



Annual Report

2025-26

Inside the Report

Introduction

At a Glance

Programmes

Key Highlights of the Year

Introduction

This Annual Report presents the collective efforts, partnerships, and impact created through IRFT's diverse programmes implemented across multiple sectors and geographies during the reporting period. The initiatives highlighted in this report reflect IRFT's continued commitment towards promoting sustainable livelihoods, responsible supply chains, human rights, women's empowerment, community wellbeing, and inclusive development.

During the year, IRFT worked closely with farming communities, workers, women's groups, civil society organisations, corporate partners, government institutions, and local stakeholders to address critical social, economic, and environmental challenges across agricultural and rural ecosystems. The projects adopted participatory and evidence-based approaches, combining research, field engagement, stakeholder consultations, capacity building, awareness generation, and sustainability planning to create meaningful and long-term impact.

The programmes covered a wide range of thematic areas including:

- Women's empowerment and financial inclusion
- Human rights and labour risk assessments in agricultural supply chains
- Sustainable agriculture and community development
- Sanitation, hygiene, and public health
- Livelihood enhancement and market development
- Accessibility and social inclusion for persons with disabilities
- Responsible sourcing and stakeholder engagement

Across all initiatives, IRFT focused on strengthening community resilience, improving access to opportunities and services, enhancing stakeholder collaboration, and building pathways for sustainable and inclusive growth. The report captures key interventions, achievements, learnings, and outcomes from projects implemented in Tamil Nadu, Karnataka, Madhya Pradesh, Maharashtra, and Gujarat.

IRFT at a Glance

Project	Estimated Beneficiaries Reached
McCormick Women's Empowerment Framework (Tamil Nadu)	80–100 women farmers
Karnataka Human Rights Risk Assessment	20–25 stakeholder organisations and multiple supply chain communities
AVT Community Needs Assessment – Guna, MP	Farming communities across 5 villages
Dhordo Village Sanitation Assessment – Kutch	80–90 community members
Fast Retailing Cotton Supply Chain Assessment – Maharashtra	Cotton farm workers, labourers, and farming communities across assessment locations
Date Palm Livelihood & Awareness Initiative – Kutch	Date farmers and consumer communities
Syngenta Tri-Cycle Project – Vidisha	150 physically challenged beneficiaries

Programmes

➤ McCormick Women's Empowerment Framework (MWEF)

Turmeric Supply Chain | Tamil Nadu

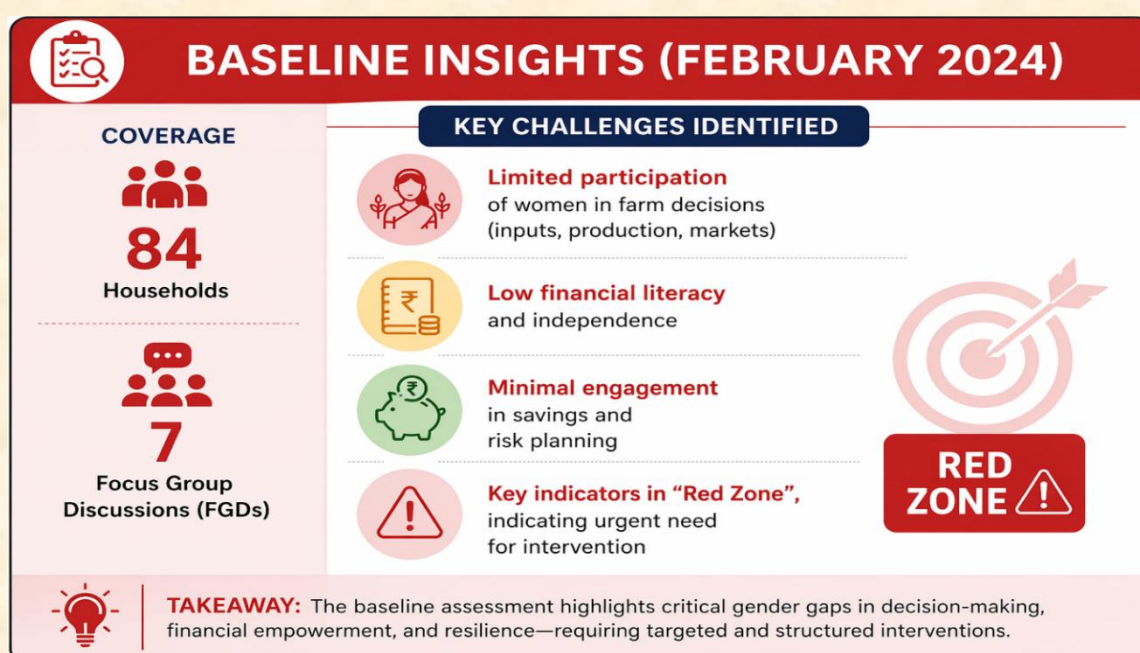
The McCormick Women's Empowerment Framework (MWEF) was implemented in Tamil Nadu to enhance women's socio-economic participation in turmeric-farming households. The program focused on strengthening financial literacy, leadership, and income-generation capabilities.

A baseline study (Feb 2024) revealed critical gaps in women's decision-making roles and financial independence. In response, targeted interventions—including capacity building, financial literacy training, and enterprise exposure—were delivered to 80–100 women farmers.

The endline assessment (March 2026) shows significant improvements in confidence, financial awareness, and participation in household and farm-level decisions, laying a strong foundation for long-term empowerment and resilience.

Program Objectives

- Strengthen women's role in household and farm decision-making
- Build financial literacy and leadership skills
- Promote collective action through SHGs and FPOs



- Enable income diversification via turmeric-based enterprises

Key Interventions

The program implemented a series of targeted interventions to address the gaps identified during the baseline assessment. Under the capacity building and empowerment component, 67 women farmers participated in structured sessions focused on leadership development, confidence building, and personal motivation. These sessions used participatory approaches, including peer learning and group engagement activities, to foster collaboration, strengthen self-belief, and encourage active participation in household and community decision-making.

In addition, financial literacy training was provided to 84 women farmers in November 2025, equipping them with essential knowledge on savings, budgeting, credit management, and access to government schemes. The training also emphasized the importance of collective institutions such as Self-Help Groups (SHGs) and Farmer Producer Organizations (FPOs), encouraging women to engage in group-based financial and economic activities for improved sustainability and bargaining power.

To promote income generation and entrepreneurship, 44 women farmers participated in exposure visits and technical training programs. These sessions introduced practical skills in turmeric processing, including oil extraction and value addition techniques such as cleaning, slicing, and grading. Participants also gained insights into market opportunities, product diversification, and enterprise development pathways, enabling them to explore alternative income sources beyond traditional farming practices.

Impact

The interventions under the McCormick Women Empowerment Framework (MWEF) created significant positive changes among women turmeric farmers, strengthening their financial awareness, leadership abilities, and participation in community institutions. Through focused training sessions, exposure visits, and interactive learning activities, women demonstrated an improved understanding of savings, credit management, budgeting, and financial planning. This enhanced financial literacy enabled participants to make more informed economic decisions at both household and farm levels.

The programme also contributed to increased confidence and leadership among women farmers. Participants actively engaged in discussions, shared their perspectives during group activities, and showed greater willingness to participate in decision-making processes within their families and communities. Exposure to turmeric value-addition enterprises, including processing and oil extraction techniques, expanded their entrepreneurial awareness and introduced potential opportunities for supplementary income generation.

In addition, the initiative strengthened women's interest in collective engagement through Self Help Groups (SHGs) and Farmer Producer Organizations (FPOs). Women expressed greater readiness to collaborate, support one another, and explore collective enterprise models for long-term economic empowerment. The programme further encouraged improved household planning and risk management practices, contributing to stronger resilience within farming households.

Overall, the initiative directly reached approximately 80–100 women turmeric farmers across project locations, creating a strong foundation for sustainable livelihoods, collective leadership, and women-led community development.



➤ **Human Rights Risk Assessment in Karnataka of 4 Commodity Supply Chains (Coffee, Sugarcane, Spices, Vegetables) – Proforest/AIM/GIZ**

IRFT undertook a Human Rights Risk Assessment project in Karnataka focusing on key agricultural commodity supply chains including coffee, sugarcane, spices, and vegetables, with secondary attention to dairy and pulp & paper sectors. The project aimed to strengthen understanding of human rights vulnerabilities affecting workers, smallholders, indigenous communities, and local populations connected to these value chains.

The initiative was designed to support and complement the initial research conducted by Proforest by providing deeper context-specific insights through desk research, stakeholder consultations, and field-level engagement. The project adopted a multi-stakeholder approach

to identify salient human rights concerns and explore collaborative pathways for mitigation and remediation.

The project was implemented through six core workstreams:

- Partner Selection
- Understanding the Context
- Identifying Human Rights Risks
- Recommendations for Action
- Development of an Action Plan
- Project Coordination

A key component of the initiative was the engagement of stakeholders across the supply chain ecosystem, including workers, civil society actors, producer groups, community representatives, and sector experts. The project culminated in preparations for a Round Table Stakeholder Engagement Meeting scheduled on 14 March 2026, bringing together stakeholders to discuss findings, recommendations, and future actions.

Project Objectives

- Conduct a desk-based review of human rights risks in Karnataka across key commodities.
- Support and enhance Proforest’s preliminary research with context-specific insights.
- Identify and engage 20–25 local stakeholders representing affected communities and supply chain actors.
- Map existing initiatives and stakeholders already addressing human rights concerns in the selected commodity sectors.

Key Beneficiaries

The project directly and indirectly benefited:

- Stakeholders within the coffee, sugarcane, spices, and vegetable sectors in Karnataka
- Smallholder farmers
- Migrant labour communities
- Indigenous and local communities
- Civil society organisations and supply chain actors
- Government and institutional stakeholders working on labour and human rights issues

Key Activities

Desk Review and Context Analysis

A comprehensive desk review was conducted to assess human rights risks and sectoral vulnerabilities across targeted commodity supply chains in Karnataka.

Stakeholder Consultations

IRFT conducted face-to-face consultations with stakeholders across the coffee, sugarcane, spice, and vegetable sectors to understand on-ground realities, labour conditions, and supply chain dynamics.

Human Rights Risk Mapping

The project identified emerging and existing risks affecting workers and vulnerable communities, particularly in relation to migration, labour exploitation, and informal employment arrangements.

Stakeholder and Initiative Mapping

Existing organisations, initiatives, and actors addressing labour rights and human rights concerns within the commodities sector were mapped to support future collaborative action.

Round Table Preparation

Preparatory work was undertaken for a multi-stakeholder Round Table Conference aimed at discussing mitigation measures, remediation pathways, and a future Plan of Action.

Key Findings and Highlights

Migration and Labour Vulnerability

The assessment highlighted that interstate migration in the coffee and spices sectors often creates vulnerable employment conditions. The involvement of intermediaries and labour contractors increases the risk of exploitation of migrant workers.

Sugarcane Sector Sensitivities

The sugarcane supply chain emerged as highly complex, politically sensitive, and difficult to access for open discussions on human rights concerns. Migrant labour engaged in sugarcane harvesting, particularly from socially and economically marginalised communities, was identified as a key area of concern.

Multi-Stakeholder Engagement

IRFT successfully engaged a diverse set of stakeholders across sectors through direct consultations, enabling a stronger understanding of commodity-specific human rights challenges.

Collaborative Remediation Approach

The project emphasised collaborative dialogue and collective action involving civil society actors, supply chain representatives, and government agencies to address identified risks and develop practical mitigation strategies.

Expected Outcomes

- Improved understanding of human rights issues within Karnataka's commodity sectors.
- Identification of salient risks through desk review and stakeholder consultation processes.
- Enhanced collaboration among civil society organisations, supply chain actors, and government stakeholders.
- Development of actionable recommendations and a roadmap for future interventions.
- Strengthened stakeholder engagement through the Round Table Conference process.

➤ Community Needs Assessment and Sustainability Planning for Coriander Supply Chain in Guna District, Madhya Pradesh

Project Overview

IRFT partnered with AVT to undertake a Community Needs Assessment and Sustainability Planning initiative across coriander-growing villages in Guna district, Madhya Pradesh. The project aimed to strengthen AVT's engagement with farming communities by understanding local socio-economic conditions, identifying development priorities, and creating a roadmap for sustainable community interventions within the supply chain.

The assessment adopted a participatory and qualitative approach to capture the realities and aspirations of farming households and community stakeholders. Through field visits, observations, key informant interviews, and group discussions, IRFT examined existing agricultural practices, community infrastructure, access to essential services, and institutional linkages related to health, education, livelihoods, and environmental management.

The findings from the assessment will support AVT in designing long-term sustainability initiatives that are locally relevant, socially inclusive, and aligned with responsible sourcing and community development goals.

Project Objectives

- Strengthen AVT's engagement with coriander-growing farmers through structured community engagement and sustainability planning.
- Assess social, economic, and community-level needs across AVT's supply chain villages in Guna district.
- Identify opportunities for sustainable interventions that support farmer livelihoods, community wellbeing, and long-term supply chain resilience.

Key Beneficiaries

- Coriander-growing farmers associated with AVT across five villages in Guna district
- Farming households and local communities
- Women and children within farming communities
- Community stakeholders and local institutions engaged in rural development activities

Key Activities Undertaken

○ Participatory Community Assessment

IRFT conducted qualitative assessments across coriander-producing villages to understand local realities, vulnerabilities, and development priorities.

○ Stakeholder Consultations

The project engaged farmers, community representatives, local leaders, and other stakeholders through interviews and group discussions to gather insights on socio-economic and community issues.

○ Field Observations and Village Profiling

Field visits enabled documentation of existing agricultural practices, infrastructure gaps, environmental concerns, and access to services such as sanitation, education, and healthcare.

○ Institutional and Supply Chain Mapping

The assessment explored institutional linkages and existing support systems relevant to agriculture, livelihoods, and community wellbeing to identify opportunities for collaboration and intervention.

○ Sustainability Planning

Based on assessment findings, IRFT initiated the development of a structured sustainability and community engagement roadmap tailored to the needs of the supply chain villages.

Key Learnings

- Farming communities expressed the need for stronger support systems related to agricultural practices, health, and basic infrastructure.
- Access to sanitation, waste management systems, and community services emerged as important areas requiring attention.
- Farmers showed willingness to participate in sustainability initiatives that improve livelihoods and strengthen market linkages. A holistic community development approach is critical for building resilient and sustainable agricultural supply chains.



➤ Need & Impact Assessment of Household Sanitation Blocks

Dhordo Village, Banni, Kutch

Project Overview

Under a CSR initiative, household sanitation blocks were constructed in Dhordo Village, Banni, Kutch, with the objective of improving hygiene practices, reducing open defecation, and enhancing dignity and safety for rural households, particularly women, children, and elderly persons.

After five years of implementation, IRFT conducted a Need and Impact Assessment to understand:

- Current usage and condition of sanitation blocks
- Behavioural and hygiene practices within the community
- Long-term impact of the CSR investment
- Existing gaps and future intervention needs

The assessment aimed to generate evidence-based recommendations for strengthening sanitation and hygiene outcomes in culturally sensitive ways.

Objectives

- Assess the usage, condition, and effectiveness of sanitation blocks across the community
- Understand behavioural, cultural, and environmental factors influencing sanitation practices
- Identify gaps between infrastructure availability and actual adoption
- Promote awareness on hygiene, health, and sanitation through sensitization programmes
- Recommend sustainable and community-sensitive sanitation interventions

Assessment Methodology

- **Method:** Focus Group Discussions (FGDs), household visits, observations, and informal interactions
- **Location:** Dhordo Village, Banni (Gorevali)
- **Communities Covered:** Mutawa Community, Shaikh Community, and Harijan Community



- **Beneficiaries Engaged:** 80–90 community members

Key Findings

1. Social & Cultural Barriers to Sanitation Use

- Many sanitation blocks were located away from living spaces, making access difficult, especially for women and elderly persons.
- Distance, privacy concerns, and safety fears discouraged regular toilet usage.
- Traditional social norms and the purdah system significantly influenced women's sanitation practices.
- Women often preferred going outdoors in groups during early morning hours due to familiarity and comfort.
- Younger women showed gradual positive behavioural shifts due to education and exposure.

2. Personal Hygiene Challenges

- Menstrual hygiene practices remain limited due to social taboos and lack of awareness.
- Reusable cloths are commonly used without proper drying or storage practices, increasing health risks.
- Personal hygiene practices such as regular bathing, oral hygiene, and handwashing were inconsistent in several households.
- Limited understanding exists regarding the relationship between hygiene and disease prevention.
- Health conditions such as anaemia, thyroid disorders, and tuberculosis were reported but often remained untreated due to low healthcare-seeking behaviour.

3. Role of Schools in Promoting Hygiene

- Local schools actively educate children on personal hygiene and cleanliness.
- Teachers reported gradual behavioural improvements among school-going children.
- School attendance and hygiene practices are still affected by limited parental awareness and cooperation.

4. Environmental Sanitation Issues

Wastewater & Stagnation

- Household wastewater is discharged openly around homes due to the absence of drainage systems.
- Stagnant water creates unhygienic conditions and mosquito breeding grounds.

Livestock-Related Sanitation

- Buffalo dung accumulation near homes contributes to poor sanitation and fly breeding.
- Limited awareness exists regarding disease transmission linked to untreated animal waste.

Plastic Waste Management

- Plastic waste was scattered across the village due to the absence of waste collection systems.
- Open burning of plastic waste was commonly practiced despite harmful health impacts.

Impact of the CSR Initiative

Positive Outcomes

- Improved access to household sanitation facilities for rural families
- Increased awareness regarding sanitation and hygiene practices
- Greater understanding among younger generations about cleanliness and health
- Enhanced dignity and privacy, especially for women and elderly persons
- Community discussions around health, sanitation, and environmental hygiene initiated
- Schools emerged as important agents for promoting behavioural change

Conclusion

The assessment highlighted that sanitation challenges in Dhordo Village are deeply connected with cultural practices, social norms, awareness levels, and environmental conditions.

While sanitation infrastructure exists, sustained behavioural adoption requires:

- Continuous community engagement
- Improved awareness on hygiene and health
- Context-sensitive interventions aligned with local traditions and lifestyles

The study emphasized that long-term improvement in sanitation outcomes can only be achieved through a combination of infrastructure, behaviour change communication, environmental management, and community ownership.

Key Recommendations

Community Awareness & Behaviour Change

- Conduct regular sanitation and hygiene awareness programmes in local languages

- Promote community-led participation through Panchayat involvement and women's groups
- Organize separate sensitization sessions for men and women

Health & Hygiene Interventions

- Facilitate regular health check-ups by lady doctors through community visits
- Improve awareness on menstrual hygiene and preventive healthcare
- Encourage better personal hygiene practices among children and adults

Environmental Sanitation Improvements

- Introduce low-cost soak pits for wastewater management
- Promote neem plantation near stagnant water areas to reduce mosquito breeding
- Encourage safe livestock waste management and composting practices
- Develop structured plastic waste collection and recycling mechanisms

Education & Community Development

- Encourage children's education and school attendance
- Promote awareness through community media exposure and educational engagement
- Encourage workforce development through minimum education-linked employment opportunities

Infrastructure Improvements

- Design sanitation facilities closer to homes for improved accessibility and usage
- Ensure better privacy, safety, and maintenance of sanitation blocks
- Promote household-level ownership and responsibility for sanitation upkeep

➤ Baseline Mapping in Fast Retailing Cotton Supply Chain in India (FLA Project)

Project Overview

International Resource for Fairer Trade (IRFT), in collaboration with the Fair Labor Association (FLA), supported Fast Retailing (FR) in conducting a baseline assessment of its cotton supply chain in Maharashtra, India. The project aimed to assess working and living conditions of cotton farm workers and identify key human and labor rights risks within the supply chain. The findings are intended to support the development of a practical and actionable Human Rights Due Diligence (HRDD) Action Plan to strengthen compliance systems, improve worker wellbeing, and enhance stakeholder engagement.

The assessment focused on cotton cultivation operations implemented through Omnia and CoAgri across four locations in Maharashtra — Parbhani, Jalna, Wardha, and Yavatmal.

Objectives

- Assess labor and human rights conditions within Fast Retailing's cotton supply chain
- Identify risks related to child labor, wages, working hours, occupational health and safety, and worker welfare
- Understand labor recruitment systems and management practices at farm level
- Map local stakeholders and grievance redressal systems
- Support the development of a long-term due diligence and remediation framework

Project Locations – Parbhani (Savala)

Implementing Partner – Omnia

Beneficiaries

- Cotton farm workers
- Seasonal and casual agricultural laborers
- Farm-level supervisors and operators
- Local farming communities

Project Implementation

During the reporting period, IRFT and FLA initiated the first phase of the field assessment in Parbhani district, Maharashtra. Due to operational constraints, the remaining locations are scheduled for subsequent visits.

The assessment involved:

- Worker interviews
- Farm management interviews
- Labor contractor consultations
- Community-level focus group discussions
- Stakeholder consultations with university representatives and local institutions

Key Activities Conducted

- Interviewed farm managers and operational staff
- Conducted quantitative interviews with casual and permanent workers
- Held Focus Group Discussions (FGDs) with community members

- Engaged labor contractors and external stakeholders
- Assessed workplace conditions, labor practices, and occupational safety systems
- Reviewed existing management and recruitment practices

Major Findings

The assessment revealed several labour and human rights concerns within the cotton supply chain. Worker recruitment was largely informal, with labourers engaged either directly or through intermediaries without formal recruitment systems, written contracts, or proper employment documentation. Wage-related challenges were also observed, particularly among female casual workers involved in weeding and cotton picking, who in some cases earned below applicable minimum wage standards. Workers reported extended working hours during peak agricultural seasons, while permanent workers such as watchmen and operators often worked long shifts without overtime compensation or weekly rest days.

The study also highlighted potential child labour risks due to the absence of formal age verification mechanisms, despite existing policies prohibiting employment below 18 years of age. Occupational Health and Safety (OHS) systems were found to be inadequate, with limited worker safety training, lack of structured chemical storage systems, absence of first-aid facilities, and insufficient safety awareness materials at farm locations. In addition, basic worker welfare facilities such as drinking water, sanitation infrastructure, and formal grievance redressal mechanisms were not available at the sites visited.

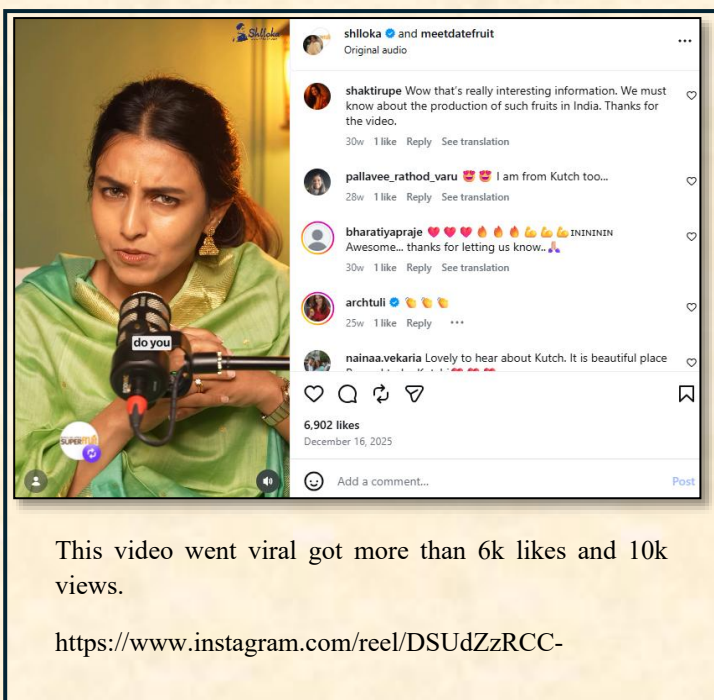
Community consultations indicated that agriculture and dairy farming remain the primary livelihood sources in the region. Local governance structures, including Gram Panchayats and grievance committees under the “Tanta Mukti Yojana,” were active within the villages. The assessment also found that labour requirements were primarily met through local workers from nearby communities, with minimal dependence on migrant labour.

➤ Digital Outreach and Social Media Engagement Initiative for Date Fruit Awareness Campaign (2025) - Kutch Crop Services

The Digital Media and Social Media Outreach Initiative was implemented between May and December 2025 with the objective of strengthening the online visibility, audience engagement, and digital presence of the Date Fruit campaign across major social media platforms including Instagram, Facebook, LinkedIn, and X (Twitter). The initiative focused on creating awareness around date fruit culture, health and nutritional benefits, farmer stories, cultivation practices, and lifestyle integration through engaging digital storytelling, educational content, reels, influencer collaborations, and audience-driven campaigns. A strong “Reels-first”

communication strategy was adopted throughout the campaign period to maximize audience reach and engagement.

During the reporting period, the campaign witnessed significant growth across all digital platforms. Instagram emerged as the strongest-performing platform, growing from 144 followers in May 2025 to 1,336 followers by December 2025. Facebook maintained steady growth from 445 to 571 followers, while LinkedIn grew from 36 to 110 followers, indicating increasing engagement from professional audiences. X (Twitter) also showed gradual improvement, growing from 6 to 9 followers. Collectively, the campaign achieved a cumulative audience base of over 2,000 followers across platforms.



This video went viral got more than 6k likes and 10k views.

<https://www.instagram.com/reel/DSUdZzRCC->

The digital campaign generated substantial visibility and engagement during the year. Overall, the campaign achieved more than 25 lakh reach and over 19 lakh impressions across platforms, while generating more than 53,000 engagements through likes, comments, shares, saves, reposts, and interactions. More than 80 social media posts were published during the reporting period, supported by seven influencer collaborations that contributed significantly toward improving audience reach, content relatability, and brand visibility.

Instagram delivered exceptional performance during the campaign period, recording over 2.4 million views and 2.1 million reach. The platform also generated more than 28,000 profile visits and gained approximately 1,200 new followers during the reporting period. Audience insights indicated that the majority of followers were male, primarily within the 25–34 age group, with the highest engagement coming from cities such as Mumbai, Delhi, Bangalore, Pune, and Chennai. Reels featuring authentic farmer stories, educational information, public interaction videos, and behind-the-scenes farm visuals performed particularly well. One of the top-performing reels generated over 81,000 views and strong audience interaction by showcasing immersive visuals from date palm farms.

Facebook also delivered strong visibility and audience engagement during the reporting period. The platform recorded over 3.1 million views and generated approximately 1,800 page visits, while adding 131 new followers. Content related to farmer stories, cultivation journeys, and educational narratives around date fruit health benefits resonated well with audiences. The platform's audience profile was also predominantly male within the 25–34 age category, with significant engagement from Mumbai, Kolkata, Ahmedabad, and Delhi.

LinkedIn served as an important platform for professional and informative engagement. The page recorded over 4,300 impressions and more than 425 reactions during the campaign period. The platform gained 74 followers during the year, with the majority of the audience based in India, particularly in the Mumbai Metropolitan Region. Content related to agricultural

storytelling, farmer journeys, cultivation practices, and brand narratives performed effectively on the platform and achieved healthy engagement rates.

The campaign analysis highlighted that authentic farmer-led storytelling, educational content, health and nutrition communication, and visually engaging reels consistently generated higher engagement and audience interaction across platforms. Reels and short-form videos significantly outperformed static content in terms of reach, impressions, and discoverability. Public interaction videos, relatable conversational formats, and emotional storytelling themes also contributed toward strengthening audience connection and participation.

Influencer collaborations played an important role in enhancing the campaign's digital outreach and audience relatability. Collaborations with lifestyle, wellness, food, and parenting influencers helped improve content visibility and engagement while introducing the campaign to new audience segments. Interactive content formats such as polls, Q&A sessions, and audience participation activities further supported community engagement and strengthened digital interaction.

The initiative also generated several key learnings that will guide future digital outreach strategies. The campaign demonstrated that authentic rural narratives, educational storytelling, and visually engaging content formats are highly effective in building audience trust and sustained engagement. It also reinforced the importance of consistent posting during seasonal campaign windows, structured content planning, and audience-centric communication strategies.

Going forward, the campaign plans to further strengthen influencer-led collaborations, expand reels-focused content strategies, and develop structured educational content series around themes such as health and nutrition, recipes, culture and tradition, farm stories, and user-generated content. Additional focus will be placed on increasing audience participation through polls, recipe challenges, and interactive storytelling, while selectively using paid promotions to enhance visibility during peak campaign periods.

Overall, the Digital Media and Social Media Outreach Initiative successfully established a strong and growing digital presence for the Date Fruit campaign during 2025. Through consistent storytelling-led communication, educational outreach, influencer engagement, and audience-focused strategies, the initiative achieved substantial growth in visibility, reach, engagement, and community interaction across all major digital platforms.

➤ **Syngenta Tri-Cycle Project: Enhancing Mobility and Inclusion for Persons with Disabilities in Rural Vidisha, Madhya Pradesh.**

Project Overview

The Syngenta Tri-Cycle Project was implemented with the objective of improving the quality of life of physically challenged individuals residing in rural areas of Vidisha district, Madhya Pradesh. The initiative aimed to enhance mobility, promote independence, and support the social and economic inclusion of persons with disabilities by providing battery-operated tricycles.

The project was undertaken in close coordination with the District Collector's Office and the District Disability Rehabilitation Centre (DDRC), Vidisha, ensuring effective beneficiary identification, outreach, and distribution support.

Objective

The primary objective of the project was to support physically challenged persons in rural communities by enabling safe mobility, greater self-dependence, and improved access to livelihood opportunities and essential services.

Beneficiary Group

The project primarily benefited:

- Physically challenged persons from rural areas of Vidisha district, Madhya Pradesh

Project Implementation

Under the initiative, 150 battery-operated tricycles were procured and distributed to eligible beneficiaries. The intervention focused on addressing mobility challenges commonly faced by persons with disabilities in rural regions, where access to transportation and supportive infrastructure remains limited.

The distribution process was carried out in collaboration with district-level authorities and rehabilitation institutions to ensure transparency, accessibility, and appropriate beneficiary selection.

Overall Impact

The Syngenta Tri-Cycle Project created meaningful improvements in the lives of physically challenged persons in rural Vidisha by addressing a critical mobility gap. Through strategic collaboration with district authorities and rehabilitation institutions, the initiative successfully promoted accessibility, dignity, and inclusion while empowering beneficiaries to lead more independent and socially connected lives.

Key Highlights of the Year

Women's Empowerment and Leadership

Women farmers in Tamil Nadu demonstrated increased confidence, improved financial literacy, and stronger participation in household and farm-level decision-making through targeted training and enterprise exposure initiatives.

Human Rights and Responsible Supply Chains

IRFT strengthened dialogue on labour rights, migration vulnerabilities, and human rights risks across agricultural commodity supply chains in Karnataka and Maharashtra through research, stakeholder consultations, and collaborative engagement.

Community Development and Sustainability Planning

Participatory community assessments in Madhya Pradesh helped identify local priorities related to agriculture, sanitation, health, and infrastructure, contributing to long-term sustainability planning for farming communities.

Sanitation and Hygiene Awareness

The Dhordo Village assessment highlighted the importance of combining infrastructure with behavioural change communication, environmental management, and culturally sensitive engagement to improve sanitation outcomes.

Livelihood Enhancement and Market Development

The Kutch Date Palm initiative strengthened consumer awareness, digital engagement, and market positioning for locally grown dates while supporting livelihood enhancement for farming communities.

Accessibility and Inclusion

The Syngenta Tri-Cycle Project enhanced mobility, dignity, and independence for physically challenged individuals in rural Madhya Pradesh through the distribution of battery-operated tricycles.

As IRFT moves forward, the organisation remains committed to advancing responsible and inclusive development practices that empower communities, strengthen sustainability ecosystems, and create equitable opportunities for vulnerable populations. The learnings, partnerships, and foundations built through these initiatives will continue to guide future interventions and deepen the impact of IRFT's work across sectors and regions.

Together, these efforts reaffirm the shared vision of building fairer, more resilient, and socially responsible communities and supply chains for the future.