

Inception Report
On
“Enhancing the capability of women in integrating farming system to improve the quality of their lives in the poorest regions of Odisha”

Submitted to
The Odisha Livelihood Mission
Bhubaneswar

Submitted by PRADAN:
MB:36, Badagada Brit Colony, Bhubaneswar, 0674-2314140

Contact Person:

In the state:

Kirtibhusan Pani, Programme Director; Mob: 9437695910; Surjit Behera, State Integrator; Mob: 9937331030

MB: 36, Badagada Brit Colony, BBSR-18

In the proposed districts:

Mayurbhanj district

Satish Pattnaik, Team leader
Mob: 9437647112

Keonjhar district

Nityananda Dhal, Team leader
Mob: 9437436352

Rayagada district

Hemendra Pratihari, Team leader
Mob: 9439458824

A. Organization (PIA) detail

Inspired by the belief that individuals with knowledge resources and empathy towards the marginalized must work with poor people if mass poverty is to be removed proactively, Professional Assistance for development action, PRADAN was founded in 1983. PRADAN works for the socio-economic development of the marginalized sections of the society across 8 states spreading over 42 districts of the country. Presently PRADAN is working in around 3,429 villages with more than 2.4 lakh families (Nearly three-fourths of the families PRADAN works with are SC/ST) in about 16,600 SHGs. PRADAN has significant and wide-ranging experience in promoting livelihoods with the rural poor, through an approach that blends the socio-behavioral with the technical and managerial dimensions. In Odisha it is operating in 20 blocks of 6 districts (Mayurbhanj, Keonjhar, Kandhamal, Rayagada, Kalahandi and Koraput) covering around 42000 households in the poorest pockets of south and north Odisha. The economy of the operational regions is mostly subsistence oriented and based on a combination of agriculture, forestry and wage labour. Abject rural poverty and lack of livelihood opportunities are the key developmental challenges of these areas. Lack of infrastructure, poor husbandry of natural resources, low agricultural productivity, lack of access to credit and technology, poor health and literacy status of the rural community remain the major constraints towards the economic development of these districts. PRADAN in these districts strives to bring positive changes in the lives of women that enable them to stand on their feet with dignity.

Basic information:

- Registered under SRA 1860 with registration no.13434 dtd.18th April 1983
- Annual Revenue of PIA for the audited financial year 2012: Rs. 650,340,284

B. Executive summary of the project/ Brief description of the project

The proposed project plans to assist 6000 rural women whose family's primary occupation is farm-based. About three-fourths of them would be tribal people. The project would be largely implemented through existing women's SHGs and their associative tiers, however left out families will be mobilized under SHG fold in the existing villages. The main focus of the project is large scale capacity building of SHG members to facilitate adoption of improved and sustainable technologies and practices to attain rapid growth in farm and farm allied sectors taking an INRM¹ perspective and enabling them to access markets to sustain the economic gains. **By the end of the project period 6000 members of women SHGs use their household resources in improving their food sufficiency and cash inflows, 60 % of these families would achieve year-long food sufficiency and cash surplus of Rs. 15,000 per annum at the end of the project period i.e. 2013-14 to 2015-16.**

The project would develop and demonstrate different models of sustainable livelihoods which have a scope for state-wide replication through convergence. In this project different ICT (information and communication technology)

¹ Integrated Natural Resource management

materials will be developed. Grass root social mobilization and effective linkages with the market and research institutions in the state like *Krishi Vigyan Kendras* ,ICAR stations ,OUAT etc. will support this effort.

Around 60% of the participant families will take up sustainable farming practices. Different equipments will be introduced for reducing drudgery of the women.

Eventually women's status in the family and society would be enhanced by playing a critical role in meeting the aspirations of the family members and thus gaining confidences to deal with adversities .Their assets, abilities and attitude would also improve significantly.

The project goals are to make the assisted women capable and confident to work together for continuous improvement in the living condition of their families through improved access to water, quality agriculture lands, quality inputs at right time for fair cost, women friendly equipments, adequate financial services, vibrant extension system to continually update their knowledge and skills and markets. They will have increased awareness and ability to access entitlements that can drive value for agriculture livelihoods. They will adopt scientific practices to intensify present crops and diversity into new crops and some of them will go for value addition to realize better price for their product. Eventually the women are expected to have an improved status both in family and the society.

The Goal, Objective, major tasks and Output in this project is attached in annexure -A in a tabular form.

C. Activities undertaken so far

The MKSP proposal of PRADAN for the three districts namely Rayagada, Keonjhar and Mayurbhanj was approved on 28.02.2013. However the M.O.U. was signed in the last week of March'13. On 16th July we got an official letter to commence the work looking at the need of time as Kharif season was already started. So we identified blocks and clusters to undertake this project. In selective villages within the identified clusters, few practices were identified based on the principles of sustainable agriculture to undertake in the first year. So we decided to go raising lots of gliricidea plants which will supply sufficient bio-mass for the crops. However due to delay of the project, we could only raised more than 1 lakh of gliricidea seedling which were planned to plant either in the field bunds or around the boundary of the homestead land in the coming year at the beginning of the onset of monsoon..

Cluster level Krushakmela of SHG members were organized to create an identity of woman as farmers. However we could not take on this movement much longer as there was big delay of the release of the money. With this uncertainty, many of the activities initiated came to a standstill.

Finally the 1st installment sanctioned money of central share was released on 20th Novemeber'2013 (after 7 months of signing M.O.U).

On 23rd November'2013 we again conducted an orientation programme on MKSP project with all the concerned professionals of each blocks of three districts at the state level. We treated 16th novemeber as the start date of our MKSP Project. We revisited the objectives and its activities in details.

1. 6000 women members of SHG in the identified projects have developed farm-production-system by appropriate land and water development.
2. Introduce sustainable farming practices like soil nutrition enrichment measures, Integrated pest management etc with 3500 participant women

3. 60% participant women intensify and diversify their farm portfolio increasing income and reducing volatility suited to their resource endowments. They meet their food sufficiency and earn cash income of Rs15000/- per annum from the intervention at the end of the project Period.
4. Pilot specific interventions with 25 % participant women on drudgery reduction
5. 12 Production clusters will be developed around selective specific commodity with 6000 households and Gram Panchayat Level Federation (GPLF) will be promoted to provide various techno-managerial supports to the Producers.
6. 240 Community resource persons will be developed at village level and they will provide hand holding support to the producers. 24 Community based entrepreneurs will be promoted to provide various agro and market related services to the community.
7. 12 paravets will be developed as entrepreneurs to provide vaccination and other health services to the small ruminants and poultry birds.
8. Reducing gender inequality.

Later on a broad classification of deliverables over three years along with the detailed action plan was prepared for one year.

The broad deliverables over three years (Nov.2013-Oct.2016)

Deliverables	Yr-1	Yr-2	Yr-3	Total
Women members organized into SHG	3000	6000	6000	6000
Women members organized into Producer groups	3000	6000	6000	6000
No. of women adopted farming system	2000	4000	6000	6000
No. of women practicing sustainable agriculture	1000	2500	3500	3500
No. of women attending food sufficiency	1500	3000	3500	3500
No. of women earning Rs15000/- annual income through our intervention	1000	2500	3500	3500
No. of women using drudgery reduction farm implements	500	1000	1500	1500
No. of production cluster initiated	7	12	12	12
No. of community resource person groomed	132	264	264	264

Note: This is a tentative distribution of plan. However while preparing the DPR, the action plan will be more detailed with time line.

D. Activity Schedule (Gantt Chart) for the 1st year (Nov 13-Oct' 14)

A tentative plan of action for a year has been presented below in tabular form.

			2013					2014						
Sl. No	Activities	Description of the activity	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1	Receipt of 1st installment	Fund receipt from OLM												
2	Orientation	State level discussion on MKSP proposal, its modalities, Key deliverables, Fund flow mechanism and reporting												
3	Submitt of Inception report													
4	Identification of proposed production cluster (with detailed village list) to be taken under MKSP	It is selection of GP and Villages where there are maximum no. of well organized women SHGs and also in a cluster approach												
5	Selection and Orientation of implementing staffs	It is the placement of implementing staff under MKSP project and building their conceptual understanding of the project mandate.												
6	Training to the implementing staff													
7	Facilitate women to prepare farm based livelihood plan for improvement of their farming system	Conducting Mahila krushak Utsav for initiating agriculture plan by women, identification of potential women farmers												
8	Crop and POP finalization - for kharif and rabi season keeping focus on sustainable practices	Selection of crop based on nutritional requirement and market attractiveness. Preparation of POP based on principles of sustainable practices for khariff and Rabi												
9	Training and hand holding support to CRPs	Class room and on field training												
10	Organising women as producer groups (VLC/PG) at village/hamlet level	Formation of women producer group at hamlet/village level												

11	Selection of CRP in consultation with SHG/PG													
12	Training and hand holding support to CRPs	Class room and on field training												
18	Implementation of plan													
13	Base line survey	10 % sample data collection for base line survey												
14	Initiation of sharing of the concept of PC at PG level	A meeting with members of Producer groups on the idea of PC												
15	Initiation of formation of PC	Formation of PC												
17	Initiation of formation of Producer service resource centre as a part of GPLF wing	Start of their meeting at regular basis to discuss on input and output linkage of the produce												
18	DPR preparation	Detailed project report												

E. How the individual activity will be undertaken & by whom

PRADAN will continue its strategy of formation and nurturing of Women SHGs as a part of grass root mobilization. However taking learning from the past experiences PRADAN may add new dimensions to the existing institution mechanism to strengthen the input and output linkage.

At the beginning of the project, PRADAN will do a base line survey (10% of sample survey) to understand the present status of women with respect to the expected output of the project.

A village level committee (VLC) taking selective representative from SHG will be formed. This would function as producer group in this project. The women members of SHG will be the primary members of the producer groups. However the VLC/PG would also include other women of the village in a saturation approach. Later on those members will be brought under the SHG fold. These VLC/producer group will facilitate SHG members to prepare Village Agriculture Development Plan(VADP) in the village. Subsequently those plans will be detailed out in the SHG.

The Community resource person (CRP) preferable the woman from the same village will be identified by VLC/PG to provide hand holding support to women members in their livelihood activity. One CRP will be groomed around one VLC/PG. Those CRPs will be trained and guided by PRADAN and Para-professionals. The para professionals will be selected by PRADAN in consultation with the VLC/PG. There would be 2-3 para-professionals around 500 producers.

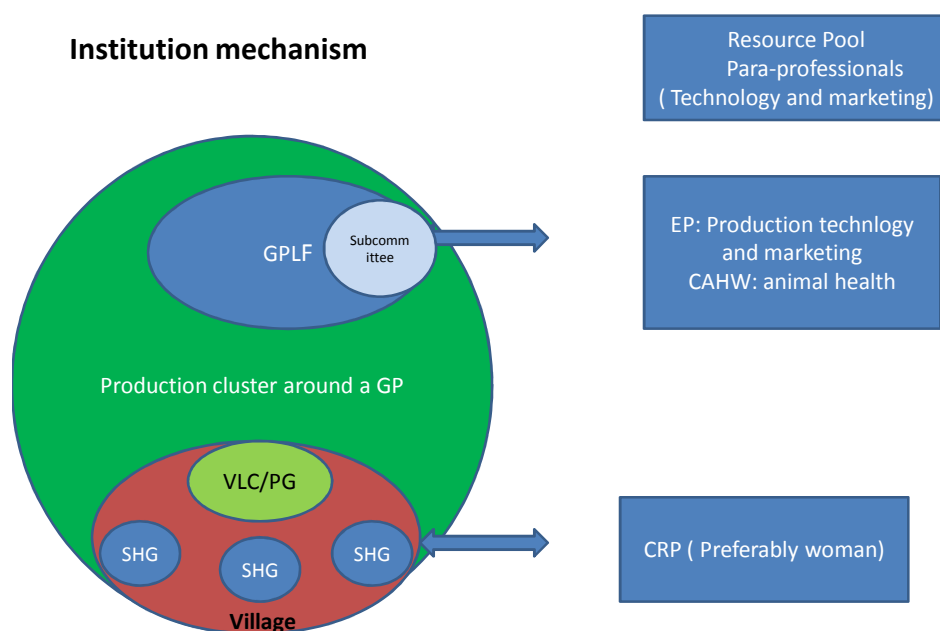
A production cluster has been visualized around 500 producers in a GP. At the beginning it may start with 2-3 GPs (the GP will be selected based on outreach and geographical location) but latter on it will be established around a GP. However this number of producers may vary considering the volume of production and

accessibility by women farmers. These para-professionals will be trained by PRADAN/Expert and in turn they would play a critical role in building capacity of CRP and women to build their confidence to take up agriculture activity on their own.

The GPLF will have a subcommittee/ wing representing members from SHG/PG who would help in creating a service resource centre at production cluster level to provide agro production technology and marketing services to the women farmers. This GPLF subcommittee will be referred as Producer federation as mentioned in the proposal. Where GPLF has not been formed properly, few representatives from VLCs/PGs will be selected by VLCs/PGs and would play the same role. As soon as GPLF forms, they become part of the GPLF subcommittee/wing. It would guide and ensure technical and market related services to its members.

This GPLF subcommittee/wing will identify Agriculture entrepreneurs (AEPs) and Community Animal Health workers (CAHW, It is referred as para-vet in this proposal) for the service resource centre. They will be trained by PRADAN professionals and experts. They will provide services related to production and marketing in a revenue model basis. There will be a collection center at production cluster level to collect, grade and market produce. The community animal health workers (CAHW) will provide various health and market related services to the women.

Institutional mechanisms under the project is explained as below



(PG: Producers group, VLC: Village level committee; EP: Entrepreneur, CAHW: Community Animal Health worker, CRP: Community resource person, SHG: Self Help Group)

The crop mix and crop sequence around a production cluster will be identified to ensure food sufficiency and income of Rs15000/- at the family level. The crop selection will depend on the market attractiveness and community suitability. Best practices for sustainable agriculture will be prepared focusing on the principles of selection of crop, soil health, land and water management, agronomic practices, non pesticide pest management, etc. Plans will be made to incorporate more and more organic matter into the soil by green maturing and decomposing the crop residues, cow dung and other wastes. Use of only inorganic manure otherwise would deplete the soil. The families will be trained in preparing organic manures (composting) and pest repellents. Appropriate crop rotation would also be introduced to maintain the soil health. They will be encouraged to treat their uplands with time to reduce the acidity of the soil.

PRADAN would facilitate the plans of VLC/PG for land and water development to support agriculture to be implemented through convergence. The PRI and Government's role is very critical here to realize the plan through convergence.

Regular review of progress made against stated objectives of the project and making mid course adjustments go a long way in achieving the envisaged goals. It is proposed to have a multi-level review and correction system to keep the project on track to eliminate poverty from the lives of 6000 poor families in these 3 districts.

Mahilakissan card will be designed and data will be captured regularly to track the progress. Process and systems are in place to collect data from field. PRADAN has developed its own data base system called PRADAN M.I.S which can also provide accurate and transparent data for this project in every quarter.

The roles of different actors under this project are as follows:

OLM:

- It will guide the overall functioning of the project and will ensure the smooth fund flow in time
- It would ensure the approval of village plan through convergence of different govt. programmes like MGNREGA, Agriculture etc

PRADAN

- Supervise the whole programme moves in a desired direction
- Identification of production cluster, capacity building of para professionals, CRPs, Institution building, Fund management etc and overall implementation of the project

Expected Output for the first year (Nov 2013- Oct.2014)

- 3000 women from well functioning SHGs will be organized around VLC/PG
- 2000 women adopting farming system
- 1000 women adopting practices of sustainable agriculture
- 1500 women and their families attaining food sufficiency
- 1000 women and their families earning Rs15000/- from our intervention
- 500 women using farm implements to reduce drudgery
- 132 CRPs were groomed to provide support to women farmers

Expected Convergence:

The women members of SHG will prepare village agriculture development plan and will submit it in appropriate places for approval. The plans will be prepared in an integrated natural resource management approach. It will include land and water activities like Land leveling, bunding, creation of irrigations infra structures, fruit tree plantations etc . These components are very critical to help the women farmers to reach the desired stage through sustainable agriculture as per the MKSP project mandate. So the district level convergence of various programmes like MGNREGA, NHM, IAP , RKVY and other related programmes of agriculture, Horticulture , veterinary. and fishery department etc would be the critical components under this project to provide support to a woman farmer to reach the desired state

Beside this credit also plays an important role for the women farmers to invest in her agriculture field to get the desired return. Ensuring availability of required credit in right time to woman through SHG always remains a challenge for us. So the role of financial institutions like Banks is very essential in providing required credit to SHG in right time.

Budget allocation (Nov 13-Oct'14) as per the allotted budget is attached in the annexure-B