

ANNUAL REPORT

2024

STRENGTHENING VALUE CHAINS IN GOAT FARMING,
BACKYARD POULTRY, AND AGRI-FOOD SYSTEMS



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MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Stakeholders,

As we reflect on the past year, I am filled with immense gratitude and pride for the incredible journey we have undertaken together at Passing Gifts. Our commitment to supporting smallholder farmers, particularly women and marginalized communities, has never been more critical, and I am honored to share our progress and achievements in this Annual Report.

In 2023-24, we focused on expanding our reach and deepening our impact through strategic partnerships and innovative programs. Through strategic collaborations with ICAR-Central Institute for Research on Goats, the Animal Husbandry Department, the Horticulture Department, Krishi Vigyan Kendras, and the Integrated Tribal Development Agency, we have ensured that smallholder farmers gain access to critical resources, knowledge, and financial support.

Through initiatives like Hatching Hope and Transformational Strategies for Farm Output Risk Mitigation (TRANSFORM) in Andhra Pradesh and Odisha, along with the Odisha Socio-Economic Development (OSED) initiative and Bihar Sustainable Livelihood Development (BSLD), we exemplify our dedication to creating sustainable livelihood solutions. By providing technical support and capacity building in collaboration with local NGOs, we are ensuring that our interventions are tailored to the unique needs of the communities. This localized approach has allowed us to empower over 135,000 households, fostering resilience and prosperity in rural areas.

As we look ahead, our mission remains steadfast: to work with 2 million smallholder farmers by 2030, prioritizing women and youth. We are committed to driving systemic change in food systems through climate-smart farming, inclusive finance, and innovative agribusiness solutions. Our mission is not just about improving agricultural practices; it is about nurturing a holistic ecosystem that supports the well-being of farmers and their families.

I am particularly proud of our commitment to diversity, equity, and inclusion within our organization. With 37% of our workforce being women and a significant representation in leadership roles, we are fostering an environment where every voice is heard and valued. Our employee well-being initiatives further reflect our dedication to creating a thriving workplace that empowers our team to excel.

Thank you for your unwavering support and belief in our mission. Together, we are making a lasting impact, transforming lives, and building a brighter future for smallholder farmers across India. Let us continue this journey of hope and empowerment, hand in hand.

Warm regards,

Rina Soni, ED, PGPL

ACRONYMS

1. Antimicrobial Resistance (AMR)
2. Bihar Sustainable Livelihood Project (BSLD), Bihar
3. Community Animal Health Workers (CAHWs)
4. Community Agro Veterinary Entrepreneur (CAVE)
5. Curriculum Alignment Matrix (CAM)
6. Consultative Group on International Agricultural Research (CGIAR)
7. Farmer-Owned Agri-Business (FOAB)
8. Farmer Producer Organization (FPO)
9. Forum of Enterprises for Equitable Development (FEED)
10. Hatching Hope Initiative- Phase 3, (HHI-P3) Odisha
11. Hatching Hope Accelerating Incomes (HHAI), Andhra Pradesh
12. Indian Council of Agricultural Research (ICAR)
13. International Poultry Council (IPC)
14. Living Income Benchmark (LIB)
15. Livestock Technology and One Health (LTOH)
16. Micro, Small & Medium Enterprises (MSME)
17. Odisha Social Economic Development Project, (OSED) Odisha
18. Non-Government Organisation (NGO)
19. Passing Gifts Private Limited (PGPL)
20. Self Help Group (SHG)
21. Transformational Strategies for Farm Output Risk Mitigation (TRANSFORM)
22. Ramadevi Village Development Organisation (RDVO)
23. World Organization for Animal Health (WOAH)

ABOUT US

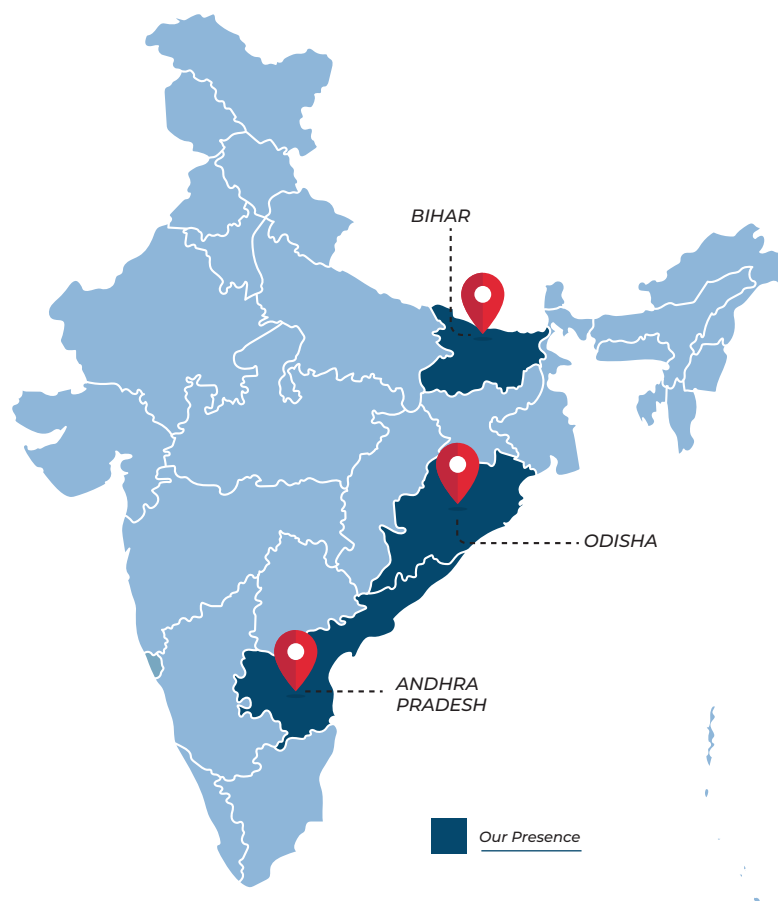
Passing Gifts- A Subsidiary of Heifer International is a leading service provider offering a comprehensive range of solutions, including consulting, training, and technical assistance, to individuals and organizations across India and beyond. Our organization specializes in creating sustainable, scalable solutions that not only enhance livelihoods but also increase incomes and foster long-term self-reliance in rural communities. We excel in project design, management, research, and strategic consultancy.

With a proven track record of impacting over 135,000 households in Bihar, Odisha, and Andhra Pradesh, we focus on strengthening agricultural and livestock value chains, with a particular emphasis on goat farming, backyard poultry and agriculture value chains.

Our services aim to build the capacity of farmers, entrepreneurs, and organizations, ensuring sustainable agricultural practices that care for the Earth, while also creating greater economic opportunities.

Through strategic partnerships and coalitions with key stakeholders, we deliver impactful, innovative solutions that drive lasting social, environmental, and economic change.

We are committed to addressing the complex challenges of rural development and continue to provide evidence-based solutions that create transformative change.





VISION

Building resilience and prosperity for smallholder farmers through transformative food systems.

MISSION

To support 2 million smallholder farmers by 2030, with a focus on women, youth, by serving as a catalyst through our consultancy, technical advisory services and capacity building support. Through strategic guidance in climate smart agriculture, inclusive finance and innovative agribusiness solutions. We will drive systemic change in food system while fostering sustainable agriculture practices that protects the environment.

OUR IMPACT

DRIVING LASTING IMPACT ACROSS COMMUNITIES

In FY'24, the project added

40,851 new households
to our livelihood support programs,
bringing the total to **1,35,000 households**
supported through our initiatives.

10,396 Farmer Entities,
including **10,358 Self-Help Groups (SHGs)**
and **38 Farmer Producer Organizations (FPOs)**, supported.

544 Entrepreneurs nurtured
through our interventions.

BUILDING CAPACITIES FOR SUSTAINABLE GROWTH

In past year, we focused on enhancing the capacity of smallholder farmers through technical support:

- **99,248 Training Hours** dedicated to strengthening the capacity of participants.
- **30 Training Topics** covered across diverse areas such as animal husbandry, climate-smart agricultural, social capital, entrepreneurship, and financial literacy.
- **1,15,599 Participants** equipped with skills and knowledge to enhance livelihoods and promote sustainable practices.

PATHWAYS TO A SUSTAINABLE INCOME

Through our technical support to the signature programs – Bihar Sustainable Livelihood Development (BSLD), Hatching Hope Initiative Phase 3, Hatching Hope Accelerating Income (HHAI), and Odisha Socio-Economic Development (OSED) – we are driving progress toward financial security:

- **38,479 Households** are on the pathway to achieving the Living Income Benchmark (LIB).
- **6,182 Households** have already reached the Living Income Benchmark (LIB).
- **1,895 Households** have gone beyond, achieving the Heifer's Sustainable Living Income (SLI).

**Living Income is the amount of money every person in a household needs per day to live a dignified life.*

During the project design phase, we determine the living income gap the project needs to address by calculating benchmarks and actual income. Our approach is based on the Anker methodology and builds on the work of academics, international NGOs, and the Living Income Community of Practice to achieve agreed-upon standards. The living income benchmark calculation has been customized to capture the unique needs of Heifer International's project participants.

Living Income Benchmark 2024

• Andhra Pradesh: \$2.95 • Bihar \$2.15 • Odisha \$2.43

A) BIHAR

We provide technical support and strategic oversight to the Bihar Sustainable Livelihood Development Project (BSLD), enhancing the livelihoods of 71,000 small-scale farming families. Our role focuses on guiding key initiatives in livestock, crop, and vegetable value chains, aligned with Heifer's Values-Based Holistic Community Development Model and Market Strategies.

We strengthen market systems through Farmer Producer Organizations (FPOs), enabling farmers to access services and broader markets, and empowering them to build resilient businesses. We also facilitate access to financial services and foster the development of micro, small, and medium enterprises (MSMEs) for long-term sustainability.

We provide oversight, monitoring, and evaluation to 10 non-government organisations under the BSLD project ensuring the project's progress and supporting the transition to private sector partners for sustained impact.



Key Milestones in FY'24 (July 2023 to June 2024)

73,108

participants engaged across
3,913 Self-Help Groups (SHGs), with training in goat farming, horticulture, and sustainable agriculture.

81,256

hours of training on topics such as
Community-Managed Disaster Risk Reduction (CMDRR), Animal Management, Gender & Justice, and more.

Farmers supported with

5,653 livestock

(including 19,432 bucks and 952 does)

10,437 goat sheds

952 poultry sheds

2,958 kg of animal feed

and funds for 10,248 households to construct sheds and acquire livestock

98 Azolla tanks

100 Azolla beds, 640 fodder plants, 10,467 kg of crop seeds, and vegetable seeds for 435 households provided.

480 units

for deworming and vaccination administered.

ACHIEVEMENTS THAT MATTER: STORIES OF TRANSFORMATION BSLD

Sanju Devi's Journey: Empowerment through Social Capital

Three years ago, Sanju Devi's life changed when she joined the Bihar Sustainable Livelihood Development Project (BSLD), supported by Passing Gifts, a subsidiary of Heifer International. The program, focused on empowering smallholder farmers—particularly women—introduced Sanju to the potential of diversifying agriculture, especially through goat farming. Alongside technical training in livestock management, Sanju learned about Self-Help Group (SHG) management and participated in Passing Gifts' Cornerstone Training, which emphasizes collective strength, personal growth, and mutual support.

Initially uncertain about her journey, Sanju found encouragement and support from her husband. "When I decided to consider goat farming, he encouraged me to do so. I also decided to lease land for agriculture, and he supported me," she recalls. This partnership laid the foundation for her confidence, allowing her to take charge of household agricultural ventures, including goat farming and kitchen gardening, which had previously been managed solely by her husband.

Today, Sanju proudly reflects on her transformation. She has been recognized for her accomplishments,

travelled to Patna for additional training, and become an influential member of her SHG. Recently, Sanju received the prestigious National-level CII Award for Women Leadership in Delhi, where she represented her Farmer Producer Organization (FPO) as a Board of Director. This honour highlights her leadership and the significant impact she's made in her community.

Sanju's journey exemplifies the power of social capital in driving change. Through the solidarity and support of her SHG and FPO, she reclaimed her agency, evolving from a homemaker to a confident entrepreneur. Her story inspires women in rural Bihar, showing how collective action and mutual support can empower them to take control of their futures and make a lasting impact.



Launch of National-Level Goat Livelihood Toolkit with GIZ Support

Passing Gifts, a subsidiary of Heifer International, developed the Goat Livelihood Toolkit under the ERADA project with GIZ support to enhance sustainable goat farming. This resource includes a Farmer's Handbook and Training Manual, providing best practices and strategies to strengthen goat-based livelihoods.

Launched at the national level, the toolkit supports BSLD interventions and expands impact through government collaboration.

The event featured key dignitaries, including Shri Sharwan Kumar (Hon'ble Minister, Rural Development, Govt. of Bihar), Dr. N. Vijaya Lakshmi, IAS (Principal Secretary, Animal & Fisheries Resources Department), Mr. Tarun Shridhar (Former Secretary, Dept. of Animal Husbandry, Govt. of India), and Surita Sandosham (President & CEO, Heifer International).

Also in attendance were Rina Soni, Executive Director; Sonmani Choudhary, Program Director, Bihar; and Akshaya Biswal, Program Director, Odisha from Passing Gifts who played a pivotal role in driving this initiative forward.

This milestone empowers smallholder farmers with scalable, sustainable solutions for the goat farming sector.



B) ODISHA

We provide strategic oversight and technical support to 10 local NGO partners for the Odisha Socio-Economic Development (OSED), Hatching Hope India Phase 3 (HHIP3), and Transformational Farm Output Risk Mitigation (TRANSFORM) projects. These initiatives focus on enhancing farmer livelihoods, improving agricultural and livestock practices, and promoting sustainability across Odisha. By strengthening market access, health management, and community empowerment, we support long-term economic growth and improved nutrition for smallholder farmers.



HATCHING HOPE INDIA

PHASE 3 (HHIP3) INITIATIVE

The goal of the HHI P3 project is to improve the nutrition and livelihoods of 200,000 individuals through enhanced poultry production and consumption while reaching an additional 14 million people with awareness messages about poultry.

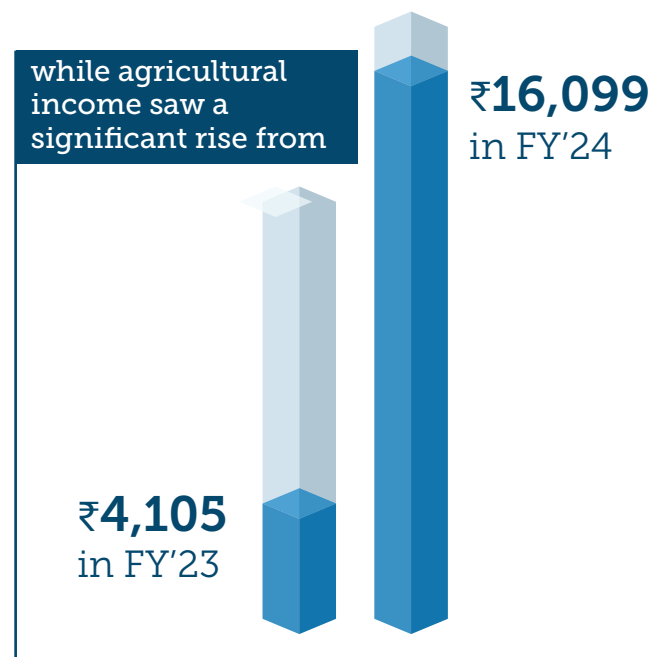
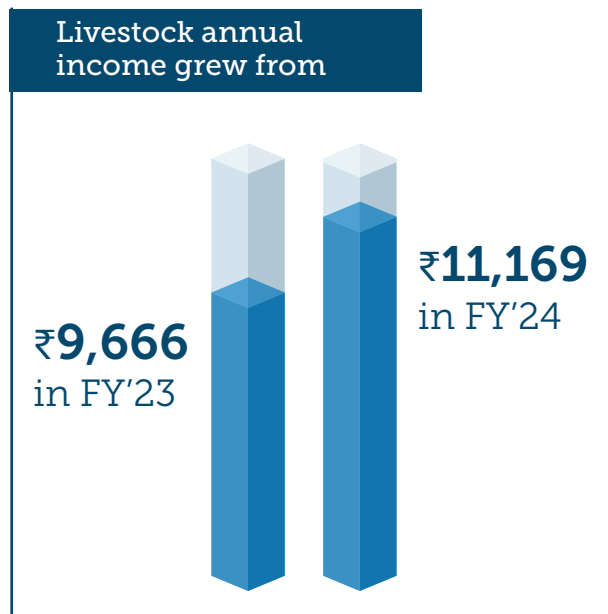
The desired outcomes of the project are to improve poultry farming livelihoods for 30,000 farmers, with better access to markets and services, increased incomes, and widespread awareness of the benefits of poultry consumption. Reducing flock mortality and promoting sustainable practices are also key objectives.

By June 2024, the project had engaged 40,212 participants across 3,629 SHGs. In FY'24 (July 2023 to June 2024), the project provided 2,856 hours of training to project participants to enhance their poultry farming skills. Additionally, 76 CAVE Kits and 172 Model Poultry Houses were distributed to bolster their capacity for poultry production.

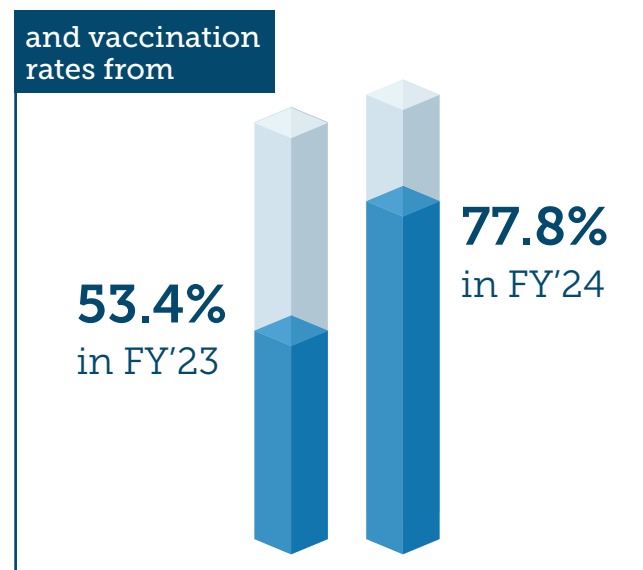
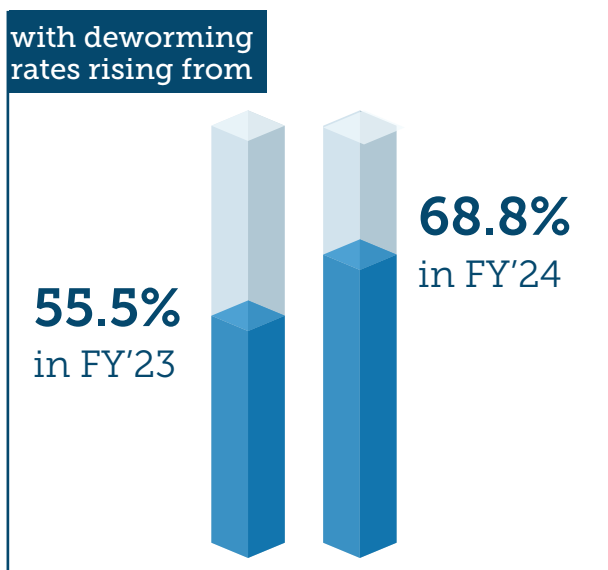


Key Impact

The project successfully improved farmers' incomes.



Health management practices also improved,



ODISHA SOCIO-ECONOMIC DEVELOPMENT (OSED) INITIATIVE

The OSED project aims to bridge the Living Income Gap for 30,000 smallholder goat farmers in Mayurbhanj and Keonjhar districts by 2026, utilizing Farmer-Owned Agri-Business (FOAB) models. The project's core objectives include increasing farmer incomes, improving access to finance, enhancing goat farming practices, and strengthening value chain integration. Additionally, the project focuses on social capital development, market linkages, and reducing goat mortality to ensure long-term sustainability for smallholders.

In Financial Year 2024

(July 2023 – June 2024), the project made significant progress:

30,077 participants engaged across 2,816 SHGs, delivering over 8,837 hours of training, including specialized animal management training for 113 youth.

368 bucks, 351 buck house sheds, and 154 two-wheelers distributed to enhance productivity and mobility.



Herd size increased from

4.1 Goats in FY'23 to **6.9** in FY'24.

Livestock income rose from

₹7,213 to **₹12,172**.

Agricultural income grew from

₹3,339 to **₹11,782**.

Deworming improved from

34.8% to **79.7%** and

Vaccination coverage increased from

40.7% to **90.4%**.

Goat mortality remains at

10.68% overall

(**9.82%** adults, **11.89%** kids).

Through our guidance and collaboration with NGO partners, the OSED project continues to empower farmers, improve livelihoods, and build a sustainable goat farming model for long-term success.

TRANSFORMATIONAL STRATEGIES FOR FARM OUTPUT RISK MITIGATION (TRANSFORM) INITIATIVE

The TRANSFORM project, funded by USAID, is a five-year initiative led by Cargill Inc., Heifer International, and the International Poultry Council (IPC), operating in Odisha and Andhra Pradesh. It aims to improve animal agriculture by enhancing biosecurity, reducing antimicrobial use (AMU), and increasing productivity for 49,000 smallholder poultry farmers.



In FY'24, the project:

6,061

farmers engaged across 519 Self-Help Groups (SHGs), providing **4,432 hours of training** in biosecurity, farm management, and AMU practices.

97,201

farmers reached in Mayurbhanj through Social Behaviour Change Communication (SBCC) initiatives.

Key Impact:

88.9%

of farmers adopted new biosecurity practices (e.g., deworming 2.6%, vaccination 68.2%).

Antibiotic use reduced in

94.9%

 of farms.

Egg production rose from 138 to 155 eggs per chicken, and flock sizes grew from 18 to 24 birds per farm.

50.5%

of farmers saw increased net income, growing from

₹8,259 to ₹11,609

 per farm.

Despite rising mortality (37.7%),

24.2%

of farms reduced mortality below baseline levels

ACHIEVEMENTS THAT MATTER: STORIES OF TRANSFORMATION ODISHA

From Struggle to Success: Latarani Mahanta's Goat Farming Journey

In a remarkable transformation, Latarani Mahanta, a small-scale goat farmer from Khedapada village, has turned her struggles into success through resilience and hard work. Living with her husband, Sudam Charan Mohanta, and their two daughters, Latarani initially faced significant challenges in her goat farming venture. With a primary income from a small grocery store and her husband working as a migrant labourer, the family relied heavily on their herd of seven goats. However, frequent outbreaks of diseases like Peste des Petits Ruminants (PPR) severely impacted her livelihood.

Despite her best efforts to maintain hygiene and provide quality feed, Latarani experienced devastating losses. In one particularly bad year, she lost 60% of her herd to PPR, leading to high veterinary costs and diminishing milk production. Her business was on the brink of collapse.

The turning point came when Latarani attended an Improve Animal Management (IAM) training initiated under the Odisha Socio-Economic Development initiative organized by our local partner RVDO in the Harichandanpur block of Kendujhar district, Odisha. There, she learned about the benefits of a vaccination program that could protect her goats from common diseases. Initially hesitant due to the costs involved, she decided to participate in a government-subsidized vaccination initiative with guidance from RVDO.

The results were remarkable. Within a year of starting the vaccination program, Latarani noticed a significant reduction in disease outbreaks. The mortality rate in her herd dropped from over 30% to less than 5%. Healthier goats led to more offspring and increased milk production, which boosted her income. Five years after adopting the vaccination program,

Latarani's herd grew from 7 to 70 goats, and her annual income soared to ₹80,000–₹90,000. This financial success allowed her to expand her farm, build better housing for her goats, and even diversify into cheese production. Her husband now helps manage the farm instead of seeking work elsewhere.

"Vaccinating my goats was the best decision I made," Latarani reflects. "It not only saved my farm but transformed it into a thriving business."

Today, she serves as an inspiration to other farmers in the region, demonstrating how effective disease management can lead to sustainable success.



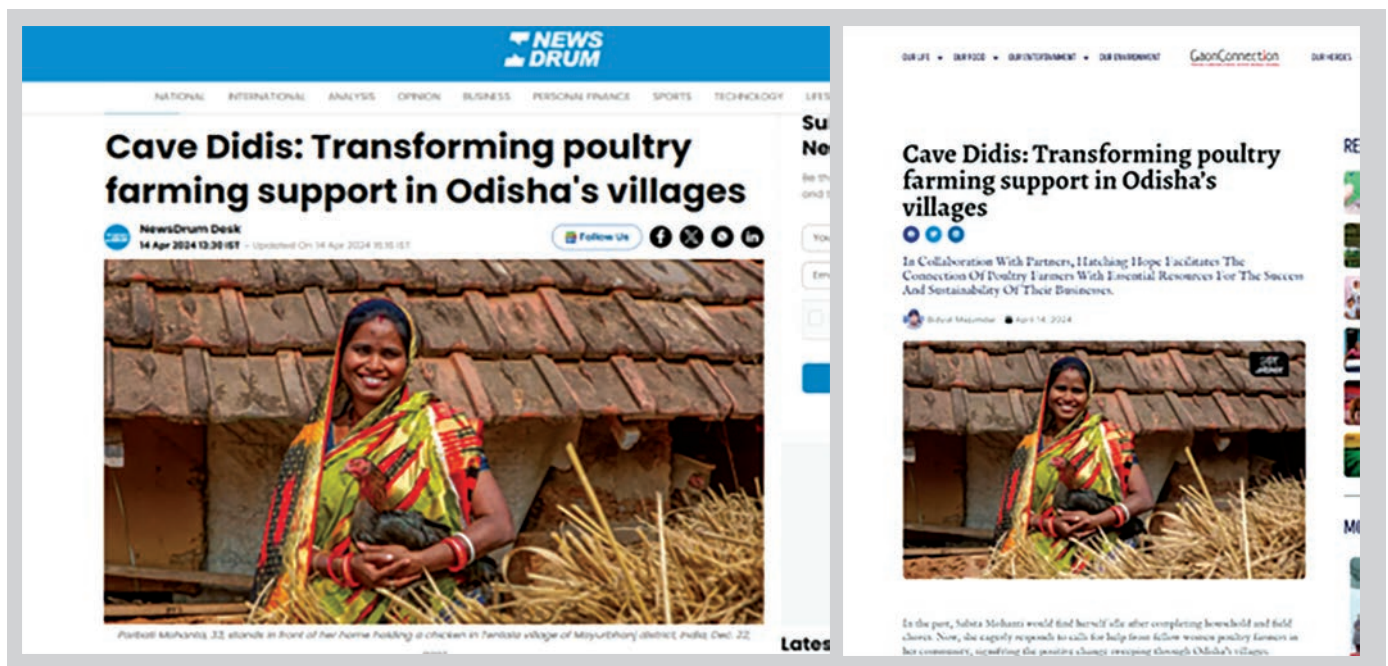
MAJOR CAMPAIGNS IN ODHISHA



The poster features a yellow background with a white cloud-like shape at the top. On the left, a small cartoon chicken is shown. In the center, the text reads: **Hatching Hope transformed the lives of tribal families through power of poultry**. Below this, it says: **Interview with Akshaya Biswal, Project Director, Hatching Hope Project Odisha**. At the bottom left, a calendar icon indicates the date: **March 21, Thursday 03:00 PM and 08:00 PM**. On the right, there is a large illustration of a brown hen sitting on a pink oval, with two small yellow chicks and a cracked egg nearby. The top right corner features the logos for 'Gau Connection' and 'HEIFER INTERNATIONAL'.

Gaon Connection Radio Campaign:

Forged a strategic partnership with Gaon Connection, led by renowned journalist and radio personality RJ Neelesh Mishra. This collaboration resulted in the creation of the groundbreaking Hatching Hope radio program, broadcast across AIR and Big FM, achieving an exceptional reach of 19 million listeners, surpassing the target of 14 million.



This block displays two screenshots of news coverage. The left screenshot is from the 'NEWS DRUM' website, featuring the headline 'Cave Didis: Transforming poultry farming support in Odisha's villages'. It includes a photo of a woman in a colorful sari holding a chicken. The right screenshot is from the 'GaonConnection' website, featuring the same headline and photo. Both articles describe the Hatching Hope project's impact on poultry farming in Odisha's villages.

National AMR Week Celebration 2023

We celebrated National AMR Week 2023 with participation from veterinary university experts, corporate representatives, government officials, and community leaders. The event highlighted the critical need for collective action against antimicrobial resistance (AMR) and fostered collaboration to promote awareness and sustainable practices at the community level.



Agriculture Today Partnership:

Established a strategic partnership with Agriculture Today has provided significant media exposure and visibility for our initiatives, showcasing our work to a wider audience and strengthening our presence in key agricultural publications.

Through this collaboration, we conducted events and webinars

World Egg Day

National Farmer Day Event, 2023

Hatching Hope Event 2023

Webinar on International Women's Day, 2024

Webinar on World Environment Day, 2024



Heifer International and Cargill's Hatching Hope Initiative Empower Women Communities and Transform Lives

Celebrate World Egg Day: Unlocking the Potential of Egg and Poultry value chain

Bhubaneswar : Heifer International proudly showcased its transformative initiatives in Odisha, India, centered around poultry, on the occasion of theme of World Egg Day. Heifer's flagship initiative in Odisha with Cargill, The Hatching Hope project aims to improve the nutrition and economic livelihoods of 100 million people globally by 2030 through the production, promotion, and consumption of poultry.

In India, the program is in its fifth year and has made significant progress in addressing malnutrition and empowering rural women to become entrepreneurs by providing training and resources, teaching smallholder farmers efficient poultry production practices that also minimize environmental impact. Supported by Cargill, Hatching Hope is operational in states of Odisha and Andhra Pradesh in India and has made remarkable progress since its launch in 2018. This visionary initiative is empowering 30,000 smallholder farmers, supporting 10 hatcheries and 30 feed mills, aiding the



development of 3,000 model poultry houses, and training a cadre of 200+ Community Agro Veterinary Entrepreneurs in Odisha.

"Programs like Hatching Hope Global Initiative are great examples of how Cargill is investing towards creating self-sustaining models for smallholder farming Women Communities. Our partnership with Heifer in India and other parts of the world has been working to increase resilience of small holder farmers by imparting training, on sustainable poultry rearing practices, providing market access with the aim to improve their living incomes. The participation of rural women farmers in the

initiative is another key element of this program and we are happy that with the economic freedom many women farmers are able to make better choices for nutrition for themselves and their families and better education for their children," says Dipanwita, Regional Director- Corporate Responsibility and Sustainable Development, Asia Pacific at Cargill.

"At Heifer International, our mission is to end hunger and poverty while caring for the Earth. The Hatching Hope Global Initiative beautifully aligns with our values," notes Ms. Rina Soni, Heifer India's Country Director. "We firmly believe that investing in women is not

just an investment in their future but in the very future of our Women Communities. Through comprehensive training, we've laid the groundwork for Hatching Hope, equipping farmers with the skills needed for poultry production and a brighter future."

"Heifer's commitment to empowering Women Communities in Odisha goes far beyond the Hatching Hope initiative. We are working hand in hand with 10 grassroots NGOs and various government departments to lead transformative projects such as the Odisha Socio-Economic Livelihood Development Project (OSLED) Goat value chain project and the Transformational

Strategies for Farm Output Risk Management (TRANSFORM) program. TRANSFORM project aims to raise awareness at the farm level about antimicrobial resistance (AMR) and zoonotic diseases. Our unwavering dedication to achieving scale, long-term impact, and building meaningful partnerships drives us forward in our mission," stated Mr. Prabhakaran Rajarathinam, Senior Project Director at Heifer India.

Heifer International celebrates the inspiring success stories of women farmers and the profound impact of its projects on rural Women Communities in Odisha, building a future where hunger and poverty are relics of the past, and sustainable livelihoods flourish.

Suresh Chitturi Chairman, International Egg Commission "I always believed eggs have a huge possibilities to not only transform human health but also be an instrument for rural and smallholder farmer transformation. Super grateful for everything Heifer International activities and work on Hatching Hope project."



C) ANDHRA PRADESH

We conducted a Living Income Benchmark (LIB) study in Andhra Pradesh from June to September 2024. The study aimed to assess the Living Income required for a dignified life, focusing on the income gap families need to bridge to meet essential needs like food, housing, healthcare, education, and savings for resilience.

Data was gathered through interviews, group discussions, and a market survey across 14 mandals in six districts. This study is crucial for our ongoing efforts to foster economically vibrant, resilient communities, and brings us closer to our goal of building resilient communities.



Key Impact:

Average household income needed:

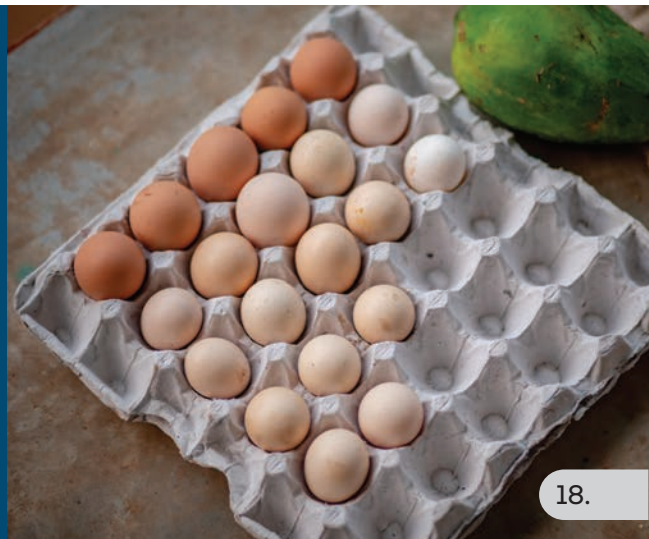
₹29,731/month

(₹3.56 lakh annually)

Per capita income required:

₹244/day

(₹245 in plain areas, ₹243 in hilly areas), or \$2.95 USD



HATCHING HOPE ACCELERATING INCOMES – BRIDGE TO SUSTAINABILITY INITIATIVE

In Andhra Pradesh, Hatching Hope Accelerating Incomes – Bridge to Sustainability initiatives targets 10,000 smallholder families involved in backyard poultry farming across Sri Sathya Sai, Anantapur, and Alluri Seetharama Raju districts. Through collaboration with eight Farmer Producer Organizations (FPOs), the project focuses on improving income and resilience for these farmers, harnessing the power of collective farming and enhanced market access.

The project has emphasized strengthening coordination with Farmer Producer Organizations (FPOs) to enhance their capacity and effectiveness. These eight FPOs serve as key drivers for sustainable poultry production, facilitating access to markets, financial services, and technical support for smallholder farmers across 472 villages in the designated districts. Regular engagement, training, and alignment with government and stakeholder priorities have ensured that FPOs remain integral to achieving the project's goals.

ENHANCING SOCIAL IMPACT FOR POVERTY ELIMINATION IN ANDHRA PRADESH

The Society for Elimination of Rural Poverty (SERP), a state government-owned organization, is a key partner in Andhra Pradesh that recognizes Heifer's work and is expanding the Hatching Hope Accelerating Incomes (HHAI) project to other districts. This expansion uses an FPO-centric approach, aiming for more efficient and effective improvement of smallholder livelihoods.

The HHAII project, which began by focusing on backyard poultry (BYP) as a profitable value chain, aims to build business capacities and improve farmers' incomes through the BYP value chain approach. In collaboration with SERP, the initiative is being expanded to other districts in Andhra Pradesh. The key activities include strengthening

BYP, building capacity, and creating business plans that will attract financing to scale operations and infrastructure.

The project targets training 1,000 farmers across 4 districts in bio-secure poultry management practices. These farmers will receive loans from SERP (INR 40,000 per coop) to establish biosecurity-compliant chicken coops, which will improve productivity and profitability.

Since the project's inception in FY'24, 42 Active Participant Households have been identified, 64 Village Organization Assistants (19 male, 45 female) have undergone 5 hours of training, and 20 farmers (8 male, 12 female) have received 6 hours of training on Brooding Management.



ACHIEVEMENTS THAT MATTER: STORIES OF TRANSFORMATION ANDHRA PRADESH

Thriving Entrepreneurs Transform Poultry Farming in Andhra Pradesh

In the tribal village of Jagarampalli, nestled in Andhra Pradesh's Alluri Sitarama Raju District, Somalamma, a once-marginalized woman, has become a catalyst for change through poultry farming. Frequent outbreaks of diseases like Newcastle disease and Fowl Pox made poultry farming a precarious livelihood for villagers. Many, like Somalamma, struggled with high mortality rates among their birds, leading to unstable incomes and ongoing hardships.

Everything changed in 2022 when Somalamma joined the Community Agrovet Entrepreneur (CAVE) program under Heifer International's TRANSFORM project. The program provided training on vaccinations, biosecurity, and animal health management, equipping her with tools to combat these challenges effectively. Armed with her new knowledge, Somalamma began offering vaccination services and biosecurity advice to her neighbours, significantly reducing disease outbreaks and improving poultry productivity.

Her efforts paid off quickly. Within six months, farmers in her village saw a 50% reduction in poultry mortality rates and a corresponding 30% increase in productivity, as measured by improved egg production and chick survival. Kameswara Rao, the

local Animal Husbandry Assistant, confirmed this improvement, noting the dramatic drop in mortality rates.

Beyond the village, word of Somalamma's expertise spread to neighbouring communities, where she expanded her impact. She began traveling to other villages, offering vaccinations, consultations, and even selling quality poultry feed—a service long missing in the area. Farmers in villages like Tallapalem praised her efforts, citing healthier flocks and steadier incomes as a direct result of her guidance.

Thanks to her work, Somalamma's monthly income has grown from ₹3,000 to ₹8,000, enabling her to provide better education and nutrition for her children. Her success has inspired other women in her community to join the CAVE program, fostering a wave of entrepreneurship and social change.

Today, Somalamma is one of 79 CAVEs in Andhra Pradesh, collectively transforming the lives of 2,314 farmers by promoting sustainable practices and reducing the risk of zoonotic diseases. Her journey demonstrates the power of opportunity and resilience, proving that one person's efforts can uplift an entire community.



Passing Gifts was a knowledge partner at the Food Conclave, Hyderabad 2023

We proudly participated as a Knowledge Partner at the Food Conclave 2023, hosted by the Government of Telangana. This premier event brought together top industry leaders, academic experts, and Farmer Producer Organizations (FPOs) in the Indian agri-food sector to discuss trends and innovations.

With 22 panel discussions, 5 sectoral roundtables, and over 40 one-on-one meetings, the conclave provided unparalleled opportunities for networking and knowledge-sharing.

Partnering alongside esteemed organizations like the World Economic Forum-India and the Indian Dairy Association, Passing Gifts contributed to advancing sustainable and inclusive agricultural practices



Passing gifts part of part Livestock Dairy & Fisheries India conference, Hyderabad 2023

Our team actively participated in the LDF India Annual Conference 2023, which concluded on a high note, highlighting the importance of collaboration, innovation, and sustainability in the Livestock, Dairy, and Fisheries sector. The conference featured discussions on meat production potential, meat processing, entrepreneurship, and industry perspectives, providing valuable insights to shape the future of the sector.



LIVESTOCK TECHNOLOGY AND ONE HEALTH

Woah Recognises PGPL's Contributions

World Organization for Animal Health (WOAH) has recognised Passing Gifts for its contributions in developing WOAH's Competency and Curriculum Guidelines for Community Animal Health Workers (CAHWs), in which the Livestock Technology and One Health (LTOH) team of PGPL was integral part of the reviewing processes of the draft curriculum document in several online meetings, online surveys as well as filled up WOAH's Curriculum Alignment Matrix (CAM) Tool.

The Curriculum Alignment Matrix (CAM) is a tool which allowed us to compare our (PGPL's) Community Agro Veterinary Entrepreneurs (CAVEs) training programme against the WOAH (OIE) Curriculum Recommendations include the Modules, Units, and Learning Outcomes; the Learning Outcomes are the unit of comparison for determining programme alignment to determine its alignment, or "match" with these standards.

The exercise revealed that most of the Learning Outcomes of PGPL's CAVEs training programme are in alignment with the WOAH's (OIE) Curriculum Learning Outcomes. Moreover, WOAH appreciated the contents on Biosecurity Measures taught in CAVEs training programme organised by PGPL and thus WOAH has included the biosecurity components in its new CAHW curriculum guidelines. This guideline would be used worldwide for training and developing CAHWs under the legal framework of the respective countries.



ACHIEVEMENTS THAT MATTER: STORIES OF TRANSFORMATION

Gunja Devi: From Homemaker to Respected Animal Health Leader

Gunja Das, a homemaker from Kudhani Block, Muzaffarpur, Bihar, dreamed of breaking free from her limited income supporting her husband's small laddu business. In 2020, her aspirations took shape when the Bihar Sustainable Livelihood Development (BSLD) Project, implemented by Pragati Gramin Vikas Samiti (PGVS) and supported by Passing Gifts reached her community.

As a member of a Self-Help Group (SHG), Gunja's dedication caught the attention of project facilitator Kiran Kumari. Recognizing her potential, the SHG and Project Monitoring Committee selected Gunja for Community Agro-Veterinary Entrepreneur training. In November 2021, she underwent rigorous training in animal healthcare, learning essential skills like deworming, vaccinations, zoonotic disease prevention, and biosecurity practices.

Initially, Gunja faced scepticism as she travelled to 20 villages, delivering services and educating farmers. Undeterred by criticism, her consistent efforts gradually earned her the community's trust.

With our continued support, Gunja purchased a scooter through a grant and loan, significantly expanding her reach. She also established a medical shop with project funding. Today, she earns approximately ₹17,000 monthly, combining income from animal healthcare services and her shop.

Her growing expertise garnered recognition from the Animal Husbandry Department (AHD), which now hires her as a vaccinator. Additionally, organizations like Krishi Vigyan Kendra (KVK) and ICICI Foundation engage her to train aspiring CAVEs, paying ₹3,000 per day. Her advisory role with KVK underscores her leadership in the sector.

Gunja's success has transformed her family's life, enabling her to provide her daughter with quality education in an English-medium school. Reflecting on her journey, she shares:



"I never imagined becoming a respected leader in my community. BSLD project helped me turn my dreams into reality. My life has changed in income, respect, and recognition, and I am committed to helping others create hope in our community."

Gunja's inspiring transformation from homemaker to recognized animal health service provider is a testament to the power of determination and the right support.

HUMAN RESOURCES HIGHLIGHTS:

Fostering a thriving workplace

We are dedicated to building an inclusive and supportive environment where diversity, equity, and employee well-being are prioritized. Our HR initiatives aim to cultivate a culture of respect, empathy, and growth.

New HR Policies & Initiatives

- Hybrid Work Policy for flexible remote and in-office work.
- Learning & Development through e-Cornell courses, leadership workshops, and training sessions.
- Rewards & Recognition through Bonusly.
- Employee Feedback through surveys, town halls, and open forums.

Commitment to Diversity, Equity, and Inclusion

- Equal Opportunities Employer: We ensure recruitment, training, and promotion without bias based on race, gender, age, or identity.
- Diverse Workforce: 37% of our workforce is women, with 71% holding leadership roles.
- Global Exposure: Staff gain cross-cultural learning through connections with international colleagues and industry experts.

Employee Well-being Initiatives

- Flexible Leave Options to support work-life balance.
- Year-End Break from December 25th to January 1st.
- Comprehensive Benefits including medical, accidental, life insurance, and wellness programs.
- Wellness Programs such as free counselling, virtual fitness, and financial workshops.



The Passing Gifts team united to drive impact and innovation at our annual retreat

EVENTS

CGIAR Gender Platform Global Event: The 2023 CGIAR Gender Research Conference was held in New Delhi, India from October 9–12, 2023. The conference was co-hosted by the CGIAR GENDER Impact Platform and the Indian Council of Agricultural Research (ICAR). The conference's theme was "From Research to Impact: Towards a Just and Resilient Agri-food Systems. We presented two posters

- **The Impact of Kitchen Gardening on the Social and Economic State of Rural Women:** Bihar Sustainable Livelihood Development (BSLD) initiative
- Empowering smallholder farmers by sustainable fodder development for improved animal management in Odisha



Participation in National Goat Mela, Mathura, 2024

Our team proudly participated in the National Goat Mela held in Mathura, showcasing our impactful work in the goat value chain. The event provided a platform to highlight our efforts in empowering smallholder farmers, promoting sustainable practices, and strengthening the goat farming ecosystem.



Annual Survey on the State of Marginal Farmers of India 2024

We participated in national launch event as a knowledge Partner for the report "Impact of Climate Change on Marginal Farmers," released by FEED in Delhi. This comprehensive survey received wide media coverage, shedding light on the challenges faced by marginal farmers and the critical effects of climate change on their livelihoods.



MEDIA CAMPAIGNS

We were featured on Kisan Tak, a leading farmer-sector YouTube channel, which showcased our work with smallholder farmers. Additionally, GoodSight Magazine highlighted our efforts in the nutrition special issue, emphasizing our approach to linking agriculture and nutrition for better livelihoods. Furthermore, DEVX Global published an article focusing on our innovative approaches to sustainable agriculture, reinforcing our commitment to transforming the agricultural sector.



Antibiotic Medicine: पशुओं को दी जाने वाली एंटीबायोटिक से फैल रही है AMR बीमारी, जानिए बचाव।
Kisan Tak



FINANCIAL REPORT

PASSING GIFTS PRIVATE LIMITED

BALANCE SHEET AS AT 31 MARCH 2024

(Amount in hundreds of Indian Rupees)				
	Particulars	Note No.	As at 31 March 2024 (Rs.)	As at 31 March 2023 (Rs.)
I.	EQUITY AND LIABILITIES			
	Shareholders' funds			
	(a) Share capital	3	100	100
	(b) Reserves and surplus	4	(13,341)	(7,240)
			(13,241)	(7,140)
2	Non-current liabilities			
	(a) Long-term provisions	6	28,684	-
	(b) Other long-term liabilities	7	3,30,388	-
			3,59,072	-
3	Current liabilities			
	(a) Trade payables	8		
	-total outstanding dues of micro enterprises and small enterprises; and		-	1,230
	-total outstanding dues of creditors other than micro enterprises and small enterprises		29,897	1,750
	(b) Other current liabilities	9	79,781	9,563
	(c) Short-term provisions	10	6,537	-
			1,16,215	12,543
	Total		4,62,046	5,403
II.	ASSETS			
1	Non-current assets			
	(a) Property, plant & equipment			
	i) Tangible assets	11(a)	10,071	-
	ii) Intangible assets	11(b)	-	-
	(b) Deferred tax assets (net)	5	9,260	-
	(c) Other non-current assets	12	19,800	-
			39,131	-
2	Current assets			
	(a) Cash & cash equivalents	13	2,61,687	-
	(b) Other current assets	14	1,61,228	5,403
			4,22,915	5,403
	Total		4,62,046	5,403

Summary of significant accounting policies

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The accompanying notes form an integral part of the financial statements

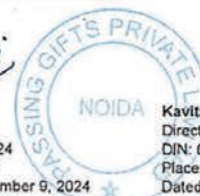
For SURESH SURANA & ASSOCIATES LLP
Chartered Accountants
Firm's Registration No. 121750WW/100010

S Jhunjhunwala
Shyam Sunder Jhunjhunwala
Partner
Membership No. 500204
Place: Noida
Dated: September 9, 2024



For and on behalf of the Board of Directors
Passing Gifts Private Limited

Rina Soni
Rina Soni
Director
DIN: 10059524
Place: Noida
Dated: September 9, 2024



Kavita Sarah Nathan
Kavita Sarah Nathan
Director
DIN: 09737778
Place: Noida
Dated: September 9, 2024



**Passing
Gifts**

The ripples of change

A subsidiary of Heifer International

Passing Gifts Pvt Ltd

A subsidiary of Heifer International

B 2, Sector 4, Noida, Uttar Pradesh 201 301, India