

## **TOPIC : Effectiveness of Aadu Gramam Project**

### **Overview of the project**

Majority of rural Keralites derive their livelihood from agriculture or Animal Husbandry Programmes. Agricultural and Animal Husbandry development is the integral part of Sustainable rural development initiatives, therefore assumes prominence in the overall development of the state. Food security is one of the major elements of livelihood security. Majority of the livestock population in the state is concentrated in villages. Mostly casual and agricultural labourers are engaged in cattle rearing and allied activities and hence any development in the animal husbandry sector will strengthen rural livelihoods. The progress in livestock will directly reflect a more balanced development in rural economy and upliftment of the weaker sections of the society. Animal Husbandry sector in Kerala is extremely livelihood intensive. Majority families in Kerala, dependent solely on livestock for their livelihood whereas a minority depends on livestock as a subsidiary means for supporting their livelihood.

### **Kudumbashree Perspective**

More than 50% of livelihood enterprises set by Kudumbashree are in the Animal Husbandry Sector. Dairying and goat farming have been livelihoods that the Kudumbashree mission has been trying to prioritize in recent times in view of the fact that these are occupations favoured by the poorer of the community network. But there has been an element of professionalism and technology that are being built into these interventions, in order to increase the returns from and the sustainability of these assets. Intensive training is being organized in collaboration with the organizations like Animal husbandry department and the Kerala livestock development board. Production protocols have been developed and propagated, and an extension system made operational, especially in the Samagra projects. The Nature Fresh model of production and marketing of milk, meat and egg is slowly acquiring momentum throughout the state as indicated by the increasing number of takers for this novel idea.

Samagra-Aadu Gramam (Goat Village) project was started in the financial year of 2008-09 in Kannur District, as an innovative micro enterprise promoted by the Kudumbashree Mission. The project focused on group rearing of native breeds of goats in an environment-friendly and

economic manner and has caught the attention of poor rural women folk as a viable economic enterprise, helping many families to tide over conditions of acute poverty. Kudumbashree Kannur District Mission realised the scope of such a programme in a district like Kannur and later in 2015, Kannur Goat Farmers Producer Company was launched following the success of the Project. The success saga of Kannur Goat Farmers Producer Company would undoubtedly be a reference for many.

### **Year wise analysis of financial support provided in Adugramam Project**

Year	No of units	Beneficiaries	Expenditure
2016-17	324	1641	1,64,10,000
2017-18	206	1045	1,01,42,500
2018-19	494	2470	2,39,00,000
2019-20	139	668	69,00,000

### **Gaps in existing interventions**

Majority of schemes are implemented in the Animal Husbandry Sector by different agencies like Kudumbashree, Animal Husbandry Department, Dairy Department Corporation, Kerala Livestock Development Board, Milma, SC and ST Department. But many of these schemes have not succeeded in achieving the objectives to the full extent. Some of the reasons may be

- Right persons not identified
- Target oriented programmes
- Trainings did not produce desired results
- No constant and continuous support
- Insufficient Data Base
- No proper follow up and monitoring
- Limited intervention in the market
- Limited availability of green fodder
- Inadequate insurance cover
- Gap between Demand and supply

Even after concerted efforts of government and various agencies to increase production of major livestock products such as milk and meat, there still exists a huge gap between their requirement and availability. Bridging this gap must be considered as our prime objective. This can be done by consulting experts and by joining hands with organizations like Milma

Even Though Goat village, the Samagra of Kannur has gone one step ahead with the formation of Kannur Goat Breeders Society to address the issues of the farmers to monitor the progress of goat rearing, conduct of markets for sales, milk collection centers etc, insuring the goats etc there are some issues in bridging the demand and supply. In order to reap maximum return from the livestock sector, value addition is essential. The units which are engaged in this sector need to be trained in value addition and green fodder cultivation.

### Conclusion

To summarize, the experience gained with self-employment schemes suggests that there are many problems which need to be resolved if these schemes are to become a truly effective instrument for poverty alleviation. It is certainly not easy to set up poor households as independent producers. Simply providing them with credit or credit plus a capital subsidy will not ensure the establishment of a viable source of additional income. Well-designed systems for providing credit, not just initially on a one-shot basis but also on a continuing basis to meet the economically justifiable needs of the enterprise, could enable large numbers of poor households to expand their income-earning capability. If this is combined with an element of continuous training (especially in value addition and green fodder cultivation) and marketing support (especially tie up with other firms), and also supported by possible hand holding arrangements, it could provide the basis for self-sustaining viable production which could help in poverty alleviation. Small holder units are most remunerative and livelihood oriented in Kerala conditions. Large scale commercial production units will not help the poor nor can it flourish in a state like Kerala where land and other raw material availability are limiting factors. The other areas are fodder production and bringing up of new stock as in rearing of new and improved breeds of livestock under special livestock breeding programme. Efforts for facilitating value addition and marketing of value added products too have not proved to be fruitful.

Modernising livestock production and value addition through technological alternatives has emerged as a natural path to food security. The security of the family's livelihood system as a whole plays the role in technology adoption and non adoption. The weak strategies in the livelihood aspect of the livestock development sector are a bottleneck and remain one of the most difficult factors of the developmental programmes. Hence, we should reinvent the livestock development sector especially Aadu Gramam project by integrating goat rearing with value addition ,green fodder cultivation and constant market tie up.