

DETAILED PROJECT REPORT

For the project: Enhancing agriculture based livelihood of small women farmers & improving their strategic role in agriculture thru. building multi level collectives, increasing agriculture productivity & establishing market linkages in Bundelkhand districts of **Chhattarpur & Tikamgarh, M.P**

Submitted by (Name of the PIA): Action for Social Advancement (ASA), Bhopal, Madhya Pradesh



An ISO 9001:2008 Organization

E5/A Girish Kunj, Above State bank of India, Shahpura Branch
Arera Colony, Bhopal-462016, Madhya Pradesh
Tel/Fax:91-755-2427369 / 4057925 / 4057926
Email: asa@asabhopal.org
Website: www.asaindia.org

Submitted to:

The NRLM (MKSP Division)
Ministry of Rural Development,
Government of India

Copy to :

Madhya Pradesh Rajya Ajeevika Forum
Department of Panchayat and Rural Development
Government of Madhya Pradesh
Bhopal, M.P

Contents

Sr. No	Particular	Page No.
1	Project background, context and rationale	3-14
2	Detailed intervention strategy and phasing	15-18
3	Detailed Program Components	18-20
4	Implementation Arrangements	20-21
5	Implementation schedule	21-22
6	Results framework- impact, outcomes and outputs	22-23
7	Project monitoring and evaluation	23-24
8	Budget estimates and financing plan	24-40
9	Basic PIA Information	41-42

Chapter 1:

1. Project background, context and rationale

1.1 The purpose of the project is to collectivize women farmers at various levels for creating strategic role for them in agriculture and creating sustainable agriculture based livelihood for them. The major components of the project thus would include- (a) Building and nurturing women farmers' groups at the primary and apex level, (b) Planning and implementation of agriculture based livelihood initiatives, (c) Formation and development of Mahila Kisan Producer Company for market linkage and obtaining extension and knowledge services

1.2. The project will be implemented with 8000 small and marginal women farmers spread over in 100 villages. There will be in total 4 Cluster of villages, each with 25 villages and about 2000 women farmers. In a district there will be two clusters. It is planned that about 70-80 women farmers representing equal number of families belonging to the small and marginal category from each village would be participating in the project.

1.3. The villages are those where ASA has been working for land, water and agriculture based livelihood promotion for over 3 years and where primary groups (PG) of women are already existing to some extent in the form of SHG/JLG, Producer Groups, Watershed Groups, Water Users' Group, etc.

1.4 Agriculture based technology introduction, validation and adoption will be the key to bring in positive change in the livelihood status of women and change in asset base. For introduction and validation of agriculture technologies there will be a "Mahila Kisan Pathshala (MKP)" (a localized version of the farmer field school), in each village in which the members from the PG will participate. The method of PTD (Participatory Technology Development) will be the key approach while conducting MKP.

1.5 The proposed project addresses the issues of – (a) unorganized status of women farmers despite their significant contribution in agriculture, (b) low productivity in agriculture due to insignificant extension activities and poor status of resource base (poor soil health, high dependency on rainfall, etc.), (c) poor market linkages for backward and forward linkages, and (d) poor extension system, (e) disadvantaged areas in terms of incidence of poverty and backwardness.

1.6 The proposed project addresses the above issues by – (a) organizing women farmers at primary level and subsequently at the apex level to ensure sustenance, (b) invest heavily on the capacity building of the WI's to put them in leadership role and building social capital in the villages, (c) introducing, validating and disseminating various agriculture based livelihood initiatives to create asset base at the family level to enhance their income and food security, (d) MKPC to integrate small holders with the market and knowledge resources to obtain farm inputs and services of high quality and fair price for their produce. The MKPC would be an effective platform to carry out an alternative system of extension mechanism, and (e) the fleet of LRPs who would be developed will continue to provide services on revenue generation basis. All of these together would address most of the MKSP project objectives.

1.7 Demographic Profile of the area

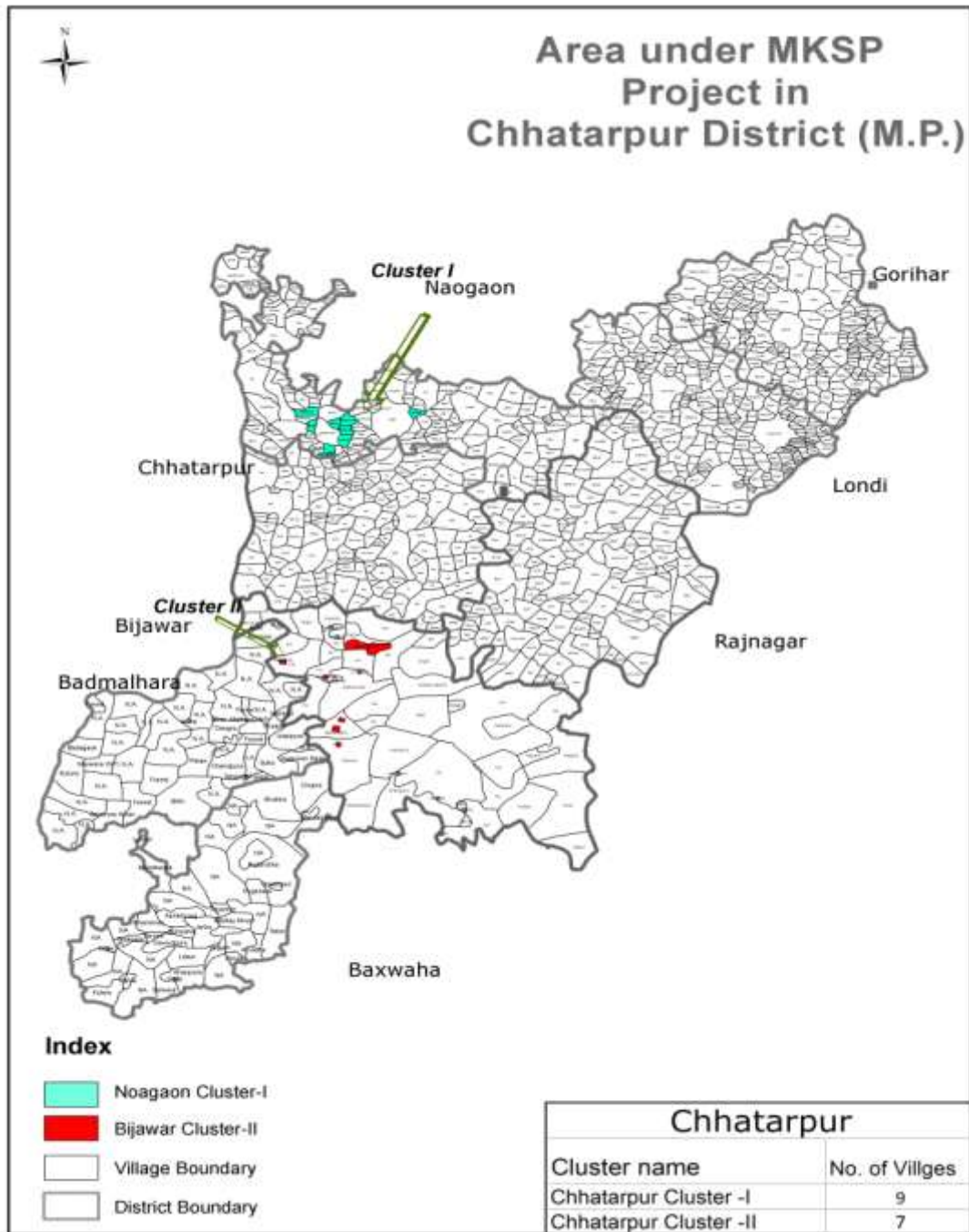
The proposed project area is pre-dominantly scheduled caste and OBC. Together these two categories constitute over 70% of the district population. The districts chosen for the project are the poorest in India. Chhatarpur and Tikamgarh are part of the Bundelkhand which is suffering from chronic poverty for several years. In the following table some key data of the districts are given.

Parameters		Tikamgarh	Chhattarpur
Literacy	Male	68	65
	Female	41	39
Total Population		1202998	1474723
SC (%)		24.28	23.25
ST (%)		4.31	3.49
Gender ratio		886	869
Per Capita Forest Area in Ha		0.06	0.15
Gross Cropped Area (in '000 Ha)		388.9	507
Rural Road Connectivity (% villages not covered)		52.8	56.6
Rail connectivity (In KM)		30	65
Ranking of district as per HD Indicators (out of 50 dists of M.P)		47 th.	48 th.

The project location Chhatarpur and Tikamgarh districts of Madhya Pradesh are the part of Bundelkhand region. It has a total geographical area of 13735 Km² where Chhatarpur is 8687 Km² and Tikamgarh is 5048 Km². The districts are situated on the north-east border of MP, bordering Uttar Pradesh. The net sown area of these districts is 3,83,500 and 2,63,500 Ha of Chhatarpur and Tikamgarh respectively. Total villages across two districts are 1939 where Chhatarpur has 1,076 and Tikamgarh has 863 villages.

Chhatarpur: The District is situated at North East border of Madhya Pradesh. The District is touched by Mohoba District (Uttar Pradesh) in the East, Tikamgarh (M.P.) in West and Sagar (M.P.) in South East. Kandariya Mahadeo: The largest, most typical Khajuraho temple. It soars 31 m high. This temple is dedicated to Shiva. The sanctum sanctorum enshrines a lingam. The main shrine is exquisitely carved and features in delicate details, gods, goddesses, celestial maidens and lovers. Particularly noteworthy are the entrance arch, the ceilings and pillars of the interior compartments.





Tikamgarh : Tikamgarh district lies in the northern part of Madhya Pradesh. The early history of Tikamgarh district is however not chronicled, though as suggested by the numerous ruins of buildings and other old remains lies scattered at various places, viz Orchha, Garh Kudar, Prithvipur, Barana, Lidhaura, Digora, Mohangarh, Baldeogarh and Tikamgarh, it must be having a glorious past. The district was the part of vast empires successively ruled by the Mauryas, the Sungas and the imperial Guptas. It was in the first quarter of ninth century A.D., that Mannuka founded a new dynasty the Chandella dynasty in this area. Tikamgarh alongwith Khajuraho and Mahoba formed part of



extensive Chandella Kingdom. The Khangras also held this region specially around Garh Kunder. The rising power of Bundelas in this region resulted into the downfall of the Khangras. The Orchha records trace the descent of the Bundela Kingdom of Orchha from Garh Kunder chiefs of Benaras Hemkaran, also known as Pancham Bundela.



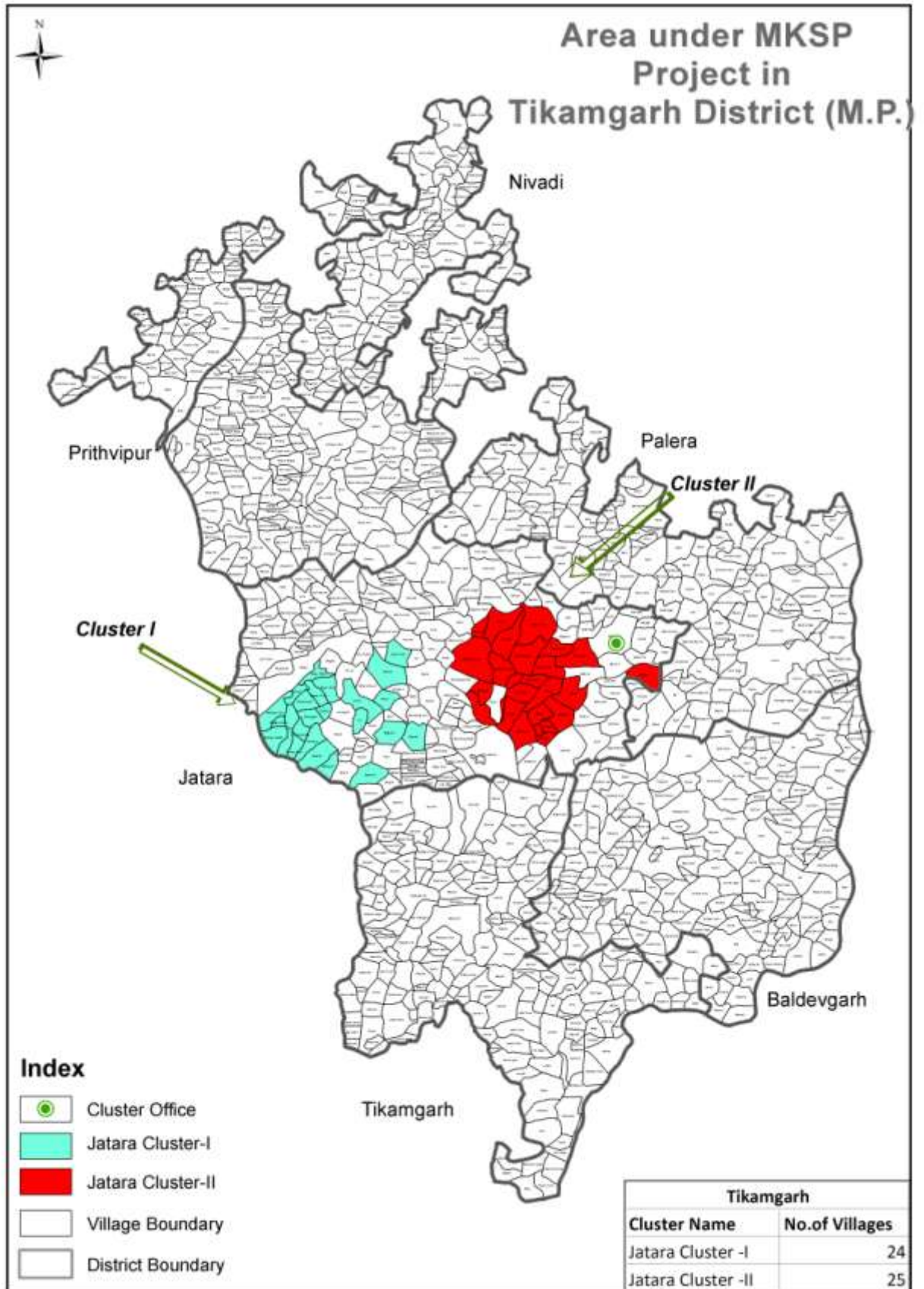
Tikamgarh District is located in the northern part of Madhya Pradesh. It forms the north-western part of Sagar District. It lies on the Bundelkhand Plateau between the Jamni, a tributary of Betwa and Dhasan rivers. It extends between the latitude 24 degree 26 minute and 25 degree 34 minute N and between 78 degree 26 minute and 79 degree 21 minute Longitudes. The shape of district is triangular. The northern margin is very irregular. The maximum



length of the district is about 119 Km. From North to South and width about 80 Km. Tikamgarh District is bounded by Chhatarpur district to east, Lalitpur district Uttar Pradesh to West, Jhansi to North and Sagar to South. The western and Eastern boundaries are formed by two big rivers.

The District lies in the Ganga Drainage system. The Betwa flows along its north-western boundary. The Dhasan, one of its right bank tributaries and a big stream itself, mark the eastern boundary of the district. Both these rivers flows towards the north-east. The natural drainage of the district is diverted in the opposite directions into these rivers, the Dhasan sharing about 75 percent of the waters of the district. The tributaries of the Betwa flowing in the Tikamgarh district are Jamni, Bagri and Barua.





Cluster village name and other details

Cluster wise village & other detail are as follows:

Village list: District Chhatarpur Block Cluster – Nowgong:

Sr.#	Village	Block	No. of household	Population	Social category			
					Tribal	SC	OBC	General
1	Bilahari	Nowgong	989	4406	308	1960	969	1168
2	Dharampura	Nowgong	228	936	66	458	342	70
3	Madarkha	Nowgong	199	856	60	200	400	196
4	Nanimau	Nowgong	20	179	11	99	32	37
5	Nayagaon	Nowgong	402	1379	106	607	303	363
6	Siagrawan Khurd	Nowgong	314	1468	88	905	228	247
7	Sigrawan Kala	Nowgong	410	1527	102	363	696	366
8	Simarda	Nowgong	86	461	31	335	90	5
9	Tidni	Nowgong	489	1339	94	562	457	226
	Total		3137	12551	866	5489	3518	2679
	%age			100%	7%	44%	28%	21%

Village list: District Chhatarpur: Block & Cluster– Bijawar

Sr.#	Village	Block	No. of household	Population	Social category			
					Tribal	SC	OBC	General
1	Mednipura	Bijawar	235	1116	99	248	66	703
2	Gulat	Bijawar	283	1344	119	298	158	768
3	Patan	Bijawar	511	2427	216	539	166	1507
4	Moukhera	Bijawar	298	1416	126	314	223	753
5	Jasgavakhurd	Bijawar	182	865	77	192	64	532
6	Lakhangava	Bijawar	887	4213	374	935	352	2552
7	Bharatpura	Bijawar	701	3330	296	739	466	1829
	Total		3097	14711	1306	3266	1495	8644
	%age			100%	9%	22%	10%	59%

Village list- District Tikamgarh Block & cluster: Jatara

Sr.#	Village	Block	No. of household	Population	Social category			
					SC	Tribal	OBC	Gen.
1	Lakhepur	Jatara	134	725	112	19	232	362
2	Dara	Jatara	45	239	13	0	76	150
3	Taparion najdik dara	Jatara	48	303	35	22	97	149
4	Dargaykhurd	Jatara	252	1291	322	11	413	545
5	Dargay Bhata	Jatara	3	10	2	0	3	5
6	Dargay kala	Jatara	226	1171	350	152	375	294
7	kodiya	Jatara	146	735	132	216	235	152
8	Panchampura	Jatara	170	944	209	133	302	300
9	Panayari	Jatara	15	125	0	11	40	74
10	Bhorgarh	Jatara	90	500	197	0	160	143

Sr.#	Village	Block	No. of household	Population	Social category			
					SC	Tribal	OBC	Gen.
11	Toriya Bhorkhari	Jatara	66	446	0	0	143	303
12	Teela Dant	Jatara	58	367	45	0	117	205
13	Mastapur Khas	Jatara	385	1951	389	134	624	804
14	Mastapur Bhata	Jatara	09	57	0	57	0	0
15	Mastapur Pahad	Jatara	45	239	13	0	76	150
16	Malpitha	Jatara	314	1731	437	150	554	590
17	Biharipura	Jatara	11	79	0	0	25	54
18	Gor	Jatara	536	2805	738	91	898	1078
19	Nadia	Jatara	231	1306	512	226	418	150
20	Vrijrawan	Jatara	468	2615	940	304	837	534
21	Majhgawan	Jatara	225	1125	174	152	360	439
22	Punal Khas	Jatara	207	1150	421	210	368	151
23	Madkhera	Jatara	276	1726	377	65	552	732
24	Bermatal	Jatara	205	1402	119	165	449	669
	Total		4156	22985	5537	2061	7355	8032
	%			100%	24%	8%	32%	36%

Village list- District Tikamgarh Block: Jatara Cluster: Dighoura

Sr.#	Village	Block	No. of household	Population	Social category			
					SC	Tribal	OBC	Gen.
1	Kuwarpura	Jatara	134	1022	90	249	327	356
2	Vikrampura	Jatara	63	405	164	88	130	23
3	Mathupura	Jatara	32	61	0	0	20	41
4	Bairwar khas	Jatara	711	4237	816	169	1356	1896
5	Bairwarjungle	Jatara	39	271	0	205	66	0
6	Bandarguda	Jatara	101	661	221	0	212	228
7	Muhara Khas	Jatara	1047	5968	1259	354	1910	2445
8	Muhara jungle	Jatara	24	267	0	0	85	182
9	Manchi	Jatara	408	2473	622	253	791	807
10	Vedpura	Jatara	243	1324	169	396	424	335
11	Pahara	Jatara	195	1060	149	101	339	471
12	HirdyaNagar	Jatara	161	726	443	0	232	51
13	Shivpura	Jatara	120	670	282	0	214	174
14	Herpura	Jatara	245	1165	246	18	373	528
15	Shahpura	Jatara	200	1004	369	0	321	314
16	Piprat	Jatara	136	689	254	0	220	215
17	Vidora Jangal	Jatara	14	54	21	6	17	10
18	Bichoda Khas	Jatara	843	4805	1090	321	1538	1856
19	Bichoda Bhatta	Jatara	84	458	72	0	147	239
20	Maubata	Jatara	22	117	22	0	37	58
21	Deoura	Jatara	13	30	2	5	10	13
22	Dhamna Bhatta	Jatara	28	147	68	21	47	11
23	Chanderpura	Jatara	191	1293	427	198	414	254

Sr.#	Village	Block	No. of household	Population	Social category			
					SC	Tribal	OBC	Gen.
24	Ramgarh	Jatara	180	1021	144	233	327	317
25	Sitapur	Jatara	183	996	61	69	319	547
	Total	Jatara	5417	30874	6910	2661	9880	11423
				100%	22%	8%	32%	38%

1.8 Rural Poverty Context in the area

a. Poverty and Human Development:

UNDP Report and MPHDR-2009 revealed that farming is the primary occupation in both districts. It generates 82.6% of employment in Chhatarpur and 86.4% in Tikamgarh, while the secondary and tertiary sectors are in the rudimentary stages and their share in employment generation is ranged from 6% to 11.5%.

Chhatarpur and Tikamgarh are ranked 43rd and 42nd respectively out of MP's 48 districts in the Human Development Index (HDI) and 44th and 38th in the Gender Related Index (GDI). There are over 55.1% in Chhatarpur and 56.20% households who are without access of safe drinking water, electricity and toilet facilities. As mentioned above, 85% of population depends on agriculture for livelihood.

b. Vulnerabilities

Over 80% of the population is depended on agriculture. The average holding size is as low as 0.5 to 1 Ha. Since irrigation facility is rare (<15% of the total arable land) the agriculture is mainly dependent on rain. Incidence of failure of monsoon is quite high (4-5 years in a cycle of ten years) leading to crop failure. Such uncertainties in agriculture result in (a) poor agriculture productivity and food insecurity. Coupled with this fact is poor investment on land and agriculture technologies by the farmers; (b) high level of borrowing from moneylenders to supplement livelihood deficits, and consequently high levels of debt, (c) high level of seasonal distress migration, particularly for debt service and due to deficit in employment opportunities.

So in nutshell there is a cycle of absolute poverty with uncertainty in livelihood with majority of the people living in this area. The problem is further agravated by low literacy level, lack of awareness on various issues including good agricultral practices, poor infrastructural facility and civic amecities and unorganised status of small farmers, particularly women farmers.

There are stringent social taboo for women in Bundelkhand which restricts their participation in community activities. Fortunately, women's participation in small groups for social and economic activities are increasingly getting social acceptance in Bundelkhand. Food security is still a bigg issue in the most of the remote villages of the district. Food is generally avilable maximum up to ten months in a year with majority of the rural people that forced them for huge distress migrartion.

1.9 Livelihood Context

a. Agriculture and allied activities :

Although agriculture is the main source of livelihoods for the rural people of the region yet the current status of the agriculture is not seems satisfactory. Agriculture of both districts is lag behind in all aspects in compare to the state and national agriculture status. Whereas plain land, normal topography, fertile black and loamy soil, suitable weather, good rainfall and improved transport connectivity of the villages, makes these districts very conducive for better crop production and suitable for agribusiness activities. Therefore Chhatarpur and Tikamgarh have tremendous potential for agricultural development. The percentage of landless is estimated to be around 20%. Out of total cultivable area, 42% is net sown area. 32% of the total cultivable area has irrigation facility. Net area sown of Chhatarpur 3.83 and Tikamgarh 2.64 lakh hectares. The average land holding is 2.03 ha. The percentage of net sown area to total geographical area for Chhatarpur it is 44.4% and Tikamgarh 53%. The average rainfall is little over 1000 mm, however erratic. The cropping intensity is 119% with NPK consumption at a very low of 22 kg/ha. The major crops are wheat, gram in Rabi, and Urd and soybean in Kharif, however the productivity of most crops falls below state average with some exceptions.

Table 1: Comparative status of productivity of Chhatarpur, and Tikamgarh districts vis-à-vis state and national averages in major crops: (Kg/Ha) (Year 2008-09)

District	Rice	Maize	Wheat	Gram	Arhar	Soybean
Chhatarpur	901	1181	1789	1029	527	664
Tikamgarh	887	1227	2167	1130	567	111.78
MP	1058	1342	2053	1070	—	1021
India	2016	2109	2730	1072	703	967

Source: Department of Agriculture Government of MP & Ministry of Agriculture Government of India.

b. Livestock

Livestock in Bundelkhand region of MP occupies a prominent position contributing significantly to the livelihood, mitigation of risks and distress of the farmers. The livestock sector has been able to provide a good coping mechanism and reduced vulnerability in the region which has been experiencing drought like situation consecutively for the last four years. Four major livestock production systems have been observed in the region i.e Free Range Grazing system, Mixed system, Extensive Stall fed system and Intensive Stall fed system. The choice of the system depends on the species and productivity of the animal, economic status of the farmer, land holding and feed resource availability. In villages which are in the periphery or vicinity of the forests, farmers are mostly adopting uncontrolled free range grazing system especially for rearing goats, sheep and indigenous cattle. In Bundelkhand districts of the state Buffalo rearing is preferred over cattle in large ruminants and goat rearing over sheep in small ruminants categories. Poultry rearing is to a very limited extent restricted mostly to backyard poultry.

Dairy production is an important component in the entire region with greater focus on buffalo rearing for milk over cattle rearing. This is also corroborated by the last two livestock census data indicating increase 105 in buffalo population and decrease in cattle population. Cattle population in the region is characterized by higher number of unproductive animals with only 18 % of cattle in the category of milch animals whereas 33 % of the buffaloes are in milk indicating the preference of farmers for rearing buffaloes for milk production if fodder and feed supply is assured. Dairy entrepreneurship has been able to provide daily income and provide security to farmers. The animal holding is dependent on size of land holding of farmers and their economic status. However, by and large even the landless and small farmers are also maintaining at least one cow/ buffalo as an ensured source of income and asset. However, no concerted effort has been made for development of dairy sector in terms of breed improvement, establishment of a comprehensive milk collection network system, feed and fodder production and providing effective input delivery mechanism. There exists a considerable scope for further development of this subsistence component of dairy sector in whole of Bundelkhand region. 6.3 Feed Resource availability:

Crop residues contribute about 67% of the fodder, and Kadbi is an important factor in the choice of varieties for cultivation. Due to deficiency of rainfall there has been a loss/ lower yield of crops in the region as a whole consequently resulting in shortage of crop residues which is the

staple livestock feed in the region. The situation has further aggravated since grass have dried up in common lands, field bunds and periphery of 106 forest areas. Animals are being taken for long distance in search of whatever little grass / shrubs available for grazing/ browsing. Based on crop yield data provided by the district officials, interaction with villagers and visual observation on current availability of grazing resources in the region, the conservative estimated shortage of feed and green forage for livestock feeding could be anywhere in the region of 60 to 70 percent.

The major feed resource available for livestock feeding is coming from the crop residues of wheat, rice and legume straw along with kadbis of Jowar and Bajra. Individual concentrate ingredients like wheat bhusa and oil cakes are given only to the cows and buffaloes which are producing milk and practice of feeding balanced compounded feed is very limited. Interaction with cross-section of livestock owning farmers made during field visit of affected areas, revealed that the present stock of dry fodder (mainly paddy straw/jowar kadbi/ bajra kadbi) stored by the farmers could last up to middle or at best till the end of February month.

Currently, whatever little dry fodder is available is being rationed for productive buffaloes/ cows and non-productive animals are the worst sufferers not receiving any attention. If urgent remedial measures are not initiated for building up of adequate stock of feed and fodder, there is likelihood of the situation worsening further after the month of February and possibility of losing precious livestock wealth appears to be imminent and real

Small Ruminant Production:

About 45 % of landless and 40% of marginal farmers in Bundelkhand area are raising goats for meat production and consider this enterprise as low risk activity. Due to its adaptability the local breed of “Bundelkhandi” is found in most of the villages. However, over the years farmers have been raising the breeds of “Jamnapari” and

“Barberi” in greater numbers due to their higher growth rate and meat production. By and large, traditional system of raising goats by grazing on community land and forest waste land still continues in the area and stall feeding of goats is very limited. Sheep rearing is not as important in comparison to goat rearing in the region.

Effect of drought on livestock:

The prevailing drought condition in Bundelkhand for the last four consecutive years has also affected the livestock wealth in the region. Fig.17: Goats being taken for grazing in Panna 108

However, the magnitude of the effect has not been to that extent as compared to the crop failure, which could probably be ascribed to greater resilience or robustness of the livestock for withstanding drought conditions. Unlike crops where the effect of drought is seen immediately

by way of failure of crop, the impact in case of livestock is realized only after a lag period. Without adequate supply of quality feed and fodder, the primary effect is on the reproductive performance of animals and if the situation prolongs for any considerable duration it would be extremely difficult to restore the reproductive efficiency of animals to normal. In view of this even though livestock species are more resilient to droughts, it would be ill advised to show any sort of neglect in providing adequate nutrition to animals during drought situations.

Livestock population in the Districts of Chhattarpur & Tikamgarh Districts of Bundelkhand region of Madhya Pradesh

District	Cattle	Buffalo	Sheep	Goat	Poultry	Pig
Chhatarpur	501	251	24	336	104	19
Tikamgarh	438	182	44	282	128	7

Source: Livestock Census Report DAH&D 2003

c. Non-Farm/NTFPs

Mahua (Madhuka Indica), Tendu Leaves are the common NTFP produces found in some of the selected blocks of the Districts like Bijawar cluster of Chhatarpur and part of Jatara cluster of District Tikamgarh. These NTFPs are the secondary sources of the local people but not the primary sources of people’s livelihoods. Farmers are selling these produces in the local market and there is very limited scope of processing or value adding as both produces has selected use.

1.7 PIA’s prior experience in developing the prototype for proposed interventions

1. Past experience in forming / nurturing women based groups and /or collectives. Please also elaborate on experience of promotion of agriculture based livelihoods with existing women groups.

2. At the outset it is important to understand the institutional model that ASA promotes for agriculture based livelihood initiative for small holders. In every operation area primary groups (both men and women separately) formed depending upon the nature of interventions, such as Water Users' Group, Watershed Development Group, Producers' Group (seed, vegetables, diary, responsible soy bean, Better cotton, SRI, SWI), Farmers' Field School for agriculture technology introduction and extension, SHGs and JLGs for institutional credit and livelihood initiatives. All these primary groups are nurtured to meet their objectives. For an area of 20-25 villages all these primary groups (PG) are federated into a Farmer Producer Company (FPC) once the PGs are stabilized. About 1000-1200 small holders become the equity holders of the FPC keeping the identity of their PG intact. A trained team of agribusiness professionals are recruited to help the BoDs of the FPC to plan and implement business plan related to agribusiness and agriculture extension services. This is the generic model that ASA follows in each area.

3. ASA has promoted more than 1000 SHGs and >3000 JLGs for micro credit in the rural areas directly (83% women). Also, ASA has promoted another 8-900 primary groups like WUGs, PGs, FFS, FPC (19 nos, 2 exclusively for and by women farmers). Among all PGs about 50% are women.

Specific to the women's groups following are the experiences:

(i) Organized and nurtured nearly 17000 women farmers from the rural areas (over 50% tribal, nearly 30% Dalits and rest from general caste) into SHGs and JLGs for micro credit, micro insurance services and livelihood initiatives in M.P. Besides credit and insurance these SHGs and JLGs platforms are also used for the programme implementation of watershed, FFS, Kitchen garden, SRI, SWI, women based lift irrigation, women owned dug well promotion, compost pits, etc.

(ii) In M.P, we have promoted exclusive FFS group with women, kitchen garden programme with women SHGs and JLGs, promoted part of our dug well programme with women's SHGs and JLGs, backyard poultry with women's SHGs, seed production with women groups, etc.

There are about 50% of the members of the FPC in M.P are women and they have significant presence in the BoDs of FPC.

(iii) There is a good number of women LRPs who are trained and working with FPCs. There are women Video Developer (LRPs) working with us.

(iv) As per policy of ASA in n all community training / exposure programmes of ASA there should be at least 50% participation of women.

Agriculture based livelihood initiatives remained the key while functioning with the primary groups including women's group. Some of the key interventions taken are :

- (i) Land development (field bund, leveling, pasture dev, drainage treatment, etc.)
- (ii) Water harvesting structures (Talav, stop dam, dug well, lift irrigation)
- (iii) Selection & promotion of farmers' preferred varieties from basket of choice
- (iv) Seed production & sell of preferred varieties
- (v) SRI and SWI
- (vi) Production of Responsible soybean and better cotton under certification programme
- (vii) Kitchen garden
- (viii) FFS for technology introduction and adoption (INM, IPM, Good Agri. Practices)
- (ix) Video enabled agriculture extension method
- (x) Farmer Producer Companies for market linkage

Chapter 2: Detailed intervention strategy and phasing

2.1 Objectives of the project

This section should include

a. Vision of Success

The vision of success can be narrated as – that woman's institutions led agriculture extension system established and livelihood of women improved. The model is replicable in similar socio-economic and agro-climatic context.

b. Goals & Key Outputs

The goals or objectives and the key outputs of the project are as below:

Objectives	Description of objectives	Key Outputs /Verification Indicators
1. Collectivization of poor women farmers into Primary groups (PG) & enhance skills & knowledge to facilitate plan and implement agriculture based livelihood initiatives	<p>1.1. Poor women farmers are organized into PGs</p> <p>1.2 skill building thru handhold support & training for planning & implementing agriculture based livelihood initiatives</p>	<p>1.1.a. 8000 poor women farmers organized into nearly 400 PG; over 95% are with tribal, Dalit and OBC women</p> <p>1.1.a1. At least 80% of the PGs obtained Grade-A for institutional assessment</p> <p>1.2.a Each PG has developed and implemented livelihood initiatives</p>
2. Local Resource Persons (LRPs) developed to provide handhold and technical support to Mahila Kisan in agriculture	2.1 LRPs will be trained on various agriculture technologies and group management aspects	2.1.a. Approximately 40 LRPs will be trained and engaged for providing agriculture based livelihood services
3. Increased crop productivity of Mahila Kisans through appropriate agriculture technology introduction and adoption.	3.1 Agriculture technologies related to varietal replacement, SRI, SWI, INM, IPM, Kitchen garden, land development, micro irrigation, etc will be introduced	<p>3.1.a Cropping intensity increased by min. 50% for min. 80% of Mahila Kisan</p> <p>3.1.b. Productivity of major crops doubled for at least 80% of Mahila Kisan</p>
4. Mahila Kisan Producer Company (MKPC) developed, market linkage developed, alternative extension services established	<p>4.1.a MKPC will be developed with the PGs to link with competitive mkt;</p> <p>4.1.b MKPC will be the platform to establish alternative agri. extension system with the help of the LRPs. It will also link with</p>	<p>4.1.a Each MKPC has at least 1200-1500 Mahila Kisan as equity holders/members</p> <p>4.1.a1. Each MKPC has developed business plan and implemented</p> <p>4.1.a2. each MKPC has an annual business turnover of at least Rs.1 crore by 3rd. yr.</p> <p>4.1.a3. At least 80% of the MKPCs have reached break even by 3rd. year</p> <p>4.1.a4 Financial & non-financial</p>

Objectives	Description of objectives	Key Outputs /Verification Indicators
	the existing knowledge and technical institutions in public and private domain	benefits at the member level is at least Rs.3000/year at the end of 3 rd . year 4.1.a5. At least 80% of the MKPC has obtained grade –A for institutional assessment 4.1.b Systems & Procedures for agri extension services established 4.1.b1 At least 50% of the Mahila kisan reported satisfactory services from MKPC

2.1 Project Strategy

The MKSP project is proposed for 4 Cluster of villages in 2 districts of M.P. Each cluster will have 25 villages, and in each district there will be two clusters. Hence, in total there will be 4 Clusters and 100 villages where the project will be implemented. It is anticipated that about 70-80 women farmers representing equal number of families would be participating in the project. Hence, for a cluster of 25 villages about 1800-2000 women farmers would be participating amounting to about 4000 women farmers in total would be involved in the project.

These are those villages where ASA has been working for land, water and agriculture based livelihood promotion for over 3 years and where primary groups (PG) of women are already existing to some extent in the form of SHG/JLG, Producer Groups, Watershed Groups, Water Users' Group, etc. It is envisaged that there will be a minimum of two such groups or about 40-50 women farmers will be the target group of the proposed project. Since these PGs are already into the agriculture sector their core functioning will remain same however will be further strengthened by providing inputs in regard to organizational development and agriculture based livelihood interventions. These PG shall be the pivotal point for planning and implementation of the initiatives planned in the project.

For introduction and validation of agriculture technologies there will be a "Mahila Kisan Pathshala (MKP)" (a localized version of the farmer field school), in each village in which the members from the PG will participate. Typically one such MKP will be conducted twice a year (two main cropping seasons) for the entire cropping season. About 20 women farmers from the PGs on rotational basis will participate in the MKP. They will be called the Agrani Mahila Kisan (AMK) and will play the lead farmer's role. The method of PTD (Participatory Technology Development) will be the key approach while conducting MKP. It is therefore envisaged that the AMK and the MKP will be the main carrier of technology diffusion in the villages.

Once the PGs are stabilized they will be federated under a Mahila Kisan Producer Company (MKPC), where the members of the PGs will become equity holder. About 1000 women farmers are envisaged to be under one MKPC as members. The MKPC will eventually become the formalized local institution of women farmers to address the issues of agribusiness and agriculture extension. A trained team of Agribusiness professional, recruited by the MKPC shall help the MKPC and their BoDs (Board of Directors) to plan and implement the business plan.

Broad basing of information about the project amongst the targeted community. Since the project area is such where ASA has been already working for sometime and the primary women's groups are in place this will work for an advantage of the project. The awareness about the project, implementation strategy, role of LRPs and women's institutions, role of ASA, etc. would help women and their institution visualize their role in the project.

It is quite obvious that initially the role of ASA would be more of a doer in order to demonstrate development actions on the ground, however the role will change with the increasing number and capacity of the women's institutions. There would be intensive focus on the capacity building activities of the women and their institutions to enable them to take the lead role.

It is understood that the expansion (both vertical and horizontal) of the project would largely depend upon the strength of the women's institutions, their leadership and the capacity of the fleet of LRPs. As a strategy the project would invest heavily on these three key aspects initially to gain speedy expansion in the subsequent years of the project.

(b) Proposed Plans/Strategies as part of the Project

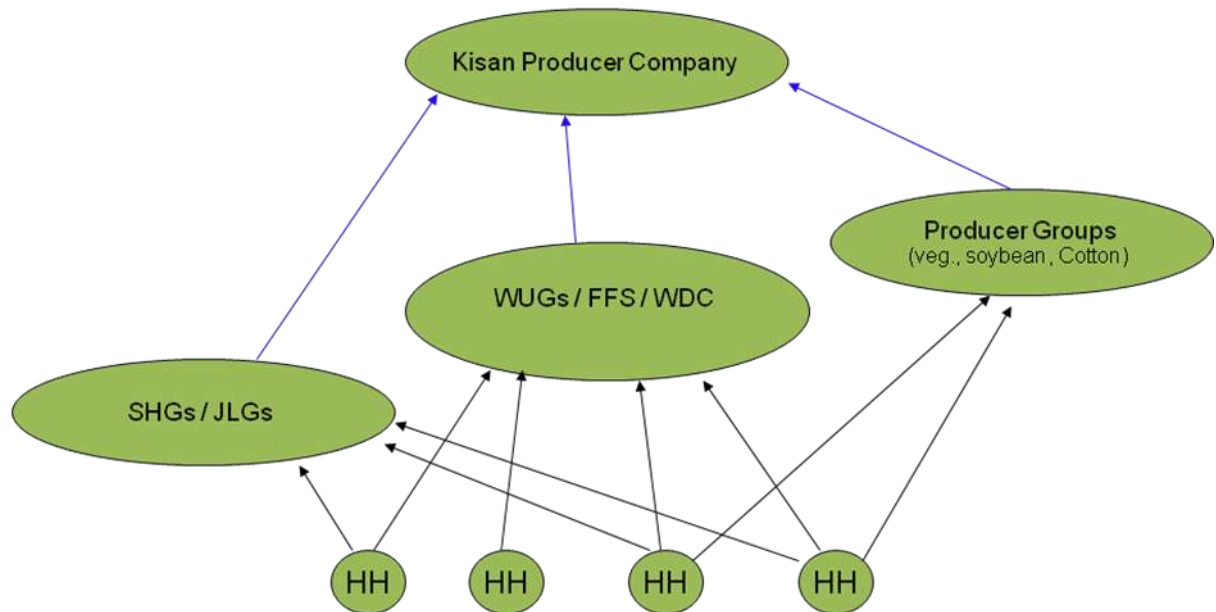
The villages are those where ASA has been working for land, water and agriculture based livelihood promotion for over 3 years and where primary groups (PG) of women are already existing to some extent in the form of SHG/JLG, Producer Groups, Watershed Groups, Water Users' Group, etc.

4. Since these PGs are already into the agriculture sector their core functioning will remain same however will be further strengthened by providing inputs in regard to organizational development and agriculture based livelihood interventions. These PG shall be the pivotal point for planning and implementation of the initiatives planned in the project.

5. Once the PGs are stabilized they will be federated under a Mahila Kisan Producer Company (MKPC) in each Cluster, where the members of the PGs will become equity holder. About 1000-1500 women farmers are envisaged to be under one MKPC as members. The MKPC will eventually become the formalized local institution of women farmers to address the issues of agribusiness and agriculture extension. A trained team of Agribusiness professional, recruited by the MKPC shall help the MKPC and their BoDs (Board of Directors) to plan and implement the business plan.

8. Agriculture based technology introduction, validation and adoption will be the key to bring in positive change in the livelihood status of women and change in asset base. For introduction and validation of agriculture technologies there will be a "Mahila Kisan Pathshala (MKP)" (a localized version of the farmer field school), in each village in which the members from the PG will participate. The method of PTD (Participatory Technology Development) will be the key approach while conducting MKP.

CBOs Institutional Model



1. Describe strategies undertaken in the past in enabling access to credit and markets through the women groups/federations?

To address the issue of institutional credit in the agriculture sector following approaches/strategies were taken:

- (i) SHGs and JLGs are financed through the micro finance services and with the bank linkages. Since the bank linkage scheme was not very prudent due to problem with the banks mostly, the MFI services were brought into the picture with reasonable rate of interest which can cover the cost of capital and operational cost. Point to be noted that ASA is a not for profit MFI and is not into the business of profiteering through MFI services. The MFI service is purely for rural women where ASA works mainly to fill the gap of institutional credit. The informal sector borrowing costs the rural women about 150-200% in the operational area of ASA, which are very interior rural pockets where formal banking services is extremely poor or non-existent.
- (ii) At the producer companies level the requirement for working capital loan and capital asset loan are met through borrowing from the banking institutions either by direct term loan or through pledging of warehouse receipts.

Chapter 3 Detailed Program Components

3.1 Detail of Proposed Action

a) training, exposure and several capacity building interventions for the PG and LRPs, (b) agriculture based livelihood interventions such as – trial and demonstration of Good Agriculture Practices (replacement of varieties, SRI, SWI, vegetable garden, seed production and dissemination, INM, IPM, etc.), Land and water resources development (viz. field bund. Leveling, stop dam, Talav, dug wells, lift irrigation, sprinkler, etc.); and (c) formation and development of Mahila Kisan Producer Company (MKPC), for which activities will include awareness building, federate the PGs into company, drafting constitution, registration of the company, develop and establish system and procedures related to admin, accounts, HR, develop business plan and implementation, statutory compliance, etc.

3.2 Convergence with MGNREGA and other line departments:

PIA is already involved in implementation of MGNREGA in the project districts mainly in Tikamgrah and shall be started in Chhatarpur very soon. These types of convergences with MGNREGA shall be done through the help of local PRIs mainly for land and water resource development work. Convergence shall be also made with concern line department mainly department of Agriculture and horticulture for ensuring the benefits of the different schemes like National Horticulture Mission, National Pulses Schemes, RKVY, NFSM and micro irrigation schemes.

3.3 Training and Capacity building of communities

Local Resource Persons (LRPs), men and women, will be groomed on institutional and technical aspects with a view that they will be serving as service providers in the local area.

7. Training, exposure and constant handholding to the Women's institutions and LRPs will be the key strategy of the project. The WIs and the LRPs are expected to be leading the project implementation with facilitation support by the project staff.

3.4 Training and Capacity building of Community Professionals

Various kind of trainings and exposure visits shall be conducted for the capacity building of community professionals it includes training on resource mapping, PRA, preparation of livelihood plans, community based natural resources management (CBNR) village level livelihood options and challenges, land and agricultures based livelihood options, community based land and water resources management, methods and practices of productivity enhancement, good agriculture practices like PVSP, SWI, IPM, INM, Biological & indigenous methods of pest control, vegetable gardening, promotion and strengthening of primary groups, Organizational Development options and comparative benefit etc. Here we are illustrating an example of training module that will be used for such training which is based on institutional development. Such modules will have the following:

i. Objectives of the proposed training:

The key objectives of the training is to develop basic understanding and knowledge on the issues of institution building, different form of farmers institutions like producer Company & Cooperative, Comparative benefits of Producer Company Vs. Cooperative, SWOT Analysis on Farmers Institution, basic requirements of producer company,

ii. Course Content

- Need & Types of Institutional Framework at village level
- Institution
- Need of institution under livelihood projects
- Kinds of institutions
- Comparative advantages of different type of institutions
- Activity based federations (Formal/Informal)
- New generation commercially viable producers' institution
- Producer Company Vs Cooperative Institutional model
- Formation of Producer Company
- Requirement for formation of Producer Company
- Steps involves in incorporation of a company
- Basic terminologies of Producer Company like Primary Producers, Withheld price, Patronage bonus, member, active member

iii. Intended learning outcomes:

After finished module participant will know the issues of institution framework required and suitable at village level. Understanding developed on formation and management of Cooperative & Producer Company, Comparative advantages of different type of institutional framework, agribusiness and agriculture marketing, legal aspects of Agri and Seed business, seed production, organizational and business development. Farmers shall also know about market competitors' market development strategies, product development and promotion methods, product and sell promotion strategies, market positioning, market networking, get information's about seed inspection and certification process required under seed production programme.

iv. Learning and teaching methods:

- Training methods will comprises simple interactive sessions in farmer friendly languages, tutorial, audiovisual aids, group discussion, group and individual exercises and fieldwork. It shall be as follows:
Interactive discussions to share basic concepts and hypotheses with the participants;
Individual tutorial and work groups dealing with real life problems through case studies and individual presentation and sharing;
- Field visit and highlighting experiments and laboratory practical;
- Interactive sessions with multimedia support like power point presentations, short films and other audio visual aids;
- Classroom exercise and exercises, which require individual work and group works, visit of one of the live projects;
- Use of case study for solving practical

Chapter 4 Implementation Arrangements

The project management structure will be as following:

- For each cluster there will be two professional staff with the skill mix of agronomist and sociologies/engineering. In a district there will be 2 Clusters and hence four professional staff. This team of four will be coordinated by a Team leader based in the district/block.
- A team of 10 LRPs will be working for one cluster (one LRP for 2-3 villages) whose work will be coordinated by the professional and by the WIs.
- There will be an exclusive team of one professional and two para-professional working as full time staff for one MKPC per cluster. They will be in the roll of the MKPC.
- To coordinate the overall project there will be a Project Coordinator based ASA head office at Bhopal.

Since these PGs are already into the agriculture sector their core functioning will remain same however will be further strengthened by providing inputs in regard to organizational development and agriculture based livelihood interventions. These PG shall be the pivotal point for planning and implementation of the initiatives planned in the project.

1. Once the PGs are stabilized they will be federated under a Mahila Kisan Producer Company (MKPC) in each Cluster, where the members of the PGs will become equity holder. About 1000-1500 women farmers are envisaged to be under one MKPC as members. The MKPC will eventually become the formalized local institution of women farmers to address the issues of agribusiness and agriculture extension. A trained team of Agribusiness professional, recruited by the MKPC shall help the MKPC and their BoDs (Board of Directors) to plan and implement the business plan.
2. Local Resource Persons (LRPs), men and women, will be groomed on institutional and technical aspects with a view that they will be serving as service providers in the local area.
3. Training, exposure and constant handholding to the Women's institutions and LRPs will be the key strategy of the project. The WIs and the LRPs are expected to be leading the project implementation with facilitation support by the project staff.

Chapter 5 Implementation schedule

Objective/Activities		Y1 (Apr-Mar)				Y2 (Apr-Mar)				Y3 (Apr-Mar)			
1. Objective 1: to collectivize women farmers at various levels covering 8,000 poor women (Tribal, Dalit, OBC) and enhance skills and knowledge to facilitate them to plan and implement agriculture based livelihood plans.													
Activity 1.1:	Conduct of awareness camps & training	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
Activity 1.2:	Organizing exposure visit	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
Activity 1.3:	Handhold support to the PGs	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Objective 2. to groom Local Resource Persons (LRPs) to provide handholding technical support to Mahila Kisans in agriculture.													
Activity 2.1:	Specialized technical training for LRPs	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Activity 2.2:	Monthly review meeting of LRPs	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Objective 3. to enhance crop productivity of Mahila Kisans through appropriate agriculture technology introduction and adoption.													
Activity 3.1.	Organize Mahila Kisan Pathshala (MKP) for Front Line Demonstration	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Activity 3.2:	Demonstration on INM & IPM (on Major crops)		Y	Y	Y		Y	Y	Y		Y	Y	Y
Activity 3.3:	SRI & SWI promotion		Y	Y	Y		Y	Y	Y		Y	Y	Y
Activity 3.4:	Trial on Participatory Selection of varieties & dissemination		Y	Y	Y		Y	Y	Y		Y	Y	Y
Activity 3.5:	Trial on small Veg. garden		Y	Y	Y		Y	Y	Y		Y	Y	Y
Activity 3.6:	Demonstration on safe use of Agrochemicals and safe disposal of empty containers		Y	Y	Y		Y	Y	Y		Y	Y	Y
Activity 3.7:	Construction of micro Lift Irrigation system	Y	Y	Y		Y	Y	Y		Y			
Activity 3.8:	Construction of Dug wells	Y	Y	Y		Y	Y	Y		Y			
Activity 3.9:	Land improvement (Leveling & Bunding)	Y	Y	Y		Y	Y	Y		Y			
Activity 3.10:	Community managed Stop dams	Y	Y	Y		Y	Y	Y		Y			
Activity 3.11:	Trial on Micro irrigation system (Sprinklers)		Y	Y	Y		Y	Y	Y		Y	Y	Y
Objective 4 to promote Mahila Kisan Producers Company for delivery of agriculture extension services and linkage with competitive market.													
Activity 4.1.	Awareness and mobilization of women farmers for MKPC				Y	Y	Y	Y					
Activity 4.2:	Registration of MKPC				Y			Y	Y	Y			
Activity 4.3:	Skill building of GB				Y	Y	Y	Y	Y	Y	Y	Y	Y
Activity 4.4:	Development of Business plan & Implementation				Y	Y	Y	Y	Y	Y	Y	Y	Y

Chapter – 6 : Results Framework

Detail of Proposed Action

Following are the activities implemented in the project which will ensure food and nutritional security of not only women farmers but also their families. This matrix will also answer to the question # 2, about the strategies for sustainable agriculture.

Activities to promote sustainable agriculture	Description	Outputs/Verification Indicator	Target
Organize Front Line Demonstration for Mahila Kisan Pathshala (MKP)	FLDs of agriculture technologies will be done for main crops through Farmer Field school mode.	At least 60-75% of Mahila kisan has adopted technologies demonstrated thru FLDs	240 FLDs
Demonstration on INM & IPM (on Major crops)	INM & IPM demonstration trial will be conducted	At least 50-60% of Mahila kisan has adopted INM & IPM	2600 trials
Dissemination of SRI & SWI	SRI and SWI are tested technologies which will be disseminated with large number of women farmers	At least 70-80 of Mahila Kisan has adopted SRI and SWI	2800 dissemination trial
Trial on Participatory Selection of varieties & dissemination	Farmers' preferred varieties would be selected through participatory process and once selected they will be disseminated through localized seed production and dissemination of seeds	At least 70-80 of Mahila Kisan has adopted farmers' preferred varieties	1800 introductory & dissemination trial
Trial on small Vegetable Garden	Small vegetable garden of 10-12 decimal will be taken up	At least 70-80 of Mahila Kisan has adopted the practices of veg. garden	540 V. garden trial
Promotion of backyard poultry	Small scale (max. 100 Chics) organized poultry mainly with landless women.	At 50-75% of the women have adopted the practice	150 backyard poultry
Promotion of fishery with existing groups	Fishery is an important livelihood activity in Tikamgarh especially with land less. This will be strengthened further with technical and managerial inputs	At least 80-90% of the fishery groups have increased income significantly due to technical interventions	30 groups
Demonstration on safe use of Agrochemicals and safe disposal of empty containers	Demonstration on balanced and safe use of agrochemicals to reduce hazardous impact on health	At least 70-80 of Mahila Kisan families have adopted the practices of safe use of agrochemicals and disposal of empty containers	4000 trials
Construction of micro Lift Irrigation system	Small group based (5-10 farmers) LIs will be set up based on perennial water sources. This will be done with very poor women farmers	Area under irrigation increased	6 LIs
Construction of Dug wells	group based (2-3 farmers) dug wells will be constructed for irrigation purposes mainly for This will be done with very poor women farmers	Area under irrigation increased	240 Dug wells
Land improvement (Leveling & Bunding)	Land bunding & leveling will be done to check soil erosion	Productivity of land increased	800 farmers for nearly 800

Activities to promote sustainable agriculture	Description	Outputs/Verification Indicator	Target
	and to improve condition of resources		ha. land (approx.)
Community managed Stop dams	Community level water harvesting measures to improve irrigation and ground water recharge. About 8-10 farmers or about 8-10 ha. of land under irrigation per SD	Area under irrigation increased	8 Stop dams will be built
Trial on Micro irrigation system (Sprinklers)	This will be introduced as farm level water conservation measures	Demand for sprinkler increased	34 sprinkler system introduced

Chapter 7 Monitoring, Evaluation and Learning

At every level i.e PG and at MKPC, the project would help women's institutions to develop deliverable matrix and the tasks and sub-tasks associated with it. Tasks would be like the number of meetings, financial transactions in the group, area planned under a crop, details of crops sown, yield and profit at farmers' level, etc. Further the project team would help WIs preparing job chart for LRPs clearly specifying tasks to be performed, timeliness, expected output and payment. This deliverable matrix would be the basis of monitoring in the meetings of the WI's, at least once a month facilitated by the project staff.

The method of social audit, peer group review will be adopted by the WIs to establish a transparent process of implementation.

At the MKPC level, the Board of Directors (BoDs) would review the progress of the company against the business plan on a monthly basis. The professional team at MKPC would facilitate the process. The Annual General body meeting, once in a year, will review the performance of the company, finances and statutory compliances. There will be an internal audit system and activity process audit mechanisms in place.

7.2 Review Mechanism

The framework for overall project review at ASA Team level would be as follows:

- a) Tracking progress : this will be done by data/reports generated by MIS, periodic review, field visits by the senior staffs. A quarterly progress report on the target and achievement on the physical progress would be shared with the trust.
- b) Tracking outputs and outcomes: several internal and external short studies are proposed to capture the processes and impact of the project.
- c) Project quality monitoring: ASA has a project monitoring and learning system, through this the quality compliances to the project processes are monitored and the learning is shared across. Also there is internal audit system done every quarter.

However at community level review shall be done through regular monthly meeting at group level along with practice of Social Audits (two in a year) while at Mahila Kissan Company level it shall be done through bimonthly meeting, to be organized by Board of Directors of the FPC based on the business plan prepared and accepted by the MKC.

Chapter 8

Budget Narrative

The total project cost is INR **916.01 Lacs** of which 58% i.e. **INR 532.57** is requested from the MKSP and **INR 232.63 Lacs** (25%) will be borne by ASA, and **INR 150.81 Lacs** (16%) by the community. The project will leverage fund from the government sources mainly IWMP, NREGS and other Foundations such as Sir Dorabji Tata Trust, Ford foundation, ICAR, etc. for selective elements shown under the contribution of ASA in the budget sheet. Expenditure on capacity building and organizational development of women farmers is 25% of the budget.

Budget of both District Chhatarpur & Tikamgarh are illustrated in two below mentioned tables:

Overall Budget of Chhatarpur & Tikamgarh Cluster

Budget of the MKSP Project. PIA: Action for Social Advancement (ASA), Bhopal

Parameters/ Targets	Yr-1	Yr-2	Yr-3	Total
No. of farmers	8000	8000	8000	8000
No. of Groups	400	400	400	400
No. of village	100	100	100	100
No. of clusters	4	4	4	4
No. of Districts	2	2	2	2

No. of members per Group= 20-25

No. of village /cluster =25

INR Lacs

Sr. no.	Items	Unit detail	Unit cost	Physical target			Financial Target											Total Budget	Budget Sharing			Remarks																	
				Y1	Y2	Y3	Y1(T)	ASA	Com	MKSP	Y2(T)	ASA	Com	MKSP	Y3(T)	ASA	Com		MKSP	ASA	Com		MKSP																
1	Organisational Development & Strenthning	No. of MKS		120	300	300																																	
1.1	Promotion & nurturing of Mahila Kissan Samooh (MKS) # 1	No. of trainings	0.01	400	400	400	4	0	0	4	4	0	0	4	4	0	0	4	12.00	0	0	12.00	Each MKS will have min 20 women and each samooh will get min 2 trainings in a year																
1.2	Mobilization & Formation of Group's Federation as Mahila Kisan Producer Compaines (MKPC)#2	No. of events	0.12	8	8	6	0.96	0	0	0.96	0.96	0	0	0.96	0.72	0	0	0.72	2.64	0	0	2.64	It will include programmes like Rallies, Cluster level Consultation workshops, Seminars / Sangosthi and Mahila Sammelan etc																
1.3	Registration & incorporation of MKPC #3	No. of MKPC	0.5	4	0	0	2	0	0	2	0	0	0	0	0	0	0	0	2.00	0	0	2.00	It incldues formal registration of Producer Companies under Producers Companies Ammdment Act 2002																
1.4	Organising ToTs & Exposure visits for Agrani Mahila Kissan (AMK) # 4	No. of exposure visits	0.6	4	4	2	2.4	0	0	2.4	2.4	0	0	2.4	1.2	0	0	1.2	6.00	0	0	6.00	Agrani Mahila Kissan will run MKP for introduction, validation and extension of good agricultural practices																
1.5	Development of Training Tools Kits for all Agrani Mahila Kissan # 5	No. of Kits	0.01	400	400	400	2.6	0.65	0	1.95	2.60	0.65	0	1.95	2.60	0.65	0	1.95	7.80	1.95	0	5.85	They will use this kit during training of their member farmers at on-farm or off farm classroom sessions																

2.8	Demonstrations on safe use of Agrochemicals #18	Cost/farmer (Hand glove & Musk)	0		800	2000	1200			1.2	0.12	0.12	0.96		3	0.3	0.3	2.4	1.8	0.18	0.18	1.44	6.00						
2.9	Development of trainings modules, training materials & Audio Visuals Aids #19	Lump sum	0.1	10	10	10	1	0.4	0	0.6	1	0.4	0.6	1	0.4	0.6	0.6	0.6	1	0.4	0	0.6	3.00		1.2	0	1.8	4.8	Samll Videos on Good Agronomic Practices & Showcasing
	Sub Total						21.5	4.61	3.1	13.79	64.2	11.39	7.97	44.84	55.1	6.57	6.76	41.77				140.80		22.57	17.83	100			
3	Land & Water Resource Development																												
3.1	Women Managed Micro Lift Irrigation Systems #20	Per LI	7.8	3	3		23.4	3.51	2.34	17.55	23.4	3.51	2.34	17.55	0	0	0	0				46.80		7.02	4.68	35.1			
3.2	Dugwells	Per Dugwell	0.9	80	120	40	72	7.2	36	28.8	108	10.8	54	43.2	36	3.6	18	14.4				216.00		21.6	108	86.4		Group Dug well sub-project where min.2-3 families will be nbenefitted. Cost includes digging and making pucca structure.	
3.3	Land improvement (Labelling & Bunding)	Per farmers	0.05	200	400	200	10	7	1	2	20	14	2	4	10	7	1	2				40.00		28	4	8		without land improvement the small farmers will not have much productive land (asset).	
3.4	Community Managed Water harvesting Structure like Stop dams/Earthen Tank	No. of SD/ET	8	3	3	2	24	9.6	2.4	12	24	9.6	2.4	12	16	6.4	1.6	8				64.00		25.6	6.4	32			
3.5	Micro Irrigations (Sprinkler)	No. of sets	0.6	8	18	8	4.8	0.96	0	3.84	10.8	2.16	0	8.64	4.8	0.96	0	3.84				20.40		4.08	0	16.32			
3.6	GIS based planning & monitoring of Land, water & agri development by Agrani Mahila (Pilot)	Per village	0.6	4	4	4	2.4	0.96	0	1.44	2.4	0.96	0	1.44	2.4	0.96	0	1.44				7.20		2.88	0	4.32			
	Sub Total						136.6	29.23	41.74	65.63	188.6	41.03	60.74	86.83	69.2	18.9	20.6	29.68				394.40		89.18	123.1	182.14			
4	Programme Management Cost (with 10% yearly escalation)																												

Share of MKSP	58
Share of ASA	25
Community share	16
ASA Management Cost of MKSP share	5
ASA Management Cost to total cost	17
Mahila Capacity Building & Mahila Organ. Dev. Cost to total cost	25
Mahila C. Building & Mahila Orgn. Dev. Cost to total MKSP share	38
Agriculture based livelihood interventions	58
Average Investment per village for 3 years	916005
Average Investment per village for 3 years by MKSP	532567
Average Investment per women farmer for 3 years by MKSP	6657
Average Investment per women farmer for 3 years total cost	11450

1.11	Remuneration of Local Resource Persons (LRP)	Per100 - 20 farmers/ LRP/month	0.03																19.80				Community will start paying service charges from Yr-2 onward
1.12	ToT and Exposures of LRP #11	No. of events	0.2	2	240	240	5.4	1.35	0	2.7	7.2	1.8	1.8	3.6	7.2	1.8	1.8	3.6	1.20	4.95	4.95	9.9	
	Sub Total						45.35	1.755	1.35	42.25	41.75	2.205	1.8	37.743	26.12	2.205	1.8	22.11	113.21	6.17	4.95	102.10	
2	Agriculture Development programme																						
2.1	Organising Fron line Demnstrations with MKP #13	Cost / FFS / Yr	0.03	100	250	250	3	0.6	0.3	2.1	7.5	1.5	0.75	5.25	7.5	1.5	0.75	5.25	18.00	3.6	1.8	13`	These demonstrations shall be conducted at MKP's lead farmers field (AMK). Such demonstrations are having all components of good agriculture practices intended to demonstrate in the given crop. It is an ideal type of demonstration used for on-farm training purpose in FFS. Cost of FLDs is high compared to other demo.
2.2	Demonstration on INM & IPM (On Major crops)#14	Cost/trials	0.006	400	1800	400	2.4	0.6	0.24	1.56	10.8	2.7	1.08	7.02	2.4	0.6	0.24	1.56	15.60	3.9	1.56	10	
2.3	Promotion of SRI & SWI #15	Cost/Farmers	0.002	800	1200	800	1.6	0.4	0.16	1.04	2.4	0.6	0.24	1.56	1.6	0.4	0.16	1.04	5.60	1.4	0.56	4	Seeds & Seed Treatment, Rs 100, Weeder, 200, Fertilizers 100
2.4	Participatory Selection of varieties & dissemination #16	Cost / Trial	0.002	600	600	600	0.9	0.27	0.09	0.54	0.9	0.27	0.09	0.54	0.9	0.27	0.09	0.54	2.70	0.81	0.27	1.62	
2.5	Promotion of backyard poultry	cost/unit	0.13		25	50			0	0	3.25		0.325	2.925	6.5		0.65	5.85	9.75		0.975	8.775	This activity would be targetted towards Landless mainly

5	Grand Total						155.62	37.26	24.56	93.80	185.90	44.27	35.37	106.27	116.48	34.79	15.48	66.21	458.00					
	%age						23.941	15.782	60.28		23.81	19.02	57.164		29.867	13.29	56.843	100	25	116.31	16	75.41	58	266.28

4	Programme Management Cost (with 10% yearly escalation)																					
4.1	Programme Coordinator (Overall)	Cost /Month	0.5	6	6	6	3	2.721	0	0.279	3.3	2.993	0	0.3069	3.63	3.292	0	0.3376	9.93	9.01	0	0.92
4.2	Team Leader (District Level)	Cost/Month	0.35	12	12	12	4.2	3.36	0	0.84	4.62	3.696	0	0.924	5.082	4.066	0	1.0164	13.90	11.12	0	2.78
4.3	Project Executive/ SMS (Agri /engg/Social)	Cost/Month/Cluster	0.44	24	24	24	10.56	6.336	0	4.224	11.616	6.97	0	4.6464	12.78	7.667	0	5.111	34.95	20.97	0	13.98
4.4	Staff Travel	Av.Cost /Month /cluster	0.2	20	20	20	4	2.6	0	1.4	4.4	2.86	0	1.54	4.84	3.146	0	1.694	13.24	8.61	0	4.63
4.5	Rent, electricity, telephone of the Team office (Part cost)	cost/ month/ dist. Team office	0.1	12	12	12	1.2	1.2	0	0	1.32	1.32	0	0	1.45	1.452	0	0	3.97	397	0	0.00
4.6	Stationary & Other Consumable Cost	cost/ month/ dist. Team office	0.03	12	12	12	0.36	0.18	0	0.18	0.396	0.198	0	0.198	0.44	0.218	0	0.2178	1.19	0.60	0	0.60
	Sub-total						23.32	16.4	0	6.923	25.652	18.04	0	7.6153	28.217	19.84	0	8.3768	77.19	54.27	0	22.92
5	Grand Total						139.82	32.89	22.98	83.95	201.70	48.64	36.95	116.12	116.48	34.79	15.48	66.21	458.00	116.31	75.41	266.28
	%age						23.52	16.44	16.44	60.044	201.70	24.11	18.3	57.5698	116.48	29.87	13.29	56.843	100	25	16	58

Chapter 9
Basic PIA Information

1	Name of PIA	Action for Social Advancement (ASA)
2	Legal Status (<i>NGO / Network NGO / CBO / Producer Co. / Section-25 Co. / Pvt. Co</i>)	Not for profit NGO registered under the Gujarat Societies Registration Act. 1860 and the Bombay Public Trust Act, 1951.
3	If Network NGO, number of partners being supported?	Not Applicable
4	Registration No. & Date of Registration	F-801-PMS /20 May 1996 /Gujarat GJ.835.PMS /20 May 1996 /Gujarat
5	Name of Donors in the past 3 years, if any (give max3)	a. Department of Panchayat & Rural Development, GoMP & GoI b. Bihar Rural Livelihood Promotion Society, GoB c. National Agriculture Innovation Project, ICAR (see Annex-2 for details)
6	Name with Size (Budget in INR) of relevant projects handled in the past 3 years (give max 3)	a. Integrated Watershed Development Project in various districts of M.P; Size: INR 40 cr. (approx.) b. Technical Support to Bihar Rural Livelihood Project for Agriculture development (SRI, SWI, Varietal replacement, Composting, Kitchen garden) of women SHG farmers & development of Farmer Producer Companies of women farmers for market linkages in Bihar; Size : 3 Cr c. Integrated Farming System Modules to ensure sustainable Livelihood Security for the Peasants of disadvantaged districts of M.P; Size: 1.81 Cr. (see Annex-2 for details)
7	Annual Revenue of PIA for the most recent audited financial year	Average annual turnover is INR-20 cr. in past three years. A significant amount of which is routed through the community institutions promoted by ASA where Govt. watershed program fund goes directly, implemented by the CIs under our technical guidance. (see Annex-2 for details)
8	List ongoing projects (max 3.) and their Size (INR)	21 on-going projects with size of INR 55 Cr. (Approx.). (see Annex-2, col-4 for details)
9	Completion of last project (MM/YY)	(see Annex-2, col-6)
10	Total value of assets available with the PIA?	INR 6.76 Crore (2009-10 Balance Sheet)
11	Experience of working with (i) Women SHGs/Groups (Y/N) (ii) Agriculture based livelihood with existing women groups (Y/N)	(i) Yes. (ii) Yes.
12	<i>In the proposed project, how much % of the</i>	It is difficult to make a distinction in terms of

<p><i>implementation is undertaken by your existing capacities and how much % is leveraged from external community based organizations in the project area?</i></p>	<p>percentage. The approach of ASA is deeply rooted in the community led project implementation. ASA would take the approach of building the women’s institutions and build their capacity and bring them in the centre stage of implementation as the project progresses. This is better explained in Section - B.</p>
---	---

13. Human Resource (Fulltime) – See annex-3

(Give details of staff with relevant experience proposed for deployment towards the proposed project. Details should also include availability of Community Resource Persons with relevant knowledge deployed under the project. Answer to this question may be put as Annexure).

<p>14</p>	<p>Attachments (Annexes)</p> <p>(i) <i>Last three years audited financial statements</i></p> <p>(ii) <i>Description of training resources and infrastructure available with the organization which is proposed to be deployed for the MKSP project e.g. brochure, training material, training hall, trainers etc)</i></p>	<p>(i) See annex-4 (A,B,C)</p> <p>(ii.a) ASA has over fifty senior professionals in the areas of agriculture, agribusiness, watershed who conduct community training on regular basis. A section of this resource will be deployed to meet the training need of MKSP project.</p> <p>(ii.b) ASA has vast resources of tested training modules and materials (at least 200 videos made capturing the best practices by farmers, flip chart, and field manual, etc.) which will be used for the project.</p> <p>(iic.) ASA does not have its own training hall. Most of the training is done at the village level/local area using the Govt./private facilities.</p>
------------------	--	---

-----End of document-----