

# AFISI

ANANT FOUNDATION FOR INNOVATION AND SOCIAL INCLUSION

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AFISI | Registered under the Societies Registration Act | 80G & 12A Certified | CSR Eligible

Date: 14 March 2026

**Ref:** AFISI / CSR / 2025-26

Dear Sir,

**Subject: Proposal for CSR Partnership – Meghalaya Agri-Entrepreneurship & Livelihood Generation Programme (9,000 Livelihoods over 3 Years)**

On behalf of the Anant Foundation for Innovation and Social Inclusion (AFISI), I write to invite your esteemed organisation to consider a strategic CSR partnership that places your investment precisely where it will do the most measurable good – in the hands of Meghalaya's farming communities.

We are not approaching you as newcomers with a vision. We are approaching you as an organisation that has already spent over a decade in some of the most remote and economically vulnerable geographies in India – and has the independent evaluation data to prove it.

## WHO WE ARE

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AFISI is the Anant Foundation for Innovation and Social Inclusion — the implementation arm of Anant Innovation, founded by Major Ajit Singh (Retd), Kargil war veteran and Ashoka Fellow (2016). For over twelve years, Anant has worked in Meghalaya's most underserved tribal communities: building Producer Groups, establishing Livelihood Promotion Centres, processing infrastructure, and market linkages that have generated measurable, lasting economic change.

Our work in Meghalaya is not anecdotal. An independent third-party longitudinal evaluation conducted between 2021 and 2023 across 474 households documented the following:

- Mean annual household income grew from ₹70,539 to ₹1,42,967 — a 103% increase in two years
- 95% of households reported income increases by endline, against 54% at baseline
- 87% of surveyed households were first-time members of a Producer Group
- Collective selling to traders rose from 9% to 28% — a structural shift in market behaviour

Today, AFISI works with 15,581 farmers organised into 1,127 Producer Groups across South Garo Hills, South West Garo Hills, and Ri Bhoi, in partnership with the Meghalaya Basin Management Authority (MBMA) and supported by the Ashoka Washington & IKEA Foundation for a 6,000-8,000 livelihood mandate.

## THE PROPOSAL: WHAT YOUR SUPPORT WILL BUILD

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We are now proposing the next phase: the Meghalaya Agri-Entrepreneurship & Livelihood Generation Programme — a three-year integrated initiative targeting 9,000 livelihoods through four interconnected activities, implemented in strategic partnership with the Government of Meghalaya:

- Activity 1 — Farmers World Cup: An annual football tournament for farmers across all three regions of Meghalaya, serving as a mass mobilisation and awareness platform, in collaboration with the Government of Meghalaya and the Meghalaya AgriConnect digital platform
- Activity 2 — Agri-Entrepreneurship Summit & Incubation: A 2–3 day annual convergence where farmers and youth entrepreneurs pitch agri-business ideas to venture funds and the State Government; 15–20 selected ventures per cohort are incubated over 3 years
- Activity 3 — Rural Employment through Ventures: Each incubated venture generates tracked, verified rural employment across the agricultural value chain, with a priority focus on women-led micro-enterprises in food processing

- Activity 4 — Agri-Innovation Hubs: One-stop hubs in every district of Meghalaya providing training, technology, infrastructure, logistics, access to credit, and access to markets — anchored in existing LPC infrastructure, designed to become self-sustaining by Year 3

*Total programme budget: ₹16.50 Crore over 3 years. CSR contributions are eligible for tax deduction under Section 80G of the Income Tax Act. AFISI is registered under Schedule VII of the Companies Act, 2013 for CSR activities. A detailed project proposal with full budget, M&E framework, and implementation timeline is enclosed.*

## WHY THIS PARTNERSHIP MAKES SENSE

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- Proven track record: 103% household income growth, documented by an independent evaluator — not self-reported
- Government co-implementation: The programme is co-designed with and endorsed by the Government of Meghalaya, ensuring policy alignment, district administration support, and long-term institutional anchoring
- Complete CSR compliance: AFISI holds 80G and 12A certifications under the Income Tax Act, Government of India, enabling all donations, contributions, and grants to qualify for tax exemption. AFISI is registered to receive Corporate Social Responsibility contributions under the Companies Act, 2013
- Alignment with national priorities: Direct convergence with PM-Kisan, PMFME, MGNREGS, NABARD credit schemes, and the State Innovation Fund
- Northeast impact narrative: Meghalaya has the highest urban youth unemployment in India. This programme directly addresses that through enterprise creation, not welfare
- Rigorous monitoring: Independent third-party evaluation with baseline, midline, and endline surveys; quarterly MIS reporting to all funders

## OUR REQUEST

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We invite your organisation to consider a multi-year CSR partnership with AFISI for this programme.

Partnership entry points include:

- Title Sponsor of the Farmers World Cup (Activity 1) — brand visibility across 15,000+ farmer community; state-level government partnership events
- Incubation Programme Partner (Activity 2) — direct association with the Agri-Entrepreneurship Summit; brand presence at the venture pitch platform
- Agri-Innovation Hub Partner (Activity 4) — naming rights for one or more district Hubs; direct CSR impact tracking

- General Programme Grant — unrestricted multi-year contribution to programme implementation, with full impact reporting

A meeting to discuss the partnership in detail would be most welcome. We are happy to present the full programme proposal, evaluation reports, and financial framework at your convenience. A detailed proposal document is enclosed for your reference.

We believe that the most durable CSR investments are those built on a foundation of evidence, trust, and community ownership. AFISI has spent twelve years building exactly that foundation in Meghalaya. We look forward to building the next chapter together.

Yours sincerely,

**Major Ajit Singh (Retd)**

Founder & Executive Director

Anant Foundation for Innovation and Social Inclusion (AFISI)

*Anant Learning and Development Pvt Ltd | Ashoka Fellow (2016) | Veteran Achiever 2025*

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*Enclosure: Meghalaya Agri-Entrepreneurship & Livelihood Generation Programme — Full Project Proposal (2025–28)*