



ANNUAL REPORT 2022-23

AGRICULTURE PRODUCTION CLUSTER
(APC) IN ODISHA

Submitted By
**APC Programme Secretariat,
PRADAN**

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.



Contents

Contents	Page #
a. Project Architecture	1
b. Project Blocks	1
1. Institution Building 1.1. Strengthening PGs 1.2. Promotion of PC	2
2. Agriculture development 2.1. High Value Vegetable Cultivation 2.2. High Value Paddy, Pulses and Oilseeds 2.3. Non Pesticide Management 2.4. Plantation Activities 2.5. Farm Mechanisation & Improved Technologies	4
3. Livelihood Infrastructure Development 3.1. Post-Harvest Management 3.2. Irrigation 3.3. Micro Irrigation	7
4. Livestock Development	9
5. Promotion of Agri Entrepreneurs	10
6. Establishment of Market 6.1. Key Strategies 6.1.1. Product Identification & Synchronised production 6.1.2. Market Profiling, Buyer Profiling and Strengthening link-ages 6.1.3. Involvement of Community Institutions-PG & PC 6.1.4. Aggregation Points at PGs 6.1.5. Price Discovery Mechanisms	11
7. Training & Capacity building	13
8. Coordination and Liasioning	13
9. Communication & Media	14



Key Achievements

Institution Building

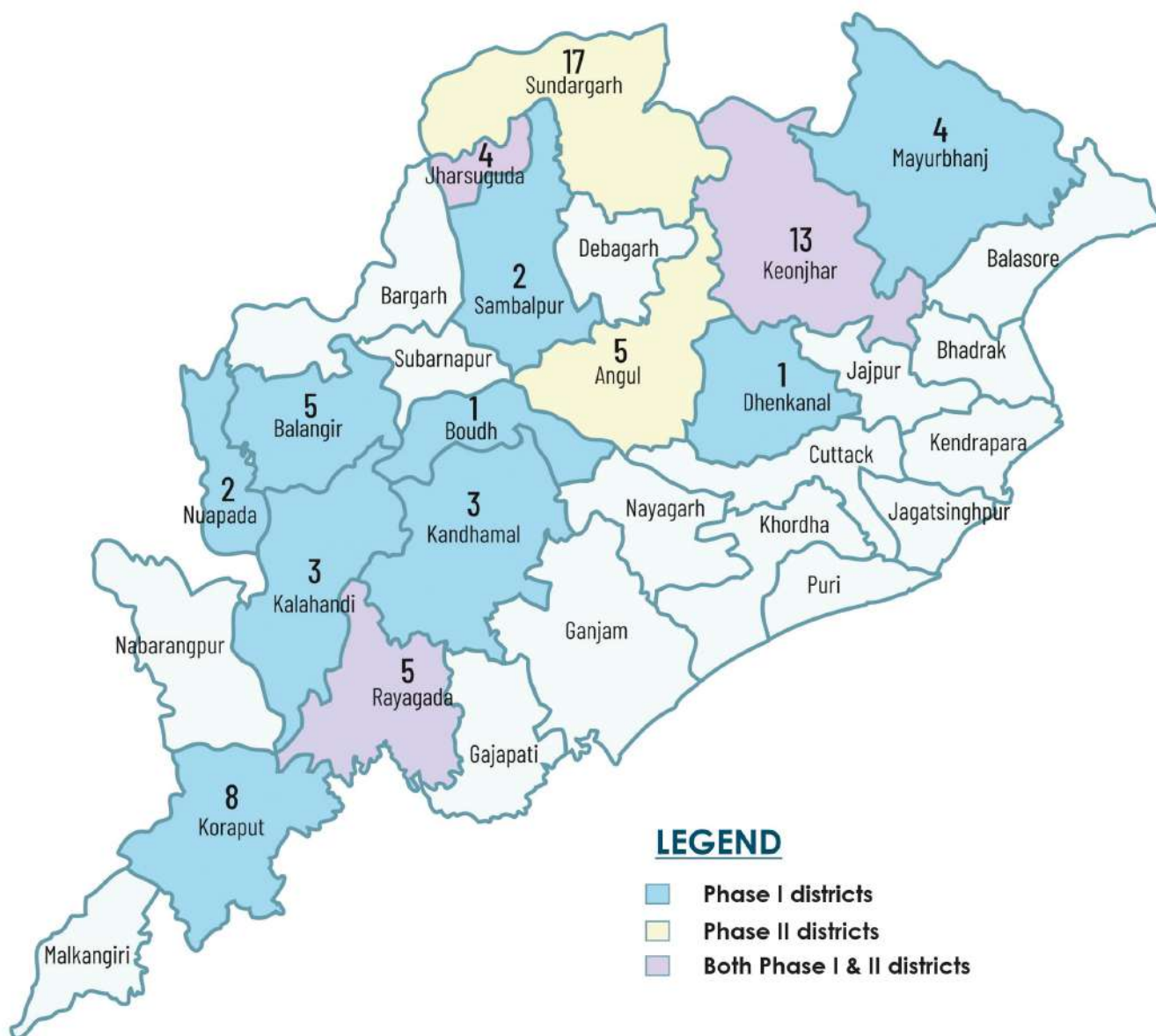
- » 1700 PGS
- » 196723 PG Farmers Covered
- » 30 PCS
- » 60535 Shareholders

Agriculture

- » 49928 Ha
- » 133426 PG farmers Covered
- » 12150 Ha Under NPM
- » 51364 Farmers Under NPM

Horticulture

- » 7572 Ha plantation
- » 15846 Farmers Benefited



LEGEND

- Phase I districts
- Phase II districts
- Both Phase I & II districts

Irrigation Coverage

- » 14522 Ha of Irrigation Potential Created
- » 31193 Farmers benefited

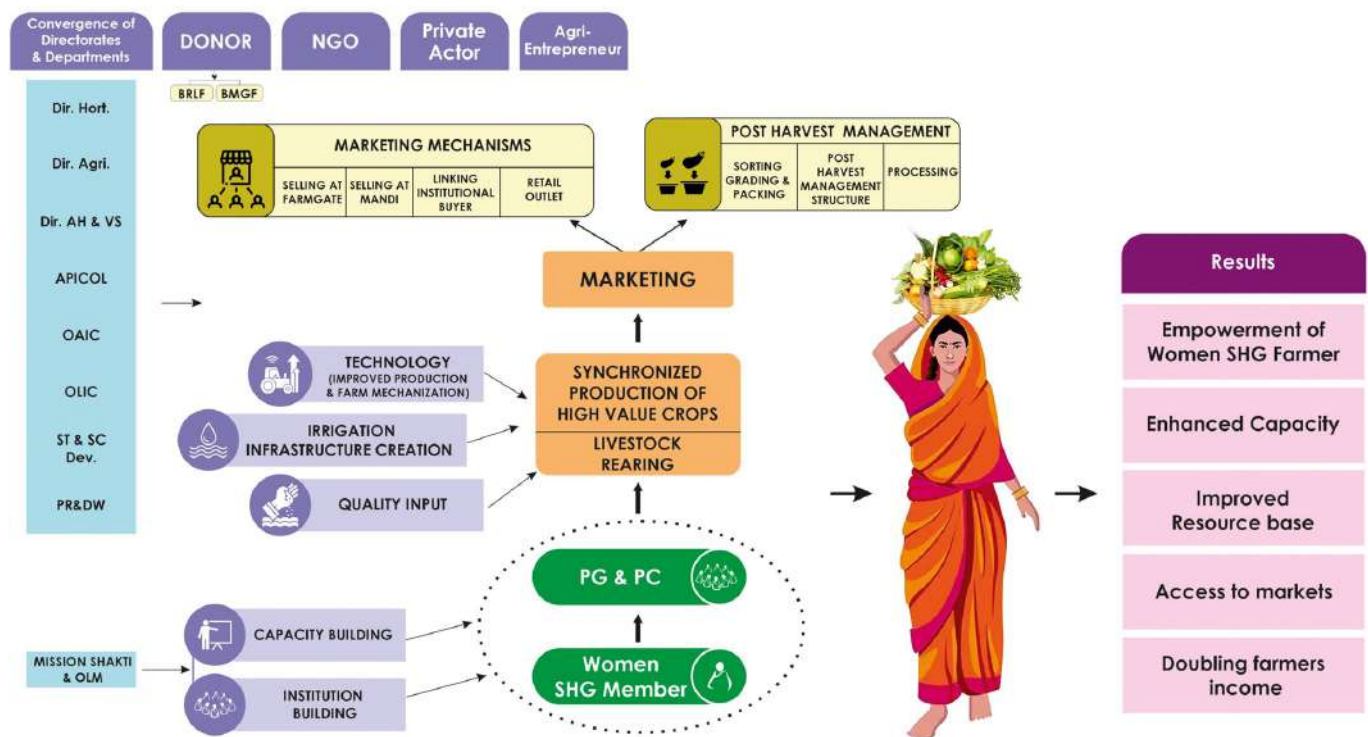
Improved Livestock Rearing

- » 77954 farmers covered under Improved Livestock Rearing
- » 13858 Units of BYP Shed
- » 12465 Units of Goat Shed

Collective Marketing

- » 1335 PGs
- » 285751 quintals of produce marketed collectively
- » Rs 6716 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	Dasmanpur, Boipariguda, Pottangi, Semiliguda, Kundra, Lamtaput, Nandapur, Borigumma
Mayurbhanj	Jashipur, Karanjia, Khunta, Thakurmudna
Nuapada	Khariar, Boden
Rayagada	Bisamkatak, Muniguda, Kalyansinghpur, Kolnara
Sambalpur	Jamankira, Kuchindra

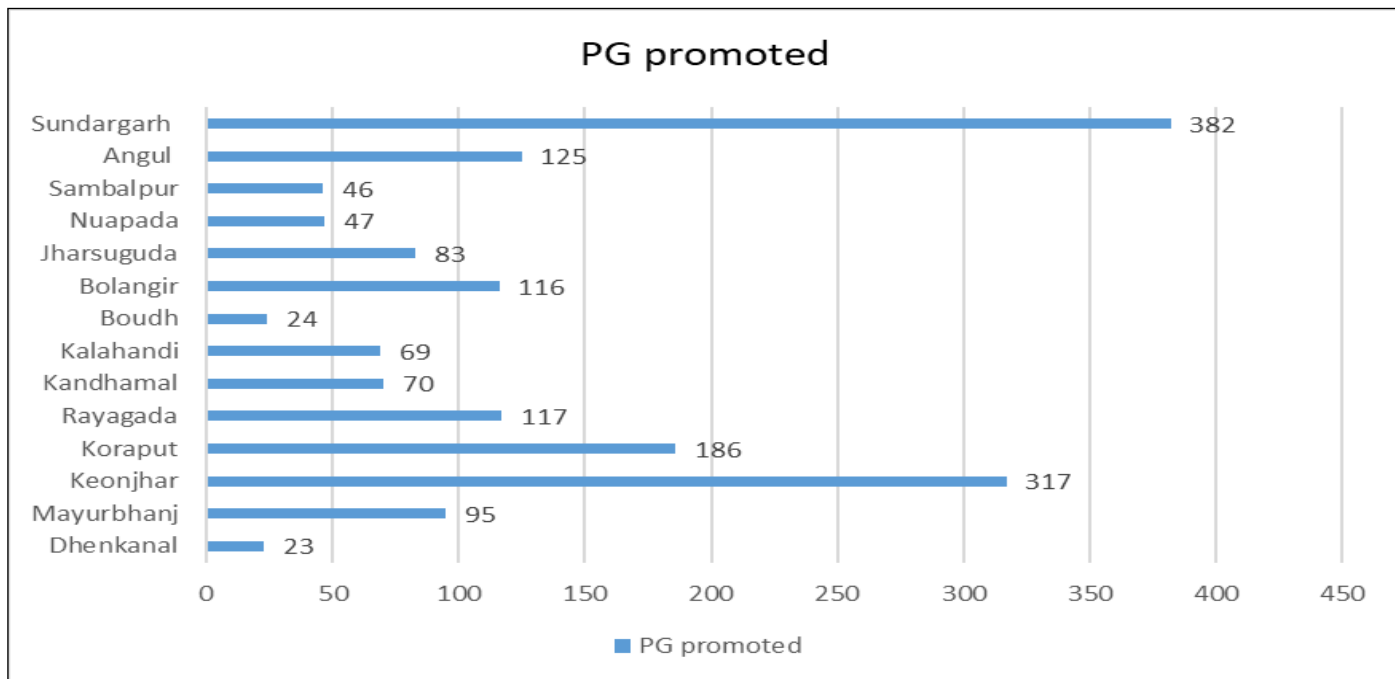
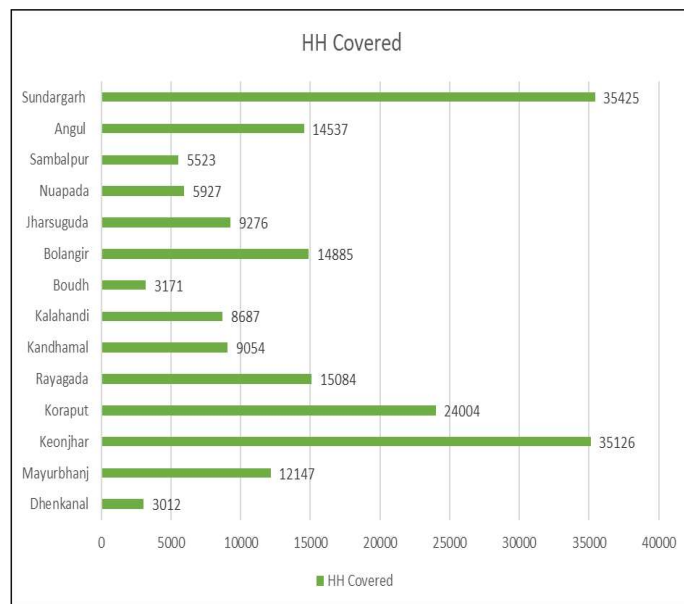
Districts	Phase II APC Project Blocks
Angul	Athamallik, Pallahara, Angul, Kishornagar, Chhendipada
Jharsuguda	Jharsuguda, Lakhanpur
Kendujhar	Anandapur, Saharpada, Ghasipura, Ghatagaon, Hatadihi, Joda, Champua, Telkoi
Rayagada	Kashipur
Sundargarh	Bonai, Lahunipara, Balisankara, Subdega, Kutra, Kuanrmunda, Bisra, Lephripura, 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 live-stock 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 768 PGs formed in Phase II blocks bringing together a total number of 196723 women farmers. Thus, till this reporting period, there are 1700 PGs promoted. The district wise statistics of PGs formed and HH covered are cited in the graphs.



Regular PG meeting ensures better coordination and action

Out of the total 932 PGs formed in Phase I APC blocks, 836 of them received the IBCB fund and 326 PG received the Working Capital. PGs utilised the IBCB fund to set up their office, procure 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. A total amount of Rs 2157.48 lakh has been received both from Mission Shakti and OLM.

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 financial year and a total number of 60535 PG members have become shareholders. The district wise figure of shareholders are mentioned in the following graph.

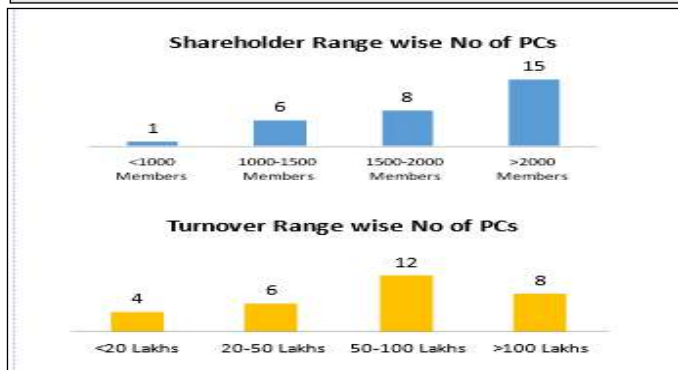
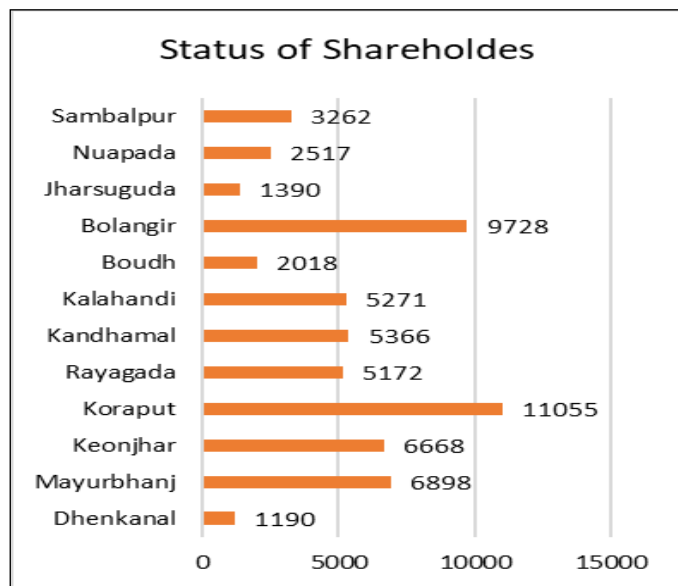
In Phase II APC blocks, the process of PC formation has not yet started, although the activities around orientation around PC shareholder mobilisation have been initiated.

The women shareholders have contributed a total amount of Rs 212.31 lakh as share capital till this reporting period. The district wise details of PC business turn over and share capital mobilised is cited in the following graph.

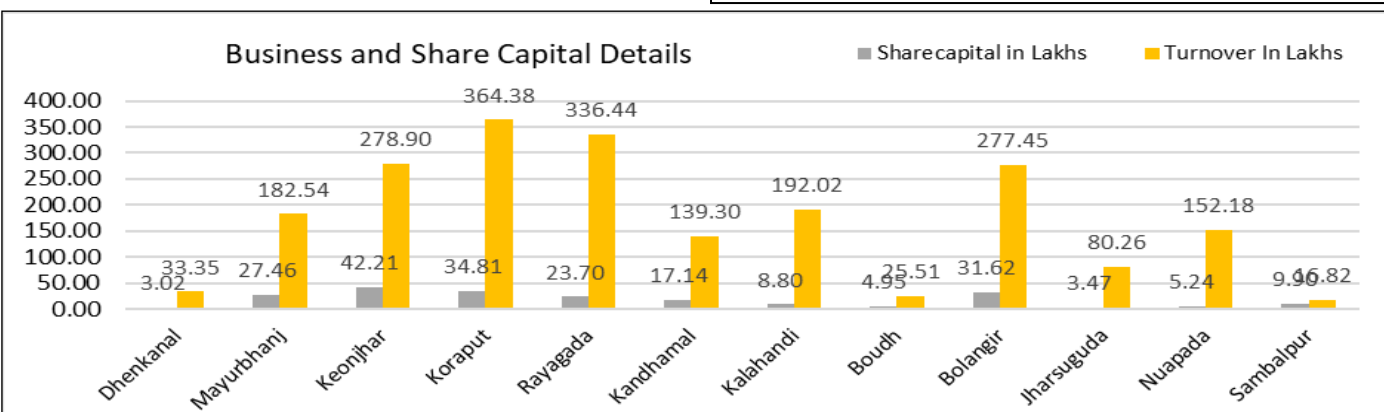
As PCs involved in input supply and collective marketing of vegetables, pulses, oilseeds, cereals and livestock of PG farmers, they have had a total transaction of Rs 2079.2 lakhs during the reporting period. Besides dealing with vegetables and other products of PG farmers, some of the PCs have had the 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 523.54 lakhs start-up capital have been mobilised.

383 BoDs meetings have been conducted for effective governance and management of the PCs in the reporting period.



UFPCCL, Harichandanpur in the process of bitter gourd marketing



2. Agriculture

Out of the total 196723 PG members, 133426 (68%) PG farmers were involved in crop cultivation covering a total area of 49928 hectares. The major crops cultivated in all the three seasons (Kharif, Rabi and Summer) through cluster development approach are Brinjal, Cowpea, Tomato, Bitter gourd, Chilli, Beans, Pigeon pea, Ground nut, Ginger, High Value Paddy, Potato, Sweet Corn, Black gram, Okra, Sweet Potato, Pumpkin, Ridge gourd, Turmeric, Pointed Gourd, Radish, Spine gourd, Yam, Cauliflower, Green gram and Onion.

2.1. High Value Vegetable Cultivation

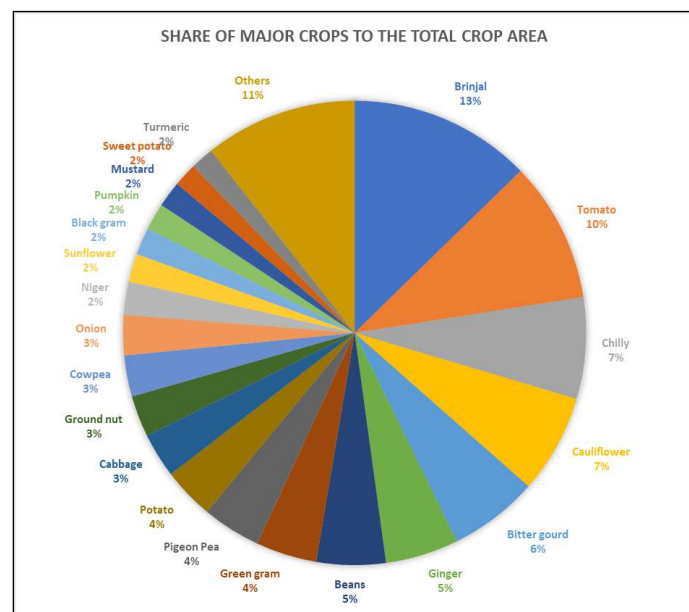
In APC clusters, season wise 2-3 crops per PG are being selected looking at market attractiveness, small holder suitability and agro ecological compatibility in order to harvest a substantial surplus, which would ease marketing of the produce.

Out of the total area covered under agriculture intervention, 119046 PG farmers undertook high value vegetables in 38265 hectares. The district wise area coverage under high value vegetable cultivation is cited in the following graph.



Bitter Gourd cultivation in Trellis

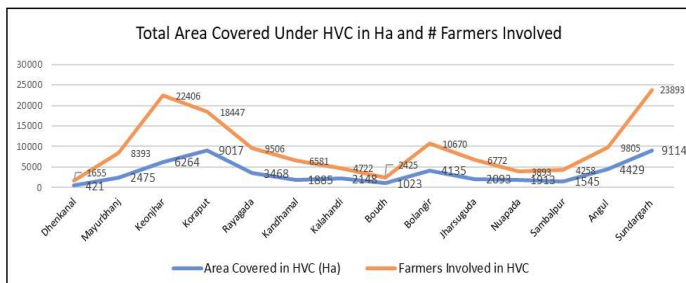
Green pea, Watermelon, Sweetcorn, Pointed gourd, High Value Paddy, Okra, Ridge gourd, Radish, Yam,



Leafy Vegetables, Spine gourd, Ivy gourd, Black Paddy, Marigold, Cucumber, Cowpea and Capsicum.

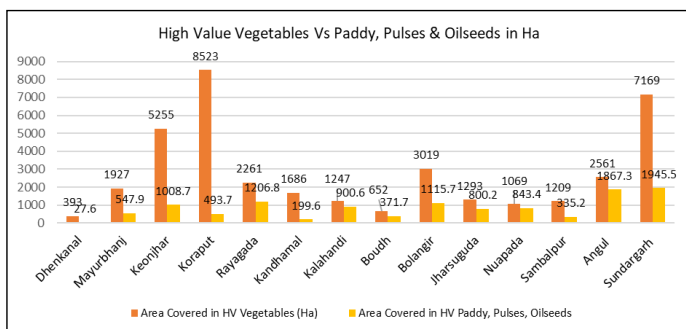
At least 60% of the PG farmers laid collective nurseries and sowed the seed at one time either collectively or individually. This helped in synchronised crop production and collective selling of the harvest. Community nursery and synchronised production is the key principle in APC. Convergence with ITDA and Horticulture helped the farmers to grow more and earn a sound amount of income.

During the period PC played a vital role in provisioning services like on timely input availability and marketing of their products in different markets and securing income in the hand of the women farmers.



2.2. High Value Paddy, Pulses and Oilseeds

During the reporting period 40095 farmers cultivated high value paddy, pulses and oilseeds in 11664 hectares. The following graph indicates the district wise figures.



The pie 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

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 trichoderma 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 20561 compost pits across the project blocks and a total number of

51364 PG farmers practised NPM practices in 12150 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



A Bio Resource Centre in Boipariguda, Koraput

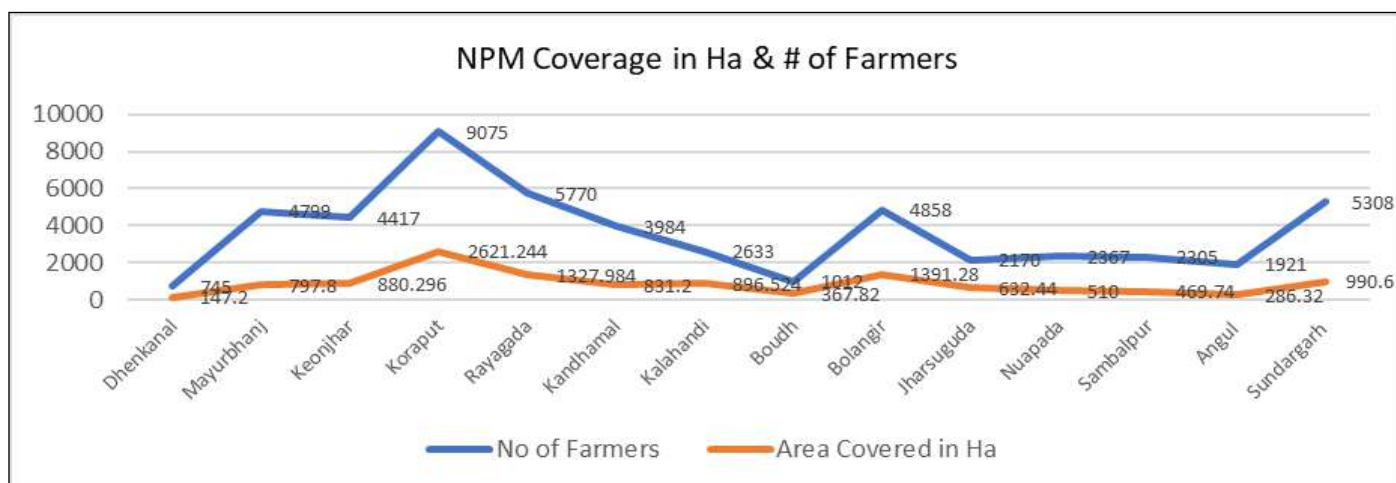
have opened PG operated NPM outlets where NPM products are sold.

Multilayer farming model has been promoted which entirely follows the NPM method. Under this cultivation method green leafy vegetables, ginger, cow-pea, 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.



An NPM outlet in managed by PC in Thakurmunda, Mayurbhanj



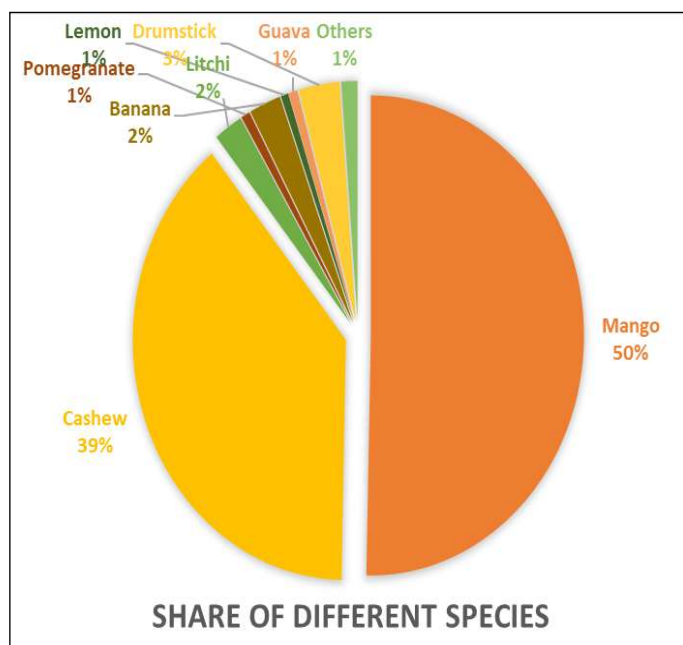
2.4. Plantation Activities

With regard to plantation activities, there is a cumulative achievement of 7451 hectares covering 15846 farmers. During this reporting period 2334 hectares of plantation areas were added to the existing ones with 3541 new PG farmers. While species like mango and cashew have the major share to the total plantation area, , drumstick, litchi, banana, guava, and pomegranate also fairly contributes to the total plantation area coverage.

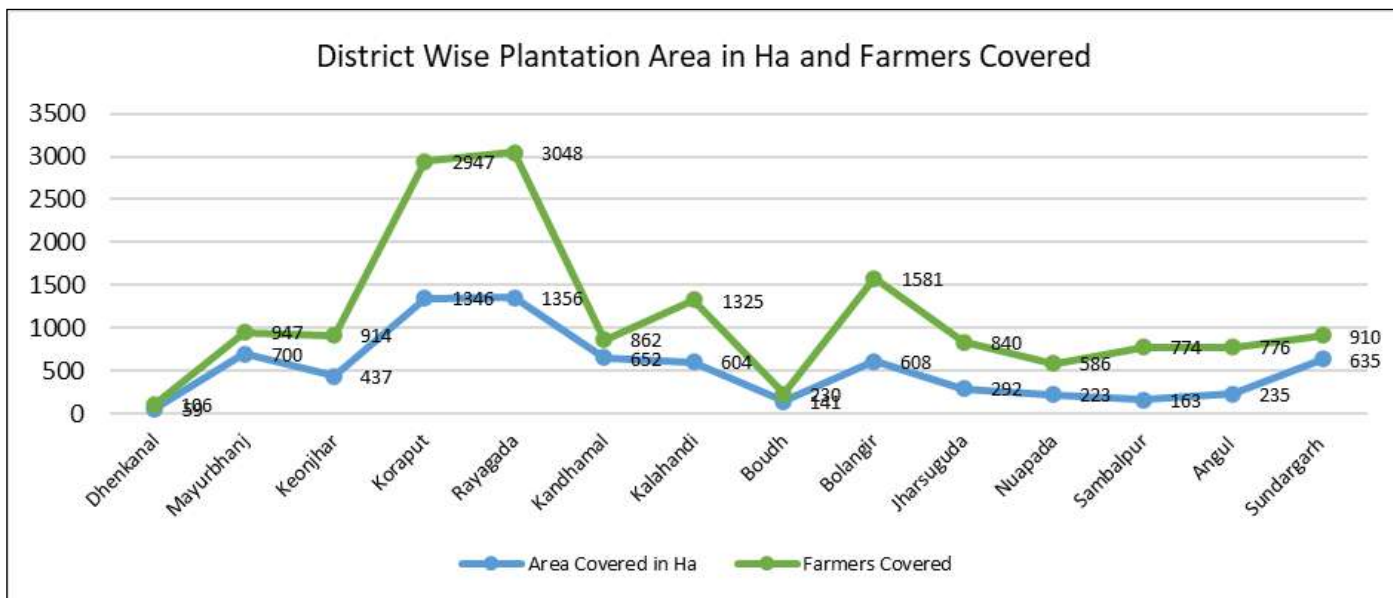
In this financial year short duration plantations like drumstick have been taken up under MGNREGS, with significant success rate in Western Odisha. These beneficiaries also taken up intercropping in those area which has helped in providing additional return and reducing mortality in plantation patches.



Intercropping in banana field in Balangir



A drumstick plantation field



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.



PG farmers have sorted, graded and packaged tomato, Belpada

So far there has been 77 Pack Houses, 144 storage structures, 217 low cost storage and processing units mobilised from various govt schemes and co-finance funds.

So far 40872 plastic crates have been distributed to women PG farmers in APC Blocks. Similarly, apart from provisioning weighing balance from IBCB fund, the project team leveraged 112 units from other sources.

3.2. Irrigation Infrastructure

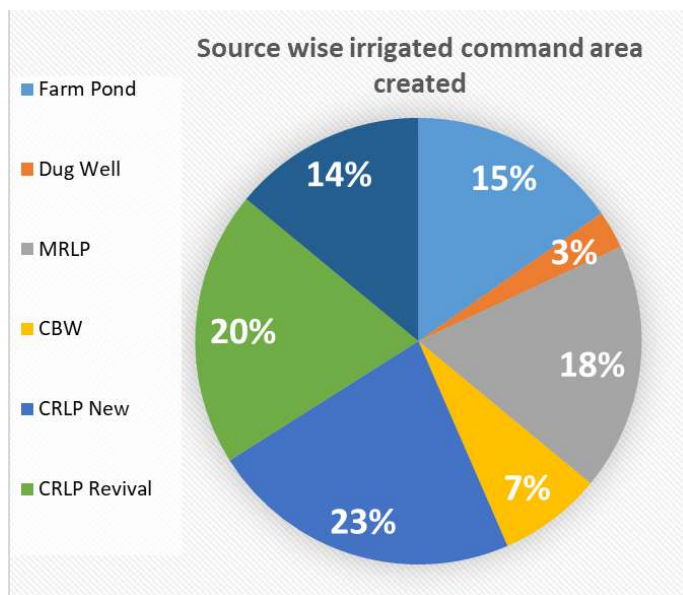
Creation of irrigation infrastructure is critical for any sort of agriculture intervention, which ensures triple the cropping intensity. Therefore, APC strives to increase



Low cost Onion storage structure

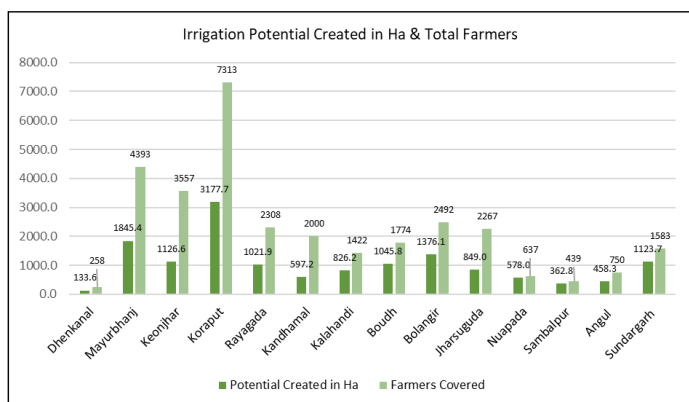
from depts and schemes like OLIC, OAIC, ITDA, Watershed and MGNREGS.

Till this reporting period 171 new CRLP structures, 278 CRLP revival projects, 1161 CBWs, 1276 individual cluster lift projects, 2894 farm ponds, 669 dug wells and 653 other structures like check dam, DBI and canal have been achieved. With addition of irrigation potential of 4439 hectares for 7933 PG farmers, the total irrigation potential created in the project period has increased to 14522 hectares covering 31193 PG farmers in the 73 APC blocks.



3.3. Micro Irrigation

Till this reporting period the project team could facilitated the coverage of micro irrigation projects in 2774 hectares with additional achievement of 1769 hectares during this reporting period. It covers a total of 3523 farmers till this reporting period.



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

3.4. Farm Mechanisation and Improved Technologies

Under farm mechanisation, 72654 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

So far 6632 farmers have installed permanent trellis to



A PG farmer with Multi row sprayer

raise creepers, 85 hectares of mulching mobilised and several solar fencings have been mobilised.

Mulching Aids Double Farm Income

Smt. Baidei Pattnaik, a landless farmer, used to migrate to Raipur with family and worked agriculture farms. As her children grew up, she realized the importance of her children's education and decided to stay back.

As APC launched in her village in 2019, she took interest in vegetable cultivation. She leased in 1.5 acre land. APC partner JMA provided end-to-end support on vegetable farming in collaboration with line departments. With the technical support she adopted improved agriculture practices and expanded her vegeta-



UP: Baidei with her vermi compost pit, Below: Baidei with her awards and recognitions



ble cultivation area to additional 1.5 acres.

During the year 2022-23, she was supported with mulching, in addition to the vermi compost pit she received earlier. As she practised NPM method, most of the inputs came at low cost. She cultivated chilli in 0.5 acres and earned around 63000 last year. This year as she applied mulch to the chilly field, she earned around Rs 2 lakhs from one acre. Due to mulching, she could save the extra labour cost that would have around Rs. 32000 from 3 acres of land. There were incidences of disease and pest attack last year, which decreased the production. But this year due to mulching practice the risk has been minimized. Presently she earns more than 4 lakhs per annum and children are pursuing higher education.

Recently she received state level **Kruti Krushak** award for adopting new technologies. Farmers from other villages organise exposure to her field and get inspired from mulching and drip technology. Her life has been changed today.

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 596 PGs who are intensively adopting livestock rearing practices. During the reporting period a total number of 77954 farmers availed vaccination and deworming services and 35063 farmers practised intensive livestock rearing activities under the project.

With the construction of 5593 BYP sheds and 4200 goat sheds during this financial year, the project achieved a total number of 13858 BYP sheds and 12465 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 761 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-



A women farmer feeding her chicken flocks

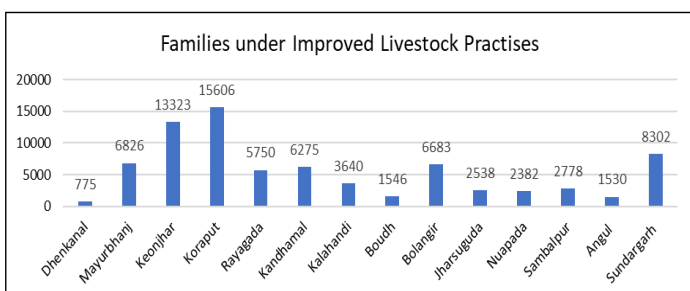
vet services for disease management. This method of treatment is proven to be very effective, user friendly and sustainable. As it is prepared from locally available materials and thus it is very useful for community and community cadres to cure animal diseases.

To establish models for quality chick supply, in 18 blocks mother chick units have been initiated.

All the 30 producer companies (PC) are involved in Goat and BYP business. Livestock as an activity is be-



Community Goat shed in Kundra, Koraput





Regular vaccination as per calendar is key to livestock rearing

coming 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 2900 quintals of birds and goats worth Rs 1063 lakh, 70% growth over the previous year.

5. Promotion of Agri Entrepreneur

Agriculture Entrepreneurship Promotion Scheme (AEPS) was launched in APICOL under Agril. & 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 coming three years by providing quality agricultural inputs and services, farm mechanisation and marketing assurances to farmers at their doorstep.

In AE promotion three rounds of advertisements were made by APICOL wherein 1801 numbers of eligible applications were generated. A total of 856 AEs were selected in first two rounds of selection process conducted by APICOL. Out of 856 selected AEs, 819 AEs are from APC areas and 37 are from adjacent areas. A total of 496 AEs have registered in AEPS for trainings and incubation support. 441 AEs have undergone Foundation course training and 175 AEs have undergone Advance

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

trade trainings. All 175 AEs are in the process of preparing their business plans and 40 AEs are ready to establish their soilless nursery in convergence with RKVY. All the deficit AE target will be achieved during third phase of selection process.



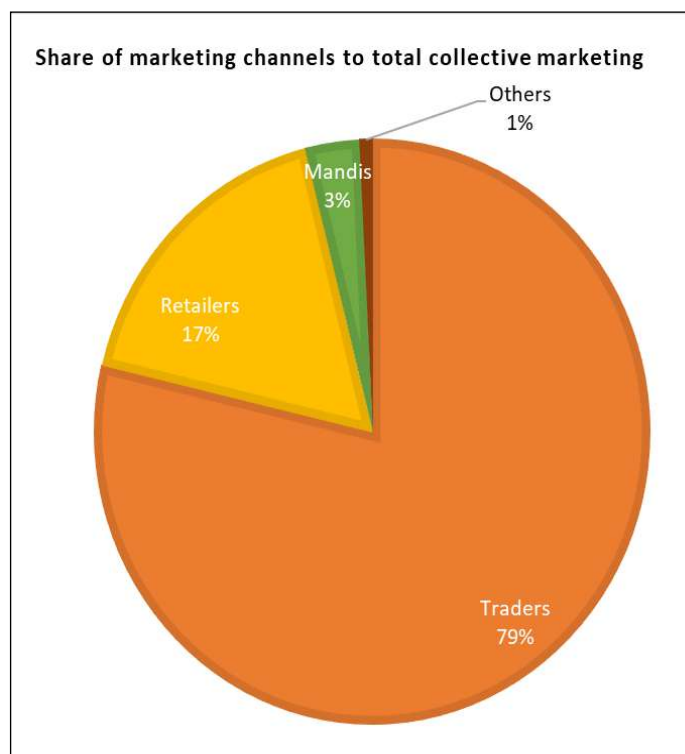
AEs are on an exposure to Seed Production and Processing Unit

6. Establishment of Market

To have an end-to-end engagement with farmers, all the APCs have devised strategies to timely ensure both backward and forward linkage with the involvement of PGs and PCs. Synchronized production is helping members of PGs and PCs getting marketable surplus production and selling 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 and gradually APCs also send produce to Mandis which offer prices better than farmgate price with assured payment. With these experiences, as the women members take advantage of their exposure to market and improve their bargaining power, ultimately it strengthens the PGs and PCs market exposure. PGs are now engaged in value addition services like primary sorting, grading and packaging of the produce. The aggregation points available at the PG level have now acquired its own identity as local market hubs. Gradually PCs are playing active role in marketing of produce. The overall progress of

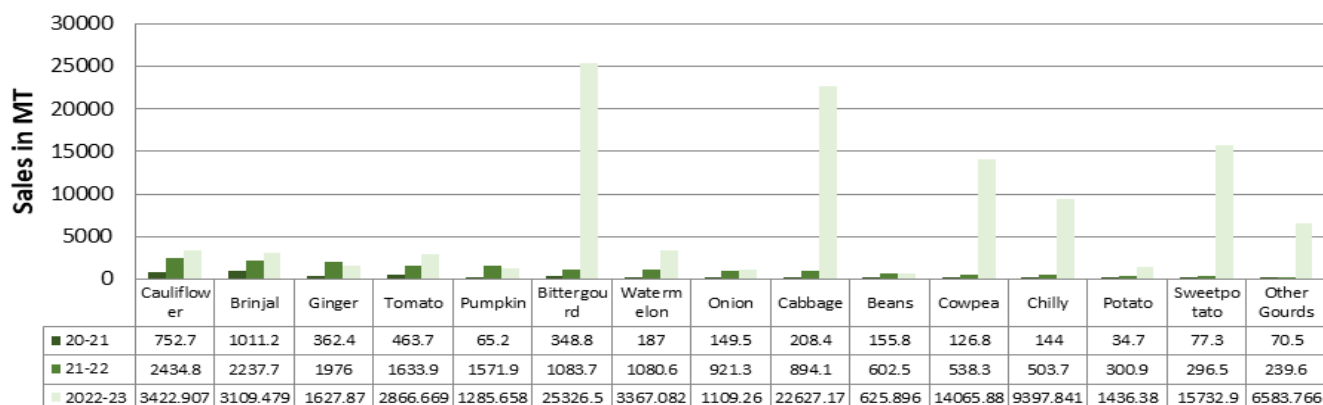
Financial Year	# PGs Involved in Collective Marketing	# HHs sold through collective marketing	Sales in MT	Sales in Lakhs
2020-21	496	33063	630	107
2021-22	755	44599	1934	435
2022-23	1311	75667	28575	6716

collective marketing from FY 20-21 to FY 22-23 is presented in the above table.



Women PG farmers of K Nuagaon selling tomato through proper sorting, grading and packaging

Sales of Top 15 Crops



6.1. Key Strategies

6.1.1. Product Identification & Synchronised production:

Selected winner crops are finalised for each APC blocks in each season. The crop matrix as was mapped based on small holder's suitability for APC areas and market attractiveness for Odisha markets . However, looking at the micro scenario different APCs plan to take up appropriate crops, taking consideration into cropping time, variety as per market attractiveness.

In the following graph the collective marketing status of 15 major identified winner crops is presented. 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 the items.

6.1.2. Market Profiling, Buyer Profiling and Strengthening linkages

For strengthening market linkages, finalisation of markets and buyers have been done by the project 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 adding potential new buyers to infuse market competitiveness for ensuring competitive price to the members. So far the project has covered 79 regional/terminal markets in 8 States and 435 buyers have been connected with the PG and PCs.

6.1.3. Involvement of Community Institutions-PG & PC

Due to involvement of PGs in collective marketing, women take decision starting from crop selection to input purchase and sales. The process of involvement of PG leaders and BoDs of PCs during collective marketing and sharing of market information helps in enhancing the awareness, skill and knowledge of women around market engagement and their bargaining power. With increased access there is an enhanced understanding about market operations, market requirements and the significance of market led production and market competitiveness.

6.1.4. Aggregation Points at PGs

The village procurement points /aggregation points are



Properly sorted, graded and packaged beans ready to market

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 is helping in better market linkages and add 10% to 20% better price realisation. Packaging with desired packing material, type and volume as per specification of different buyers is helping in better market linkage. Facility of transit storage, plastic crates, weighing balance at aggregation centres do help in transparency and bulk marketing. In some cases, the PHM infrastructures have been developed as the Aggregation Centres and in other case village level points/spaces with transit storage and washing facility have



A PC managed organic vegetable outlet, Kankandahad

been developed for the same.

6.1.5. Price Discovery Mechanisms

For finalising the prices, APC teams are using different channels like the existing linkage with traders, e-NAM platform, Agmarket, team, zone level WhatsApp group and resource farmers for getting regular price details. Use of WhatsApp group for sharing of production and price details among PG and PC leaders help in getting timely price information of various commodities.

7. Training, Meeting & Capacity Building

The block teams conducted a total number of 9106 training events during the reporting period around strengthening institutions and building capacities of the PG farmers, improved Agriculture, livestock rearing, non pesticide management, high value vegetable cultivation, post harvest management and plantation.

3070 training and capacity building events for PG farmers during the reporting period around various themes.

There were 1002 training events organised by respective Horticulture Department with financial assistance of Mission Shakti covering 50100 women farmers.

There were 998 training and capacity building events around Producer Company promotion during the reporting period. While 206 events were conducted for BoD members, additionally 268 events were organised for PC and project staff on the concept of PC, PC management, business plan and PC books of accounts, etc. PC anchors have been exposed to successful PC and FPOs within and outside state.

The project team facilitated various training programmes and refresher events to strengthen the community cadres like AEs, Udyog Mitra, Prani Mitra and Krishi Mitra. A total number of 770 events conducted during the reporting period. Udyog Mitras have been trained on the concept of PG, roles and functions of the leaders and institution, maintenance of books of accounts etc.

Out of the total 4764 thematic training events, 389 train-



6th SLCC Meeting



Module one Training, Basundhara PG, Khunta

ing programs were on low cost composting and NPM, 1130 on various improved PoPs, 310 events were on plantation, 844 were on improved livestock rearing, 224 on irrigation system development, 477 on post-harvest management and 399 on various govt schemes.

8. Coordination and Liasioning

Respective block teams organised 210 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, 97 DLCC and interdepartmental meetings have been conducted so far.

In June 2022, the 6th SLCC (State Level Coordination Committee) meeting was held under the chairmanship of Agriculture Production Commissioner, Agriculture & Farmers Empowerment Department.

The frequency of visits to different departments has increased. During this financial year Honourable Governor Odisha, Chief Secretary, Principal Secretary, Dept of A&FE, Director Horticulture, Director Agriculture,



Chief Secretary, Principal Secretary along with District Collector and other official's visit to Golamunda

Director Soil Conservation, Joint Directors/Secretaries, District Collectors from State and APC districts visited APC field areas and appreciated the efforts of women farmers. This has helped in increasing the enthusiasm and interactions between community, partner NGOs and other stakeholders.

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.

[Watch] Odisha Governor Calls Tribal Women 'Adi Shakti' During Visit To Rayagada

By: OB Bureau — On: Sep 12, 2022

ODISHA RAYAGADA



 Share
 






Rayagada: Odisha Governor Prof Ganeshi Lal visited several villages in Rayagda district and interacted with tribal women farmers on Monday.

The Governor arrived at Rayagada on Sunday evening on his two-day visit to the district and made a whirlwind tour to different villages on Monday. His first stop was Dengsaragi village under Kolnara block where he was greeted with bouquets and cheers by the villagers.

He visited the farmland of the women farmers and discussed their farming methods. He also

କୃଷି ଯୁଗ୍ମ ନିର୍ଦ୍ଦେଶକଙ୍କା କୋଲାର୍‌ବିରା ଓ ଲଢ଼କେରା ବୁକ ଗଣ୍ଡ

[illegible][illegible]

ଉପରୋକ୍ତ ବୃତ୍ତିକ୍ରମେ । ଏହାପରେ ଉପରୋକ୍ତ
ସ୍ଥଳେ ଅନୁକ୍ରମେ ମଧ୍ୟ ଅନୁକ୍ରମେ ପ୍ରସଙ୍ଗ ଶ୍ରୀ
ଶ୍ରୀକୃଷ୍ଣ ଚରିତ୍ରବର୍ଣ୍ଣନା କରିଥିଲେ । ଏହି ସମସ୍ତ
ସ୍ଥଳେ ଲିଖିତ ଶ୍ରୀ କୃଷ୍ଣଙ୍କ ଏହା ଶାସ୍ତ୍ରୋପଦେଶ
ଅନୁସାରେ ହିଁ । କୃଷ୍ଣ ଅଭ୍ୟାସେ ପରମାତ୍ମା ହିଁ
ଆତ୍ମା । ସମସ୍ତଙ୍କ କୃଷ୍ଣ ଅଭ୍ୟାସେ ଶକ୍ତିଶାଳୀ
ରାଜା । ଶାସ୍ତ୍ରୋପଦେଶ, ଅନୁସାରେ ଲିଖିତ
ପରମାତ୍ମା ହିଁ । ପ୍ରସଙ୍ଗ ଲିଖିତ ହିଁ । ଏହା
ପରେ ପରମାତ୍ମା, ପରମ କୃଷ୍ଣ ହିଁ । ପରମାତ୍ମା ହିଁ
ଆତ୍ମା, ପରମାତ୍ମା ହିଁ ।



ଅରବିନ୍ଦ ପାଢ଼ୀଙ୍କ ଧୂରନ୍ତିଆୟ ପରିଦର୍ଶନ



ହରିବନ୍ଦନପୁର, ୨୯/୧୦(ଆପ୍): ଆଜି
 ଭୂଷି ବିଜୟର ପ୍ରସ୍ତୁତ ସନ୍ଧ୍ୟା ୧୦.୩୦ବିଜି
 ପାଠା ଅପରାହ୍ନରେ ହରିବନ୍ଦନପୁର ବୁଦ୍ଧ
 ଧୂର୍ଘଟିଆମ ଏଠା ଭଗବାନ ପାଠାରେ ଗଣ
 କର୍ମକ୍ରମ। ଏହି ଗଣରେ ୧.ପାଠା ଧୂର୍ଘଟିଆମ
 ସ୍ଥାନରେ ମୁଖ୍ୟବାସି ଠାରେ ବଳ୍ୟାଣ
 ପି.ଜି ଦ୍ଵାରା ହେଉଥିବା ହେଉଥିବା କଲର
 ଗଳ୍ପ ଦେଖି ଦେଖି ଫୁଟିଆ ରହିଥିଲେ।
 ସ୍ଥଳର ଆଜି, ବଳ୍ୟାଣ ପି.ଜି ଦେ
 ଗୋଟିରେ ୧୫୦ ଜଣ ସଦସ୍ୟ ରହିଥିବା
 ଦେବେ ଦେଖିବା ମଧ୍ୟରୁ ୧୦୫ ଜଣ କଲର
 ଗଳ୍ପ ହେଉଥିବା ପ୍ରକାର ପରିପରିଣତ

କରୁଥିବା ବେଳେ ଅନ୍ୟ ୪୫ ଜଣ କୁ କୁହୁଥିବା ଛୋଟି ସହ ଅନାମ୍ୟ ଚାଷ କରୁଛନ୍ତି ବୋଲି ପି.ପି.ରୁ ୧୦୫ ଜଣ ମହିଳା ମିଶ୍ର ଚଷମି ସହାୟତାରେ ଇସ୍ତେଫାଆ ଫାର୍ମାଟ ପ୍ରଦୁସିତର ଜମିନୀ ଗଠନ କରି ଜଳର ଏବଂ ଅନାମ୍ୟ ଗଠନ ଚାଷ କରୁଛନ୍ତି ବୋଲି ଜଣେ ୨୮ ଏକର ଜମିକୁ ମାତ୍ର ଏକତରଫତ ବୁଝା ଜଳସେଚନ ପ୍ରଣାଳୀ ଏବଂ ୨୩ ଏକର ଜମିରେ ମାଆ (ଭାତ) ମାତ୍ର ଜଳର ଚାଷ କରିଛନ୍ତି। ପ୍ରମୁଖ ସୂଚକ ଚାଷ କରୁଥିବା ପି.ପି.ରୁ ସହାୟତା ମାତ୍ର ସେମାନଙ୍କର ସୂଚିକ ଅସୁବିଧା ସମ୍ବନ୍ଧରେ

ପଚାଣି ବୁଝିଥିଲେ ।

[illegible]

‘ସିମ୍ବଲି ଲଙ୍ଗା’ ଦେଲା ବିକଳ ରୋଜଗାର

[illegible][illegible][illegible][illegible]

ବାଣିଜ୍ୟ କରି ଚାଷୀ ଲାଭାନ୍ୱିତ



କଞ୍ଜିଆ, ୨/୩(ନି.ପ୍ର)-କଞ୍ଜିଆ ଇ - ନାମ ମଣ୍ଡିରେ ଯଶିପୁର ବୁକ୍ ଅନ୍ତର୍ଗତ ସହ ସମୂହୀ ପାର୍ମର ପ୍ରୋଡ୍ୟୁସର୍ କମ୍ପାନୀ କିମିଟେସ ନାମକ ଏକ କୃଷକ ସଙ୍ଗଠନ ଦ୍ବାରା ତାଷ କରାଯାଉଥିବା ବିଭାଗିକ ଭବନା ଇ-ନାମ ମଣ୍ଡିର ବ୍ୟବସାୟା କ୍ଷାତିଶ ମହାପାତ୍ରଙ୍କ ଆନ୍ତରାଜ୍ୟ ବାଣିଜ୍ୟ ପ୍ରକ୍ରିୟା ମାଧ୍ୟମରେ ବିକ୍ରୟ କରି କାର୍ଯ୍ୟାନୁିତ ହେଉଥିବା ଜଣାଯାଇଛି। କି.ଗ୍ରା.ପ୍ରତି ୭ ଟଙ୍କା ହିସାବରେ ୨୦

GOVT. DEPARTMENTS



DONORS



NGO PARTNERS



APC Programme Secretariat, MB/36, Badagada
Brit Colony, Bhubaneswar

<https://www.apcodisha.net/>

<https://www.facebook.com/Agriculture-Production-Cluster-inOdisha-255031802081937/>

<https://twitter.com/ApcOdisha>

https://www.youtube.com/channel/UCajvBMr_zbQaL6hOhdvfcA

https://instagram.com/apc_odisha?