



From the Secretary's desk

I'm happy to put before our well-wishers and supports, the work undertaken by SATMILE SATISH CLUB 'O' PATHAGAR (SSCOP) in the year 2020 - 21 through this Annual Report. I also take this opportunity and on behalf of the entire team of SSCOP pray for all the departed souls who are in millions all over the world due to COVID Pandemic.

The Year 2020 - 2021 was one of the worst of the years for the humankind as the world was hit by the deadly virus Corona - COVID 19 which not only took millions of lives globally but also locked down the world in its true sense. India is now hit by the third strain of COVID 19 and has also lost thousands of lives in India. India like other countries also is in almost a semi lockdown state. The global economy is badly hit including Indian economy and lots of people have lost their jobs and the means of livelihood. A number of corporate, MSME, NGOs and other organizations have closed down.

SSCOP with its depth of work and outreach in the community in such a global pandemic situation continued our work in impacting the lives of marginalized groups, small, marginal and women farmers, women in general, youth both Boys and Girls and children - all of those are most neglected in the area and where the felt need is more with more focus and zeal so as to mitigate the situation and fight against the deadly COVID 19.

The pandemic could not stop the spirit of work with the rural communities who are our main stakeholders. We carried out awareness camps, community identification of migrant workers, distribution of ration, health and hygiene kits to the poorest community members through individual donations and support and also through project partners.

SSCOP this year improved its Allied Sector portfolios especially poultry, duck and fisheries in a big way and also Pig rearing as a Pilot project. SSCOP Team realized that by improving agriculture through Conservation Agriculture and farm mechanization in silo will benefit the farmers of the region immensely but adding the allied portfolio will surely lead to the doubling of incomes.

SSCOP continued its main focus of creating rural businesses and rural enterprises in large numbers by training and building capacities of rural communities especially women and other stakeholders who wanted to create their own nano and micro businesses which can bring sustainable livelihood to them and their families. This has become the game changer now in the Cooch Behar District as more and more rural led micro enterprises are coming up in agriculture and allied sectors.

Agriculture continued with more aggression as the farmers were in distress due to lock down as their crops were standing on the field and no labor and support. SSCOP Farm Machines especially the CASI

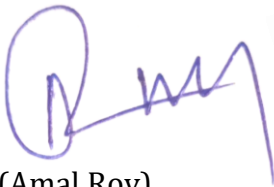
machines helped a large number of farmers in harvesting and transplanting making farmers not to face any duress.

I want to share my personal gratitude particularly to the Board Members and all other colleagues at **Satmile Satish Club O Pathagar** who had striven hard to uphold the traditions at work and deserve appreciation for the quality output.

I would also like to thank all our donors and supporters who have been pillars of our strength since so many years now. I would like to thank ACIAR, CIMMYT, UBKV, Department of Agriculture, Government of West Bengal, NABARD, KVK etc. My sincere gratitude is also to our corporate partners who have supported us through CSR projects – Fullerton India Credit Company Ltd. (FICCL) and Godrej Agrovet Ltd (GAVL), Eureka Forbes.

Finally I would like to thank all the farmers of West Bengal and the rural entrepreneurs without their support SSCOP would have not been able to take on this global pandemic situation. Every year when we reflect on our work and on what needs to be done we realize that we have only just begun, that we have a long way to go and many miles before we sleep.

Thank you for love and support.



(Amal Roy)
Secretary



The Organization

Satmile Satish Club O Pathagar (SSCOP) was formally established in 2001 as a NGO under the Societies Registration Act. The organization has an old history of 47 years when it is used to be a Club organizing social and cultural events, sports activities etc. However, with the passage of time it was realized that it had a bigger role in the community and hence it initiated activities to empower the rural communities and especially the small and marginal farmers and women to address the issues concerning the continuous cycle of poverty, backwardness and illiteracy.

SSCOP aims to strengthen and facilitates formation of grass-roots level institutions like Self Help Groups (SHGs), Farmer Producer Organizations (FPOs), Farmer Producer Companies (FPCs), and Community Based Organizations (CBOs) and builds their capacities to take informed decisions and execute activities which benefit the rural community at large. It helps to forge linkages of these grassroots organization with the various government departments, banks and other important organizations so that the rural poor have an access to the various schemes directly.

The organization believes and initiates the principle of community empowerment to ensure their stakes and participation in their development leads to a collective decision making for sustainable growth with higher economic returns.

SSCOP works in the area of Agriculture, allied sector including poultry, goat rearing, duck rearing, piggery and fishery, Education, Sanitation, WASH, Livelihood, Entrepreneurship, Training and Capacity Building and Farm Mechanization.

BELIEF

SSCOP Belief is in the Principle of community empowerment and to organize the community through collectives to ensure their stakes and participatory decision making for sustainable development and higher economic returns.

GOAL

Help the marginalized and Bottom of the Pyramid (BOP) community members to benefit from the development process through participatory and gender balanced approaches creating sustainable livelihood opportunities and to eliminate poverty.

MISSION

Improve the Socio-Economic situations of the Rural Communities through Innovation, Technology and sustainable Rural Business Models.

VISION

Committed to providing long term solutions to Poverty, Hunger through economic empowerment.

Objectives

Following are the objectives of the Organization:

- To create quality educational infrastructure and provide pedagogical tools with modern

ICT for the rural children and youth.

- To create grassroots institutions including women and farmer's collectives for local level decision making, governance, ownership and sustainability.
- To create innovative projects/businesses on livelihood and income generation for the rural communities.
- To set up rural/social enterprises which are profitable and long term to bring paradigm shift in economic enhancement to the BoPs.
- To help youth to take up suitable self-employment and facilitate trade specific training which can create income opportunities thereby reducing large scale migration through appropriate skilling in different Industry Trades.
- To help rural communities to have good health through people oriented actions especially on WASH and Menstrual Hygiene.
- To create platforms by convergences with Government schemes to bring tangible benefits and avoid duplicating the efforts.
- To foster and create partnerships with Research Organizations, Centre of Excellence, Universities, Corporate, Knowledge Institutes and International Agencies of repute to bring a synergy in all the programs.
- To integrate Environment and conservation as a key area in all the projects undertaken which can reduce the carbon footprints and mitigate the climate change effectively.

THEMATIC AREA OF WORK

- Agriculture focusing on conservation agriculture, supply chain management, agriculture entrepreneurship
- Allied sectors including poultry, goat rearing, duck rearing, piggery and fishery
- Education
- Sanitation
- WASH
- Livelihood
- Training and Capacity Building
- Farm Mechanization
- Skilling and Employment primarily Entrepreneurship
- Rural Enterprises
- Agriculture & Fisheries Tourism

SERVICES PORTFOLIO

Following are the basket of services offered by SSCOP:

- Training (Mostly Institutional Training)
- Inputs sales and Soil Testing (Tied up with Mahindra Rise)
- Farm equipment- rent and sale (Mahindra, Southern Agro, National Agro – we are the only dealers in North Bengal) – All equipments end to end of supply Chain
- Market linkage and aggregation for better pricing (Mini Dal Mill and Maize Chaffer already established for value addition)
- Financial Services – Strong linkages with Banks
- Allied Services portfolio
- Helping entrepreneurs to set up enterprises

2. Management

2.1. Structure

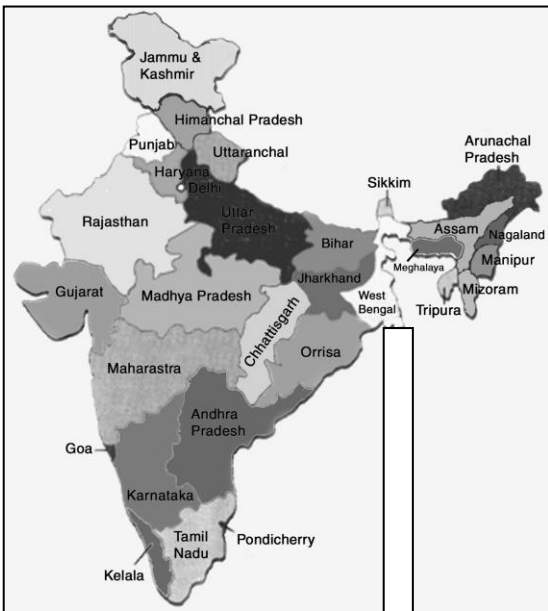
SSCOP's daily activities are administered by a Secretary. Over and above this, the management of SSCOP's rests with the Governing Body, comprised of 11 members.

SSCOP's lays great emphasis on 'people's power'. The consequence can be noticed in the environment of team spirit, collective experience, hard work and commitment in which and on the basis of which the whole organization runs.

SSCOP is professionally managed with 37 co workers and has a strong compliance system in place and have HR, Accounting & Procurement, and Child Protection Policy in place. It also has a robust monitoring and evaluation system which is both internal and external (project based).

3. Credibility of the Organization

- Enjoys the confidence of donors, government officials at local, regional and state level, corporate and the community stakeholders.
- Recognized at the regional and state level for empowering the farmers through the outstanding works done in agriculture.
- Recognized by the Department of Agriculture, West Bengal as the key training organization for Mat Seedling and Paddy Transplanter in the entire State
- Emerged as the key Training provider for the farmers, officials, FPOs, FPCs, SHGs.
- Commended by international agencies like ACIAR, CIMMYT for its outstanding work.
- One of the most valued partners of NABARD, KVK, Department of Agriculture, Coochbehar, Department of Fisheries, Coochbehar and UBKV in Coochbehar District.
- Corporate like Mahindra Rise, National Agro Ludhiana, and Southern Agro Engine Pvt Ltd are all partnering with SSCOP in expanding their businesses in North Bengal.
- Fullerton India Credit Company Ltd (FICCL) is supporting SSCOP with their CSR fund in the entrepreneurship sector.



Geography of Satmile Satish Club O Pathagar (SSCOP) work

SATMILE SATISH CLUB O PATHAGAR (SSCOP) – RESPONSE TO THE COVID 19 PANDEMIC

The Prime Minister of the Country announced a complete shutdown on March 22nd, 2020 followed by a State Advisory that 23 rd March Onwards there will be a Shut Down with only essential services to work. SSCOP response was quick and decisive. There were two issues which were critical e.g.

1. To create awareness among the rural stakeholders on the COVID 19 and
2. How to reach out to our small holders whose wheat crop was at a ripened stage and the next crop to be taken up.

The decision that was taken was to address both the issues at a warfront. The decisions were as follows:

1. Setting up of a non-formal Community Outreach and Mitigation Action Committee on COVID 19 comprising of the elected representative of the Gram Panchayat, Market Committee and other influential community Members with the SSCOP Team including youth volunteers
2. To immediately write a letter to the District Magistrate Seeking his permission to assist the wheat farmers of Cooch Behar district in these extraordinary times by using Combine Harvester and also other agriculture operations
3. To reach out to the poorest community members to have enough nutritious food with food supplies

COVID 19 MITIGATION AND COMMUNITY OUTREACH

The rural population as of now are not very much affected but there is a bubble which is created where a large number of migratory population of Cooch Behar have come back home from Rajasthan, Maharashtra, Kerala where the affect of Corona virus is severe.

These people are high risk population can affect and create a multiplier effect and the numbers of cases of corona positive can increase in leaps and bounds. The SSCOP Community Outreach Team is carrying out identification of people who have moved back to their rural homes in only Cooch Behar Block I, Cooch Behar District, West Bengal and effectively get them access to health facilities by connecting them with the Health Department and the District Administration.

They are also taking out necessary steps for non spread and keeping them quarantined and safe so as to not spread it within the families and also affecting rural population in large numbers bringing catastrophic impact.

In case if anyone is found to be suspected of having the symptoms an immediate step would be taken to get them quarantined and respective Health Department officials and District Administration will be notified. SSCOP will also monitor with follow up door to door visits to these households on a weekly basis. SSCOP being a premiere organization in the State of West Bengal and especially in North Bengal has a great following on social media is using fb, instagram and twitter aggressively thereby reaching out to almost all the population of Cooch Behar District.

It also has a strong support base among the farmers, rural women entrepreneurs, Farmer Producer Organizations and Companies and also with the District Administration and is creating a convergence platform and avoids duplication of efforts thereby saving financial resource.

AGRICULTURE INTERVENTION

SSCOP CUSTOMER HIRING CENTRE (JUGGERNUT) COMBINE HARVESTER ROLLS OUT

We all know that COVID 19 has already created a global health hazard and a really bad economic slowdown which will be assessed once we are free from the clutches of this deadly virus. SSCOP Combine Harvester operated in the ZT Wheat FLD under RKVY 19-20 at West Ghugumari supported by Mr. Jahangir Alam, ADA, Cooch Behar Block I, GoWB.

We started operation late and we planned to carry out the operations in 10 Bighas of land owned by our small holder farmer friends – Kanchan Barman, Wajidul Islam, Samcul Islam, Chandana Sarkar, Biojoy Roy and Ranu Saha. The target was 500 Bighas in the next few days.

The loss to the farmer's at this time where labor is not available and in case of rain would have been immense. In economic terms they would have lost 50% produce making them loose almost Rs. 3500 per Bigha. Not only the farmers would have lost out but we as the consumers would have lost almost 2.5 quintals of valuable food grain per bigha.

SSCOP Team was able to initiate this work today thereby saving not only the small holders but also the invaluable food grain which will be so essential at a certain period of time.

SSCOP INITIATIVE ON ZERO TILLAGE JUTE

SSCOP also took up transplantation of ZT Jute as per the demands voiced by the farming community and this need to be taken up ASAP as the farmers may lose out on this crop and hence economically will lose out. Today 7 bighas will be taken up under ZT transplantation. A total of 200 Bighas were undertaken in Mathabhanga II and Cooch Behar Block I.

SSCOP OUTREACH TO THE POOREST COMMUNITY HOUSEHOLDS WITH FOOD

SSCOP Team with the Satmile COVID 19 Volunteering Team carried out a one day camp to feed 50 community members who are poor with cooked food packets. These community members numbering 25 were also given ration for a week.

The Satmile Volunteers also reached out to the poorest households numbering 100 with food – Rice 4kg and Potato – 2 Kgs each household through 20 volunteers and also awareness on how to be able to keep safe was shared with them.

COMBATING SPREAD OF COVID 19 IN RURAL VILLAGES OF COOCH BEHAR BLOCK I, SITAKUCHI BLOCK AND MATHABHANGA BLOCK II, COOCH BEHAR DISTRICT, WEST BENGAL THROUGH SPREADING AWARENESS AND ALSO DISTRIBUTING HYGIENE KITS

SSCOP & FICCL'S JOINT INITIATIVE TO COMBAT OVER COVID 19 PANDEMIC

Fullerton India Emergency Response: As an immediate relief needs, SSCOP in partnership with FICCL, prepared hygiene kits which was having a phenyl bottle, two soaps, hand sanitizer and surf packets. SSCOP Team also carried out awareness through direct interaction and also through mike. Total number of 800 hygiene kits were packed and distributed among the Gramshakti and few other rural women at various identified villages which are part of two FICCL Branches – Cooch Behar and Mathabhanga.

Following were the key initiatives:

- SSCOP & FICCL prepared an action plan for this initiative and also had a Video Conferencing where the FICCL CSR Team and SSCOP worked out a detailed implementation strategy.
- A task force was created comprising of SSCOP and Fullerton India CSR & Retail Branch teams.
- SSCOP's role was to procure the materials as part of the Hygiene Kit, quality assurance, create awareness through usage of Mike, Sound system and speakers and distribute the hygiene kit to the beneficiaries and get the necessary permissions from the District and Block Officials.
- SSCOP faced a huge challenge in terms of procurement as SSCOP is located in a village and the City of Cooch Behar is 20 Kms away. Also such large numbers at this point in time was not available. But the Team was able to ward off this challenge by networking with many vendors and organizing the required numbers.
- 800 hygiene kits were distributed at 33 villages between 20th April to 27th April.
- The hygiene kits comprised of Two Soaps, Surf Powder, hand Sanitizer and Phenyl as per the directives of FICCL.
- SSCOP executed the project with lot of satisfaction and the feedback from the beneficiary were good (Captured in short videos).

Case Study 1



Mousumi Barman is a Gramshakti woman from Hathiram Salbari village which comes under the Coochbehar Branch.

She said that SSCOP explained them about the Corona Virus and the precautions they have to take for preventing this disease.

She and other Gramshakti women are grateful to FICCL to give them Soap, Phenyl, Surf and Hand wash during this lock down period for which they are grateful.

Case Study 2



Pinki Sarkar from Baishguri village under the Mathabhanga Branch is a Gramshakti women. She was very happy with the Hygiene Kit given by FICCL. She stated that the Gramshakti women were briefed about the COVID Situation for which Vaccine was not there and hence they had to maintain the social distancing and the hygiene.

She said that all the Gramshakti women were very happy with this initiative.



SOME OF THE ONGOING PROJECTS

1. Fullerton India Credit Company Ltd (CSR)

The CSR project with Fullerton India Credit Co Ltd support was closed by end March, 2021. SSCOP is grateful to Fullerton India for supporting the project "Development of Agriculture and Agri. Allied Women Enterprises in Coochbehar Block-I of West Bengal".



All the 11 enterprises are now set up and functioning effectively but the SSCOP Team is continuously monitoring them on a daily basis by visiting them and giving them inputs looking at the issues. This is also done as in some cases there are poultry birds who are dying and fingerlings also perishing due to water quality and cold issues which are immediately addressed by the SSCOP Team by sending the Veterinary specialists and fisheries experts.

The rural women entrepreneurs and their families are now the proud owners of a business which gives them a feeling and sense of security and they also own trade licenses to operate. All the beneficiaries are grateful to FICCL for their support in creation of this livelihood and income asset.

2. CIMMYT - Sitai Expansion Project

CIMMYT supported project "Sitai Block Expansion Activities" in terms of CA Technology is the beginning of a New Chapter in Sitai .First Time in Sitai Block Paddy is getting transplanted by RTP farm machine - CIMMYT support brings Farm Mechanization (Conservation Agriculture) to this remote Block in Cooch Behar District for the first time.



This project also came to an end in this FY. The following are the outcome of the project

1	SSCOP Team had successfully build the capacity of the Grambikas women Farmer Producer Company which has taken a proactive lead and have had organized meetings on CA Technology in many villages of Sitai. Convergence with ADA, Department of Agriculture established and support generated. Also Mahindra Samridhhi the corporate has come on board and have also undertaken meetings.
2	A total of 17.5 Bighas have come under CA Technology through Mat Paddy Seedling and RTP with a total of 15 farmers being reached out with an average land undertaken through CA technology of 1 Bigha. This is the first time CA Technology has been used in this Block. Seedling factory run by the women FPC established paddy mat seedling for 20 Bighas.
3	A total of 7.5 Bighas undertaken under ZT Maize which is a first in the Sitai Block reaching out to 4 farmers with an average land of 2 Bighas.

3. DAP, Australian High Commission, New Delhi

SSCOP completed the project “Addressing Stubble Burning through Awareness among Farmers Cooch Behar District, West Bengal” which was supported by DAP, Australian Consulate General, Kolkata.

Stubble burning cases are low in West Bengal (South Bengal has major issues) but as Farm Technology is expanding manifolds which is leading to increase in production which will lead to the Stubble burning cases to increase in the district of Coochbehar in next few years.



Hence this project addressed the issue comprehensively at the very onset so that a similar environmental and health disaster can be avoided. The following are the details of work carried out under this project

- SSCOP Team has carried out 12 Awareness and sensitization training's covering 209 farmers
- The team has carried out work in 4 villages of Domukha, West Ghughumari, Kanibil and Hawargari of two Blocks – Cooch Behar I and Mathabhanga II.
- Carried out 3 Field Demonstration of Happy Seeder Technology and a total of 25 farmers have adopted the technology in their field.
- A total of 25 Bighas that is more than 8 acres is already reached during the season and the results are highly encouraging.
- The farmers are adopting this technology for the first time to **transplant Jute which is the first in India.**

MACHINE CALLIBRATION



AWARENESS PROGRAM



4. NABARD

SSCOP is the Producer Organization Promoting Institution (POPI) and Farmers Club and nurturing the FPOs/FPCs under NABARD support.



SATMILE SATISH CLUB O PATHAGAR – THE MOST CREDIBLE KNOWLEDGE AND TRAINING AND CAPACITY BUILDING ORGANIZATION IN NORTH BENGAL

FARMER TRAINING CENTRE

Satmile Satish Club O Pathagar has a unique Training facility in Chhat Elajan in rural Coochbehar (20 Kms from Coochbehar Town) with modern AV and presentation equipments which can at one time provide Training for 35 People, We also have dormitory facility with common toilets and baths which can accommodate 35 people (2 Officials) for residential training for more than 1 day.

This training facility has AC, generator, Laptops and Mike and other essential infrastructure. We also have transport facility. We have already conducted more than 150 residential and 15 one day training for SHGs, farmers, FPOs, Government not only from Coochbehar but from other Districts and States.

TRAINING AND CAPACITY BUILDING

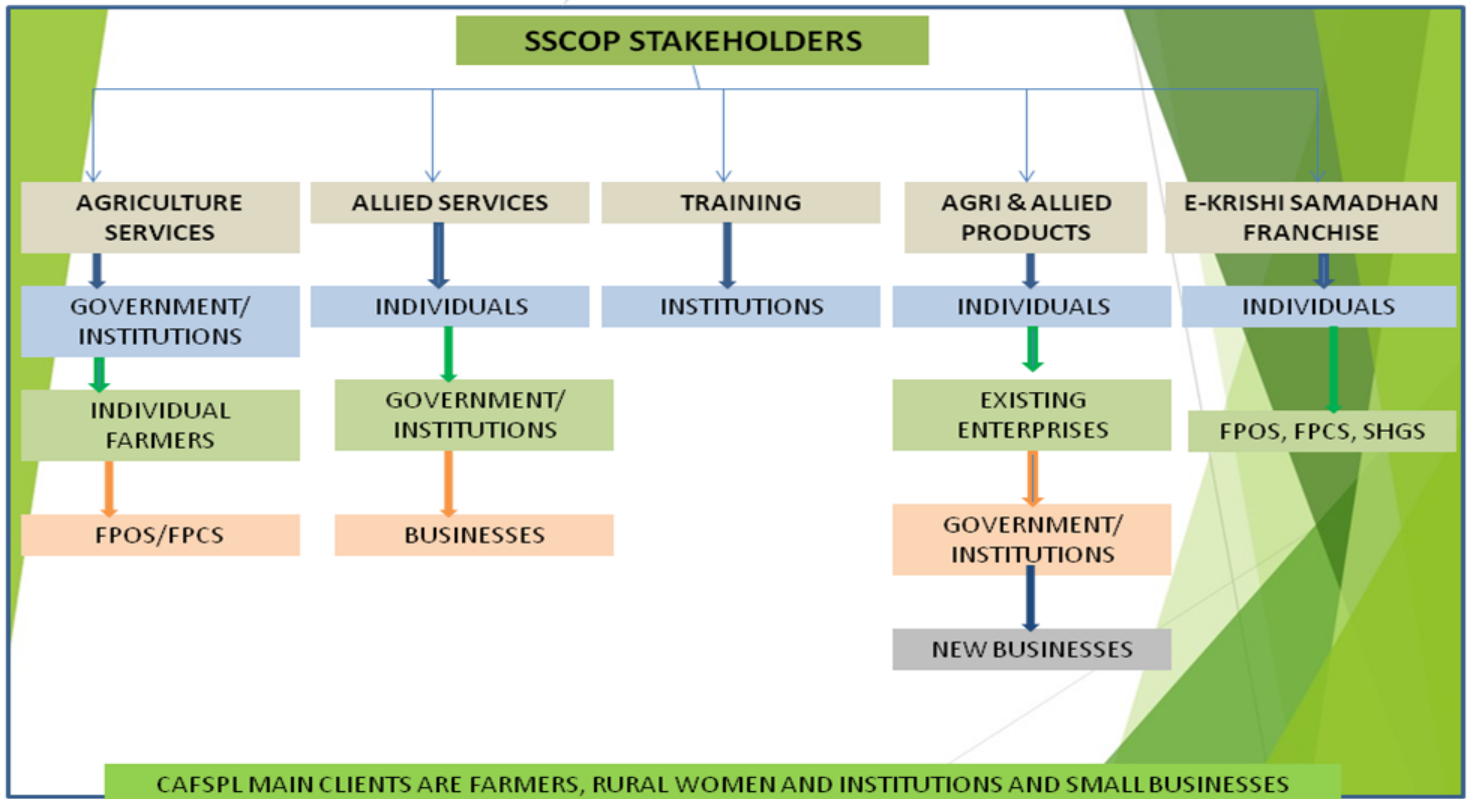
SSCOP also has in-house experts/trainers, Experts from UBKV, Department of Agriculture, and National Experts in our panel. We are supported in our projects by NABARD, Australian Government, ACIAR, CIMMYT, UBKV, Department of Agriculture, Fisheries and also Corporate like Godrej Agrovet, Mahindra Samridhi etc.

SSCOP has a number of project sites which are excellent exposure/demonstration locations for the trainees who get firsthand experience of agriculture and allied activities and interactions with the beneficiaries.

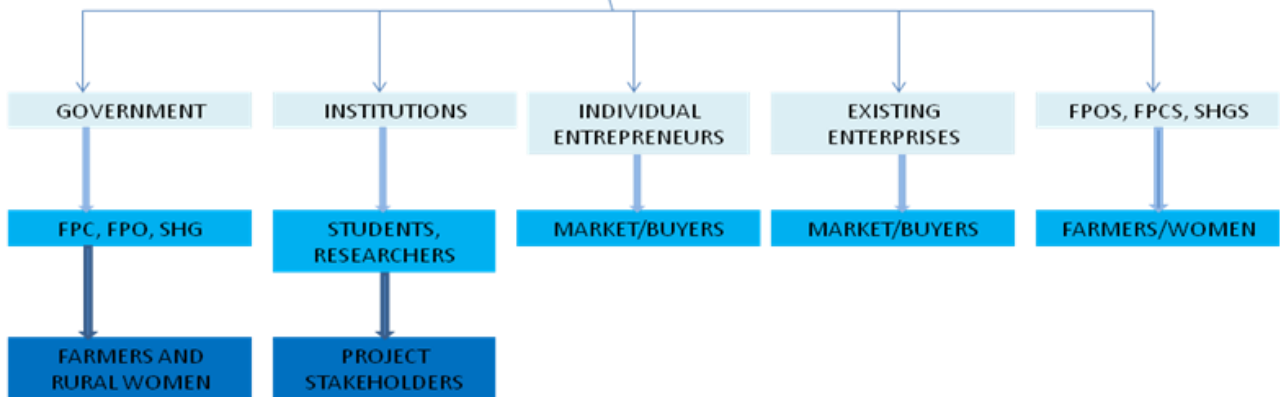
SSCOP not only is conducting training in allied sectors which include Fisheries (Bio-Floc and Tarpaulin), Poultry and Duck rearing. It is also providing training in Horticulture and Floriculture segment.

SSCOP has conducted trainings for High Powered Government Officials from Nepal, Bangladesh and also training of farmers from West Bengal, Bihar, Assam, Tripura, Arunachal Pradesh etc. and also from countries like Nepal, Bangladesh and Bhutan.

BUSINESS MODEL










CHANNELS OF DISTRIBUTION



IMPACTING SMALL AND MARGINAL FARMERS AND THE RURAL WOMEN AND RURAL BUSINESSES



LIST OF MANAGING COMMITTEE SATMILE SATISH CLUB O PATHAGAR

S.N.	Name	Sex	Designation	Educational Background	Occupation	Address	AADHAR AND PAN NO.	PICTURE
1.	Mr. Ahammad Hossain S/O- Nurul Islam	M	President	Higher Secondary	Business	Vill: Chhat Elajan P.o: Elajaner kuthi P.S: Kotwali Dist: Cooch Behar Pin: 736157(W.B) M-7384498200	AADHAR NO- 3740-9619-9989 PAN NO - ACBPH7947L	
2.	Mr. Jiban Kr. Roy S/O- Khanindra Nath Roy	M	Vice-President	Higher Secondary	Self-Employment	Vill: Giriarkuthi P.o: Elajaner kuthi Dist: Cooch Behar Pin: 736157(W.B) M-9733152291	AADHAR NO- 3739-2146-6633 PAN NO - AHXPR5144A	
3.	Mr. Amal Roy S/O- Lt. Manteswar Roy	M	Secretary	Bachelor of Arts	Self-Employment	Vill: Chhat Elajan P.o: Elajaner kuthi P.S: Kotwali Dist: Cooch Behar Pin: 736157(W.B) M-7585924002	AADHAR NO- 6586-0005-7297 PAN NO - AGMPR8941B	
4.	Mr. Mihir Kr. Sarkar S/O- Manik Ch. Sarkar	M	Asst. Secretary	Higher Secondary	Self-Employment	Vill: Bhogdabri Keshari Bari, P.o: Elajaner kuthi P.S: Kotwali Dist: Cooch Behar Pin:736157(W.B) M-9434471575	AADHAR NO- 7722-8920-3427 PAN NO - DBNPS1376C	
5.	Mr. Nozrul Islam S/O- Lt. Mechher Ali	M	Treasurer	Bachelor of Arts	Business	Vill: Chhat Elajan P.o: Elajaner kuthi P.S: Kotwali Dist: Cooch Behar Pin:736157(W.B) M-9800125813	AADHAR NO- 6219-2945-2450 PAN NO - ACHPI9041A	
6.	Mr. Paritosh Roy S/O- Patneswar Roy	M	Member	Higher Secondary	Business	Vill: Giriarkuthi P.o: Elajaner kuthi P.S: Kotwali Dist: Cooch Behar Pin: 736157(W.B) M-74070 20794	AADHAR NO- 2869-2056-8104 PAN NO - CUMPR4191M	
7.	Mr. Goutam Sarkar S/O- Lt. Rupmohan Sarkar	M	Member	Higher Secondary	Business	Vill: Chhat Elajan P.o: Elajaner kuthi P.S: Kotwali Dist: Cooch Behar Pin: 736157(W.B) M-9614496917	AADHAR NO- 8202-9125-8232 PAN NO - DHTPS2641E	

PHOTOGRAPHS







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