



# HALF YEARLY REPORT 2022-23

**Agriculture Production Cluster  
(APC) in Odisha**

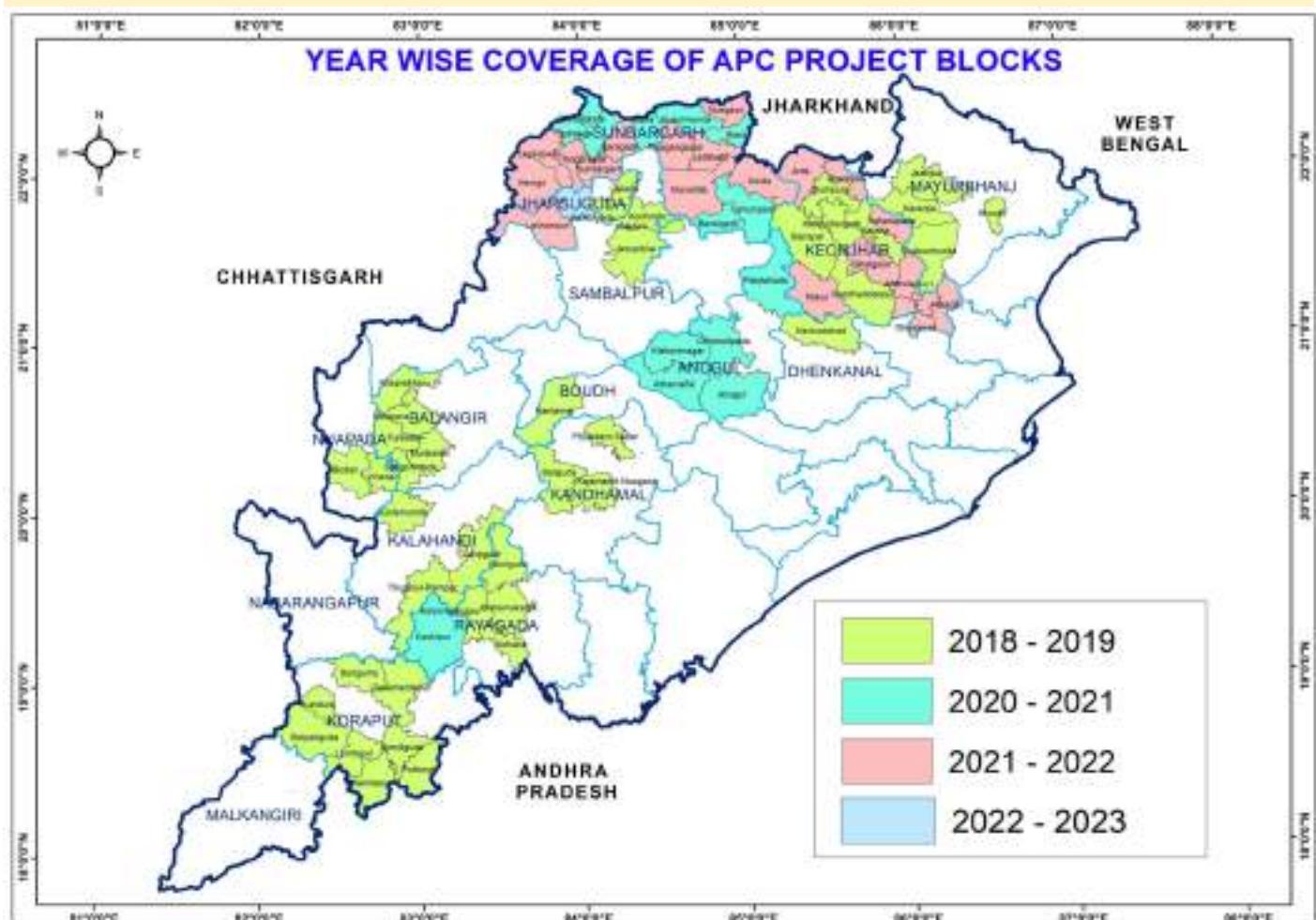
*Submitted by*

APC Programme Secretariat,  
PRADAN

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Project Map: The map shows the chronological order of blocks added to APC project since 2018-19.



Promotion of Agriculture Production Cluster (APC) in Tribal Regions of Odisha is a collaborative effort by Department of Agriculture and Farmers' Empowerment, Mission Shakti, OLM, Bharat Rural Livelihood Foundation (BRLF), Bill and Melinda Gates Foundation and Professional Assistance for Development Action (PRADAN).

APC aims to create sustainable livelihoods for the poor, tribal and other vulnerable households through various agriculture and livestock rearing interventions. APC aims to

- trigger growth in farm sector with the objective of sustainably doubling the income of WSHG farmers in the backward highland regions of the State.
- establish the model of Agriculture Production Cluster (APC) in backward Blocks of the State, as an effective method to organize production system and services of market.

Project also has a focus to ensure better control and access over farm income by women farmers. The strategies of APC project are diversifying the cropping system, setting up critical infrastructure for agriculture, establishing local mechanism for input services, maximising production by ensuring improved Package of practices, adopting of Non-pesticide management practices, institutionalising the marketing processes to ensure fair price, organising the production system and services of various farm based and livestock rearing interventions.

The project taps resources from existing schemes of Directorate of Horticulture, Agriculture, OLM, Mission Shakti, PR & DW, Animal Resource Development Dept, ST&SC Development Dept, Odisha Lift Irrigation Corporation, Odisha Agro Industries Corporation, APICOL, DMF and OM-

BADC are being converged for institution building and creation of livelihood infrastructures required for farmers in the APC blocks.

Under APC around 100-150 WSHG farmers are organized into Producer Groups (PG) and are facilitated to practice synchronized production of identified crops especially horticultural crops covering around 30-40 acres in a contiguous manner. Season wise 2-3 crops per PG are being selected looking at market attractiveness, small-holder suitability and agro ecological compatibility. As a sustainable measure non pesticide management (NPM) practice is promoted in 40% of the areas. Besides, to augment the livelihoods of the farmers, livestock rearing (Goat, Sheep and BYP rearing) is also taken up with a target to cover 40% of the families in these clusters.

Considering the project's positive impacts in the 40 project blocks, the GoO decided to expand to more blocks. Since 2021-22, the project has been expanded to 5 blocks of Angul, 17 blocks of Sundargarh, 8 blocks of Keonjhar, 2 blocks of Jharsuguda with DMF support and 1 block of Rayagada supported by BRLF. Therefore, presently the project covers 73 blocks across 14 districts of the State thereby covering 2.19 lakh women SHG members.

In 2019 the project bagged the Gold Governance Award from SKOCH. In the following year, the project was among the top 14 contenders for the People's Choice Awards organised by AVPN (Asian Venture Philanthropy Network) Constellation Awards 2021 and in the same year the project was featured in Agriculture World magazine in its Sept 2021 edition.

APC project was featured in the 2022 edition of "Ensuring Food and Nutrition Security in Climate Fragilities and Disasters: The 31 Inspiring Practices" published by National institute of Disaster Management.

# 1. Institution Building

Odisha Livelihood Mission and Dept of Mission Shakti provides financial support to promote and strengthen the Producer Groups. Both the departments support towards institution building (IB), capacity building (CB), infrastructure and equipment support and providing working capital (WC) support to strengthen APC activities.

## 1.1. Strengthening of PG

The primary institution of the project, the Producer Groups (PG), comprise small and marginal women SHG farmers. The project envisages the formation of 1757 such PGs bringing together 219000 members.

In phase 1 areas, with the formation of 932 PGs the target for PG formation was achieved in 2020-21. However, member mobilisation to the PGs continued and 119785 members have been mobilized into the PG fold till this reporting period. The district wise statistics of PGs formed and members covered are cited in the table.

SI No	District	PG promoted	HH Covered
1	Dhenkanal	23	3012
2	Mayurbhanj	95	12147
3	Keonjhar	117	15055
4	Koraput	186	24004
5	Rayagada	92	12233
6	Kandhamal	70	9054
7	Kalahandi	69	8687
8	Boudh	24	3171
9	Bolangir	116	14885
10	Jharsuguda	47	6087
11	Nuapada	47	5927
12	Sambalpur	46	5523
<b>Total</b>		<b>932</b>	<b>119785</b>

utilised to procure agri-inputs and other critical requirements for livestock rearing. The district wise details of PGs and their receipt status of IBCB and WC is presented in the table.

S N	District	PG promoted	PG received IB&CB	PG received WC
1	Dhenkanal	23	23	16
2	Mayurbhanj	95	89	59
3	Keonjhar	117	117	51
4	Koraput	186	146	15
5	Rayagada	92	78	41
6	Kandhamal	70	61	9
7	Kalahandi	69	69	25
8	Boudh	24	21	14
9	Bolangir	116	103	68
10	Jharsuguda	47	47	0
11	Nuapada	47	40	12
12	Sambalpur	46	40	14
<b>Total</b>		<b>932</b>	<b>834</b>	<b>324</b>

In Phase 2 blocks, respective teams emphasised on formation of PGs, including member mobilisation, capacity building of the leaders, facilitation of bank account opening, etc. So far, 624 number of PGs have been formed in these 33 blocks with a total membership of 55315. The following table describes the district wise figures.

District	PG promoted	HH Covered
Angul	117	13149
Sundargarh	262	22693
Keonjhar	190	17819
Rayagada	25	2851
Jharsuguda	30	1657
<b>Total</b>	<b>624</b>	<b>55315</b>

Picture: PG members having their crop planning meeting



Out of the total 932 PGs formed in the Phase 1 blocks, 834 of them received the IB-CB fund @ 2.04 lakhs per PG and 324 PG received the Working Capital @ Rs 1 lakh for each PG. While the IBCB fund was utilised to set up their office, procure office stationeries, start-up kit, farm equipment and conducted capacity building events. The WC was

## 1.2. Promotion of PC

As the target of 30 PC formation was over in Phase I blocks, the respective teams emphasised on shareholder mobilisation, and accomplishment of various legal compliances, documentation and establishing PC as a business entity. Further, PCs were facilitated to obtain their GST, seed license, fertiliser and pesticide license during this period.

The project targets to cover the PG members as shareholders of the concerned PC. So far, 44513 PG members have become shareholders. The total share capital mobilised stands Rs 172 lakhs till this reporting period. The district wise statistics of PC promoted, member and share capital mobilised and total turnover during Apr-Sept 2022 is presented in the table.

District	PC promoted	Share-holders	Share capital in Lakhs	Turnover In Lakhs
Dhenkanal	1	1140	3.83	13.16
Mayurbhanj	3	5832	21.63	56.33
Keonjhar	4	7000	43.37	132.40
Koraput	5	10749	32.08	192.41
Rayagada	3	4361	18.65	137.62
Kandhamal	2	3080	11.00	42.24
Kalahandi	3	2019	4.62	43.42
Boudh	1	811	2.80	15.97
Bolangir	5	5311	20.60	101.46
Jharsuguda	1	1664	4.04	39.08
Nuapada	1	1492	4.27	49.90
Sambalpur	1	1054	5.25	14.44
<b>Total</b>	<b>30</b>	<b>44513</b>	<b>172.13</b>	<b>838.43</b>

PCs are expected to provide services to PG around timely delivery of inputs at doorsteps, production technology solutions, access to post harvest management and marketing services. Farmers availed doorstep services from the PCs in the form of inputs like seeds, fertilisers, pesticides and other live-stock inputs. Till date 26 PCs have obtained agriculture seed licence, 22 PCs received horticulture seed licence, 5 PCs received fertiliser licence and 6 PCs obtained pesticide licence. By availing all such licences helped the PCs to provide various inputs like seeds, fertilisers, pesticides to the members. By doing both input and output marketing, the 30 PCs had a total business of Rs 838 lakhs during the reporting period.

Initial start-up capital of Rs 17.6 lakhs have been received by 29 PCs. Thus, an amount of Rs 510.4 lakhs start-up capital have been mobilised from Mission Shakti Deptt.

Regular BoD meetings are organized to move as per the business plan of the PC as well as to take decisions to overcome the challenges and ensure legal compliances timely. The BoDs have undergone training on governance, business management, basic functioning of PCs, business plan development, aggregation, value addition and marketing, system setting and audit process.

Picture: Members of Udyogi Farmers Producer Company Ltd engaged in collective vegetable marketing

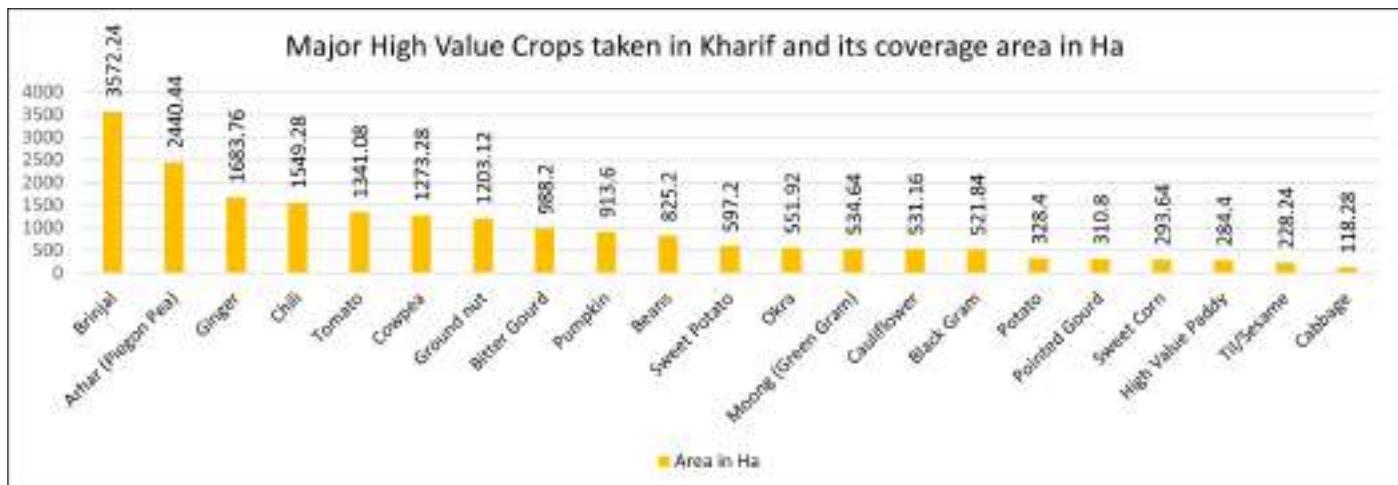


## 2. Agriculture Interventions

Agriculture being the major activity under APC project, 1257 PGs involved in high value crop cultivation, covering 95720 women farmers. A total area of 22640 hectares covered under high value crop cultivation in all the 73 blocks. The major crops cultivated in all the kharif through cluster development approach are Brinjal, Pointed Gourd, Cauliflower, Bitter Gourd, Cowpea, Turmeric, Groundnut, Pumpkin, Beans, Chilly, Tomato, Ginger, Sweet Potato, Onion, Potato, Marigold and Okra. Similarly, farmers also took up high value paddy, groundnut, Niger, green gram, black gram as other high value paddy, oilseeds and pulses. The following graph shows the major high value crops and its coverage area in hectare across APC districts.

Table: District wise Major winner crops selected

S.N	District	Kharif
1	Angul	Brinjal, Pointed Gourd, Cauliflower
2	Dhenkanal	Brinjal, Bitter gourd, Cowpea
3	Kendujhar	Brinjal, Bitter gourd, Cowpea, Turmeric
4	Mayurbhanj	Bitter gourd, Brinjal, Groundnut, Pumpkin, Cowpea
5	Kalahandi	Brinjal, Beans, Chilly, Tomato
6	Kandhamal	Cauliflower, Beans
7	Koraput	Ginger, Sweet Potato, Beans, Potato, Tomato, Cauliflower
8	Rayagada	Brinjal, Chilly, Beans, Marigold
9	Bolangir	Tomato, Brinjal, Bitter gourd
10	Boudh	Brinjal, Tomato, Chilly
11	Jharsuguda	Brinjal, Chilly, High Value Paddy
12	Nuapada	Tomato, Bitter gourd, Cowpea, Ground nut
13	Sambalpur	Brinjal, Chilly, High Value Paddy
14	Sundargarh	Brinjal, Tomato and Okra



Picture: Cabbage cluster in Kishor Nagar

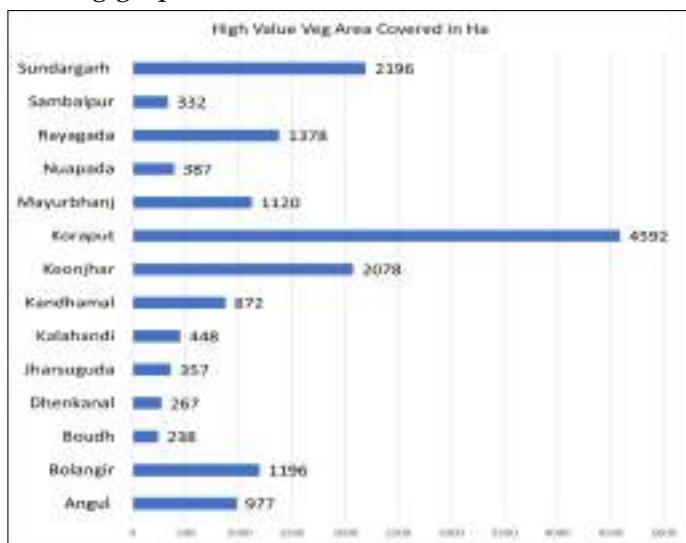


Picture: Bitter Gourd cluster in trellis method, Golamunda

## 2. Agriculture Interventions (Cont..)

### 2.1. High Value Vegetable Cultivation

During this kharif Out of the total 22640 hectares covered under agriculture intervention, net 84348 farmers undertook high value vegetables in 16436 hectares. The district wise area coverage under high value vegetable cultivation is cited in the following graph.



Picture: Ginger cluster in Nandapur

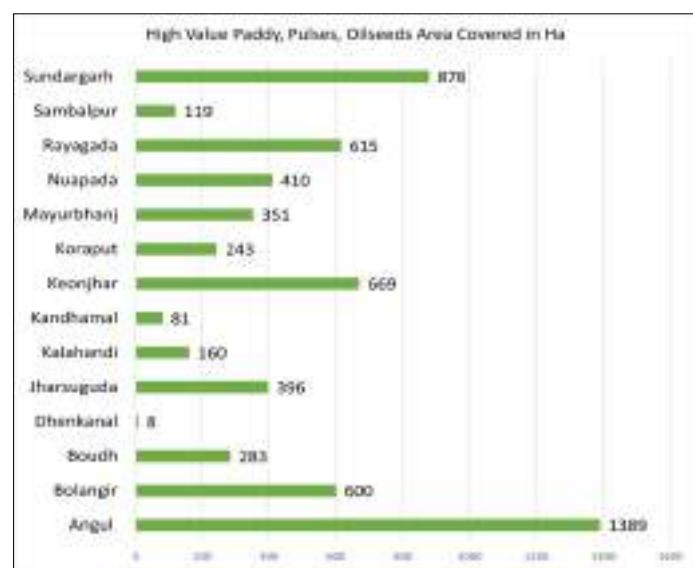


Picture: Brinjal cluster in Kolabira



### 2.2. High Value Paddy, Pulses and Oilseeds

During the reporting period 28263 farmers cultivated high value paddy, pulses and oilseeds in 6203 hectares. The following graph shows the total area covered under the crops in entire APC districts during the kharif.



Picture: Capsicum cluster in Angul



Picture: Aromatic paddy cluster in Sambalpur



## 2. Agriculture Interventions (Cont..)

### 2.3. Plantation Activities

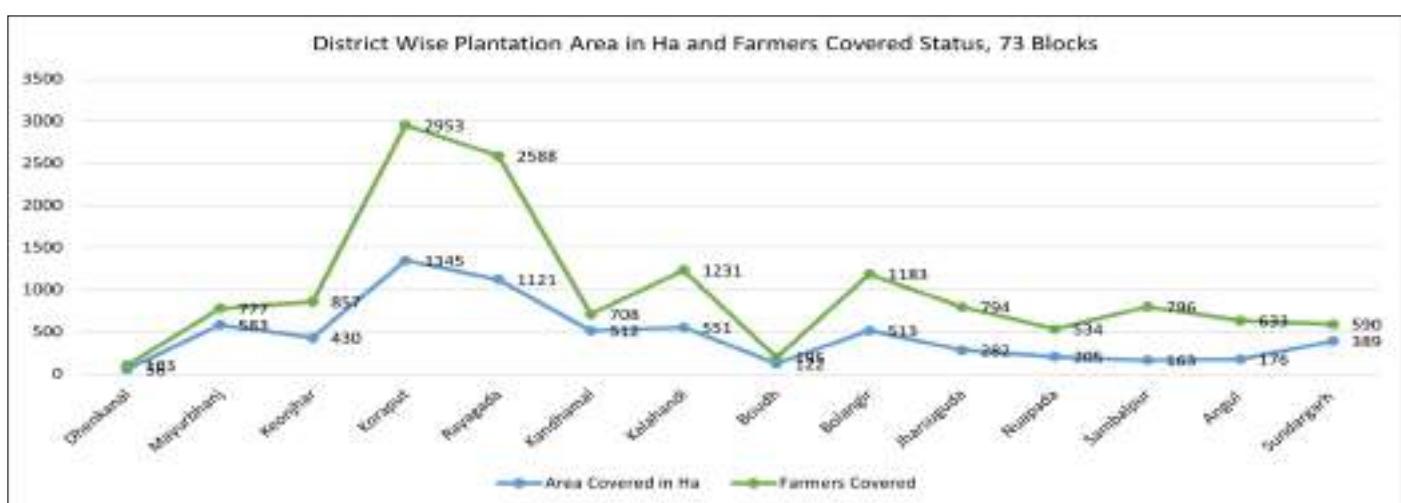
With regard to plantation activities, there is a cumulative achievement of 6448 hectares covering 13942 farmers. While 5742 hectares of plantation area created in Phase 1 blocks, 706 hectares have been created in the 33 Phase 2 blocks. Though, species like mango and cashew have the major share to the total plantation area, litchi, drumstick, banana and papaya also fairly contribute to the total plantation area coverage.

After last year's successful demonstration of drumstick plantation under MGNREGS, this year the same has been expanded to other districts



Picture: Drumstick plantation with drip and intercropped with horse gram

like Sundargarh, Jharsuguda. Further, the plantation beneficiaries also taken up intercropping in those planted area and reaped a good harvest.



### 2.4. Non Pesticide Management

Along with the synchronised vegetable production, 35256 farmers have been engaged in crop production in 6897 hectares without application of synthetic chemicals/ pesticides across all 73 project blocks. There have been several trainings on NPM, including demonstration on Agneyastra, Neemasta, Mahulastra, Mathastra, Jeevamrit, Bijamrita, Handikhata,etc. to CSO partners and subsequently to the PG farmers. CSOs partners have been engaged with the community to establish the proper mechanism to follow the NPM practices.

Other NPM interventions focussed on;

- to improve the soil health for increasing the carbon content by applying adequate amount of compost and Farmyard Manure.
- Seed treatment with Jeevamrit/ cow urine / rhizobium /Trichoderma viridae etc.
- Use of bio- extract (Handikhata, Neemasta, Agniasta , Mahulastra, Mathastra etc for dis-

ease and pest control

- Use of pheromone, blue sticky, yellow sticky, light traps for pest controls
- Use of waste decomposer, NPK consortia, mycorrhiza fungi,
- Use of hermetic bags for seed preservations.
- Preparing, Packaging and marketing of NPM products in 60 bio- resource unit



Picture: PG members collectively prepare NPM solutions for their own use

## 2. Agriculture Interventions (Cont..)

### 2.5. Farm Mechanisation and Improved Technologies

49372 farmers have access to mechanisation during 2022-23 in all the 73 project blocks. PG farmers used equipment and machinery like power tiller, tractor, sprayer, ridger, weeder, pump set, rotavator, etc. from Common Facility centres, CFCs (MKSP, GPLFs) and individual assets etc. Introduction of these equipment helped the women farmers reduce their drudgery and take up the crop on a large scale.

Pilot has been done with NIYO FARM-TECH PRIVATE LIMITED through India Agritech Incubation Network (IAIN) to demonstrate wheel-based sprayer for spraying pesticides, which is very effective in reducing drudgery of women farmers.

Improved technologies like trellis, mulching, soil-less nurseries are promoted to boost production and lessen drudgery. Team encouraged cultivation through trellis which promoted the farmers to go for both permanent and makeshift trellis to raise creepers. Similarly, farmers were encouraged to mobilise and practise cultivation through mulching. Solar fencing structures were promoted in large collective croplands either through



Picture: PG farmers using Multi row sprayer

community's own contribution, cofinance or govt support, to prevent the crops from cattle and wild animals.



Picture: Cowpea in trellis



### 3. Livelihood Infrastructure Development

#### 3.1. Post Harvest Management Infrastructures

Post-Harvest Management (PHM) plays a very important role in horticultural fruits and vegetable production and marketing. Proper PHM ensures better price realisation by reducing post-harvest losses and increasing marketability of horticultural products by proper cleaning, grading, packing and storage at farm level, which increases the profitability of the farmers. Key interventions being followed;

- Grading, sorting and packaging as per the targeted market requirement
- Setting up of Storage structures to get more return
- Setting up processing unit in selected commodities

So far there has been 41 Pack Houses, 73 storage structures, 45 Zero Energy Cool Chambers, 70 Sabjee Coolers, 15 cold storages and 72 solar dehydration units with S4S support. All the above structures have been mobilised through convergence from various Govt and private players.

#### 3.2. Grading, sorting and packaging

Commodity specific proper grading, sorting and packaging practices as per buyer specifications has been ensured at respective PG level to reduce post-harvest loss and ensure better prices of the produce. With increased access to market, better packaging has helped in getting more bulk orders and gradually bringing visibility of the products by respective PCs in the market. With PCs getting involved in the marketing from last year, the arrangement of packaging materials,

supervision of proper sorting grading with effective use of available crates and weighing balances at PG level has been ensured. In the meantime, village level aggregation points in PGs doing regular marketing is creating an identity of market-hub for both PG members and buyers.

#### 3.3. Irrigation Infrastructure

Irrigation is one of the critical drivers of enhancing income for the small and marginal farmers. It helps farmers to take up additional crops in Rabi and Summer seasons, thereby helping to increase the income. So creation of irrigation infrastructures helps farmers to shift from mono cropping to multiple cropping and increasing area under cultivation. Therefore, APC strives to increase the irrigation command area in its operational blocks through mobilising resources from depts and schemes like OLIC, OAIC, ITDA, Watershed, MGNREGS, DMF and OMBADC.

Till this reporting period 184 new CRLP structures, 135 CRLP revival projects, 888 CBWs, 1016 individual cluster lift projects, 2282 farm ponds, 599 dug wells and 576 other structures like check dam, DBI and canal have been achieved across the 73 project blocks. Presently, under the project an irrigation potential of 11074 hectares for 25160 PG farmers has been created.

#### 3.4. Micro Irrigation

Till this reporting period the project team could facilitate the coverage of micro irrigation projects in 1123 hectares covering 2152 farmers.

District	Potential Created (Ha)	Farmers Covered
Dhenkanal	84.8	202
Mayurbhanj	1481.98	3714
Keonjhar	702.04	2302
Koraput	2802	6608
Rayagada	805.92	2014
Kandhamal	510.4	1636
Kalahandi	629.4	1217
Boudh	1031.4	1754
Bolangir	1222.72	2222
Jharsuguda	703	2029
Nuapada	541.6	601
Sambalpur	322.8	420
Angul	74.6	173
Sundargarh	161.8	268
<b>Total</b>	<b>11074.46</b>	<b>25160</b>

Picture: Clockwise from top left-cold storage structure, pack house, zero energy cool chamber & onion storage structure



### 3. Livestock Development

Livestock rearing, especially, goat and backyard poultry rearing are vital livelihoods of small and marginal farmers. Both poultry birds and goats have high regeneration potential and thus within a small period of 1-2 years, significant increase in flock/herd size can be attained to earn a substantial income from the intervention, by ensuring regular vaccination and deworming, and adopting improved rearing practices like improved shed, supplementary feeding, maintaining better hygiene, etc.

Currently there are 510 PGs who are intensively adopting livestock rearing practices. During the reporting period a total number of 57693 farmers availed vaccination and deworming services as per annual calendar and 25925 farmers practised intensive livestock rearing activities under the project. Over the project period the project could achieve the construction of 10862 BYP sheds and 10326 Goat sheds.

To establish models for quality chick supply, in 18 blocks mother chick units have been initiated. Out of the 30 Farmer producer companies (PC), 23 PCs in 32 blocks are involved in Goat and BYP business till this reporting period. In this financial year, women farmers have collectively marketed 555 quintals of birds and goats worth 220 lakh rupees.

#### 3.1. Interventions around improved BYP and goat rearing:

**Ensuring Service system by grooming local Cadres:** Cadres like Prani Mitra, Community Animal Health Workers (CAHWs) are groomed to provide vaccination and deworming services as per the calander. In many areas Animal Resource (AR) Department cadres like Livestock Inspectors and Gomitrás have helped in ensuring regular vaccination of goat and BYP birds.

**Establishing cold chain and supply of vaccines & medicines:** Cold chain units are established at

block/ Producer Company level to facilitate timely supply of vaccines and medicines. Mostly all the vaccines are supplied by ARD Dept, in case of unavailability those are procured from private players.

**Ethno-vet services:** Apart from deworming and vaccinations services, the cadres are systematically trained on Ethno-vet services for disease management. The ingredients are various kinds of herbal products, spices used in kitchen as well as some Ayurveda products.

**Improved Shed:** Clean, spacious, dry and ventilated space is of utmost importance for maintaining good health of the BYP and goats. We have converged with few schemes from Govt as well as encourage community for low cost shed made-up of local materials.

**Feed supplement:** Providing supplementary feed helps to gain more weight and increase egg production. To attain this azolla production unit is established nearby to the shed. Also feed supplement (grains, dry fish, mineral mixtures, etc.) are prepared by the Producer Company/ Master trainer to provide to the rearers .

**Marketing:** To actualize better price, linking with multiple markets, collective marketing at the door-step and selling it by weight are the key interventions undertaken.

Picture: PG farmer feeding her BYP, Kolnara



Picture: Low cost BYP night shelters supported under Mission Jeevika



## 5. Establishment of Market

APC endeavours to create a market ecosystem whereby farmers get better price by selling their harvest at doorsteps and engage in primary level of post-production works to maximise their profit. APCs have devised their own marketing strategies to ensure both backward and forward linkages with their respective PCs. Synchronized production helps PG members get marketable surplus production and sell their produce in a transparent manner through collective marketing. With availability of marketable surplus at PG level, in most of the cases buyers directly lift the produce from farm gate. Gradually APCs are also sending produce to *Mandis* which are ready to offer better than farmgate price with assured payment. With past marketing experiences the PGs and PCs constantly strive to strengthen their market linkages, with increased access of women to markets resulting in better bargaining power. As PGs now sell only sorted, graded and well packaged products, the village level aggregation points have turned into marketing points.

During the reporting period 820 PGs were facilitated to sell 7436 MTs of commodities and made Rs. 19.23 crore transaction across all the 73 blocks. As collective marketing is at the initial stage in Phase II blocks, only 169 PGs were involved in the process during the reporting period.

### 5.1. Key strategies followed:

#### Product Identification & Synchronised Production:

Selected winner crops have been finalised during

the starting of the APC project for all seasons. The winner crops are selected based on small holder's suitability for APC areas, agro-climatic compatibility and market attractiveness. It is evident that crops like Brinjal, Ginger, Watermelon, Onion, Chilly, Beans, Bitter gourd maintained a stable supply from the APC areas. Considering the market deficit of cauliflower, bitter gourd, tomato, beans, spine gourd, drumstick, the APCs have their plans ready to intensify the production of these items.

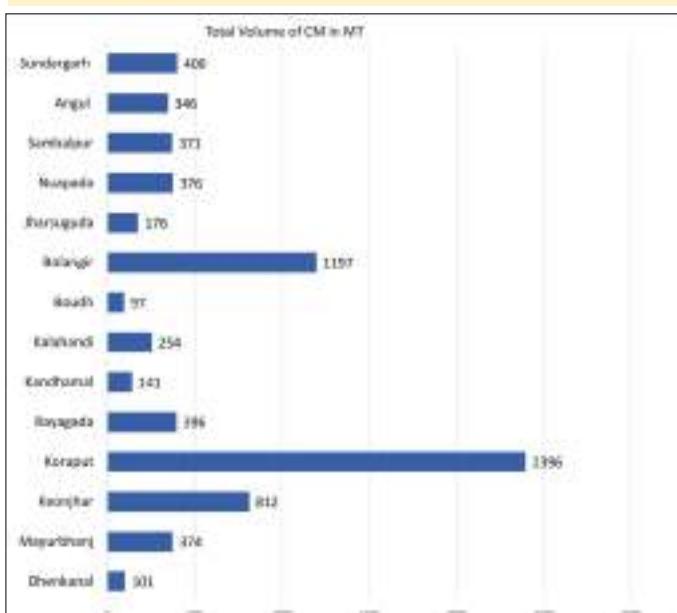
#### Market Profiling, Buyer Profiling and Strengthening linkages

For strengthening market linkages, finalisation of markets and buyers have been done by respective block teams. Profile of market and market players have been prepared based on past experience and new markets visited during the period. Market surveys were conducted with a focus on building relationship with old buyers and also add potential new buyers to infuse market competitiveness for ensuring competitive price to the members.

Farm gate, retailers, mandis, institutional buyers, processors, Retail outlets, veg-on-wheels and digital platforms are the major channels tried out for collective marketing of produce through PGs and PCs promoted in APCs.

**Farm gate:** Till date 372 buyers from 77 markets of 6 states have been linked with APC areas out of which 168 are regular buyers. Due to cluster approach buyers are showing interest to lift the produce from the farm gate which is also reducing the money collection from market and logistic risk.

Graph: District wise status of collective marketing volume in Metric Tons



Graph: District wise status of collective marketing sales in Lakhs



**Retailers:** Selling through these channels have been regularised in 19 blocks. Retailers have been kept in focus to despatch the left-out stock if any after bulk selling and also retailers are offering competitive price during lean production period of any crop.

**Mandis:** Mandi selling is being preferred in such APCs where better price is assured than the farm gate selling. The APCs who had previous linkage with nearby and distant Mandis were able to build on the linkage further. Till now 8 blocks have sold through Mandis and in coming seasons selling through mandis is expected to increase further.

**Institutional Buyers:** Till now there is continuity of business have been experienced with private companies like S4S, Konkuwan Herbs, Reliance retails.

**Processing units:** This channel has been thought of for crops like Ginger, ground nut, High value Paddy and Turmeric. For the time being most of the supply to these units are being done through agents at farmgate and gradually the plan to directly link the PCs with potential processor.

**Retail Outlets:** The retail outlets have been visualised mostly to sell vegetables grown with NPM. To reduce the loss due to wastage and increase the shelf life of vegetables use of Sabji coolers developed by RuKART is being piloted in 2 outlets.

**eNAM and other Digital Platforms:** 10 PCs registered in eNAM platform are getting buyer contacts through the platform. All are also getting buyer contacts from the portal of Department of Agriculture. Till now business not happened digitally, after negotiation marketing is being done offline.

**Involvement of Community Institutions-PG & PC:** Due to involvement of PGs in collective marketing, women are very much into decision making in starting from crop selection to input purchase

and sales. The PGs and PCs are now a common platform for women farmers and market. The process of collective marketing and exchange of market information helps in enhancing the awareness, skill and knowledge of women around market engagement and their bargaining power.

#### Aggregation Points at PGs

The village procurement points /aggregation points are gradually getting identity as "Market hubs". Majority of the harvested vegetables get through proper sorting and grading as per market specification by farmers, then they reach to the aggregation points for final checking and packaging. This practice of ensuring primary processing at farm level helps in better market linkages and add 10 % to 20% better price realisation.

#### Price Discovery Mechanisms

For finalising the prices, APC teams use different channels like the existing linkage with traders, e-NAM platform, Agmarket, team, zone level WhatsApp group and resource farmers. Use of WhatsApp group for sharing details of production and prices of commodities in different market equip PGs and PCs better bargaining.

To conclude, the project emphasises the participation of all the PGs in collective marketing with proper post harvest and packaging norms for better price realisation. This will definitely enable buyer retention and addition of new markets to further strengthen the market linkage. Marketing through PCs are being emphasised with a focus to provide greater exposure on product sales at farm gate and mandi. This will help these institutions understand nuances of market dynamics of vegetables and establish linkages with buyers. Further, opening of PC managed outlets for NPM products at the blocks level has been underscored in the coming days.



## 6. Promotion of Agri Entrepreneur

Agriculture Entrepreneurship Promotion Scheme (AEPS) was launched in APICOL under Agril. & FE Department with an aim to groom 750 rural Agriculture Entrepreneurs (AEs) in 40 APC blocks. So far 434 candidates have been selected under the scheme and 271 out of them have registered under the scheme. Initially the AEs have undergone basic foundation training and after that trade specific training will be conducted around General Agriculture services, Agricultural input and output sales, Agro service centres, Nursery, Organic formulations and non-pesticide product shops, Cereal and Vegetable seed production, Mushroom spawn production and ser-

vices, Goat breeder farm and Veterinary services, Poultry Mother Unit and Veterinary services, Fish fingerling production etc. in order to support APC farmers in the project areas.

The notable progress under the activity may be mentioned as follows;

- Foundation course training of 210 AEs conducted
- In the second round of AE selection process, 944 eligible applications have been shortlisted after scrutiny of 996 application received from 40 project Blocks
- Incubation Manual prepared by AE Hub has been approved.

## 7. Training, Meeting & Capacity Building

APC being a multi-dimensional project with multiple themes, capacity building of APC staffs is one of the important components of the project. The Program Secretariat team led by PRADAN systematically plan and implement capacity building programmes to capacitate staff members placed at the block level and block team consequently impart the knowledge at the field level.

With regard to PG promotion, the respective teams organised trainings and capacity building events on leaders' roles and responsibilities, basic management, norm setting, accounting, role and responsibilities of PG office bearers /sub committees, training on books of records and capacity building on production and post production management as well as business and market literacy.

Similarly in Phase I blocks, there were various training on PC Business Management, Business Plan Preparation, Value Chain Analysis, Business Projection, PC Books of Accounts and Audit process, Legal compliances organised centrally for PC anchors and PC staff, who subsequently trained the BoDs, grassroot level staff. All the PC leaders and subsequently PC members have undergone vision building trainings. PC staff have been exposed to successful PC and FPOs across India to understand various nuances of PC.

Simultaneously, in all the 73 blocks block teams systematically organised capacity building events for community cadres like Prani Mitra, Krushi Mitra and Udyog Mitras on various themes. PG farmers also undergone thematic trainings on agriculture, horticulture, livestock management, irrigation systems management, non-pesticide management practises, proper sorting, grading and packaging and govt schemes and programmes.

Mission Shakti has supported capacity building events for PG members on agriculture and livestock themes. So far 500 events have been conducted by Horticulture Dept in coordination with NGO partners.

Picture: Mission Shakti supported training programme for PG members, Belpada



## 7. Coordination and Liasoning

Regular interaction with different stakeholders at block, subdivision and district level carried out and interface meetings as per requirement have been organised with various block level stakeholders. Block teams organised BLCCs in the reporting period and there were 127 BLCC during the reporting period in all 73 project blocks. Besides, the project team organised meetings with different departments such as horticulture, agriculture, OAIC, OLIC, ITDA, OLM, Mission Shakti, DMF, Veterinary & DRDA dept. to ensure

*Pictures: DLCC meeting, Jharsuguda*



smooth convergence of APC activities.

In 14 districts, 57 DLCC and interdepartmental meetings have been conducted during this reporting period.

One SLCC (State Level Coordination Committee) meeting was held under the chairmanship of APC-cum-ACS, Dept of Agriculture & Farmer's Empowerment. The frequency of visits by officials from different depts. to APC areas has increased which alternatively increase enthusiasm among the PG members.

*Picture: 6th SLCC meeting Chaired by APC cum ACS, DA&FE*



## 8. Communication and Media

As the APC project make forays into backward regions of the state transforming livelihoods of the small and marginal women farmers through its unique manoeuvres, the impacts are all pervasive. The project's regular coverage in electronic and print media, from regional to global, stands witness to the fact.

*Picture: Published story regarding Joint Secretary', PR&DW*



The project regularly updates stories in social media platforms like twitter, Instagram, Facebook, YouTube channels. Stories are also shared in WhatsApp groups for wider dissemination and learning of best practises. In totality, there has been a positive impact of the project among stakeholders.

*Picture: Successful PG farmer, Champua, Keonjhar published by Sankalp TV*



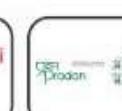
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