

# Saline Area Vitalization Enterprise Limited

SAVE - A Technical Service Organisation

## Genesis of the Organisation

SAVE, a techno-marketing service organisation was established in 1995 as a public limited company under the Companies Act 1956. The company is designed to facilitate mainstreaming of the marginalised in the changing macroeconomic environment.

The company provides services to poor and other stakeholders engaged in Livelihood and Enterprise Development, Natural Resource Regeneration and Infrastructure Development initiatives along the coast of Gujarat, INDIA.

## Core Understanding & Values

- We at SAVE view poor as resource and not a liability.
- We believe that entrepreneurship of poor which needs to be promoted and strengthened to help them improve their quality of life.
- We perceive strength of poor in their numbers and hence proactively promote their consolidation while engaging with the market economy.
- We believe that the poor must have propionate share of the expanded opportunities created due to changes in the macroeconomic environment. SAVE promotes enterprises which would help them be part of the mainstream development process.
- We believe that poor must have access to quality technical and marketing services at a cost. We at SAVE price these services, as it is in this act that lies the self-respect and dignity of the poor and accountability of the professionals.
- We believe in - ethical economic growth, socially just distribution and judicious use of surplus.

## Focus Areas

- Livelihood & enterprise development
- Natural resource regeneration
- Water
- Energy

## Core Client Groups

Small producers located along the coast of Gujarat and engaged in

- Agriculture, Animal Husbandry, Fisheries
- Salt & Spices & charcoal making

## Services

- Knowledge
- Enterprise Development
- Marketing
- Planning Research

## Organisational Structure

SAVE is organised in three units

### LEAP

Livelihood & Enterprise Advancement Programme

### SETU – Fair Trade Link

Marketing Services & Solutions

### PRIME

Planning, Research, Implementation, Monitoring & Evaluation

## Geographical Coverage

SAVE is operating in following districts of Gujarat.

- Bharuch
- Vadodara
- Anand
- Ahmedabad
- Bhavnagar
- Surendranagar



General Information

# LEAP- Mainstreaming the Marginalised through Enterprise Development

Along the coast of Gujarat, poverty linked with degeneration of natural resources is evident. Large parts of 8.0 million people living along the coast of Gujarat are engaged in low-investment, low-return agriculture, animal husbandry and fisheries. In order to achieve twin objectives of regeneration of natural resources and poverty alleviation, SAVE actively works with community based groups and NGOs in setting up livelihood and natural resources regeneration programmes.

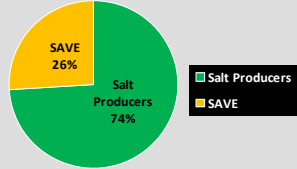
### Integrated Wasteland Development Programme

SAVE, since 1998 is working in Jambusar taluka, Bharuch district, Gujarat with eight cooperative societies of agriculture labourers, who are trapped in the perpetual cycle of *borrowings and bondage* and suffering abject poverty.

The societies have received 1200 acres of wasteland from the government on 20 years lease for the purpose of revitalization.

The programme activities include land & water development, combined with fodder, agriculture, forestry & aquaculture development activities. The objective is to generate wage employment in short term, income in medium term and improvement of natural resources in long term.

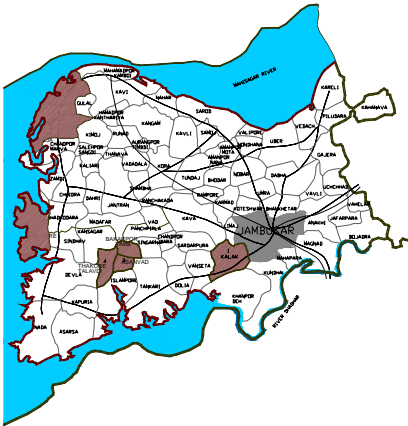
• **Salt Producers, Little Rann of Kutch**  
 After completion of research exercise on salt industry the company initiated, SABRAS Processing and Marketing (Pvt.) Limited, an enterprise with majority equity (74%) of small salt producers.



- SABRAS is different in several ways.
- Majority equity holders produce salt in harsh sub- human conditions in Little Rann of Kutch.
  - The raw material producers & suppliers for the company are the agariyas having majority equity in the company.
  - Through the company the agariyas have moved one step forward in the value chain.
  - Two marginalized agariyas are members of board of Directors of the company.

### Company's Operations

- Procurement of salt from salt pans in Little Rann of Kutch,
- Transporting and heaping at *ganja*,
- Processing, packaging and delivery of salt to the consumer companies.



## SETU- Mainstreaming the Marginalised through Marketing Services

### Primary Producers with Limited Assets

Producers limited assets engaged in primary sector are facing problems of

- reducing productivity - degradation of land and water resources,
- increasing costs of inputs,
- risk due to uncertain climate
- decreasing returns from the final produce.

In the changing market place, primary producers need to restructure and reposition themselves to be relevant.

They need to consolidate and forge partnerships with consumers, such that their economic returns are higher and they have greater access to technology and credit.

The challenge is to redefine the prevalent value and supply chain to suit the primary producers and consumers.

### SETU - Fair Trade Link

SAVE has set up SETU – Fair Trade Link, facilitating marketing interventions. This would eventually lead to demand driven technological upgradation & increase access of primary producers to institutional credit.

### VEG-India, Borsad & Padra Talukas, Central Gujarat

VEG-India is an initiative supported by Sir Ratan Tata Trust (SRTT), under small grants programme attempting technological upgradation and increasing market access of vegetable growers.

Similarly, SETU – Fair Trade Link works with farmers engaged in horticulture – Mangoes, Chikoos, Coconuts and cultivation of Onions in Talaja taluka of Bhavnagar district, facing serious problems of reducing productivity due to salinity.

SETU Fair Trade Link has following units

- Fruits & Vegetables
- Grains & Pulses
- Salt & Spices

In the reverse mode, to improve quality of life of people in rural areas SETU is focusing on energy and water by promoting

- Solar home lights, cooking stove
- Drinking water purification devices
- Micro irrigation system



### **Coastal Gujarat**

With 1600 km long coastline, Gujarat has the longest coastline in the country. This distinction also has its disadvantages. In recent decades the region is experiencing degeneration of natural resources. The delicate balance among land water and vegetation is increasingly getting disturbed due to natural and human activities. The growing soil and water salinity, soil erosion, depletion of mangroves are some of the serious problems faced by the region having negative impact on the life and livelihood of local people.

**In order to address these concerns SAVE is engaged in:**

#### **Restoration and Regeneration of Mangroves, South Gujarat**

SAVE in association with VIKAS, an NGO has carried out restoration and regeneration of mangroves in coastal regions of Bharuch and Surat district. The programme was implemented under state-wide Restoration and Regeneration Programme of Mangroves (RE MAG), initiated by Gujarat Ecology Commission (GEC), Government of Gujarat and funded by India Canada Environment Facility.

The programme covered about 2000 ha. of area at Dandi village, Olpad taluka of Surat district, Kantiyajal village, Hansot taluka and Nada and Neja villages of Bharuch district.

The programme was further combined with a community based fodder and fuel development initiative, supported by Global Environment Facility through UNDP & Centre for Environmental Education.

### **Watershed Development Programme Central Gujarat**

SAVE in association with VIKAS implemented watershed development programme in 18 villages of Jambusar taluka and three villages of Amod taluka of Bharuch district. The programme was supported by Ministry of Rural Development (MoRD), Government of India and Government of Gujarat through District Rural Development Agency, Bharuch.

#### **Mangroves regeneration and Wasteland Development Programme, Mithapur, Gujarat**

SAVE is currently implementing a mangrove restoration and wasteland development project for Tata Chemicals Limited (TCL) in villages around Mithapur, Jamnagar district.

#### **Salinity Resource Centre (SRC), Bhavnagar district, Gujarat**

Following the baseline study covering 1200 villages of six districts of Saurashtra & Kutch, SAVE initiated a programme to address the issue of salinity in costal Bhavnagar. The project is supported by Sir Ratan Tata Trust (SRTT).

The project covering 30 villages of Talaja taluka of Bhavnagar district attempts to address the impact of soil and water salinity on life and livelihood of about 5,000 families.

The three year project attempts to create synergy among various stakeholders engaged in the process and is expected to generate revenue by providing services to primary producers in restoring their assets.



**A Baseline Study of Coastal Villages affected by Salinity ingress in Saurashtra and Kutch, Gujarat**

SAVE carried out a base line study of 1200 coastal villages of six districts of Saurashtra and Kutch region. The exercise was commissioned by Coastal Salinity Prevention Cell (CSPC), an initiative of AKRSP & Government of Gujarat and supported by Sir Ratan Tata Trust (SRTT).

**A Social Impact assessment (SIA), of UMPP, Mundra, Gujarat**

SAVE carried out a baseline study as part of SIA of Ultra Mega Power Plant, at Mundra, Gujarat. The exercise was commissioned by Coastal Gujarat Power Limited (CGPL), a Tata Power Company.

**OLDP – Organisational Level Disaster Preparedness, Gujarat**

Post January 2001 earthquake, a geographical information system (GIS) based organisational level decision making tool has been developed by SAVE, in collaboration with Geographis. The exercise was carried out in consultation with 150 NGOs of Gujarat and supported by OXFAM GB.

**OLDP, Orissa**

CONCERN World Wide, has commissioned OLDP on pilot basis for Puri District, Orissa state, INDIA.

**A Study on Charcoal and Salt Workers in villages around Little Rann of Kutch, Gujarat**

SAVE conducted two studies on life and living of charcoal and salt workers living in villages around Little Rann of Kutch (LRK).

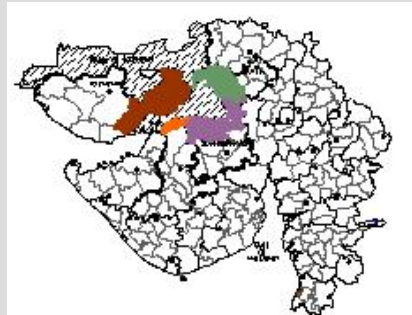
The studies were commissioned by CARE Gujarat, as part of its post earthquake, SNEHAL programme.

**Charcoal Workers**

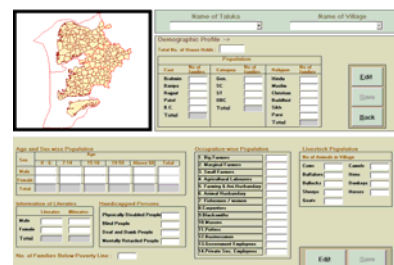
Production of Charcoal from *Prosopis Juliflora* forms a livelihood option for a sizeable section of people of this region.

**Pinch of Salt – salt workers**

Salt manufacturing activity is an important source of employment for about 40,000 families living in rural areas around the coast and Rann of Kutch.



The primary salt producer of this flourishing and revenue earning salt industry in India, live under highly exploitative and sub-human conditions.



**SABRAS**

**A programme to improve socio economic conditions of salt producers, in Little Rann of Kutch, Gujarat, INDIA**

Salt producers with small land holdings face:

- hostile work environment conditions and;
- poor return on production

This has impact on following aspects of their life.

- **Shelter**
  - Poor protection against extreme climatic conditions
- **Drinking water**
  - Have to buy drinking water (No assurance of quality)
- **Sanitation**
  - No facility
- **Health & nutrition**
  - High blood pressure
  - Hardening of feet
  - Skin diseases
  - Deterioration of eye sight
  - Problems due to lack of adequate access to water, sanitation and privacy, particularly for women members
- **Education**
  - Formal education interrupted due to migration from village to desert

All these problems are largely because salt producers and their families have to stay in the desert for eight months from October to May.

The harsh climatic conditions of desert – extreme temperatures, dusty winds, lack of access to potable drinking water, sanitation, medical and educational facilities and isolation from community life of the main village are the major reasons for the poor quality of life of salt workers.

Government and NGOs are attempting to address these problems through various welfare and development schemes.

**SAVE & VIKAS** initiated **SABRAS** programme in December 2005.

**Project Area**

The project covered 10 villages of Halvad and Dhrangadhara talukas, Surendranagar district, Gujarat.

**Outputs**

- **280 families got mobile shelters** for their stay in desert during production season of eight months.
- **20 Multipurpose community shelters** have sitting capacity of 75 persons each. The centers would work for
  - Social, religious, cultural and entertainment activities.
  - Meetings for Government and NGOs engaged in development work in the region.
  - Protection during dusty storms and untimely rains.



**• Development of production equipments**

- A roller - for compacting as part of salt pan preparation activity.
- A Santhi - An equipment which would work for salt harvesting with reduced contact with sat water – brine.
- Wind mill for extracting ground water reducing energy costs for salt production by half.

**• Community Resource Center (CRC)**

- The CRC has been set up with a covered space of about 3200 sq.ft. located at village Jogad, on the boarder of desert. The land for the shelter was given free of costs by one of the salt producer.
- The centre has 10 engines to be given on hire to salt producers to pump out brine, one salt grinding machine with iodization facility, water & salt testing facility etc.
- The centre would act as a research, development, extension and training centre for primary producers of the region, particularly salt producers.

**• Conducted Geo-hydrological Study**

- A geo-hydrological study has been completed covering 80 sq. kms of area, identifying and quantifying underground brine used for salt production.

**• Training of Entrepreneurs:**

Under the programme **12 Udyamee Mitras** (a friend of an entrepreneur) were trained and 10 business plans were prepared to set up micro/tiny enterprises.

**Convergence of Resources**

**Financial Resources**

The project was supported by CARE, Government of Gujarat and salt producers

**Institutional Resources**

The project has leveraged institutional resources of:

- GIAN & National Foundation for Innovation, Ahmedabad, Gujarat.
- ACT – Arid Communities and Technologies, Bhuj, Gujarat
- EDII – Entrepreneurship Development Institute of India, Ahmedabad, Gujarat
- CMCRI – Centre for salt and marine chemicals research institute, Bhavnagar, Gujarat
- Tata Chemicals Limited (TCL), Mithapur, Gujarat
- Rural Technology Institute, Gandhinagar, Gujarat



### Our Clients Include

- Primary producers living on coastal areas and engaged in
  - agriculture,
  - animal husbandry,
  - fisheries,
  - salt and charcoal making,
- NGOs & their networks,
- Industries and their associations,
- Corporate organization,
- Development support organizations
- Government organisations

### Share Holding

The Company has equity base of Rs. 600,000 shared among 230 shareholders. They include agriculture labourers, members of NGO community, staff of the company and individuals who subscribe to the concept of social investment for development.

### Governance

#### The Board of Directors

- Mr. Chinubhai Shah, Chairman  
(Former President of GCCI)
- Mr. Sam Palia,  
(Former Executive Director, IDBI)
- Dr. Dinesh Awasthi  
(Director, EDI – INDIA)
- Dr. Sukhpal Sing  
(Prof. Indian Institute of Management, Ahmedabad)
- Ms. Daksha Shah  
(Consultant, Friends of Women's World Banking)
- Mr. Rajesh Shah, Managing Director

### Human Resource

SAVE has a dedicated team of technical professionals drawn from various disciplines including, agriculture, agriculture engineering, fisheries, forestry, animal husbandry, architecture, regional planning, rural management and information technology.

The organisation time to time draws from experienced resource persons in the field of agriculture engineering, geo-hydrology, project planning and remote sensing.



### OFFICES

#### Head Office

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#### Branch Offices

- Jambusar, Bharuch District
- Mithapur, Jamnagar District
- Dhrangadhara, Surendranagar District