

A CONCEPT NOTE ON
ENHANCED FOOD AND LIVELIHOOD SECURITY OF 500 WOMEN FARMERS
THROUGH ENTREPRENEURSHIP DEVELOPMENT AND ICT

Submitted to:



Triranga Yubak Sangha (TVS)

Submitted by:

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A Brief Profile of Triranga Yubak Sangha

1. **Name of the NGO** : **TRIRANGA YUBAK SANGHA**
2. **Registered Office -** At – Mahakhanda, PO- Rengali, Via – Agalpur,
Dist. - Balangir, Pin – 767022, Odisha, India
Mobile: 8018822240,7894050701
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3. **Project Office:** At. Padmapur, Near RMC, Check gate, Gaisilat Road,
P.S. Padmapur, Dist.- Bargarh, Pin. 768036 (Odisha)
4. **Administrative Office** At. Nehru Nagar
Po: Rajendra College,
Dist. Bolangir - 767002
Odisha, India
5. **Contact Person** : Mr. Byasadev Barik, Secretary
6. **Legal Status** :
 - Registered under SRA XXI of 1860 vide no. - 5019-306 during 1999-2000 dated. 19.3.2000;
 - IGR Registration No.- 22313-41 dt.14.7.2006 at IGR, Cuttack;
 - FCRA Registration No.- 104840081, Date: 15.01.2009; Renewal on date:05.08.2016
 - Registration under U\S 12A of income tax act 1961 on 10.03.2010; vide Sl.No 107 F/Y 2009-10 Dated 10-03-2010
 - Grant of approval U\S 80G (VI) income Tax Act 1961.Vide No. CIT/SBP/Judl./80G/2009-10/3861 of Dated 10-03-2010 valid up to 2012-13.
 - PAN No. AABTT 3487 H
 - Tax Deduction Account No. (TAN) BBNT00841B

A) Organisation Details:

1. **ABOUT TYS:** Triranga Yubak Sangha (TYS) came into existence on 3rd January 1999 with a mandate to enable the silent mass raise voice of concerns and fight against exploitation. TYS has now grown with interventions in around 200 villages across 3 Districts in Odisha. TYS has been associated with the NCAER, New Delhi in four states for outlook survey on agriculture (NFMS). TYS is undertaking capacity building programme of PRI members in four Blocks and training of ASHA activists in Bargarh District. TYS has availed expertise in the field of participatory methods and prepared village level micro planning in 107 villages. Currently the organization is working in areas of direct intervention contributing towards food and livelihood security of poor and vulnerable target groups, advocacy for strengthening governance, sustainable agriculture including promotion of organic farming, organizing the organized labourers farmers and women groups to fight for their rights and entitlements. Apart from this, TYS has started intervention for nutritional security. To contribute towards reduction of maternal and child mortality, TYS has involved with safe motherhood programme in its intervention area.

As a part of Samuhik Marudi Pratikar Udyam (SMPU), Padampur, TYS has been supporting the vulnerable youth and women to earn their livelihood through one time support along with emergency fund. Moreover, the women and youth in the project areas have been capacitated, on continuous basis on mosroom cultivation, bamboo craft, dairy development, promotion of vegetable farming within the limited area etc.
2. **TARGET POPULATION:** The network covers 58,707 persons from 13,169 families from SC, ST and rural informal sector labour out of which 29,445 are women. The indirect beneficiaries of the intervention covers 12029 families containing a total population of 50,116 out of which 24034 are women. The network is closely working with SC/ST/OBC category. The Ganda, Ghasi, Chamars, Penkha people belong to the Scheduled Caste category. The major tribal groups in the operational areas are Binjhal, Saura, Kondh & Gond. The milkman, Potter, Blacksmiths, Kultas, Oilmen, Brahmins, Kshyatriyas, Paikas, Gardeners, Goldsmiths, Kalanga etc have been defined as other category.
3. **GEOGRAPHICAL COVERAGE OF TYS** Growing from a village, TYS has now spread its intervention in around 200 villages in 91 Gram Panchayats of 10 Blocks across 4 Districts. Moreover, it has been involved with documentation and research in four states including odisha, Jharkhand, Bihar and Chhatisgarh. Apart from the registered office, now, TYS has its

project office at Padampur in Bargarh District and administrative office at District head Quarter of Bolangir.

4. GOVERNANCE OF TYS OF TYS: The General Body consisting of all the members is the apex decision making body of Triranga Yubak Sangha. The Secretary is responsible for the operation and management of TYS and is answerable to the Governing Body as and when required. The General Body sits in once in a year for preparation of annual action plans and budgets, election of Governing Body Members and taking major policy decisions with regard to functioning of TYS.

The Governing Body consists of seven members including President, Vice-president, Secretary, Treasurer and other three members elected in the General Body meeting and works for five years. The Governing Body sits in every quarter for review and reflection of the programmes and activities initiated or continued and decides the future course of action of TYS on majority basis. The Governing Body is the decision making body on administrative and financial planning in coordination with the Secretary.

The Secretary is empowered to take decisions on the operational matters of TYS on regular basis. Being the Chief Functionary, he appraises the Governing Body from time to time and is also responsible for the day to day operational, financial and administrative matters of the Organisation.

B) **Project Context:** Bargarh is a district of western Orissa bounded on the north by the State of Chhatisgarh and on the east by the district of Sambalpur, on the south lies the district of Balangir and Subarnapur and on the west the district of Nawapara came in to existence as a district from **1st April 1993**. The economy of Bargarh is largely dependent on agricultural products. A part of the district is well irrigated with a network of canals originating from river Mahanadi, ensuring a good crop. On the other hand, the rain-fed area like Padampur Sub-Division and Bhatli & Ambabhona Blocks of Bargarh Sub-Division are backward with traditional agriculture and lack of development of other sectors as well. The extent of irrigated land in Padampur is 4%. The average land holding per household in Bargarh district is 1.21 acres. Padampur Subdivision of Bargarh has close links to the KBK (Koraput, Bolangir & Kalahandi) scenario, though it is not part of this region. Its climatic condition and geographical settings are similar to that in KBK. Despite this, the subdivision has never got any of the facilities and priorities given to KBK. Due to recurring drought and lack of wage employment, people migrate out of the district to brick kilns, to urban areas for rickshaw pulling and other labour work in the unorganized sector, and to irrigate areas for seasonal agriculture work. Majority of population in the sub-division depend on agriculture and collection and selling of minor forest produce. Only 5% of the total arable area is irrigated and more than half of the arable land is in occupation of 10% of the population. 66% of the population is either landless agricultural laborers or are small and marginal farmers.

The major problems faced by the community in agricultural practice includes soil erosion, erratic rainfall resulting in leaving the land barren, low crop productivity- the productivity of different crops like paddy is around 7qnt/acre as against the district average of 12qnt/acre. Moreover it's mostly a mono-cropped area with cropping intensity of just 110%. This has led to a situation where the people have started depending more on the wage labour than agriculture for their livelihood.

- I. Drought: the continuous drought situation and lack of capability and resources to cope with the situation forces the targeted community to migrate to distant places, even to other states like Andhra Pradesh and Gujarat. Lack of irrigation facilities, makes the community more vulnerable. Lack of required innovation and technology for enhanced productivity:
- II. Non-accessibility to external market/ Dependence on local market: Due to non-accessibility to external market, whatever agricultural and forest items produced and collected by the community face distress sale and exploitation by the middlemen. The lion's share is taken away by the middlemen/Dalals. Availability of market information in general and price tendency in particular is another important factor for distress sale of agricultural and forest produces.
- III. Inadequate information/knowledge/extension service: Due to outreach, the community is barred from extension services from the Government and Public Sector Undertakings. Whatever knowledge is with the old community members are limited with them only and gradually diminishing. Lack of knowledge management is the root cause for non-transformation and sharing of existing traditional agricultural practices.
- IV. Lack of storage facilities: lack of storage facility is one of the major reasons for distress sale of agricultural and forest produces. The community farmers are not in position to preserve/conservate the produces during the market downfall. The economic reasons also force them to sell their produces at whatever price offered to them.
- V. Credit availability: whenever any entrepreneur expresses interest for innovation and value addition, lack of availability of credit is a problem. Given required supports for such initiatives, the farmers can certainly grow and work for their income enhancement.
- VI. Lack of infrastructure for processing/value addition: In the current market situation, the consumers required finished products at their door step. But, the community is yet to avail knowledge on processing and value addition. Moreover, poverty and resource constraints are the reasons for selling the raw products rather than value addition or processing.
- VII. Lack of bargaining capacity: Due to absence of unity among the farmers and appropriate institution, the community accepts whatever price trend offered to them without any negotiation and bargaining. This makes them more vulnerable.

Above all, poverty is the only reason for the underdevelopment of the community in the targeted area. In the absence of sustainable livelihood, the tribal people do not have food security. More than seventy per

cent of the families are living below poverty line. The vicious circle of poverty has arrested the community to stay in debt trap which, in turn restricts for sustainable development.

The conclusive reason for these issues is due to lack of opportunities, scope and infrastructure; and incapability of the poor and vulnerable community for utilizing the available resources and facilities to contribute towards their livelihood enhancement due to lack of information and awareness.

Despite the facts, the farmers in general and women farmers in particular are in a position to enhance their food security and livelihood to some extent due to intervention of SMPUP and its network members.

C) **TYS's initiatives on women empowerment and livelihood enhancement:** TYS has always been working with the poor and vulnerable target groups especially the women and Dalit categories. The focus on assertion of women and girls' right as human rights continues from the beginning. We work not just for ensuring justice just for a moment as a part of relief work; rather we work to have an impact which can in turn facilitate for sustainable development addressing other cross cutting issues such as health, education, nutritional security etc. So far from the project area, the initiatives undertaken can be mentioned as follows:

- 800 women farmers have been identified and trained on different organic traditional farming system and ensuring to do the traditional farming in their lands.
- Women farmers groups have already been constituted and an alliance is already in place with Western Odisha Krushak Samanway Samiti to highlight the issue of recognition of women farmers as farmers.
- Total 800 women farmers have been supported by 21 types of indigenous paddy seeds covering 49 villages.
- 237 women farmers from 39 villages have capacitated on application of indigenous varieties of manures like Bijamruta, Compost, Jibamruta and Brahmastra and pest control measures prepared and applied in their own crop fields.
- Enhanced self confidence among women farmers due to regular interaction on different emerging issues like land rights and Hindu Succession Act, sustainable and natural farming etc. further, mahila sangathan members are supervising Anganwadi, School education & mid day meal, village health & sanitation committee work etc in regular intervals.
- Training of women on sustainable agriculture, government schemes and entitlements, Interface with the government departments along with Seeds/input support to women farmers has paved the way for the women farmers to move to the next step towards development.
SMPUB has already conducted a primary feasibility analysis for the livelihood enhancement of women farmers' containing the financial, technical, legal, political, socio-cultural, environmental and economic and resource dynamics.

D) **Opportunities and Options:** Alternate farm and non-farm livelihood can help the community absorb the growing requirement, choice and changing food habits of the population. Ideally, the livelihoods using the agricultural inputs and produces through value additions and using the specification of "Organic" brand is in a competitive advantageous position. A direct access to suppliers and buyers through cooperatives and the like can help reduce channel losses in terms of middle men margins, in turn, minimizing the cost of production and enhanced income of the community.

The target groups in the project area produce pulses, vegetables and millets which can be used for treatment and value addition. Among the pulses, green grams, black grams, horse gram, red gram and maize. Similarly, among the oil seeds are ground nut, mustard, teels that can be used for value addition. Among the vegetables are pumpkin, banana, tomato, parbal, spine gourd, sponge gourd, bitter gourd, gourd, arum, ridge gourd, beans, potato, sweet potato, ladies finger, onion, garlic & chilli, papaya, drum stick and cucumber. These produces can be included in the value chain, added value and income can be enhanced to some extent.

The proposed project will focus on enhancement of income and livelihood of 500 women farmers working in the earlier intervention area of TYS and already adopted or in the process of adopting organic agriculture and allied activities through institution building, capacity building, extension services and promotion of value addition by community monitoring process through the use of available local resources, knowledge and expertise and Information & Communication Technology (ICT).

The project will cover 107 Villages of 15 Gram Panchayats in 4 Blocks namely Paikmal, Jharbandh, Padampur and Gaisilat in the Bargarh District of Odisha state in India. The Block head Quarters are situated at 110, 110, 80 and 120 Kilometres respectively from the district head quarter of Bargarh.

E) **The Proposed Project:**

Goals: Ensure livelihood and income security of 500 women small and marginal farmers in 4 Blocks of Bargarh District through value chain management of organic farming practices, institution building and ICT.

Objectives:

- a) To augment the income and livelihood security of 500 women farmers through improved cultivation practices.
- b) Farmers organized for collective action in the improved post harvest practices, value addition of the primary produces, vegetables and other pulses and collective marketing through establishing strategic partnerships in the respective value chains through women farmers' institutions.

- c) Access to information, extension services and better markets through the rural knowledge centre and ICT.

F) Proposed Key Strategies:

- Target women as farmers.
- Use collective group action to address social gender-based constraints and leverage economic opportunities for women.
- Identification of potential entrepreneurs.
- Build and nurture women leaders and entrepreneurs.
- Institution building from village level (Like SHG/Producer Group/ Farmers' Group) to regional level.
- Capacity building of community in general and women in particular.
- Gender analysis and behavior change of male community towards women entrepreneurship.
- Maximum use of Local Resource Persons and resources.
- Search and linkage with external resources, (Technology human resource, financial, physical infrastructure, agricultural market and manufacturing/processing infrastructure etc.)
- preferably selecting areas where land and water related investment (viz. watershed) is done in the past ongoing for value addition
- Value Chain Development
- Backward (input) and forward (output) production, marketing and linkages.
- Partner with local organizations that are committed to women's empowerment and understand the market's potential to empower women
- Educate and involve men and family members through gender-awareness activities
- sustainable agricultural production, including fisheries and livestock
- rural microenterprises and financial services
- enabling storage/processing of agricultural produce, marketing and access to markets
- small-scale rural infrastructure
- Introduce new services and technologies that are women-friendly to upgrade chain activities.

G) **Proposed Activities:** To fulfill the above objectives and to establish a complete value chain in agricultural produces, TYS proposes the following activities over a period of five years.

<u>Objectives</u>	<u>Activities</u>
To augment the income and livelihood security of 500 women farmers through improved cultivation practices.	Sensitizing community (Both Women and Men): participatory approach, including both men and women, to develop joint visions; Identification of opinion leaders, Orientation of leaders, Discussion with village community, Mobilisation of Farmers, Organising and Formalising, Visioning
	capacity-building programme including but not limited to developing entrepreneurial skills and leadership; Strengthening the organizational capacity of women's groups; Ensuring access to financé; involvement of local authorities and support services; Establishing market linkages through facilitation; Building capacity to raise awareness, knowledge, entrepreneurial skills and leadership; Recognize the contributions; Sensitize men, women, communities, governments, companies, etc. and facilitate joint efforts among these actors; functional literacy, business literacy, market and financial management, soil and crop management, storage and processing management, leadership training and other kinds of capacity building as requested by the group etc.
Farmers organized for collective action in the improved post harvest practices, value addition of the primary produces, vegetables and other pulses and collective marketing through establishing strategic partnerships in the respective value chains through women farmers' institutions.	Situation analysis and feasibility study on market viability, technical viability, business model viability, management model viability, economic and financial model viability, exit strategy viability. Assessment of the business readiness, Mapping and evaluation of supply chain, Identification of possible opportunities and market, assessment of available and potential resources, risks and capabilities along with the basic value chain information.
	Institution Building: Organization in groups towards formation of women-led collectives, collective marketing and knowledge exchange; Strengthening forms of association and encouraging women to participate in cooperatives or other (women) groups.
	Business Planning & Systems development: Developing the farm strategy, marketing strategy, Operations Strategy, Human Resources Strategy, Financial Strategy, Development of contingency plans, strategic alternative, exit strategy
	Developing the "Pilot Project Plan": Selection of partners/steering committee, initiation of key discussions, Development of pilot project plan, identification of risk mitigation strategy, establishment of temporary organizational structure for steering committee, finalization of financial contracts/legal contracts, Securing resources and rapport building.
	Monitoring and Evaluating the Pilot Project: Launch pilot project, Meet regularly, Monitor pilot, Communicate, Build and adapt systems, Identify new opportunities, Decision to scale-up, Ongoing relationship development.

	organic branding to expand markets and to increase sales of women producers, to provide stability within the cooperative, and build women's sense of pride and dignity by supporting them to have their own product, their own business and their own income, the product will be "Branded" with "Organic" tag, followed by necessary certification measures from appropriate authorities.
Access to information, extension services and better markets through the rural knowledge centre and ICT.	Establishment of Rural Knowledge Centre: Ensuring women have access to business development services (like credit, information and ability to buy land) as well as technical support (business skills, literacy, technology, leadership skills, financial skills, etc.
	Weekly extension services through online web conferencing.
	Introduction of new services and technologies those are women-friendly to upgrade chain activities.
	Promoting Innovative "Women Agropreneurs"

a) Expected Outcomes

- Opportunities identified, Assessment of resources, risks and capabilities
- Increased value chain knowledge
- Increased sales, margins, net profit and Financial and operational self sufficiency
- Decreased debts and
- Improved market intelligence, bargaining power of farmers
- Increased access to services that individuals cannot such as training, information, resources, credit or equipment, infrastructure and further linkages etc.
- Improved logistics in terms of storage and transportation facilities, value adding and agro-processing facilities
- Improved access to best available technology to improve production efficiencies and quality of products
- Strengthening Institutional Linkages and Support
- Additional employment generated due to increased intensity of farming
- Process of women empowerment spread from one successful woman to another through sharing/exchange of experience and idea.
- Contingency plan prepared and in place.
- Market linkage for the backward and forward integration will be ensured with competitive market
- Adaptation of new technology saving cost.

b) Expected impacts

- Increased food and nutritional security
- Enhance livelihood opportunities in through increasing agriculture productivity
- Vibrant and operational women farmers' collective active and contributing towards their livelihood.
- Enhanced income of the community due to multidimensional business opportunities.
- Individual initiatives and innovation by the individual entrepreneurs contributing towards enhanced income and livelihood.
- Institution building from village to federation level resulting in better coordination, decision making, building sense of community, enhanced social support and equality.
- Enhanced leadership capacity, self confidence and risk taking behavior.
- Nurturing agriculture and allied activities thereby more employment generation, and there by Reduction in migration
- Platform for knowledge sharing, collective decision making and enhanced participation in the development process.
- Developed belongingness and ownership over community resources, enhanced cohesiveness, solidarity and mutual support.
- Gender- Improved gender relations and decision making of women farmers enhanced.
- Reduced social conflicts and risks and enhanced welfare at the household level
- Positive health and nutrition impact on consumers

- c) **Monitoring & Evaluation:** Participatory Monitoring and evaluation will be done in grassroots level to project level with guidance of donor and advisor. After finalization of the project and project management planning will be prepared basing on the human resources of the project and the accountability mechanism. Periodical monitoring and evaluation will be conducted as per need of the donor agency and documentation of the project. There will be scope for external evaluation of the programme as well as finance for the project in annual basis to find out the gaps and strengthening the project management.
- d) **Innovation:** The proposed project will be unique of its kind in not only in the target location, but also in the district in the field of agricultural value addition. Moreover, abolition of middlemen and utilizing the existing primary agricultural product with some sort of value addition will bring about better return and their by contribute towards enhanced livelihood. Furthermore, the commodities and produces which the community has been treating as idle will be utilized and result in some sort of return.
- e) **Project management:** TYS will be accountable for effective implementation and management of the project as per the project envisioned above. A comprehensive programme management system will also be developed for better and qualitative achievement of the goal and objectives as mentioned in the project. TYS will also ensure the periodical reporting such as quarterly, half yearly and annual report based on its standard format appropriate for the project.
- f) **Project Sustainability:** Sustainability will be the central contemplation in project implementation. People's participation will focus in starting from planning to implementation and evaluation. People's contribution will be promoted in each activities and intervention to make it further sustainability. Phasing out plan will be designed at the project proposal with community consent and preparation. Responsibility of state will be highlighted and addressed accordingly at all level. Resource mobilization from govt. sources and community will be focused fur further linkage of the programmes. Business operational and sustainability plan will be developed for making the project sustainable.

Moreover, the network has formed 7 Lok Sangathans at cluster level and they have their own office where they conduct monthly meetings on the local issues/problems. The formed Lok Sangathan is a membership based organization and they realize that they are together as a group to raise the issues affecting their food and livelihood security. There are total 14847 members (male-7386 and female-7461) in the people's organization. The Lok Sangathan generates their own resources by collecting "handful of rice" every month as "Lok Panthi" (funds for a better life) and many times during meeting, demands etc they are using these funds. And in any effort they are making their own initiative to carry out the work. In 107 villages the Lok Panthi has been formed and it is controlled by the respective village committees. Presently in the Lok Panthi fund amount of Rs. 31,900 has been deposited. The fund is not only being used during the village work but also in time of urgent situational needs of the villagers. People of Lok Sangathan are well empowered and actively participating in planning, implementation and monitoring of the programmes. More effort would be made to give the leadership to the Lok Adhikar Sangathan especially to the women's federation at the district level. The network would act as the resource organization and provide necessary technical and capacity building support to the Lok Sangathan to build the alliances with the state and national level forums or networks.

- g) **Cross Cutting Issues:** Other cross cutting issues like community health and nutrition, education, financial inclusion, enhanced bargaining and purchasing power, enhanced consumption will also be covered along with the major cross cutting issues of gender and human rights and market.
- h) **Limitation:** The success of the project depends on some internal and external determinants for its success and sustainability. The detailed analysis may build a clear cut idea which will help in developing appropriate coping mechanism for implementation. The limitations identified during basic analysis are like Perishability of agricultural products, Price variations from time to time, changes in government policies, availability of credit and banking services for new initiatives and innovations, collaboration with rural retailers and markets, financial liability, competition from other producers, political behaviors, and shipping.
- i) **Infrastructure required for success of the project:** The project requires support in six aspects to achieve sustainability and long term result for the wellbeing f the community. They may be categorized like technology infrastructure, human resource infrastructure, financial infrastructure, physical infrastructure (basic roads, water, and sewer and electricity system, digital communications services, logistics support, cold storage, bulk food staple handing), agricultural market infrastructure, manufacturing/processing infrastructure etc.
- j) **Funding:** We will be pleased to submit a detailed proposal along with funding requirement once the concept is approved.

(Byasadev Barik)
Secretary, Triranga Yubak Sangha