



VETERANS INDIA

Regd. No. Delhi/2149/2015

(AN ALL INDIA ORGANISATION OF VETERANS LED BY EX-SERVICEMEN)

Rural Development, Agricultural, and Farming Wing of Veterans India:

1. Purpose:

The purpose of this wing is to contribute to the socio-economic development of rural areas, promote sustainable agricultural practices, and empower farmers. Aligned with the principles of nationalism and patriotism, it aims to foster self-reliance in rural communities, contributing to nation-building and the realization of **BHARAT VISHWAGURU**.

2. Vision:

To be a catalyst for rural prosperity, sustainable agriculture, and empowerment of farmers, creating vibrant and self-sufficient rural communities that play a vital role in making **BHARAT VISHWAGURU**.

3. Mission:

Our mission is to implement initiatives that enhance rural livelihoods, promote environmentally sustainable farming practices, and empower farmers with knowledge and resources. Through impactful programs, the Rural Development, Agricultural, and Farming Wing aspires to contribute to the overall vision of making **BHARAT VISHWAGURU** by uplifting rural communities.

4. Approach:

The approach involves a comprehensive strategy focusing on rural development, agricultural sustainability, and farmer empowerment. It aims to create a synergy between traditional wisdom and modern techniques, fostering a sense of pride and self-reliance in rural communities.

5. Objectives:

- a. **Rural Livelihood Enhancement:** Implement programs that enhance the economic well-being of rural communities, creating sustainable livelihood opportunities.
- b. **Sustainable Agriculture Promotion:** Advocate and implement environmentally sustainable agricultural practices, minimizing the ecological impact and ensuring long-term soil fertility.
- c. **Farmers' Empowerment:** Empower farmers with knowledge, training, and resources, enhancing their capabilities to adopt modern farming techniques and technologies.
- d. **Water Conservation Initiatives:** Promote water conservation practices in agriculture, ensuring responsible use of water resources for farming activities.



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- e. **Market Linkages for Farmers:** Facilitate market linkages for farmers, ensuring fair prices for their produce and enhancing their economic returns.

6. Role and Responsibilities:

- a. **Rural Livelihood Programs:** Coordinate and implement programs that focus on enhancing rural livelihoods through skill development, entrepreneurship, and employment generation.
- b. **Sustainable Agriculture Coordination:** Advocate for and coordinate the implementation of sustainable agricultural practices, incorporating traditional wisdom with modern techniques.
- c. **Farmers' Training and Empowerment:** Develop and execute training programs for farmers, empowering them with knowledge and skills to adopt advanced farming methods.
- d. **Water Conservation Projects:** Initiate and participate in projects that promote water conservation in agriculture, ensuring responsible use of water resources.
- e. **Market Linkage Coordination:** Facilitate connections between farmers and markets, ensuring fair pricing and improved economic outcomes for rural communities.
- f. **Collaboration with Agricultural Bodies:** Collaborate with agricultural institutions, government bodies, and NGOs to enhance the impact of initiatives and programs in the agricultural sector.
- g. **Promotion of Responsible Farming:** Encourage and promote responsible farming practices, emphasizing the importance of environmental sustainability and ethical farming.

By fulfilling these roles and responsibilities, the Rural Development, Agricultural, and Farming Wing aims to be a key driver in achieving the broader objectives and goals of Veterans India, aligning with the principles of the 17 Sustainable Development Goals (SGTs) outlined by the United Nations.



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List of Corporates, Public Sector Undertakings (PSUs), and Government Agencies engage in Corporate Social Responsibility (CSR) activities for Rural Development, Agriculture, and Farming.

Here are few examples:

7. Corporate Entities:

- a. **Reliance Foundation:** Engages in various rural development projects, including agriculture and healthcare initiatives.
- b. **Tata Trusts:** Focuses on rural development, sustainable agriculture, and livelihood enhancement programs.
- c. **ITC Limited:** Implements CSR activities in agriculture, water management, and rural development.
- d. **Adani Foundation:** Works on initiatives related to rural infrastructure, agriculture, and community development.

8. Public Sector Undertakings (PSUs):

- a. **NABARD (National Bank for Agriculture and Rural Development):** Plays a crucial role in promoting rural development and agriculture through financial and developmental interventions.
- b. **ONGC (Oil and Natural Gas Corporation):** Undertakes CSR activities in areas such as healthcare, education, and sustainable agriculture in rural regions.



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9. Government Agencies:

- a. **National Rural Livelihoods Mission (NRLM):** A flagship program of the Ministry of Rural Development, working towards poverty alleviation and livelihood enhancement in rural areas.
- b. **National Rural Employment Guarantee Act (NREGA):** Ensures employment and income generation in rural areas, contributing to rural development.
- c. **Department of Agriculture and Cooperation (DAC):** Implements various schemes and programs for agricultural development and farmers' welfare.

It's important to note that CSR activities can vary over time, and new initiatives may be undertaken by different entities. Additionally, the effectiveness of these initiatives can depend on the specific projects and regions they target.

Organization Structure and Responsibilities - Veterans India RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA Wing (Central Level):

10. National Vice President (RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA Wing):

- a. **Role:** Provide strategic leadership and vision for the central RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA wing.
- b. **Responsibilities:**
 - i. Oversee and guide all national-level RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA programs and initiatives.
 - ii. Collaborate with other wings and organizational leadership for integrated efforts.
 - iii. Represent the RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA Wing at national events and forums.

11. National General Secretary (RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA Wing):



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a. **Role:** Assist the National Vice President in administrative tasks and coordination within the RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA wing.

b. Responsibilities:

- i. Manage day-to-day operations of the central RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA wing.
- ii. Coordinate communication between the central and state levels.
- iii. Ensure effective implementation of national-level RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA programs.

12. National Secretaries (RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA Wing) - 36 (One for Each State/UT):

a. **Role:** Support the National General Secretary in administrative duties and communication at the state level.

b. Responsibilities:

- i. Maintain records, documents, and communications for the respective state/UT.
- ii. Provide logistical support for state-level RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA events and activities.
- iii. Act as the primary point of contact for state-level coordination.

13. National Senior Joint Secretaries (RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA Wing) - 36 (One for Each State/UT):

a. **Role:** Represent and coordinate RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA activities at the state level.

b. Responsibilities:

- i. Liaise with state-level coordinators, ensuring effective communication.
- ii. Oversee and support state-level RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA programs.
- iii. Provide guidance to National Joint Secretaries.

14. National Joint Secretaries (RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA Wing) - 72 (Two for Each State/UT):

a. **Role:** Support the National Senior Joint Secretaries and assist in state-level coordination.

b. Responsibilities:

- i. Work closely with state coordinators for seamless communication.
- ii. Facilitate information exchange between the central and state levels.
- iii. Assist in the implementation of national-level RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA initiatives.



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Total Office Bearers at National Level: 148

15. Charters of Duties and Responsibilities:

- Each office bearer must be an expert in Rural Development and Farming related activities.
- The National Vice President sets the strategic direction and vision.
- The National General Secretary ensures efficient operations and communication.
- National Secretaries handle state-level administrative tasks and coordination.
- National Senior Joint Secretaries oversee and support state-level programs.
- National Joint Secretaries assist in state-level coordination and program implementation.

This structure ensures a robust and well-coordinated approach to managing RURAL DEVELOPMENT, AGRICULTURAL, AND FARMING WING OF VETERANS INDIA activities at both the national and state levels within Veterans India.

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Standard Operating Procedures (SOPs) for Rural Development, Agricultural, and Farming Wing of Veterans India



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16. Objective:

The Rural Development, Agricultural, and Farming Wing of Veterans India aims to contribute to the socio-economic development of rural areas, promote sustainable agriculture, and empower farmers. This SOP outline the guidelines and responsibilities for effective functioning.

17. Leadership Structure:

Vice President:

Provide strategic direction for rural development initiatives.

General Secretary:

Oversee the coordination of activities within the rural sector.

18. State Coordinators (36):

- Appoint one coordinator for each State/UT.
- Liaise with local authorities and community leaders.

19. Senior Joint Secretaries (36):

- Assist State Coordinators in implementing programs.
- Focus on specific rural development projects.

20. Joint Secretaries (72):

- Assigned to specific districts to ensure grassroots involvement.
- Monitor and report on the progress of initiatives.

21. Guidelines for Rural Development Programs:

- Agro-Based Skill Development:
- Conduct training programs for farmers on modern agricultural practices.



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- c. Women Empowerment in Rural Areas:
- d. Promote initiatives empowering women in farming and related activities.
- e. Water Conservation Projects:
- f. Collaborate with local bodies for water conservation projects.

22. Engagement with Farmers:

- a. Farmers' Meetings (Bi-Monthly):
- b. Organize regular meetings to understand challenges and disseminate information.
- c. Crop Advisory Workshops:
- d. Conduct workshops on crop selection, pest management, and sustainable farming.

23. Collaboration with Government and NGOs:

- a. Government Schemes Integration:
- b. Ensure alignment of initiatives with existing government schemes.
- c. NGO Partnerships:
- d. Collaborate with NGOs for broader reach and support.

24. Financial Management and Fundraising:

- a. Budget Planning (Quarterly):
- b. Develop and review budgets for rural development projects.
- c. Fundraising Events (Annual):
- d. Organize events to raise funds for specific projects.

25. Monitoring and Evaluation:

- a. Project Impact Assessment (Bi-Annually):



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- b. Evaluate the impact of ongoing projects on rural communities.
- c. Performance Reports (Quarterly):
- d. Provide detailed reports on activities and outcomes.

26. Important Dates:

- a. National Farmer's Day (December 23):
- b. Conduct special events to honor farmers and raise awareness.
- c. World Agriculture Day (June 2):
- d. Organize agricultural awareness campaigns.

27. Collaboration with Agricultural Institutions:

- a. Agricultural Universities and Research Centers:
- b. Foster partnerships for knowledge exchange and research.

28. Community Outreach Programs:

- a. Health Camps (Bi-Annually):
- b. Provide healthcare services to rural communities.
- c. Educational Initiatives (Quarterly):
- d. Conduct awareness programs on education and skill development.

This SOP aim to guide the Rural Development, Agricultural, and Farming Wing in aligning their efforts with the broader objectives of Veterans India and making a meaningful impact on rural communities.



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Standard Operating Procedures (SOPs) for Funds Generation - Rural Development, Agricultural, and Farming Wing of Veterans India

29. Objective:

To establish guidelines for effective funds generation and financial sustainability of the Rural Development, Agricultural, and Farming Wing of Veterans India, aligned with the organization's broader goals.

30. Fundraising Strategies:

a. Diversified Fund Sources:

Explore multiple channels such as donations, grants, corporate partnerships, and government schemes.

b. Crowdfunding Campaigns:

Launch online crowdfunding campaigns for specific projects and initiatives.

31. Corporate and CSR Engagement:

a. Identification of Partners:

Compile a list of corporates interested in rural development and agriculture.



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b. Proposal Development:

Create tailored proposals highlighting the impact of the wing's initiatives on rural communities.

c. CSR Collaboration:

Reach out to corporates for Corporate Social Responsibility (CSR) partnerships.

32. Government Grants and Schemes:

a. Regular Monitoring of Grants:

Stay informed about available government grants and schemes related to rural development and agriculture.

b. Application and Proposal Submissions:

Develop compelling proposals and submit applications for relevant grants.

33. Agricultural Collaborations:

a. Research and Development Collaborations:

Partner with agricultural research institutions for joint projects and funding.

b. Farmers' Producer Companies:

Explore collaboration with farmers' producer companies for financial support.

34. Community Engagement Events:

a. Agricultural Fairs and Exhibitions (Bi-Annually):

Organize events showcasing rural development projects to attract community support and potential donors.

b. Sponsorship Opportunities:

Create sponsorship packages for local businesses during community events.



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35. Membership Drives:

a. Annual Membership Drives:

Conduct campaigns encouraging individuals and businesses to become members of the wing, contributing to its funds.

b. Membership Fee Structure:

Define a membership fee structure and benefits for members.

36. Financial Planning and Budgeting:

a. Quarterly Budget Reviews:

Conduct reviews of the wing's financial status and adjust budgets accordingly.

b. Transparency in Financial Reporting:

Maintain transparency by providing regular financial reports to members and donors.

37. Participation in Funding Platforms:

a. Grant Platforms and Competitions:

Identify and participate in relevant grant platforms and competitions to secure additional funding.

b. Agricultural Innovation Funds:

Explore funds specifically designed to support agricultural innovation.

38. Important Dates:



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a. Harvest Festivals (Various Dates):

Leverage festive seasons for targeted fundraising campaigns.

b. World Food Day (October 16):

Plan special fundraising events aligning with global initiatives.

39. Donor Recognition Programs:

a. Acknowledgment and Appreciation:

Implement programs to recognize and appreciate donors, fostering a sense of belonging.

These SOPs aim to provide a structured approach to funds generation for the Rural Development, Agricultural, and Farming Wing, ensuring financial sustainability and successful implementation of projects aligned with Veterans India's mission.

Sources for Funds Generation - Rural Development, Agricultural, and Farming Wing of Veterans India

40. Government Grants and Schemes:

- a. Identify and apply for grants provided by government agencies supporting rural development, agriculture, and farming initiatives.
- b. Stay updated on relevant government schemes for financial assistance and project collaboration.

41. Corporate Partnerships:

- a. Approach corporates with a focus on agribusiness, rural development, and CSR initiatives.



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- b. Develop comprehensive proposals highlighting the impact of agricultural and farming projects on rural communities.

42. Agricultural Research Collaborations:

- a. Collaborate with agricultural research institutions for joint projects and funding opportunities.
- b. Participate in research-driven programs that attract funding for innovative agricultural practices.

43. Community Engagement Events:

- a. Organize agricultural fairs, exhibitions, and awareness campaigns to engage the community and attract local sponsorships.
- b. Leverage community events to showcase the positive impact of the wing's initiatives.

44. Membership Drives:

- a. Conduct annual membership drives, encouraging individuals and businesses to become members and contribute to the wing's funds.
- b. Establish a structured membership fee system with associated benefits.

45. Agricultural Innovation Funds:

- a. Explore funds specifically dedicated to supporting innovative projects in agriculture and rural development.
- b. Participate in competitions and initiatives promoting advancements in farming practices.

46. CSR Collaborations:

- a. Identify corporates with a strong emphasis on corporate social responsibility (CSR) related to agriculture and rural upliftment.



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- b. Formulate collaborative projects aligning with the CSR goals of potential partners.

47. Participation in Funding Platforms:

- a. Explore crowdfunding platforms and grants designed for agricultural and rural development projects.
- b. Participate in competitions and initiatives that offer financial support for community-centric agricultural projects.

48. Donor Recognition Programs:

- a. Implement programs to recognize and appreciate donors supporting rural development and agricultural initiatives.
- b. Establish donor tiers with corresponding recognition and benefits to encourage continued support.

49. Important Dates:

Agricultural Seasons:

Align fundraising campaigns with key agricultural seasons, emphasizing the importance of supporting farming communities.

World Agriculture Day (March 21):

Plan special fundraising events and campaigns around this global initiative.

National Farmers' Day (December 23):

Use this day to highlight the contributions of farmers and raise awareness for funding needs.



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These strategies and key dates aim to diversify funding sources and enhance financial sustainability for the Rural Development, Agricultural, and Farming Wing of Veterans India.

Guidelines and Roles of Office Bearers - Rural Development, Agricultural, and Farming Wing of Veterans India

50. Vice President - Rural Development, Agricultural, and Farming Wing:

- Provide strategic leadership and vision for the wing.
- Oversee the planning and execution of programs related to rural development and agriculture.
- Collaborate with external organizations, experts, and government agencies to enhance the impact of initiatives.

51. General Secretary - Rural Development, Agricultural, and Farming Wing:

- Manage day-to-day operations and communication within the wing.
- Coordinate with State/UT Secretaries and Joint Secretaries for seamless execution of programs.
- Ensure effective documentation and reporting of activities.



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52. State/UT Secretaries (36 - One for each State/UT):

- Represent the wing at the state or union territory level.
- Liaise with local authorities, farmers, and community leaders.
- Plan and execute region-specific agricultural and rural development initiatives.

53. Senior Joint Secretaries (36 - One for each State/UT):

- Assist State/UT Secretaries in coordinating activities.
- Provide guidance on program implementation and address challenges.
- Facilitate communication between the state and central leadership.

54. Joint Secretaries (72 - Two for each State/UT):

- Support State/UT Secretaries in grassroots initiatives.
- Act as a bridge between the central leadership and the local teams.
- Contribute to the planning and execution of events and workshops.

55. Roles and Responsibilities of All Office Bearers:

- Promote Nationalism and Patriotism:
- Infuse a sense of nationalism and patriotism in rural areas through various initiatives.
- Collaborate with educational institutions to instill these values among youths.

56. Agricultural and Rural Development Programs:

- Plan and execute programs focusing on sustainable farming, soil health, and rural infrastructure development.
- Introduce technology-driven solutions for agricultural enhancement.



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57. Community Engagement:

- Engage with local communities, farmers, and stakeholders to understand their needs.
- Implement community-driven projects for holistic development.

58. Awareness Campaigns:

- Conduct awareness campaigns on government schemes, subsidies, and best practices in agriculture.
- Advocate for environmental conservation and eco-friendly farming methods.

59. Skill Development:

- Facilitate skill development programs for farmers in modern agricultural practices.
- Encourage entrepreneurship in rural areas.

60. Collaboration and Partnerships:

- Establish partnerships with NGOs, government bodies, and corporate entities for additional support.
- Collaborate with research institutions for innovative agricultural practices.

61. Important Dates:

- Align activities with key agricultural seasons for maximum impact.
- National Rural Development Day (July 15):
- Conduct special programs and initiatives for rural development.



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This framework aims to define clear roles and responsibilities for office bearers, ensuring efficient and impactful implementation of programs by the Rural Development, Agricultural, and Farming Wing of Veterans India.

Monthly Activities Calendar - Rural Development, Agricultural, and Farming Wing of Veterans India

62. January:

Week 1-2: Winter Crop Awareness Drive

- a. Conduct awareness campaigns on winter crops, sustainable farming practices, and agro-based livelihoods.
- b. Collaborate with local farmers for knowledge-sharing sessions.

63. February:

Week 3-4: Agri-Tech Workshop

- a. Organize workshops on emerging agricultural technologies.
- b. Explore partnerships with technology companies for demonstrations.

64. March:

World Agriculture Day (March 21):

- a. Host special events to celebrate World Agriculture Day.
- b. Showcase success stories of farmers benefiting from the wing's initiatives.

65. April:

Week 1-2: Seed Distribution Program

- a. Distribute high-quality seeds to farmers in need.



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- b. Include educational sessions on seed management and crop diversity.

66. May:

Week 3-4: Sustainable Farming Practices Workshop

- a. Collaborate with agricultural experts to promote sustainable and organic farming.
- b. Organize field demonstrations on eco-friendly farming techniques.

67. June:

Monsoon Preparedness Campaign:

- a. Conduct workshops on monsoon-ready farming practices.
- b. Provide resources for preventing and managing crop-related challenges during the monsoon.

68. July:

Week 3-4: Farmer's Market

- a. Set up a farmers' market to facilitate direct sales from farmers to consumers.
- b. Encourage community participation and support local produce.

69. August:

Independence Day Celebration (August 15):

- a. Organize patriotic events in rural areas, emphasizing the link between agriculture and national development.

70. September:

Harvest Festival Celebrations:

- a. Participate in local harvest festivals.



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- b. Highlight the importance of agriculture in sustaining communities.

71. October:

Week 2-3: Soil Health Awareness Campaign

- a. Conduct soil health workshops and testing camps.
- b. Advocate for sustainable soil management practices.

72. November:

Agricultural Innovation Symposium:

- a. Host a symposium to showcase innovative agricultural practices.
- b. Encourage farmers to adopt modern and efficient farming techniques.

73. December:

National Farmers' Day (December 23):

- a. Organize special programs to honor and recognize farmers.
- b. Launch campaigns for farmer welfare and financial support.

74. Ongoing:

Monthly Farmer Support Clinics:

- a. Establish clinics for farmers to seek advice on agricultural challenges.
- b. Collaborate with experts to provide solutions and resources.

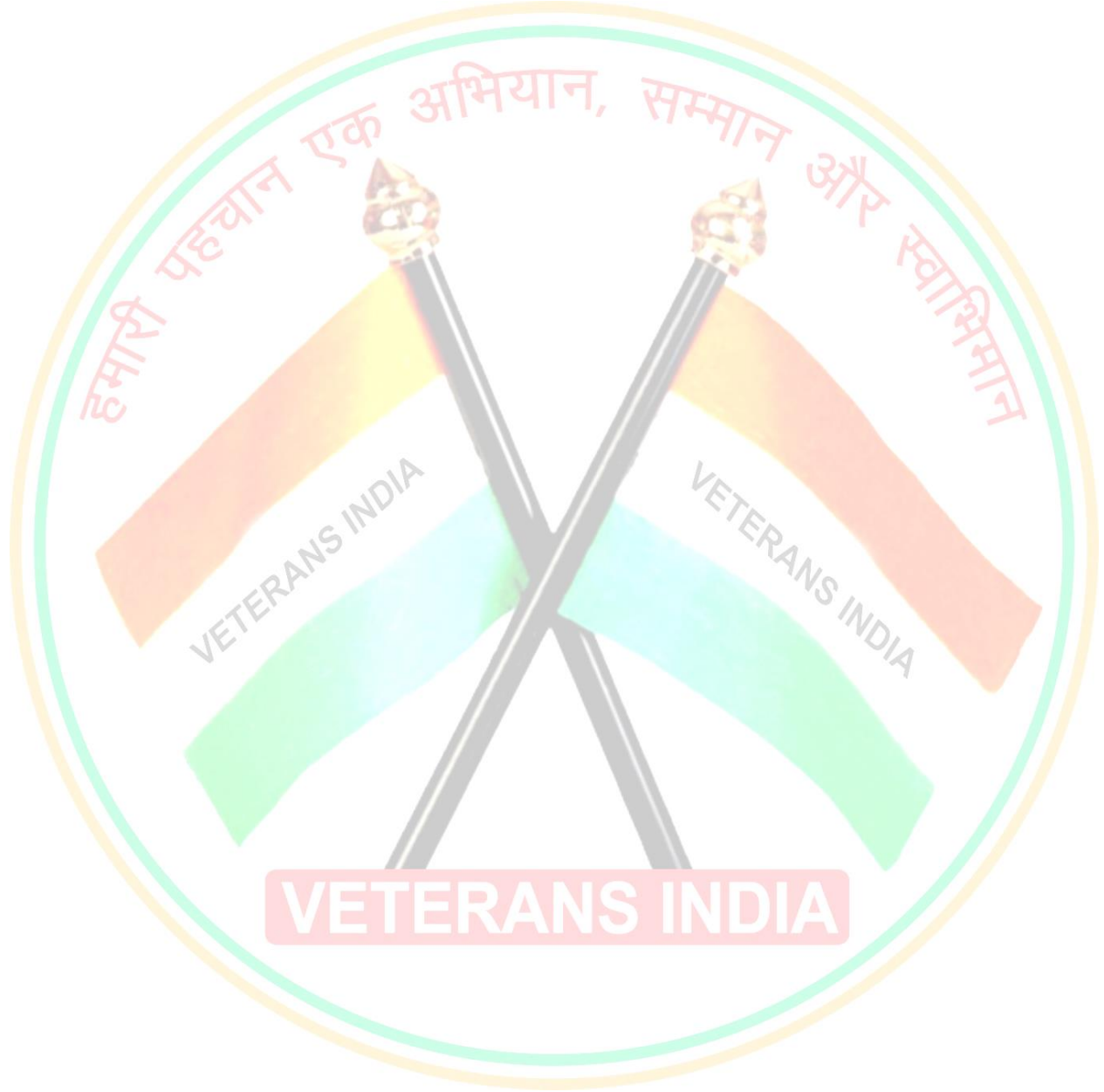
This calendar aims to integrate monthly activities for the Rural Development, Agricultural, and Farming Wing of Veterans India, fostering sustainable and impactful initiatives aligned with the organization's goals



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