

Mahila Kisan Sashaktikaran Pariyojana(MKSP)



Inception Report

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Activities undertaken by Udyogini till date

1. The target of MKSP project is the involvement of 4000 producers of Lac cultivation in Angada, Bundu and Namkom blocks of Ranchi district. This involves mobilizing of already functional 2000 lac producers into Institutions for value addition of lac, with 2000 producers already into production to achieve sustainability and enhancement of income for the producers at the village level.
2. Mobilization – Udyogini has undertaken mobilization and promotion of Producer group i.e. 686 women farmers in Namkum block. These 686 farmers have been provided with brood lac to initiate Lac cultivation and tool kit has been provided to them to practice latest scientific methods. Also PSCL (Package on Scientific Lac Cultivation) training has been extended to these cultivators so that a good produce of Lac can be obtained.
3. CRP (Community Resource Person) Drive is one of the paramount activities which is being undertaken by Udyogini. The main objective of CRP drive is to i) mobilize community for scientific lac scientific lac cultivation. ii) build capacity of community through training. iii) Sustainable livelihood for SHG members. The job for conducting the CRP drive has been entrusted to Udyogini by JSLPS (Jharkhand State Livelihood Promotion Society). The CRP drive is being undertaken with JSLPS in Manoharpur of Goilkera Block of West Singhbhum district. This is a resource block of NRLM.
4. For conducting of Baseline survey a third party called DEVNetRanchi has been identified

5. For the use of “MIS Software” Microwave has been identified as the agency and a MoU is to be signed shortly with Microwave. Microwave has provided an offline version of software for compilation of Mahila Kisan Profile.
6. Apart from these the various ongoing activities being undertaken by Udyogini in MKSP project are Mahila Kisan Profiling, DPR preparation and Technical Protocol Documentation. Along with the above mentioned activities printing of existing training material for circulation to CRP’s, providing equipment like secateurs and brood lac to initiate Lac cultivation.

*Sanction Date and MoU dates to be provided.

Executive Summary

Udyogini has an experience of working with *NTFPs* in states like Madhya Pradesh, Uttarakhand and started its intervention in Jharkhand in the year 2008 as a result of a feasibility study conducted which revealed lac to be a major source of alternative livelihood through *NTFPs* amongst the natives of Jharkhand.

However, the study also revealed a dismal situation wherein the communities were giving up lac production dramatically given that the age old product was now unable to fetch them enough returns.

When ***Udyogini*** intervened, it realized that there were several reasons for the advent of this situation viz climate change, non-practice of scientific methods of lac cultivation suiting with the changing climate hence leading to scarcity of brood. The situation in these communities was depressing, given the minimal livelihood options these people had. Most worked as agriculture

or daily labourers while some often migrated to other states to earn themselves a living. They did have a rich resource base of host trees but did not know how to optimally exploit them.

Udyogini started its intervention with the *Ministry of Panchayati Raj* funded programme called as *Rural Business Hub*. This project was successful to bring profits to around 750 producers. Motivated by the positive results, *Udyogini* has been working tirelessly since then with various donors like *Intel Foundation, Misereor* (Germany), *European Commission, ICCO, NABARD* and the like.

In the meanwhile, *Udyogini* engaged carried out its integral activity of forming *Women Enterprise Groups* (WEGs) with individuals having the resource or potential to start small enterprises. This was followed by developing a Package for Scientific cultivation of Lac (with the support of technical experts like Indian Institute of Natural Resins and Gums, IINRG), training materials for goat rearing, poultry, small enterprises etc, promotion of *Community Resource Persons* for training and monitoring and establishing proper financial and forward and backward market linkages for the enterprise. However, some of the lac producers presently are also individuals who will get included into *WEGs* in due course.

In tenure of 4 years, *Udyogini* has been able to reach to a scale of 5500 lac producers in 3 blocks of *Ranchi* and 1 block of *Khunti* district. Of these producers, 3500 have already successfully demonstrated the practice and earned profits in *Angara* and *Bundu* blocks of Ranchi and *Khunti* Block of Khunti district respectively. In *Namkum* block of Ranchi district, 2000 additional producers have joined in April'12 with whom successful demonstration of lac cultivation is yet to be achieved. **Though this project is for working with 4000 producers in Ranchi district but during the implementation of project (after getting the success) we will scale up the model and replicate it in nearby district named Khunti with another set of 5000 producers.**

Our Objectives:

Under the proposed project focusing on lac cultivation, *Udyogini* aims to achieve two major *objectives* with the support of *MKSP*:

- a. Federating the already functional 2000 lac producers into Institutions for value addition of lac with 2000 producers already into production to achieve sustainability and enhancement of income for the producers at the village level.
- b. Promoting producers' profits with 2000 new producers and also federating them into Institution

Our Aims:

Udyogini aims to undertake the following *tasks* with the help of *MKSP* :-

- a. As farmers would start earning enough profit the community should come forward to take greater ownership by setting up a *community owned producer's institution* which will help the producers to sustain in the long run Lac cultivation and take ownership of activities
- b. Since brood lac sufficiency would be achieved by the existing 2000 producers and large amount of scrapped lac is available from these areas along with the scrap that will come from the new 2000 producers, hence a *processing unit* for initial level value addition to lac should be established here

- c. The institution in the form of *Cooperatives* would be established at the Block level, that is one cooperative per block having all the members of *WEGs* (having a common interest in lac cultivation) as members of the cooperative. The members of the cooperative would consist of producers from villages per block. The cooperative would function in a rented store house. It would perform the functions of Bulk purchase and sale of brood lac, Market negotiations, loan provision to producers etc. The cooperative would receive revenue for post project sustainability from 2% Commission per Kg of transaction of brood or scrapped lac, annual membership fee from members and interest from the soft loans provided to the producers.

Proposed Output:

The following *output* is proposed to be achieved by Udyogini in the concerned project:-

- a. The gains achieved from Producer's profit for new 2000 producers would be channelized into training, handholding, financial and market linkages and above all setting up of a co-operative.
- b. At the end of the project duration, producers will have 100% increased production from the baseline and earn an average profit of INR 29175 annually.
- c. The value addition to lac at the Processing units with the existing farmers will also help them gain small profits INR (1500-2000) initially which will increase as the production and stages of value addition further increase with time.

Gantt chart

| S.No. | Activity | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 |
|-------|---|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| 1 | Mahila Kisan Profiling | ■ | ■ | | | | | | | | | | |
| 2 | DPR Preparation | ■ | ■ | ■ | ■ | | | | | | | | |
| 3 | Technical Protocol Documentation | ■ | ■ | | | | | | | | | | |
| 4 | Value chain studies (on value addition processing at institution level) | | ■ | ■ | | | | | | | | | |
| 5 | Mobilization and promotion of producer groups | ■ | ■ | ■ | ■ | ■ | | | | | | | |
| 6 | Promotion of producer group federation | | | | | | ■ | ■ | ■ | | | | |
| 7 | Management support to producer federation | | | | | | | | ■ | ■ | ■ | ■ | ■ |
| 8 | Printing of existing training materials for circulation to CRPs | | | | ■ | ■ | | | | | | | |
| 9 | Training module development : audio visual | | | | | | ■ | ■ | | | | | |
| 10 | Training equipment & material (Purchase of secutier and sprayer for CRPs demonstration) | | | ■ | | | ■ | | | ■ | | | |
| 11 | 6 day residential Training to CRP in IINRG on PSCL every year | | | | | | ■ | | | | | | |
| 12 | One day training in three block to the producers by Block Cooperative Officer on importance and functioning of Cooperatives | | | | | | ■ | | | | | | |
| 13 | One day training to executive committee(EC) of cooperative on cooperative management | | | | | | | | ■ | | | | |
| 14 | Exposure visit of Executive Committee to any successfully functional cooperative within state | | | | | | | | | ■ | | | |
| 15 | Training to CRP on Semia-Lata Plantation by IINRG | | ■ | | | | | | | | | | |
| 16 | Training on PSCL(4 modules) to 2000 new producers carried out in phases | | ■ | ■ | | ■ | ■ | | ■ | ■ | | | |
| 17 | Training to leaders & PRI on Social Audit | | | | | | | | | | | ■ | |
| 18 | Exposure visits of CRPs to immersion sites | | | | | ■ | | | | | | | |

Description of activities to be undertaken by Udyogini in MKSP project:-

1. **Mahila Kisan profiling:** Each Mahila Kisan will have their own card in which every detail will be recorded for future response along with their photo. Each lac producer maintains a card in which details like the quantity of brood inoculated, the due date for spraying of insecticides, pesticides, removal of phoonki etc. This card helps the CRPs monitor the standing crop and handhold the lac producers accordingly. Activity of Mahila Kisan Profiling is on the way and will be compiled in MIS Software.
2. **DPR Preparation:** DPR(Detailed Project Report) preparation is in process.
3. **Technical Protocol documentation:** We will prepare technical protocol documentation by engaging professionals, which will help us in planning of crops in the locality.
4. **Value chain study:** As per the product of the producer group, we will have a very small study to know its value chain and engage women accordingly. It would help us to understand the present value chain, identify its gaps and determine gap filling strategies.
5. **Mobilisation and Promotion of Producer Group:** In this activity Udyogini would look forward to make the producers of Lac fully aware of the objectives and the tasks that would be performed if there is a successful implementation of the project. It also looks forward to organize producers into groups and hence reap benefits of collective production.
6. **Promotion of producer group federation:** The producer group federation will also be responsible for collection of production and marketing of products of producer group as and when required. It will provide legal entity to collective and hence build their capacity.

7. **Management support to producer group federation:** There will be financial support and capacity building support to federations so that they can take up the activities smoothly and manage their federation which will be centered towards livelihood promotion. It would help to facilitate the federation in self-management and hence run independently.
8. **Printing of existing training materials for circulation to CRPs:** The main motive of this activity would be printing of materials on the PSCL (Package on Scientific Lac Cultivation) and to train CRPs(Community Resource Persons). The CRPs become trained individuals spreading the knowledge of lac cultivation fast and wide which reduces the training cost of the producer federation in the long run as the CRPs become agents working on commission.
9. **Training module development (audio-visual):** To enable producers to learn techniques of lac production easily and CRPs demonstrate to the community more comfortably.
10. **Training equipment & material (Purchase of secatier and sprayer for CRPs demonstration):** To enable CRPs demonstrate PSCL to the producers which would remain imperfect without the necessary equipment.
11. **6 day residential Training to CRP in IINRG on PSCL every year:** To orient CRPs on PSCL by expert trainers of IINRG. CRPs become trained individuals for further training dissemination in the community.
12. **One day training in three blocks to the producers by Block Cooperative Officer on importance and functioning of Co-operatives:** This training will help orient producers on the benefits of cooperative. Producers will now be encouraged to organize themselves into cooperatives and hence get better returns for their production.

13. **One day training to executive committee(EC) of cooperative on cooperative management:** To train the core management group on better management of the cooperative for the benefit of Lac producers.
14. **Exposure visit of Executive Committee to any successfully functional cooperative within state:** This activity will ultimately train the core management group on efficient and clinical management of the cooperative. The management group becomes capable of managing the activities of the cooperative.
15. **Training to CRP on Semialata Plantation by IINRG:** This activity undertaken by IINRG will help the CRPs to encourage the Lac producers to grow semialata plantation on their field as it produces good quality Lac and has its fair share of advantages. This activity will further enable the promotion of the host plant. Semialata plantation and cultivation of lac on it leads to reduced drudgery of women producers and better produce due to better management of host plants.
16. **Training on PSCL(4 modules) to 2000 new producers carried out in phases:** This will help to increase producer base on lines with scientific techniques of lac cultivation.
17. **Training to leaders & PRI on Social Audit:** To orient the local natural leaders, other stakeholders and PRI functionaries to carry out social audit of the programme. Transparency of the programme will be maintained and hence the community and all other stakeholders extend maximum cooperation.
18. **Exposure visits of CRPs to immersion sites (Inter-state exposure to other areas of Lac production in India):** This will help to train CRPs in best practices being followed in other states so that they can pass on the information to the Lac producers involved in MKSP project.

19. **Exposure visit of selected community members (50 every year) to IINRG field:** To help producers gain first hand experience of lac production in field ultimately leading to more than 100% increased production from baseline.
20. **Exposure visit of Community to immersion sites (7 producers from each block (total 21) will visit MP to see Lac production by Mr. Moni Thomas:** To help producers gain experience in best practices of lac production being followed in other states. This will help producers get better returns from investment on their produce.
21. **Training of creche teachers and BDSPs on food security and nutritional need of family:**
22. Udyogini has already established 51 crèches facilities for the children of the lac producing women in the project area to be covered under MKSP with the support of the Central government funds under Rajiv Gandhi National Crèche Scheme. These centers not just provide care to the children of the lac producing women, hence affecting their productivity positively but also provide supplementary nutrition to their children everyday along with monthly health check-ups and ensuring routine immunization. Moreover, in every monthly meeting held with the mothers at these crèches, the topics like importance of nutrition during adolescence and pregnancy for the female is especially emphasized while special days and weeks like breast-feeding week etc are celebrated to enhance the awareness levels. Areas where crèche facility would not be implementable, the BDSPs to be selected per village would facilitate the women producers to understand the need for adequate nutrition to enhance their own productivity as well as the family's overall well-being and plan how to set aside a part of their increased income for availing better nutritional facilities.
23. **Promotion of Kitchen Garden:** Kitchen garden needs to be promoted because it would supplement the food requirement of the household as such and make them self-sufficient.

24. **Inputs to the mahilakisan (grant) Purchase of Sprayer@1 per 5 producers:**To facilitate production process by provision of equipment.This activity will help them efficiently follow the scientific methods.
25. **Inputs to the mahilakisan (grant) Purchase of Sprayer@1 per 5 producers:** Like the above mentioned activity this will further promote Lac cultivation by scientific methods amongst the cultivators.
26. **Purchase of brood @ 7 kg/farmer for new farmers for 1 cycle as loan by producer group:** To facilitate lac production for farmers not yet involved in the production process.
27. **Semialata plantation in 150 acres:** To provide women producers with more accessible host plants leading to their enhanced involvement in the production process.Semialata plantation is being encouraged by Udyogini as it has a lot of advantages. Semialata is a shrub and has a accessible height of upto 6 feet so can easily reached by the cultivator. Moreover semialata monitoring is relatively easy as in comparison to Ber and Palash trees. Also in case of semialata the pruning is done easily by equipment like secateurs provided by Udyogini.
28. **Identification of best practices (Through cross learning visits):** To help in exchange of knowledge and experiences for better learning between producers of different clusters.
29. **Documentation of best practices (Through print and electronic media):** To create documents for further research and enrichment of training resources through required customization.
30. **Yearly workshop at state level with different stakeholders:** Through this activity one can involve stakeholders at different levels to understand the potentials of the product.

31. **Baseline survey (At the beginning of project period):** To understand the current situation of the product viz- a-viz producers. After the completion of the project, a comparison between the baseline and the end line will reveal the true potential of the produce and the model being implemented.
32. **Endline survey (At the end of project period):** To understand the situation of the product viz- a-viz producers after the completion of the project. After the completion of the project, a comparison between the baseline and the end line will reveal the true potential of the produce and the model being implemented.
33. **Independent evaluation studies (Hiring external consultant for mid-term and end term evaluation):** To understand the progress and achievement of the model and deviations if any from the planned course of action through an independent authority. The results of the study will yield directions at the mid-term level for further course of action and the total positive outcome from the project at its end.
34. **Public information disclosure (display boards):** To maintain transparency and provide visibility to the project. The community and various stakeholders would have a clear picture of the processes of the project and hence gain faith in it for better participation.

Budget Template

| Budget heads | | | | | | | |
|----------------|---|------------------|--------|--------|------------|--------------------|---|
| Programme Cost | | Financial Outlay | | | | | |
| S.No. | | Yr1 | Yr2 | Yr3 | Total (Rs) | Central Share (Rs) | State/PIA Share/Other funding agency (Rs) |
| | Project Inception | | | | | | |
| 1 | Mahila Kisan Profiling | 125000 | 75000 | | 200000 | | |
| 2 | DPR preparation | 25000 | | | 25000 | | |
| 3 | Technical Protocol Documentation | 25000 | | | 25000 | | |
| 4 | Value chain studies (on value addition processing at institution level) | 100000 | | | 100000 | | |
| a | Subtotal | | | | 350000 | 262500 | 87500 |
| | Institution Building | | | | | | |
| 5 | Mobilization and promotion of producer groups | 501000 | 306000 | | 807000 | | |
| 6 | Promotion of producer group federation | 30000 | 15000 | | 45000 | | |
| 7 | Management support to producer federation | 240000 | 360000 | 360000 | 960000 | | |
| b | Subtotal | | | | 1812000 | 1359000 | 453000 |
| | Capacity Building | | | | | | |
| 8 | Printing of existing training materials for circulation to CRPs | 40000 | | | 40000 | | |
| 9 | Training module development : audio visual | 74900 | | | 74900 | | |
| 10 | Training equipment and material | 80000 | | | 80000 | | |
| 11 | 6 day residential Training to CRP in IINRG on PSCL every year | 120000 | 240000 | 240000 | 600000 | | |
| 12 | One day training in three block to the producers by Block Cooperative Officer on importance and functioning of Cooperatives | 30000 | 30000 | | 60000 | | |
| 13 | One day training to executive committee(EC) of cooperative on cooperative management | 33000 | 49500 | 49500 | 132000 | | |
| 14 | Exposure visit of Executive Committee to any successfully functional cooperative within state | 44000 | 66000 | 66000 | 176000 | | |
| 15 | Training to CRP on Semi-alata Plantation by IINRG | 20000 | 40000 | 40000 | 100000 | | |
| 16 | Training on PSCL(4 modules) to 2000 new producers carried out in phases | 300000 | 900000 | | 1200000 | | |
| 17 | Training to leaders & PRI on Social Audit | 12000 | 24000 | 24000 | 60000 | | |

| | | | | | | | |
|----|--|---------|---------|--------|----------|----------|---------|
| 18 | Exposure visits of CRPs to immersion sites | 100000 | 200000 | 100000 | 400000 | | |
| 19 | Exposure visit of selected community members (50 every year) to IINRG field | 10000 | 10000 | 10000 | 30000 | | |
| 20 | Exposure visit of Community to immersion sites | | 42000 | | 42000 | | |
| 21 | Service charge to CRP (Excluding the resource fee received by them as trainers) | 480000 | 960000 | | 1440000 | | |
| 22 | Traning of creche teachers and BDSPs on food security and nutriotional need of family | 50000 | 50000 | 50000 | 150000 | | |
| 23 | Promotion of Kitchen Garden | 20000 | 30000 | | 50000 | | |
| c | Subtotal | | | | 4634900 | 3476175 | 1158725 |
| | Commnity Investment Support | | | | | | |
| 24 | Community Infrastructure (Store house for 3 institutions on rent) | 24000 | 36000 | 36000 | 96000 | | |
| 25 | Inputs to the mahilakisan (grant) Purchase of Sprayer@1 per 5 producer | 280000 | 840000 | | 1120000 | | |
| 26 | Purchase of Secateur @1 per farmer for new farmers | 125000 | 375000 | | 500000 | | |
| 27 | Purchase of brood @ 7kg/farmer for new farmers for 1 cycle as loan by producers. | 2380000 | 4420000 | | 6800000 | | |
| 28 | Operational Fund of Producer federation | 96000 | 144000 | 144000 | 384000 | | |
| 29 | Helmet to each producer (For drudgery reduction) | 625000 | 375000 | | 1000000 | | |
| 30 | Semialata plantation in 150 acres | 2475000 | 2475000 | | 4950000 | | |
| d | Subtotal | | | | 14850000 | 11137500 | 3712500 |
| | Knowledge Management | | | | | | |
| 31 | Identification of best practices (Through cross learning visits) | 15000 | 15000 | 15000 | 45000 | | |
| 32 | Documentation of best practices (Through print and electronic media using Digital Green) | 100000 | 100000 | 100000 | 300000 | | |
| 33 | Dissemination of best practices (Through kisanMela and Award ceremony) | 100000 | 100000 | 100000 | 300000 | | |
| 34 | Yearly workshop at state level with different stakeholders | 75000 | 75000 | 75000 | 225000 | | |
| e | Subtotal | | | | 870000 | 652500 | 217500 |
| | Monitoring and Evaluation | | | | | | |
| 35 | Baseline Survey (At beginning of project period) | 300000 | | | 300000 | | |
| 36 | Endline Survey (At the end of project period) | 400000 | | | 400000 | | |
| 37 | Independent evaluation studies (Hiring external consultant for mid-term and end term evaluation) | | 150000 | 150000 | 300000 | | |
| 38 | Public information disclosure | 79300 | 61000 | | 140300 | | |

| | | | | | | | |
|-----------|-----------------------------------|--------|--------|--------|----------|----------|---------|
| 39 | Social Audit | 40000 | 60000 | 60000 | 160000 | | |
| f | Subtotal | | | | 1300300 | 975225 | 325075 |
| | Total | | | | | | |
| | | | | | | | |
| | Administrative Expenditure | | | | | | |
| 40 | Staff salaries | 336000 | 336000 | 336000 | 1008000 | | |
| 41 | Travel and conveyance | 60000 | 60000 | 60000 | 180000 | | |
| 42 | Stationary | 9600 | 9600 | 9600 | 28800 | | |
| 43 | Communication | 12000 | 12000 | 12000 | 36000 | | |
| g | Sub total | | | | 1252800 | 939600 | 313200 |
| | Grand Total(a+b+c+d+e+f+g) | | | | 25070000 | 18802500 | 6267500 |