

GOVERNMENT OF ODISHA
DEPARTMENT OF AGRICULTURE AND FARMERS' EMPOWERMENT

No. /AGAB - 2/2018/ 1340 A & FE

Dt. 16-01-2019

From

Dr Saurabh Garg, IAS,
Principal Secretary,
Department of Agriculture and Farmers' Empowerment,
Government of Odisha

To

The Collector & District Magistrate
Rayagada/ Kandhamal/Boudh/Kalahandi/Koraput/ Bolangir/ Nuapada/ Mayurbhanj/
Keonjhar/ Jharsuguda/ Sambalpur and Dhenkanal.

Sub: Intimation about a special programme on "Promotion of Agriculture Production Clusters in tribal regions of Odisha".

Sir/Madam,

With reference to the subject cited above, I am to say that Government of Odisha has signed an MoU on 6th November 2018 titled Promotion of Agriculture Production Clusters (APCs) in tribal regions of Odisha.

This is a project of Department of Agriculture and Farmers' Empowerment in collaboration with Panchayati Raj and Drinking Water Department, Govt. of Odisha for promotion of Agriculture Production Clusters in tribal regions in partnership with Bharat Rural Livelihoods Foundation (BRLF) an independent society promoted by Govt of India and PRADAN (Professional Assistance for Development Action), a national level NGO. In this project Odisha Livelihood Mission (OLM) shall provide support for promoting Producers Group (PG) and Producer Company (PC) as per existing guidelines. The available schemes with Directorate of Horticulture, Agriculture, OAIC, OLIC, MGNREGS, APICOL, F&ARD and other relevant departments will be converged for creation of livelihood infrastructures in the proposed regions.

The project will trigger growth in farm sector with the objective of sustainably doubling income of one lakh small and marginal farmers by establishing Agriculture Production Clusters (APCs) in 40 backward blocks of 12 highland districts in the state.

Around 150 farmers will be organized into one Producers Group (PG) and facilitated to practice synchronized market linked production of identified crops covering around 40 acres in close vicinity. Around 20-25 PGs covering 3000 to 5000 farmers will be aggregated to form a Producer Company (PC) at an appropriate level. A total of 30 such Producers Companies (PCs) will be promoted in 40 Blocks involving 650 Producer Groups covering 1, 00,000 farmers. As a sustainability measure non-pesticide management (NPM) practices will be introduced in 40% of the areas. To augment livelihoods of farmers, livestock rearing (goat, sheep and backyard poultry) is also planned with around 40,000 families in these clusters.

Livelihood assets like irrigation in 16,000 acres, orchard development in 8,000 acres, farm mechanization access to 70,000 farmers and shed for goat and backyard poultry for 30,000 farmers will be converged from existing schemes to intensify the interventions. Around 750 markets linked agri-entrepreneurs will be groomed and nested as value chain enablers. In these regions market routes and actors around identified commodities will be developed.

The programme duration will be four years starting 6th Nov 2018 with intensive support being provided for three years. Last year will be a consolidation phase without any financial implication.

o/c

BRLF has selected 17 NGOs following a process. These NGOs will work with BMMU and block level ATMA in mobilizing community, strengthening producers' institutions and support the department in implementing the project. PRADAN as a nodal agency will coordinate with other NGOs, develop implementation modalities and support department in design, management and monitoring of the project. MOU (Encl-1) and List of blocks with facilitating NGOs (Encl-2) is attached for your reference.

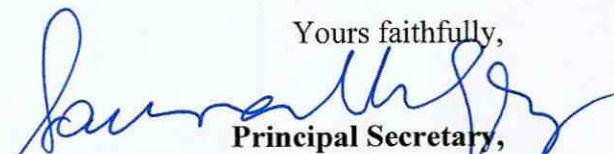
In this regard, the following activities are proposed in the project districts for smooth implementation of project and you are requested to ensure following things.

1. Organize a district level inception event latest by 15th January 2019 by involving all relevant line departments, OLM and implementing partner NGOs for smooth roll out of this project in your district
2. Setup a district level co-ordination committee under your chairmanship, convened by DDH and involving relevant departments, partner NGOs and nodal NGO with the purpose of clearing approval of plans, converging relevant schemes and reviewing project progress (a suggestive list of committee members is mentioned in the MoU for your reference)
3. Ensure convergence of schemes from various departments around following activities in respective blocks on priority basis.

Sl. No.	Department/ Corporation	Activities
1	OLM	Institution and capacity building PG and PC promotion
2	Directorate of Horticulture	Sprinkler set, Drip set Trellis Nursery poly house Fruit tree plantation Aggregation and sorting centre and any others
3	Directorate of Agriculture	Farm mechanisation Agro service centre Implementation of new and reactivation of Community River Lift Points (CRLP) and any others
4	OLIC / OAIC	New and reactivation of Community River Lift Point (CRLP) Individual cluster micro river lift and deep bore well (both solar and electric) Small water lifting devices and any others
5	APICOL	Promotion of Agri- Entrepreneurs
6	Panchayati Raj and Drinking Water Department (MGNREGA)	Dug Well Goat and Backyard Poultry Shed
7	AH&VS	Livestock rearing

- Encl: 1. Copy of signed MoU
2. List of blocks and partner NGOs

Yours faithfully,



**Principal Secretary,
Department of Agriculture and Farmers' Empowerment,
Government of Odisha**

Memo No.

1341

Dt.

16-01-2019

Copy forwarded to Director Horticulture, Director OLM , Director Agriculture & FP(O), Director Animal husbandry and Veterinary science ,Director Special projects, Panchayati Raj and Drinking Water Department, MD OLIC, MD OAIC, MD APICOL, Director, ST & SC Development, Govt. of Odisha, Bhubaneswar for information. You are requested to instruct your respective district level staff to coordinate with all stakeholders for successful implementation of this program.



**Principal Secretary,
Department of Agriculture and Farmers' Empowerment,
Government of Odisha**

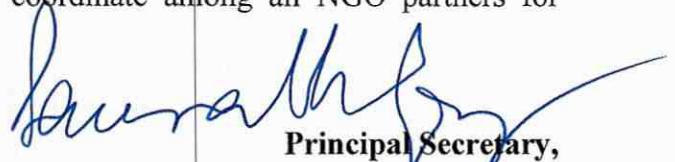
Memo No.

1342

Dt.

16-01-2019

Copy forwarded to CEO, BRLF, Email: pramathesh@brlf.in and Executive Director, PRADAN, Email: naren@pradan.net / kirtibhusanpani@pradan.net for information. You are requested to provide necessary support and coordinate among all NGO partners for successful implementation of this program.



**Principal Secretary,
Department of Agriculture and Farmers' Empowerment,
Government of Odisha**