



# MKSP KUDUMBASHREE

RESTRUCTURED PLAN

## ABSTRACT

THE RESTRUCTURED MKSP PROJECT FOR THE SECOND  
PHASE OF IMPLEMENTATION THROUGH THE JLGS  
UNDER KUDUMBASHREE

user

MKSP Kudumbashree

## Restructuring plan document for the MKSP second phase

The restructuring plan is prepared in view with the current requirement and demand of the farmer, a series of workshop were conducted to understand the changing dynamics of agriculture followed by the women farmers

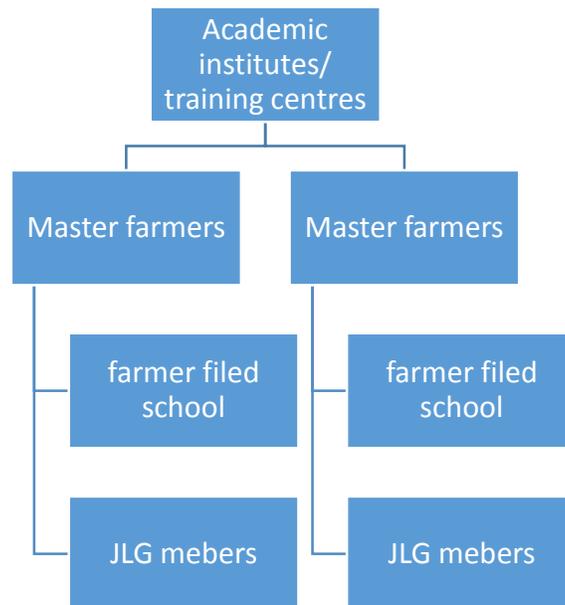
The restructured plan focus on the following area

- 1) Strengthening the Community managed extension system and establishing community Enterprises
- 2) POP model
- 3) Technology enabled extension delivery and monitoring system
- 4) Certification of the JLG produce by establishment of Production protocol, internal control system for certification and Academic tie up
- 5) Integrated approach – Animal Husbandry, fisheries, floriculture
- 6) Value Chain and producer company

### 1) Community managed extension system and Enterprises

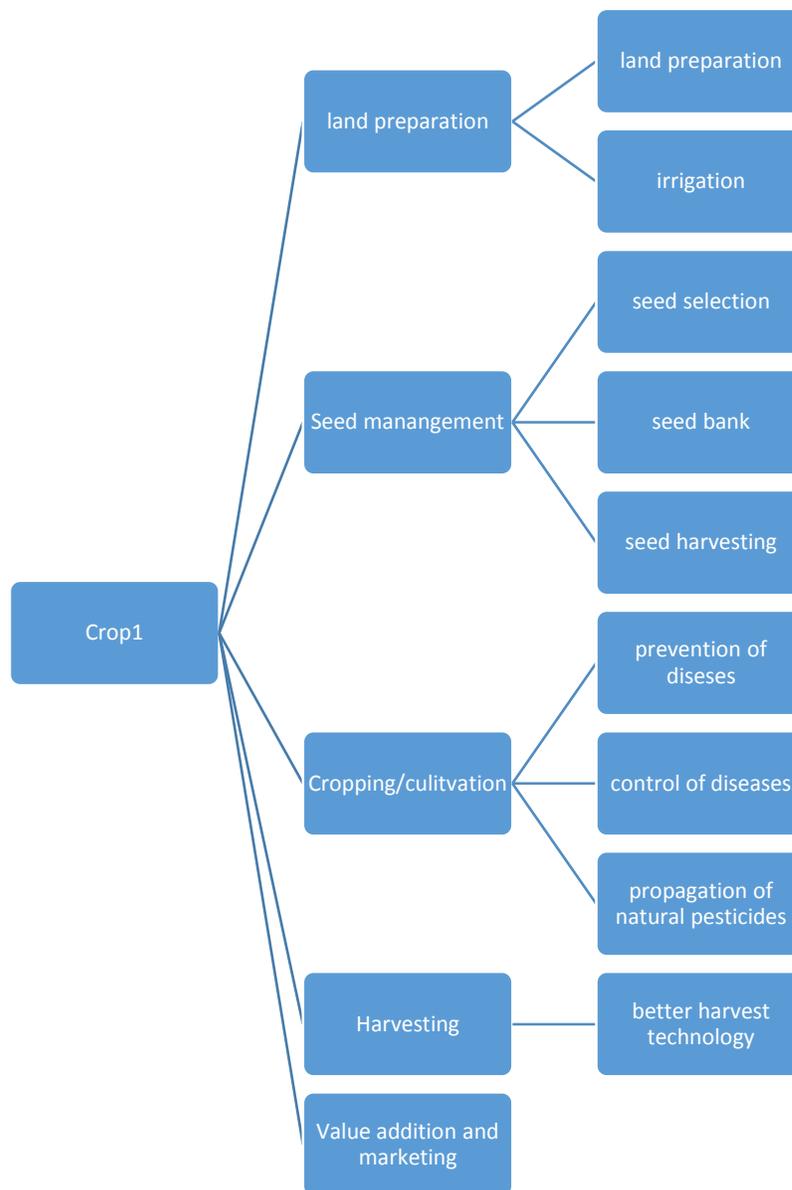
The network of master farmer created during the first phase of the MKSP project has been very effective and has helped the project immensely in achieving the desired results. Hence during the second phase of the project, there is need to continue their services and extend the same to other integrated domains of animal husbandry. However in order to make the master farmers system sustainable over the years, conduct of farmer filed school, enterprises and consultancy services by the master farmers has been kept as exist plan for the master farmers programme

In the second phase the core function of the master farmers remains the same as detailed below



However the trainings provided for the master farmers would be made more intensive such that all the trainings for the Master Farmer would be provided from empanelled institutes. Steps would be taken

to ensure that the training received enable the master farmer to enrich their knowledge and also enable them to undertake training sessions for the JLG members. Training on office management would be provided to selected 3000 master farmer such that FFC established in each of the Panchyats can be effectively managed by these trained master farmers. Entrepreneurship trainings are provide for all the 10,000 selected Master Farmers such that they are either able to establish their own agro enterprises in the value addition network, or establish themselves as consultant for the JLGs wishing to set up a agro business enterprise. The master farmers network of 10000 master farmers would be differentiated into crop specifics master farmers for better targeting of the JLG groups. As a future step this different crop specific master farmers would be pooled as unit at CDS level to form Master Farmer consultancy group (a micro enterprise unit on the line of the micro enterprise consultant (MEC) currently successful in micro enterprise strategy of Kudumbashree). Master Farmers would be selected for each of the different crops and trained in various aspect as depicted in the flow diagram below



## Farmer felicitation centers (FFC) as service delivery hub

Strengthening of the FFC is vital step for ensuring better accessibility of service for the poor women, in the second phase a focused approach to enrich the portfolio of service provided by the FFC is planned. By implementing this plan it is envisaged that the FFC would be converted into first stop and all stop solution for the services required for the JLG. All the application forms, loan application, schemes and subsidies application and information regarding new schemes and project in the agriculture domain would be provide through the network of FFC

Apart from the service delivery the FFC would also act as knowledge hub such that various journals and magazines dealing with agriculture would be made available at each of the FFC. Also best practices followed by the JLG members would be documented and circulated among the various FFC for better dissemination of the knowledge

## Community managed bio manure –pesticide shops at the FFC level

In order to make the natural pesticide and manure more easy available for the farming community it has been planned to convert some of the existing FFC into bio manure making units on an enterprise model such that group consisting of 4-10 members can produce the bio manure in their land and later sell these products through the FFC

## 2) POP model

Since Kudumbashree currently implements the programme for the landless poor women, all the present members under the MKSP can be included under POP category, however in order to exclude the non-eligible and to include the most vulnerable certain measures are included under the project.

### Identification of the poor

In order to streamline the number of POP beneficiaries, criteria as depicted in the following table has been established. In order to be identified as POP anyone of the following criteria has to be met by the farmer

Economical	Social	Pro vulnerable women
Landless- not owns more than .10 acre of land on own name (women members name)  Homestead land not included	Belongs to SC/ST/ minority	Widows (With annual income not exceeding 50,000)  Unwed mothers  Women headed house (With annual income not exceeding 50,000)

As part of POP strategy the identified POPs would be grouped together as JLG and would be encouraged to undertake agriculture activity

Support provided:

Item	Support provided	Agency
Land	Lease land identified and provided for farming	CDS and Panchayat, Bhoonidhi project
	Land conversion/ land preparation	MGNREGs
Credit	SHG linkage for the members	SHG
	Bank Linkage	CDS, Kudumbashree mission and Banks
	Revolving fund for ST only JLG	MKSP and Tribal department
Cultivation Paddy + vegetable Banana+ vegetable/tuber Others (floriculture, inland fisheries etc)	Area incentive	Kudumbashree
	Production incentive	Kudumbashree
	Capacity building, technology and machinery support	MKSP
Supply chain and marketing	Local markets	CDS and Kudumbashree network
	Procurement centers	Kudumbashree and Govt agencies

### 3) Technology enabled extension delivery and monitoring system

With the ever increasing beneficiary base it has become impossible for the conventional system to effectively work for the community, hence in the second phase, better technology adoption in extension and monitoring are planned using the mobile platform such that more number of persons can be reached in most resource effective manner

#### A) Mobile based agro advisory services

Knowledge dissemination riding on the benefits of greater mobile penetration among the rural areas forms a major area of intervention in the second phase of the project. Agro advisory services provided by institutions and private agency would be tapped and provided to the community. As part of the programme advisory services related to cultivation practices, pest and disease management, availability of resources, , new technology, innovation, and weather and market trends would be provided to the master farmers in the initial year, which would be further extended to all the farmers based on the results from the first year.

In order to ensure a better participation and improve the effectiveness of the programme a nominal amount of user fees would be a charged from the farmers and rest paid through the project

#### B) Mobile based MIS system

In order to make the monitoring system more dynamic and easily updatable, a mobile based data entry system for monitoring is proposed in the second project. The current MIS system would be further enhanced to capture data regarding the conduct of farmer field school, effectiveness of training and adoption of any new practices demonstrated in the training sessions

Data entry would be decentralized and mobile based data updating would be enabled by creating an android based mobile MIS system

Android based mobile would be used as a platform and would be provided to each of the 152 block level coordinators and a mobile app/software for updating the relevant information about the project would be developed for timely reporting and data generation

#### C) GIS based resource mapping of the cropped area

In order to ensure better transparency, A GIS based mapping of the plots are planned in the second phase, the existing manpower of the master farmers and block level coordinators will be utilized for achieving this objective. Trimble GPS devices would purchase at district level to enable the coordinated based data capture and presentation

#### **4) Certification of the JLG produce by establishment of Production protocol, internal control system for certification and Academic tie up**

One of the major interventions planned under second stage of the MKSP is the establishment of the localized production protocol for each of the crop produced in that region. The package of practices followed by the community is mapped and documented. Later these documented practices are further refined by associating research institutes such that a standardized production protocol for that region would be generated. The groups interested in this programme would be required to the follow the prescribed production protocol, and adherence to the protocol by the groups would be monitored by selected and trained resource persons from the community. Later this production protocol would be certified by a certifying agency such that the produce resulting from these JLG can be marketed as certified products. Successful completion of this process would result in creation of certified products from the JLG such that

better market value can be generated ultimately, resulting in enhancing the life of the poor women farmer. Currently more than 1000 JLG has been selected for this programme and their production protocol prepared,

Academic tie up is aimed for establishing community colleges by partnering with Agriculture University and Veterinary University. Courses for the community colleges will be co-developed by Kudumbashree and partnering institutes; such that credit based courses, spread across different periods in the year are planned. Successful completion of certain prescribed credits would lead to issuance of certificate/diploma for the participants by these Universities. Also plans are kept for academic collaboration with CFTRI Mysore for providing trainings on food processing and value addition

### **5) Integrated approach**

First phase of the MKSP project were concentrated on enhancing the income of the women farmer by focusing on improving the agriculture practices followed by them. In the second phase focus has been put on integrated approach through which animal husbandry and fisheries activities would be also included under MKSP project. A new set of master farmers specifically targeted for the animal husbandry domain are planned for making the veterinary extension services available to the practicing farmers. These master farmers would be based on the Pahasakhi model and would act as the first service delivery agents for animal husbandry activity

A practice of agriculture using paddy and inland fisheries as rotational crops followed in certain districts of the state would also be included under the MKSP project and special trainings and innovation in these domains would be imparted to women farmers undertaking such paddy cultivation.

### **6) Value Chain and producer company**

One of the major success point of MKSP first phase is the increased price realization by the farmers for the agriculture produce they have produced through the JLG network. Most of the farmers were able to achieve prices on par with the actual market price resulting in increased income from agriculture activity. This price realization was achieved by establishing a strong value chain and marketing network. At the grass root level weekly and monthly markets organized in each of the Panchyat by the CDS has helped to farmers to directly market the produce to the consumers eliminating the middle man. The convergence with state owned procurement and marketing agency helped in reducing the wastage and to overcome issues during glut. Also district level shops and numerous fairs helped in providing various new avenues for the farmers to sell their produce

During the second phase it has been envisaged to further this activity such that community managed procurement centers and marketing centers can be established. Accordingly plans has been made to make district level markets with block level procurement centers. Also innovative marketing like mobile markets, cold storages which would help in reducing the wastage and providing better value has been planned

From the first phase of the project, it has been observed that for better operation management and accountability it is adventitious to create a separate entity for taking up the marketing and supply chain activity associated for agriculture produce. Accordingly it has been planned to federate certain JLG under an umbrella of Producer Company. By establishing the Producer Company the management, ownership

and profit from value chain and marketing activity would directly passed on to the participating community. Since the concept of Producer Company is new to the community, better handholding and capacity building activity are planned during the second phase