



PROGRESS REPORT

PROMOTION OF SUSTAINABLE LIVELIHOOD IN PROTECTED AREAS NEAR KANHA NATIONAL PARK IN BALAGHAT DISTRICT OF MADHYA PRADESH

*Project Supported
by
Paul Hamlyn
Foundation [PHF]*

Project Implement by

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CDC initiated a year long intervention in 28 villages/hamlets of Baihar Block of Balaghat district with financial assistance from Paul Hamlyn Foundation. Now with more than a year has gone by since the initiation of the project, this second half yearly report stakes a stock of what was attempted against the stated objectives and what has been achieved in terms of outputs till date. This report throws light on the processes we started to strengthen livelihood of the vulnerable communities as outputs and outcomes achieved till date.

The overall goal of the intervention is to secure sustainable livelihoods for vulnerable rural communities located in protected areas of forests of Balaghat district of Madhya Pradesh whereas the purpose/objectives are as follows:

- Improvement of livelihood of farmers by guiding them into an alternate source of income that would integrate the livelihood and conservation. The farming of horticulture crops has been identified as a possible sustainable source of income.
- Development of market linkages for the sustainable source of income for the identified tribal families.
- Organize and enable the local communities to address the common issue of land rights under FRA to to lay claim to and access their developmental and welfare entitlements from the government.

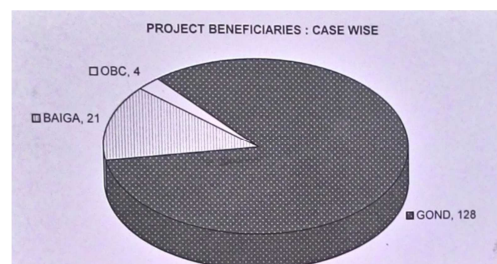
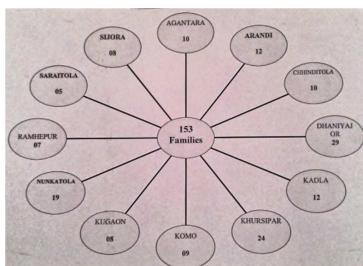
The key expected project output were as follows

Project Outputs:

- 1 Baseline Survey that provides information and parameters for selection of families
- 300 families trained in vegetable cultivation
- 300 families trained in composting, its management and use
- 300 families adopting at least one of the horticulture crops
- Linkages with retail and institutional buyers established
- Follow up on FRA claims in all the Gram Panchayats
- Consolidated database of the beneficiaries to describe gradual change in their socio-economic profile (SLF- Sustainable Livelihood Framework)
- Community mobilization to exercise rights as entitlement seeking initiatives
- Convergence with government schemes.

Number of Families:

The project aims to include 300 families over the span of two years. Currently, 150 families are selected and trained for cultivating Potato, Ginger and Turmeric. After technology transfer and value chain is established, 150 families more shall be added to it.



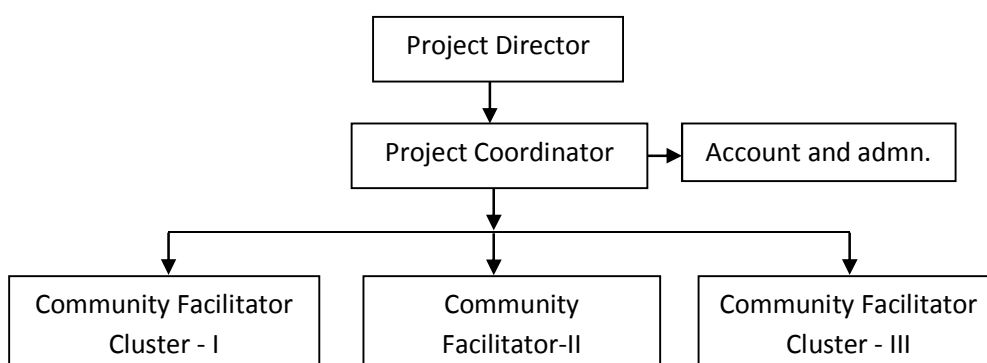
Project Area : List of Gram Panchayat and Villages

S. No.	Panchayat	Villages
1	Sijora	Khursipar, Komo, Baijalpur, Farmtola, Nunkatola, Kaliyatola
2	Jaitpuri	Jaitpuri, Juaditola
3	Kugaon	Dhaniyajor, Arandi, Kugaon
4	Ramhepur	Ramhepur
5	Pondi	Pondi, Agantara
6	Khajra	Chhinditola, Saraitola, Khajri
7	Mana	Narghutola, Lapti, Mana
8	Bhalapuri	Bhalapuri, Balgaon, Parsatola
9	Kadla	Kadla, Hirapur
10	Samariya	Bilaikhar, Samariya, Dungariya,

Project team

As per project approval the project comprises of One Project Coordinator, three Community Facilitators and one accountant. We have appointed the project staff in the first month of implementation of the project.

Figure : Organogram (sanctioned structure)



Details of project staff

Name of the staff	Designation	Continuing? (Yes/No)	Month of leaving	New appointee	Month of Joining
Sanjay Mishra	Project Coordinator	No	February 2015	Indrakumar Rathore	March 2015
Mahesh Chourasiya	Community Facilitator	Yes	-	-	
Mahesh Dahate	Community Facilitator	No	March 2015	Praveen Shandilya	March 2015
Komal Shandilya	Community Facilitator	Yes	-	-	

5. Implementation of Work Plan [Plan VS Performance] Oct 2014- Mar 2015

SN	Activities	Oct	Nov	Dec	Jan	Feb	Mar	
1	PLANNING							STATUS/ Remarks
i	Baseline & MIS for 150 families	<input type="checkbox"/>	<input type="checkbox"/>					Completed
ii	Value Chain study on selected Horticulture cops (Study of 3 crops per year)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Completed for three crops Potato, Ginger and Turmeric with the support of MBA students of SPJIMR Mumbai, Some more process and information collection is going on
iii	Identification of 150 families per year	<input type="checkbox"/>	<input type="checkbox"/>					Completed
iv	Micro Planning of 150 families per year		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Completed for 150 families identified in the first year, Process for another 150 families is going on.
2	TRAINING							
v	Training on Vegetable cultivation (50 families each for 3 selected crops)					<input type="checkbox"/>	<input type="checkbox"/>	Training completed 150 household trained, Horticulture and agriculture experts were present for these trainings.
vi	Training on Composting, Management and Use (50 families for each crop group)			<input type="checkbox"/>			<input type="checkbox"/>	Training completed with the close coordination of local Govt. departments i.e. horticulture and agriculture, exposure for compost making at Farm house for all identified beneficiaries.
3	HORTICULTURE CULTIVATION							
vii	Seed support (3 crops to 150 families)			<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	1 time seed support provided in the month of June and July for ARBI, GINGER and TURMERIC now we are in process to provide Potato.
4	DEVELOPING ASSOCIATED INFRASTRUCTURE							
vii	Design Estimate for Compost Pit under MGNREGS				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Primary discussion starts with Sarpanch, Panch and organizing meetings with beneficiaries. Linkages developing for making of compost manure pit under MNREGA
viii	Design Estimate for Water Structures under MGNREGS					<input type="checkbox"/>	<input type="checkbox"/>	Spots identified process initiated with PRI and JANPAD,
5	MARKET LINKAGES							
ix	Local Market-Product Mapping				<input type="checkbox"/>	<input type="checkbox"/>		Local market identified and discussed with farmers, at this stage production is not enough to move for big traders

x	Meeting with Hotel and Resort Owners (2 meetings per year)							Completed separate report is enclosed
xi	Meeting of Farmers for Collective procurement and selling (2 meetings per year in each of the 3 crop clusters)			<input type="checkbox"/>				Completed and more discussion need to continue because of existing practices, need to bring change through regular meetings
6	FRA							
xii	Meeting at Panchayat level once a quarter			<input type="checkbox"/>			<input type="checkbox"/>	Completed
xiii	Project level meeting once in six months							One meeting Done
xiv	Interaction with government on FRA (One meeting per year)							Not completed, Need to collect more information and documents for this meeting
7	STAFF CAPACITY BUILDING							
xv	Training in Baseline Survey	<input type="checkbox"/>						Training completed
xvi	Training in Schemes of Horticulture department		<input type="checkbox"/>					Completed
xvii	Training on Market Survey and Assessment		<input type="checkbox"/>					Completed
xviii	Exposure visit			<input type="checkbox"/>				Completed
8	PROCESS DOCUMENTATION							
xix	PD once in 6 months						<input type="checkbox"/>	Not completed due to resource person was not available
9	Community Mobilization							
i	Community level meetings [Farmers, SHG, EDC]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ongoing
ii	Supportive supervision of selected families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ongoing
iii	Project level meeting of beneficiaries				<input type="checkbox"/>			Completed
iv	Visit & Interaction with local horticulture and agriculture farm			<input type="checkbox"/>			<input type="checkbox"/>	Completed
10	Monitoring & Evaluation							
i	Monthly staff meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ongoing
ii	Reporting, Analysis and Documentation		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ongoing

The major activities related to project outputs were as follows:

Key Activities undertaken and Results Achieved

- **Value Chain study on selected Horticulture crops**

Value Chain Analysis is a useful tool for working out how you can create the greatest possible value for your customers. The current trend shows that most of the farmers grow only for self consumption, lack of knowledge about functioning of market and market linkages and lack of money to invest in growing in large scale prevents them increase in production and growing area. The proposed Value Chain Study was helpful to:

- Understand market trends of the nearby areas and district and develop a greater awareness of recent developments to enhance the efficiency of commercial value chains
- Understand the role of value chains in promoting sustainable and inclusive agricultural and rural development and of the potential for involving beneficiary families in existing business interventions .
- Develop a greater understanding among the beneficiaries and project about the factors necessary for value chains such as finance and investment, farmer-buyer linkages, with reference to small enterprises.
- Make valuable contacts that may boost up new business opportunities and new innovations.

The study was conducted by the MBA students of SPS Jain Institute, Mumbai. The study focused on how a business creates **customer value** by examining contributions of different internal activities and to work out on a business model feasible for and may be applicable to the project and target communities.

The study throws light on comparative analysis of Supply Chains in other states of India and Supply Chain in the Existing Market. A comparison has been drawn between the agriculture sector of other markets and agriculture in Garhi and its local markets to understand the need and significance of each driver of value chain. Study persons used questionnaires and had face to face interviews with wholesalers, retailers, commission agents, transporters of vegetables, sack traders and vegetable growing farmers. They visited local and nearby markets of neighbouring districts (Balaghat, Baihar, Garhi, Mandla, Bichhiya and Sijhora) and also farmers' fields to know about cropping and growing patterns of the area. Major findings of the study are :

- Sustenance in the vegetable market depends on Competitive moves and relations with Complementer's
- There are no wholesale dealers or any commission agents in Sijhora and Bichhiya. The retail vendors here purchase from large scale traders of Mandla. Also, these vendors purchase on credit period as long as a month. This is not feasible for our farmers in Gadi. Thus, direct selling in Bichchiya and Sijhora is not possible. These markets can be accessed only via traders of Mandla.
- Mandla Market has 2 main wholesale dealers cum commission agents. Also Mandla being a big market, 20 ton capacity trucks can be used to supply vegetables here.
- The only disadvantage of selling in Mandla is that the transports have to come to Garhi empty. This almost doubles the transport cost.

- Balaghat market is most feasible for farmers of Garhi in terms of selling goods as transportation cost decreases because transport vehicle doesn't have to come back empty.
- The prices vary according to season and economy. However, the margins of each player in the chain remain constant.

Operational Plan (Business Model)

The operational plan suggested by the Study persons for the beneficiary communities can be seen in the detailed study report.

- **Seed support (3 crops per year @ Rs 2000 per family per year)**

On the basis of Baseline Survey 150 farmers were selected for seed support. About 45.16 quintals of certified seeds of various crops were distributed to the beneficiary farmers to promote vegetable cultivation. The project strategically selected horticulture crops that have a longer shelf life so that the farmers do not have to resort to distress selling. These crops were potato, turmeric, arbi and ginger. The selection of the crops was based on the suitability of the micro climatic and soil, water availability and the willingness and interests of the farmers. The selected crops are also subject to value chain analysis so that the possibility for value addition and accessibility to wider market can be assessed and built in to the intervention. Seeds were provided as per the requirement and interest of the beneficiary farmers.

Type of crop	Quantity (In quintal)	No. of Farmers	No. of villages	Planting/sowing area (In acre)	Production
Potato	39.55	111	13	33.0479	311.122q.
Arbi	4.85	32	04	2.5838	41.83q.
Ginger	0.75	26	04	0.0377	4.52q.
Turmeric	0.84	33	04	0.3314	4.25q.
	45.16			36.0008	

Selling Strategy

Selling depends on many factors i.e. physical location of the market, time (when to sell), price calculation, demand in the market etc. The goal is to sell the crop produce at the highest price possible in order to make the most profit.

As the demand for fruits and vegetables has been rising, the project has tried to make farmers realize that growing fruits and vegetables is a profitable undertaking that can generate a higher income than other traditional crops like wheat, rice, mustard etc. and therefore shifting to growing more vegetables is the need of the hour.

CDC has a prior experience of vegetable cultivation by the community members and subsequent sale in the local weekly market. The causal factors of the success are demand in the local market and comparatively immediate returns on investment. In one year, coordinated efforts of the CDC staff and the community members have made vegetable cultivation an important income generation activity. There is a plan to create awareness on the post harvest losses of horticulture produce and organize training programmes for the beneficiaries on Value addition in horticulture crops also to ensure product variation and consumption in varied form.

Crop	Total cost (In rs.)	Total distribution (In qu.)	Total Production (In qu.)	Utilization				
				Sold (in qu.)	Consumption at home (in qu.)	Sold at (Garhi, Baihar, Balaghat, Sijhora, Other)	Rate (In rs.)	Profit/loss (In rs.)
Potato	59325	39.55	311.22	57.52	253.7*	Garhi	15.00/kg	26955
Arbi	7275	4.85	41.83	0	4.85	-	20.00/kg	00
Ginger	7500	0.75	4.52	1.25	3.27	Garhi	80.00/kg	5000
Turmeric	4200	0.84	4.25	-	4.25	-	180.00/kg	-

- * Consumption at home means used on marriage, MANDI, other social events, which could be calculate as profit / saving of the family. We are in process to collect more data and information to see the profit for the family.

Developing market plan and linkages

Marketing the crop is one of the toughest parts of farming. Developing and implementing a sound marketing strategy is one of the first steps towards establishing a profitable farm business. The fact that most vegetable crops are highly perishable, the need to develop markets for produce was well thought of prior to planning for giving seed support to farmers. Market linkages at the local level, as well as linkages with institutional buyers (given the presence of hotels and resorts in the area), and access to wider markets will be developed so that the farmers are able to get a better price and are able to sell a greater proportion of their produce in the market. The possibility of selling as a collective are being explored.

Efforts towards linkages

- Market survey** – A market survey was conducted by MBA students of SP Jain Institute, Mumbai to explore the possibility of market linkages of the beneficiary farmers and gathering all information needed to take decision for selling and marketing. The survey provided a rough idea of probable market prices, input costs and likely profits.
- Meeting with Hotel and Resort Owners-** The students had direct meeting with Hotel and Resort managers located in the park area. There are around 20-25 resorts and hotels between Baihar and Mukki gate. These resorts procure their vegetables and other requirements as per their occupancy, from Baihar and Manji Tola village. Creation of a separate value chain for catering the requirements of all the resorts and the hotels during the peak season can be deliberated on.

Dialogue with CCD (The Covenant Centre for Development)-

CCD is a Madurai based NGO working towards enhancing livelihood of the rural communities in different parts of the country. The organization has an office in Durg Chhattisgarh and is working in CG, Maharashtra, Orissa, AP and MP, CCD has shown its willingness to provide seeds and technical inputs to the project also market linkages to the farmers. The organization has a sound market linkages which can be used to sell the vegetable crop products. CCD has agreed to supply good quality seeds of ginger and to buy ginger and introduce Palash honey in the market produced by the beneficiary farmers. CCD's horticulture experts will pay occasional visits in the project area to provide all technical information to the project staff and beneficiaries.

Farmers suffered a double blow

Some 15 farmers suffered a double blow in the sense that the wildlife and the continued accumulation of heavy frost on potato plants for almost a week damaged about 90% of their potato crop. The expectation of overall loss in yield of potato crop is about 10-15%. While the estimated damage by wildlife is about 20%.

“This season, we were expecting a bumper production of potato but wild boar and porcupine damaged nearly 50% potato crops while the frost came as a double blow which damaged nearly 20% crop.” said one of the farmers.

About 15-20 potato beneficiary farmers have suffered economic losses due to the damage done by the frost when the temperature suddenly declined to 2 degrees Celsius in the first week of January, and stayed that low for four to five days.

List of farmers who suffered crop loss due to frost and by wildlife

S.N.	Name of Beneficiary	Village	Loss due to
1	Pawansingh	Kadla	Frost and wildlife
2	Nansai Dhurvey	Kadla	Frost
3	Budhram	Kadla	Frost
4	Suresh Markam	Dhaniyajhor	Frost and wildlife
5	Tiharu Tekam	Dhaniyajhor	Frost
6	Pratapsingh Markam	Dhaniyajhor	Wildlife
7	Ranjeet Markam	Dhaniyajhor	Frost
8	Dharamsingh Dhurvey	Dhaniyajhor	Wildlife
9	Jambharsingh	Dhaniyajhor	Wildlife
10	Ramesh Dhurvey	Arandi	Wildlife
11	Janusingh	Arandi	Frost
12	Uttamsingh	Arandi	Wildlife
13	Divarusingh Meravi	Arandi	Frost
14	Bajarilal Dhurvey	Arandi	Frost
15	Kashiram Dhurvey	Khursipar	Wildlife

Asserting rights : Demand for compensation

Taking a significant step, the government declared Crop damage due to frost a natural calamity and announced compensation for farmers. There is a provision of compensation for crop damage done by wildlife. But in both the cases insensitivity of government functionaries sprinkled salt on farmers' wounds. The project asked the farmers to either demand compensation for the losses instead of being a silent spectator or be ready to plunge into a possible debt trap and unable to prepare for the next crop. Farmers of Dhaniyajhor village have suffered a major loss due to wildlife. A group of farmers from Dhaniyajhor village filed complains through MP Government's online grievance redressal system Samadhanonline, demanding compensation for crop damage done by wildlife. As a result a survey was conducted by the Tehsildar and Patwari but this process was only face saving device. The surveyor did not find enough loss to be compensated as per norms. The farmers alleged that the survey of crop damage conducted by revenue officials was faulty and that deserving farmers had been left out of the list of those eligible for crop damage compensation. Alleging irregularities and negligence in survey, the farmers filed a complain again through Samadhan online.

- **Services of Horticulture Expert**

Horticulture expert were employed in the project to provide technical inputs to the farmers and to play a leading role in the preparation of micro plan of the farmer and the village based on horticulture crops. They served project beneficiaries, as on spot training and feedback support to farmers. During the year 6 to 7 experts provided their services to the project.

The services provided by

1. Mr. Ram Manohar Kalihare [Agriculture Expert]
2. Mr. Lalit Patle [Agriculture expert/ seed supplier]
3. Mr. Horilal Verma [Expert Horticulture and Marketing]
4. Mr. Rajendra Nagpure [Agriculture Extension Officer]
5. Mr. Meravi [Agriculture Extension Officer]
6. Mr. Ramashanker [Expert Agriculture]

- **Design Estimate for Compost Pit under MGNREGS**

The work is planned to do under MNREGA, last year it was full of election year. The process of MNREGA was closed to accept new proposals under the scheme, we have prepared proposals and completed all the documents for beneficiaries, some estimates were prepared with the support of Govt. engineers but the submission of proposal is on process, Gram Panchayat passing resolution and doing all formalities.

- **Meeting with Hotel and Resort Owners**

A number of resorts and hotels around Kanha National Park buffer zone area have been as potential buyers of potatoes and other vegetables being promoted by the project. These can be as a source of income for the farmers. In the first year, one group meeting had been planned with the Hotel and Resort Owners towards finding ways of engagement with them for the purpose stated above. Instead of group meetings the study persons met with them personally to brief them about the project activities and know their requirements with respect to consumption of vegetables and other articles like honey, herbs, handicrafts etc. A brochure was prepared and distributed to each resort and answers from the managers to a questionnaire were evaluated to envision the demand and their interest to the initiative. Total 15 resorts managers were interviewed. Some showed great interest, some were half interested while a single resort manager showed no interest. Results and conclusions of the meetings have been summarized in the Value Chain Study report.

- **Meeting of Farmers for Collective procurement and selling (2 meetings per year in each of the 3 crop clusters)**

Sharing with farmers, a system will be developed, will start from next year

- **Training in Schemes of Horticulture department**

Training programs on seed treatment, cultivation, processing and marketing were conducted. The agriculture and horticulture department's Horticulture experts Mr. Kalihare, Meravi imparted the trainings. Three one day training programmes organized in Garhi were attended by 150 farmers (50 participants per training). The objective of the training was to create an awareness for promoting environmentally, economically and socially acceptable sound crop production through organic farming. The resource person for the training programme was Mr. Lalit Patle, Mr. R.K Nagpure, The topics were focused on organic farming to increase their soil fertility and control pest and diseases without or less use of any synthetic chemical fertilizers and pesticides. Mr. Meravi and Mr. Lalit Patle threw light on the importance of value addition of horticulture crops which can be a means of reducing post-harvest loss of crop produce and generate employment especially for women. The resource persons briefed the schemes of horticulture department for farmers and for establishment of processing units.

The participants thanked the organisers for the training and wish to practice what have been learnt.

- **Training on Market Survey and Assessment**

The objective to provide a sustainable livelihood security to the farmers located in protected areas of forests cannot be achieved without developing their skills in agricultural marketing and agribusiness.

Livelihood of the tribes of the forest surrounding area is dependent on rain-fed agriculture, agriculture labor and Non-Timber Forest Products (NTFP). They primarily cultivate paddy, mustard, gram, wheat and vegetables on small landholdings primarily for self consumption and at most sell their yield in local markets. The Baigas and Gonds are excellent craftsmen and use their skill to make items that can be sold in the market. This can be an alternate source of generating income but the problem is that these people have no idea of how the market functions.

To provide relevant knowledge and advice on market survey and assessment and guiding the beneficiary farmers in to an alternate source of income a one day training programme was organized in GARHI farmers attended the training. The participants were imparted knowledge on market linkages, need of the market, how market works, major stakeholders and players, profit and loss etc by Mr. Utkarsh Ghate. The participants showed great interest but there is a lot to be done to bring the knowledge in practice.

Exposure visit

Exposure visits enable farmers from different areas to interact with and learn from each other. 10 beneficiary farmers of the project were taken to Mendhalekha, Gadchiroli district of Maharashtra state. This little village of 400-odd people belongs to Gond tribes. The place is famous for self-sustainable farming practices and self-governance system. The villagers have formed a gram sabha, which decides that all domestic needs would be met sustainably from the surrounding forests without paying any fee to the government. As a result, the villagers have taken up a number of soil and water conservation programmes, including construction of an earthen water harvesting dam near the forest. The objective of the exposure visit was to allow the beneficiaries to view practical examples of successful sustainable practices in farming and agriculture so that they can observe and learn from their activities.

“We hadn't heard of such a village where all the villagers take unanimous decisions. When we saw it, we were very eager to start one in our village but getting everyone in the village to agree to something is difficult and that is why it is very difficult to replicate their success. But we certainly learnt a lot of things about soil and water harvesting system and sustainable agriculture practices.” Says Mr. Pratap Singh of Dhaniyajor village.

The visit was divided in two parts. First day, Gramsabha Secretary of Medhalekha Mr. Charandas Tofaji explained the provisions of Forest Rights Act and motivated the participants to organize themselves and take advantage of this Act for asserting their rights on forest goods to sustain their livelihood. Second day, the participants were taken to the forest where Medhalekha Gramsabha had carried out plantation and fencing work. After coming back, Tofaji informed the participants about the struggle of people of Mendhalekha to get their right on forests. Medhalekha gramsabha got the feedback of the participants.