the weaving habit from loin loom to jacquard loom with the 15 days training was a challenge. To overcome this challenge AHHS is planning the refresher training immediately.

## Solution

Through NABARD we are able to successfully implement LEDP for Skill Upgradation Training for Weavers.  
No of Training: 03 for a period of 15 Days with 30 participants in each batch attended the training programme held at Sikdamakha, Umswai Model and Umpanai Village of West Karbi Anglong, Assam

Apart from the Karbi and Tiwa traditional dress, production of diversified product such as bed Sheets, bed runner, Stole, Sling bag, mekhela chador with karbi/tiwa motifs etc. are being newly introduced to the weavers.

### Associated SDGs



The handloom industry is a rural cottage industry which not only provides the basic necessities of life but also plays a vital role in the economic growth of the country through its contribution to employment generation, industrial output, and export earnings.

The major drawback of weaving in a Loin loom was that the weavers could produce limited products as it takes more time to complete a particular product compared to a Frame loom using jacquard machine or a Frame loom using dobby technique.

The demonstration unit which was set up during the training was handed over to the participants who use it for the purpose of weaving their own design. The loom is being maintained by the participants who ever use it for weaving.

During the Socio-economic survey conducted by AHHS it was found out that often the weavers targeted a specific time period such as school admission of children or annual village festivals to complete their product and sell in the local market

**BLOCK : AMRI**

**SECTOR : OFF FARM**

**GRANT SUPPORT : NABARD  
ASSAM RO**





## IMPACT

After the LEDP on weaving training the weavers have started to produce different products in bulk within short period of time and are able to penetrate into the bigger market in Guwahati, Diphu, and Shillong. The weavers since are able to produce in short period of time are also able to retain the customers.

The Weavers are also participating in various melas such as SARAS mela in Guwahati, Karbi Youth Festival in Diphu etc.

Post training till date the weavers are booked with pre order from customers from Guwahati for mekhela chadar with tribal motifs etc. Pre training weaving activity could not be considered as a sustainable income. However, Post training weaving activity has been taken by the weavers as a profession and have doubled their income.

The 3rd batch trainees have collectively purchased 2 Jacquard looms post training and are producing various products to meet the customer demand.

During the 50th Karbi Youth Festival held in Diphu the products of the artisans have clocked a sale of 42,000.00.

AHHS have introduced the artisans to various Handloom outlets from Guwahati who are directly placing orders with the weavers with their customised design. The artisans have gained access to a larger market and are also able to retain their customer base.



# Model Millet Project

“you are what you eat

A balance nutritive diet is the mantra to good health ”

The United Nations General Assembly has declared the year 2023 as “International Year of Millets”. It is our Prime Minister’s vision and initiative that led to this United Nations Resolution being adopted with support from more than 70 nations across the globe. Government of India has decided to celebrate IYOM, 2023 to make it people’s movement so that the Indian millets, recipes, value added products are accepted globally.

**BLOCK : AMRI**

**SECTOR : AGRICULTURE**

**GRANT SUPPORT : NABARD, ASSAM RO**

Millets have been an integral part of the food system among the Karbis in Assam. In Karbi Anglong district of Assam, millets have been part of the Jhum fields. “Hanjan Millen”, Karbi name of foxtail millets have been visible in the Jhum fields in the past.

In the backdrop of IYOM 23 NABARD Assam RO Sanctioned Model Millet project under farm Sector Development Department to AHHS. AHHS is currently implementing MMP in the district of West Karbi Anglong

In view of the impact of climate change and the Government’s aim for climate-smart agriculture, Millets deserve encouragement. It can also help in providing nourishment to people across all income categories and supporting climate adaption of rainfed sustainable farming system.

Associated SDGs



## COMPONENTS

Baseline Survey

Staff Training

Awareness & Mobilization

Soil Sample Collection

Scientific Seed Storage

Establishing Value Chain & Market Linkage

Post Harvest Machinery

Vermi Compost Unit

Exposure Visit for farmers

## CRITICAL INPUT

Farm Yard Manure (FYM)

Seed

Land Preparation

Fertiliser

Plant protection

**No. of Beneficiary : 50**

**Total Area under Cultivation : 20 Ha.**

**Millet Grown : Foxtail Millet**







FOXTAIL MILLET FARMING

## IMPACT

Millet is an important crop for dry land farmers; they are highly nutritious and are climate-compliant crops. In this present era, consumers prefer high-quality foods with longer shelf life. They also look for products which are convenient to prepare as people are too busy in their daily schedule. Moreover, people have increased their tendency to eat a greater variety of foods both traditional and conventional. Efforts are being made to create awareness on the potential health benefits of millets which are recommended for obese, diabetic, celiac and other lifestyle diseases.

In order to make millet value chain sustainable, the production and promotion is being done by Amri Helping Hands Society under its brand “**INGLONG**”.

- 1 More farmers have come forward for the cultivation of Finger Millets, Foxtail Millets.
- 2 Farmers have understood how cultivating multiple crop in the same plot of land can increase the income.
- 3 Farmers capacity have been build through various training sessions
- 4 Value addition of Millet products is done to keep a sustainable income for the farmers
- 5 Eligible farmers application for KCC and inclusion of all beneficiaries under Social Security Schemes



# Model Millet Project Exposure Visit

“

**we focus on the root cause  
of problem and go wherever  
the need meets its opportunities**

”

Binolin, President AHHS

NABARD Assam RO Sanctioned the Model Millet Project in West Karbi Anglong district to Amri Helping Hands Society on 5th January 2023.

## Purpose

The purpose of the exposure visit was to generate an exchange of experience and good practice. It enables the participants to interact with the experts and allowing them to view practical examples of successful integration of sustainable practices in the Millet cultivation.

## Background

The exposure visit was arranged by the Project Implementing Agency: Amri Helping Hands Society (AHHS) as a part of the Model Millet Project.

The exposure visit was done to **Regional Agriculture Research Station (RARS), Assam Agriculture University, Gossaigaon.**

## Objective

- a) To have field experience of Millet Field
- b) To see and understand different Millet variety
- c) To Understand impact between line sowing and broadcasting
- d) To understand scientific seed storage techniques
- e) To understand usages of different machineries during Post-harvest
- f) To understand suitable time of sowing different millet variety
- g) To understand prevalent disease of plants and its cure.

## RESOURCE PERSON

**Dr. Sunil Kr. Paul**, Chief Scientist,  
AAU-ZRS Gossaigaon

**Dr. Vinod Upadhyay**, Jr. Scientist,  
AAU-ZRS Gossaigaon

**Mr. Tapan Baishya**, Field Assistant,  
AAU-ZRS Gossaigaon







Dr. Sunil Kr. Paul, Chief Scientist, AAU-ZRS Gossaigaon welcomed all the participants to RARS. AHHS felicitated Dr. Sunil Kr. Paul and Dr. Vinod Upadhyay along with all the farmer participants.

Dr. Sunil Kr. Paul, Chief Scientist, AAU-ZRS Gossaigaon interacted with all the participants and discussed in details about the benefits of Millets. He also explained the difference between all the variety of the Millets.

All the participants were given a theory understanding between line sowing and broadcasting and how it effects the growth and production of the Millets.

He also explained about the health benefits of the Millet consumption. He encouraged the farmers to continue the natural farming of the millet.

Dr. Vinod Upadhyay, Jr. Scientist, AAU-ZRS Gossaigaon interacted with the participants about different disease that are prevalent during millet cultivation in our climatic condition. He took an deep understanding of the experience faced by the farmers of west Karbi Anglong and had a detailed discussion with the farmers on the solutions. He also recommended few bio pesticides and insecticides that can be used during the cultivation. Dr. Vinod Upadhyay also encouraged the farmers to continue with the Natural farming system that the farmers of west karbi anglong are adopting.

Mr. Tapan Baishya, Field Assistant, AAU-ZRS Gossaigaon accompanied all the participants to the Millet Fields that are under cultivation and had a detailed practical discussion with the participants about the difference between line sowing and broadcasting, impact of different sowing time, scientific storage methods adopted etc. He also demonstrated different kinds of machinery that are used.





# Model Millet Project Value Addition

As a part of the Model Millet Project being implemented by Amri helping Hands Society (AHHS) the value addition of millet training was conducted for the beneficiaries.

In order to achieve the goal of sustainable income from millet it is necessary for the production of value added products for a better price.

Participants assembled in the training venue which is a running bakery and is equipped with gas stove, oven and other materials and ingredients required for practical demonstration.

Ms. Claris Terangpi (resource person) introduced herself and asked the participants to introduce themselves. During the introduction it was asked about the status of growing millets and consumption pattern.

## PRACTICAL DEMONSTRATION

Millet Rice | Roasted Foxtail Millet powder | Foxtail Millet Cookies | Foxtail Millet Nimki

Foxtail Millet Bread

### PRODUCTS PREPARED DURING TRAINING







# Model Millet Project Crop Cutting Experiment

As a part of the Model Millet Project being implemented by Amri helping Hands Society (AHHS) in the district of West Karbi Anglong a Crop Cutting Experiment of Foxtail Millet was conducted in the Cultivation site of Mr. Gladson Senar, a beneficiary of MMP supported by NABARD, Assam RO

The Crop cutting experiment was conducted in collaboration with Deptt. of Agriculture, Hamren, West Karbi Anglong.

The Crop cutting experiment (CCE) was attended by DDM NABARD, LDM Karbi Anglong, DAO West Karbi Anglong, ADO Amri Circle, President & Project Staff AHHS, Beneficiaries of MMP.

A sample plot of 25 square meters in the crop field was demarcated, and the crop from this plot was harvested. The weight of the crop was then calculated to determine the yield per hectare.



CCE IN SITE  
OF MILLET FIELD, UMPANAI





# Product Launch Inglong

## “Inglong” millet brand from West karbi Anglong

In a significant event on 03/03/24 Hon'ble Governor of Assam, Shri Gulab Chand Kataria launched “INGLONG”, Millet brand from West Karbi Anglong. The launching program was held in Srimanta Sankardev Kalashetra, during the valediction program of TARANG, Farmers/Artisans Producers' Organization Mela in Guwahati.

The Brand of Millet products comes as a part of the Model Millet Project implemented by Amri Helping Hands Society (AHHS) and funded by National Bank for Agriculture and Rural Development (NABARD), Assam RO in the district of West Karbi Anglong.

The project aimed at Harnessing the untapped potential of millets for food

security, nutrition, and sustainable agriculture. The launching celebrated the various products of millet such as Millet Rice, Millet powder, Millet Cookies, Millet Namkeen.

The launching also highlighted the collaborative effort of all the beneficiaries that propels the entire millet supply chain from cultivation to production and distribution.

During his address, the Governor expressed his appreciation towards the initiative of NABARD and the joint effort of the farmers in the field of Agriculture through millet cultivation for the commitment towards sustainable agriculture.







# Promotion of Kesseru Plantation

Associated SDGs



## “ Drivers of marginal farmers Income ”

**E**ri silkworm primarily feeds on castor leaves, but sufficient castor leaves are not available throughout the years for commercial rearing. Therefore, Kesseru (*Heteropanax fragrans* Seem.) is used as an alternative food plant during the scarcity of castor leaves

It belongs to the family Araliaceae and it is soft wooded perennial tree grown in plain and as well as hilly tracts of north eastern India. Since it is a perennial plant and the cost of plantation and leaf yield potentiality is better than castor.

The productive life of kesseru is more than 25 years and annual leaf yield per hectare is found almost 20-25 MT from a properly maintained farm. Moreover, Kesseru plant is less susceptible to disease and pest in comparison to castor. Kesseru feed silkworm produce small cocoons but they are compact with strong fibre. Therefore, systematic kesseru plantation is recommended and popularized among the farmers for large scale commercial eri silkworm rearing

**BLOCK : AMRI**  
**SECTOR : SERICULTURE**  
**TECHNICAL SUPPORT :**  
**DEPTT. OF SERICULTURE**



AHHS FARM





# Livelihood by Eri Silkworm Rearing

Associated SDGs



“eri silk is cool in the summer and warm in the winter

”

Khodon, Farmer

**Ericulture** plays significant role in rural livelihood security especially among marginalized and weaker sections of the society.

Eri silk is mostly used in weaving in India's Northeast region, but has great staple (short) fibre makeup requiring it to be spun and not potential in knitting, crochet, and embroidery. Due to its reeled. In addition it has a woolly texture or a cotton-like behaviour and is heavier than other silks

**BLOCK : AMRI**  
**SECTOR : SERICULTURE**  
**TECHNICAL SUPPORT :**  
**DEPTT. OF SERICULTURE**

## OUTCOME

Eri Silk Yarn produced for production of exclusive men and women clothing line under AHHS brand **Weavers Eden**



ERI SILKWORM





# LEDP Beneficiaries Exposure Visit

“**learning never stops  
it slows down**”

Through the Livelihood and enterprise Development Program (LEDP) supported by NABARD Assam RO and implemented by AHHS

A LEDP on Skill upgradation of Weavers which is a need based skill development training was given to 90 mature SHG members promoted by NRLM in 3 batch of 30 each on Jacquard Loom techniques.

Amri Helping Hands Society (AHHS) always lay special focus on value addition in the production and post-harvest segments of its project commodity value-chains.

As a part of the project the beneficiaries of the LEDP on Weaving visited **Weaver's Service Center**, Guwahati operated by Ministry of Textile, Govt. of India

## OUTCOME

Product development to evolve more marketable products by interaction between expertise available in the fields of weaving, designing and processing.

Improving techniques, accessories and appliances used in weaving, dyeing and designing.



EXPOSURE VISIT  
TO WSC, KHANAPARA





# LEDP, MEDP Beneficiaries Participating in 50<sup>th</sup> KYF

“going local to global”

Customers during KYF ”

Associated SDGs



We protect smallholder farmers' livelihoods by supporting best practices and securing fairer prices that increase yields and incomes.

Many smallholder farmers in AHHS project area cloth the world but earn less than 10% of the final sale price of the apparels they produce.

Such opportunities grabbed by us with support from funding agencies such as NABARD who not only supported for the capacity building of the weavers and farmers but also value and encourages such approach.

Amri Helping Hands Society (AHHS) always lay special focus on value addition and its marketing tactics to reach the greater audience.

## OUTCOME

During the 50th Karbi Youth Festival held in Diphu the products of the artisans have clocked a sale of Rs. 42,000.00.

Procured orderS for customized apparels worth Rs. 2 Lac +.

CUSTOMERS DURING 50<sup>TH</sup> KYF







# Demonstration of Green Gram Cultivation

Associated SDGs



On a pilot basis Amri Helping Hands Society (AHHS) collaborated with Deptt. of Agriculture, Hamren, West Karbi Anglong to demonstrate cultivation of Green Gram in the Hills of West Karbi Anglong.

The aim is to promote green gram cultivation among farmers during Rabi season.

The input support for the pilot project is provided by Deptt. of Agriculture and the execution of it is done by Amri Helping Hands Society (AHHS).

## INSIGHTS

**BLOCK : AMRI**

**SECTOR : AGRICULTURE**

**INPUT SUPPORT :**

**DEPTT. OF AGRICULTURE**

**EXECUTION : AHHS**

**PHASE : PILOT**



**GREEN GRAM  
CULTIVATION SITE, AHHS FARM**





# Demonstration of Strawberry Farming

Associated SDGs



Strawberry for the first time in Amri block on a pilot basis Amri Helping Hands Society (AHHS) collaborated with Deptt. of Agriculture, Hamren, West Karbi Anglong to demonstrate cultivation of Strawberry in the Hills of West Karbi Anglong.

The aim is to promote Organic Strawberry cultivation for a sustainable income for the farmers.

The input support for the pilot project is provided by Deptt. of Agriculture and the execution of it is done by Amri Helping Hands Society (AHHS).

## INSIGHTS

**BLOCK : AMRI**

**SECTOR : AGRICULTURE**

**INPUT SUPPORT :**

**DEPTT. OF AGRICULTURE**

**EXECUTION : AHHS**

**PHASE : PILOT**



**STRAWBERRY  
DEMONSTRATION SITE, AHHS FARM**





# Demonstration of Mustard Seed Farming

Associated SDGs



Amri Helping Hands Society (AHHS) collaborated with Deptt. of Agriculture, Hamren, West Karbi Anglong to demonstrate cultivation of Mustard Seed in the Hills of West Karbi Anglong.

The aim is to promote Mustard Seed cultivation and subsequently produce Mustard Oil for a sustainable income for the farmers.

The input support for the pilot project is provided by Deptt. of Agriculture and the execution of it is done by Amri Helping Hands Society (AHHS).

## INSIGHTS

**BLOCK : AMRI**

**SECTOR : AGRICULTURE**

**INPUT SUPPORT :**

**DEPTT. OF AGRICULTURE**

**EXECUTION : AHHS**

**PHASE : PILOT**

**VARIETY : TORIA**



**MUSTARD  
DEMONSTRATION SITE, AHHS FARM**





# Awareness on Per Drop More Crop

Per Drop More Crop (PDMC) is a scheme that aims to improve water use efficiency in agriculture by promoting the use of micro irrigation. It is a component of the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY).

## OBJECTIVE

- a) Encourage farmers to use water-saving technologies.
- b) Promoting the use of drip and sprinkler irrigation

## INSIGHTS

**BLOCK : AMRI**  
**VILLAGE : PUTSARI**  
**COLLABORATING AGENCY :**  
**DEPTT. OF AGRICULTURE**  
**O/O LDM, DDM NABARD**  
**EXECUTION : AHHS**

**PARTICIPANTS : 140**  
Beneficiaries of various projects implemented by AHHS



PUTSARI  
COMMUNITY HALL





# DPR on ECO - TOURISM

NABARD, Assam RO have sanctioned the proposal of AHHS for a Detailed Project Report on Promotion of Eco-Tourism in West Karbi Anglong focusing on umpanai as a hub.

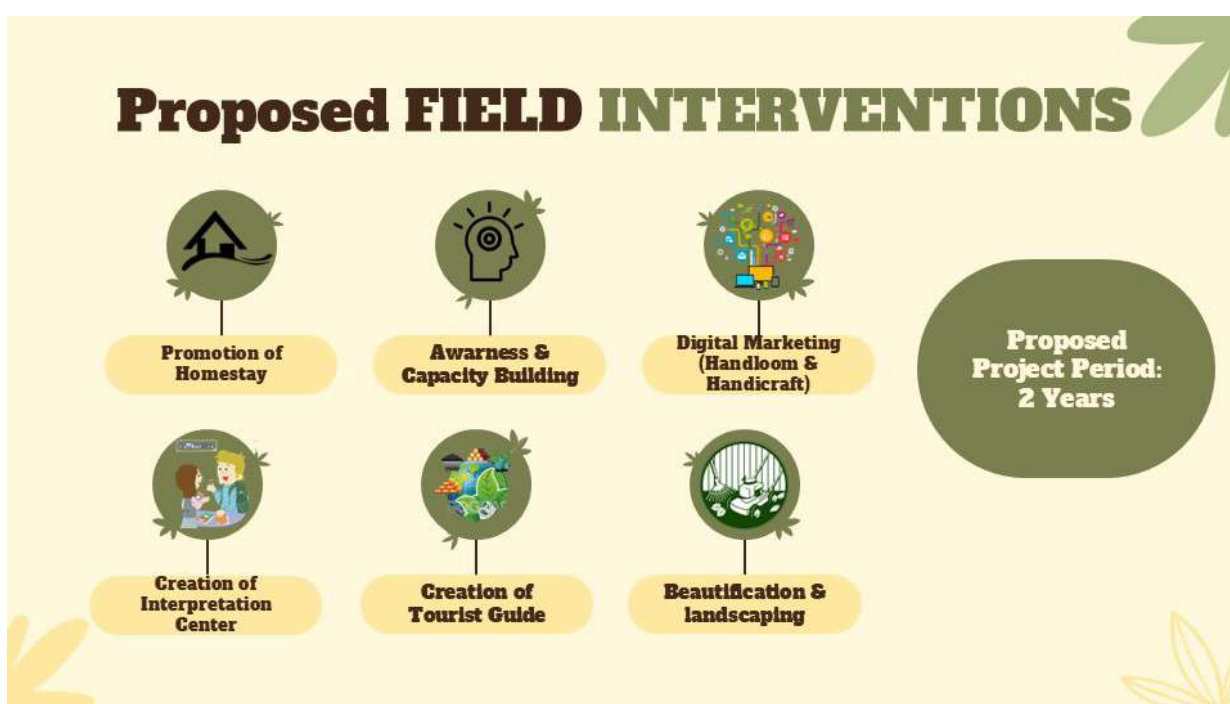
AHHS have already prepared and submitted the DPR to NABARD, Assam RO.

The DPR, conducted aims to built the capacities of local actors – women,

Associated SDGs



youth, associations, public entities – in partnership with fair-minded tourism operators based in Hanoi to jointly establish responsible tourism offers for both international and domestic individual tourists and in small groups.





# Participation of AHHS Viksit Bharat Sankalp Yatra



# Participation of AHHS State Credit Seminar 24-25





## Vision

A future where the possibilities, opportunities and development are same for all.

## Mission

To make people discover their potential for action and change



AMRI  
**HELPING  
HANDS  
SOCIETY**

moving forward together

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