

## DETAILED PROJECT REPORT

*For the project:* Enhancing agriculture based livelihood of small women farmers and improving their strategic role in agriculture through building multi level collectives, increasing agriculture productivity and establishing market linkages in tribal districts of **Jhabua, Barwani and Mandla, M.P**

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



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Bhopal, M.P

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## Chapter 1:

### 1.1. Project background, context and rationale

- a. 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.

- b. The project will be implemented with about 10000 small and marginal women farmers spread over in 150 villages. There will be in total 6 Cluster of villages, each with 25 villages and 1500-1800 women farmers. In a district there will be two clusters. It is planned that about 60-70 women farmers representing equal number of families belonging to the small and marginal category of farmers would be participating in the project.
- c. The villages are those where ASA has been working for land, water and agriculture based livelihood promotion for over 5 years and where primary groups (PG) of women already exist to some extent in the form of SHG/JLG, Producer Groups, Watershed Groups, Water Users' Group, etc.
- d. 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 MKSP.
- e. 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.
- f. 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.

## 1.2. Demographic Profile of the area

The proposed project area is pre-dominantly tribal (Jhabua, Barwani, Mandla). The districts chosen for the project are the poorest in India. In the following table some key data of the districts are given.

| Parameters  |        | Jhabua  | Badwani | Mandla |
|---|--------|---------|---------|--------|
| Literacy  | Male   | 48      | 51      | 73     |
|   | Female | 25      | 31      | 45     |
| Total Population  |        | 1394561 | 1081441 | 894236 |
| SC (%)  |        | 2.31    | 6.32    | 4.61   |
| ST (%)  |        | 86.84   | 67.01   | 57.9   |
| Gender ratio  |        | 986     | 971     | 996    |
| Per Capita Forest Area in Ha                                      |        | 0.09    | 0.33    | 0.66   |
| Gross Cropped Area (in '000 Ha)                                   |        | 426     | 268     | 282    |
| Rural Road Connectivity (% villages not covered)                  |        | 48.2    | 51.8    | 61.8   |
| Rail connectivity (In KM)   |        | 64      | 0       | 67     |
| Ranking of district as per HD Indicators (out of 50 dists of M.P) |        | 50 th.  | 49 th.  | 28 th. |

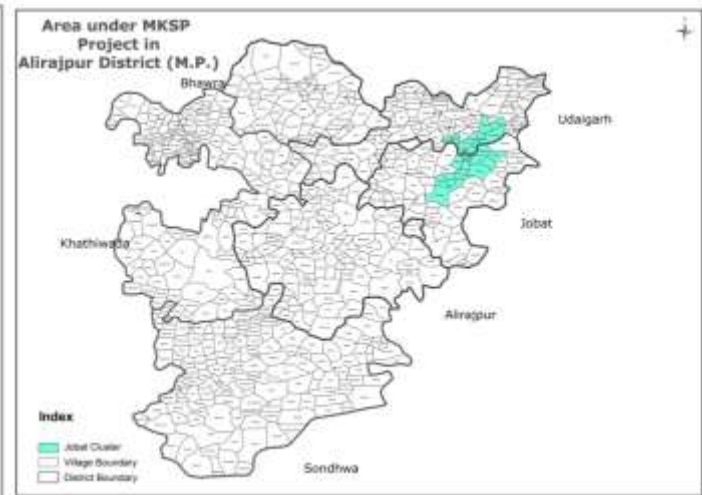
Source: M.P. Human Development of Report 2007

**Jhabua:** The district of Jhabua is situated in the state of Madhya Pradesh state of central India. The town of Jhabua is the administrative headquarters of the district. The district lies in the western part of Madhya Pradesh, Surrounded by Panchmahal and Baroda districts of Gujarat, Banswara district of Rajasthan, and Alirajpur, Dhar and Ratlam districts of Madhya Pradesh. The land is hilly and uneven. The average rainfall in the district is about 800 mm. The district is divided in five tehsils and six community development blocks. In May 2008 Jhabua was divided into two parts, Alirajpur and the six blocks are Jhabua. Alirajpur, Jobat, Udaigarh, Bhabra, Sondawa. At present Jhabua district is formed by **Jhabua**, Meghnagar, Ranapur, Rama, Thandla and Petlawad blocks. The people here speak Bareli Rathwi, a Bhil language spoken and written in Devanagari script.

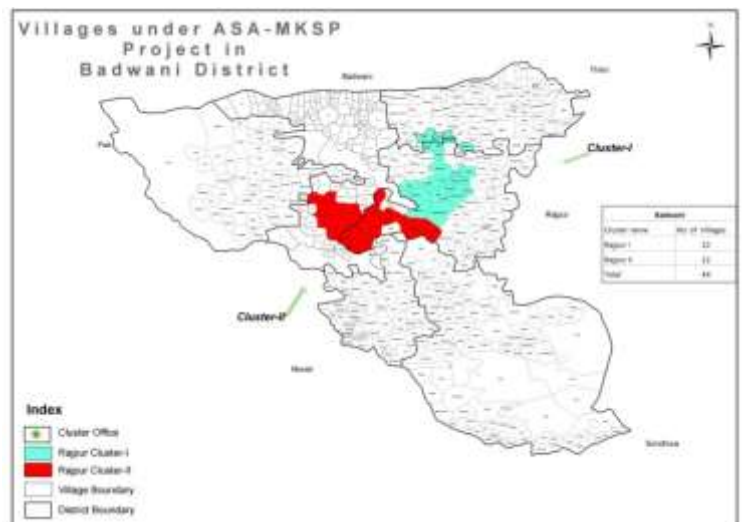
**Main Rivers:** Mahi forms the north-eastern and east-northern boundaries of the District in Petlawad tahsil. The pampawati of Petlawad, combined with the Ladki, joins it near Bhairongarh Railway Station.

The Anas is a large tributary of the Mahi. It rises from the south-eastern part of Jhabua tahsil. The northern off shoot of the vindhyachal range bifurcates at Phurtalao hill (1770 ft.) into the northern and western branches. The Anas flows to the north for about 37 kms., 9kms. To the west, and towards the north-west for another 44 kms. within the District. Most of the later course lies Gujrat. The Anas maintains this direction in Kushalgarh Tehsil for 4 kms. but turns to the west and joins the left bank of the Mahi, 25 kms. beyond. The Kali (of Guwali) and the Khan flow mostly in the Panch Mahals district of Gujrat but join the Anas in Jhabua, near Guwali village.





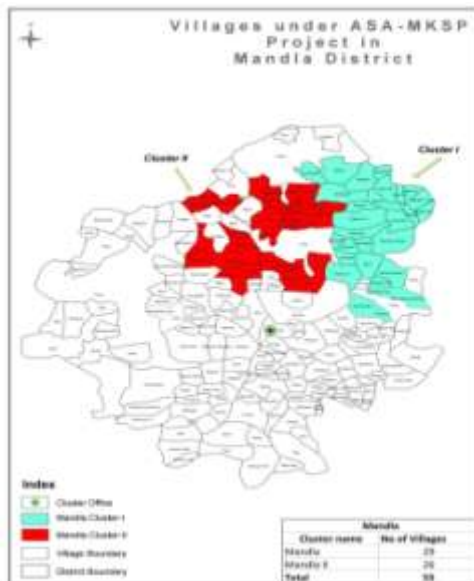
**Badwani:** District is situated between Latitudes 21°37' to 22°22' North and Longitudes 74°27' to 75°30' East. State of Maharashtra in South, Gujarat in far West, district Khargone on the East and district Dhar on the North from boundaries of Barwani. District is triangular in shape with the highest point in West. The town Barwani is situated near the left bank of the Narmada River.



**Mandla:** Mandla is a tribal district situated in the east-central part of Madhya Pradesh. The district lies almost entirely in the catchment of river Narmada & its tributaries. A district with a glorious history, Mandla comprises of numerous rivers and endowed with rich forests. The world's famous Tiger Sanctuary, Kanha National Park located in the district, is one of the hottest targets for both the domestic as well as foreign tourists. The extreme length of the district is about 133 Kms. from north to south and extreme breadth is 182 Kms from east to west. It covers a total area of 8771 Sq.Km. and consists a total population of 779414.

There are 9 blocks 4 Tehsils and 1214 villages in the district. With the promulgation of Madhya Pradesh reorganisation of district has been bifurcated into the Mandla and Dindori districts. The Dindori, Shahpura Tahsils and Mehandwani development block formed Dindori district while rest of the area existed in Mandla District.

Mandla District consists of a rugged high tableland in the eastern part of the Satpura hills. The most important range of the Satpuras in the district is Maikal, which form a watershed between western and eastern India. It is well known in ancient Sanskrit Literature as the source of the holi Narmada. The spurs and sub-ranges of the Maikal hills divides the country in the east of the district into a number of valleys and table-lands.



Cluster wise detail of villages is as follows:

**Village list: District Jhabua Block & Cluster – Ranapur:**

| Sr.No        | Village Name      | Block   | No. of households | Total Population | Social category |            |           |           |
|--------------|-------------------|---------|-------------------|------------------|-----------------|------------|-----------|-----------|
|              |                   |         |                   |                  | Scheduled Cast  | Tribe      | OBC       | General   |
| 1            | Kheda Andharwad   | Ranapur | 148               | 848              | 0               | 844        | 0         | 4         |
| 2            | Jhanjharwa        | Ranapur | 136               | 826              | 0               | 826        | 0         | 0         |
| 3            | Junagaon          | Ranapur | 149               | 763              | 25              | 730        | 0         | 8         |
| 4            | Dewalfaliya       | Ranapur | 49                | 249              | 0               | 249        | 0         | 0         |
| 5            | Khapediyamal      | Ranapur | 56                | 225              | 0               | 225        | 0         | 0         |
| 6            | Baldimal          | Ranapur | 74                | 286              | 0               | 282        | 0         | 4         |
| 7            | Chagola           | Ranapur | 168               | 948              | 0               | 944        | 0         | 4         |
| 8            | Khermal           | Ranapur | 142               | 548              | 0               | 547        | 0         | 1         |
| 9            | Dabtali           | Ranapur | 165               | 835              | 0               | 835        | 0         | 0         |
| 10           | Bagwa             | Ranapur | 70                | 268              | 0               | 268        | 0         | 0         |
| 11           | Andharwad         | Ranapur | 107               | 565              | 13              | 530        | 0         | 22        |
| 12           | Kahuda            | Ranapur | 62                | 392              | 0               | 390        | 0         | 2         |
| 13           | Samoi             | Ranapur | 437               | 2,530            | 130             | 2,314      | 0         | 86        |
| 14           | kanjawani Mirch   | Ranapur | 125               | 642              | 0               | 628        | 0         | 14        |
| 15           | Kushalpura        | Ranapur | 176               | 927              | 11              | 857        | 0         | 59        |
| <b>Total</b> |                   |         | <b>2064</b>       | <b>10852</b>     | 179             | 10469      |           | 204       |
|              | <b>Percentage</b> |         |                   | <b>100%</b>      | <b>2%</b>       | <b>96%</b> | <b>0%</b> | <b>2%</b> |

**Village list: District Alirajpur (Jhabua) Block & Cluster – Jobat:**

| Sr. No | Village Name   | Block    | No. of household | Total Population | Social Category |       |     |         |
|--------|----------------|----------|------------------|------------------|-----------------|-------|-----|---------|
|        |                |          |                  |                  | SC              | ST    | OBC | General |
| 1      | Betwasa        | Jobat    | 163              | 1,103            | 0               | 1,103 | 0   | 0       |
| 2      | Jaisingpur     | Jobat    | 116              | 740              | 0               | 740   | 0   | 0       |
| 3      | Kosduna        | Jobat    | 174              | 1,110            | 0               | 1,110 | 0   | 0       |
| 4      | Jemeri         | Jobat    | 80               | 477              | 0               | 477   | 0   | 0       |
| 5      | Baledi         | Jobat    | 290              | 2,049            | 112             | 1,933 | 0   | 4       |
| 6      | Bilasa         | Jobat    | 158              | 1,027            | 0               | 1,027 | 0   | 0       |
| 7      | Handi          | Jobat    | 3                | 11               | 0               | 11    | 0   | 0       |
| 8      | Degoan         | Jobat    | 132              | 818              | 35              | 783   | 0   | 0       |
| 9      | Dehadla        | Jobat    | 307              | 2,083            | 165             | 1,916 | 0   | 2       |
| 10     | Dekakund       | Jobat    | 177              | 1,417            | 0               | 1,417 | 0   | 0       |
| 11     | Semalda        | Jobat    | 28               | 219              | 0               | 219   | 0   | 0       |
| 12     | Thapli         | Jobat    | 224              | 1,774            | 148             | 1,626 | 0   | 0       |
| 13     | Kotda          | Udaigarh | 144              | 946              | 153             | 789   | 0   | 4       |
| 14     | Sudi Badi      | Udaigarh | 147              | 1085             | 0               | 1,085 | 0   | 0       |
| 15     | Kadwal choti   | Udaigarh | 102              | 710              | 0               | 710   | 0   | 0       |
| 16     | Mandavgarh     | Udaigarh | 29               | 232              | 0               | 232   | 0   | 0       |
| 17     | Rathmalia      | Udaigarh | 63               | 358              | 0               | 358   | 0   | 0       |
| 18     | Koilaberda     | Udaigarh | 293              | 2100             | 36              | 2,063 | 0   | 1       |
| 19     | Vekalgaon badi | Udaigarh | 92               | 660              | 0               | 660   | 0   | 0       |
| 20     | Soliya         | Udaigarh | 62               | 372              | 0               | 372   | 0   | 0       |

| Sr. No | Village Name      | Block | No. of household | Total Population | Social Category |               |     |           |
|--------|-------------------|-------|------------------|------------------|-----------------|---------------|-----|-----------|
|        |                   |       |                  |                  | SC              | ST            | OBC | General   |
|        | <b>Total</b>      |       | <b>2784</b>      | <b>19,291</b>    | 649             | <b>18,631</b> | 0   | <b>11</b> |
|        | <b>Percentage</b> |       |                  | <b>100%</b>      | <b>&lt;2%</b>   | <b>98%</b>    |     |           |

**Village list: District Barwani Block & Cluster – Rajpur:**

| Sr.No. | Village name      | Block  | No. of households | Total Population | Social Breakup |              |               |               |
|--------|-------------------|--------|-------------------|------------------|----------------|--------------|---------------|---------------|
|        |                   |        |                   |                  | SC             | ST           | OBC           | General       |
| 1      | Narawla           | Rajpur | 206               | 1,138            | 12             | 967          | 159           | 0             |
| 2      | Bilwani           | Rajpur | 367               | 2,344            | 27             | 1,975        | 315           | 27            |
| 3      | Danod             | Rajpur | 610               | 4,012            | 274            | 3,515        | 170           | 53            |
| 4      | Limbai            | Rajpur | 439               | 2,423            | 106            | 2,182        | 114           | 21            |
| 5      | Gonpura           | Rajpur | 123               | 719              | 21             | 694          | 4             | 0             |
| 6      | Bhingara          | Rajpur | 68                | 434              | 66             | 306          | 62            | 0             |
| 7      | Attersambha       | Rajpur | 74                | 470              | 9              | 461          | 0             | 0             |
| 8      | Rojhani           | Rajpur | 90                | 1183             | 968            | 215          | 0             | 0             |
| 9      | Sakad             | Rajpur | 208               | 1,273            | 15             | 1,247        | 11            | 0             |
| 10     | Bajjata           | Thikri | 141               | 644              | 42             | 548          | 54            | 0             |
| 11     | Ralamandal        | Thikri | 45                | 299              | 17             | 273          | 9             | 0             |
| 12     | Unchi             | Rajpur | 120               | 635              | 25             | 593          | 17            | 0             |
| 13     | Jalgone           | Rajpur | 351               | 1,858            | 38             | 1,418        | 268           | 134           |
| 14     | Damdami           | Rajpur | 89                | 486              | 127            | 307          | 52            | 0             |
| 15     | Nandgoan          | Rajpur | 238               | 1,255            | 68             | 783          | 302           | 102           |
| 16     | Chotriya          | Rajpur | 211               | 1,526            | 109            | 1,387        | 30            | 0             |
| 17     | Moyda             | Rajpur | 149               | 739              | 25             | 506          | 152           | 56            |
| 18     | Badgoan           | Thikri | 409               | 2,370            | 398            | 1,938        | 34            | 0             |
| 19     | Mandil            | Rajpur | 188               | 1,032            | 6              | 981          | 45            | 0             |
| 20     | Inderpur          | Rajpur | 507               | 3,239            | 145            | 2,382        | 559           | 153           |
| 21     | Haribad           | Thikri | 71                | 402              | 29             | 294          | 79            | 0             |
| 22     | Salkheda          | Rajpur | 143               | 715              | 68             | 602          | 45            | 0             |
|        | <b>TOTAL</b>      |        | <b>4847</b>       | <b>29196</b>     | <b>2595</b>    | <b>23574</b> | <b>2481</b>   | <b>546</b>    |
|        | <b>Percentage</b> |        |                   | <b>100%</b>      | <b>9%</b>      | <b>81%</b>   | <b>&lt;9%</b> | <b>&gt;1%</b> |

**Village list: District Barwani Block & Cluster – Palsud:**

| Sr.No. | Village name  | Block  | No. of households | Total Population | Social Breakup |       |       |         |
|--------|---------------|--------|-------------------|------------------|----------------|-------|-------|---------|
|        |               |        |                   |                  | SC             | ST    | OBC   | General |
| 1      | Upla          | Rajpur | 392               | 2,922            | 140            | 2,613 | 152   | 17      |
| 2      | Saverda       | Rajpur | 153               | 1,255            | 112            | 1,137 | 6     | 0       |
| 3      | Kukdiya Kheda | Rajpur | 85                | 561              |                |       | 493   | 68      |
| 4      | Jodai         | Rajpur | 174               | 1,107            | 94             | 1,013 | 0     | 0       |
| 5      | sidadi        | Rajpur | 214               | 1,747            | 57             | 1,683 | 7     | 0       |
| 6      | Khadkiya Mahu | Rajpur | 76                | 622              | 5              | 543   | 74    | 0       |
| 7      | Palsud        | Rajpur | 1,347             | 8,296            | 581            | 2,836 | 4,625 | 254     |
| 8      | Jalkheda      | Rajpur | 471               | 3,616            | 234            | 3,247 | 111   | 24      |



| Sr.No. | Village name      | Block   | No. of households | Total Population | Social Breakup |               |                |            |
|--------|-------------------|---------|-------------------|------------------|----------------|---------------|----------------|------------|
|        |                   |         |                   |                  |                |               |                |            |
| 9      | Revja             | Rajpur  | 358               | 2,993            | 418            | 2,561         | 14             | 0          |
| 10     | Borali            | Rajpur  | 186               | 1,287            | 118            | 1,123         | 46             | 0          |
| 11     | Ekalwada          | Rajpur  | 240               | 1,791            | 145            | 1,638         | 8              | 0          |
| 12     | Bilkheda          | Rajpur  | 37                | 291              |                | 291           | 0              | 0          |
| 13     | Vedpuri           | Barwani | 270               | 1,768            | 128            | 1,632         | 8              | 0          |
| 14     | Temla             | Barwani | 94                | 598              | 0              | 598           | 0              | 0          |
| 15     | Rasgoan           | Barwani | 152               | 1,240            | 53             | 1,172         | 15             | 0          |
| 16     | Nihali            | Rajpur  | 260               | 1,837            | 138            | 1,675         | 24             | 0          |
| 17     | Madvadi           | Rajpur  | 156               | 1,013            | 109            | 902           | 2              | 0          |
| 18     | Chikliya Malan    | Barwani | 74                | 549              | 41             | 506           | 2              | 0          |
| 19     | Rehgun            | Barwani | 133               | 1,024            | 8              | 1,014         | 2              | 0          |
| 20     | Raichuli          | Barwani | 90                | 667              |                | 658           | 9              | 0          |
| 21     | Hirakari          | Barwani | 215               | 1,565            | 72             | 1,477         | 16             | 0          |
| 22     | Chikliya          | Barwani | 553               | 4,336            | 232            | 3,702         | 402            | 0          |
|        | <b>Total</b>      |         | <b>5730</b>       | <b>41,085</b>    | <b>2685</b>    | <b>32,021</b> | <b>6,016</b>   | <b>363</b> |
|        | <b>Percentage</b> |         |                   | <b>100%</b>      | <b>&gt;7%</b>  | <b>78%</b>    | <b>&lt;15%</b> | <b>1%</b>  |

**Village list: District Mandla: Block: & Cluster: Mandla -1**

| Sr. No | Village name            | Block  | No. of household | Total Population | Social Breakup |     |     |         |
|--------|-------------------------|--------|------------------|------------------|----------------|-----|-----|---------|
|        |                         |        |                  |                  | SC             | ST  | OBC | General |
| 1      | Bakchhera dona          | Mandla | 270              | 1270             | 6              | 865 | 144 | 255     |
| 2      | Kindri                  | Mandla | 200              | 882              | 3              | 506 | 100 | 273     |
| 3      | Mohaniya Patpara        | Mandla | 384              | 1849             | 4              | 989 | 209 | 647     |
| 4      | Chargaon                | Mandla | 132              | 678              | 6              | 577 | 77  | 18      |
| 5      | Simariya                | Mandla | 98               | 454              | 0              | 352 | 51  | 51      |
| 6      | Nirandgarh              | Mandla | 98               | 454              | 0              | 352 | 51  | 51      |
| 7      | Kauthiya                | Mandla | 94               | 439              | 0              | 357 | 50  | 32      |
| 8      | Jhalpani Forest Village | Mandla | 39               | 228              | 0              | 184 | 26  | 18      |
| 9      | Jhalpani                | Mandla | 71               | 308              | 0              | 255 | 35  | 18      |
| 10     | Podi Ryt.               | Mandla | 141              | 664              | 22             | 333 | 75  | 234     |
| 11     | Podi mal                | Mandla | 74               | 390              | 0              | 333 | 44  | 13      |
| 12     | Harduwa                 | Mandla | 116              | 555              | 6              | 474 | 63  | 12      |
| 13     | Linga Mal.              | Mandla | 230              | 1076             | 544            | 362 | 122 | 48      |
| 14     | Linga Ryt.              | Mandla | 221              | 1011             | 87             | 499 | 115 | 310     |
| 15     | Manot Jar               | Mandla | 103              | 456              | 244            | 74  | 52  | 86      |
| 16     | Khairi mal              | Mandla | 84               | 410              | 0              | 318 | 46  | 46      |
| 17     | Simariya mal.           | Mandla | 128              | 636              | 0              | 549 | 72  | 15      |
| 18     | Dhangaw mal.            | Mandla | 81               | 390              | 0              | 318 | 44  | 28      |
| 19     | Dhangaw Ryt,            | Mandla | 39               | 193              | 0              | 147 | 22  | 24      |
| 20     | Mavai Jar               | Mandla | 147              | 682              | 1              | 526 | 68  | 87      |
| 21     | Chapri Ryt.             | Mandla | 18               | 82               | 0              | 63  | 8   | 10      |
| 22     | Singarpur               | Mandla | 115              | 587              | 1              | 487 | 67  | 32      |
| 23     | Saliya                  | Mandla | 104              | 517              | 0              | 439 | 59  | 19      |

| Sr. No | Village name      | Block  | No. of household | Total Population | Social Breakup |              |             |             |
|--------|-------------------|--------|------------------|------------------|----------------|--------------|-------------|-------------|
|        |                   |        |                  |                  | SC             | ST           | OBC         | General     |
| 24     | Tikra Berpani     | Mandla | 73               | 295              | 0              | 243          | 33          | 19          |
| 25     | Bhandar Tal       | Mandla | 44               | 209              | 0              | 167          | 24          | 18          |
| 26     | Tilai pani        | Mandla | 119              | 546              | 0              | 178          | 62          | 306         |
| 27     | Mohgaw Chack      | Mandla | 110              | 521              | 0              | 273          | 59          | 189         |
| 28     | Mohgaw Ryt        | Mandla | 63               | 294              | 0              | 205          | 33          | 56          |
| 29     | Katholiya         | Mandla | 94               | 439              | 0              | 353          | 50          | 36          |
|        |                   |        | <b>3492</b>      | <b>16526</b>     | <b>924</b>     | <b>10787</b> | <b>1872</b> | <b>2943</b> |
|        | <b>Percentage</b> |        |                  | <b>100%</b>      | <b>6%</b>      | <b>65%</b>   | <b>11%</b>  | <b>17%</b>  |

**Village list: District Mandla: Block: & Cluster: Mandla -2**

|    |                          |        |             |              |               |             |             |             |
|----|--------------------------|--------|-------------|--------------|---------------|-------------|-------------|-------------|
| 1  | Dungariya (Forest vill.) | Mandla | 46          | 205          | 0             | 168         | 23          | 14          |
| 2  | Mudadih Mal.             | Mandla | 120         | 625          | 1             | 551         | 71          | 2           |
| 3  | Mudadih Ryt.             | Mandla | 38          | 163          | 0             | 122         | 18          | 23          |
| 4  | Khuksar                  | Mandla | 131         | 647          | 0             | 548         | 73          | 26          |
| 5  | Umariya                  | Mandla | 151         | 690          | 0             | 412         | 78          | 200         |
| 6  | Patpara singarpur        | Mandla | 109         | 547          | 0             | 373         | 62          | 112         |
| 7  | Khairi                   | Mandla | 81          | 439          | 0             | 357         | 50          | 32          |
| 8  | Padariya Ryt.            | Mandla | 88          | 462          | 0             | 401         | 52          | 9           |
| 9  | Bijadandi (Forest vill)  | Mandla | 53          | 268          | 0             | 219         | 30          | 19          |
| 10 | Chatuwa Mal.             | Mandla | 122         | 694          | 0             | 491         | 79          | 124         |
| 11 | Ludhiya                  | Mandla | 45          | 216          | 0             | 174         | 24          | 18          |
| 12 | Paijawara                | Mandla | 61          | 332          | 0             | 266         | 38          | 28          |
| 13 | Baniyatara               | Mandla | 86          | 413          | 0             | 337         | 47          | 29          |
| 14 | Kanhar                   | Mandla | 112         | 534          | 0             | 459         | 61          | 14          |
| 15 | Katangi                  | Mandla | 144         | 661          | 29            | 357         | 75          | 200         |
| 16 | Deori                    | Mandla | 74          | 327          | 0             | 286         | 37          | 4           |
| 17 | Bakchhera Gondi          | Mandla | 120         | 532          | 0             | 377         | 60          | 95          |
| 18 | Jujhari Mal              | Mandla | 104         | 510          | 0             | 427         | 58          | 25          |
| 19 | Babaiha Ryt.             | Mandla | 124         | 554          | 0             | 308         | 63          | 183         |
| 20 | Lawar Mal.               | Mandla | 119         | 535          | 0             | 418         | 61          | 56          |
| 21 | Lawar Ryt.               | Mandla | 8           | 38           | 4             | 26          | 4           | 4           |
| 22 | Umardih                  | Mandla | 66          | 360          | 0             | 311         | 41          | 8           |
| 23 | Bamhori                  | Mandla | 24          | 113          | 0             | 49          | 13          | 51          |
| 24 | Sakri                    | Mandla | 109         | 540          | 0             | 426         | 61          | 53          |
| 25 | Silpuri                  | Mandla | 99          | 525          | 0             | 419         | 59          | 47          |
| 26 | Dhalak                   | Mandla | 11          | 48           | 0             | 38          | 5           | 5           |
|    |                          |        | <b>2245</b> | <b>10978</b> | <b>34</b>     | <b>8320</b> | <b>1244</b> | <b>1381</b> |
|    | <b>Percentage</b>        |        |             | <b>100%</b>  | <b>&gt;1%</b> | <b>76%</b>  | <b>11%</b>  | <b>12%</b>  |

### **3. Rural Poverty Context in the area**

#### **a. Poverty and Human Development:**

UNDP Report and MPHDR-2009 revealed that farming is the primary occupation in three districts. It generates 85.7% of employment in Jhabua, 81.6% of employment in Badwani, and 81.1% in Mandala, while the secondary and tertiary sectors are in the rudimentary stages and their share in employment generation is ranged from 14.3% to 18.9%. Jhabua, Badwani and Mandala are ranked 50<sup>th</sup>, 49<sup>th</sup> and 28<sup>th</sup> respectively out of MP's 50 districts in the Human Development Index (HDI). There are over 13.5% in Jhabua, 13.6% in Badwani and in Mandala 28.5% households who are without access of safe drinking water, electricity and toilet facilities. As mentioned above, 83% 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 (<12% 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.

Fortunately, for the tribal districts of Jhabua, Barwani and Mandla the women are better accepted in the tribal society and their role in community action is appreciated. Food security is still a bigg issue in the most of the remote villages of the district. Food is generally available maximum up to ten months in a year with majority of the rural people that forced them for huge distress migration.

### **4. Livelihood Context**

#### **a. Agriculture and allied activities :**

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 three 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 Jhabua, Badwani and Mandala have tremendous potential for agricultural development. The percentage of landless is estimated to be around 15-20%. Out of total cultivable area, 53.3% in Jhabua, 33% in Badwani & 22.6% in Mandala is net sown area. 15.1% in Jhabua, 31.6% in Badwani and 7.8% in Mandala of the total cultivable area has irrigation facility. Net area sown of Jhabua 3.60, Badwani 2.31 and Mandala 2.17 lakh hectares. The average land holding is 2.00 ha in

Jhabua, 2.6 in Badwani and 1.8 ha in Mandala district. The average rainfall is little over 1350 mm in Jhabua, 400 mm in Badwani and 1273 mm in Mandala, however erratic. The cropping intensity is 118.5% in Jhabua, 116.1% in Badwani and 129.5% in Mandala district with NPK consumption at a very low of average 22 kg/ha. The major crops are wheat, gram in Rabi, and Urd and soybean, Rice, Maize & groundnut in Kharif, however the productivity of most crops falls below state average with some exceptions.

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

| District       | Rice | Maize | Wheat | Gram | Arhar |
|----------------|------|-------|-------|------|-------|
| <b>Jhabua</b>  | 585  | -     | 1891  | 592  | 524   |
| <b>Barwani</b> | 371  | -     | 2609  | 499  | 452   |
| <b>Mandla</b>  | 700  | -     | 932   | 556  | 884   |
| <b>MP</b>      | 1058 | 1342  | 2053  | 1070 | —     |
| <b>India</b>   | 2016 | 2109  | 2730  | 1072 | 703   |

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

## b. Livestock

Livestock has a central role in the livelihoods of the rural people of the state and its contribution to Gross State Domestic Product (GSDP) was<sup>1</sup> 18.6 percent in 2003-04 (Figure 2). However, a baseline survey commissioned in 2003 revealed that the livestock holding size of households (HHs) is very low in the Project villages (cows 0.52, buffaloes 0.25, bullocks 1.26, 0.94 goats and poultry 1.59). Understandably, the poor HHs have the least number of livestock compared to the middle income and better off communities<sup>2</sup>. Dairying is not a profitable activity as the average lactation length is found to be slightly over 6 months with a yield of only 27 litres per month. Breed improvement through Artificial Insemination (AI) for

cattle and buffaloes are practiced by very few HHs and this is still in its initial stage. Cross bred cattle account for 15 percent of all milking cows and these are concentrated in pockets. Fodder for cattle mainly comes from agriculture, followed by forestland. Open grazing is practiced by most of the farmers. The major animal diseases reported are foot and mouth, black quarter, diarrhea, worm infestation and bloat. The mortality figures due to disease are relatively high when compared with national averages, among all livestock species. The Animal Husbandry Department (AHD) is the key livestock service provider in the state. The services provided by AHD are: AI, supply of bucks and day-old chicks, preventive and curative services etc. But the state-wide reach of the AHD is constrained due to inadequate number of veterinary staff (some Veterinary Assistant Surgeons cover as many as 190 villages while Para veterinarians are in charge of around 15 villages each).

In the project area more than 80 percent of the households are involved in agriculture. The predominant crops in the region are wheat, soybean, paddy, gram etc. However, agriculture is largely rain fed with a single crop. The majority of farmers have small landholdings and are engaged in subsistence agriculture. Further, a significant number of farmers have mortgaged their land with money lenders and have been working as wage labourers. As maintaining a pair of bullocks is expensive, most of the poor have only one bullock and share it with others during agriculture season. Such a situation often leads to delays in starting agriculture operations resulting in low production. In the entire project area only a few pockets (Chambal basin and parts of Dhar districts) of farmers are able to cultivate two crops due to the availability of water.

Goat rearing requires minimum input and maintenance and the returns are relatively high. These animals are mostly dependent on forests or CPRs for grazing. On average each goat spends about 4- 5 hours a day in grazing. In addition, tree lops are cut and fed to the goats from time to time. Children are often engaged to accompany goats during grazing. The farmers keep local bucks for breeding but the ideal ratio between does and buck is not always possible to maintain. However, the villagers are aware that swapping bucks is essential to avoid in-breeding. The bucks are sold when they are about 12 months old but some are retained for procreation and maintenance of the flock size. All the goats in the region are non-descript and do not conform to any specialized breed.

Backyard poultry is a common activity in most households in the project area. Eggs and chickens not only constitute an important source of food for the families but also provide supplementary income, especially during times of distress. Backyard poultry is easy to sustain even by the poorest of the poor as the birds survive on organic waste, worms etc. However, the birds are highly susceptible to diseases. The most common disease is Ranikhet disease, which accounts for about 40 percent of deaths. About 20 percent die due to predators. Even during instances of high mortality, timely support from AHD does not reach the people. Also the community does not take much initiative to inform the department.

The popular way of breeding cattle stock in the project area is through natural service using local bulls and there is no practice of keeping quality-breeding bulls for breed improvement. After using the bulls for about four years they are castrated and used for agricultural operations. AI is the tool used for breed improvement. This technology is more than four decades old in the country and has been widely accepted by farmers in areas where dairy activities are well developed. The AHD provides the AI services through AI centres. Considering its importance the technology was introduced in the project villages of MPRLP with the support of ROs. However, AI is not popular in many project villages due to a combination of factors both practical as well as social/cultural. Some of these are lack of awareness about the technology among the local community; less motivation to go in for AI as the results are not seen immediately; location of the villages far from AI centres; and finally milking cows and buffaloes is an alien concept among majority of the tribal community.

1 Presentation by Dr. Rakesh Sharam in Livestock policy development workshop held at Bhopal on 14&15, February 2008

2 Rough estimates indicate that the livestock holding of the poor households is anywhere between 35 to 40 percent lesser than the middle level HHs.

Study to assess the Phase I outcomes of Livestock Interventions and Livelihood Changes of Tribal Communities Coffey International

### **Livestock population in the Districts of Jhabua, Badwani & Mandala Districts of Madhya Pradesh**

| <b>District</b> | <b>Cow</b> | <b>Buffalo</b> | <b>Total</b> |
|-----------------|------------|----------------|--------------|
| Jhabua          | 173893     | 81909          | 255802       |
| Badwani         | 114307     | 69144          | 183451       |
| Mandala         | 139288     | 26923          | 166211       |

*Source: administrative report-2008-09, MP Govt. veterinary department*

### **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 Mandala and part of Jhabua cluster of District Jhabua district. 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.

## **5. 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.

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.

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 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 women’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

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><b>1.1.</b> Poor women farmers are organized into PGs</p> <p><b>1.2</b> skill building thru handhold support &amp; training for planning &amp; implementing agriculture based livelihood initiatives</p> | <p><b>1.1.a.</b> 10000 poor women farmers organized into nearly 300 PG; over 95% are with tribal women</p> <p><b>1.1.a1.</b> At least 80% f the PGs obtained Grade-A for institutional assessment</p> <p><b>1.2.a</b> Each PG has developed and implemented livelihood initiatives</p> |
| 2. Local Resource Persons (LRPs) developed to provide handhold and technical support to Mahila Kishan in agriculture  | <b>2.1</b> LRPs will be trained on various agriculture technologies and group management aspects  | <b>2.1.a.</b> Approximately 60 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.   | <b>3.1</b> Agriculture technologies related to varietal replacement, SRI, SWI, INM, IPM, Kitchen garden, land development, micro irrigation, etc will be introduced   | <p><b>3.1.a</b> Cropping intensity increased by min. 50% for min. 80% of Mahila Kisan</p> <p><b>3.1.b.</b> Productivity of major crops doubled for at least 80% of Mahila Kisan</p>  |
| 4. Mahila Kishan Producer Company (MKPC) developed, market linkage developed, alternative extension services established  | <b>4.1.a</b> MKPC will be developed with the PGs to link with competitive mkt;  | <p><b>4.1.a</b> Each MKPC has at least 1200-1500 Mahila Kisan as equity holders/members</p> <p><b>4.1.a1.</b> Each MKPC has developed business plan and implemented</p>  |



| Objectives | Description of objectives  | Key Outputs /Verification Indicators  |
|------------|--|---|
|            | <p><b>4.1.b</b> MKPC will be the platform to establish alternative agri. extension system with the help of the LRPs. It will also link with the existing knowledge and technical institutions in public and private domain</p> | <p><b>4.1.a2.</b> each MKPC has an annual business turnover of at least Rs.1 crore by 3<sup>rd</sup>. yr.</p> <p><b>4.1.a3.</b> At least 80% of the MKPCs have reached break even by 3<sup>rd</sup>. year</p> <p><b>4.1.a4</b> Financial &amp; non-financial benefits at the member level is at least Rs.3000/year at the end of 3<sup>rd</sup>. year</p> <p><b>4.1.a5.</b> At least 80% of the MKPC has obtained grade –A for institutional assessment</p> <p><b>4.1.b</b> Systems &amp; Procedures for agri extension services established</p> <p><b>4.1.b1</b> At least 50% of the Mahila kisan reported satisfactory services from MKPC</p> |

## 2.1 Project Strategy

The MKSP project is proposed for 6 Cluster of villages in 3 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 6 Clusters and 150 villages where the project will be implemented. It is anticipated that about 60-70 women farmers representing equal number of families would be participating in the project. Hence, for a cluster of 25 villages about 1200-1500 women farmers would be participating amounting to about 10000 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 5 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 four to five groups or about 60-70 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*

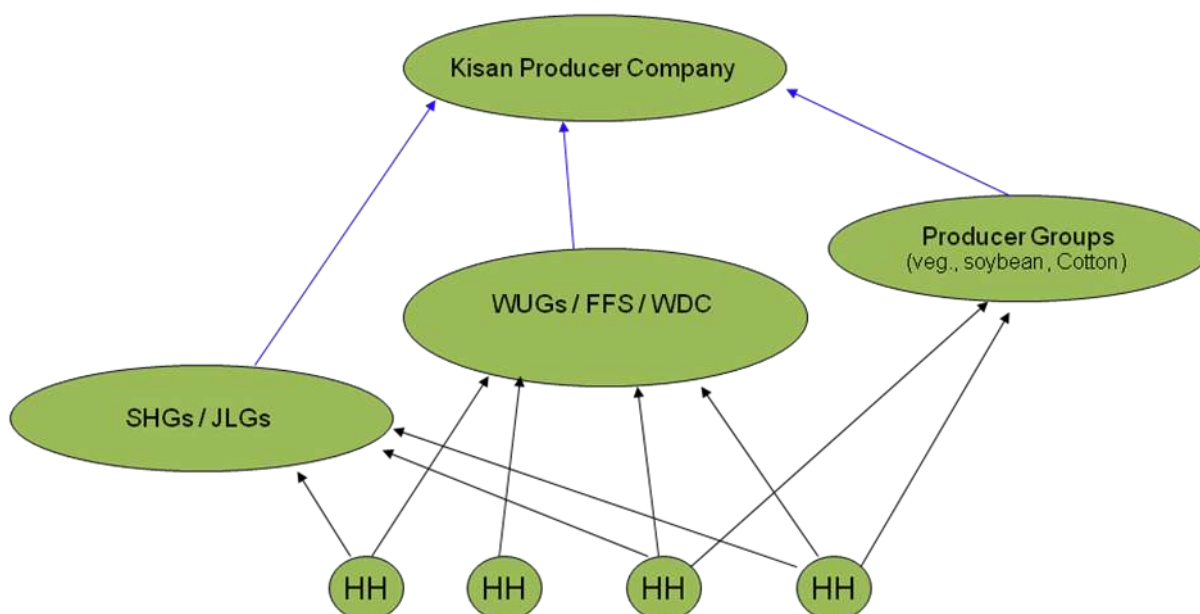
The villages are those where ASA has been working for land, water and agriculture based livelihood promotion for over 3 years and where primary groups (PG) of women are already existing to some extent in the form of SHG/JLG, Producer Groups, Watershed Groups, Water Users' Group, etc.

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 Alirajpur(Jhabua) and in other districts shall be done through PRIs. 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.

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 10,000 poor women (Tribal) 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            |   |   |   |
| Activity 1.2:   | Organizing exposure visit  | 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 Mahila Kisan Pathshala (MKP) for Front Line Demonstration               | 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  | 360 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  | 3600 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   | 4200 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  | 2700 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  | 810 V. garden trial                     |
| 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 | 6000 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  | 9 LIs                                   |
| Construction of Dug wells  | group based (2-3 farmers) dug wells will be constructed for irrigation purposes mainly for This will be   | Area under irrigation increased  | 360 Dug wells                           |



| <b>Activities to promote sustainable agriculture</b> | <b>Description</b>  | <b>Outputs/Verification Indicator</b> | <b>Target</b>                                   |
|--|---|---------------------------------------|---|
|  | done with very poor women farmers   |                                       |   |
| Land improvement (Leveling & Bunding)                | Land bunding & leveling will be done to check soil erosion and to improve condition of resources  | Productivity of land increased        | 1200 farmers for nearly 1200 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       | 12 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        | 48 sprinkler system introduced                  |

## Chapter 7

### 7.1 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 1335.07 Lacs** of which 58% is requested from the MKSP and **INR 336.39 Lacs** (25%) will be borne by ASA, and **INR 222.83 Lacs** (17%) by the community. The project will leverage fund from the government sources mainly IMP, NREGS and other Foundations such as NRLM/ NREGS/ SGSY/ RKVY/ NFSM/ NABARD/ NHM/SWCT/ Donors,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

Overall Budget of the cluster & district wise are illustrated in four below mentioned tables:





|     |   |                                 |       |      |      |      |       |      |      |      |       |      |       |       |       |       |      |       |        |       |       |      |   |
|-----|---|---------------------------------|-------|------|------|------|-------|------|------|------|-------|------|-------|-------|-------|-------|------|-------|--------|-------|-------|------|---|
| 2.1 | Organising Fron line Demnstrartions with MKP #13                              | Cost / FFS / Yr                 | 0.15  | 60   | 150  | 150  | 9     | 2.7  | 0.9  | 5.4  | 22.5  | 6.75 | 2.25  | 13.5  | 22.5  | 6.75  | 2.25 | 13.5  | 54.00  | 16.2  | 5.4   | 32   | 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                     | 0.012 | 600  | 2400 | 600  | 7.2   | 1.8  | 0.72 | 4.68 | 28.8  | 7.2  | 2.88  | 18.72 | 7.2   | 1.8   | 0.72 | 4.68  | 43.20  | 10.8  | 4.32  | 28   |   |
| 2.3 | Promotion of SRI & SWI #15  | Cost/Farmers                    | 0.004 | 1200 | 1800 | 1200 | 4.8   | 1.2  | 0.48 | 3.12 | 7.2   | 1.8  | 0.72  | 4.68  | 4.8   | 1.2   | 0.48 | 3.12  | 16.80  | 4.2   | 1.68  | 11   | Seeds & Seed Treatment, Rs 100, Weeder, 200, Fertilizers 100  |
| 2.4 | Participatory Selection of varieties & dissemination #16                      | Cost / Trial                    | 0.003 | 900  | 900  | 900  | 2.7   | 0.81 | 0.27 | 1.62 | 2.7   | 0.81 | 0.27  | 1.62  | 2.7   | 0.81  | 0.27 | 1.62  | 8.10   | 2.43  | 0.81  | 4.86 |   |
| 2.5 | Promotion of backyard poultry   | cost/unit                       | 0.13  |      | 100  | 100  |       |      | 0    | 0    | 13    |      | 13    | 11.7  | 13    |       | 13   | 11.7  | 26.00  |       | 2.6   | 23.4 | This activity would be targetted towards Landless mainly  |
| 2.6 | Promotion of Vegetable Garden #17   | Cost / V.Garden                 | 0.025 | 210  | 330  | 270  | 5.25  | 1.05 | 2.1  | 2.1  | 8.25  | 1.65 | 3.3   | 3.3   | 6.75  | 1.35  | 2.7  | 2.7   | 20.25  | 4.05  | 8.1   | 8.1  | Vegetable Gardens: Seed Cost 750, Micro nutrient 500, Plant Protectant 500, Farm Tools 250, Harvesting Basket 500, Safety net 750 , Vermi Compost 750   |
| 2.7 | Demonstrations on safe use of Agrochemicals #18                               | Cost/farmer (Hand glove & Musk) | 0.002 | 1200 | 3000 | 1800 | 1.8   | 0.54 | 0.18 | 1.08 | 4.5   | 1.35 | 0.45  | 2.7   | 2.7   | 0.81  | 0.27 | 1.62  | 9.00   | 2.7   | 0.9   | 5.4  |   |
| 2.8 | Development of trainings modules, training materials & Audio Visuals Aids #19 | Lump sum                        | 0.1   | 20   | 20   | 20   | 2     | 0.8  | 0    | 1.2  | 2     | 0.8  | 0     | 1.2   | 2     | 0.8   | 0    | 1.2   | 6.00   | 2.4   | 0     | 3.6  | Samll Videos on Good Agronomic Practices & Showcasing   |
|     | Sub Total   |                                 |       |      |      |      | 32.75 | 8.9  | 4.65 | 19.2 | 88.95 | 20.4 | 11.17 | 57.42 | 61.65 | 13.52 | 7.99 | 40.14 | 183.35 | 42.78 | 23.81 | 117  |   |
| 3   | Land & Water Resource Development   |                                 |       |      |      |      |       |      |      |      |       |      |       |       |       |       |      |       |        |       |       |      |   |

|     |   |                    |      |     |     |     |       |      |       |         |        |        |      |        |        |        |      |         |        |        |       |        |  |
|-----|---|--------------------|------|-----|-----|-----|-------|------|-------|---------|--------|--------|------|--------|--------|--------|------|---------|--------|--------|-------|--------|--|
| 3.1 | Women Managed Micro Lift Irrigation Systems #20   | Per LI             | 7.8  | 4   | 5   |     | 31.2  | 0    | 3.12  | 28.08   | 39     | 0      | 3.9  | 35.1   | 0      | 0      | 0    | 70.20   | 0      | 7.02   | 63.18 |        |  |
| 3.2 | Dugwells  | Per Dugwell        | 0.9  | 120 | 180 | 60  | 108   | 22.7 | 54    | 31.32   | 162    | 34.02  | 81   | 46.98  | 54     | 11.34  | 27   | 15.66   | 324.00 | 68.04  | 162   | 93.96  | 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 | 300 | 600 | 300 | 15    | 6    | 1.5   | 7.5     | 30     | 12     | 3    | 15     | 15     | 6      | 1.5  | 7.5     | 60.00  | 24     | 6     | 30     | 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    | 5   | 5   | 2   | 40    | 12   | 4     | 24      | 40     | 12     | 4    | 24     | 16     | 4.8    | 1.6  | 9.6     | 96.00  | 28.8   | 9.6   | 57.6   |  |
| 3.5 | Micro Irrigations ( Sprinkler)  | No. of sets        | 0.6  | 12  | 24  | 12  | 7.2   | 1.44 | 0     | 5.76    | 14.4   | 2.88   | 0    | 11.52  | 7.2    | 1.44   | 0    | 5.76    | 28.80  | 5.76   | 0     | 23.04  |  |
| 3.6 | GIS based planning & monitoring of Land, water & agri development by Agrani Mahila ( Pilot) | Per village        | 0.6  | 6   | 6   | 6   | 3.6   | 0.72 | 0     | 2.88    | 3.6    | 0.72   | 0    | 2.88   | 3.6    | 0.72   | 2.88 | 10.80   | 2.16   | 0      | 8.64  |        |  |
|     | Sub Total   |                    |      |     |     |     | 205   | 43   | 62.62 | 99.54   | 289    | 61.6   | 91.9 | 135.5  | 95.8   | 24.3   | 30.1 | 41.4    | 589.80 | 128.76 | 184.6 | 276.42 |  |
| 4   | Programme Management Cost (with 10% yearly escalation)                                      |                    |      |     |     |     |       |      |       |         |        |        |      |        |        |        |      |         |        |        |       |        |  |
| 4.1 | Programme Coordinator (Overall)   | Cost /Month        | 0.5  | 12  | 12  | 12  | 6     | 5.4  | 0     | 0.6     | 6.6    | 5.94   | 0    | 0.66   | 7.26   | 6.534  | 0    | 0.726   | 19.86  | 17.87  | 0     | 2      |  |
| 4.2 | Team Leader ( District Level)   | Cost/Month         | 0.35 | 36  | 36  | 36  | 12.6  | 10.1 | 0     | 2.457   | 13.86  | 11.157 | 0    | 2.7027 | 15.246 | 12.273 | 0    | 2.97297 | 41.71  | 33.57  | 0     | 8      |  |
| 4.3 | Project Executive/ SMS ( Agri /engg/Social)   | Cost/Month/Cluster | 0.44 | 72  | 72  | 72  | 31.68 | 19.3 | 0     | 12.3552 | 34.848 | 21.257 | 0    | 13.591 | 38.33  | 23.38  | 0.00 | 14.95   | 104.86 | 63.97  | 0     | 41     |  |

|     |   |                                |      |  |    |    |        |        |        |        |        |        |        |        |        |        |       |        |        |         |        |        |        |
|-----|---|--------------------------------|------|--|----|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|---------|--------|--------|--------|
| 4.4 | Staff Travel  | Av.Cost /Month /cluster        | 0.2  |  | 60 | 60 | 60     | 12     | 7.8    | 0      | 4.2    | 13.2   | 8.58   | 0      | 4.62   | 14.52  | 9.438 | 0      | 5.082  | 39.72   | 25.82  | 0      | 14     |
| 4.5 | Rent, electricity, telephone of the Team office (Part cost) | cost/ month/ dist. Team office | 0.1  |  | 36 | 36 | 36     | 3.6    | 3.6    | 0      | 0      | 3.96   | 3.96   | 0      | 0      | 4.36   | 4.36  | 0.00   | 0.00   | 11.92   | 11.92  | 0      | 0      |
| 4.6 | Stationary & Other Consumable Cost                          | cost/ month/ dist. Team office | 0.03 |  | 36 | 36 | 36     | 1.08   | 0.54   | 0      | 0.54   | 1.188  | 0.594  | 0      | 0.594  | 1.31   | 0.65  | 0.00   | 0.65   | 3.57    | 1.79   | 0      | 2      |
|     | Sub-total   |                                |      |  |    |    |        | 66.96  | 46.808 | 0      | 20.152 | 73.66  | 51.49  | 0      | 22.17  | 81.022 | 56.64 | 0      | 24.384 | 221.64  | 154.93 | 0      | 66.70  |
| 5   | Grand Total   |                                |      |  |    |    | 430.36 | 101.03 | 70.87  | 258.46 | 587.05 | 137.19 | 108.47 | 341.39 | 317.66 | 98.18  | 43.49 | 175.99 |        | 1335.07 | 336.39 | 222.83 | 755.84 |
|     | %age  |                                |      |  |    |    |        |        |        |        |        |        |        |        |        |        |       |        | 100    | 25      | 17     | 58     |        |

|  |         |         |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
|--|---------|---------|-----------|------------|------|--------|--------|--------|------|------|------|-------|--|--|--|--|--|--|--|--|--|--|--|
| Total budget   | 100     | 1335.07 |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
| Share of MKSP  | 58.67   | 775.84  | Com       | Total cost |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
| Share of ASA   | 26.62   | 336.39  | Org. Dev  | 340.28     | MKSP | 315.96 | 9.92   | 14.4   | 92.9 | 2.9  | 4.2  | 100.0 |  |  |  |  |  |  |  |  |  |  |  |
| Community share  | 14.70   | 222.83  | Agri. Dev | 183.35     | ASA  | 117    | 42.78  | 23.81  | 63.7 | 23.3 | 13.0 | 100.0 |  |  |  |  |  |  |  |  |  |  |  |
| ASA Management Cost of MKSP share                                | 4       |         | LWRD      | 1153.8     | Com  | 615    | 298    | 241.02 | 53.3 | 25.8 | 20.9 | 100.0 |  |  |  |  |  |  |  |  |  |  |  |
| ASA Management Cost to total cost                                | 8       |         | PMC       | 221.64     | ASA  | 66.70  | 154.93 | 0      | 30.1 | 69.9 | 0.0  | 100.0 |  |  |  |  |  |  |  |  |  |  |  |
| Mahila Capacity Building & Mahila Organ. Dev. Cost to total cost | 18      |         |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
| Mahila C. Building & Mahila Orgn. Dev. Cost to total MKSP share  | 17      |         |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
| Agriculture based livelihood interventions                       | 70      |         |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
| Average Investment per village for 3 years                       | 1266045 |         |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
| Average Investment per village for 3 years by MKSP               | 742829  |         |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
| Average Investment per women farmer 18571 for 3 years by MKSP    |         |         |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |
| Average Investment per women farmer 31651 for 3 years total cost |         |         |           |            |      |        |        |        |      |      |      |       |  |  |  |  |  |  |  |  |  |  |  |









|     |   |              |      |  |     |     |     |  |  |  |       |       |       |       |       |        |       |        |       |       |       |       |        |       |       |       |  |
|-----|---|--------------|------|--|-----|-----|-----|--|--|--|-------|-------|-------|-------|-------|--------|-------|--------|-------|-------|-------|-------|--------|-------|-------|-------|--|
|     | Sub Total   |              |      |  |     |     |     |  |  |  | 10.85 | 2.94  | 1.55  | 6.36  | 29.54 | 6.76   | 3.719 | 19.061 | 20.44 | 4.48  | 2.659 | 13.3  | 60.83  | 14.18 | 7.928 | 39    |  |
| 3   | Land & Water Resource Development   |              |      |  |     |     |     |  |  |  |       |       |       |       |       |        |       |        |       |       |       |       |        |       |       |       |  |
| 3.1 | Women Managed Micro Lift Irrigation Systems #20   | Per LI       | 7.8  |  | 1   | 2   |     |  |  |  | 7.8   | 0     | 0.78  | 7.02  | 15.6  | 0      | 1.56  | 14.04  | 0     | 0     | 0     | 0     | 23.40  | 0     | 2.34  | 21.06 |  |
| 3.2 | Dugwells  | Per Dugwell  | 0.9  |  | 40  | 60  | 20  |  |  |  | 36    | 7.56  | 18    | 10.44 | 54    | 11.34  | 27    | 15.66  | 18    | 3.78  | 9     | 5.22  | 108.00 | 22.68 | 54    | 31.32 | 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 |  | 100 | 200 | 100 |  |  |  | 5     | 2     | 0.5   | 2.5   | 10    | 4      | 1     | 5      | 5     | 2     | 0.5   | 2.5   | 20.00  | 8     | 2     | 10    | 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    |  | 1   | 2   | 1   |  |  |  | 8     | 2.4   | 0.8   | 4.8   | 16    | 4.8    | 1.6   | 9.6    | 8     | 2.4   | 0.8   | 4.8   | 32.00  | 9.6   | 3.2   | 19.2  |  |
| 3.5 | Micro Irrigations ( Sprinkler)  | No. of sets  | 0.6  |  | 4   | 8   | 4   |  |  |  | 2.4   | 0.48  | 0     | 1.92  | 4.8   | 0.96   | 0     | 3.84   | 2.4   | 0.48  | 0     | 1.92  | 9.60   | 1.92  | 0     | 7.68  |  |
| 3.6 | GIS based planning & monitoring of Land, water & agri development by Agrani Mahila ( Pilot) | Per village  | 0.6  |  | 2   | 2   | 2   |  |  |  | 1.2   | 0.24  | 0     | 0.96  | 1.2   | 0.24   | 0     | 0.96   | 1.2   | 0.24  | 0     | 0.96  | 3.60   | 0.72  | 0     | 2.88  |  |
|     | Sub Total   |              |      |  |     |     |     |  |  |  | 60.4  | 12.7  | 20.08 | 27.6  | 101.6 | 21.34  | 31.16 | 49.1   | 34.6  | 8.9   | 10.3  | 15.4  | 196.60 | 42.92 | 61.54 | 92    |  |
| 4   | Programme Management Cost (with 10% yearly escalation)                                      |              |      |  |     |     |     |  |  |  |       |       |       |       |       |        |       |        |       |       |       |       |        |       |       |       |  |
| 4.1 | Programme Coordinator (Overall)   | Cost /Month  | 0.5  |  | 4   | 4   | 4   |  |  |  |       |       |       |       |       |        |       |        |       |       |       | 6.62  |        |       |       |       |  |
| 4.2 | Team Leader ( District Level)   | Cost/Mont h  | 0.35 |  | 12  | 12  | 12  |  |  |  | 4.2   | 3.381 | 0     | 0.819 | 4.62  | 3.7191 | 0     | 0.9009 | 5.082 | 4.091 | 0     | 0.991 | 13.90  | 11.19 | 0     | 3     |  |

|     |   |   |      |  |    |    |    |        |       |       |       |        |        |        |        |        |        |       |       |        |       |        |       |        |       |
|-----|---|---|------|--|----|----|----|--------|-------|-------|-------|--------|--------|--------|--------|--------|--------|-------|-------|--------|-------|--------|-------|--------|-------|
| 4.3 | Project Executive/ SMS<br>( Agri /engg/Social)                    | Cost/Mont<br>h/Cluster                  | 0.44 |  | 24 | 24 | 24 | 10.56  | 6.442 | 0     | 0     | 4.118  | 11.616 | 7.0858 | 0      | 4.5302 | 12.78  | 7.79  | 0.00  | 4.98   | 34.95 |        | 21.32 | 0      | 14    |
| 4.4 | Staff Travel  | Av.Cost<br>/Month<br>/cluster           | 0.2  |  | 20 | 20 | 20 | 4      | 2.6   | 0     | 0     | 1.4    | 4.4    | 2.86   | 0      | 1.54   | 4.84   | 3.146 | 0     | 1.694  | 13.24 |        | 8.61  | 0      | 5     |
| 4.5 | Rent, electricity,<br>telephone of the Team<br>office (Part cost) | cost/<br>month/<br>dist. Team<br>office | 0.1  |  | 12 | 12 | 12 | 12     | 12    | 0     | 0     | 0      | 1.32   | 1.32   | 0      | 0      | 1.45   | 1.45  | 0.00  | 0.00   | 3.97  |        | 3.97  | 0      | 0     |
| 4.6 | Stationary & Other<br>Consumable Cost                             | cost/<br>month/<br>dist. Team<br>office | 0.03 |  | 12 | 12 | 12 | 0.36   | 0.18  | 0     | 0     | 0.18   | 0.396  | 0.198  | 0      | 0.198  | 0.44   | 0.22  | 0.00  | 0.22   | 1.19  |        | 0.60  | 0      | 1     |
|     | Sub-total   |   |      |  |    |    |    | 22.32  | 15.6  | 0     | 0     | 6.72   | 24.552 | 17.16  | 0      | 7.3891 | 27.007 | 18.88 | 0     | 8.128  | 73.88 |        | 51.64 | 0      | 22.23 |
| 5   | Grand Total   |   |      |  |    |    |    | 129.32 | 32.02 | 22.83 | 74.47 | 197.84 | 46.50  | 36.68  | 114.66 | 108.44 | 33.50  | 14.76 | 60.18 | 435.60 |       | 112.02 | 74.27 | 249.31 |       |
|     | %age  |   |      |  |    |    |    |        |       |       |       |        |        |        |        |        |        |       |       | 100    |       | 26     | 17    | 57     |       |









|     |   |              |      |  |     |  |     |  |       |       |       |       |       |        |      |        |       |       |      |       |        |       |       |        |       |      |       |    |   |
|-----|---|--------------|------|--|-----|--|-----|--|-------|-------|-------|-------|-------|--------|------|--------|-------|-------|------|-------|--------|-------|-------|--------|-------|------|-------|----|---|
|     | Sub Total   |              | 0    |  |     |  |     |  | 10.95 | 2.98  | 1.55  | 6.42  | 29.77 | 6.8    | 3.73 | 19.24  | 20.67 | 4.52  | 2.67 | 13.48 | 61.39  | 14.3  | 7.954 | 39     |       |      |       |    |   |
| 3   | Land & Water Resource Development   |              |      |  |     |  |     |  |       |       |       |       |       |        |      |        |       |       |      |       |        |       |       |        |       |      |       |    |   |
| 3.1 | Women Managed Micro Lift Irrigation Systems #20   | Per LI       | 7.8  |  | 2   |  | 1   |  | 15.6  | 0     | 1.56  | 14.04 |       | 7.8    |      | 0      | 0.78  | 7.02  |      | 0     | 0      | 0     | 0     | 23.40  |       |      |       |    |   |
| 3.2 | Dugwells  | Per Dugwell  | 0.9  |  | 40  |  | 60  |  | 36    | 7.56  | 18    | 10.44 |       | 54     |      | 11.34  | 27    | 15.66 |      | 18    | 3.78   | 9     | 5.22  | 108.00 | 0     | 2.34 | 21.06 |    |   |
| 3.3 | Land improvement ( Labelling & Bunding)   | Per farmers  | 0.05 |  | 100 |  | 200 |  | 100   | 5     | 0.5   | 2.5   | 10    | 4      | 1    | 5      | 5     | 2     | 0.5  | 2.5   | 20.00  | 8     | 2     | 10     | 20.00 | 8    | 2     | 10 | Group Dug well sub-project where min.2-3 families will be nbenefitted. Cost includes digging and making pucca structure. 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    |  | 2   |  | 2   |  | 16    | 4.8   | 1.6   | 9.6   | 16    | 4.8    | 1.6  | 9.6    | 8     | 2.4   | 0.8  | 4.8   | 40.00  | 12    | 4     | 24     |       |      |       |    |   |
| 3.5 | Micro Irrigations ( Sprinkler)  | No. of sets  | 0.6  |  | 4   |  | 8   |  | 4     | 2.4   | 0     | 1.92  | 4.8   | 0.96   | 0    | 3.84   | 2.4   | 0.48  | 0    | 1.92  | 9.60   | 1.92  | 0     | 7.68   |       |      |       |    |   |
| 3.6 | GIS based planning & monitoring of Land, water & agri development by Agrani Mahila ( Pilot) | Per village  | 0.6  |  | 2   |  | 2   |  | 2     | 1.2   | 0     | 0.96  | 1.2   | 0.24   | 0    | 0.96   | 1.2   | 0.24  | 0    | 0.96  | 3.60   | 0.72  | 0     | 2.88   |       |      |       |    |   |
|     | Sub Total   |              |      |  |     |  |     |  | 76.2  | 15.08 | 21.66 | 39.46 | 93.8  | 21.34  | 30.4 | 42.08  | 34.6  | 8.9   | 10.3 | 15.4  | 204.60 | 45.32 | 62.34 | 97     |       |      |       |    |   |
| 4   | Programme Management Cost (with 10% yearly escalation)                                      |              |      |  |     |  |     |  |       |       |       |       |       |        |      |        |       |       |      |       |        |       |       |        |       |      |       |    |   |
| 4.1 | Programme Coordinator (Overall)   | Cost /Month  | 0.5  |  | 4   |  | 4   |  | 4     | 2     | 0     | 0.2   | 2.2   | 1.98   | 0    | 0.22   | 2.42  | 2.178 | 0    | 0.242 | 6.62   | 5.96  | 0     | 1      |       |      |       |    |   |
| 4.2 | Team Leader ( District Level)   | Cost/Month   | 0.35 |  | 12  |  | 12  |  | 12    | 4.2   | 0     | 0.819 | 4.62  | 3.7191 | 0    | 0.9009 | 5.082 | 4.091 | 0    | 0.991 | 13.90  | 11.19 | 0     | 3      |       |      |       |    |   |

|     |   |   |      |  |    |  |    |  |    |  |        |       |       |       |  |        |        |        |        |  |        |        |       |       |        |       |        |       |        |       |
|-----|---|---|------|--|----|--|----|--|----|--|--------|-------|-------|-------|--|--------|--------|--------|--------|--|--------|--------|-------|-------|--------|-------|--------|-------|--------|-------|
| 4.3 | Project Executive/ SMS<br>( Agri /engg/Social)                    | Cost/Mont<br>h/Cluster                  | 0.44 |  | 24 |  | 24 |  | 24 |  | 10.56  | 6.44  | 16    | 0     |  | 4.1184 | 11.616 | 7.0858 | 0      |  | 4.5302 | 12.78  | 7.79  | 0.00  | 4.98   | 34.95 |        | 21.32 | 0      | 14    |
| 4.4 | Staff Travel  | Av.Cost<br>/Month<br>/cluster           | 0.2  |  | 20 |  | 20 |  | 20 |  | 4      | 2.6   | 0     | 0     |  | 1.4    | 4.4    | 2.86   | 0      |  | 1.54   | 4.84   | 3.146 | 0     | 1.694  | 13.24 |        | 8.61  | 0      | 5     |
| 4.5 | Rent, electricity,<br>telephone of the Team<br>office (Part cost) | cost/<br>month/<br>dist. Team<br>office | 0.1  |  | 12 |  | 12 |  | 12 |  | 12     | 12    | 0     | 0     |  | 0      | 1.32   | 1.32   | 0      |  | 0      | 1.45   | 1.45  | 0.00  | 0.00   | 3.97  |        | 3.97  | 0      | 0     |
| 4.6 | Stationary & Other<br>Consumable Cost                             | cost/<br>month/<br>dist. Team<br>office | 0.03 |  | 12 |  | 12 |  | 12 |  | 0.36   | 0.18  | 0     | 0     |  | 0.18   | 0.396  | 0.198  | 0      |  | 0.198  | 0.44   | 0.22  | 0.00  | 0.22   | 1.19  |        | 0.60  | 0      | 1     |
|     | Sub-total   |   |      |  |    |  |    |  |    |  | 22.32  | 15.6  | 0     | 0     |  | 6.7174 | 24.552 | 17.16  | 0      |  | 7.389  | 27.007 | 18.88 | 0     | 8.128  | 73.88 |        | 51.64 | 0      | 22.23 |
| 5   | Grand Total   |   |      |  |    |  |    |  |    |  | 154.62 | 34.54 | 24.41 | 95.67 |  | 199.27 | 46.54  | 35.91  | 116.82 |  | 108.67 | 33.54  | 14.77 | 60.36 | 462.56 |       | 114.62 | 75.09 | 272.84 |       |
|     | %age  |   |      |  |    |  |    |  |    |  |        |       |       |       |  |        |        |        |        |  |        |        |       |       | 100    |       | 25     | 16    | 59     |       |



|      |  |                           |        |     |     |     |       |      |     |       |      |      |      |      |      |      |      |      |       |      |     |       |  |
|------|--|---------------------------|--------|-----|-----|-----|-------|------|-----|-------|------|------|------|------|------|------|------|------|-------|------|-----|-------|--|
| 1.5  | Development of Training Tools Kits for all Agrani Mahila Kissans # 5   | No. of Kits               | 0.0065 | 200 | 200 | 200 | 1.3   | 0    | 0   | 1.3   | 1.30 | 0.00 | 0.00 | 1.30 | 1.30 | 0.00 | 0.00 | 1.30 | 3.90  | 0    | 0   | 3.9   | They will use this kit during training of their member farmers at on-farm or off farm classroom sessions   |
| 1.6  | MKPC Organisational support cost #6  | Cost/MKP C                | 0      | 2   | 2   | 2   | 17.62 | 0    | 0   | 17.62 | 13   | 0    | 0    | 13   | 14   | 0    | 0    | 14   | 44.19 | 0    | 0   | 44    |  |
| 1.7  | Managemnt Training to Governing Body of MKPC #7  | No. of events             | 0.3    | 1   | 2   | 2   | 0.3   | 0    | 0   | 0.3   | 0.60 | 0.00 | 0.00 | 0.60 | 0.60 | 0.00 | 0.00 | 0.60 | 1.50  | 0    | 0   | 1.50  | Training on OD issues, Training on conflicts managemnt, basic training on book keeping & Accouns, Training on business management  |
| 1.8  | Establishment of Basic Infrastructure for MKPC like seed grading machines , Elcetric Motors / DG Sets, Gravity Seperator # 8 | No. of sets               | 6      | 1   | 1   | 0   | 6     | 0    | 0   | 6     | 6.00 | 0.00 | 0.00 | 6.00 | 0.00 | 0.00 | 0.00 | 0.00 | 12.00 | 0    | 0   | 12    | Seed grading plant will help MKPC to take up seed production business in a large scale and would be able to compete with local traders. The seed suppy by MKPC will ensure quality seeds in the area   |
| 1.9  | Construction of medium size Godown at MKPC for storage purpose #9  | No. of godown             | 9      | 1   | 1   |     | 9     | 0    | 0   | 9     | 9.00 | 0.00 | 0.00 | 9.00 | 0.00 | 0.00 | 0.00 | 0.00 | 18.00 | 0    | 0   | 18    | there is very poor go-down facilities in the project area. This would be a primary requirement for MKPC to take up agribusiness and to give price benefits to its members. Unless store for few weeks the price benefits can not be obtained |
| 1.10 | Documentation/ record keeping at Samooh & Farmer's level (Group Register, Box & Kissan Pustika etc) #10                      | Set of records            | 0.0065 | 100 | 100 | 0   | 0.65  | 0    | 0   | 0.65  | 0.65 | 0    | 0    | 0.65 | 0    | 0    | 0    | 0    | 1.30  | 0    | 0   | 1.3   | Each Mahila Kiisan Samooh will maintain a meeting Register, pass books, Box for record keeping   |
| 1.11 | Remuneration of Local Resource Persons (LRP)   | Per100 farmers/ LRP/month | 0.03   | 160 | 240 | 240 | 4.8   | 0.72 | 1.2 | 2.88  | 7.2  | 1.08 | 1.8  | 4.32 | 7.2  | 1.08 | 1.8  | 4.32 | 19.20 | 2.88 | 4.8 | 11.52 | Community will start paying service charges from Yr-2 onward   |
| 1.12 | ToT and Exposures of LRP #11   | No. of events             | 0.2    | 2   | 4   | 4   | 0.4   | 0.08 | 0   | 0.32  | 0.8  | 0.16 | 0    | 0.64 | 0.8  | 0.16 | 0    | 0.64 | 2.00  | 0.4  | 0   | 1.6   |  |



|     |   |                     |      |  |     |     |     |  |  |       |        |      |        |        |        |      |        |       |       |       |       |        |       |       |       |  |
|-----|---|---------------------|------|--|-----|-----|-----|--|--|-------|--------|------|--------|--------|--------|------|--------|-------|-------|-------|-------|--------|-------|-------|-------|--|
|     | Sub Total   |                     |      |  |     |     |     |  |  | 10.95 | 2.98   | 1.55 | 6.42   | 29.64  | 6.8    | 3.72 | 19.12  | 20.54 | 4.52  | 2.659 | 13.36 | 61.13  | 14.3  | 7.928 | 39    |  |
| 3   | Land & Water Resource Development   |                     |      |  |     |     |     |  |  |       |        |      |        |        |        |      |        |       |       |       |       |        |       |       |       |  |
| 3.1 | Women Managed Micro Lift Irrigation Systems #20   | Per LI              | 7.8  |  | 1   | 2   |     |  |  | 7.8   | 0      | 0.78 | 7.02   | 15.6   | 0      | 1.56 | 14.04  | 0     | 0     | 0     | 0     | 23.40  | 0     | 2.34  | 21.06 |  |
| 3.2 | Dugwells  | Per Dugwell         | 0.9  |  | 40  | 60  | 20  |  |  | 36    | 7.56   | 18   | 10.44  | 54     | 11.34  | 27   | 15.66  | 18    | 3.78  | 9     | 5.22  | 108.00 | 22.68 | 54    | 31.32 | 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 |  | 100 | 200 | 100 |  |  | 5     | 2      | 0.5  | 2.5    | 10     | 4      | 1    | 5      | 5     | 2     | 0.5   | 2.5   | 20.00  | 8     | 2     | 10    | 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    |  | 2   | 1   | 0   |  |  | 16    | 4.8    | 1.6  | 9.6    | 8      | 2.4    | 0.8  | 4.8    | 0     | 0     | 0     | 0     | 24.00  | 7.2   | 2.4   | 14.4  |  |
| 3.5 | Micro Irrigations ( Sprinkler)  | No. of sets         | 0.6  |  | 4   | 8   | 4   |  |  | 2.4   | 0.48   | 0    | 1.92   | 4.8    | 0.96   | 0    | 3.84   | 2.4   | 0.48  | 0     | 1.92  | 9.60   | 1.92  | 0     | 7.68  |  |
| 3.6 | GIS based planning & monitoring of Land, water & agri development by Agrani Mahila ( Pilot) | Per village         | 0.6  |  | 2   | 2   | 2   |  |  | 1.2   | 0.24   | 0    | 0.96   | 1.2    | 0.24   | 0    | 0.96   | 1.2   | 0.24  | 0     | 0.96  | 3.60   | 0.72  | 0     | 2.88  |  |
|     | Sub Total   |                     |      |  |     |     |     |  |  | 68.4  | 15.08  | 20.9 | 32.44  | 93.6   | 18.94  | 30.4 | 44.3   | 26.6  | 6.5   | 9.5   | 10.6  | 188.60 | 40.52 | 60.74 | 87    |  |
| 4   | Programme Management Cost (with 10% yearly escalation)                                      |                     |      |  |     |     |     |  |  |       |        |      |        |        |        |      |        |       |       |       |       |        |       |       |       |  |
| 4.1 | Programme Coordinator (Overall)   | Cost /Month         | 0.5  |  | 4   | 4   | 4   |  |  | 2     | 1.8    | 0    | 0.2    | 2.2    | 1.98   | 0    | 0.22   | 2.42  | 2.178 | 0     | 0.242 | 6.62   | 5.96  | 0     | 1     |  |
| 4.2 | Team Leader ( District Level)   | Cost/Mont h         | 0.35 |  | 12  | 12  | 12  |  |  | 4.2   | 3.381  | 0    | 0.819  | 4.62   | 3.7191 | 0    | 0.9009 | 5.082 | 4.091 | 0     | 0.991 | 13.90  | 11.19 | 0     | 3     |  |
| 4.3 | Project Executive/ SMS ( Agri /engg/Social)   | Cost/Mont h/Cluster | 0.44 |  | 24  | 24  | 24  |  |  | 10.56 | 6.4416 | 0    | 4.1184 | 11.616 | 7.0857 | 0    | 4.5302 | 12.78 | 7.79  | 0.00  | 4.98  | 34.95  | 21.32 | 0     | 14    |  |

|     |   |                                |      |  |    |    |    |        |       |       |        |        |        |       |        |        |       |       |       |        |    |    |    |  |
|-----|---|--------------------------------|------|--|----|----|----|--------|-------|-------|--------|--------|--------|-------|--------|--------|-------|-------|-------|--------|----|----|----|--|
| 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  |    |    |    |  |
| 4.5 | Rent, electricity, telephone of the Team office (Part cost) | cost/ month/ dist. Team office | 0.1  |  | 12 | 12 | 12 | 12     | 12    | 0     | 0      | 1.32   | 1.32   | 0     | 0      | 1.45   | 1.45  | 0.00  | 0.00  | 3.97   |    |    |    |  |
| 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   | 0.22  | 0.00  | 0.22  | 1.19   |    |    |    |  |
|     | Sub-total   |                                |      |  |    |    |    | 22.32  | 15.6  | 0     | 6.7174 | 24.552 | 17.163 | 0     | 7.389  | 27.007 | 18.88 | 0     | 8.128 | 73.88  |    |    |    |  |
| 5   | Grand Total   |                                |      |  |    |    |    | 146.42 | 34.46 | 23.63 | 88.33  | 189.94 | 44.14  | 35.88 | 109.92 | 100.54 | 31.14 | 13.96 | 55.44 | 436.90 |    |    |    |  |
|     | %age  |                                |      |  |    |    |    |        |       |       |        |        |        |       |        |        |       |       |       | 100    |    |    |    |  |
|     |   |                                |      |  |    |    |    |        |       |       |        |        |        |       |        |        |       |       |       |        | 25 | 17 | 58 |  |

## Chapter 9 : SECTION A: 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<br>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<br><br>b. Bihar Rural Livelihood Promotion Society, GoB<br><br>c. National Agriculture Innovation Project, ICAR<br>(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.)<br><br>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<br><br>c. Integrated Farming System Modules to ensure sustainable Livelihood Security for the Peasants of disadvantaged districts of M.P; Size: 1.81 Cr.<br>(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<br>(i) Women SHGs/Groups (Y/N)<br>(ii) Agriculture based livelihood with | (i) Yes.<br><br>(ii) Yes.   |



|    |   |  |
|----|---|--|
|    | existing women groups (Y/N)   |  |
| 12 | <i>In the proposed project, how much % of the implementation is undertaken by your existing capacities and how much % is leveraged from external community based organizations in the project area?</i> | It is difficult to make a distinction in terms of 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. |

### **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).*

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| <b>14</b> | <p><b>Attachments (Annexes)</b></p> <p><i>(i) Last three years audited financial statements</i></p> <p><i>(ii) 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><b>(i) See annex-4 (A,B,C)</b></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 a vast resources of tested training modules and materials (at least 200 videos made capturing the best practices by farmers, flip chart, 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> |
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