

## Annexure-I: Brief of the project, proposed blocks and activities

### **1. Executive summary of the project:**

This is a project of Department of Agriculture and Farmers Empowerment, Govt. of Odisha for promotion of Agriculture production cluster in highland regions of the Odisha funded by Odisha livelihood Mission of Panchayati Raj & Drinking water Department, APICOL in partnership with Bharat Rural Livelihoods Foundation (BRLF) and a national level NGO PRADAN (professional Assistance for Development Action). The schemes available with Directorate of Horticulture, OAIC, OLIC and other relevant Departments will be converged for creation of livelihood infrastructures required for farmer in the region.

This project will trigger growth in farm sector with an objective of sustainably doubling the income of 1- Lakh small and marginal farmers by establishing Agriculture Production Clusters (APCs) in 40 backward blocks of 12 highland districts in the state.

Around 20-150 Farmers will be organized into micro Agriculture Production Clusters or Producer Groups (PG) and will be facilitated to practice synchronized market linked production of identified crops especially horticultural crops covering around 40 acres in a contiguous manner. 3000 to 5000 farmers of these Producer Groups (20-25 Micro APCs) will be aggregated to form the Agriculture Production Cluster/ Producers Company (PC) at appropriate level. **Total 30 APCs will be promoted in 40 Blocks involving around 650 micro APCs covering 100000 farmers.**

Season wise 2-3 crops per PG/ mAPC will be selected looking at market attractiveness, small holder suitability and agro ecological compatibility. Already there are some focus crops identified for the state (e.g. Onion, Tomato, Cashew, etc) which will be included as per the context. As a sustainable measure non pesticidal management (NPM) practices will be introduced in 40% of the areas.

To augment the livelihoods of the farmers livestock rearing (Goat, Sheep and BYP rearing) is also planned with around 40% of the families in these clusters.

Livelihood assets like irrigation in 16000 acres, orchard development in 8000 acres, farm mechanization access to 70000 farmers and shed for Goat and Backyard poultry with 30000 farmers will be converged from existing schemes in these regions to intensify the interventions.

Around 750 market linked Agri- Entrepreneurs will be groomed and nested as value chain enablers in these regions. In these regions market routes and actors around identified commodities will be developed.

This programme is for a period of four years, where intensive support will be provided for 3 years. Last one year will be a phase for consolidation without any financial implication.

BRLF will bring in their Partner NGOs to work in partnership with BMMU & Block level ATMA and DMMU & District level ATMA to support in mobilizing community, strengthening producers' institution and support the department in implementing the schemes. PRADAN as a nodal NGO will build capabilities of the NGOs, develop implementation modalities and support the department in design, management and monitoring.

The total estimated cost of the project is Rs. 401.60 crores (Rupees Four hundred one crore and sixty Lakh only) out of which Odisha Livelihood Mission of Panchayati Raj & Drinking water

