

PROJECT PROPOSAL

Project Title:

VASANTAM (In local language it means spring)

**Tribal producers network holding and influencing a responsive market for better
Income and entitlements.**

Project Period:

July 2018 to June 2021

**Submitted to
Global Giving Accelerator**



Submitted by

BAPUJI RURAL ENLIGHTENMENT AND DEVELOPMENT SOCIETY (BREDS)

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Project proposal

- Project title** : VASANTAM (In local language it means spring)
Tribal producers network holding and influencing a responsive market for better Income and entitlements.
- Time frame** : July 2018 to June 2021
- Proposed under** : Global Giving Charity Accelerator
- Proposed by** : BREDS, VISAKHAPATNAM, ANDHRA PRADESH, INDIA
- Field partners** : Tribal Framers, Farmer Producer Groups and Farmer Producer Organizations.
- Outreach** : 15000 Tribal Framers in Four North Coastal Districts of Andhra Pradesh India



The Context and reality:

The project areas comprises three north coastal districts of Andhra Pradesh which is one of the backward regions of Andhra Pradesh, also known as Uttaraandhra (North coastal Andhra Pradesh). It comprises of three distinct geographical regions, Hilly area which is part of Eastern Ghats, Plain land and coastal region. Northern Andhra Pradesh is known for its backwardness, one of its districts Vizianagaram was identified as one the most backward districts in India, and government of India approved a special project under backward regions Grant Fund (BRGF). This area has three distinct regions, hilly terrain (part of eastern Ghats) inhabited by tribal

population, plan land which is predominantly inhabited by backward communities and the coastline with traditional fishing folk.

BREDS is working with tribal communities in the region which prime focus on building community institutions and sustainable livelihoods .BREDS could able to reach unreached farmers with quality technical inputs and facilitation that community ownership established over development processes .The present project is a building super structure on the strong foundation BREDS laid with its committed work .

The proposed project build back the broken network of food and nutrition security of tribal population who were forced into vulnerable situations due to degraded natural resources which is their survival source.

The project propels positive change in the production and consumption patterns in the target area .With the present project few processes and technologies that has the potential of consuming fewer resources to produce goods and services for the community (Sustainable agriculture, Green Banks & Solar energy solutions) will be established. Also adoption of sustainable consumption and production (SCP) practices will provide an opportunity for the communities to improve the economic viability of agri-horticulture initiatives and eco-efficiency of this development model and livelihood options.

The prime objective of the project is to create sustainable livelihoods base to enable Tribal farmers to achieve food and livelihood security.

The Outcome of the project: Information empowerment and social capital development enable the community to access markets through informed decisions and prioritized options.



The objective: What is/are the problems that you are trying to solve and why it is important? (125 words)

It aims at resolving the following crucial issues:

- **Weak institutional strength and poor social capital** of the tribal community precluding the access to quality business development services and market avenues.
- **Information constraints and knowledge gaps** inhibiting the community to prioritize livelihood activities and make effective investment decisions.
- **Lack of critical inputs & infrastructure** depriving the community to get proper price for their produce.
- **Lack of local resource organization** focused on input & output market issues restricting the community to access reliable & dynamic market intelligence platforms.
- **Convergence issues** of the ongoing programmes of government and synergy in stakeholder efforts.

What is your idea to address the problem(s) described above? Why have you chosen your specific approach? (200 words)

- The prime strategy is geared towards **creating rural market enabling structures** lead to **local enterprise & resource networks** to meet the emerging community needs.



- **Social capital development** with relevant market and enterprise management skills contribute **increased awareness and improved negotiations.**
- **Producer groups and a producer's cooperatives** promoted to sustain the process by their own.

Rural empowerment information centers with data capturing and knowledge creation and sharing infrastructure promoted to **facilitate information and market intelligence** to affect the **sustainability, productivity and profitability of the products & livelihood initiatives.**

- The weak links in the **product chain** of three tribal products **cashew, turmeric, minor Millets and vegetables** will be strengthened and **value added harvesting and marketing approaches** adopted to secure better price.
- **A market responsive business development services (BDS) network** created with **synergies in production, procurement and marketing** to ensure productivity enhancement and increase of income.
- **Critical infrastructure development for value addition and marketing**

- will bring significant improvement in the farm income and tribal products.
- **Common platform** enabled improved convergence and networking **for market related information and experience sharing.**
- **A vibrant market with full access to proper functioning of the input & output marketing systems** emerged.

Implementation: How will you implement your idea? How do you propose to manage the project implementation? Do you propose to involve the beneficiaries of the Project also in the management of the Project? Describe the activities your project will undertake to realize its objective(s). (200 words)

- The intervention logic has been derived from the **communities' inherent strengths** and livelihood options, with **added value** to meet the present day contextual realities.
- The project will be implemented in **partnership with the primary stakeholders** in convergence mode.
- **BREDS** shoulders accountability of results by **proper process facilitation, Centurion University (a local University) through its schools of agriculture** will extend **technical support with subject knowledge and skill training**, **SERP (Government Department)** will extend support **directly to farmers to secure critical infrastructure** and the **Local Farmer Groups (CBOs)** will take active part to **further the project initiatives** towards desired results. An **agreement** amongst **BREDS (local NGO), Centurion University (Academic Institution), SERP (Government)** & primary stakeholders (tribal Farmer producer organizations) with **role clarity and shared responsibilities** will guide the process.

Proposed activities:

- **Baseline development** of the potential sectors **Cashew, Mango, Turmeric, Minor Millets and Vegetables** to ascertain the gap areas and growth strategies.
- **Productivity enhancement support and farmer capacity building**
- **Promotion of organic farming and Zero Based Nature Farming (ZBNF) (Exploring local knowledge and wisdom)**
- **Promotion & networking of producer groups** and an apex level **producer's cooperative.**
- Establishment of **Farmer resource center with IT infrastructure** to enable the access of **business development services.**



- Developing **Raithu Mitras (Farmer Friends) with market related skills sets**, with competencies of task requirements.

- **Promotion of GREEN BANKS (Integrated Farm and Forest Management with soil & water conservation ,adopting organic farm practices as sustainable livelihoods assets for farmers and establishing pro-planet initiatives)**
- **Enterprise promotion through value addition and processing.**
- **Setting up of critical infrastructure for value addition and marketing.**
- **Consultation workshops & interface with service providers for better convergence and accountability.**
- **Reflection and documentation of lessons learnt & best-practices for replication.**

Innovation: How is your idea truly innovative or unique? How does your approach differ from existing approaches and why is it potentially effective?(150 words)

- It is a three-pronged strategy with **information empowerment; local capacity building and convergence of stakeholders and services** to enable the community, control and **influence the market to work for them.**
- It develops a community owned **BDS network in the tribal area.**
- It ensures accountability through **synergy of efforts and investment of resources** in the gap areas on priority basis.
- Market mechanisms will be allowed to play an important role that the producers can choose from a wide- array of service providers.
- The project will **create public – private partnerships** at different levels and foster a greater understanding between private sector participants & government agencies.
- **Institutionalized information sharing** enables rural competency development, employment creation and farm income increase.

- At the end of the day **strong institution**, owned and managed by a **resource pool of community catalysts** emerges to forge ahead the cause of the community.

Who will drive (champion) the innovation?

Name (s): Mr A.Ramakrishna Raju

Designation: CEO,BREDS.

Educational Qualifications: BA.B.Ed.

Past Achievements, Awards, Papers:

Practical experience in the development sector since 29 years, facilitating empowerment process of marginalized communities in srikakulam district and northern Andhra and south Orissa in India. Worked as teacher with government of Orissa for nine years .Got Special training on community based management, Development planning & monitoring, Watershed management and natural resource management, rural livelihoods development .Expertise in outcome and impact oriented project management and impact assessment ,sustainable livelihoods and Institution building .

Outcomes/Results: What are the expected outcomes/results of your project? Whom it will benefit? How will you measure the impact of these outcomes/results? (200 words)

Outreach: 15000 tribal families.



Sl.no	Outcomes/Results	Objectively verifiable indicators
1	Strong and efficient institution owned and managed by tribal producers emerged working in close collaboration with multiple-market players and development agencies.	<ul style="list-style-type: none"> • 1500 producer groups and 15 apex level producer cooperative with needed capabilities, bargaining power and negotiation skills, influencing responsive market for better entitlements. • 150 community catalysts with competency to add value to and sustain the enabling market structures are in place.
2	A platform created enabling the tribal producer to access quality business development services to improve productivity, market access and income generation capability.	<ul style="list-style-type: none"> • Intensified access and outreach of services enhanced quality of tribal produce and significant income increase. • Wide range of choices and diversified opportunities opened up to capitalize the resource base with new entitlement to productive assets and skills. • One rural knowledge banks enabling community taking control of knowledge environment with critical awareness to make better choices by taking informed decisions. • Convergence & synergy achieved with positive linkages and networking.
3	Tribal Farmers sharing specialized critical infrastructure ensured economies of scale in production, procurement and marketing.	<ul style="list-style-type: none"> • Post harvest losses reduced, product quality improved and proper price ensured for tribal produce.
4	GREEN BANKS Developed ensuring sustainable livelihoods base for tribal	<ul style="list-style-type: none"> • Migration mitigated

	farmers	<ul style="list-style-type: none"> • Resource conservation and effective use of resources • Food and livelihoods security of Farmers.
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Sustainability: How will your project be sustainable beyond the phase funded by RIF? What characteristics of your project you would like to highlight to suggest that it is sustainable? Describe the major challenges and obstacles that you anticipate for this organization and how you will overcome them?

The project pursues community based **participatory and cooperative approach**; build on the long-lived proportions of the potential of the community. **Human capital development** will contribute **relevant skills and capabilities** as the long-term investment for the community to define their life perspectives and sustain the impact. The project adopts **information empowerment** as powerful vehicle which impels participation and control of environment, finally leads to rural empowerment. **Community ownership** ensured over the **specialized infrastructure and institutional structures** created through the project to take care of after project maintenance. **Community partnerships and stakeholder collaboration and institutional tie-up** will give the community the leverage to sustain the process by their own. **Apex level producer's cooperative, rural knowledge banks and BDS network** transform into growth engines charging for the services rendered. **Convergence model** brings impact sustainability and accountability. The **challenge is integrating ICTs into local knowledge system** which we overcome through sensitization and awareness building.

Replicability and prospects of `scaling up`: What is the possibility of implementing your idea/project elsewhere (in a different country region) or to scale it up? (150 words)



Information and communication processes providing production and market-related information to village production groups to organize

themselves to face the open market challenges and competition. The enhanced capacity, capability and confidence of community to sustain the enabling market structures and secure remunerative prices for their produce. The project will establish this model proven as successful sustainable and replicable.

It will be **scaled-up to the other products in the plain area of Andhra Pradesh**, focusing farmer's cooperatives and agri-clinics. The organic farming practices popularized through the innovation replicated in other interventions as well. It will be further **expanded to the coastal area of Andhra Pradesh with sector focus of coconut, cashew and fisheries** with information and communication network and GIS model in the disaster prone coastal community.



Proposed Budget
Vasantam (Tribal producers network holding and
influencing a responsive market for better Income and
entitlements.)

Project title:

Project partner:

Bapuji Rural Enlightenment and Development Society (BREDS)

Project period:

July 2018 to June 2021

Expenditure items					Local Contribution	Requested Budget for support
		Units	Unit cost (in \$)	Total cost (in \$)		
1	Promotion of Farmer Producer Groups & Baseline development of 1500 FPGs	1500	5	7500		7500
2	Knowledge sharing and Technical support Services through Farmers Resource Center to reach 15000 farmers for 36 months	36	310	11160		11160
3	Capacity Building and skill development on productivity enhancement, organic farming and value addition for 150 Raitu Mitras - Farmers friend.	150	100	15000		15000
4	Promotion of 150 Green Banks for sustainable livelihoods	150	4945	741750	681750	60000
5	Interface meetings & Consulation workshops with stake holders	12	180	2160		2160
6	Project Management	36	180	6480		6480
7	others	1	45	45		45
Total				7,84,095	6,81,750	1,02,345

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