

# HALF YEARLY (2023-24) PROGRESS REPORT

AGRICULTURE PRODUCTION CLUSTER  
(APC) IN ODISHA

*Submitted By*  
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## Foreword

Government of Odisha launched the “special programme on Promotion of Agriculture Production Clusters (APCs) in tribal regions of Odisha” on 6th November 2018 in presence of honourable Chief Minister of Odisha. APC is a collaborative effort by Department of Agriculture and Farmers' Empowerment, Mission Shakti, Odisha Livelihood Mission (OLM), Bharat Rural Livelihood Foundation (BRLF), Bill and Melinda Gates Foundation (BMGF) and Professional Assistance for Development Action (PRADAN). APC intends 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 by establishing the model of Agriculture Production Cluster (APC), as an effective method to organize production system and services of market.

The project also has a focus to ensure better control and access over farm income by women farmers. APC strategizes to diversify the cropping system, set up critical infrastructure for agriculture, livestock rearing (Goat & BYP), establish local mechanism for input services, maximise production by ensuring improved Package of Practices, adoption of non-pesticide management practices, institutionalise the marketing processes to ensure fair price, organise 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 OMBADC for institution building,

capacity 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, smallholder 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 and targets to cover 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. The APC project in Keonjhar district bagged the SKOCH Gold Governance Award for the project in 2022-23.

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## Key Achievements

## Institution Building

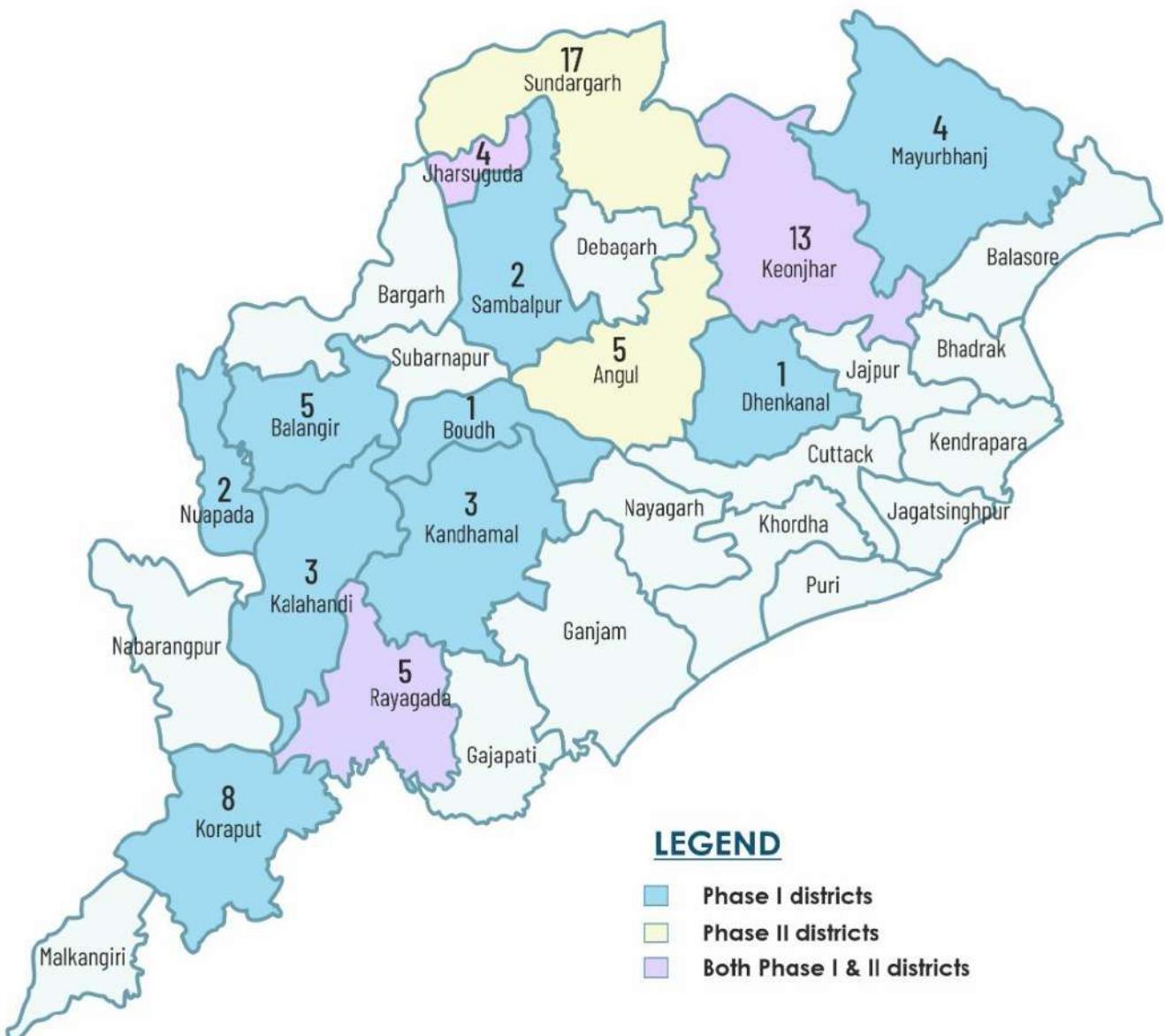
- » 1737 PGS
- » 206661 PG Farmers Covered
- » 30 PCS
- » 64693 Shareholders

## Agriculture

- »» 24586 Ha
- »» 110016 PG farmers  
Covered
- »» 8182 Ha Under NPM
- »» 42238 Farmers Under  
NPM

## Horticulture

- » 7993 Ha plantation
- » 17144 Farmers Benefited



## Irrigation Coverage

- » 16136 Ha of Irrigation Potential Created
- » 34219 Farmers benefited

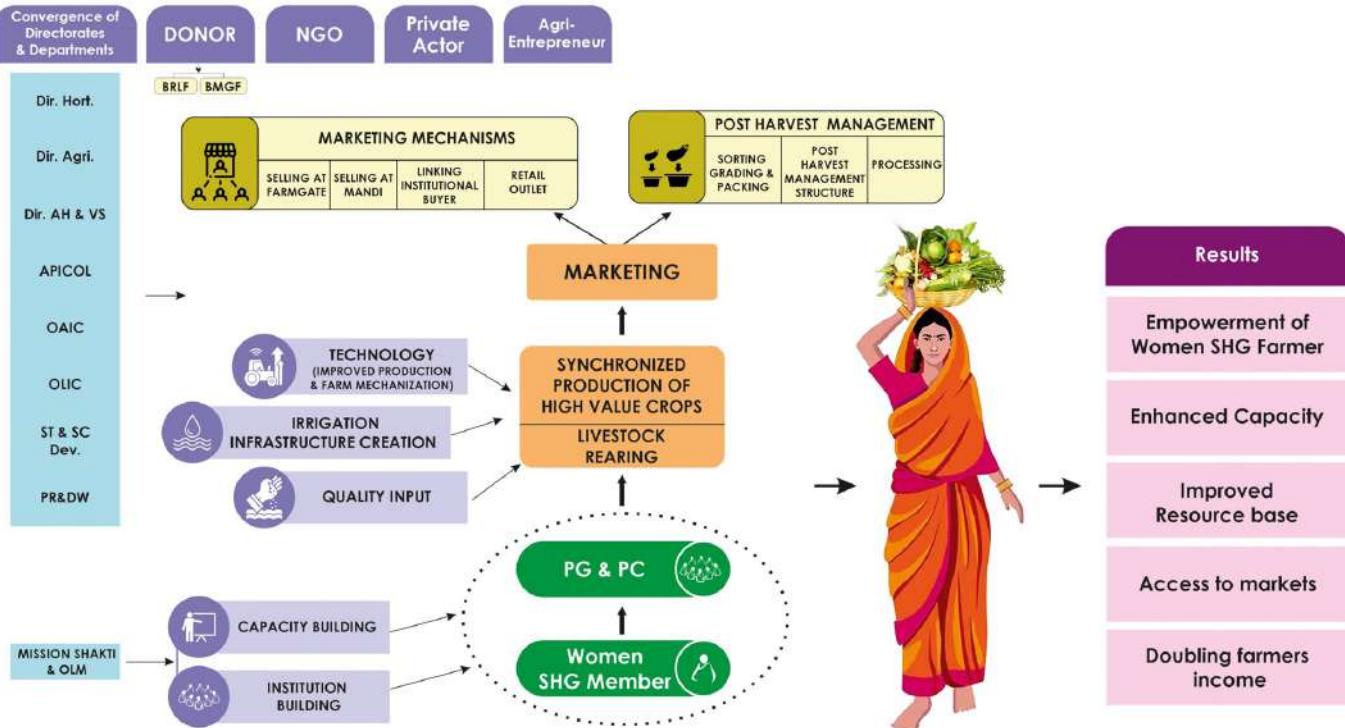
## Improved Livestock Rearing

- » 71707 farmers covered under Improved Livestock Rearing
- » 15925 Units of BYP Shed
- » 14039 Units of Goat Shed

## Collective Marketing

- » 1360 PGs
- » 98240 quintals of produce marketed collectively
- » Rs 3789 Lakhs realised

## a. Project Architecture



## b. Project Blocks

APC project launched in 2018 and gradually the project expanded to other blocks of the State. Initially the project covered 40 blocks in 12 districts of the State and subsequently 33 more blocks added to the list in a phased manner. Presently the project covers 73 blocks in 14 districts in the State.

As the project being implemented in a phased manner, they are at different level of project period and development. For easy understanding we may refer to the old 40 blocks as Phase I blocks and new 33 blocks as Phase II blocks. The list of blocks under the two categories are mentioned in the following table.

Districts	Phase I APC Project Blocks
Balangir	Muribahal, Tureikela, Bangomunda, Khaprakhol, Belpada
Baudh	Kantamal
Dhenkanal	Kankadahada
Jharsuguda	Kolabira, Laikera
Kalahandi	Golamunda, Lanjigarh, Thuamal Rampur
Kandhamal	Phulbani, Baliguda, K. Nuagaon
Kendujhar	Kendujhar Sadar, Jhumpura, Harichandanpur, Patna, Banspal
Koraput	Dasmantpur, Boipariguda, Pottangi, Semiliguda, Kundra, Lamtaput, Nandapur, Borigumma
Mayurbhanj	Jashipur, Karanjia, Khunta, Thakurmudna
Nuapada	Khariar, Boden
Rayagada	Bisamkatak, Muniguda, Kalyansinghpur, Kolnara
Sambalpur	Jamankira, Kuchindra

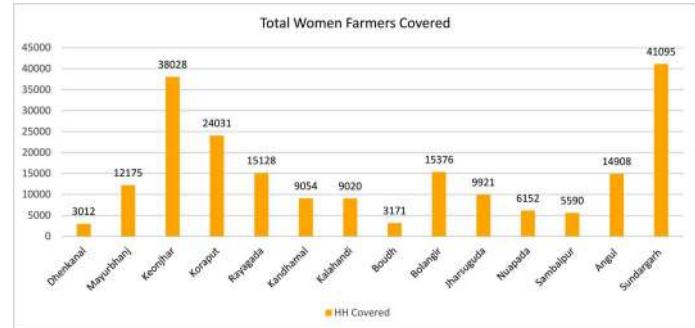
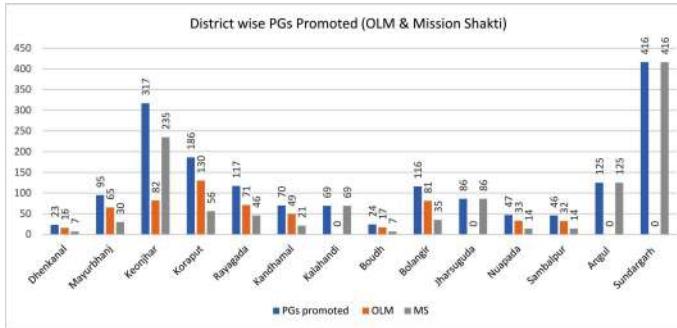
Districts	Phase II APC Project Blocks
Angul	Athamallik, Pallahara, Angul, Kishornagar, Chhendipada
Jharsuguda	Jharsuguda, Lakhnupur
Kendujhar	Anandapur, Saharpada, Ghasipura, Ghatagaon, Hatadihi, Joda, Champua, Telkoi
Rayagada	Kashipur
Sundargarh	Bonai, Lahunipara, Balisankara, Subdega, Kutra, Kuanrmunda, Bisra, Lephripara, Rajgangpur, Sundargarh, Bargaon, Tangarpali, Nuagaon, Lathikata, Hemgiri, Koida, Gurundia

# 1. Institution Building

Odisha Livelihood Mission and Dept of Mission Shakti provide financial support to form and strengthen Producer Groups. This includes, support towards capacitating its members, setting up of office infrastructure and initial start-up capital to engage in agriculture and livestock activities.

## 1.1. Strengthening of PG

The primary institution in the project is the Producer Groups (PG). The project targeted to form 1757 PGs in all the 14 project blocks. While the plan of 932 PGs in Phase I blocks was over since 2020-21, there has been 805 PGs formed in Phase II blocks bringing together a total number of 206661 women farmers. Thus, till this reporting period, there are 1737 PGs promoted. The district wise statistics of PGs formed and HH covered are cited in the following graphs.



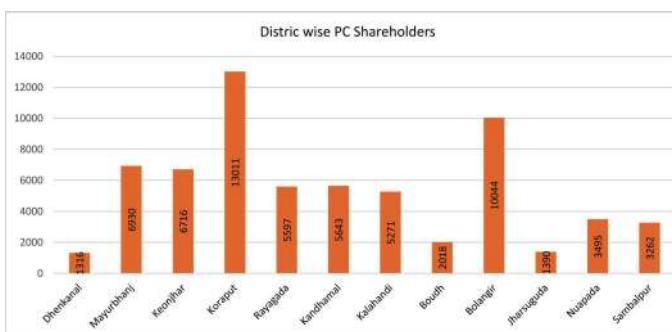
Out of the total 932 PGs formed in Phase I APC blocks, 839 of them received the IB-CB fund and 344 PG received the Working Capital. Similarly in Phase II APC blocks, 167 PGs received the IBCB fund. The IBCB fund was utilised to set up PG office, procurement of office stationeries, start-up kit for office, support for Udyog Mitra, purchase of equipment and Working Capital fund was utilised to procure inputs like seeds, fertilisers and bio pesticides and conducted capacity building events.

Block teams ensure that the PGs conduct their monthly meetings regularly and maintain documents. Besides, PG members have undergone refresher trainings around basic management, vision building, accounts, books and record keeping, cross-learning experiences to provide the required boost and impetuousness to the PG farmers. PGs have their timely business plans which helped respective facilitating teams to strategize further action and timely implementation of the plan.



## 1.2. Promotion of PC

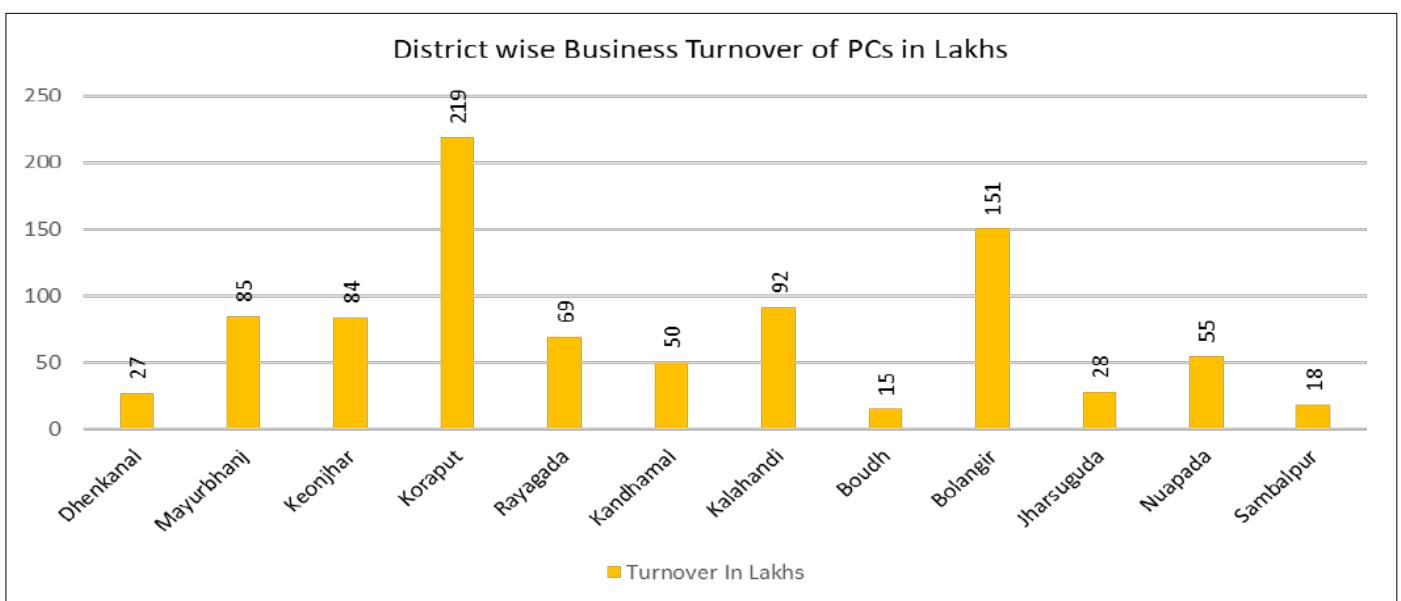
With the support from Mission Shakti, the project targeted the formation of 30 PCs in Phase I blocks and the process was completed during the 2021-22. Mobilisation of shareholders was emphasised during this reporting period and a total number of 64693 PG members have become shareholders. The district wise figure of shareholders are mentioned in the following graph.



The women shareholders have contributed a total amount of Rs 225 lakh as share capital till this reporting period. As PCs involved in input supply for agriculture and livestock activities; and collective marketing of vegetables, pulses, oilseeds, cereals and livestock of PG farmers, they have had a total transaction of Rs 892 lakhs during the reporting period. The below graph depicts the district wise business turn over of PCs. Besides dealing with vegetables and other products of PG farmers, some of the PCs have had the experience of products like jackfruit, tamarind, cashew and drumsticks with significant success rate. PCs provided inputs like seeds, fertilisers, pesticides and other inputs like vaccines and medicines for livestock farmers. Some PCs have explored markets outside Odisha like Kolkata, Patna, Raipur, Visakhapatnam, are few to name.

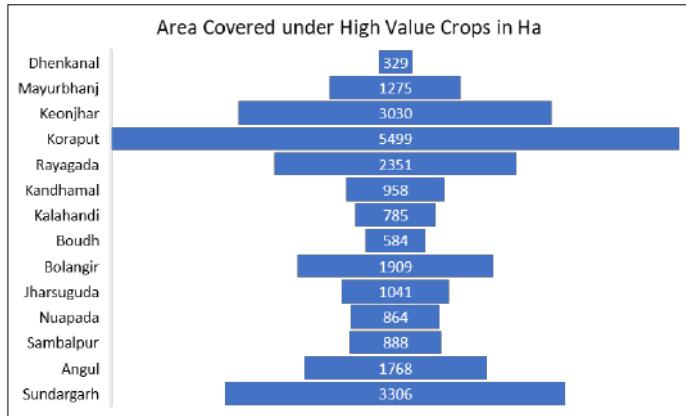
All the 30 PCs have received the initial start-up fund from Mission Shakti, an amount of Rs 17.6 lakhs. Thus, an amount of Rs 528 lakhs start-up capital have been mobilised. Further, Rs 25 lakh working capital for each PC has been released by Mission Shakti which will help the PCs to strengthen their business in coming days. 220 BoDs meetings have been conducted for effective governance and management of the PCs in the last six months.

In Phase II APC blocks, the activities around PC shareholder mobilisation, necessary training to PC Anchors, key PG leaders and application for PC registration have been completed after BoD selection. The formation of PCs is expected to be completed by the end of this financial year.



## 2. Agriculture

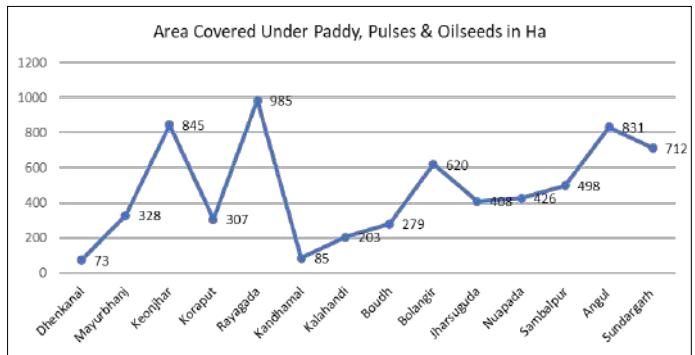
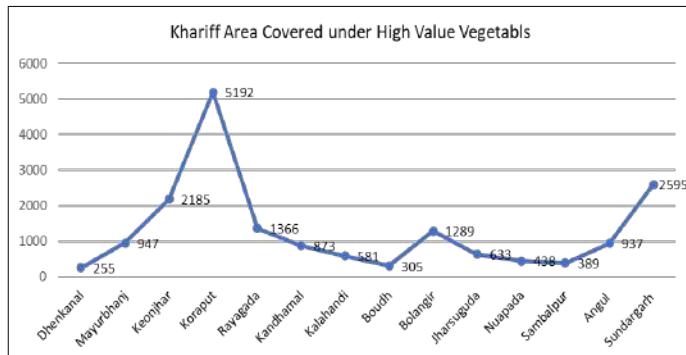
During this kharif 110016 PG farmers were involved in crop cultivation covering a total area of 24586 hectares. The major crops cultivated in this Kharif season through cluster development approach are Brinjal, Chilli, Bitter gourd, Groundnut, Pumpkin, Sweet Potato, Beans, Turmeric, High Value Paddy, etc.



### 2.1. High Value Vegetable Cultivation

In APC clusters, season wise 2-3 crops per PG are being selected looking at market attractiveness, small holder suitability and agro ecological compatibility in order to harvest a substantial surplus, which would ease marketing of the produce.

Out of the total area covered under agriculture intervention, 99019 PG farmers undertook high value vegetables in 17987



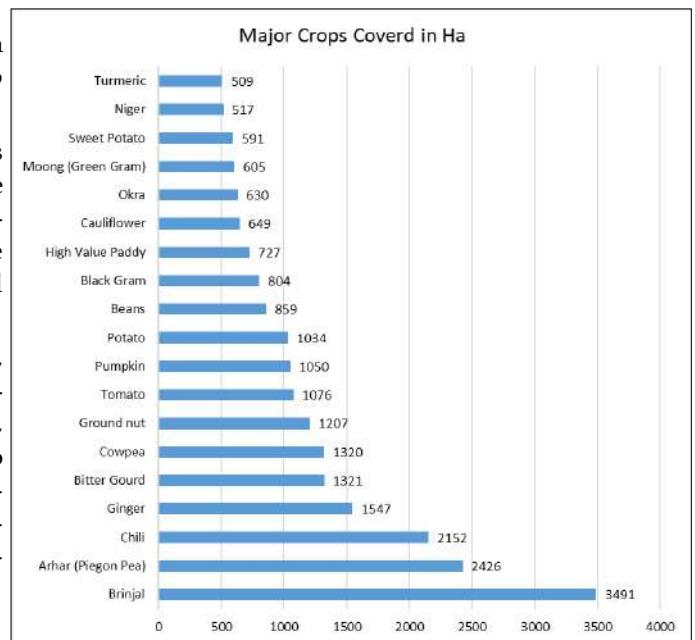
hectares. The district wise area coverage under high value vegetable cultivation is cited in the above graph.

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

During the reporting period 31427 farmers cultivated high value paddy, pulses and oilseeds in 6599 hectares. The top right graph indicates the district wise figures.

The bar chart indicates the share of crop area of major crops cultivated in more than 500 hectares during the year by the PG farmers. Others includes crops like Pointed Gourd, Cabbage, Yam, Sweet Corn, Ridge Gourd, Radish, Onion, Spine Gourd, Marigold, Ivy gourd, Black Paddy, Cucumber, and Capsicum.

In order to ensure synchronised plantation and production, block teams ensured crop planning, which included crop selection, input procurement plan, advance money collection, indent preparation, nursery raising plan, etc from village to PG level. This resulted in 60% of the PG farmers who laid collective nurseries and sowed the seed at one time either collectively or individually. This helped in synchronised crop production and collective selling of the harvest.



### 2.3. Non Pesticide Management

In order to make farming economical and sustainable, the project envisage coverage of 40% of the total cropland under NPM practises. NPM follows the usage of organically prepared manures and pest management products to grow the crops without use of chemical pesticides. In this regard, the project teams focussed on the use of Bijamrita for seed treatment, Agneyastra and Handikhata for insect pest management, Mahulastra for fungi control, Jeebamrita and waste decomposer for soil health improvement. Farmers have been trained on the use of tricoderma treated compost and waste decomposer on the plants, resulting in good crop growth. The Cluster Coordinators who are trained on the preparation of these formulations, organised regular training events for the farmers in order to imbibe them with the skill.

Till this reporting period, there has been 22044 compost pits across the project blocks and a total number of 42238 PG farmers practised NPM practices in 8182 hectares.

While AEs are being promoted to upscale NPM as a business model, in some blocks, the project teams also promote SHGs who collectively prepare and sell NPM products to the PG farmers. In some blocks, the teams have opened PG operated NPM outlets and Bio Resource Centres where NPM products are sold.

Multilayer farming model has been promoted which entirely follows the NPM method. Under this cultivation method green leafy vegetables, ginger, cowpea, ivy gourd/ bitter gourd and papaya are cultivated in different layers.

Some block teams have developed a resource base of farmers on NPM, who are skilled to prepare the NPM products and train their fellow farmers on its preparations and application.

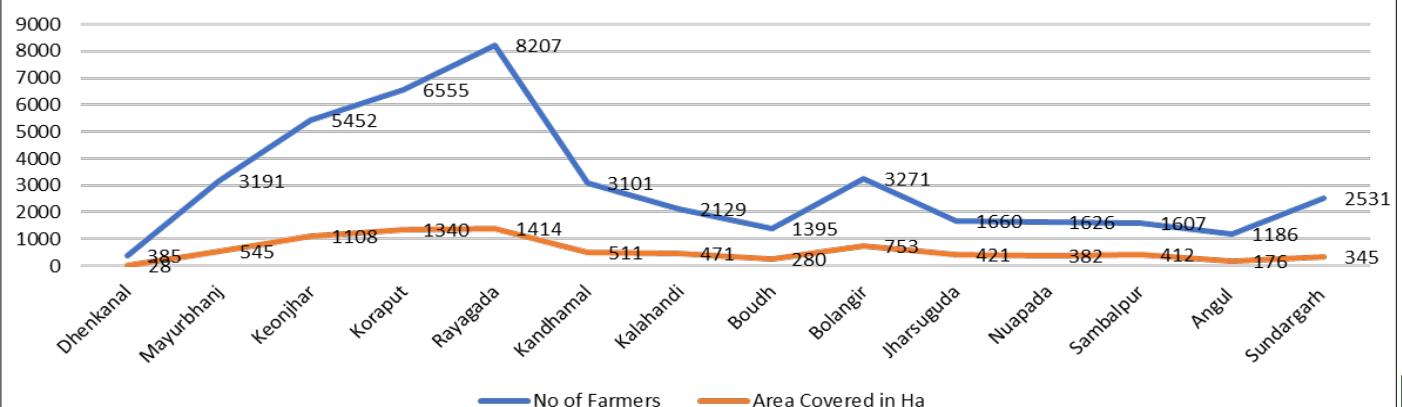


Application of Pheromone Trap in plants



Preparation of organic inoculation

NPM: Area Coverage in Ha & Farmers Practice



## 2.4. Plantation Activities

With regard to plantation activities, there is a cumulative achievement of 7993 hectares covering 17144 farmers. During this reporting period 542 hectares of plantation areas were added to the existing ones with 1298 new PG farmers. While species like mango and cashew have the major share to the total plantation area, banana, drumstick, litchi, guava and pomegranate also fairly contributes to the total plantation area coverage.

These plantation beneficiaries also taken up intercropping in those area which has helped in providing additional return and reducing mortality in plantation patches. The following graphs indicate the share of major species to the total area and district wise plantation area created and

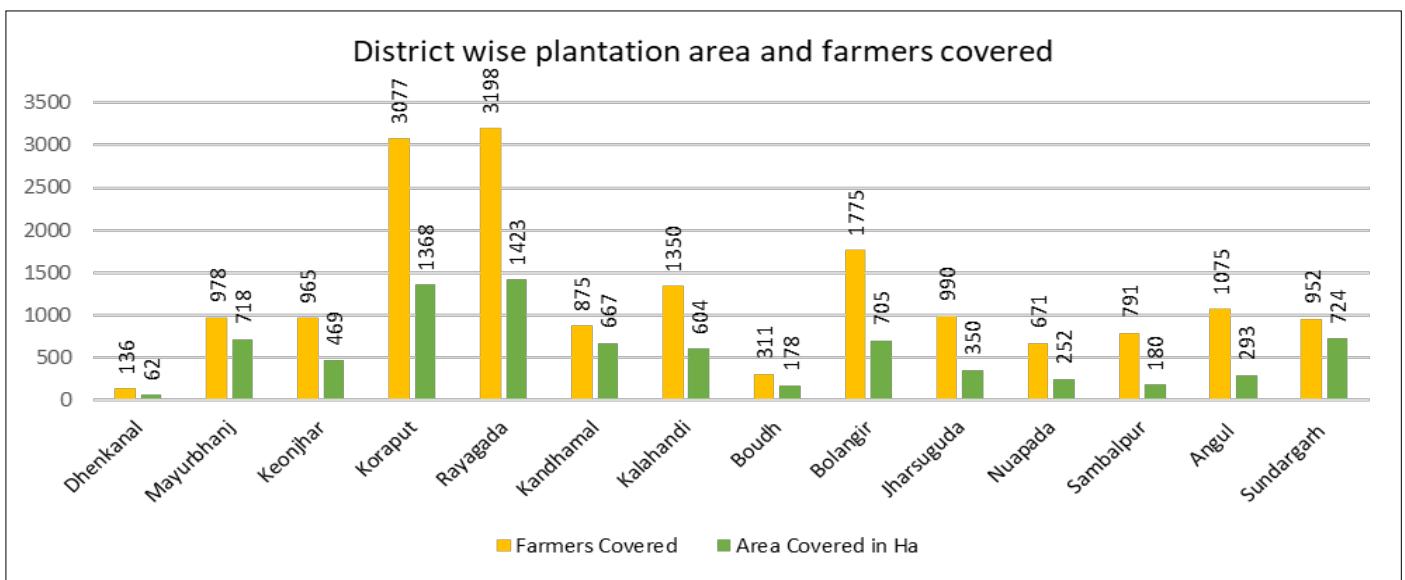
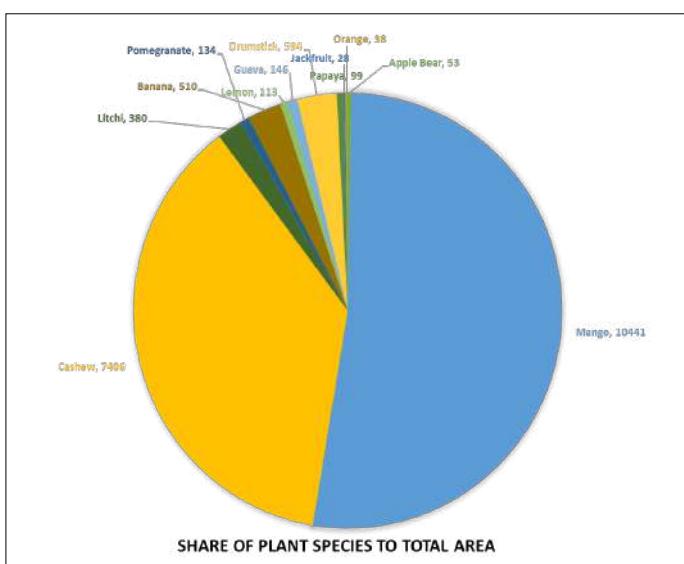


*Banana plantation, Belpada*



*A drumstick plantation, Khaprakhol*

farmers covered status.



### 3. Livelihood Infrastructure Development

#### 3.1. PHM Infrastructures

Post-Harvest Management (PHM) plays a very important role in horticultural 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.

So far there has been 78 Pack Houses, 168 storage structures, 244 low cost storage and processing units mobilised from various govt schemes and co-finance funds.

Besides, so far 61060 plastic crates have been distributed to women PG farmers in APC Blocks.

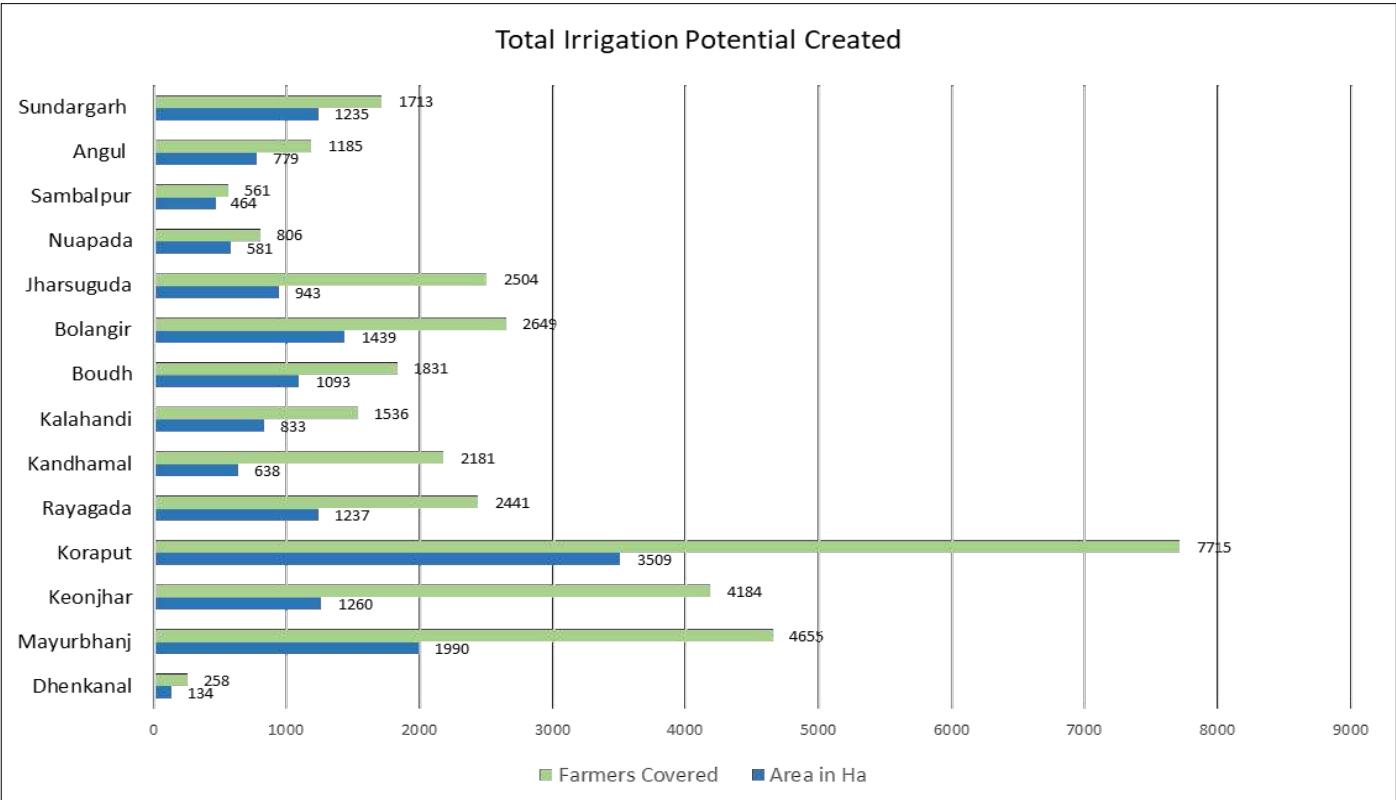
#### 3.2. Irrigation Infrastructure

Creation of irrigation infrastructure is critical for any sort of agriculture intervention, which helps in increasing the cropping intensity. Therefore, APC strives to increase the irrigation command area in its operational blocks in order to help farmers take up high value crops in three seasons, through mobilising resources and expertise from depts and schemes like OLIC, OAIC, ITDA, Watershed and MGNREGS.

Till this reporting period 336 new CRLP structures, 175 CRLP revival projects, 1346 CBWs, 1295 individual cluster lift projects, 3192 farm ponds, 696 dug wells and 661 other structures like check dam, DBI and canal have been achieved. With addition of irrigation potential of 1614 hectares for 3026 PG farmers, the total irrigation potential created in the project period has increased to 16136 hectares covering 34219 PG farmers in the 73 APC blocks. The district wise irrigation potential created and farmers coverage cited in the following graph.



*Solar Dehydration Units, Nandapur*



### 3.3. Micro Irrigation

Till this reporting period the project team could facilitate the coverage of micro irrigation projects in 3667 hectares with additional achievement of 893 hectares during this reporting period. It covers a total of 4372 farmers till this reporting period.

### 3.4. Farm Mechanisation and Improved Technologies

Under farm mechanisation, 64418 farmers have access to farm mechanisation. Farmers availed access to power tiller, tractor, sprayer, ridger, weeder, pump set, rotavator, paddy transplanter etc from CFCs, MKSP, GPLFs and individual assets.

Improved technologies like trellis, mulching, soilless nurseries are promoted to boost production and lessen drudgery. Grafted brinjal and tomato are being promoted among the farmers as a new way out to increase the yield of smallholders from their small patch of land with limited access to irrigation. The plan is to take up this activity in large scale.

22 Kheyti models of agriculture practise has been experimented in 11 blocks with impressive results, which will be expanded to more blocks in the coming days. Similarly, Harboliv Plus, an animal-repellent and growth promoter promoted in 14.4 hectares in 6 blocks where wild animal pose threat to standing crops. Multirow sprayers has been introduced in 16 blocks with 156 units.

So far 7154 farmers have installed permanent trellis to raise creepers, 165 hectares of mulching mobilised and solar fencing technology now covers 358 hectares in 13 blocks.



Drip irrigation system in Brinjal field, Turekela



Multirow sprayer, Harichandanpur



Readymade vermi compost pit being distributed to farmers, Khariar



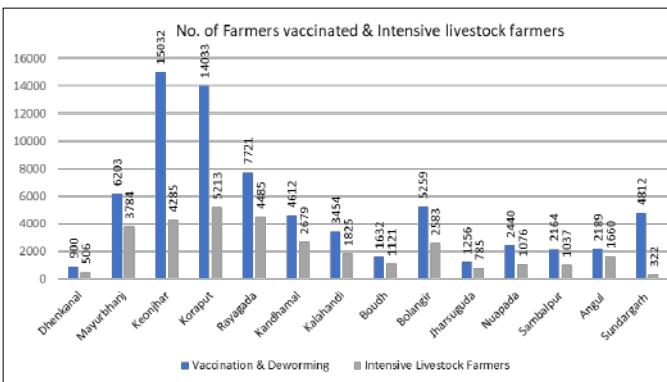
Application of Harbolive Plus, Sundargarh



Kheyti Model, Champua

## 4. 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 672 PGs who are intensively adopting livestock rearing practices. During the reporting period a total number of 71707 farmers availed vaccination and deworming services and 31368 farmers practised intensive livestock rearing activities under the project.

With the construction of 2067 BYP sheds and 1574 goat sheds during this reporting period, the project achieved a total number of 15925 BYP sheds and 14039 Goat sheds till this reporting period. Since fund mobilisation from existing schemes for goat sheds was tough given the imbalances in material and labour cost, Block teams facilitated the renovation of goat sheds by raising the bed of the structures and ensuring ventilation in all sheds across all blocks. The project team had to mobilise funds from ITDA and various other sources including co-finance funds and communities' own investments.

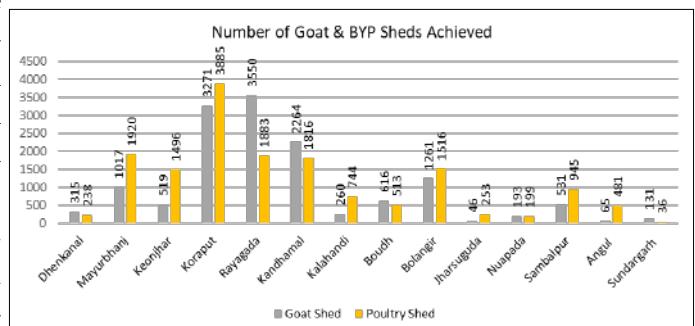
As deworming and vaccinations are most important missing link, doorstep availability without breaking the cold chain is a critical intervention. Hence, women farmer Producer Companies set up freezer and supply vaccines as an enterprise in the area. There are 1133 Prani Mitras/CAHWs who have been undergone various capacity building training to discharge their functions effectively. They are supported by Veterinary Dept staff and ensure regular calendar wise vaccination and deworming of goat and BYP across the APC blocks. Required linkages with Private actors like Hester has been established who ensures supply of quality vaccines to the Producer Companies on a timely basis.

Further, The cadres are systematically trained on Ethno-vet services for disease management. This method of treatment is proven to be very effective, user friendly and sustainable. As it is prepared from locally available materials and thus it is very useful for community and community cadres to cure animal diseases.

To establish models for quality chick supply, in 53 mother chick units have been initiated.

All the 30 producer companies (PC) are involved in Goat and BYP business. Livestock as an activity is becoming important for the Producer Companies as around 36% of the total collective marketing amount comes from the source. In this financial year, women farmers have collectively marketed 1860 quintals of birds and goats worth Rs 775 lakh, over 20% to the total collective marketing during the period.

Supplementary feed helps to gain more weight and egg production. To attain this azolla production units are be-



Goat vaccination, Karanjia

ing promoted nearby to the shed. Also feed supplement (grains, dry fish, dry and green fodder, mineral mixtures, etc.) are being prepared by some PC/AE/SHGs to provide to the rearers.

In case of goats, to influence market, large stock size is required and hence in 3 blocks (Balliguda, Lamtaput and Nandapur) block teams have started the goat hostel model, where the sellable goats are purchased by the Producer Company from the rearers and when the stock size is significant (generally more than 1 quintal), and market demands are high, company sells the goats at premium price. The hostels are also equipped with facilities for supplementary food for weight gain and first aid services.

In 6 blocks, the project teams have initiated butcher house for selling of meat. These units are run by entrepreneurs/ PC for selling of BYP and goat meat.



Regular vaccination as per calendar is key to livestock rearing, Bangomunda

## 5. Promotion of Agri Entrepreneur

Agriculture Entrepreneurship Promotion Scheme (AEPS) was launched in APICOL under Agriculture & FE Department with an aim to groom at least 1000 rural Agriculture Entrepreneurs (AEs) in 40 tribal dominated blocks of Odisha spread across 12 districts. The entrepreneurs identified under the scheme are expected to engage with 150 to 250 families each, collectively impacting the life and livelihoods of 2 Lakh households in three years by providing quality agricultural inputs and services, farm mechanisation and marketing assurances to farmers at their doorstep.

Sl. no.	Trade	No. of AEs
1	Nursery	88
2	Goat	162
3	Poultry	200
4	Agri-input and marketing	166
5	Mushroom	34
6	Fish fingerling	16
7	Farm mechanisation	15
	Total	681



AE selection process in Pottangi

Till 30th September 2023, under AE promotion four rounds of advertisements were made by APICOL wherein 2742 numbers of eligible applications were generated. A total of 1410 AEs were selected in the selection process conducted by APICOL, out them 1001 AEs have registered in AEPS. So far, 449 AEs have undergone Foundation course training and 681 AEs have undergone Advanced trade trainings. The above table shows the trade wise trained AEs.

## 6. Establishment of Market

Synchronized production is helping members of PGs and PCs getting bulk marketable surplus production and selling their produce in a transparent manner through collective marketing. Ensuring the marketable surplus at PG level has helped in better market linkages of their produce with enhanced understanding of the women PG members about understanding market demand for variety, packaging with increased bargain power for pricing and timely payment. Over the years the village level aggregation points of PGs have now made its identity amongst both members and buyers which is helping in promoting timely aggregation, proper sorting, grading and packaging practices at farm gates for better market linkages in bulk and this has further strengthened in establishing market linkages through PCs. Overall progress around different aspects are as follows.

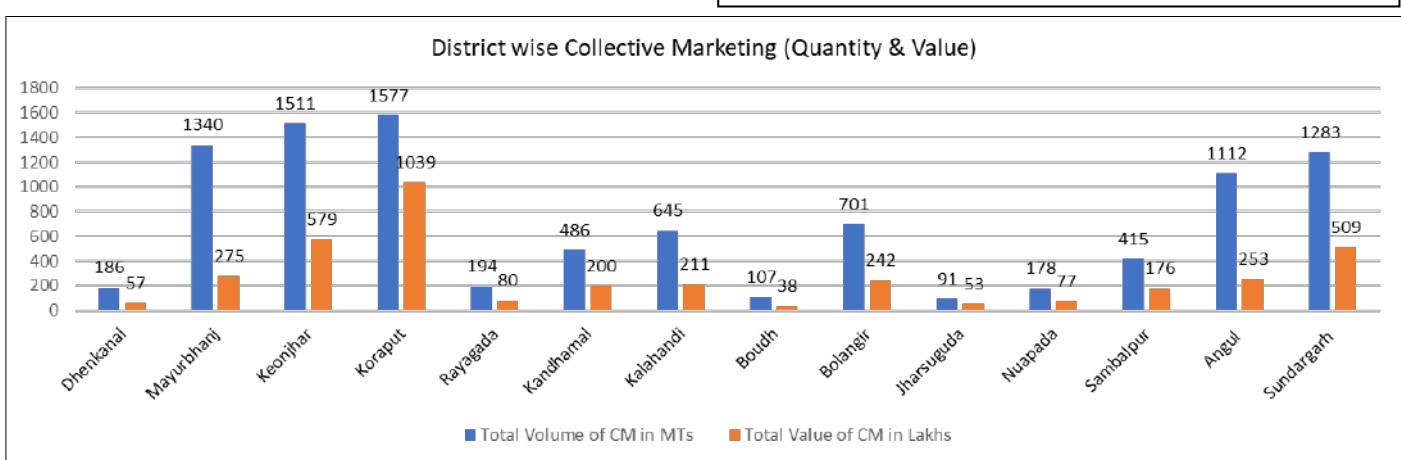
During the reporting period, 54299 women farmers from 1360 PGs were engaged in collective marketing selling 9824 MTs of vegetables and other commodities to the tune of Rs 3789 lakhs. The district wise sales status of both vegetables and livestock products



Collective marketing of Watermelon, Kankadahad



Properly sorted, graded and packaged product fetches good price, Khunta



S.No	Channels	Sales in Qtl	Sales in Lakhs
1	e-NAM	198.12	1.46
2	Institutional Buyer	1165.78	48.62
3	Mandi	1962.9	54.73
4	Other Digital Platforms	40	2.8
5	Processing Units	85.5	2.11
6	Retailers	22506.36	843.44
7	Trader at Farm Gate	88620.78	3313.82
8	Veg on Wheels	780.23	31.16
	<b>Total</b>	<b>115359.9</b>	<b>4298.17</b>

are cited in the above graph.

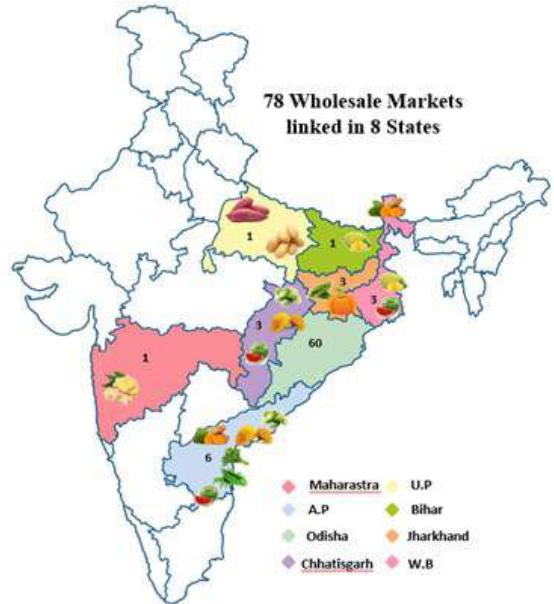
### 6.1. Channel wise Collective Marketing

Traders, retailers, mandis, institutional buyers, processors, e-NAM, and retail outlets are the major channels tried out for collective marketing of produce through PGs and PCs promoted in APCs. During starting of the project, the major marketing channel was Traders

and over the years the marketing channels have been diversified with the share of channels like retailers and mandis gradually increasing.

## 6.2. Markets and Buyers

Till date 528 buyers from 78 Wholesale markets of 8 states have been linked with the PGs and PCs for regularising the Marketing. To manage the logistics and get assured orders, negotiation is being done with buyers to send vehicles to the aggregation point of the PGs which has largely helped in boosting the confidence of PGs and PCs in doing bulk marketing. This has also largely ensured timely receipt of money from the market against sales. After formation of PCs the Mandi channel is being further strengthened which is further building the market competitiveness in the clusters. Based on the price offered by the different channels, marketable surplus availability and payment methods to PGs and PCs are finally decided - which crops to sell to which buyer through which channel.



## 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 trainings 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



Training to PG farmers on Horticulture & Agriculture by Horticulture dept, Lamtaput

PC. Simultaneously, in all the 73 blocks block teams systematically organised capacity building events for community cadres like Prani Mitra, Krishi 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 supports capacity building initiatives for PG members on agriculture and livestock themes.

## 8. Coordination and Liasioning

Respective block teams organised 94 Block Level Coordination Committee (BLCCs) in the reporting period. The project team organised meetings with different departments such as horticulture, OAIC, OLIC, ITDA, OLM, Veterinary & DRDA dept on around different APC activities and programmes.

In 14 districts, 120 DLCC and interdepartmental meetings have been conducted so far.

In June 2023, the 7th SLCC (State Level Coordination Committee) meeting was held under the chairmanship of Principal Secretary, Agriculture & Farmers Empowerment Department.

The frequency of visits to different departments has increased. During this financial year Minister, Agriculture visited APC areas in Semiliguda, Anu Garg, Development Commissioner-cum-ACS visited Turekela, Principal Secretary & 5T Secretary visited Harichandanpur, Sri S K Chadha, Special Secretary, Cooperation dept visited Belpada, and Muribahal, Additional Secretary, Guha Poonam Tapas Kumar visited Kantamal APC areas and appreciated the efforts of the NGO partners in bringing positive economic impact on the lives of these women farmers. This has helped in increasing the enthusiasm and interactions between community, partner NGOs and other stakeholders.



Honorary Minister, DA&FE's visit to Semiliguda, Koraput



Kalahandi DLCC meeting in progress

## 9. 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.

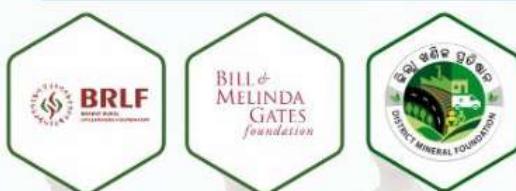
The project regularly updates stories in social media platforms like twitter, Instagram, Facebook, YouTube channels. Stories are also shared in WhatsApp groups for wider dissemination and learning of best practises. In totality, there has been a positive impact of the project among stakeholders. Line departments have also shared APC success stories from their official social media handles. Thumbnails of some of the YouTube videos are presented in the picture.



## GOVT. DEPARTMENTS



## DONORS



## NGO PARTNERS



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