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ANNUAL PROGRESS REPORT (2025 - 2026)

PROMOTION OF
AGRICULTURE PRODUCTION CLUSTERS
(APC) IN ODISHA

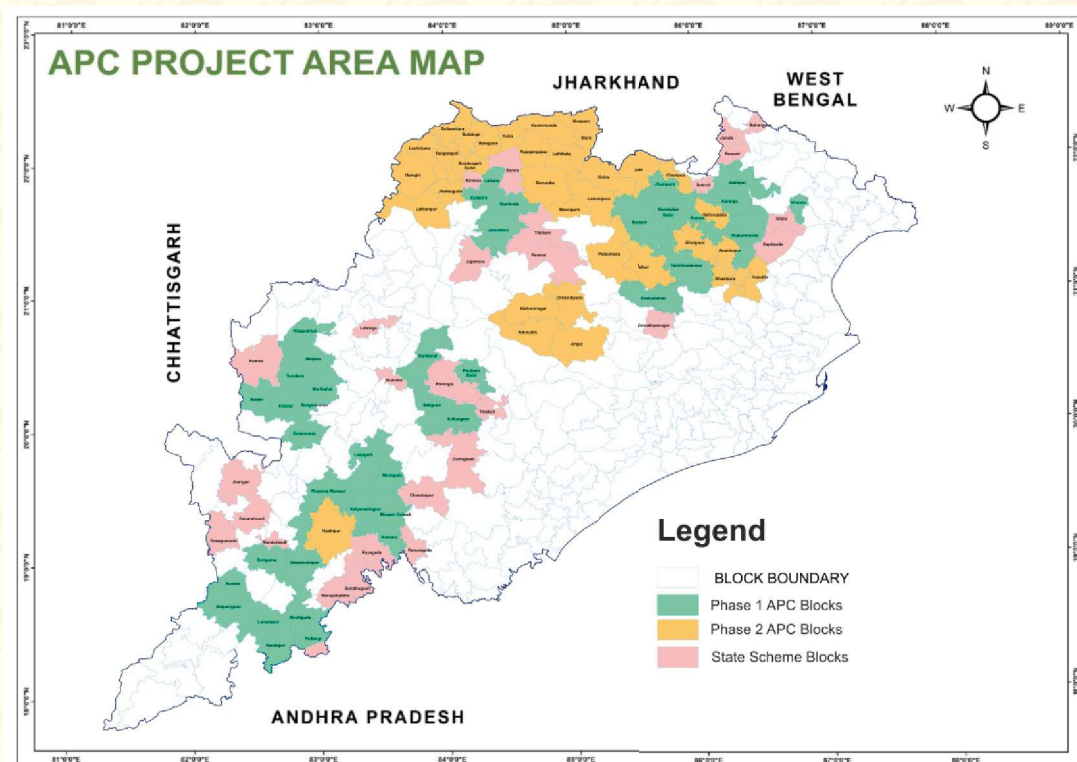
Submitted By

**APC Programme Secretariat,
PRADAN**



i. Background	1
ii. Phase Wise APC Project Blocks	2
1. Promotion of Women Producer Groups	3
2. Promotion of Women FPOs	5
3. Agriculture & Horticulture	8
4. Farm Mechanisation & Improved Technologies	11
5. Non Pesticide Management	12
6. Plantation	14
7. Irrigation Infrastructure Development	15
8. Post-Harvest Management	17
9. Improved Goat and Backyard Poultry Rearing	18
10. Establishment of Market & Collective Marketing	20
11. Promotion of Agri Entrepreneurs (AEs)	23
12. Coordination and Liasioning	24
13. Training & Capacity building	25

Project Coverage



i. Background

The Special Programme on Promotion of Agriculture Production Clusters (APCs) in the tribal regions of Odisha is a collaborative initiative led by the Department of Agriculture and Farmers' Empowerment, Government of Odisha. The programme is implemented in partnership with the Department of Mission Shakti, Odisha Livelihood Mission (OLM), Bharat Rural Livelihoods Foundation (BRLF), Gates Foundation (GF), and Professional Assistance for Development Action (PRADAN).

The programme aims to create sustainable livelihoods for poor, tribal, and other vulnerable households through targeted interventions in agriculture and livestock rearing. Its core objective is to stimulate growth in the farm sector and sustainably double the income of Women Self-Help Group (WSHG) farmers in the backward highland regions of the State by establishing and scaling a robust model of Agriculture Production Clusters.

Programme Scope

The project currently covers 100 blocks across 16 districts of Odisha, targeting a coverage of 3.83 lakh women SHG members. Key strategic elements include:

- Diversification of the cropping system with high-value horticultural crops
- Critical irrigation and post-harvest infrastructure for agriculture
- Livestock rearing (Goat & Backyard Poultry) for supplementary income
- Local mechanism for input services and improved Packages of Practices (PoPs)
- Adoption of Non-Pesticide Management (NPM) in 40% of the covered area
- Institutionalised marketing processes to ensure fair price realization for farmers
- Convergence with schemes from Horticulture, Agriculture, OLM, Mission Shakti, DRDA, ARD, ST&SC Development Dept., OLIC, OAIC, APICOL, DMF, OMBADC, Soil Conservation, and other relevant departments

Programme Expansion

Since 2021–22, the project has been expanded to 5 blocks in Angul, 17 blocks in Sundargarh, 8 blocks in Keonjhar, 2 blocks in Jharsuguda (with DMF support), and 1 block in Rayagada (supported by BRLF). As a flagship programme of the Government of Odisha, the Department of Agriculture & Farmers' Empowerment extended the APC model to a State Sector Scheme in 2023–24, covering 11 districts with 27 new blocks. In the same year, to increase coverage intensity, it was decided to extend outreach to 2,000 new families per existing 40 Phase I blocks, scaling to 5,000 WSHG members per block for an additional five-year period.

Recognition & Awards

- SKOCH Gold Governance Award (2019)
- Top 14 Contender, AVPN Constellation People's Choice Award (2021)
- Featured in Agriculture World Magazine, September 2021
- Featured in "Ensuring Food and Nutrition Security in Climate Fragilities and Disasters: The 31 Inspiring Practices", NIDM (2022)
- SKOCH Gold Governance Award – Keonjhar District (2022–23)

ii. Phase wise APC Blocks

Districts	Phase I Project Blocks	Phase II Project Blocks	State Scheme Blocks
Angul		Athamallik, Pallahara, Angul, Kishornagar, Chhendipada	
Balangir	Muribahal, Tureikela, Bangomunda, Khaprakhol, Belpada		
Boudh	Kantamal		Gudvella, Loisinga
Deogarh			Reamal, Tileibani
Dhenkanal	Kankadahada		Kamakhyanagar
Jharsuguda	Kolabira, Laikera	Jharsuguda, Lakhanpur	Kirmira
Kalahandi	Golamunda, Lanjigarh, Thuamul Rampur		
Kandhamal	Phulbani, Baliguda, K Nuagaon		Phiringia, Tikabali, Daringibadi
Kendujhar	Kendujhar Sadar, Jhumpura, Harichandanpur, Patna, Banspal	Anandapur, Saharpada, Ghasipura, Ghatagaon, Hatadihi, Joda, Champua, Telkoi	
Koraput	Dasmanpur, Boipariguda, Pottangi Semiliguda, Kundra, Lamtaput, Nandapur, Borigumma		Narayanpatna, Bandhugaon, Kotia (Pottangi)
Mayurbhanj	Jashipur, Karanjia, Khunta, Thakurmudna		Kusumi, Sukruli, Rairangpur, Jamda, Kaptipada, Udala
Nabarangpur			Kosagumuda, Papadahandi, Nandahandi, Jahrigaon
Nuapada	Khariar, Boden		Komna
Rayagada	Bisamkatak, Muniguda, Kalyansinghpur, Kolnara	Kashipur	Chandrapur, Rayagada, Ramnaguda
Sambalpur	Jamankira, Kuchinda		Jujumura, Bamra
Sundargarh		Bonai, Lahunipara, Balisankara, Subdega, Kutra, Kuanrmunda, Bisra, Lephripura, Rajgangpur, Sundargarh, Bargaon, Tangarpali, Nuagaon, Lathikata, Hemgiri, Koida, Gurundia	
16 Districts 100 Blocks	40 Blocks	33 Blocks	27 Blocks and Kotia (Pottangi)

1. Promotion of Women Producer Groups

The Department of Mission Shakti and Odisha Livelihood Mission provide financial support to form and strengthen Producer Groups (PGs) under the APC project. As of the close of Financial Year 2025–26, a total of 3,008 PGs have been formed, with a cumulative membership of 3,31,986 women farmers across 100 blocks in 16 districts.

Sl No	Districts	No of APC blocks	No of PGs Formed	Total Farmers Covered
1	Angul	5	125	15,175
2	Balangir	7	246	27,365
3	Boudh	1	40	4,526
4	Debagarh	2	50	5,490
5	Dhenkanal	2	64	6,599
6	Jharsuguda	5	155	17,664
7	Kalahandi	3	110	12,020
8	Kandhamal	6	170	16,871
9	Kendujhar	13	397	44,815
10	Koraput	10	342	36,653
11	Mayurbhanj	10	309	32,213
12	Nabarangapur	4	100	10,140
13	Nuapada	2	104	11,434
14	Rayagada	8	245	27,850
15	Sambalpur	4	126	11,842
16	Sundargarh	17	425	51,329
	Total	100	3,008	331,986



New PG formation , Bissam Cuttack



Kharif Planning meeting, Jashipur Block



PG Business Development Plan, Boipariguda



Orientation on Value chain and Market linkages, Pottangi

Key Highlights

- In the 28 State Plan supported blocks, the project targeted to form 695 PGs and completed the same.
- In the 40 Phase I blocks, there were 932 existing PGs. During the reporting year 556 new PGs formed.
- As of the close of the financial year 2025–26, a total of 3008 PGs have been formed, covering 3,31,986 women SHG members.
- To facilitate the inclusion of new members and formation of additional PGs, block-level teams conducted extensive mobilisation activities, including hamlet and village level meetings, supplemented by household visits. Existing PG leaders played a proactive role in mobilising women in newly covered project locations by disseminating information on the concept, objectives, and livelihood impacts of the APC approach, particularly for small and marginal farmers.
- The newly inducted PG members were provided with capacity building support, including training on leadership development, maintenance of books and records, training on improved and synchronised crop cultivation practices. They were also facilitated with training on value addition, processing, and collective marketing.
- Out of a total of 3,008 PGs formed in the Phase I, Phase II and State Scheme APC blocks, Institutional Building and Capacity Building (IBCB) support has been extended to 1,745 PGs, while Working Capital (WC) support has been provided to 986 PGs.

Transformation through Collective Farming – Maa Bhabani Producer Group, Kankadahad

The Maa Bhabani Producer Group (PG), formed in 2019 under the APC initiative in Rangamatia village, Dhenkanal, brought together 143 women farmers to strengthen collective production and marketing. Prior to intervention, women cultivating brinjal faced low productivity, low prices, delayed payments, and limited access to quality inputs, technical support, and markets.



Through collective planning, capacity building, improved cultivation practices, and direct market engagement, the PG enhanced bargaining power, eliminated middlemen, and improved access to markets. The group diversified into brinjal, cowpea and bitter gourd cultivation and strengthened systems for sorting, grading, packaging, and collective marketing.

The intervention significantly improved livelihoods. In FY 2025–26, the PG collectively cultivated high-value vegetables and other crops on 84 acres and recorded sales of ₹38 lakh, compared to a turnover of ₹12 lakh in FY 2024–25. Moreover, the members earned ₹6.8 lakhs from fruits and ₹29 lakhs from livestock sales. Member incomes increased from around ₹28,000 in 2019–20 to ₹50,000–₹300,000 annually, while 54 members now earn over ₹1 lakh per year.

The case demonstrates how women-led collectivization, market linkages, and institutional strengthening can improve incomes, enhance women's leadership, and transform rural livelihoods sustainably.



New PG formation, Harichandanpur

2. Promotion of Women PCs

Producer Companies (PCs) under the APC programme targets to cover 3,000–5,000 smallholder women farmers per block by promoting collective action. Women, mobilised as shareholders from PGs, are gaining due to increased bargaining power, improved market access and higher incomes through collective input procurement and synchronized crop production. PCs are enabling collective input procurement, synchronized crop planning, timely supply and improved post-harvest management leading to better price realisation. Economies of scale and streamlined operations is enhancing supply chain efficiency. Beyond economic gains, women are experiencing greater social empowerment through collective decision-making and capacity building. By 2025-26 FY, 63 PCs have been promoted in 73 Phase I and Phase II APC blocks and brief overview of the progress as follows;

Key Highlights

This financial year prioritized shareholder mobilization and increasing turnover for Producer Companies. By the end of the financial year 2025-26, 63 PCs formed comprising 1,03,620 PG members as shareholders with ₹421 lakhs share capital.

Vital statistics of FPO Performance 2025-26

Indicators	Unit	Progress of Phase-I PCs (Till Mar'26)	Progress of Phase-II PCs (Till Mar'26)	Progress of 63 PCs (Till Mar'26)
No of PCs registered	Nos	30	33	63
Shareholders	Nos	85,635	17,985	103,620
Share Capital	₹ in Lakhs	267	154	421
Sales Revenue	₹ in Lakhs	2,911	895	3,805

- 30 PCs in the Phase I blocks recorded a total business turnover ₹2,911 lakhs and 33 PCs formed later in Phase II blocks reported a total business turnover of ₹895 lakhs.
- While output business contributes 82% to the total turnover, input business contributes to 18% to the total transaction.
- During the reporting period, 13 producer companies in Phase I blocks, reported a business turnover exceeding ₹1 crore each, and equal numbers of PCs stood between ₹50-100 lakh business transaction, reflecting a substantial increase in sales of agricultural inputs as well as fruits and vegetables compared to the corresponding period of the previous year.
- During the reporting period BoD members from Phase I and Phase II blocks undergone trainings on Business Plan, Financial Management, Governance and Leadership, Audit and Accounts, Record Keeping and Legal Compliances.
- PCs exported mango, papaya, bitter gourd, drumstick, and strawberry to inter-state and international markets. Processed products like dried red chilli, dried ginger, and dried bitter gourd—were sold to institutional buyers including Bharat Masala, ITC, and Raheja.
- Regular BODs meetings are organized to move as per the business plan of the PC as well as to take decisions to overcome the challenges. 353 BoD meetings have been conducted during the reporting period. All the PCs had their AGM during this reporting period.



PC's input Sales Point, MUPCL, Muribahal



Brinjal marketing through
SABUJA BANANI PC, Kendujhar



AGM of Swayang Sampurna WFPCL, Karanjia



AGM of NP WFPCL, Balliguda

Koraput Nari Sakti FPC – Building Women-Led Markets through Governance and Collective Enterprise

Established under the APC programme in Lamtaput block of Koraput district, Koraput Nari Sakti Farmers Producer Company Limited (KNFPCL) has evolved into one of the largest women-led producer institutions in the region, with 5,983 shareholders and a share capital base of ₹28.6 lakh. Supported by Mission Shakti, the Department of Horticulture, and PRADAN, the FPC strengthened livelihoods by combining production planning, value addition, market integration, and institutional governance.

The FPC promoted cluster-based cultivation of vegetables and tuber crops, with ginger emerging as the flagship commodity. A major milestone was the establishment of a solar dehydration unit for ginger processing with financial support from Dept of Mission Shakti, in partnership with S4S Technologies, enabling farmers to move from raw produce sales to value-added products, reducing post-harvest losses and increasing returns. The company also supported members through input supply, training on improved practices, millet mandis, and access to farm machinery.

KNFPCL steadily expanded market linkages across Odisha and neighbouring states, connecting farmers to multiple buyers and reducing dependence on local traders. Turnover increased significantly from ₹31 lakh in FY 2020–21 to ₹132 lakh in FY 2025–26, reflecting stronger market integration and business growth.

Beyond business performance, the FPC demonstrates effective women-led governance. Trained Board members actively participate in financial decisions, market negotiations, and conflict resolution. Institutional systems such as regular audits, diversified income streams, and timely payments have strengthened transparency and trust among members.

The KNSFPCL model illustrates how women-led producer companies can establish production clusters, combined with processing, financial discipline, market expansion, and participatory governance that build sustainable rural enterprises and strengthen women's economic leadership.



Red Chilli Marketing to Bharat Masala by Janghalinga MFPCL, Kolabira



KNSFPCL being felicitated as the best performing FPO in Krushi Odisha, 2026

3. Agriculture & Horticulture

The APC programme aims to enhance and ultimately double the income of women farmers through the promotion of high-value vegetable cultivation using a cluster-based approach guided by synchronization and other APC principles. Since inception, the programme has witnessed substantial growth in the area under high-value crop cultivation, increasing from 9,814 hectares in 2019–20 to 81,043 hectares during the current financial year, reflecting an overall growth of approximately 726%.

As cluster-based cultivation of high-value crops forms the core strategy of APC, the programme has placed strong emphasis on the establishment and strengthening of crop clusters. Farmers are encouraged and supported to adopt synchronized crop production practices with the objective of generating marketable surplus, improving price realization, and enhancing market access.

Commodity-Wise Crop Coverage – 2025–26

Commodity	Area (Hectares)	Women Farmers
High Value Vegetables	60,203	1,90,973
High Value Paddy, Oilseeds & Pulses	20,841	77,311
Total	81,043	2,22,936



Cabbage cluster, Karanjia



Kharif potato Cluster, Nandapur

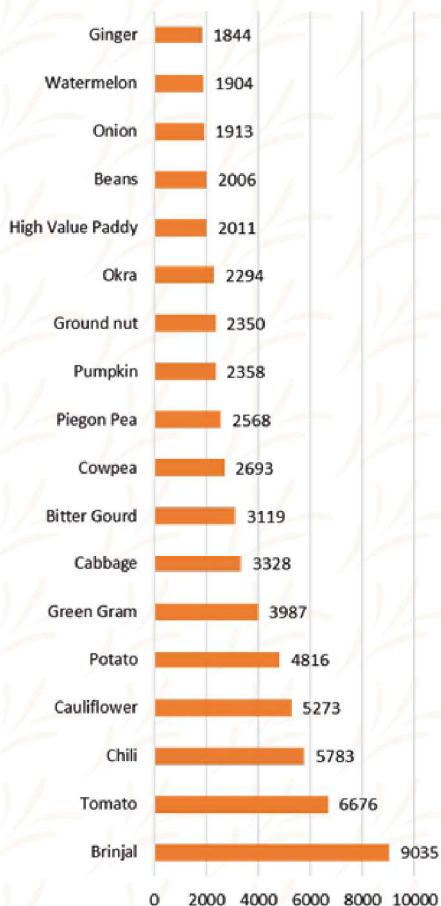


Strawberry cluster, Dasmantpur



Marigold cluster, Phulbani

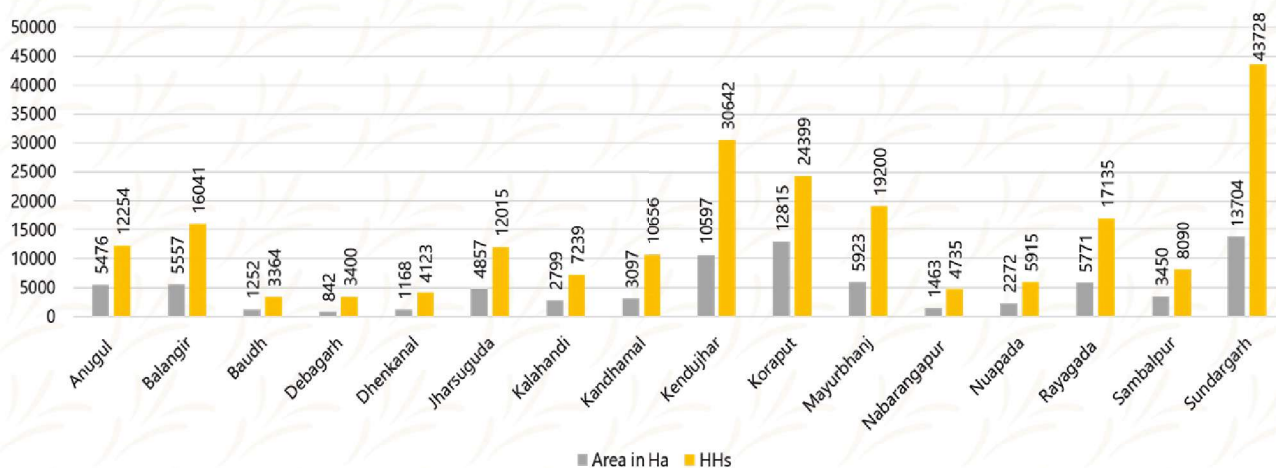
Crops covering more than 1800 Ha



Major high value crops that covered more than 1800 ha during 2025-26

- In this reporting period 2,22,936 women farmers have cultivated high value vegetables, paddy, oilseeds and pulses in 81,043 hectares of land. While vegetables such as Brinjal, Tomato, Chilli, Cauliflower, Potato, Cabbage, Bitter Gourd, Cowpea, Pumpkin, Okra, Beans, Onion, Watermelon, and Ginger were cultivated across more than 1,000 hectares each, other crops including high-value paddy, Green Gram, Mustard, Pigeon Pea, Groundnut, Black Gram, and Horse Gram also recorded cultivation over 1,000 hectares of land.
- While high value vegetable was cultivated in 60,203 hectares by 1,90,973 women farmers, other high value crops like high value paddy, oilseeds and pulses was covered in 20,841 hectares by 77,311 women farmers.
- To create an enabling ecosystem for this approach, APC adopted several key interventions, with crop cluster development and synchronized cultivation remaining central to the implementation strategy. PG farmers were facilitated to undertake comprehensive seasonal crop planning exercises with a strong focus on market demand and effective implementation of production plans. During the reporting period, more than 70% of PGs adopted synchronized cultivation practices.
- To support synchronized production and planting, each PG carried out detailed crop planning exercises at the hamlet and village levels. These plans included key aspects such as crop selection, input procurement strategies, advance payment collection, indent preparation, nursery management, timely sowing and transplantation, and adherence to recommended Packages of Practices (PoPs).

District wise area covered in High Value Crops in Kharif, Rabi and Summer seasons during 2025-26 and number of farmers engaged



- The finalized plans were subsequently consolidated at the PG level to facilitate cluster-based implementation, with continuous support from PG functionaries. This coordinated approach to synchronized cultivation was successfully implemented across 2,110 PGs, establishing a strong foundation for collective input management and market-oriented production systems.
- Community nurseries and entrepreneur-led nurseries were established to ensure the availability of quality planting materials and enable synchronised crop cycles.
- Provision of quality agricultural inputs was facilitated through FPOs and Agri-Entrepreneurs (Aes).
- PG farmers availed subsidy from Directorate of Horticulture and Agriculture, ITDA, OLM and Mission Shakti for 7,092 hectares through the provision of agri-inputs and other support.
- Under Potato Mission, 4,816 hectares of area covered in potato cultivation in both kharif and rabi seasons.
- During the period, off seasons crops like Kharif watermelon and kharif onion was cultivated by farmers in Balangir, Boudh and Nuapada. Similarly new exotic crops like strawberry were cultivated by farmers in Koraput, Keonjhar, Kalahandi, Kandhamal, Sundargarh, Nuapada, Mayurbhanj districts, which fetched significant profit for the PG farmers. Similarly, crops like marigold, spine gourd also fetched good price for the farmers.
- Block level teams conducted comprehensive training for women farmers on crop-specific Packages of Practices and the effective use of farm mechanization, promoting scientific and sustainable methods to maximize yields.
- Collective sowing and planting were facilitated within defined timelines, aligned with market intelligence to maximise price realisation for farmers.
- Improved technologies and farm mechanisation practices were promoted to enhance productivity and reduce drudgery among the women farmers. Innovative and appropriate technologies were introduced and scaled up to improve farm efficiency, reduce labour burden and increase production.
- Critical factor conditions such as irrigation infrastructure, crop protection measures, post-harvest storage, and processing facilities were strengthened.
- During the reporting year, a sum of 34,219 MTs of high value crops, including vegetables, pulses, oilseeds, cereals, fruits, flowers sold through collective marketing valued at ₹9,166 lakhs.
- Market linkages were facilitated to enable market actors to reach farmers at their doorstep, thereby improving market access and price discovery.



Bitter Gourd Cluster, Harichandanpur



Grafted Brinjal Cluster, Phulbani



Marigold cluster, Lanjigarh



Pumpkin Cluster, Banspal

4. Farm Mechanisation & Improved Technologies



Brinjal with Drip & Mulch, Jashipur

Usage of improved farming technology is most critical in commercial farming. While it reduces drudgery of the women farmers, at the same time it enhances efficiency and productivity. The farmers adopted improved technologies such as shed net/poly house nursery, soilless nursery, trellis, power weeder, drip & mulch, sprinkler, grafted seedlings and solar fencing etc. Following are some important technologies hugely promoted under APC;

Technology		
Trellis System	Promotes vertical growth, improves sunlight exposure, simplifies harvesting for creeper crops (bitter gourd, bottle gourd, ridge gourd, spine gourd).	7,996 farmers 73 blocks
Drip, Sprinkler & Mulch	Optimises water use and fertigation; mulch retains soil moisture and suppresses weeds. Combined productivity improvement.	4,672 hectares covered
Solar Fencing	Solar-powered crop protection against wild animals, cattle, and unauthorised entry.	525 Ha 17 blocks
Soilless Nursery	Saplings grown in controlled environment using substrates and nutrients for superior planting material.	64 units 30 blocks
Protective Agriculture (Kheyti Rakshak)	Modular low-cost greenhouse; reduces temperature by 5°C, cuts pest attacks by 90%, enables up to 7x yield with 90% less water.	216 farmers 36 blocks
Multi Row Sprayer	Wheel-based sprayer covering nearly double the area of traditional sprayers.	156 units 24 blocks
Animal Repellent (Herbolive+)	Prevents crop losses from wild boars, monkeys, and stray cattle.	75 hectares 10 blocks
Grafted Brinjal and Tomato	Reduces wilt incidence and improves per-land-unit income.	596 farmers 32 blocks
3G Cutting Method	Optimises male-to-female flower ratio to increase yield; helps in increasing productivity in creeper crops.	75 hectares 15 blocks



Beans with Single line trellis, Kolnara



Sarita Bara, Soil less Nursery, Kutra

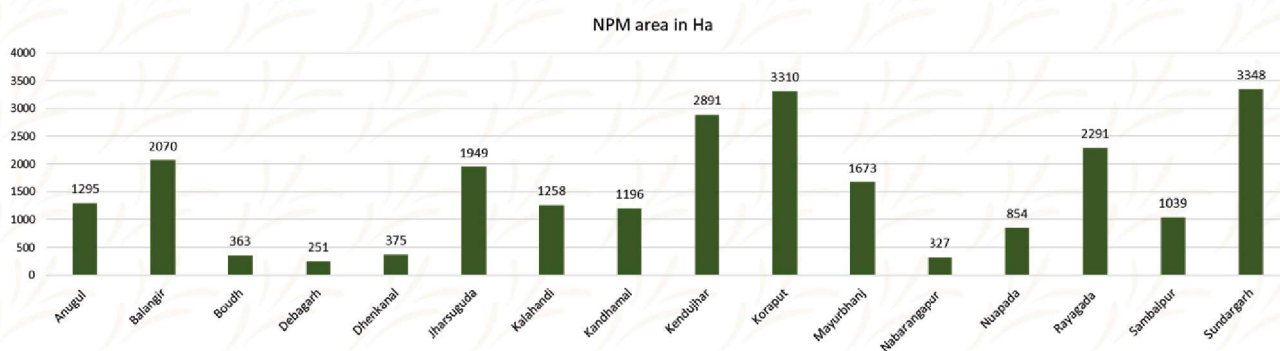
5. Non Pesticide Management

Alongside synchronized vegetable production, the APC programme has been actively promoting Non-Pesticide Management (NPM) and other sustainable agricultural practices to encourage climate-resilient and eco-friendly farming systems. During the current reporting period, the programme targeted 40% of total crop coverage under sustainable farming approaches, including NPM, regenerative agriculture, multilayer farming, and organic practices.

Key Highlights

- During the financial year 2025-26, 24,488 hectares were brought under sustainable farming practices, benefiting 1,11,422 women farmers.
- Farmers received hands-on training in the preparation and application of bio-input formulations including Jibamrit, Ghana Jibamrit, Bijamrit, Handikhat, Agniastra, Neemastra, and other locally suitable products.
- Bio Resource Centres (BRCs) have been established to supply locally prepared bio-inputs as well as specialised products such as Pseudomonas, Trichoderma viride, VAM culture, bio-fertilizers, pheromone traps, light traps, and yellow/blue sticky traps.
- NPM-based Agri-Entrepreneurs (AEs) have been promoted to undertake bio-input production and distribution as an enterprise activity.
- Intercropping systems promoted include: Ginger with beans, chilli, pigeon pea, pumpkin and maize; Turmeric with pigeon pea; Grafted brinjal with coriander, marigold, and radish; Pigeon pea with black gram and groundnut; Ginger and turmeric integrated within mango and cashew orchards.

District wise NPM area coverage in Ha



Training & demonstration on NPM products, Muniguda



Application of NPM, Jashipur

Transition to Sustainable Farming through Non-Pesticide Management – Kishore Nagar

Kishore Nagar block in Angul district, traditionally known for kharif cauliflower cultivation, faced declining soil health and rising cultivation costs due to excessive use of chemical fertilizers and pesticides. In 2021, the introduction of the Non-Pesticide Management (NPM) Cluster Model under APC, facilitated by SEWA NGO, initiated a shift towards sustainable agriculture.



Through awareness campaigns, field demonstrations, and training led by Sampurna Producer Group, farmers adopted natural formulations such as Handikhata, Agneyastra, Neemastra, and Jeevamruta. Confidence in NPM practices grew as farmers observed improved soil health, reduced pest incidence, better-quality produce, and stable yields. To ensure continuous availability of inputs, a Bio-Resource Centre (BRC) for bulk production of NPM formulations has been established at the block level.

The intervention resulted in increased adoption, with participating households rising from 73 in 2022–23 to 107 in 2025–26. Cultivation expanded to 67.5 acres in Kharif and 80 acres in Rabi seasons, while cultivation costs reduced by nearly 20%. Farmers reported brighter cauliflower curds, longer shelf life, and improved profitability through reduced input costs and assured sales.

The Kishore Nagar experience demonstrates how women-led collectives, institutional support, and sustainable farming practices can drive the transition from chemical-intensive agriculture to resilient, low-cost, and environmentally sustainable production systems. Today, the cluster stands as a model for chemical-free cauliflower cultivation in Odisha.

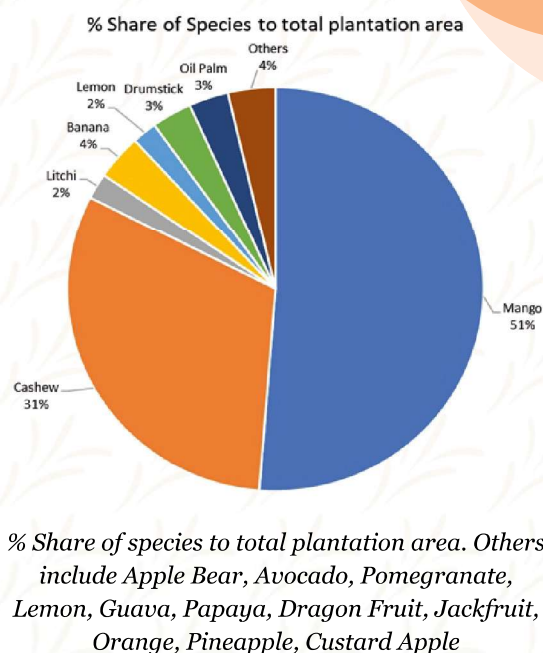


Bio-Resource Centre, Phulbani

6. Plantation

With regard to plantation activities, there is a cumulative achievement of 11,875 hectares covering 33,908 farmers. While species like mango and cashew have the major share to the total plantation area, litchi, drumstick, banana and papaya also fairly contributes to the total plantation area coverage.

During the reporting period, the programme emphasized the promotion of short-duration horticultural crops such as papaya, drumstick, and banana to facilitate early income generation for farmers. Propagation through locally available drumstick stumps was widely promoted as a cost-effective approach ensuring quick establishment and faster economic returns.



From Migration to Prosperity through Horticulture-Based Livelihoods – Balangir

The experiences of Suryakanti Sabar and Sabita Podh highlight how collective institutions, horticulture interventions, and sustained handholding support under APC have enabled women farmers to transition from vulnerable livelihoods to profitable farming enterprises.

Suryakanti Sabar, from Satchuan village in Belpada block, joined a Producer Group under APC in 2020 after years of livelihood insecurity and migration. With support from the Directorate of Horticulture, she established a mango orchard with 160 saplings on one acre and adopted intercropping practices. By 2024, 130 trees had started yielding, generating ₹1.4 lakh from mango sales and over ₹1 lakh annually from intercrops. The orchard has become a stable source of income and long-term financial security for her family.



Sabita Podh, a member of Maa Ghantasoni Producer Group in Muribahal block, began dragon fruit cultivation in 2021 with 100 plants on seven decimals of land. Supported through entrepreneurship training, technical guidance, and institutional convergence, she gradually expanded to 400 plants by 2024–25. Her annual earnings increased to ₹5 lakh through sales of fruits and saplings. Her son became an AE under AEPS program and availed financial support of ₹18.7 lakhs from govt under MKUY scheme which helped her to expand the initiative further.

These cases demonstrate how women's collectives, horticulture-based diversification, entrepreneurship support, and departmental convergence could reduce distress migration, strengthen incomes, and transform women farmers into successful rural entrepreneurs.

Key Highlights

- 11,875 Ha plantation area covering 33,908 farmers
- During the financial year, collective marketing of ₹716 lakhs made from selling 21,529 quintals of fruits.
- Piloted dragon fruits and oilpalm in 7 blocks
- Intercropping in plantation patches popularised and farmers obtained additional income
- Application of improved technologies like kairomone traps on mango has helped farmers double their income.



Banana Plantation, Kashipur



Harvesting, Sorting and Grading of Drumstick, Muribahal, Balangir

7. Irrigation Infrastructure Development



Solar borewell, Lanjigarh



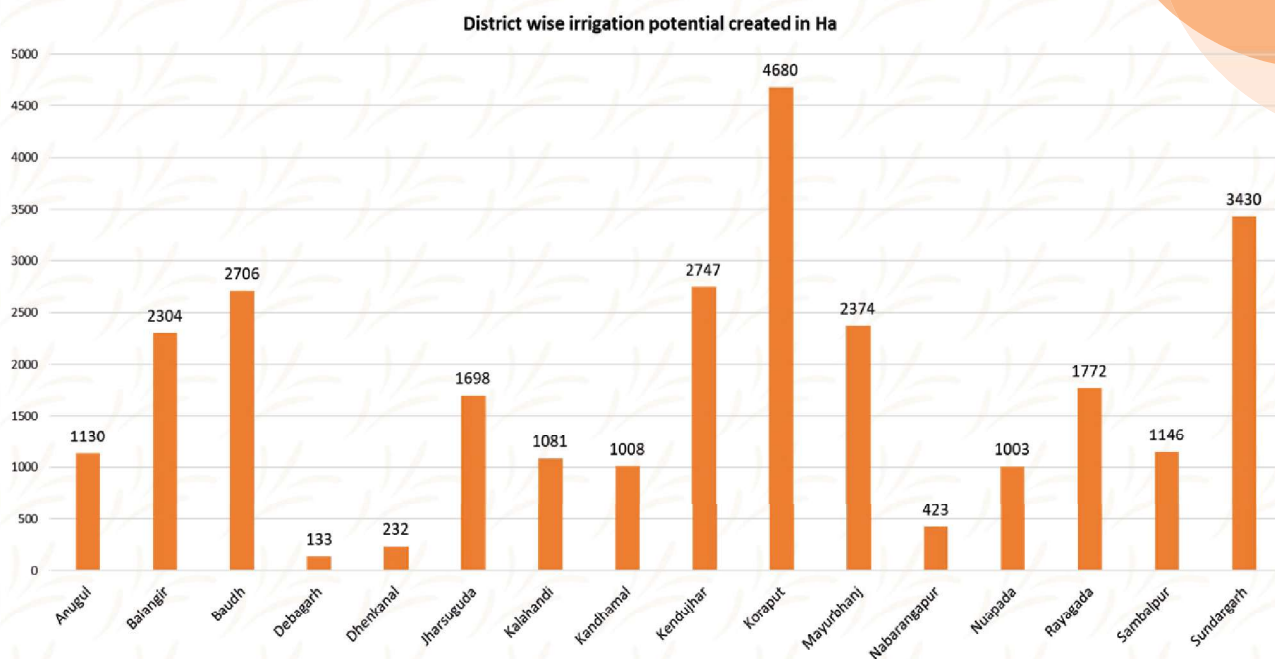
CLIP, Sundargarh Sadar

Irrigation plays a vital role in boosting the income of small and marginal farmers, securing crops from scant rainfall, promoting multiple cropping, more area coverage throughout the year and thus increased output.

Highlights

The project has achieved to create 27,867 hectares of irrigation potentials covering 50,991 women farmers, mobilising existing schemes from of OLIC, OAIC, MGNREGS, Watershed, ITDA, DMF, etc.

S. N.	Name of the Structure	Units
1	Revived CRLPs	245
2	New CRLPs	697
3	Individual cluster lifts	2,102
4	Cluster bore wells	3,833
5	Farm ponds	4,575
6	Dug Wells	964
7	Other Irrigation projects (DBI, Check Dam, Canal, etc.)	903
8	Total irrigation potential created in Ha	27,867
9	Total no of farmers benefitted	50,991



Irrigation-Led Transformation in Dhumabhata, Balangir

Dhumabhata village in Belpada block of Balangir district has emerged as a model of irrigation-led livelihood transformation under the APC programme. Through support from OAIC's Jalanidhi-2 scheme, 40 Micro River Lift Points (MRLPs) were established, creating irrigation access across 240 acres for 52 women farmers. The initiative was complemented by farm ponds, dug wells, fruit plantations, and cultivation of high-value crops.



The Jai Maa Bastaren Producer Group mobilized 50 farmers to collectively access the scheme. Improved irrigation significantly enhanced cropping intensity, with Kharif vegetable cultivation increasing from 25 acres to 73.4 acres and Rabi vegetables expanding from 15 acres to 83 acres. Year-round water availability enabled double cropping and diversification into high-value vegetable and horticulture crops.

The intervention resulted in substantial livelihood improvements. Farmers such as Angarabati Deo increased annual earnings to over ₹15 lakh, while Sanjita Pattnaik diversified cultivation and now earns more than ₹10 lakh annually. Improved incomes enabled asset creation, better housing, and educational opportunities for families.

Sustained support through Producer Groups and FPOs strengthened access to quality inputs, market linkages, and better price realization. The Dhumabhata experience demonstrates how assured irrigation, collective institutions, and women's leadership can drive agricultural growth, income enhancement, and rural transformation.

8. Post-Harvest Management

The major objective of promotion of PHM structures is to ensure better return to the farmers through proper storage, sorting, grading, packaging and processing. This helps women farmers in fetching better price by minimizing post-harvest losses and improving the marketability of their produce. This includes efficient cleaning, grading, packaging, and storage at the farm level, which increases demand and price of their produce.

PHM Infrastructure – Status as of March 2026

Category	No of Units
Sorting, Grading, Packaging through Pack House	123
Storage Structures	108
Cold Storages (Solar/Electric)	136
Processing Units (Dryers, Mills, etc)	207
Sabji Coolers	140
PUSA Zero Energy Cool Chambers/Ginger Storage Structures	49
Total	763

Key Highlights

- 4 RMC Godowns allocated to 4 PCs for onion storage and ginger processing in Balangir and Koraput.
- F&V dehydration units processed 21,935 quintals of produce (ginger, turmeric, cabbage, onion, and others) and marketed to institutional buyers.
- PHM interventions enabled farmers to realise an additional 10–20% incremental income compared to conventional marketing approaches.



Solar Cold Storage, Boipariguda

9. Improved Goat and Backyard Poultry Rearing

Backyard Poultry (BYP) and goat rearing have been introduced as supplementary livelihood activities under the project. In the current reporting period, 122,595 farmers adopted improved livestock practices, of whom 57,653 engaged in intensive livestock farming. Women farmers focusing on livestock maintained optimal herd sizes, provided proper shelter, ensured regular immunisation, and supplied adequate feed. Cumulatively, 30,685 BYP sheds and 31,063 goat sheds have been constructed. Livestock sales constituted 27% of total collective marketing during the reporting period. Women farmers realised ₹3,797 lakh from the sale of livestock products.

Support Services and Interventions

Regular Vaccination & Deworming: Trained Community Animal Health Workers (CAHWs), primarily women, along with trained Prani Mitra from OLM and ARD dept staff provide doorstep services and participate in PG-level training sessions.

Improved Sheds: Low-cost sheds using local materials promoted; night and day shelter with net covering for BYP; ITDA support for sheds in SCA-TSP blocks; MGNREGS convergence for goat sheds in select blocks.

Feed Supplements: Azolla production units established adjacent to sheds; feed supplements (grains, dry fish, mineral mixtures) prepared by Producer Companies and CAHWs.

Ethno-Vet Services: Systematic training on ethno-veterinary practices using locally available herbs and spices for disease management and prophylaxis; improved livestock survivability and reduced morbidity losses.

Pilots and Expansions: The programme introduced innovative livestock interventions, including Mother Chick Units (MCUs) and Brooding Units, to ensure timely availability of quality chicks for backyard poultry farmers and strengthen local poultry value chains. Additionally, FPO managed butcher units were piloted and scaled up to improve livestock marketing systems, enabling farmers to access better price realization and enhancing income opportunities through organized market channels.



Deworming of Goat through Ethnovet, Jamankira



Low cost Goat Shed, Borigumma



Sonali Chicks Marketing, K Nuagaon



Free range BYP rearing, Kolnara



Goat Vaccination, Kutra



Swayam Sampurna Women FPO managed butcher unit, Jashipur & Karanjia

Strengthening Backyard Poultry through Women-Led Enterprise – Deepika Chick Brooding Unit, Balliguda

The Deepika Chick Brooding Unit, established in September 2024 by Sunemi Mallik and Lataki Mallik of Jargi village, Balliguda block, demonstrates how women-led entrepreneurship can strengthen local poultry systems and create sustainable livelihoods. Recognizing gaps in the poultry value chain, the entrepreneurs initiated a brooding unit to supply healthy one-month-old chicks to backyard poultry farmers.



The enterprise received institutional support from PRADAN through training and handholding, while the Negi Paheri Women Farmers Producer Company facilitated procurement, distribution, and buy-back mechanisms. Technical guidance, vaccination support, and infrastructure assistance were provided by the Animal Husbandry Department.

During 2024–25, the unit procured 4,560-day-old chicks and successfully sold 4,340 healthy chicks across four brooding cycles, generating a gross business turnover of nearly ₹3 lakh and a net profit of over ₹42,000.

In 2025–26, the unit procured 6,000-day-old chicks and successfully sold 5,757 healthy chicks across five brooding cycles, generating a gross business turnover of nearly ₹4 lakh and a net profit of over ₹67,000. Improved management practices, hygiene protocols, and better transportation facilities reduced chick mortality from initially high levels to around 4–5%.

The intervention revived 62 inactive poultry units by ensuring regular access to quality chicks and improved farmer awareness on vaccination, brooding care, and herbal veterinary practices. Beyond strengthening local poultry production systems, the enterprise created a dependable income source for the Mallik family.

The case highlights how women-led enterprises, institutional convergence, and community-based poultry services can enhance rural livelihoods, improve livestock productivity, and strengthen local market systems.

10. Establishment of Market & Collective Marketing

PGs and FPOs have been established under the programme to strengthen backward and forward market linkages, ensuring timely access to inputs and improved market opportunities for farmers. Promotion of synchronized production among PG farmers has generated significant marketable surplus, enabling collective marketing, transparent sales mechanisms, and improved price realization.

The collective approach has enhanced women farmers' understanding of market dynamics, including demand trends, quality standards, packaging requirements, and pricing mechanisms, while strengthening their bargaining power and ensuring timely payments. Village-level aggregation points managed by PGs have evolved into effective collection centres supporting aggregation, sorting, grading, and packaging, thereby improving efficiency and facilitating larger-scale market transactions through FPOs.

During the reporting period, synchronized cultivation and collective marketing enabled the sale of 3,81,753 quintals of agri-horticultural produce, with transactions valued at ₹13,914 lakh. A total of 1,32,828 women farmers across 2,171 PGs participated in collective marketing activities, while 1,925 PGs undertook aggregation and value enhancement processes aligned with market requirements, contributing to improved returns.

Collective Marketing Performance – 2025–26

Indicator	Achievement
Total Produce Sold (Collective Marketing)	3,81,753 quintals
Total Transaction Value	₹13,914 lakh
Women Farmers Participating in Collective Marketing	1,32,828
PGs Undertaking Collective Marketing	2,171
PGs Undertaking Collective Aggregation, Sorting, Grading & Packaging	1,925
States with Market Coverage	13 States
Wholesale Markets Covered	224 markets
Regular Buyers	1,886

Overall, the programme has strengthened market systems through farmer collectivization, coordinated production planning, aggregation, value addition, and direct market engagement, leading to improved market alignment and enhanced farmer incomes.

- During the reporting period, efforts to strengthen linkages with local, regional, and inter-state buyers supported collective marketing, value chain development, and post-harvest management. As a result, APC products expanded their market presence across 13 states, reaching 224 wholesale markets and 1,886 regular buyers. Additionally, products such as mango, drumstick, and vegetables accessed international markets including Dubai, London, Germany, France, and Italy, indicating growing export potential.
- The programme strengthened market access through decentralized value addition (grading, sorting, packaging), aggregation centres, low-cost storage solutions, and digital platforms for real-time market information. Promotion of AEs and PC models improved last-mile service delivery and marketing efficiency. Exposure visits and continuous market intelligence dissemination enhanced the business acumen of BoD members and PC representatives, enabling informed decisions on pricing, demand trends, and market linkages.

Market map of APC (2025-26)



Channel wise Collective Marketing in 2025-26

SN	Market Channels	Sales in Qtl	Sales in Lakhs (₹)
1	Traders	2,98,943	10,615
2	Retailers	59,481	2,489
3	Processors, Institutional Buyers	2,325	36
4	APMCs/Mandis/e-NAM	11,640	430
5	Retail outlets & Veg on Wheels	9,364	342
	Total	3,81,753	13,914

Commodity wise collective marketing in 2025-26

SN	Commodities	Sales in Qtl	Sales in Lakhs (₹)
1	High Value Vegetables	3,30,972	8,567
2	Cereals, Pulses, Oilseeds	10,895	581
3	Livestock	8,220	3,797
4	Fruits	21,529	716
5	Flowers & Others	10,137	253
	Total	3,81,753	13,914

- Direct linkages with institutional buyers such as ITC, Bharat Masala, and S4S improved price realization and access to institutional markets. PC-managed outlets strengthened input access and enabled local marketing with timely payments. Support from district administrations, particularly in Kendujhar and Koraput, further enhanced market access through dedicated sales outlets, while butcher shops created localized markets for livestock producers.
- Participation in district and state-level fairs and exhibitions improved product visibility and expanded market opportunities. Promotion of value-added products, including dehydrated ginger, processed turmeric, and packaged aromatic paddy varieties such as Badshah Bhog, contributed to reduced post-harvest losses and improved market positioning.



Pumpkin marketed to West Bengal, Karanjia



Collective Marketing of Chili, Kolnara



Watermelon marketed to outside state, Kankadahad



Scented Paddy marketing through FPO, K Nuagaon

11. Promotion of Agri Entrepreneurs (AEs)

By 2025-26, a total of 1,631 AEs were selected in the selection process conducted by APICOL, out of which 1196 AEs have registered in AEPS. So far, 1,023 AEs have trained on their specific trades, 147 of them have been linked with govt schemes. While 753 AEs have started working in their respective fields, 687 AEs have been linked with PGs and PCs. The following table indicates the number of AEs selected under various trades

Highlights

- 1196 no. of AEs enrolled for training
- 1024 numbers of AE trained on various trades
- 753 AEs established agri-business units

Sl no	AE in trade	No. of AE trained	Linked with Govt. scheme	Self finance/ Linked with vendor	Convergence Details
1	Nursery	129	32	84	MIDH, OLM, RKVY and startup (Kheyti)
2	Agri input and output marketing	203	33	162	FPOs /Seed Licence
3	Farm Mechanisation	26	02	12	Agil. Dept. scheme
4	Non pesticide Management shop	27	0	24	Self finance
5	Mushroom spawn production	34	05	25	Empanelled vendor of Hort. Dept.
6	Goat farm	183	12	144	ARD and MKUY
7	Poultry farm	212	55	145	ARD
8	Fish fingerling production	16	08	08	Fisheries
9	BYP Cluster	194			Plan submitted with the committee at APICOL
	Total	1,024	147	606	



Soil-less Nursery promoted by AE Mahendra Ketaki, Turekela



Mushroom Entrepreneur Nirupama Mohanta

12. Coordination and Liasioning

During the reporting period, regular interactions were undertaken with stakeholders at the block, subdivision and district levels through review meetings, planning meetings and interface discussions with various line departments. The project teams coordinated with departments including Horticulture, OAIC, OLIC, ITDA, OLM, Veterinary and DRDA on issues related to fruit tree plantation, revival of MRLP and CRLP initiatives, submission of new proposals, seed indenting for ST beneficiaries, PG assessments, livestock vaccination and deworming and approval of asset plans under MGNREGA.

These engagements contributed to improved convergence, strengthened interdepartmental coordination, and facilitated implementation support across multiple thematic areas. During the reporting period, a total of 192 District Level Coordination Committee (DLCC) and interdepartmental meetings were conducted across 16 districts, while 146 Block Level Coordination Committee (BLCC) meetings were held to review progress, address implementation challenges and support planning processes.

The programme also witnessed visits by several dignitaries, Ministers of various Depts, Directors, and District Collectors, to APC intervention areas. During these visits, the efforts of women farmers and the progress achieved under the programme were acknowledged and appreciated, further strengthening stakeholder confidence and visibility of the initiative.



DLCC, Nuapada



DLCC, Boudh



The 9th SLCC, Chaired by Principal Secretary, DAFE on 18th Sept 2025

13. Training & Capacity Building

During the reporting period, the project undertook a series of capacity-building and training programmes for key stakeholders, including project staff, FPO shareholders, BoD members, PG members, community cadres, and other relevant actors. These interventions were aimed at strengthening technical knowledge, institutional capacities, and operational competencies to enhance the overall effectiveness and efficiency of programme implementation.

The following table presents the details of training and capacity-building programmes conducted for different categories of stakeholders during the reporting period.

PG leaders	PC members, staff	Community Cadres	PG members	FNGO Staff
Training of PG leaders on roles and responsibilities; basic management, norm setting, accounting, role and responsibilities of office bearers /sub committees; production and post production management as well as business and market literacy; books of records	Training of BoDs on governance, business & management), PC staffs on basic functioning of FPOs, Business Plan development, aggregation, value addition and marketing), training and awareness building of members regarding PC	Thematic training for Prani Mitra, Krushi Mitra, Udyoga Mitra and AEs	Capacity building on NPM, low-cost composting unit. PHM, value addition, processing, marketing, irrigation system management, PoP of identified crops, fruit tree plantation, Govt schemes and their convergence modalities and improved Goat & BYP rearing	Training on PG & PC and its functioning; production and NPM measures; Value chain and market strategies; irrigation infrastructure creation; integrated livestock rearing (BYP & Goat); important Govt schemes and their convergence modalities



PG level Gender Integration training, Kolabira



Training to HWFPCL BoD members, Khaprakhol



Leadership training of BoDs & PG leaders, Kankadahada



Capacity Building of CRPs and Cadres on PoP in Kharif crops



Govt. DEPARTMENTS



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