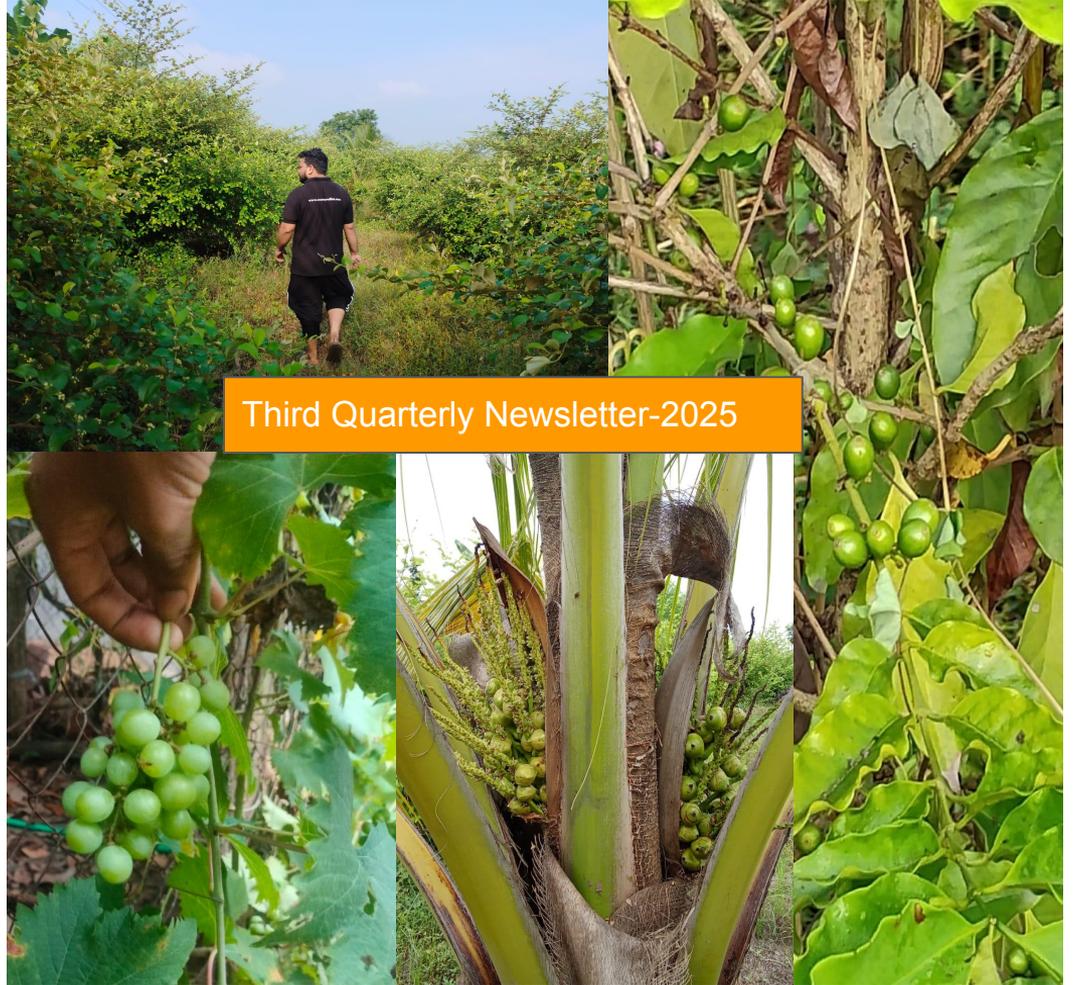


tharunam | Food for Social Change



Center for Agroforestry Development | Duginepalli Village

Center for Agroforestry Development in Duginepally Village is one of the flagship projects of the tharunam creating silent revolution in agroforestry adoption in scale.

Center for Agroforestry Development in Bhadradi Kothagudem District in Telangana has been envisioned to prove the feasibility of the crop diversity, new plants adoptions and economic viability of the agroforestry model.

Despite several challenges on the field level, we overcome at every stage since the day plantation to saving fruits from forest wild animal attacks.

Today, we are proud to share that our developed field is standing example agroforestry awareness material.

We are seeking support to expand our efforts into thousands of farmers with your kind support.



Results of Agroforestry | Coffee Plantation

Duginepalli village, located in the **Pinapaka Mandal** of Bhadrachalam district, experiences a climate typical of the central Telangana plateau: **Semi-Arid to Tropical Savanna**. The region is well-known for its intense heat during the summer and significant rainfall during the monsoon. The weather is generally pleasant and dry. Minimum temperatures usually hover around **15°C to 18°C**, though they can occasionally drop to **10°C** during cold waves. The natural climatic conditions in Duginepalli are not suitable for traditional coffee plantation.

However, in the multi layer agroforestry model, micro climatic conditions are favorable for coffee experimentation. We did and proved that coffee plantation is feasible if we grow them as an intercrop in agroforestry farm



Result 2 | Grape & Kashmiri Ber | Climatic Adoption

Grape crop

Tharunam's approach to **grape promotion** in Duginepally is less about large-scale commercial vineyards and more about **integrative food systems**. Their goal is to prove that "exotic" or traditionally hill-region crops. Tharunam has challenged this by:

- **Heat-Resilient Varieties:** Testing specific varieties that can handle the high temperatures of the Godavari valley.
- **Micro-Climate Engineering:** Growing grapes as part of a **multi-tier agroforestry model**

The model farm in Duginepally serves as a living classroom. When local farmers see grapes actually fruiting in their own village climate, it breaks the psychological barrier that "grapes only grow in cold places." This visual proof is Tharunam's most powerful promotional tool.

Kashmir Ber

Instead of just telling farmers to change, Tharunam built a **1.25-acre model farm** in Duginepalli. They demonstrated that Kashmir Ber can thrive in the harsh 45°C+ heat of the Godavari valley if grown within a "multi-tier" agroforestry system.

Tharunam promotes Kashmir Ber as a "high-value, low-input" crop:

- **High Yield:** A single 10-month-old plant can start fruiting; mature trees can yield **40–50 kg** of fruit.
- **Profitability:** They highlight that while traditional crops often lead to debt, Kashmir Ber can generate significant income due to its high demand and "apple-like" appeal in local markets.

Result 2 | Grape & Kashmiri Ber | Climatic Adoption

Grape crop



Kashmir Ber



Dwarf and High Yielding Coconut Plants | Duginepally

Tharunam's role in promoting **high-yielding dwarf coconut plantations** in Duginepally is centered on making coconut farming accessible, profitable, and climate-resilient for small-scale farmers.

Unlike traditional "Tall" coconut trees, which take 7–10 years to fruit and grow to unmanageable heights, Tharunam promotes **Dwarf varieties** (like the *Gangabondam* or *Malaysian Dwarf*) as part of their climate-smart agroforestry model.

Promoting dwarf varieties that start bearing fruit in just **3 to 4 years**, compared to nearly a decade for local varieties. By reducing the gestation period, they help farmers see a return on investment much sooner, which is critical for those moving away from seasonal crops like cotton.

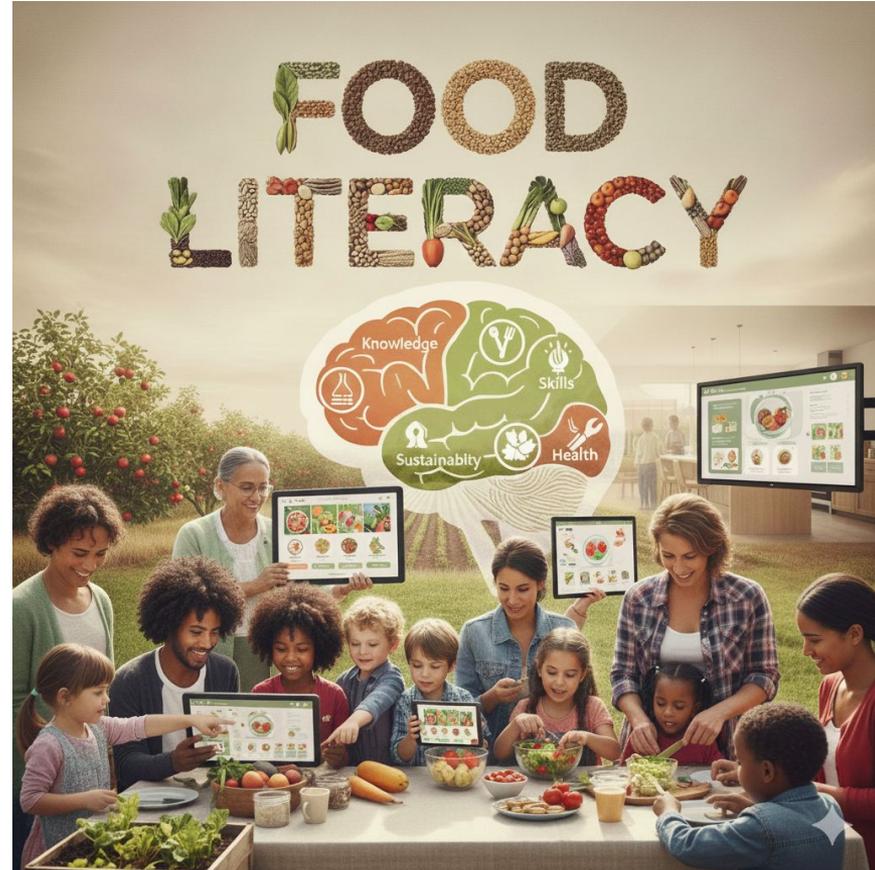


Food Literacy Mission | TOT platform for teachers

In 2018, Tharunam has taken a mission to make every school in India to access food literacy skills as part of school curriculum by 2030. We are putting all efforts to make different levels.

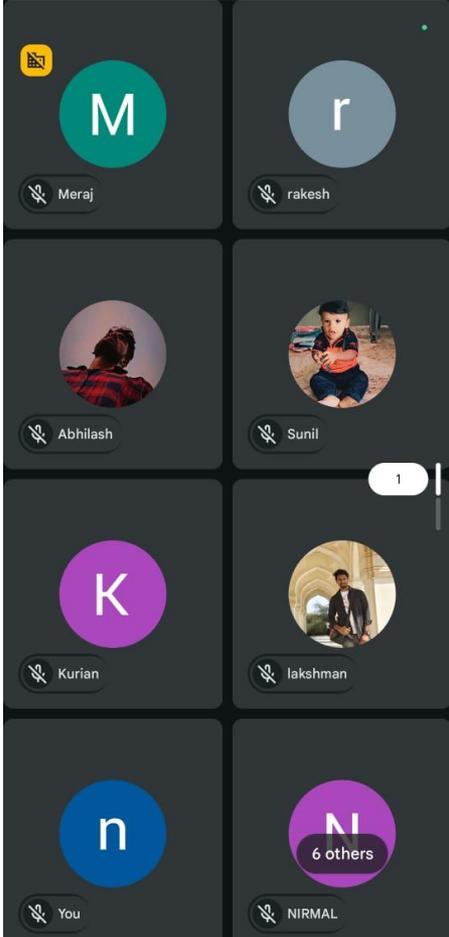
The first positive step towards food literate India, Govt of India's new education policy has taken progressive approach to include Nutritious gardens are part of school activities. However, India is home for 10 million school teachers and skilling teachers is a necessity step towards achieving long term goals.

Tharunam initiated to build food literacy digital curriculum where teachers can acquire the skill food literacy for classroom adoption with participatory learning modules



Center for Animal Husbandry and Dairying | R & D and Training

In the first quarter of 2025, we are facing deep operating struggles to operate milk processing facility where milk collection from farmers becomes uncertain. The deepen red chilli farming crisis in Godavari valley has put pressure on animal husbandry sector. Farmers sold out most of the animals and milk availability becoming challenging. Earlier, our milk collection was 700 liters and it has fallen to 5 liters per day. So, tharunam team has been hold milk collection. Meanwhile, we are utilizing facility for training rural youth on Animal husbandry and Dairying



Support us

Dear Friends, well-wishers and supporters, the tharunam activities would not be possible without your support and contributions. Thank you also by sharing this newsletter in your circle.

Donations from within India can be made to:

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Account Holder: THARUNAM

Account Number: 15830200004219

MICR CODE: 500049008

IFSC CODE: FDRL0001583

12A, 80G and CSR certificate allocated for tharunam from Government of India



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Thank You