REVIVING GREEN REVOLUTION

An Initiative of TATA TRUSTS

REVIVING GREEN REVOLUTION CELL

Annual Report | 2021-22

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Vice Chancellor, PAU Ludhiana

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Implementation, Tata Trusts, Mumbai

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Member - Ex officio, Tata Trusts Representative, Regional Manager (Uttarakhand, Himachal and Ladakh), Tata Trusts, Mumbai

Secretary

Mr. Baljinder Singh

Secretary - Ex officio, Executive Director Reviving Green Revolution Cell

Executive Director's Note

Over the last fourteen years, Reviving Green Revolution Cell (RGR Cell) has focused on addressing key issues in agriculture of Punjab and Tamil Nadu by working closely with State Agricultural Universities, State Department of Agriculture and other stake holders to disseminate the farm adoptable technologies to the farming communities. In FY 2021-2022, our programs focussed on enhancing farmer profitability for small and marginal farmers by reducing production cost and enhancing crop productivity through adopting sustainable practices; addressing the key issues on crop residue management; providing drinking water facilities to the rural households and skill building interventions.

While, for the better cotton production, an emphasis was laid on water stewardship, biodiversity, conservation, fiber quality and decent work conditions, alongside advocating for reducing use of pesticides and adoption of protective measures, farmers were made aware of the in-situ paddy residue incorporation for reducing the burning of the crop residue vis-à-vis soil health component. Basis the RGR experience over three years, the upscaling project coming from The Nature Conservancy (TNC) would be big boost to spread awareness on farmers to practice no burn agriculture. This would also be an opportunity for RGR to move towards incentivising conservation agriculture practices through carbon credit market.

The partnership developed with Department of Water Supply & Sanitation (DWSS), Government of Punjab opened another avenue for RGR Cell to work across themes of Tata Trusts of national relevance. RGR Cell is working across 600 villages in Moga and Ferozepur districts to bring behaviour change in communities for water supply schemes.

The interventions in Tamil Nadu involved the strengthening of the institution building part creating market linkage, brands as prototype for Latchathipathi Vivasay model. The intervention on sustainable tea production, SRI in Paddy, improved Agri practices for millets, livestock and water source development will prove a major milestone towards promoting profitable agriculture for small and marginal farmers in Tamil Nadu.

RGR Cell is grateful to our funding partners – Tata Trusts, World Wildlife Fund for Nature (WWF), Government of Punjab, Titan Company Limited and trustea foundation for their continued support and trust in a shared mission. We are also thankful to our technical partners – Punjab Agricultural University, Ludhiana and Tamil Nadu Agricultural University, Coimbatore for their technical guidance in ensuring lab to field transfer of technologies.

We look forward for the continued support from our esteemed partners towards building strong rural communities.

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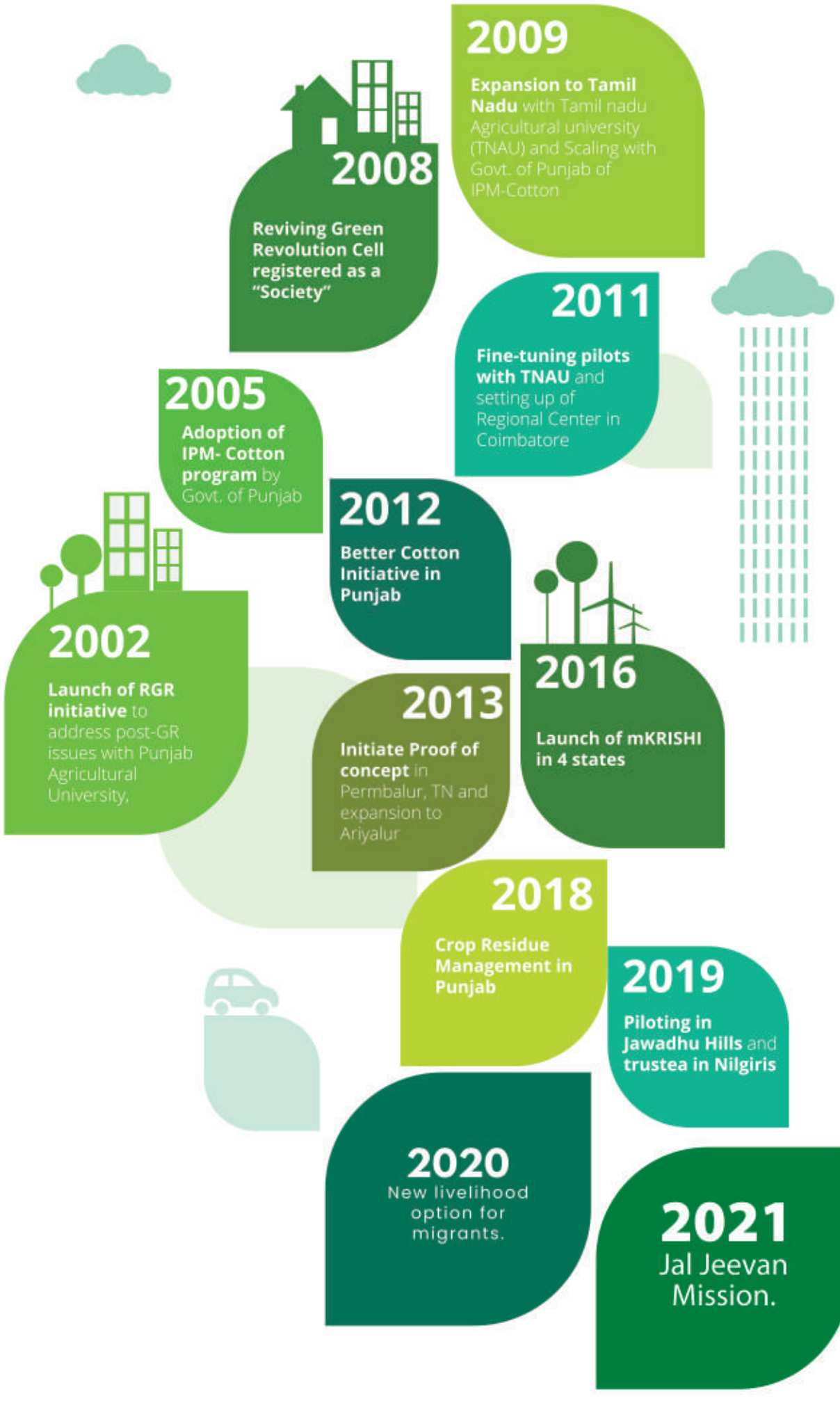
RGR Cell
An introduction


2002
Launch of RGR initiative to address post-GR issues with Punjab Agricultural University.
2005
Adoption of IPM- Cotton program by Govt. of Punjab
2008
Reviving Green Revolution Cell registered as a "Society"
2009
Expansion to Tamil Nadu with Tamil nadu Agricultural university (TNAU) and Scaling with Govt. of Punjab of IPM-Cotton
2011
Fine-tuning pilots with TNAU and setting up of Regional Center in Coimbatore
2012
Better Cotton Initiative in Punjab
2013
Initiate Proof of concept in Permbalur, TN and expansion to Ariyalur
2016
Launch of mKRISHI in 4 states
2018
Crop Residue Management in Punjab
2019
Piloting in Jawadhu Hills and trustea in Nilgiris
2020
New livelihood option for migrants.
2021
Jal Jeevan Mission.

JOURNEY
so far

Though the Green Revolution significantly increased crop production, it also caused a long-lasting impact on farm lands, which was especially felt in Punjab. Excessive use of agrochemicals and over-exploitation of sub-surface water left Punjab farmers troubled with falling groundwater levels, severe air pollution and soil nutrient depletion. This further increased the cost of production for farmers, who had limited know-how on redressal measures.

In 2008, Tata Trusts set up the Reviving Green Revolution Cell (RGR Cell) to address these detrimental effects of the post-Green Revolution era. Technologies to reverse this damage existed within the confines of a research lab but, large-scale farmer dissemination was lacking. In partnership with the Punjab Agricultural University, RGR Cell identified and worked to implement simple, cost-effective measures directly with the farmers. Initial work focused on multi-crop Integrated Pest Management (IPM) in a Zero-Subsidy Agriculture Model in Punjab and generated a successful replicable and scalable extension model.

Encouraged by successful implementation of IPM in Punjab, IPM was scaled to Tamil Nadu, Maharashtra and Gujarat. Further, RGR Cell developed a partnership with Tamil Nadu Agricultural University (TNAU), Coimbatore, to address agricultural issues faced by farmers in tribal and drought-prone regions of Tamil Nadu. By 2011, a number of innovative programs, from developing a new drought-tolerant hybrid rice variety to saturating Jawadhu Hills under a new little millet variety and promoting Azolla as a super feed for livestock were piloted. In 2013, based on the success achieved through TNAU implemented pilot programs, we ventured into direct implementation in Tamil Nadu and successfully implemented the IPM-Cotton program in drought-affected Perambalur district.

Over the years, we have evolved our programs based on emerging needs of the agricultural sector. We have adopted a cropping cycle approach in Punjab; integrated Information Communication Technology (ICT) in agriculture through the Tata Consultancy Services mKRISHI® platform; created market linkages for fair price and promoted institutions such as Farmer Producer Companies. At the household level, these interventions have helped in a sustained increase in income and mitigated the resultant environmental risks of the post Green Revolution era.

RGR Cell controls the quality of our program implementation by ensuring regular training to our field staff; close monitoring of programmatic progress; monthly reviews; and promoting transparency and accountability in all operations. In addition, we are working towards making RGR Cell into an agile organisation which can rapidly adapt to the need of the hour and make a transformative difference to small and marginal farmers in Punjab and Tamil Nadu.

This past year has been extremely challenging for everyone. We've all had to learn to live, breathe, conduct business, and meet family in a new way. The echoes of the impact of the pandemic and the ensuing lockdown were heard loud and clear in our project villages too. COVID-19 significantly impacted rural livelihoods especially in the context of agriculture and income generation. Loss of employment and livelihood coupled with a loss of lives turned the atmosphere in the villages very somber in the early days. Further, the migrant crisis had a major impact on household income and brought in an additional challenge to identify and include new strategies to increase household incomes.

However, resilience and ingenuity have helped many restart their lives. Some may have been more fortunate than others in this regard, with RGR cell supporting out-of-work migrants in Jawadu Hills. RGR Cell has attempted to experiment with introducing Goatery as a livelihood option for migrants in Tamil Nadu which has the potential of earning Rs.35-40K/annum - equivalent to what is generated by seasonal migration. Our Goatery programs have ensured these migrants made subsistence wages at the very least. We also ran awareness programs and provided medical assistance in the remote villages of Jawadu Hills.

Partners


BCI
Better
Cotton
Initiative


DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE
GOVERNMENT OF PUNJAB


DEPARTMENT OF HORTICULTURE, PUNJAB


NDDB
DAIRY
SERVICES


PUNJAB AGRICULTURAL UNIVERSITY
1962


TATA TRUSTS

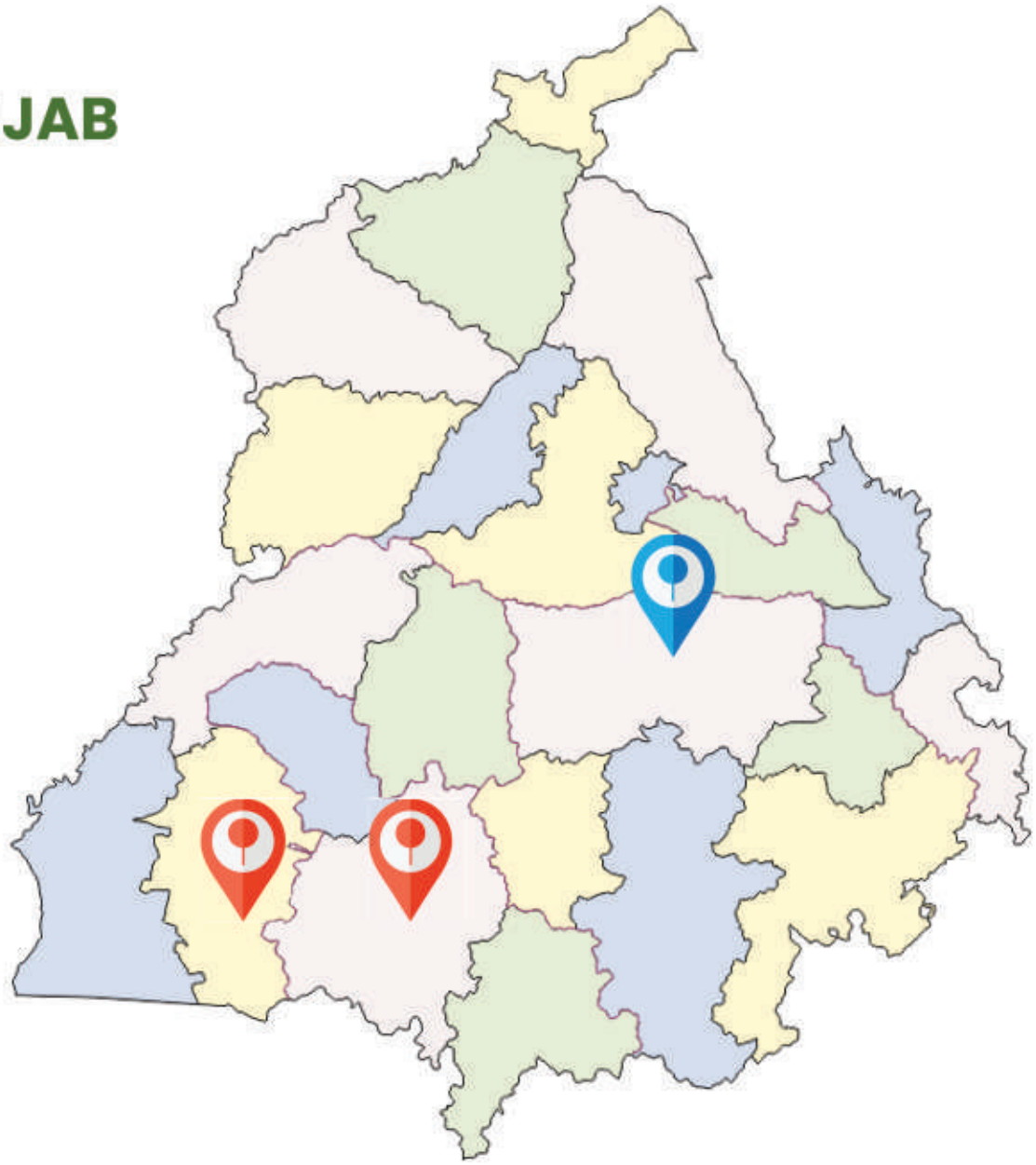

TITAN
COMPANY


WWF


trustea

AREAS
of operation

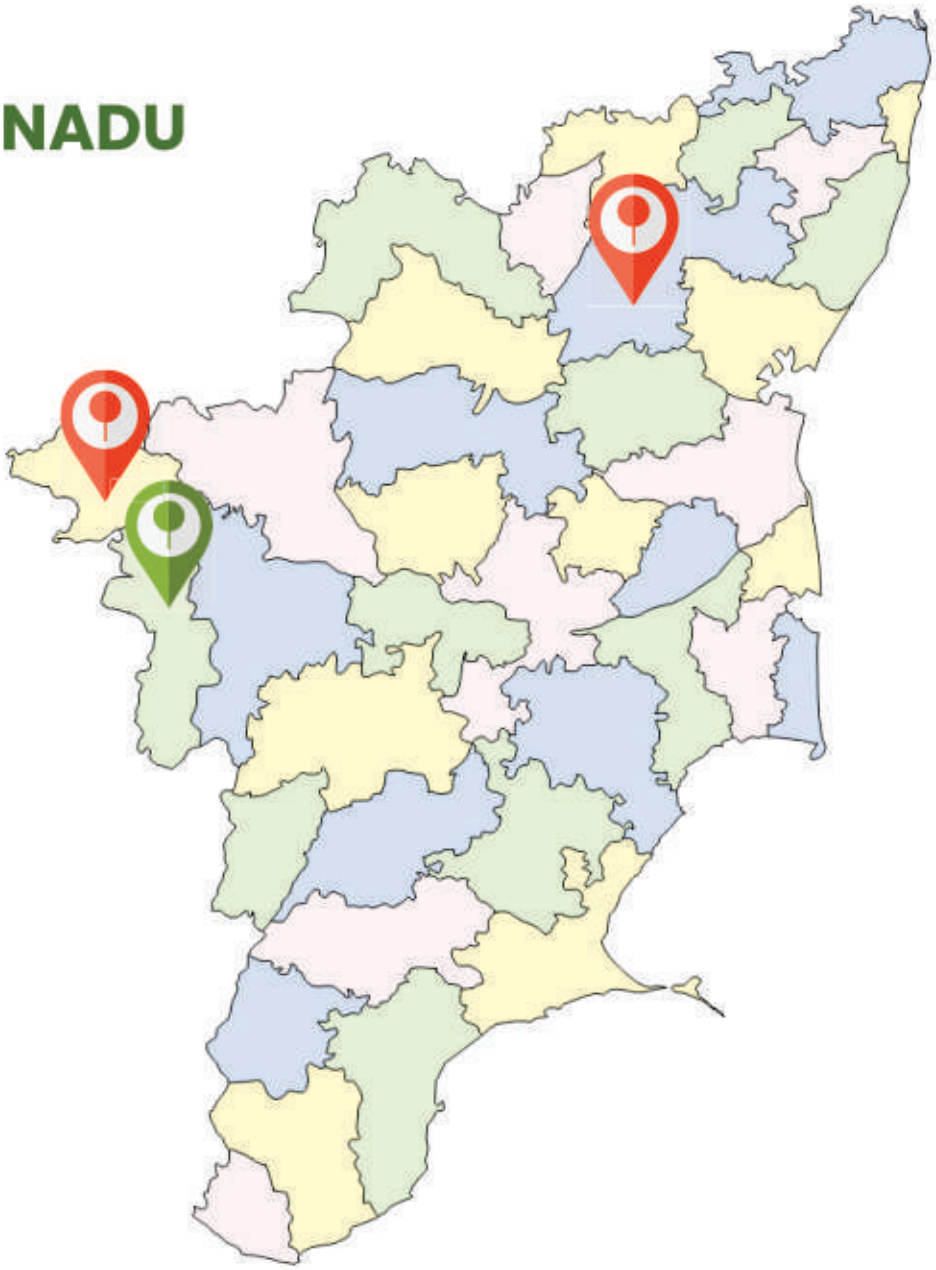
PUNJAB



Head Office, Ludhiana

Field Offices: Malaut and Bhatinda

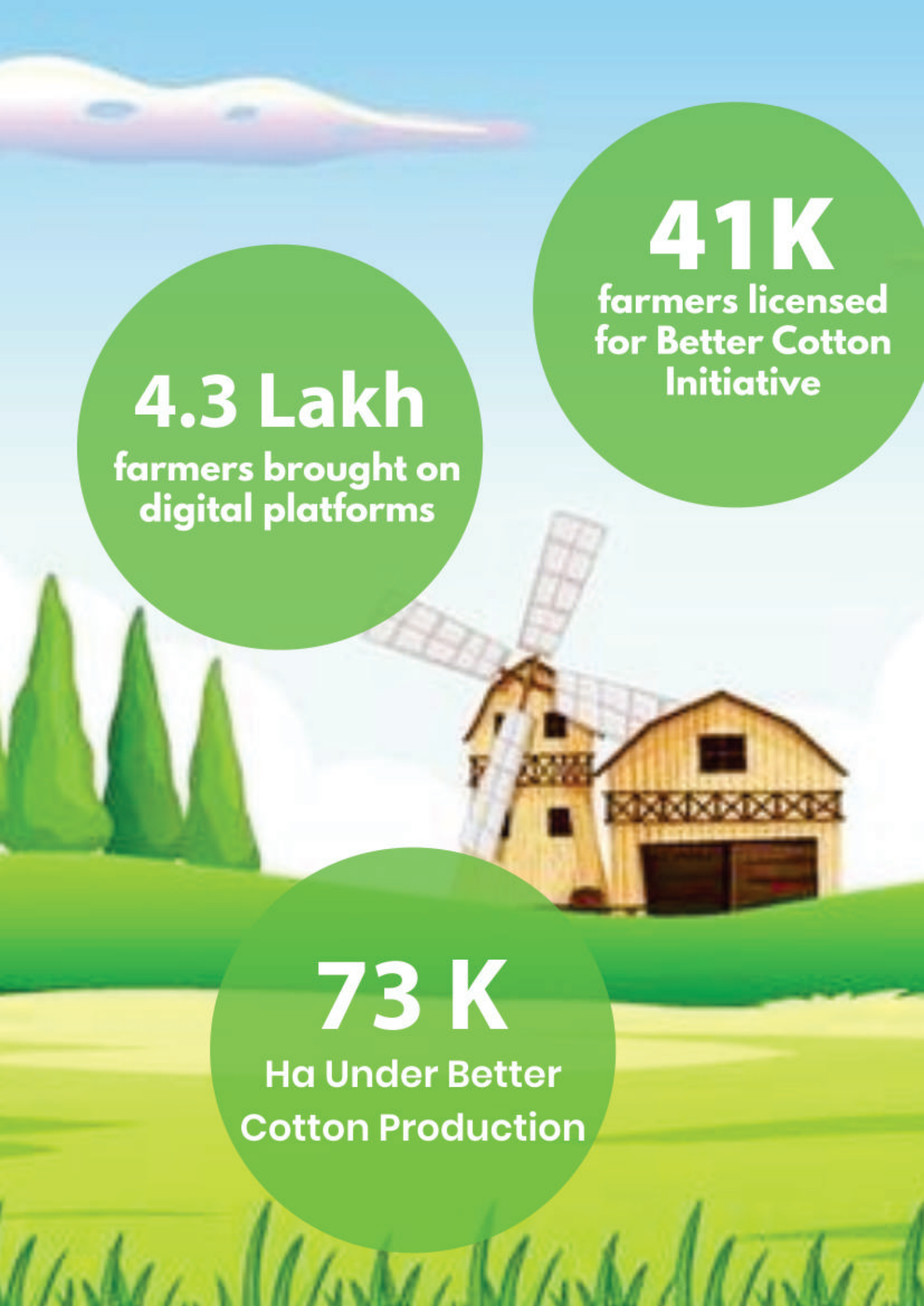
TAMIL NADU

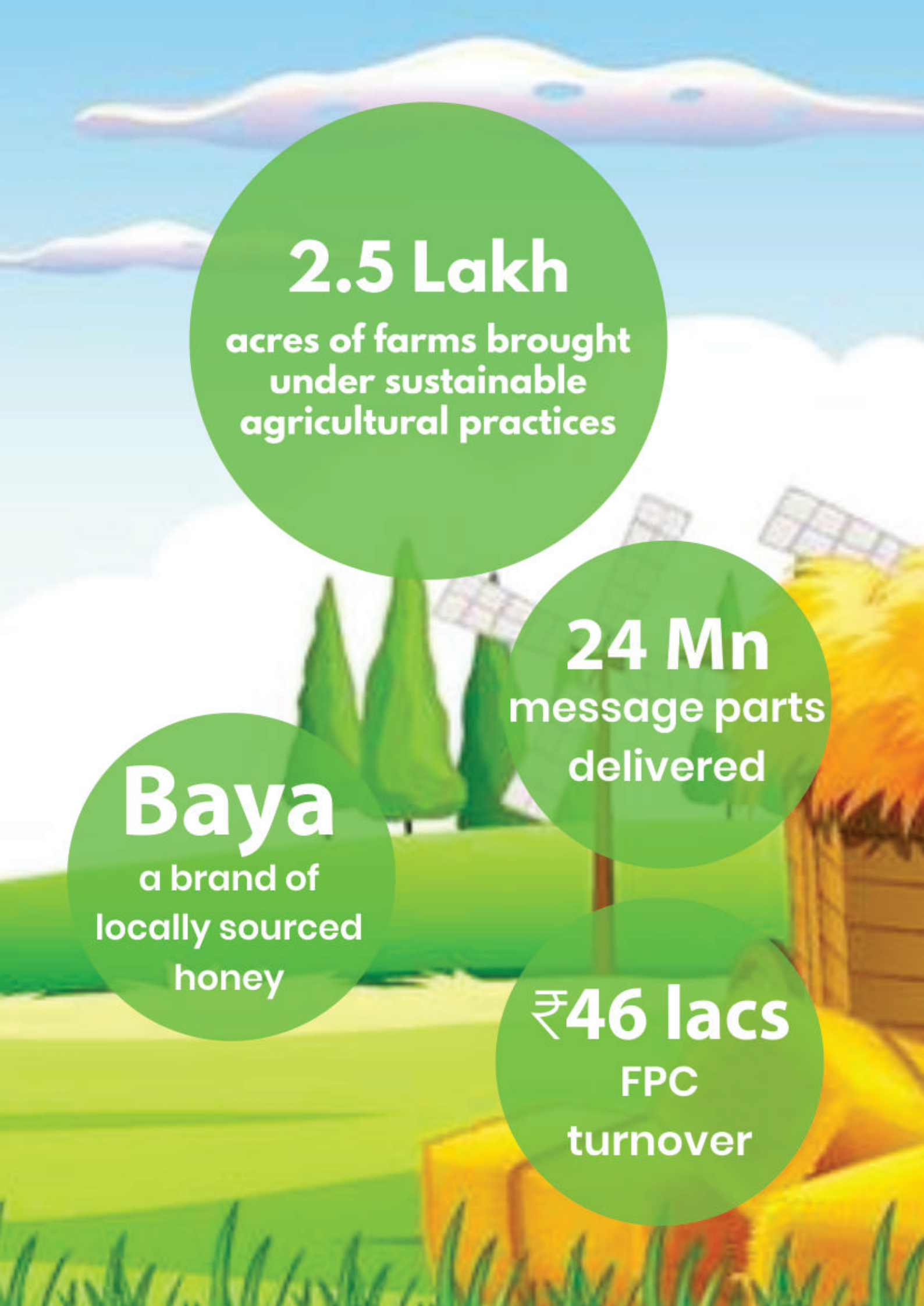


Regional Center, Coimbatore

Field Offices: Coonoor and Jamunamarathur

2021
in a snapshot

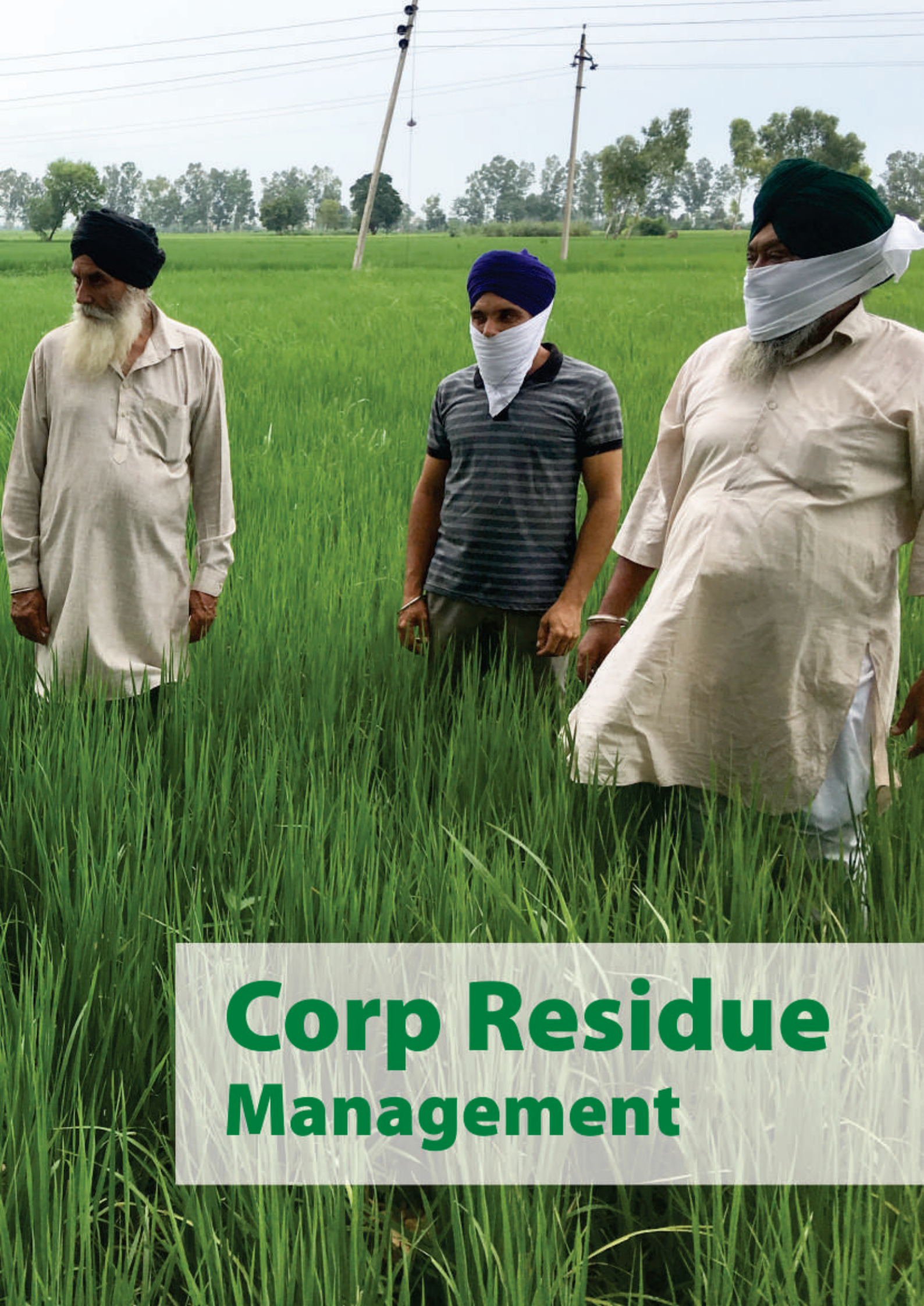

41K
farmers licensed for Better Cotton Initiative
4.3 Lakh
farmers brought on digital platforms
73 K
Ha Under Better Cotton Production


2.5 Lakh
acres of farms brought under sustainable agricultural practices
24 Mn
message parts delivered
Baya
a brand of locally sourced honey
₹46 lacs
FPC turnover

2

Impact Themes 2021-2022

a. Crop Residue Management
b. Better Cotton Initiative
c. Promoting Tribal Women Entrepreneurship
d. trustea Program
e. e - Mobile Vending Carts



Corp Residue Management


9
districts
9,731
acres planted
using project assisted
Happy Seeders
21%
reduction in cost
of chemical
fertilizers


1,860
village
level camps
540
villages
under direct
demonstration

STUBBLE burning

The widespread burning of agricultural waste in India's northern states is a significant source of air pollution, particularly in the winter months. Around 20 million tons of rice residue are burned each year in Punjab, Haryana and Western Uttar Pradesh. This practice diminishes soil health, affects long-terms agricultural productivity and contributes to climate change. Thus, putting the livelihoods of millions of farmers at risk. In addition, people living in surrounding areas - especially New Delhi and national Capital Region with its 25 million residents, are impacted each year by air pollution caused because of these practices.

CROP RESIDUE
Management Progam

RGR Cell initiated the promotion of Crop Residue Management program which offers a no-burn alternative to farmers for in-situ & ex-situ management of paddy residue instead of burning it. We provided easy accessibility to straw management machines and on-ground training to enable farmers to effectively manage the problem as well as increase their profit margin.

Objectives of the Program

- Promote in-situ management of crop residue by using Happy Seeder and other technologies
- Support custom hiring of in-situ crop residue management machinery by establishing "Straw Management Sewa Kendras (SMSK)"
- Deploy cost effective apps for mobile-based advisory and management of available machinery for timely sowing of wheat


TATA TRUSTS
Ending Crop Residue Burning in Punjab
Through Happy Seeder Technology


TATA TRUSTS
ਹੈਪੀ ਸੀਡਰ ਤਕਨੀਕ ਰਾਹੀਂ ਪੰਜਾਬ ਵਿੱਚ
ਫ਼ਸਲਾਂ ਦੀ ਰਹਿੰਦ-ਖੂੰਹਦ ਨੂੰ ਸਾੜਨ ਤੋਂ ਰੋਕਣਾ
Ending Crop Residue Burning in Punjab
Through Happy Seeder Technology
REVIVING GREEN REVOLUTION CELL

IMPLEMENTATION highlights of 2021

Farmer training camps :

To guide farmers through Village Level Farmers' training camps and address their crop production challenges. They were advised on improved cultural practices for better yield in accordance with PAU recommendations. Special attention was focused on optimal nutrient management in crops sown with the Happy Seeder. Based on the previous years' experience of decreased yield and crop yellowing due to the improper application of urea fertiliser, special attention was paid to the issue. Farmers were advised to keep vigil over their fields as the crop matured so as to protect it from pests and diseases.

1,860
village camps organized

38,378
farmers participated

Farmer database :

Amid the pandemic, the focus of the RGR Cell has been to add as many farmers as possible so that every household in the project districts can access the service. In order to extend the benefits of this service to as many farmers as possible, the required information was collected and many new farmers were registered for this service.

87,965
new farmers added

1,034
new villages added

24 Mn
messages sent

Mass Awareness :

Using the public address system, telephone contacts and various ICT methods, farmers were guided through the benefits of straw management techniques. RGR developed the content on a needs basis, and its reach was monitored on a regular basis with a reach of roughly 70,000 farmers.

Straw Management Sewa Kendra (SMSK):

Covering each cluster of the project intervention, 36 Straw Management Sewa Kendras (SMSK) have been established in the project villages. We established these to help farmers with the availability of machinery and to provide latest information about straw management technologies. Posters related to Happy Seeder machine, straw management technology, wheat nutritional deficiencies, insect-pest management and about the sustainable agricultural practices have been showcased at SMSKs.

Cluster level Farmers' Field days

8 cluster level camps were setup in selected villages to impartin formation to farmers on various advanced techniques of straw management and recommendations for successful cultivation of crops by Punjab Agricultural University, Luddhiana, These camps emphasized on environment and soil conservation as well as how to reduce input coasts. Experts from the local Krishi Vigyan Kendra and the Department of Agriculture and Farmer.s 'Welfare also participated in these events.

Distribution of PoPs :

Recommendations on wheat and key rabi crops as well as key information on fodder and oilseed crops were made through PoPs at village level farmer training programmes. In the 540 project villages, 8,100 copies were distributed for free and farmers have requested for this to be done in the Kharif season as well.

Plan to Scale Up :

The team has developed a plan for scale up the crop residue management work and submitted a proposal to The Nature Conservancy (TNC) based on key findings. This was submitted in response to TNC's request for proposals for work on Promoting Regenerative and No-burn Agriculture (PRANA). The proposal was accepted, and approval issued for a 3-year project to be implemented in 3,100 villages across 8 districts in Punjab with a total project cost of Rs. 27.5 crore.

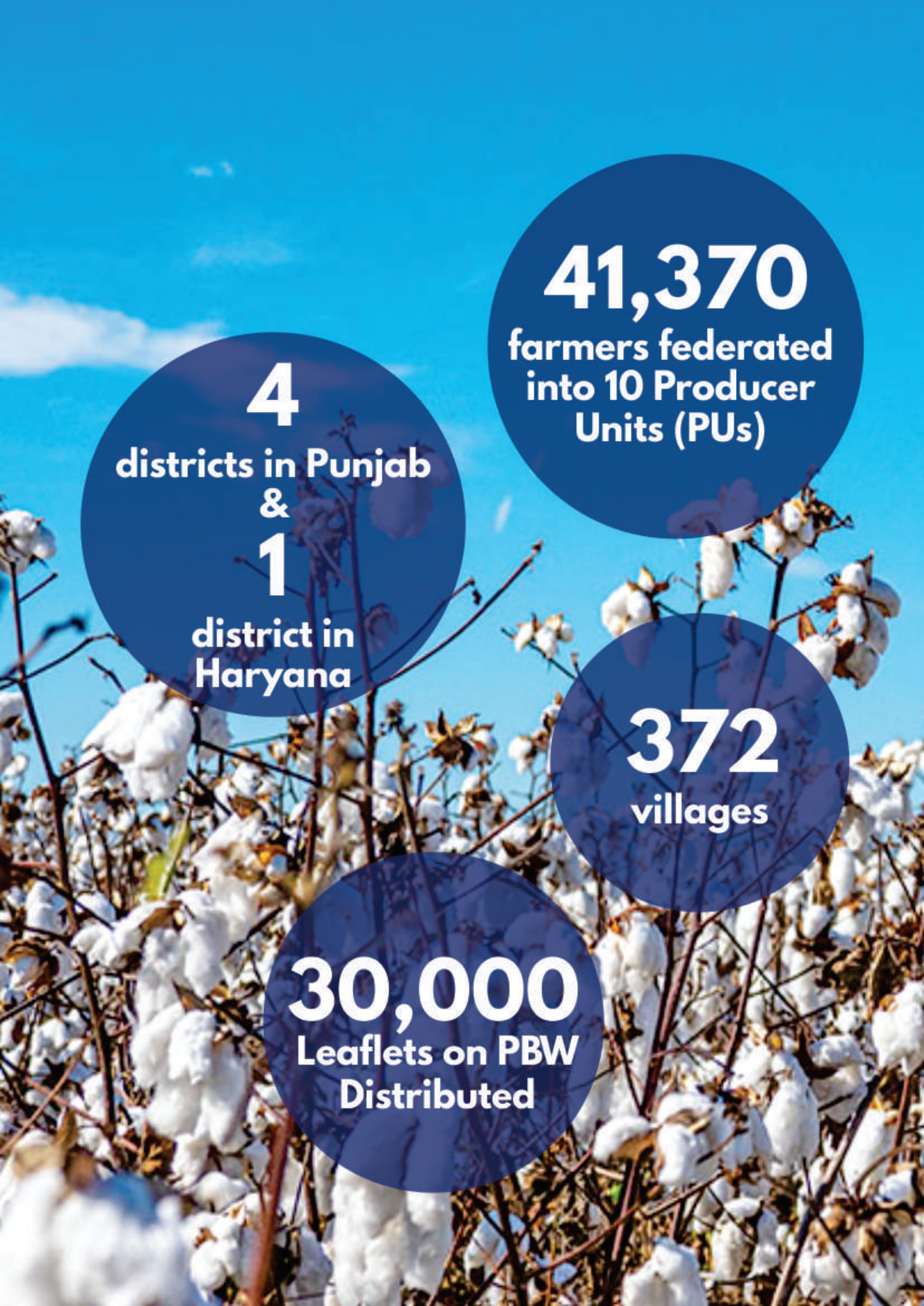
Demonstrations

Large-scale field demonstrations were set up to dispel misconceptions by providing a comparative demonstration of straw management techniques. 1080 demonstrations of Happy Seeder technology and 360 demonstrations of other crop residue management practices were exhibited to demonstrate the available crop residue management practices. Through visits to the demonstration plots at particular phases, technical information was provided regarding various techniques and PoPs.

1,080
Happy Seeder
Demonstrations

360
other CRM
Demonstrations

Better Cotton Initiative


41,370
farmers federated into 10 Producer Units (PUs)
4
districts in Punjab
&
1
district in Haryana
372
villages
30,000
Leaflets on PBW Distributed


72,999 Ha
under sustainable
cotton production
300 PPE
Kits Distributed

COTTON

The Cotton was Project undertaken in partnership with WWF-India. It aimed at improving the status of cotton growers by equipping them with the latest technical know-how aligned at enhancing yield of better quality cotton and avoiding wasteful expenditure on inputs.

How do we ensure cotton growers adopt the Minimum Production Criteria?

- Minimising the harmful impact of crop protection practices
- Promoting water stewardship
- Prioritising care for soil health
- Enhancing biodiversity and responsible land use
- Preserving fibre quality
- Ensuring fair and decent work environments
- Operating an effective management system

IMPLEMENTATION strategy

Field demonstrations : Are the backbone for promoting best practices, creating awareness about issues and securing the buy-in of the stakeholders of this intervention. Demonstrations were conducted on judicious use of nitrogenous fertilisers and zinc sulphate, omitting phosphorous fertilisers and substituting with alternatives like neem spray upon observing insect pests attack.

150

demonstration plots of improved practices of Cotton

Soil Testing : Were collected from the field sites of identified farmers to be tested for their available nutrient status. Testing and analysis of soil samples ensured proper and scientific monitoring of soil heath in a periodic manner. All farmers were encouraged to go for soil sample analysis. Farmers also guided of importance of soil analysis and apply nutrients to the crop based on the results of soil analysed.

380

samples tested

Farmer Training : Field team organised meetings to educate and train farmers about the related BCI principles and criteria such as eradication of weeds, deep ploughing, pre-sowing irrigation, timely sowing of hybrids, making plots, soil and water testing, managing disease, proper storage, transportation of cotton to maintain desirable quality of the produce. Worker training were organised for the local workers to familiarize them with aspects related to responsible, ethical and safe work conditions.

- 4 trainings conducted
- 32,761 farmers participated
- 4,393 male and 2,617 female workers trained


ਜਲ
ਪਿੰਡ ਦਾ ਨਾਮ.....
Department of Water
Supply and Sanitation

Drinking Water Project

JAL JEEVAN MISSION

The Government of India's flagship programme called 'Jal Jeevan Mission' envisions the provision of Functional Household Tap Conections (FHTC) to every rural household by 2024, this is the 'Har Gar Jal se Nal' mission. The programme aims to implement source sustainability measures as mandatory elements, such as recharge and reuse through greywater management, water conservation, and rainwater harvesting

Issue in Punjab :

In the recent past, the excessive use of pesticides and fertilizers, the state is witnessing dire water quality issues. Studies have found 13 districts of the state to have heavy metal contamination and 1,634 habitations have high concentrations of arsenic, fluoride and iron. While 80% of the schemes are tube-well based, the rest are canal-based. The sheer dependence on groundwater levels poses a risk to the sustainability of the drinking water schemes.

INTEGRATED
DRINKING WATER PROJECT IN PUNJAB

The proposed project is built on the guidelines of Jal Jeevan Mission to ensure a safe and drinking water supply to the rural households through Functional Household Tap Connections (FHTC). The RGR Cell team will play its role as Implementation Support Agency.

Objectives:

DWSS and RGR Cell will work together to set up an operational mechanism to achieve the objectives as mentioned below:

A. Undertake training of the end-users i.e Gram Panchayat Water and Sanitation Committees (GPWSCs) of 600 villages in Moga and Ferozepur districts of Punjab to plan, implement, operate & maintain intra-village drinking water schemes to achieve full coverage of households with FHTCs
B. Develop and strengthen linkages between the users/ GPWSCs and DWSS to enable effective management of water supply systems on a sustainable basis.
C. Provide social behavioral change communication that will enable GPWSCs for overall water management, water quality monitoring and surveillance, volumetric billing, equitable distribution of water and water conservation.


GPS Map Camera
Kaluwala, Punjab, India
Unnamed Road, Kaluwala, Punjab 152002, India
Lat 31.038813°
Long 74.576347°
22/03/22 10:06 AM
Google

IMPLEMENTATION
strategy

Source Sampling: Following a regular monitoring schedule, source samples were collected, and water quality tested at the District Laboratory.

401
Source Sample Collected

Focus Group Discussions: These were held at the community level for varying degrees of stakeholders from both districts, essentially introducing them to the JJM. Households were contacted in each ward and stakeholders were engaged in the context of FHTC.

462
Villages Outreached

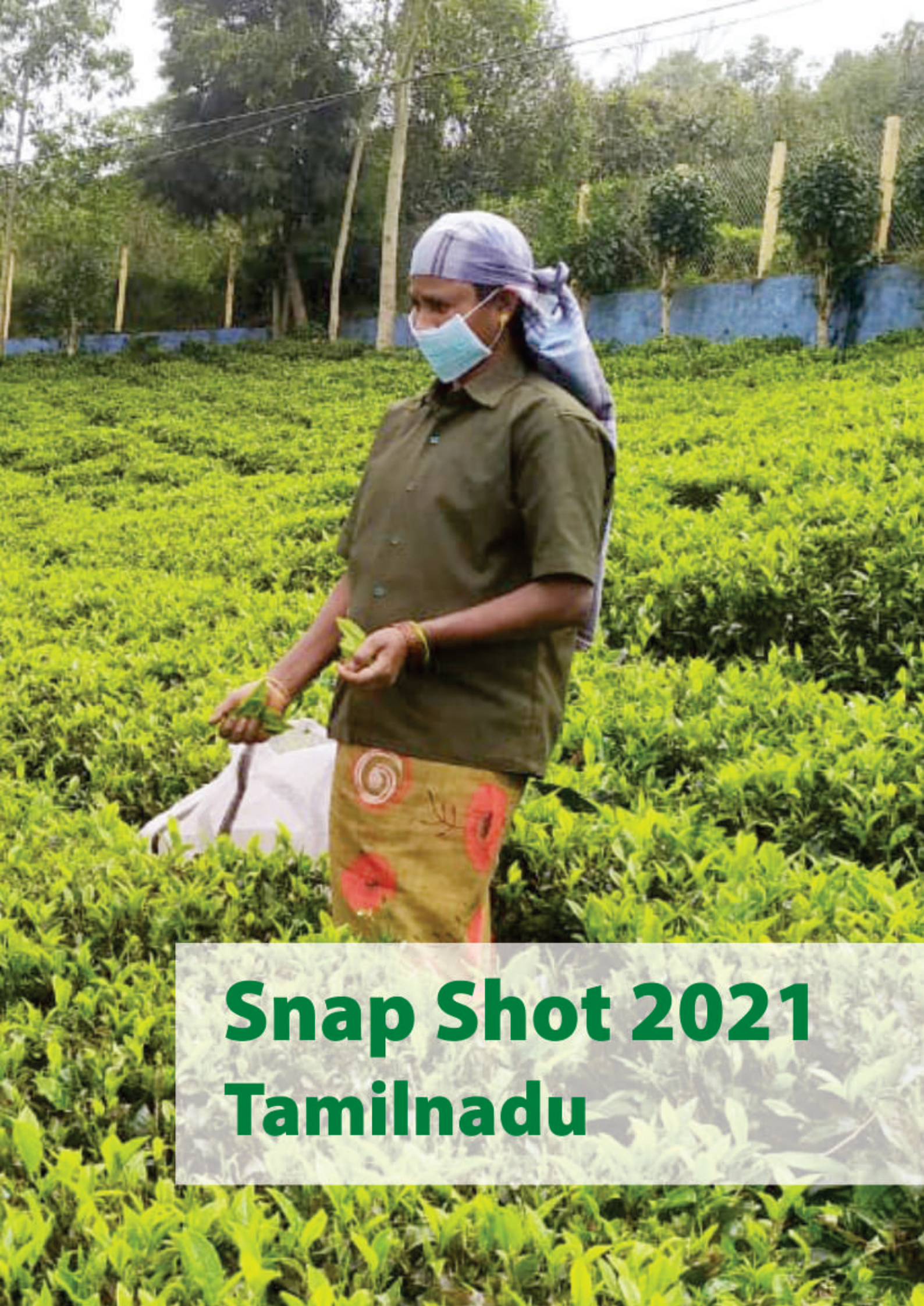
15,101
People Contacted

Aam Ijlas: A baseline was recorded on the degree of awareness at the household level, as well as the community needs. Aam-Ijlas commenced for the formation of the GPWSC and approval of the scheme water flat rate and to raise awareness on water conservation.

17
Aam Ijlas

World Water Day : Village-level celebrations were organised in both districts to commemorate World Water Day. Folks were well aware of the water paucity issue, need for conservation and prioritising water quality; they were educated on what sources to drink from and what to avoid complete with risks and consequences.

8
Villages



Snap Shot 2021
Tamilnadu

Agriculture

- 141 project farmers adopted SRI Paddy Cultivation covering 34 acres, they were given periodic trainings on better cultivation practices. 341 non -project farmers also participated and were awarded of SRI cultivation methods covering 231 acres. They were given trainings based on capacity building and cultivation technology.
- Improved Agri practices of Samai was seen in which 310 beneficiaries adopted improved techniques for millet cultivation using Technology and 756 non beneficiaries of project also adopted improved little millet cultivation tech. covering 1393 acres.
- Additional income/acre (ATL-1/ Millets) Per Acre, Second Crops in Paddy (SRI & Non-SRI), Second Crops in Millets acre / HH (Ragi / Horse Gram/ Niger). But there was a downfall with respect to cultivation of second crop millet due to unseasonal rain.
- Women Involved in Trellis based Vegetable cultivation was also enhanced and followed. Interested HH were given training on trellis based vegetables upon which 10 women were identified to promote vegetable cultivation. Partnership with agricultural department helped in training the women.

Goatery and Livestock

Deworming camps for cattle were scheduled, trainings were organized with respect to Health, Feed and Shed Management in cooperation with the animal husbandry department.

- 418 Goats & 383 Cows were dewormed location being impactful to all the project villages.
- 15 trainings were given to the Goatery beneficiaries on health and shed management.

Water Resource Development

- More crop per drop concept was taken up in which soil health and moisture was maintained and thereby revived WHS, all farmers maintained soil health card and adopted soil health.
- Increased area for irrigation is still in plan in which water bodies are De-silted and recharge pits are constructed leading to 25% increase in farmers taking second crop.
- 1 farmer has received support from tribal welfare department to establish Farm pond costs

Latchathipathi Vivasayi Project

The Latchathipathi Vivasayi project envisions the reversal of poverty and impoverished conditions amidst specific economically distressed tribal sectors of Tamil Nadu. It does so by deep engagement with community members to drive change. The focus is on marginalised tribal communities in highly impoverished areas addressing a range of developmental needs so as to increase income of rural farming families.

Historical context shows us that the socio-economic conditions of Scheduled Tribes (Sts), that have been cast to the lowest rung of social class, are relatively more impoverished than the general rural poor. While 26% of India's rural population lives in poverty, almost half i.e. 45% of STs live Below the Poverty Line (BPL). The Latchathipathi Vivasayi Project endeavour to improve their lives and livelihoods.

Designing the Intervention

With firmly established guidelines for national and global developmental goals – such as the SDGs – this intervention empowers women living in poverty with opportunities to become small scale entrepreneurs and exponentially increase their income. It has been universally exemplified that when women have financial autonomy, it drives key outcomes such as a controlled population, lower birth-rates, better health for the family, education for the community and quality of life for themselves.

Reviving Green Revolution Cell (RGR) has steadily marched toward the sole objectives of integrating marginal and small farmers into the mainstream developmental agenda. With a holistic approach and partnerships with organisations such as Titan, we have groomed tribal women to be entrepreneurs in the region of Jawadhu Hills. Communities remain unsupported with isolated approaches, however, integrated interventions at multiple levels can truly embody transformation. The pilot project adhered to specific goal-oriented strategies with a focus on 'Agriculture, Livestock and Non-timber Forest Products (NTFPs)' as primary prototypes for livelihood generation..

On ground Realities

Situated in the Thiruvannamalai District of Tamil Nadu state is the tribal dominated areas of Jawadhu Hills which faces multi-dimensional issues related to poverty, healthy, quality of education and life. Both the district and block rank in the bottom 5 districts with poor connectivity and limited livelihood options exacerbating the problem for its (approximately) 13,000 households.

Meeting the challenge to forge change that is sustained in the long term, there exists a need to design and implement interventions that provide regular income and continued access to improved technologies. Since it is a tribal area, a number of benefits can be provided free of cost but ensuring their sustained accessibility and affordability should be a priority. RGR has extended the programme at no cost to ensure that these multi-faceted opportunities are available to the tribal community so they may build self-reliant mechanisms that organically grow, drive and sustain themselves.

Strategic Implementation Framework

The primary approach would be to increase productivity and improve access of the poor to the generated benefits, with the clear aim of meeting SDGs. The RGR Cell focuses on strengthening the capacities of key stakeholders so they may effectively contribute the progress of the communities of which they are a part. During the reporting period, we have undertaken institution building as a core activity to sensitise the target group and ensure that they are active stakeholders in affecting change, as opposed to passive receivers of benefits. We made concerted efforts to motivate self-driven change, build confidence, enable tribal women to grasp the objectives of the project, participate in business incubation and be resource mobilisers in partnership with local stakeholders. Having conceptualised a multi-layered approach that incorporates a plan in which every household in the working area has equitable access to a minimum of two of the above mentioned prototypes as their starting points to emerging as 'Latchathipathi Vivasay'.

Financial & Technical Specifics

We established and marketed a number of products including a brand of locally sourced honey called 'Baya'. We covered 310 women across 10 villages comprising 78 women as part of the goatery and 15 households in poultry. The marketing strategy and business experienced an organic expansion outside of Tamil Nadu, and online as well. The key achievements during this reporting period were that Latchathipathi Vivasay was seeded in 10 project villages. In March of 2021, the FPC turnover crossed Rs 33.12 Lakhs for the financial year of 2020-2021.

Highlights

- 4 de-worming and 2 vaccination campaigns covering 12 villages
- 440 women members in mobilised
- FPC turnover crosses Rs 45.88 lakh with 2.05 profits and a federation share of Rs 50,000.

Thematic are of focus1 :
Agriculture

Agriculture is undoubtedly the core livelihood generation channel of small and marginal farmers across the world, even more so in tribal pockets such as Jawadhu Hills where it is a primary source of income. The major intervention of LV aimed to empower tribal farmers to adopt improved agricultural practices that increase productivity, improve soil health and increase the source of year-round water for the crops.

We promoted 90 demonstration plots in 45 acres with the help fo 90 farmers, as well as 1 little millet in 10 project villages to garner the trust of the farmers and make in-roads. We organised pre-season, mid-season and Farm Field Schools to showcase best practices. Regular trainings were effective in grooming the farmers to grasp the importance of adopting the recommended PoPs and inputs. We were able to promote 141 SRI plots in the intervention villages, create awareness and ensure increased yields to supplement household income through. In partnership with Centre for Excellents of Millets (CEM), Athiyenthel (a unit of TNAU) for quality hybrid seed supply and periodical scientific and technical inputs on and off the farm.

Highlights

- 90 millet demos in which 141 SRI paddy farmers were present
- 78 thematic training sessions
- 141 millet paddy production which exceeded planned targets
- 5 market linkages established

Thematic are of focus2 :
Livestock

The demand for livestock products grows at an accelerated pace across the globe, this is influenced by rapid urbanisation, expansion in human population and an unprecedented growth of wealth. The production response in various livestock systems linked to science and technology is met with increased animal numbers. From the point of view of agriculture, livestock plays an important role in terms of productivity enhancement and improving soil health. Factors such as breeding, nutrition and advancements in animal health compound the increased production and efficiency.

This intervention supports 60 women by building their capacity for the occupation of goat rearing, and equipping them with the necessary resources required for this livelihood. With the aim to increase their income, we have collaborated with the Department of Animal Husbandry. We have also performed subsidiary activities such as organising vaccination and de-worming camps to mitigate veterinary issues in the livestock. As many as 1,700+ animals have benefitted from these and local vets have stepped up support to the animals in response to our calls.

Highlights

- 4 deworming and 2 vaccination camps in 12 villages
- Support to 50 households with actual goats for livestock
- 16 goats on rotation
- 4 training sessions

Thematic are of focus3 :
Non-timber Forest Products (NTFPs)

NTFPs are globally acknowledged as a viable income source in village and urban markets. We selected and groomed 20 women to capitalise on this and build a business on NTFP resource. They were trained on procurement, sorting, grading, packaging and marketing as well as enabled to start their own businesses. For instance, the villages of Kuriyanur and Jambadi saw a good sale in custard apples while the Bargur and Arsavalli villages focussed on the production of honey.

Further, we networked with a buyer from Madurai who could link us up with wholesale markets to expand the business. The NTFP sales saw a turnover of Rs. 8.5 lakhs, which inspired interest among the women to continue this line of livelihood.

Highlights

- 10 women received training in processing, packaging and aggregating
- Successful set up of tamarind as well as a honey processing unit

Institutional Building & Financial inclusion

The activities of institutional building and financial building form the undeniable core of the intervention at large. They were aligned to build the collective ability of residents to respond to social, economic and environmental stresses while meeting the needs of the community by drawing on social capital. These processes are empowering as they enable the community to own and control the processes that influence their day-to-day lives.

Through leadership training and involving the beneficiaries at each stage, we were able to actualise a sense of autonomy that is instrumental to sustaining the intervention in the long run. We also guided them on group trainings and designing a finance management plan at the household level. To track impact, we developed a farmers' diary that was maintained by the community facilitators.

The capacity building sessions that were organised nudged the tribal women to be pro-active in taking control of and affecting change in their own lives. The outcomes of the goatery project itself is evidence enough for the benefits received, specifically Rs. 3.25 lakhs to women in need to purchase goats and support their livelihoods.

Highlights

- 39 households covered under entitlements
- 1.5 lakh in group savings across 10 groups
- 1.75 lakh circulated in internal lending
- 0.5 lakh share capital in federation
- 79 lakh turnover of the federation
- 3.28 lakh received as net profit

Community Mobilisation

COMMUNITY MOBILISATION AND FINANCIAL INCLUSION

Primarily, this comprised of capacity building processes and opportunities through which groups, individuals and the community could participate and sustain improvements to their health and other needs. The following trainings were provided:

1. IB training for 200 tribal women who were short listed for the LV approach.
2. Training on project interventions in which 400 women and households participated alongside 10 VRP's who were inducted towards responsibilities in their respective villages.
3. Produce processing and packaging training was done for 200 women with value addition and NTFP. They were given exposure to nearby units.
4. 10 women were groomed to become entrepreneurs in NTFT sales.
5. Pre -training on goat raring, networking with a veterinarian from the Animal Husbandry Department on topics such as - goat feed management, shed and health management as well as guidance on selection of healthy animals during purchase and goats rearing management components. The need for a para-vet in each village was emphasised to mitigate the immediate health needs of the animals at the village level.

Financial Inclusion

Financial inclusion played a major role in helping the women understand their financial needs as well as apply the learnings in useful and sustainable ways to run their households. Basic financial training was provided with the result that the women emerged more independent in their monetary decisions, some of these have been listed below:

1. Awareness creation in 20 village level finance management trainings.
2. Leveraging of financial inclusion schemes like PMJDY, APY and PMVVY.
3. Linkages with financial institutions to help in faster delivery of financial support which resulted in 400 women being trained on institution building, finance management and goat management.
4. To offer financial support, 25 women-centric households were linked to the bank
5. Financial inclusion and growth was achieved in terms of other sources.
6. Members were motivated to save and this has also motivated the children from households to engage in savings activities.
7. Internal lending was invested into old groups that had initiated it.
8. Group savings were utilised in enterprise activities.
9. The monthly savings of members rounded off to Rs. 1.75 lakh in internal lending and group saving totalled to Rs. 1.5 lakh.

trustea
Program

TRUSTEA PROGRAMME

The primary purpose of this programme is to promote a sustainability code with regards to agricultural practices for tea. The Trustea Code as we call it endeavours to improve productivity, reduce input costs and raise quality of life for tea workers and producers. These interventions are designed to raise the quality of life for producers and workers as well as ensure the future security of tea supply in India while protecting the tea ecosystems (soil, water and biodiversity).

Further, the hope is that this will make tea cultivation a viable source of income for small holders by creating a better price realisation for tea growers. The grant has been approved by Trustea to initiate operations of enumerating the STGs for the south by RGR Cell. It operates out of the districts of Nilgiris and Coimbatore. The broad objectives are to achieve:

IMPLEMENTATION strategy

1. Coverage of Trustea certified tea with Non-Objection Certificates (NOCs) and Verified.
2. Certificates (VCs) for all the entities (Tea Factories).
3. Coverage of all the Small Tea Growers (STGs) associated verified entities.
4. To provide 100% e-learning certification for factory Trustea Co-ordinators and field staff.
5. Systematic traceability in all the certified entities through Tracetea.

Major Activities in this Reporting Period

97 Trainings conducted for Small Tea Growers comprising Trustea recommendations for biodiversity and agricultural practices, aggregators and enabling Trustea officers to use E-learning.

- 11,986 STGs adopted the Trustea protocol
- 5,760 – reduction in Input costs (Urea, Potash, Ammonia and Fertilizer spray)
- Enhancement of income in 5,910 households
- 29.31 sustainably produced tea


ਖੇਤ ਤੋਂ ਖਪਤਕਾਰ ਤੱਕ
ਕਾਮਜਾਬ ਕਿਸਾਨ
ਖੁਸ਼ਹਾਲ ਪੰਜਾਬ (K3P)

e - Mobile
Vending Carts

e - Mobile Vending Carts to vegetable growers

Farmers, especially small vegetable growers, were threatened by the disruption of marketing during the COVID-19 pandemic. In addition to being perishable, vegetables' storage, transport, and marketing had added hassles and caused price hikes for consumers too. To tide over this situation, the Department of Horticulture, Punjab came forward and implemented a "Farm to Fork" model i.e., supply of vegetables, fruits and other horticulture produce directly from the field of the farmers to the primary consumers. As a result, the initiative was able to create initial footprints and has become the base for further testing. RGR Cell is piloting a self-sustaining business model by providing e - Mobile Vending Carts to the progressive farmers/ farmer groups for direct marketing. This program will surely bear positive results, the Department of Horticulture has coined the slogan "**Kissan veero jara socho, appe beejo appe vecho**".

Objectives of the Programe

- To enhance the income of small and marginal vegetable growers
- To promote self-marketing and entrepreneurship among the target farmer
- Employment generation for the rural unemployed youth.
- To boost diversification by promoting demand driven farming

Anticipated impact/outcome

- Income enhancement to a tune of ~ Rs. 42,000/year.
- Entrepreneurship zeal would be developed among the target beneficiaries.
- Target farmers will be further counseled and nurtured to form Farmer Producer Organization/ Companies (FPO/FPC).
- Employment generation for the rural unemployed youth.
- Better price realization of vegetables/fruits due to competitive market.

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