On the go .............

1. MKSP - A snapshot
2. Giant leap - Women as entrepreneurs (farm livelihood ventures)
3. Marketing - Economic and technical efficiency
4. Establishing and exploring convergence platforms
5. Impact of the project
6. Flood mitigation - towards climate smart agriculture
7. Strategies and forward
1. MKSP – A SNAPSHOT
Progress over the years

2012
- Achieved goals envisaged under MKSP project

2014
- Started support structures (Biopharmacies, FFC...)

2017
- MKSP Value chain project sanctioned
- Establish market linkages – Naattuchanthes

2018
- Specific agri business ventures
- Processing units
- Promotion of farmer producer organizations
- Inclusion of latest farm technologies
- Timely policy interventions for efficacy

Now India’s Largest Network of Woman Producer Groups (JLGs)
Collective Farming – An Overview

3.3 Lakh
JLG members

43 Lakh
NHG Members

Number of JLGs  Area under production (Ha)
Progress over the years

Number of JLGs

Area under production (Ha)
Farming Practices

1. Lease land farming mainly confined to commercial crops

2. Paddy, banana, tubers and vegetables mostly. No perennials preferred.

3. Traditional Ecofriendly Rainfed agriculture producing safe to eat commodities
<table>
<thead>
<tr>
<th>Key indicators</th>
<th>Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Mahila Kisan covered</td>
<td>3,33,574</td>
</tr>
<tr>
<td>No. of Producers’ Groups (JLGs) promoted</td>
<td>64,756</td>
</tr>
<tr>
<td>No. of mahila kisans covered under Producer Group</td>
<td>3,33,574</td>
</tr>
<tr>
<td>No. of districts covered</td>
<td>14</td>
</tr>
<tr>
<td>No. of dedicated block LH staff engaged</td>
<td>152</td>
</tr>
<tr>
<td>No. of Custom Hiring Centres established</td>
<td>972</td>
</tr>
<tr>
<td>No. of households covered for agri-nutrition / kitchen gardens</td>
<td>22,07,273</td>
</tr>
<tr>
<td>Krishi Sakhi</td>
<td>4300</td>
</tr>
<tr>
<td>Pashu Sakhi</td>
<td>98</td>
</tr>
</tbody>
</table>
Lease Land Farming Peculiarities

01 Lease land arrangements ensure a system of better supply position for agricultural land.

02 Mahila kisans are reformed socially and financially through togetherness from the state of being landless poor.

03 Identification of fallow lands and cultivation adding up to the eco restoration and agrarian economy.

04 Groups helped increase farm size, pooled labour, improved credit access, enhanced bargaining power and profit by bringing scalable economies.
Support Infrastructure

6. Creation of Digital Data Inventory
5. Impact Assessment & Analysis
4. Policy interventions
3. Biopharmacies
2. Farmer Facilitation Centres
1. Community Resource Persons
Barefoot Agri Consultants

Creation of a skilled and knowledgeable human resource from community to help rural mahila kisans in farming activities by imparting consultancy services

4300+ master farmers

MASTER FARMERS

MASTER FARMER TRAINERS
(JEVA)

605 JEVA
Strong capacity building architecture

FFCS act as intervening planning and designing hubs to enhance capabilities of Mahila kisans through focused institution building and capacity building programmes for a developing models for sustainable agriculture
Agri Resource Centres and Tool Banks

Single window resource hubs providing technical support & tool assistance through trained aster farmers

972 FFCs

428 BIOPHARMACIES
2. Giant Leap- Women as Entrepreneurs (Farm Livelihood Ventures)
Farm Livelihood Ventures

- Demand Based
- Scale Up Based
- Social Cause
- Technology Based
- Convergence Based
- Special Initiatives
DEMAND BASED
INTENSIVE BANANA FARMING

Envisages ample supply of banana to cater to the needs of the common in peak requirement period (Onam season)
Supply of best quality seedlings and saplings reasonable and uniform rates throughout Kerala

Online monitoring of stocks and sales will be done through mobile app

So far 225 plant nurseries started functioning
Kudumbashree Jaivika Plant Nurseries
SCALE UP BASED
MARKING NEW TERRITORIES -
WOMEN AS ENTREPRENEURS

Encouraged women to take up entrepreneurship for supplementing the household income, making them equal partners in the financial prosperity of their family

So far
106 VA units on various crops established
RICE BRANDING

• Moving the farmers from production to collective processing
• Localised branding with standardised packing

Quantity of paddy procured (in tonnes)

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-18</td>
<td>122 Tonnes</td>
</tr>
<tr>
<td>2018-19</td>
<td>198 Tonnes</td>
</tr>
</tbody>
</table>
TECHNOLOGY BASED
EXPANDING RURAL ENTERPRISES

Enhancing avenues for implementing tech based innovative and scalable enterprise models in farm livelihood sector

**Agricultural Technology Fund -**
Technology infusion to accelerate the production

- Tissue Culture Labs
- Aquaponics
- Hydroponics
- Trichocard Production Unit
- Precision Farming Rain Shelter
Precision Farming

Trichocard Production Unit
Aquaculture unit

Tissue culture lab
SPECIAL INITIATIVES
Towards Building An ‘ORGANIC KERALA’

- Strenthening of Bio pharmacies – Input supply for organic farming activities
- Additional 10 % incentive from the existing incentive pattern

4910 local groups
28,059 women farmers (6047 JLGs)
2236 Ha of land
• Awareness campaign
• Aims at self sufficiency in vegetable production
• 22 lakh members were trained

• 1910 Ha cultivated
• Convergence with MGNREGS

• Cultivated in 210 Ha
• Establishing marketing channels in convergence with local ayurvedic centres

• FALLOWLESS VILLAGE
• BHAKSHYA SURAKSHA BHAVANAM (BSB)
• MEDICINAL PLANTS CULTIVATION
A step towards Fallow less villages

Medicinal Plants Cultivation
Bhakṣya Surakhsha Bhavanam
(Food Security Homes)

Mushroom cultivation
Convergence based
MDM scheme: in collaboration with Education dept Mid day meal scheme whereby Fram fresh safe to eat vegetables will be supplied to School children

Social forestry: in collaboration with Forest dept Ecorestoration projects as part of social forestry

IWMP project: in collaboration with CRD SLNA associating with watershed implementation works and support the women farmer groups under NRLM

Kadali project: in agreement with Guruvayoor temple trust specific banana variety cultivation by engaging 300 women farmers
SOCIAL CAUSE
Programmes with Social Commitment

AGRI THERAPY

TRIBAL JLG & TRIBAL JEVA
3. MARKET LINKAGES
NATTUCHANTHA (RURAL MARKETS)

An innovative platform to create better marketing opportunities for JLG products

- 3 CDS of each block
- 450 weekly markets - infrastructure & other revolving funds
- A total of 13,126 markets conducted so far
- Sales realization of 10 crores
Another 400 markets were established in association with the agricultural department
Naattuchantha Website

A website www.naattuchantha.com was started to collect dynamic data of weekly markets.
4. CONVERGENCE PLATFORMS
Establishing Convergence Platforms

Creation of institutional platforms between CBO and PRI along with other stakeholders to develop synergy in their partnership for achieving the larger goal of economic empowerment
Convergence
With Central Institutes

Central Tuber Crops Research Institute
Trainings on value addition in tuber crops
CFC establishment

Central Plantation Crops Research Institute
Technology transfer
Establishment of Virgin Coconut oil

Cmfri
Inland fish farming and artificial pond fish farming

MGNREGS
Land preparation & construction works
5. IMPACT OF PROJECT
IMPACT so far….

1. Increasing JLG groups, members and land under cultivation

2. Enhancement in Production and Productivity

3. Better price realization

4. Capacitisation and empowerment of rural women
6. Flood mitigation
Post Flood Farm Livelihood Strategies

01
Collective farming sector will be scaled up
- Inclusion of 10,000 more women farmers (2000 JLGs) for farm livelihood activities
- Imparted various trainings to mobilised groups

02
Expansion of farm area
- Bringing about 2500 more acres of land under cultivation
- Existing and newly identified fallow lands will be focused
- Convergence of GPs and MNREGS
- Organic farming practices

03
Formation of Value addition units on various commodities
7. FORWARD...
Future Plans

- Cold Chain Establishment
- Mechanization
- Infrastructure
- Trade