

# Farm Livelihood





# *Key Programmes of 2021 -22*

Agri Nutri Garden

JLG Formation

Organic Farming

Agri Therapy

Weekly Markets

Intensive Banana

Value Chain

Small Scale Value added Units

Medium Scale Value added units

Plant Nursery

Bio Pharmacy

Green Carpets

Agri Business Ventures

Trainings

Producer Company

Farmers Facilitation Centres

District initiatives

Urban Vegetable Kiosk





# *Agri Nutri Garden*

To combat the malnutrition and pandemics, it is proposed to make awareness among the rural women about the importance of nutrition and good agricultural practices. For this it is proposed to mobilise 1000000 rural women to start agri nutri gardens in their own households. Kudumbashree will provide training to all the selected beneficiaries on nutri garden.

Total Fund: 5.50 Cr.





# Agri Nutri Garden

The goal is to **establish 1000000 agri nutri gardens** across the state to ensure better nutritious support to the NHG members.

Time : April – December 2020



Strategy :

Training to 50 house holds each in all Rural ADS.  
Selection of RP.





# JLG Formation

Joint Liability Groups (JLGs) are the basic structure of farm livelihood programme, consisting of 4-10 women farmers of same NHG or different NHG registered under Community Development Society (CDS) of Kudumbashree which act as a livelihood enhancing channel. Area incentives are given to the bank linked JLGs considering the crops, area and pattern (traditional/organic) of cultivation.

Total Fund: 25Cr.





# JLG Formation

The goal is to form **10000 new JLGs** across the state by march 2022 and provide area incentive to all the bank linked JLGs.

Time : April- March

Strategy :

Capacity building

Target to BCs to form New JLGs





# Organic Farming

Kudumbashree has ventured into the realm of organic cultivation with a mission of bringing 10,000 Ha under organic farming in 201 clusters in all districts. Launched during the year 2018-19, mission expects an involvement of around one lakh Kudumbashree women farmers in 20000 Joint Liability Groups by 2021.

Total Fund: 5.26 Cr.





# Organic Farming

The goal is to avail **organic certification to all the Local Groups** formed in the state for organic farming.



Time: April - March

Strategy :

Provided targets to Districts to complete peer appraisal

Monthly Meetings of CLCs





# *Agri Therapy*

Sanjeevani Agri therapy is a program conducted by farm livelihood in BUDS Institutions in convergence with Kudumbashree social development team. When children cultivate and engage in small-scale farming, they get mental relaxation and physical exercise.

Total Fund: 17Lh.





# Agri Therapy

The goal is to provide support to start small agricultural farms in **all the 342 buds institutions** in Kerala to help the intellectually challenged persons to cope up with their disability.

Time: June- March

Strategy :

Assign one JEVA member to coordinate the programme.





# Weekly Markets

Weekly markets named 'Nattuchantha' were identified as one of the best methods of marketing the agricultural produce of women farmers. It was found that the production-demand cycle of vegetables were on a weekly basis creating a chance for weekly markets. It also ensures better marketing opportunities for the JLG products through the Kudumbashree networks by avoiding middle men.

Total Fund: 4.27 Cr.





# Weekly Markets

The goal is to **organize 21888 weekly markets** in the financial year for a better market for the JLGs and value added units and sell an minimum **quantity of 10944 tone** JLG products.



Time: April- March

Strategy :

Assign 2 JEVA members to coordinate each Market..





# *Intensive Banana - Temporary value addition units*

Targeting the next ONAM season 2021, banana will be cultivated in 10,000 acres of land. 140 temporary value addition units would be established across the state in the Onam season and supporting them with Rs. 10,000 as revolving fund for procurement and marketing activities.

Total Fund: 14 Lh.





# *Intensive Banana - Temporary value addition units*

The goal is to form **140 temporary value addition** units during the onam season to market value added products of Banana.

Time: July- September

Strategy :  
Identify the units through BCs.  
Provide training  
Distribute RF





# Value Chain- New Units

There are 320 small scale value addition units, 117 medium scale value addition units and 615 agribusiness ventures are supported through Kudumbashree. Branding and marketing of the products are very important. It is proposed to start new units to brand one each products in the entire 14 district.





# Value Chain- New Units

The goal is to **establish 14 Common Facility Centers** across the state and strengthen the value chain system of Kudumbashree and thereby ensure regular and sustainable income to rural women farmers.



Time: April - March

Strategy :

One Value added JLG product/ District  
Brand in a common Name

Special trainings and Targets to DPMs.





# *Value Chain*

## *Small Scale Value added units*

During 2018-19 medium value added units were supported and 117 such units were established. The survey for livelihood opportunities after the devastating floods of 2018 stated the fact that small scale VA units has immense scope. In line with this goal the project was developed and 563 units (1445 beneficiaries) are now functioning in the state. Kudumbashree will provide trainings and subsidy to start the unit.

Total Fund: 35 Lh.





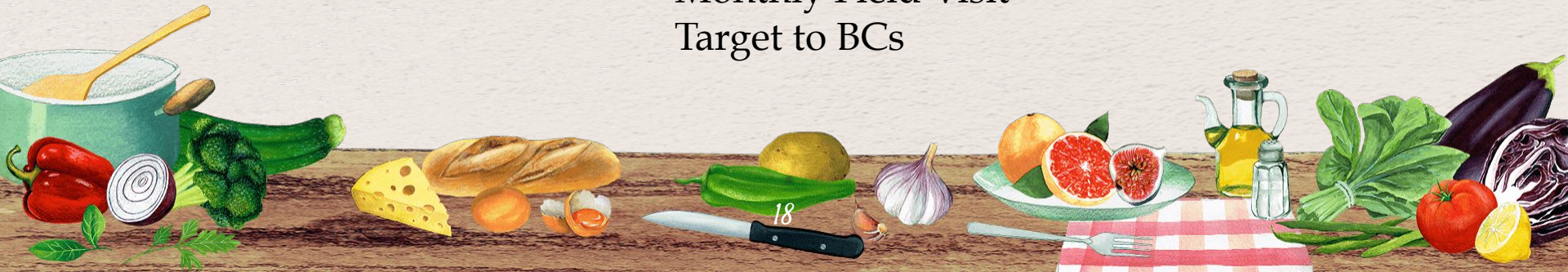
# Value Chain

## Small Scale Value added units

The goal is to start **70 new Small scale value addition** units and enhance the income of already existing units in the Farm livelihood sector to a **minimum of Rs.5000 per month** and ensure regular income to the rural women.

Time: April - March

Strategy :  
Monthly Field Visit  
Target to BCs





# *Medium Scale Value added units*

This is a bank loan linked scheme. Project cost may exceed 5 lakhs. Upto Rs.4,50,000 bank loan can be availed. Then, subsidy amount of 40% or 2 lakhs whichever is less can be sanctioned to the unit after 4 months. 229 medium scale value addition units have been established in various crops like coconut, banana, jack fruit, passion fruit, fruits and vegetables. 1145 women entrepreneurs were part of these units.





# Medium Scale Value added units

The goal is to enhance the income of the already established 229 medium scale units to **minimum 5000 rupees per month** within a period of 8 months by providing adequate support in branding and marketing.

Time: April - March

Strategy :  
Monthly Field Visit  
Target to BCs





# *Jaivika Plant nursery*

This project visions the self sustenance on demand of propagation material for us as well as supply of quality seedlings and saplings to all. Launched during the year 2018-19, mission expects an involvement of around 920 women farmers. 497 units (920 beneficiaries) have been established under this programme in different districts in the common brand name 'Jaivika'.

Total Fund: 60Lh.





# *Jaivika- Plant nursery*

The goal is to **establish 70 new units and** enhance the income of the already established 497 Plant nursery units to **minimum 5000 rupees per month** within a period of 8 months by providing adequate support in branding and marketing.

Time: April- March

Strategy :

Monthly Field Visit

Monthly Meetings

Target to BCs





# Bio Pharmacy

This program focused on creation of a strong support structure for organic clusters, JLGs and other farmers to supply quality assured bio products at cheaper rates and providing more income to JLG members. Strengthening of existing bio pharmacies was also done through this program.

Total Fund: 6 Lh.





# Bio Pharmacy

The goal is to enhance the income of the already established 152 bio pharmacies to **minimum 5000 rupees per month** within a period of 10 months by providing adequate support in branding and marketing.

Time: April – March

Strategy :

Monthly Field Visit

Target to BCs

Market Linkage





# Green Carpets

Green Carpets aimed the formation of professional mobile units which support terrace garden, kitchen garden, ornamental garden and various types of garden with special focus on urban areas.

Total Fund: 10 Lh



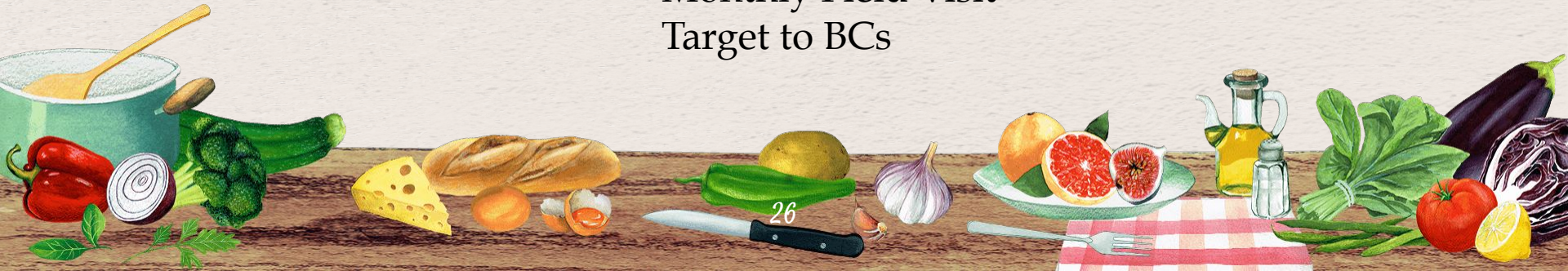


# Green Carpets

The goal is to **established 7 new professional mobile gardening units** in the urban areas to form terrace garden, kitchen garden, ornamental garden and various other types of gardens

Time: April - March

Strategy :  
Monthly Field Visit  
Target to BCs





# *Agri Bussiness Ventures*

Agri-business ventures were specifically targeted for technically and sustainably durable business entities in the livelihood sector in addition to existing value addition units and other farm enterprises which are generally considered as micro enterprises. 1222 ABV units with 2499 beneficiaries were functioned in the state during 2020-21. This program was designed for both group and individual beneficiaries.

Total Fund: 18 Lh.





# Agri Bussiness Ventures

The goal is to **start 140 new ABV units** and enhance the income of already existing units in the Farm livelihood sector and ensure regular income to the rural women.



Time: April - March

Strategy :

- 10 in each district

- Monthly Field Visit

- Target to BCs





# *Farmers Facilitation Centre (FFC)*

Farmers Facilitation Centers (FFC) are Panchayath level centers that functions with the support of Kudumbashree Mission to offer latest information and knowledge on farming sector and farming allied equipments for woman farmers.





# Farmers Facilitation Centre (FFC)

The goal is to make the 941 FFCs to become a knowledge hub of farm livelihood activities of Kudumbashree and ensure an income of **minimum 2500 rupees per month** to all the FFCs within a period of 10 months by providing adequate support



Strategy :

- Field Visit
- Regular Meetings
- Ensure Marketing Linkages





# *District initiatives*

Apart from the general goals set, region wise developmental plans formulated by the respective farm livelihood team as per need will be given due importance which will accelerate much ownership from the community. High priority interventions depending on seasonal activities, agro climatic zones, immediate assistance requirements, initiation of long term plans, natural calamities etc will be assisted after thorough scrutiny of the districts proposals by the state mission team .

Total fund: 70 Lh





# *District initiatives*

The goal is to start an initiative in the farm livelihood sector.

Time: April – December



Strategy :  
Target to DPM





# Urban vegetable kiosks

As part of Special Livelihood package 100 urban vegetable kiosks were planned to establish in the financial year 2020-21. 88 places were identified with the help of NULM team. This year it is proposed to establish all the urban vegetable Kiosks in the urban areas.





# Urban vegetable kiosks

The goal is to **establish 100 urban vegetable kiosks** and ensure sustainable income to 300 women entrepreneurs by January 2022.

Time: April - March

Strategy :

Convergence with NULM Team

Target to DPM

Field visit and monthly Meetings







*Thanks!*

