

Project Title: Market linked sustainable development of the Agriculture focusing on the LEISA techniques

R- NGO: Action for Agricultural Renewal In Maharashtra (AFARM)

Dist: Amravti (10 villages from Chandur Rly block)

Rational for Sub project

- Target group is in accordance with the CAIM project targeted community. 51 % BPL (BPL and PRA BPL), 27% Sc / ST, 26 % land less, 70 % small and marginal land holders.
- Existing institutions need the strengthening and has wide scope for the development. 59 functional SHGs out of 80 existing.
- Only 27.36 % of farmers availed the facility of crop insurance and that of 15.41 % in case of life insurance.
- Only 5.16 % of the cultivable land is under irrigation, 68% of the land potential is rainfed.
- Heavy dependence on external agriculture inputs (chemicals) increasing the cost of production.
- Only 27 % of the families are having the indigenous breeds of milking animals resulting in 418 lit per day milk production in the cluster.

Village wise project beneficiary with the criteria for the selection is as follows:

Village	Project HH	BPL	PRA BPL	Sc	ST	NT	S & M	LL	WH
Amdari	127	70	1	42	4	0	100	16	14
Nimla	43	30	2	9	4	0	22	17	7
Pathargaon	132	58	7	38	0	71	110	13	13
Salora	171	61	27	20	4	145	135	29	26
Tembhurni	116	50	9	51	7	0	75	33	19
Umarpura	41	13	1	35	0	--	35	0	4
Thugaon	76	29	13	55	14	4	49	22	8
Vadhona	90	26	4	1	0	89	56	30	9
Jalka	376	205	40	65	9	18	239	118	48
Amala	995	407	47	97	51	35	700	294	148
Total	2167	949	151	413	93	362	1521	572	296

Interventions

Objective 1: To build the institutional capacity at the village and cluster level to assess and assure resources and other entitlements available from government, private and civil society sources.

- Activity 1.1 : Organizing & Training to VDCs (10), SHGs (75) and JLGs (40)

- Activity 1.2 : Training to W. V (10) .
- Activity 1.3 : Establishment & Training of Producer Company (1)
- Activity 1.4 : Training to PC staff and board of Directors.

Sr.NO	Name of the training	Target group	Duration	No of trainings
1	Orientation Training	JLG members	1 days	40
2	Orientation Training	SHG members	1 days	75
3	Entrepreneurship development -			
	Dairy	Selected entrepreneur	2 days	1
	Poultry	Selected entrepreneur	2 days	2
	Vermin compost	Selected entrepreneur	2 days	2
	Orange orchard	Selected entrepreneur	2 days	1
	Lemon with Drumstick orchard	Selected entrepreneur	2 days	2
	Lac cultivation.	Selected entrepreneur	2 days	2
4	Collectivization and aggregation of agriculture commodities.	Producer group members	1 Day	1
5	Orientation on PC	Board of director of PC	2 days	1
6	PC management	PC staff	2 days	1
7	On field training on the watershed management.	Watershed volunteer	5 days	1

Partnership building in the project will be as follows:

Institution	Responsibility
AFARM Pune – RNGO	<ul style="list-style-type: none"> ▪ Lead partner: Overall project management and wholesome responsibility towards project deliverables. ▪ Capacity building, Technical Assistance, Regular Reporting & feedback.
Apeksha Homeo Society, Amravati (FNGO)	<ul style="list-style-type: none"> ▪ Cater the needs of CBOs, through hand holding support, for the convergence of the schemes, under the technical guidance of lead partner.
Eco Farm Yeotmal.	<ul style="list-style-type: none"> ▪ Organic Cotton procurement and services
CCI Chandur Rly.	<ul style="list-style-type: none"> ▪ Cotton Procurement and services
Surja Bhivson Pvt ltd	<ul style="list-style-type: none"> ▪ Procurement of milk & input support for the milch animal purchase, fodder supply, training support.
Bhaskar Foods Pvt Ltd	<ul style="list-style-type: none"> ▪ Soyabean Procurement and services
Vidyanan Ashram, Pune	<ul style="list-style-type: none"> ▪ Skill Trainings for identified entrepreneurs

Objective 2: To promote the low cost sustainable agriculture practices through the adoption of LEISA methods responding to the technological options demanded by the farmers

- Activity 2.1 : FFS on LEISA, with demonstration (30)
- Activity 2.2 : Farmers Training and orientation (60 trngs)

➤ Activity 2.3 : PPP (4)for soyabean, organic cotton, inorganic cotton and Dairy

The farmers in the cluster of project villages will be directly linked through the PC to the processors in Private and Co-operative sector to maximize the profit per quintal. The following benefits to both the producer as well as Private sector are seen as below,

Benefits to the producers:

- Reduction in the cost of transaction.
- Reduction in the losses in quantity due to number of stages in marketing the produce ultimately to the processors.
- Reduction in losses due to cheating in weights and measurements.
- No price and quality loss.
- Premium on graded and cleaned produce from the processors.
- Immediate payment without paying any commission.

Benefits to the Private sector:

- Direct link with the producers through PC.
- Will get good quality of produce without deterioration and adulteration by middlemen.
- Savings on cost of transportation and cleaning/grading labor expenses.
- Can build good rapport with the PC and get assurance of quality regular raw material supply.
- Can guide producers on market trends, timings, quality parameters, varieties etc.
- Private sector can undertake CSR activities in the cluster for mutual benefits.

There will be win-win situation for both the producers and the Private sector.

Objective 3 : To provide the framework for the farmers to be able to increase cropping intensities and productivity under rain-fed conditions

➤ Activity 3.1 : Village Planning (10)

➤ Activity 3.2 : In situ soil and water conservation works (2550 Ha)

Sr.No	Activities / sub activities	Units	No of units	Unit Cost (Rs.)	Amount (Rs)
A	In-situ Soil water conservation (2550 Ha)				
1	Farm Bunding (Soil)	Cu m	291000	48	13968000
2	Farm Bunding (Stone)	Cu m	20400	65	1326000
3	Gully Plug	Nos	47	680	31960
	Total A				15325960
B	Rain water Harvesting				
1	CNB de-silting	Nos	15	15000	225000
6	New Well	Nos	30	42000	1260000
7	Farm pond (25 Mt* 20 Mt*3Mt)	Nos	30	42360	1270800
8	Pump set	Nos	30	20000	600000

	Total B				3355800
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Objective 4 : To improve the income of the households by graduating them from subsistence income generation activity to micro enterprise by improving their access to improved inputs, technology, credit and marketing

- *Activity 4.1 : Training to identified micro entrepreneurs (291)*
- *Activity 4.2 : Agri (Horticulture (150), Vermi-culture etc.(30)) and lack cultivation (80) Dairy (50), poultry(80)) based micro enterprise development*
- *Activity 4.3 : Primary Processing Unit –mini dal mil (1)*

A consultant having good experience in the filed was engaged to work out the end to end market chain. He has conducted the meetings with farmers and SHG groups and come up with the most feasible and locally accepted micro enterprises and also had in depth discussion on the probable end users (market players). Detail business plans are given in DPR.

Sr. No	Enterprise	Family Covered
A	Non Agri- based enterprises	
1	Household dairy	50
2	Household poultry,	80
3	Mini dal mill	11
4	Lac cultivation	80
B	Agri- based enterprises	
5	Orange Orchards	130
6	Drumstick +lemon plantation	20
7	Vermi culture production centre	30
8	Fodder development	50
	Total	451

Gender Mainstreaming plan

- Sub project implementing team will be inclusive of the at least one women member and rest of the members will be appropriately sensitized on the gender issues.
- It will be an intended effort to ensure at least 50% of membership of women in all CBOs promoted in the project and also in PC. To ensure the active participation of the women members in the CBOs decision making processes, the project will sensitize, both men and women members, capacitate them through regular handholding support.
- The project will promote the participation of the women from the project village in FFS and farmer trainings to enhance the knowledge and skill pertaining to the LEISA
- Through the orientation training and special training to the SHG members knowledge and skills on micro enterprise.

- SHGs will be constituted and capacitate on the issues like women right (focusing to enhance participation in the decision making at GP/GS level) so that they can come up as a forum for the women to execute their rights.
- Handholding support will be given to establish the joint title on land and house (husband and spouse). The beneficiaries for the micro enterprise will be selected giving priority to the women members.
- Project will facilitate the process of evolving village specific road map for the women empowerment.

Knowledge Management Plan:

The improved and indigenous knowledge management, within the cluster will be done through:

- Using institutional platform as PC, VDC, JLGs, and SHGs.
- Learning sharing through FFS, farmers trainings, demonstrations.
- Records of monthly meetings, proceedings of the VDCs SHGs.
- Monthly, quarterly and annual meeting of the project implementation team, where the recording of the out put of the activity level, use of output will be carried out.
- Out side the cluster, knowledge management will be done through:
- Case studies.
- Periodical reporting to DPMT
- And aslo from the PC to out side market players and service providers.

Outputs

- In all 10 organized FFS involving, 50 FG and 60 JLGs are formed and their efforts for marketing and backward- forward linkages, collectivized at cluster level in the form of Producer Company.
- 2905 Ha of arable land are treated with in- situ water conservation, including the provision of 55 water harvesting structures with the active involvement of 10 VDCs and WV.
- 60 % of the cultivable areas are gradually brought under LEISA, owned by target groups.
- 422 households belonging to BPL and Land Less, successfully running agriculture and livestock based micro enterprises,

Expected economic outcomes

- Average per Ha farm income increased by 48.31% from INR 11430 to INR 16952 at full development stage. This is because of the marginal increase in production (by 10%), in case of major commodities soyabean, cotton and tur and mainly due to the reduction in the input cost (by 40%) through the use of complete LEISA technique focusing organic methods and (by 25%) in case of farmers practicing some components of LEISA.
- Average farming family income increased from INR 22894 to INR 34989, the increase in equal to 53% of the present.

- Annual Incomes from micro enterprises ranges from Rs 40848 to Rs 42272 per unit in case of agri. based enterprises and Rs 10000 to Rs 56684 per unit in case of non agri. based enterprises.
- The annual income of the families rearing the milk animals is increased by Rs.15980.00, through the sale of milk.
- Household food production (including oil seeds) is 1117 kg at present and 1229 kg at full development stage.
- Average household cotton production is 12.69 qtl at present and 14 qtl at full development stage, with net increase of 10.32%.
- Household level income of the families those are direct beneficiary of the soil and water conservation works will increase by 10% at the full development stage.
- Total food production will increase by 10% at full development stage .i.e from 9317 qtl to 10237 qtl. Production of oil seeds will increase from 8515 qtl to 9367 qtl.
- Milk production at present in the cluster is 418 lit per day and at full development stage 900 lit per day.
- In all 153123 mandays of employment will be generated during the implementation of the SWC works in the cluster. In the first year 52800 mandays, in second year 65583 mandays and in third year 34740 mandays will be generated.
- Work of farm bunding, stone bunding and gully plugs will reduce the runoff and thus the soil loss. This will also retain the moisture and provide the residual moisture for rabbi crops to sustain in dry spell.
- A watershed volunteer from the village, trained from the project, will be the asset for the village to act as support for the implementation of the land development activities.
- Non-exploitative Market chain is established providing optimum cost of the produce to the farmers. The producer groups are availing the facilities of the well established PC.

Budget Summary:

Sr. No	Components	Amount INR
1	Partnership development and capacity development	4,07,500
2	Market linkages and Value Chain	51,26,200
4	Sustainable Agriculture (SAD)	2,05,46,760
5	Micro Enterprises and SME	1,50,83,400
6	NGO Service Charges	34,44,200
	Total	4,46,08,060
76 % of the total cost will be covered from govt. schemes.		

The details of budget are as follows:

Sr. No.	Activit y Code	Particular	Unit	Tota l Phys ical	Unit cost	Total		Project	SRTT	Govt.	Private	Ben	Ban k
						Physi cal	financ ial						
Component 1. A : Partnership Building and Capacity Development (PBCD)													
Capacity Development													
7	A.1.7	Organizing VDCs	Village	10	5,000	10	50000	50000					
8	A.1.8	Training CMRC Staff	CMRC			0	0						
9	A.1.9	Producer companies	Village	10		0	0						
		Seed Capital to Produce Company	Compa ny	1	200,000	1	200000	200000					
		training to Producer groups on PC formation	village	10	2,000		20000	20000					
		Training to PC staff	Trainee	3	1,500	3	4500	4500					
		Training to PC board of Directors	Trainee	12	1,500	12	18000	18000					
10	A.1.10	Orientation training to SHGs	SHG	75	1,000	75	75000		75000				
11	A.1.11	Orientation training to JLGs	JLG	40	1,000	40	40000		40000				
Total Component 1.A							407500	292500	115000	0	0	0	0
Component 2.A: Market Linkages and Value chain (PMVC)													
1	B.1.1	Partnership Negotiation	Cluster	1	25,000	1	25000	25000					
2	B.1.2	Agri-business Clusters	Cluster	1	5,000	1	5000	5000					
3	B.1.3	Rural Godowns	No	-		0	0						
4	B.1.4	Organic Cotton	ha	420		420	99120	346920			644280		

Sr. No.	Activity Code	Particular	Unit	Total Physical	Unit cost	Total		Project	SRTT	Govt.	Private	Ben	Bank
						Physical	financial						
		Farm Bunding (Soil)	Cu. M	291000	48	291000	13968000	2095200		11174400		698400	
		Farm Bunding (Stone)	Cu. M	20400	65	20400	1326000	198900		1060800		66300	
		Loose Boulder Structures	Nos	47	680	47	31960	4794		25568		1598	
4	C.1.4	Water harvesting ponds/WHS											
		New Well	No	30	42,000	30	1260000	252000		1008000			
		Farm pond (25 Mt* 20 Mt*3Mt)	No	30	42,360	30	1270800	254160		1016640			
		CNB desilting	No	15	15,000	15	225000	45000		180000		0	
5	C.1.5	Pump sets	No	30	20,000	30	600000	120000		420000		60000	
FFS for Organic Farming													
7	C.1.7	Masters Trainers	Months	36	12,500	36	450000		450000				
8	C.1.8	Farmers Training	No	60	1,250	60	75000		75000	0			
9	C.1.9	Organic Farming Practices	Village	30	27,000	30	810000	0	283500	526500			
10	C.1.10	Zero Tillage	No	1	5,000	1	5000		5000				
11	C.1.11	Grain Bank	-			0	0						
Total Component 2. B							20546760	3495054	813500	15411908	0	826298	0
Component 2.C : Micro-enterprises abd SMEs													

Sr. No.	Activity Code	Particular	Unit	Total Physical	Unit cost	Total		Project	SRTT	Govt.	Private	Ben	Bank
						Physical	financial						
1	D.1.1	Training to Producers	Trainee	451	500	451	225500	225500					
2	D.1.2	Agri-based Enterprises	No			0	0						
	a	Orange (with support from project	Unit	20	68,080	20	1361600	136160	0	544640	0	136160	544640
		organce (from convergence)	Unit	110	68,080	110	7488800			7488800			
	b	Aonla Plantting	Unit	0		0	0	0	0	0	0	0	0
	c	Multilayer Orchards (Drumstick + Lemon)	Unit	20	41,250	20	825000	82500	0	330000	0	82500	330000
	d	Vegetable/Roses	Unit	0		0	0	0	0	0	0	0	0
	e	fodder production	Unit	50	2,500	50	125000	0	0	125000	0	0	0
	f	Organic Compost Unit	Unit	30	60,000	30	1800000	180000	0	720000	0	0	900000
	g	Lac Cultivation	Unit	80	810	80	64800	6480	0	0	0	58320	0
3	D.1.3	Livestock-based Enterprise	No			0	0	0	0	0	0	0	0
	a	House hold Dairy unit	No	50	53,642	50	2682100	268210	0	1072840	0	0	1341050
	b	Goat keeping unit	No	0		0	0	0	0	0	0	0	0
	c	House hold Poultry unit	No	80	2,820	80	225600	22560	0	0	0	0	203040
4	D.1.4	Mini Dal Mill	NO	1	285,000	1	285000	57000	0	99750	0	14250	114000
Total Component 2.C. :							15083400	978410	0	10381030	0	291230	343273

Sr. No.	Activity Code	Particular	Unit	Total Physical	Unit cost	Total		Project	SRTT	Govt.	Private	Ben	Bank
						Physical	financial						
													0
		Sub to total A+B+C					41163860	6624634	1078500	25792938	3117530	1117528	3432730
		NGO services cost					3444200	3444200					
		Grand Total					44608060	10068834	1078500	25792938	3117530	1117528	3432730
		% to the total budget						23	2	58	7	3	8