

# ASA Development Services

A non profit company registered under Section 8 of Indian Companies Act. 2013





## Mission

To help poor become self reliant

## About ASA Development Services

In the year 2007, Action for Social Advancement (ASA), [www.asaindia.org](http://www.asaindia.org), a non governmental organization, floated a separate entity named ASA Development Services (ASADS), which was registered under Section 25 of the Companies Act 1956, a not-for-profit company (now Sec.8, Indian Companies Act. 2013). This was an important stride forward for ASA. Through this entity, ASA aims to deliver critical services, which are urgently required in the social sector, on a self-sustaining basis. This assumes further importance because some of the services being provided through ASADS are highly crucial in the rural hinterland where ASA operates



## Objectives

ASADS carry out developmental activities in the rural areas mainly through direct intervention both technical and financial to meet the following objectives:

- Replication and up-scaling of Development Models
- Creation of Knowledge Pool
- Social Research and Training
- Financial Support Services to community managed institutions and its members for livelihoods development



## Key Activities

- ➔ Research and studies to amplify the voices of the poor and to propagate learning of development work
- ➔ Building capacity of community institutions for good governance and financial management through handholding support to SHGs and FPOs
- ➔ Developing linkages with financial institutions to enable access to affordable credit for individuals and community institutions
- ➔ Livelihoods financial support for agribusiness and livelihoods asset development
- ➔ Capacity building and developing linkages to provide MSME loans for livelihood enhancement
- ➔ Developing a cadre of agri-entrepreneurs to deliver services relevant to the farming community
- ➔ Health and sanitation programme and financing



## Governance

**Ashis Mondal**

Director ASA and CEO, ASADS A post graduate diploma in rural management and an alumni of East Anglia University, U.K. with over 30 years of experience in development management.

**G. Jayanthi**

Co-founder and Trustee of ASA and ASADS An alumni of IIFM with over 27 years of experience in development management with special skills in HR and development communication.

**M. Kalyansundaram**

Chief Executive, International Network of Alternative Financial Institutions (INAFI), India- A veteran of NABARD with more than 37 years of experience in Financial Inclusion and development sector.

**Sanjeev Gupta**

A post graduate diploma in rural management from IRMA, Anand, with over 27 years of experience in Rural Development and Natural Resources Management.

**Amitabh Ghosh**

A Chartered Accountant with nearly 40 years of experience in the corporate and development sector.