

## Proposal on Increasing income of 500 poor farmers of Odisha



*Proposal Submitted by*



**MAHASHAKTI FOUNDATION**

*Creating opportunities ... empowering the poor...*

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## **I. Socio Economic Status of our working area:**

The projected Rayagada districts located in south part of Odisha (India) where 40% from the total area comes under forest. About 87% population belongs to rural area.

Lower population density (153 persons / sq. km) in comparison to 236 for Orissa indicates difficult living conditions and an underdeveloped economy. Tribal communities dominate this region. As per 2001 Census, about 70% people of these districts belong to the Scheduled Tribes and schedule caste communities including four primitive tribal groups (PTG), i.e., Bondas, Dadaï, Langia, Sauras and Dongaria Kandhas. These figures amount to a lot of facts that are related to the underdevelopment of the district and the abject poverty that has marred the face of it for the past many decades. The coming of age financial measures taken up by the government and the other issues and schemes relating to it have not been able to build up a sound track of development for the Rayagada district in particular.

## **2. Introduction:**

**‘Mahashakti Foundation’** a professionally managed social development institution was founded in the year 2004. It is registered under the Indian Trust Act-1882 and it was formally made operationalised on **19<sup>th</sup> Oct, 2004** from Madanpur Rampur at Kalahandi district of Odisha. It was setup to provide different range of services to the rural *‘poor communities’* like social development, livelihood development, Health, education, micro credit, micro insurance and for brings the change in the quality of life of the people. Presently it now functions on 05 district of western odisha. In order to manage the operations no of dedicated and committed 102 staff members in Mahashakti Foundation for increase the access of quality social empowerment and sustainable livelihood development services to the rural poor and deprived.

## **3. Profile of the organization ( detailed profile attached separately)**

**I) Name of the Organization: MAHASHAKTI FOUNDATION**

**II) Constitution –** : Non Profit Public Charitable Trust (Regd. Under Indian Trust Act 1882)

**iii) Address – Registered Office** : Sanchaya Shakti Bhawan , Madanpur Rampur , Kalahandi Orissa –766102 , Phone-06676-250507 , Fax 06676-250607, Cell :-94375-74507 E.Mail: [mfoundation@rediffmail.com](mailto:mfoundation@rediffmail.com) , Website: [www.mahashaktiindia.org](http://www.mahashaktiindia.org)

**iv) State Coordination Office** : 180 HIG, First Floor Dharma Bihar, Khandagiri, Bhubaneswar Odisha, India

**v) Date of Registration –** 19.11.2004

**vi) Registering Authority:** Govt of Orissa

#### **4. The Problem of the Area :**

There are 500 poor marginal farmers are living in the project area. All the households belong to below poverty line (income per household <\$2 per day). Agriculture is the major source of livelihood. The paddy is cultivated only for 4 months period during the rainy season. For rest 8 months they left their land vacant due to unavailability of irrigation. The present income is insufficient and all are living under the poverty. The farmers are not able to manage their livelihoods due to poverty condition

#### **5. How will the project solve the Problem :**

We will promote the diversification of agriculture i.e vegetable cultivation during rest 8 months. They are already cultivating paddy for 4 months. We will promote the vegetable cultivation with the different inputs of the project and ensure the cultivation of all the lands for rest 8 months where they will get production and income. The income on vegetable production will be 4 times from paddy cultivation. The farmers will get additional income of \$1000 per year apart from their normal income.

#### **4. Project Title :**

**Increasing-income-of-500-poor-tribal-farmers-of-odisha**

#### **Project Description :**

The crucial importance of farmers's contribution to food security in developing countries is widely recognized. In most developing countries, rural farmers are the mainstay of small-scale agriculture, the farm labor force and day-to-day family subsistence. Yet rural farmer are faced with a number of constraints. They have more difficulties than men in gaining access to land, credit and extension services. Development interventions to improve the economic roles of farmer have also so far had limited success. Up recently, the overriding concern of such interventions for rural farmer remained one of welfare and home economics programmes, mainly through farmer -specific projects or farmer's components in multi-purpose projects. In many cases, however, development projects have not taken adequate account of farmer's responsibilities, participation and priorities in their specific local conditions, constraining the achievement of the objectives of the programmes, or leading to negative effects on farmer and families.

#### **5. Project Summary:**

The main occupation of the farmers of Odisha (India) is agriculture. They use to cultivate their lands for 6 months during rainy season. Due to lack of irrigation system they left their agriculture field as vacant for rest 6 months. The major focus of the project is to promote vegetable cultivation in rest 6 months and provide sensitisation, capacity building input, critical irrigation. In a result 500 poor tribal farmers will get @ \$ 1000 additional income per year with in a period of 2 years.

## 6. Theme : Economic Development

### Project Objective:

To increase the additional income of 500 poor farmers @ \$1000 per year through promoting vegetable cultivation in 30 villages of Raygada district of Odisha (India)

### 7. Target group:

The target group comprises 500 poor farmers from 30 villages of Raygada dist (Odisha, India)

### 8. Frame work Conditions:

The state of Odisha is located on the eastern coast of India and its economic is classical case of the failure of trickle down. Despite of rich forest, mineral resource and a long coastline, it has failed to generate adequate employment, reduce poverty or improve income distribution. As per the Below Poverty Line (BPL) population survey, recently conducted by the planning commission for 11<sup>th</sup> five year plan, 84.47% of Orissa's population live below poverty line. Compared to national per capital income of INR 16,487 Orissa per capital income is extremely low at INR8, 547. Distress migration to neighbouring states is rampant. Thus, Orissa faces the challenges of creating almost 200000 livelihoods each year besides protecting the current livelihoods. An analysis of livelihood pattern of the state shows that agriculture and allied sector provide direct and indirect employment to 65% of the population and contributes 28% of the Net domestic product (NSDP) So, Increase in agriculture production and farm productivity is essential for achieving any significant growth in the Income levels of the people.

Within agriculture, vegetable cultivation as a sub sector has the potential to provide ample scope to poor and small and marginal farmers for improving their household income and preparing them for next level of economic competitiveness. The soil profile coupled with availability of land and water in the project district is suitable for any kind of vegetable cultivation. Soil suitability: In Raygada district the existing soil is well drained, moderately fine to medium textured and free salinity, which is suitable for vegetable cultivation.

**Land availability:** Even small and marginal farmers having land between 0.5 acre to 1acre can go for vegetable cultivation.

**Water availability:** the water level in the proposed area varies from 6-10 meters. Only thing is that they may be provided/ facilitated with a lifting device so as to draw the water for optimum utilization for vegetable cultivation. Of late crop diversification has been taking place from paddy to vegetables.

Vegetable cultivation is skill oriented. This is more important when vegetable cultivation is taken as commercial enterprise rather than a household subsistence activity. Timing the "Market Highs" would necessitate precision farming practises. The farmers need to have knowledge and skills on seed quality, soil testing, fertilizer application, disease and pest control, critical stages of crop growth etc.

The farmers require more of working capital than investment capital. The proposed beneficiaries have been Organised into self help groups. At present there is a gap in the demand for vegetable and the supply for local producers. Vegetable come in large quantities from neighboring states like Andhra Pradesh, Jharkhand and Chhattisgarh to meet the demand within the Raygada district. Hence, the vegetable sub sector produces ample opportunities for creating livelihoods for the poor people.

Vegetable sub sector predominantly has unorganized players at production and end and partly organized on the market end. Farmers produce and sell individually, the traders who have their own cartels, dictate the terms of the trade. The sector has high growth potentials; the level of competition is imperfect. It is most a buyer's market as the farmers are unorganized and lack support system to have greater say in the market mechanisms. The market size is such that there is increasing trend in vegetable uptake in the market. In general, since the market size is quite huge, compared to the supply, the competition among producers from various locations is not highly pitched. There is a no barrier to enter into production side of the sub sector. Producers face barriers in creating their own consumer base and market credibility. They have to enter the market through the trade channels.

## **9. Potential Long Term Impact**

Additional household Income @ \$ 1000 of 500 marginal farmers will be increased by the project. Different health hazards of farmers will be controlled after getting vegetables in their regular food. Increased/enhanced nutrition (general health) status. Effectively functioning of vegetable cluster organization to provide better marketing chain to the farmers. Increase in the collective bargaining power with the farmers. Increase the production and productivity of the area.

## **10. Major Activities of the Project**

1. Capacity Building Programme( Vegetable Cluster promotion, Crop planning, Financial literacy, Promotion of Organic manure, Seeds bank promotion and strengthening,BDS for vegetable cluster leaders, Practical training on soil testing & Exposure programme)
2. Provision of water lifting pump for critical irrigation
3. Distribution of IEC materials
4. Promotion of seeds bank
5. Functioning of vegetable sales outlet
6. Supply of soil testing kit to Farmers
7. Distribution and updating of Livelihood assistance card
8. Value chain analysis on vegetable market
9. Development of Vegetable Cluster Organization

## 11. Project Outcome:

- ✓ There will be visible increase in additional household income of the farmers to tune of \$ 1000 per year.
- ✓ Increase the knowledge level of 500 the vegetable farmers on different agricultural activities
- ✓ Credit and grant will be mobilized from the different financial institution to cater to the working capital requirement of the farmers
- ✓ Increase the collective bargaining powers among the female vegetable farmers.
- ✓ Increase the production and productivity of the farmers.
- ✓ Increase in area of vegetable cultivation
- ✓ A different types of vegetable cultivation will be taken place in 200 acres of land as per the crop planning of vegetable growers
- ✓ Functioning of vegetable cluster organisation for the life time development of farmers.
- ✓

## 12. Area of Operation:

Name of the District	Block	# of Villages	# of Female Vegetable growers
Raygada	Bisama Cuttack	10	200
	Muniguda	20	300
<b>Total</b>		<b>30</b>	<b>500</b>

## 13. Project focus:

**Activity target group:** The target group to be covered under this programme includes Small and marginal farmers. This includes migrant labours, tribal and other dispossessed groups, with special focus on poor farmers and families below poverty line.

**14. Convergence Partners:** Horticulture department, Agriculture department, NABARD & National Horticulture Mission

## 15. Monitoring plan:

Simple and measure monitoring indicators on process, output and outcome will be established and will be collected, analyzed and documented on regular basis. The Project will be jointly supervised by the implementing agency and donor agency on a regular basis(four times a year) and technical support would be provided on site to help the PIU monitor project activities. Donor agency will be encouraged to provide technical assistance to help implement and monitor project activities and to contribute to the various assessment and reviews that will be conducted during the life of the project. A technical audit will be carried yearly by an independent consulting firm.



The scopes of this audit will include technical and fiduciary processes and their adherence to the project guideline. The following reports would be produced and used for monitoring each of the components: Quarterly project implementation; Monitoring report, data collection report from the farmers& other reports need from time to time by the donor agency.

## **16. Report and Returns**

Project staff members will submit monthly progress report to Mahashakti Foundation and Mahashakti foundation would submit a quarterly progress report to donor agency in Specific time period as per the formalities and processes advised.

## **17. Evaluation and Replication**

An evaluation of the activities undertaken and impact there will be done at the end of the project year. Considering the success of the project, Mahashakti Foundation would replicate the same in other needy village of small and marginal farmers in the future for further livelihood support for change in the quality of life of the people.

## **18. Project Budget**

<b>Sl</b>	<b>Amount in \$</b>	<b>Purpose</b>
1	2500	will help to establish a vegetable cluster organisation to look after the over all value chain management on vegetable cluster. (organising farmers, forward and backward market linkages)
2	2600	will help to set up 2 marketing outlets ( vegetable sales outlets) to sell the vegetables of 500 farmers for the period of 2 years
3	2700	will help to develop different information, education and communication materials to sensitize farmers for vegetable cultivation
4	5000	will help farmers to purchase 20 pump sets for the irrigation of 200 acres of land per year for vegetable cultivation.
5	5500	will help 500 farmers to purchase agriculture implements, pesticides, organic manures, seeds for vegetable cultivation.
6	6000	will help for the sensitisation and capacity building of 500 farmers on land preparation, crop planning, organic way of cultivation,soil testing, vegetable marketing, seed treatment, pestmanagement
7	6500	will help agriculture experts to provide technical support to 500 farmers and overall implementation and management of the project.
<b>Total</b>	<b>\$ 30800</b>	

## 19. Project Location : India



## Odisha State





## Rayagada Dist :

