PROMOTION OF

AGRICULTURE PRODUCTION CLUSTERS (APC)

IN ODISHA



ANNUAL PROGRESS REPORT

FY: 2023-24

SUBMITTED BY:

APC PROGRAMME SECRETARIAT,
PRADAN

Key Achievements

Institution Building

1753 PGs

218019 Women Farmers

55 PCs

80797 Share holders

Horticulture

42465 Ha. high value veg

142816 women farmers covered under high value vegs

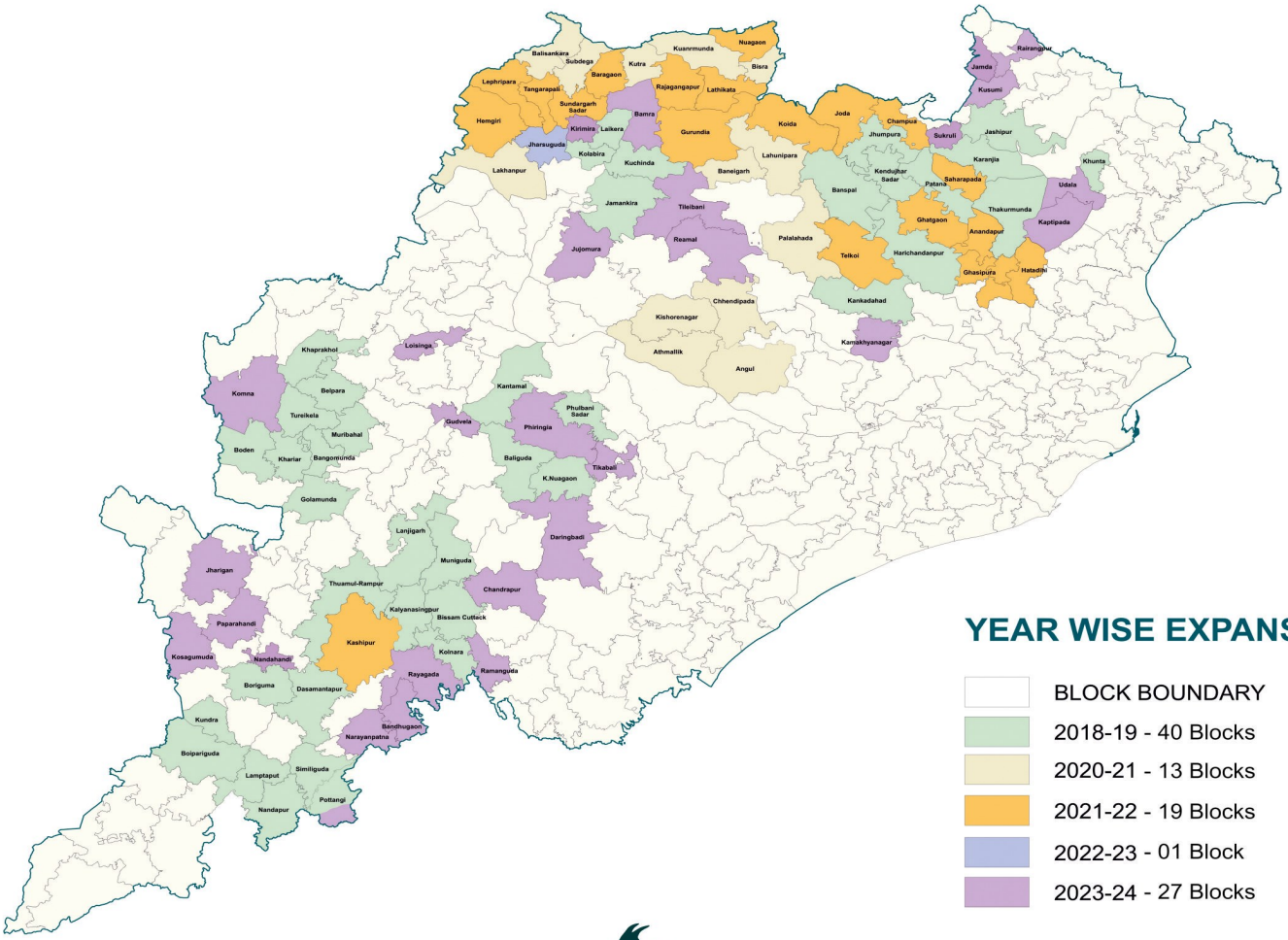
8616 Ha. plantation

18984 women farmers under plantation

Agriculture

14310 Ha. covered under paddy, pulses and oilseeds

51828 women farmers under cultivation



YEAR WISE EXPANSION

- BLOCK BOUNDARY
- 2018-19 - 40 Blocks
- 2020-21 - 13 Blocks
- 2021-22 - 19 Blocks
- 2022-23 - 01 Block
- 2023-24 - 27 Blocks

Irrigation

18805 Ha. of irrigation potential created

37816 women farmers covered under irrigation

Livestock Rearing

99973 women farmers under improved livestock rearing

24386 BYP Sheds constructed

21040 Goat Shed constructed

Collective Marketing

1659 PGs

Rs 11508.43 Lakhs Realised

329076.62 Qtls of produce marketed collectively

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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 with the following specific objective.

> 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).

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, OMBADC and other relevant depts 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 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. In order to bring more intensity in the existing 40 APC blocks and strengthen Producer Companies to operate as a self-sustaining business institutions, it was decided to add 2000 new families in each of the existing 40 blocks and work with total 5000 WSHG members in a block for another five years.

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.

As a flagship programme of Govt of Odisha, the Dept of Agriculture & Farmers Empowerment, Govt of Odisha expressed its interest to expand the APC project to more blocks of the State by converting the project into a State Sector Scheme. Under the State Plan Scheme, the initiative has been taken up in 11 districts covering 27 new blocks and Kotia in Pottangi block. Therefore, presently the project covers 100 blocks across 16 districts of the State and targets to cover 3.83 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.

Phase Wise APC 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. Further, this year 27 new blocks added to the project under State Plan Scheme, bringing together 100 blocks under the project, covering 16 districts including two new districts i.e. Deogarh and Nabarangpur 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, 33 blocks as Phase II blocks and new 27 blocks as State Scheme Blocks.

The list of blocks under the three categories are mentioned in the following table.

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

1. Institution Building

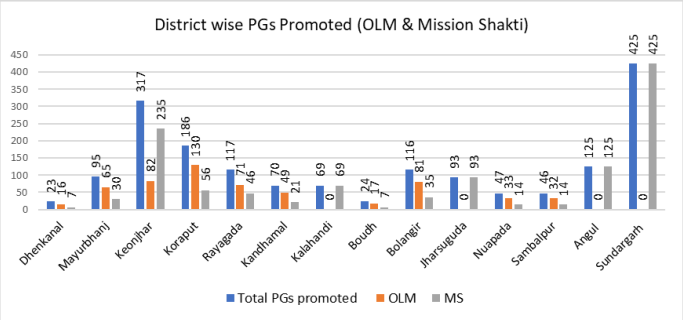
Odisha Livelihood Mission and Dept of Mission Shakti provide financial support to form and strengthen Producer Groups. This includes, support towards capacitating its members, setting up of office infrastructure and initial start-up capital to engage in agriculture and livestock activities.

1.1. Strengthening of PG

The primary institution in the project is the Producer Groups (PG). The PGs are formed as per the guideline prescribed by OLM. The project targeted to form 1757 PGs in all the 14 project districts. While the plan of 932 PGs in Phase I blocks was over since 2020-21, there has been 821 PGs formed in Phase II blocks bringing together a total number of 218019 women farmers. Thus, till this reporting period, there are 1753 PGs promoted. The district wise statistics of PGs formed and demographics cited in graph 1.

Out of the total 1757 PGs formed, IB-CB fund has been released to 1691 PGs and Working Capital released to 1245 PGs. PGs utilised the IBCB fund to set up their office, procure office stationeries, start-up kit for office, support for Udyog Mitra,

Graph 1: District wise numbers of PG promoted under Mission Shakti and OLM

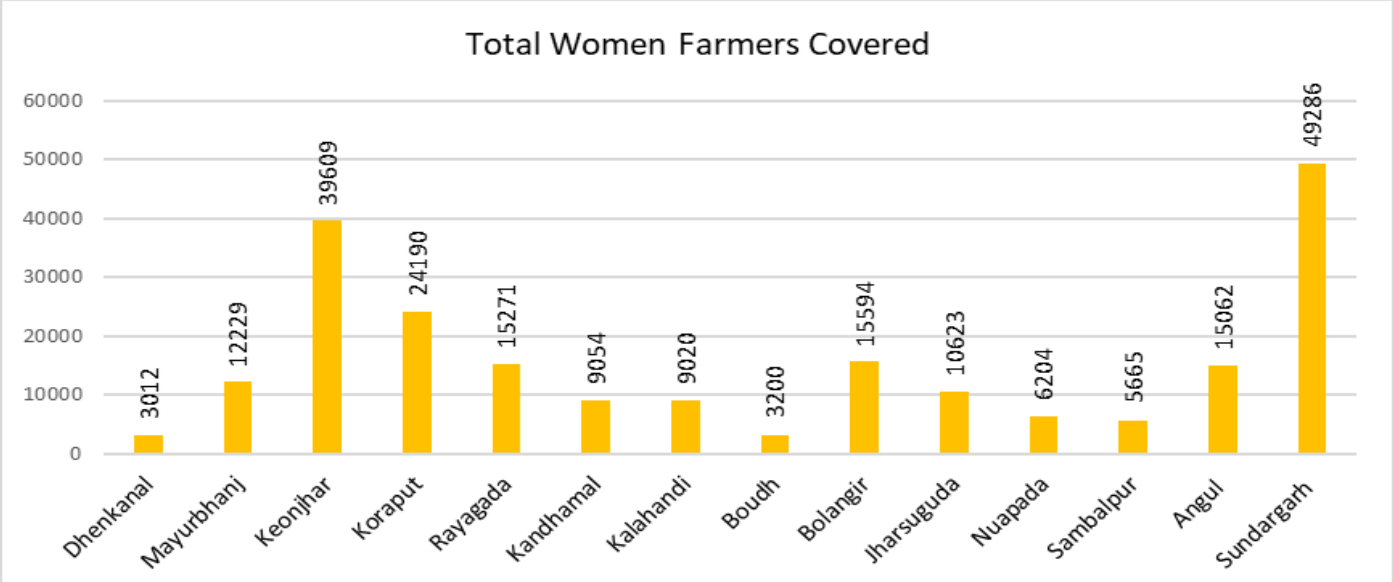


purchase of equipment and input procurement like seeds, fertilisers and bio pesticides and conducted capacity building events. A total amount of Rs 4694.64 lakh has been received both from Mission Shakti and OLM.



Picture 1: PG Meeting, Balisankara

Graph 2: District wise figure of women farmers formed the PGs



1.2. Promotion of PC

With the support from Mission Shakti, the project targeted the formation of 63 PCs in 73 blocks. In phase 1 blocks, the planed 30 PC promotion process was completed during the 2021-22. Mobilisation of shareholders was emphasised during this financial year and a total number of 78037 PG members have become shareholders.

In Phase II APC blocks, the process of PC formation started during this 2023-24 financial year and 25 out of the planned 33 PCs formed. In those PCs there are a total number of 2760 shareholders till March 2024. Block teams organised focussed intervention around PC concept and objectives in shareholder mobilisation drives.

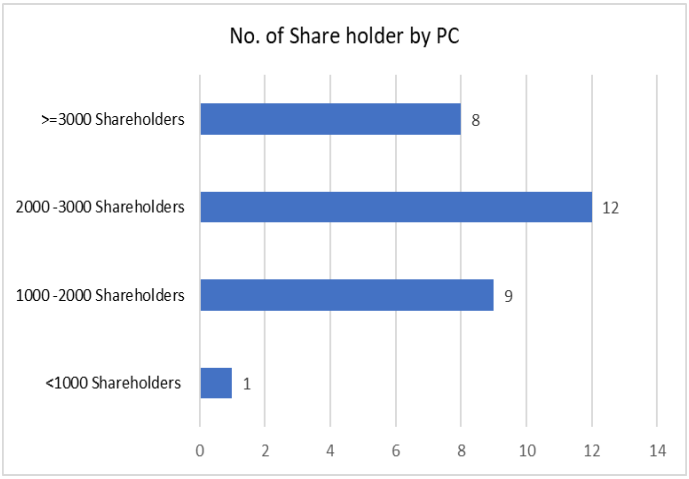
The PC promotion activities in Phase II blocks are in nascent stage, and the detailed progress of PC promotion in Phase I blocks is mentioned below.

In the 30 PCs, they have a total number of 78037 shareholders with Rs 252.44 lakhs share capital. As PCs engaged in input supply and collective marketing of Agro-horti crops and livestock products of PG farmers, they have had a total transaction of Rs 2357 lakhs during the FY 2023-24. Besides dealing with vegetables, oilseed, pulses, high value paddy, livestock products and other products of PG farmers, some of the PCs experienced the marketing of products like jackfruit, mango, tamarind, cashew and drumsticks. PCs provided inputs like seeds, fertilisers, pesticides and inputs for livestock farmers. Now the PCs are selling their products in 93 markets covering 9 states with having strengthened its link with 1045 regular buyers. The PCs have been linked with 18 institutional players for solutions around inputs, technology market and finance.

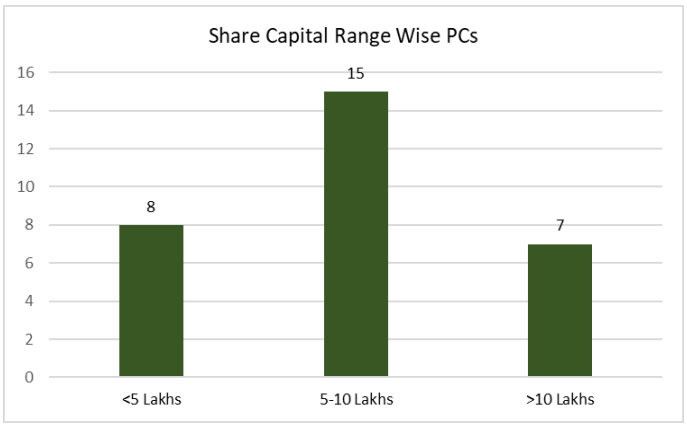
When we compare the PCs on the basis of number of shareholders, there are 8 PCs having more than 3000 shareholders, 12 PCs having 2000-3000 shareholders, 9 PCs having 1000-2000 shareholders and 1 PC having less than 1000 shareholders. The graph 3 shows the figures.

When we categorise PCs on the basis of share capital mobilisation, 7 PCs come under having more than Rs 10 lakh share capital, 15 under Rs 5-10 lakh category and 8 having less than Rs 5 lakh share capital. The graphs 4 shows the PCs coming under different category on the basis of share capital amount mobilisation.

Graph 3: Categorisation of PCs as per number of shareholders



Graph 4: Categorisation of PCs on the basis of share capital

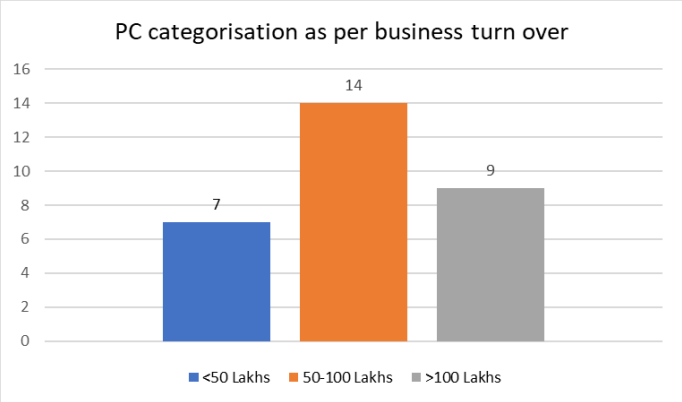


Picture 2: PC AGM meeting, Jashipur & Karanjia



So far as business transaction of PCs is concerned, during the current financial year there is a cumulative transaction of Rs 2356 lakhs. Further, during this year, 9 out of the 30 PCs have had a business transaction of Rs 1 crore, 14 made a transaction between Rs 50 lakh to Rs 1 cr and 7 PC made a transaction of less than Rs 50 lakh. The graph 5 shows the number of PCs coming under different ranges of business turn over.

Graph 5: Categorisation of PCs on the basis of turnover



Picture 4: Collective marketing of bitter gourd by PC, Harichandanpur

Picture 3: Agri Input Business by PC, Muribahal



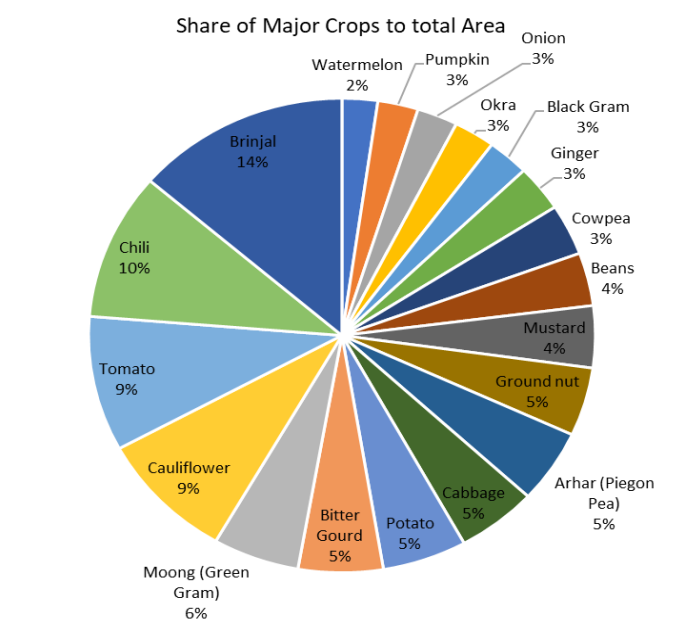
All the 30 PCs in the phase-1 blocks and 21 PCs in the Phase II blocks have received the initial start-up support fund and 30 PCs of Phase I block have received Working Capital from the Department of Mission Shakti. The APC teams are facilitating regular BoD meetings, financial audits, Annual General Body meetings and market linkages for effective governance and management of the PCs in the reporting period.



2. Agriculture & Horticulture

Out of the total 218019 PG members, 160924 PG farmers were involved in crop cultivation covering a total area of 56774 hectares. The major crops cultivated in all the three seasons (Kharif, Rabi and Summer) through cluster development approach having more than 1000 ha coverage are Brinjal, Chili, Tomato, Cauliflower, Green Gram, Bitter Gourd, Potato, Cabbage, Pigeon Pea, Groundnut, Mustard, Beans, Cowpea, Ginger, Black Gram, Okra, Onion, Pumpkin and Watermelon. The following graph 6 shows the share of major crops.

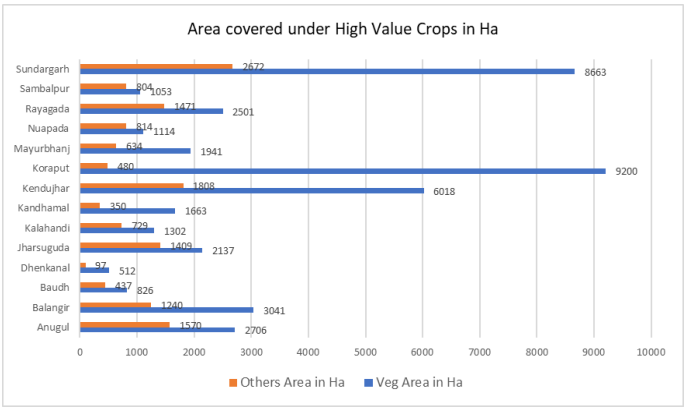
Graph 6: Share of major crops to the total area



2.1. Vegetables, Oilseeds, Pulses and Paddy Cultivation

APC not only envisages doubling the income of small and marginal women farmers through horticulture crop cultivation but also aims to empower them with necessary negotiation skill that mainstreams them. Therefore, 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.

Graph 7: District wise area covered under high value vegetables and other crops in ha



Out of the total area covered under agriculture intervention, 142816 PG farmers undertook high value vegetables in 42465 hectares. The district wise area coverage under high value vegetable cultivation.

During the reporting period 51828 farmers cultivated high value paddy, pulses and oilseeds in 14310 hectares. The graph 7 shows the total area covered under vegetables, Others (Paddy, Pulses and Oilseeds) cultivated throughout the three seasons during the reporting period. In this financial year on an average 0.54 ha area covered under high value crops per farmers.

PG farmers laid collective nurseries and sowed the seed at one time either collectively or individually.

Picture 5: Mulched Chili cultivation, Sundargarh



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, Horticulture and Agriculture helped the farmers to grow more and improve their 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.

Picture 6: Tomato cultivation, Jashipur



2.2. Non Pesticide Management

In order to make farming economical and sustainable, the project envisages coverage of 40% of the total crop area under NPM practise. NPM is a method or practise without the use of chemical pesticides.

In this initiative, the project teams focussed on the use of Bijamrita for seed treatment, Agneyastra and Handikhata for insect pest management, Mahulastra for fungal control, Jeebamrita and waste decomposer for soil health improvement. Farmers have been trained on the use of tricoderma treated compost and waste decomposer on the plants, resulting in good crop growth. The Cluster Coordinators have been trained on the preparation of these formulations, organised regular training events for the farmers in order to imbibe them with the skill.

Farmers encouraged to prepare their won compost pits or vermi compost units leveraging resources from MGNREGA or from other depts sources. Till this reporting period, there has been 24079 compost structures across the project blocks and a total number of 75129 farmers practised NPM practices in 15670 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.

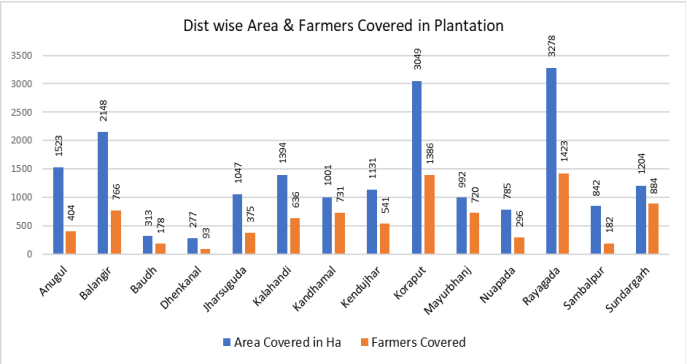
Picture 7: BRC Unit, Kantamal



2.3. Plantation Activities

With regard to plantation activities, there is a cumulative achievement of 8616 hectares covering 18984 farmers. During this reporting period 1166 hectares of plantation areas were added to the existing ones with 3758 new PG 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. The graph 8 shows the district wise coverage of plantation areas and farmers covered and graph 9 shows the share of major species covered under plantation.

Graph 8: District wise area covered under plantation in ha and number of women farmers covered.



In this financial year drumstick have been taken up under MGNREGS, with significant success rate in Western Odisha.

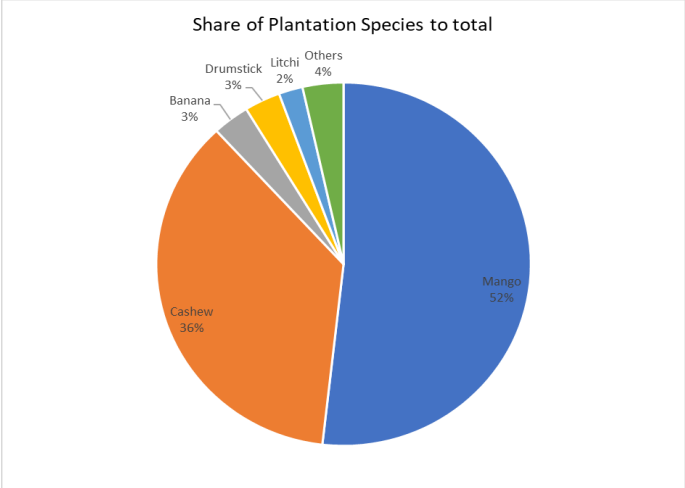
The plantation beneficiaries also taken up intercropping in plantation patches and reaped a good harvest.

Additionally, collective marketing of fruits like mango, cashew, drumstick, papaya, banana were taken up from existing and old plantation patches. This helped the PG farmers in selling the produces at their doorsteps at better price and also helped the PCs in their business diversification.

Picture 8: Inter cropping in Drumstick field, Bangomunda



Graph 9: Share of major fruit species to total area in percentage



Others include Guava, Pomegranate, Lemon, Papaya, Apple Bear, Orange, Jackfruit, Custard Apple and Pineapple.

Picture 9: Mango plantation, Belpada



3. Livelihood Infrastructures

3.1. Irrigation Infrastructure

Creation of irrigation infrastructure is critical for APC for increasing cropping intensity to increase the farmer's income. Therefore, APC strives to increase the irrigation command area in its operational blocks in order to help farmers take up high value crops in three seasons, through mobilising resources from depts and schemes like OLIC, OAIC, ITDA, Watershed and MGNREGS.

Picture 10: OAIC Jalanidhi II, Dasamantapur

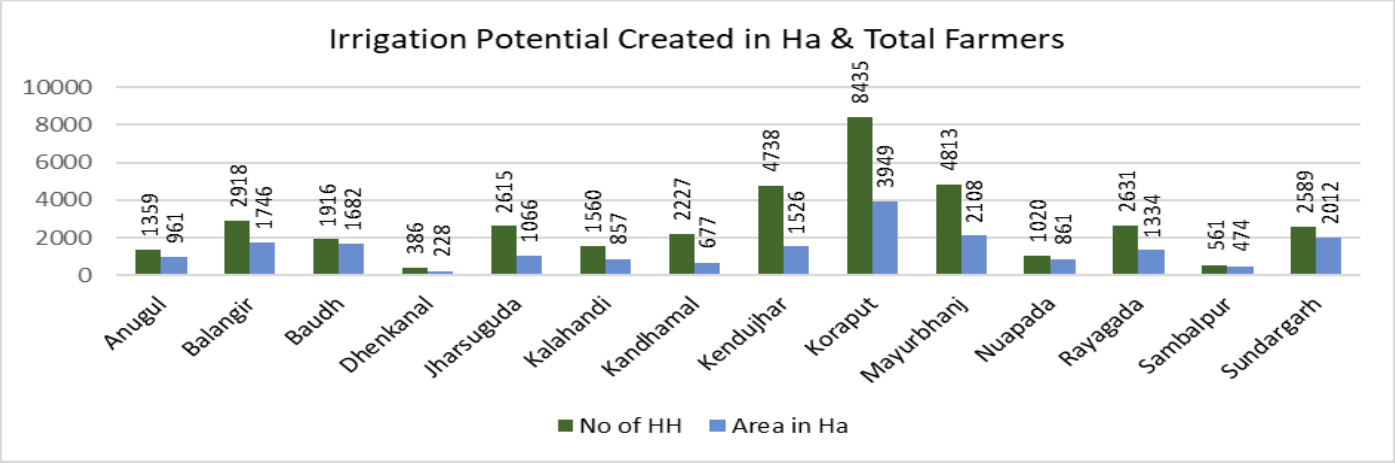


Picture 11: Solar Borewell at Harichandanpur



Till this reporting period 429 new CRLP structures, 184 CRLP revival projects, 1576 CBWs, 1446 individual cluster lift projects, 3439 farm ponds, 736 dug wells and 693 other structures like check dam, DBI and canal have been achieved. With addition of irrigation potential of 4259.44 hectares for 6514 PG farmers, the total irrigation potential created in the project period has increased to 18805 hectares covering 37816 PG farmers in the 73 APC blocks. The graph 10 shows the district wise irrigation potential created and farmers covered

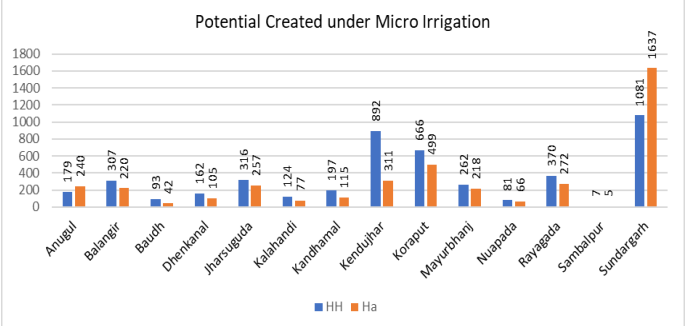
Graph 10: District wise area covered under irrigation in ha. and number of women farmers covered



3.2. Micro Irrigation

Till this reporting period the project team could facilitate the coverage of drip and sprinkler in 4066 hectares with additional achievement of 1292 hectares across project locations.

Graph 11: District wise area covered under micro irrigation in ha. and number of women farmers covered



3.3. 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.

So far there are 599 PHM structures, out of which

Picture 12: Solar Cold storage, Nuagaon



90 Pack Houses, 194 storage structures(Onion Storage structures, Solar Cold Storage), 315 low-cost storage (ZECC, Sabji Cooler) and processing units (Solar dehydration) mobilised from various govt schemes and programmes. So far 116076 plastic crates have been distributed to women PG farmers in APC Blocks through Horticulture Dept support.

Total 125 solar dehydration units have been installed in APC areas where seasonal horticultural fruits and vegetables are processed and sold. Ginger, turmeric, pumpkin, lemon, bitter gourd and cabbage are the major products being dried in these units, which fetch better income to the PG farmers.

Picture 13: Dehydration unit, Nandapur



Picture 14: Multi row sprayer, Lephripara



3.4. Farm Mechanisation and Improved Technologies

Under farm mechanisation, 125748 farmers have access to farm mechanisation. Farmers availed access to power tiller, tractor, sprayer, ridger, weeder, pump set, rotavator etc purchased by linking with agriculture and horticulture dept and from CFCs, and individual assets purchased by farmers.

Improved technologies like trellis, mulching, soilless nurseries, kheyti, Herbolive+, solar fencing, are promoted to boost production and lessen drudgery. Grafted brinjal and tomato are being promoted among the farmers in 19 blocks which has resulted in higher productivity and more income. Herbolive+, an animal repellent cum bio plant growth promoter, has been taken up in 8 blocks.

So far 7531 farmers have installed trellis to raise creepers. Kheyti is a protected cultivation model which helps local farmers to take up high value vegetables in off-season with increased yields, and get better price of the produce. The model has been taken up in 36 blocks .

Picture 15: Kheyti Model, Champua



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 840 PGs who are intensively adopting livestock rearing practices. During the reporting period a total number of 99973 farmers availed vaccination and deworming services and 46720 farmers practised intensive livestock rearing activities under the project.

Picture 16: Raised Bed Goat Shed, Kundra



With the construction of 10579 BYP sheds and 8643 goat sheds during this financial year, the project achieved a total number of 24386 BYP sheds and 21040 Goat sheds till this reporting period. Since fund mobilization from existing departmental schemes for goat and BYP sheds were not so easy affair, given the imbalances in material and labor costs, Block teams facilitated the renovation of goat sheds by raising the bed of the structures and ensuring ventilation in all sheds across the 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 intervention, doorstep availability without breaking the cold chain is important. There are 1201 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. CAHWs and veterinary department cadres use vaccine carriers and ensure its availability on demand. Further, the cadres are systematically trained on Ethno-vet services for disease management. This method of treatment is proven to be



Picture 17: Sonali Bird rearing in MCU, Jamankira

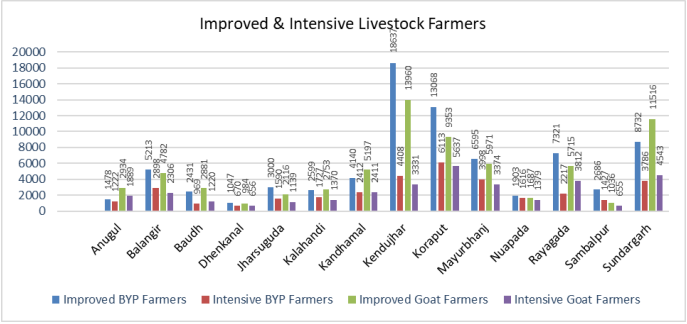
very effective, user friendly and sustainable. The ingredients are various kinds of herbal products, spices used in kitchen as well as some Ayurveda products.

Supplementary feed helps to gain more weight and improves egg production. To attain this azolla production units are being promoted nearby to the sheds. Also feed supplement (grains, dry fish, dry and green fodder, mineral mixtures, etc.) are being prepared and supplied by some PC/AE to the rearers.

To establish models for quality chick supply, in 18 blocks mother chick units have been initiated. In 6 blocks, the project teams have initiated butcher house for selling of meat. These units are run by PCs and entrepreneurs and the entrepreneurs purchase the goats and birds from the Producer Company.

All the 30 Farmer producer companies (PC) are involved in Goat and BYP business. Livestock as an activity is becoming important for the Producer Companies as around 25% of the total collective marketing amount comes from the source. In this financial year, women farmers have collectively marketed 6691 quintals of birds and goats worth Rs 2869.34 lakh, 153% growth over the previous year. The graph 12 shows the district wise number of farmers practise improved and intensive methods of livestock rearing.

Graph 12: District wise Intensive & Improved Livestock Farmers



5. Establishment of Market

To ensure end-to-end engagement with farmers, all APCs have implemented strategies for timely establishment backward and forward linkages, involving PGs and PCs. Synchronized production enables PG and PC members to achieve marketable surplus and sell their produce through collective marketing. Buyers often lift produce directly from the farm gate, and APCs sometimes send produce to Mandis and distance markets, which offer better price and assured payment.

Women members gained market exposure and improved their bargaining power, strengthening PG and PC's market presence. PGs are now engaged in value-added services like sorting, grading, and packaging. Aggregation points at the PG level have established their own identity, and PCs play an active role in marketing the produce.

In the financial year there was a total sales of 32908 MT of high value crops and livestock products at Rs 11508 lakhs. The graph 12 shows the district wise collective marketing in volume and price during the current financial year.

The key marketing strategies adopted for the financial year is mentioned below

Product Identification & Synchronised Production

Selected winner crops have been finalised during the starting of the APC project for all seasons. However, different APCs take up more appropriate crops, taking consideration into cropping time, variety as per market attractiveness. The crop matrix was mapped based on small holder's suitability for APC areas and market attractiveness for Odisha markets.

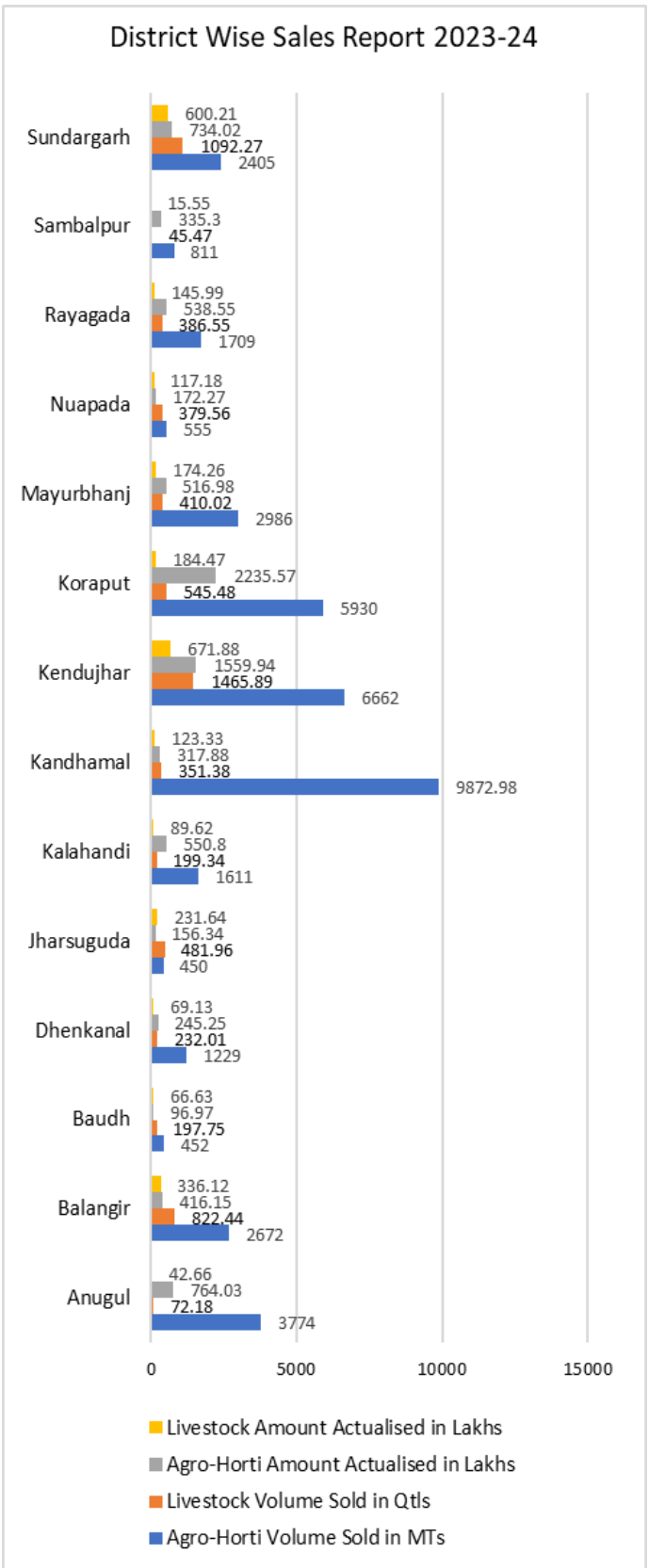
Market Profiling, Buyer Profiling and Strengthening linkages

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 mem-

Picture 18: Collective marketing of watermelon, Jashipur



Graph 13: District wise and category wise commodities sold in volume and rupees through collective marketing.



bers.

Strengthening different Market Channels

Traders, retailers, mandis, institutional buyers, processors, e-NAM, Retail outlets, vegetable on wheels and retail outlets are the major channels tried out for collective marketing of produce through PGs and PCs promoted in APCs. The table 1 shows the channel wise collective marketing done in lakhs.

Table 1: Channel wise collective marketing in Lakhs

Channels	Volume Traded in MT	Sales in Lakhs	% to total volume
Traders	24683	8476	75.0
Retailers	7161	2704	21.8
Processors & Institutional Buyers	399	121	1.2
APMCs/ Mandis	385	109	1.2
Retail outlets &	225	92	0.7
e-NAM	54	7	0.2
Total	**32908**	**11509**	**100**

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 PGs and PCs are now a common platform for women farmers and market. The process of involvement of PGs and BoDs of PCs during collective marketing and sharing of market information with PGs and BoDs help enhance 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.

Aggregation Points at PGs

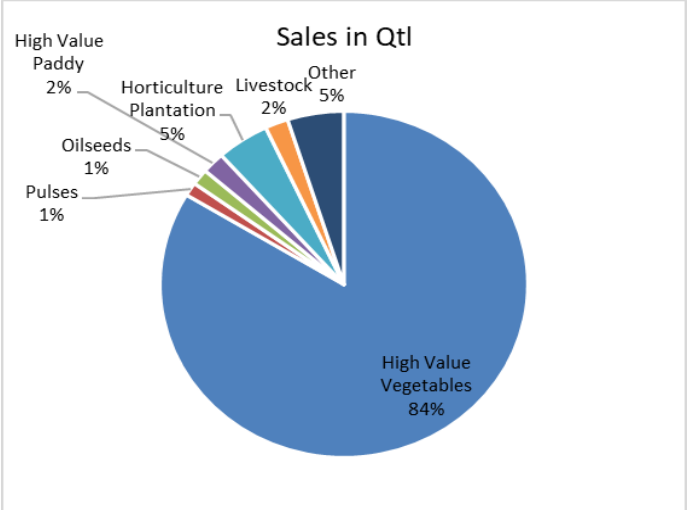
The village procurement points /aggregation points are gradually getting identity as "Market hubs". Majority of the harvested vegetables get through proper sorting and grading as per market specification by farmers, then they reach to the aggregation points for final checking and packaging. This practice 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



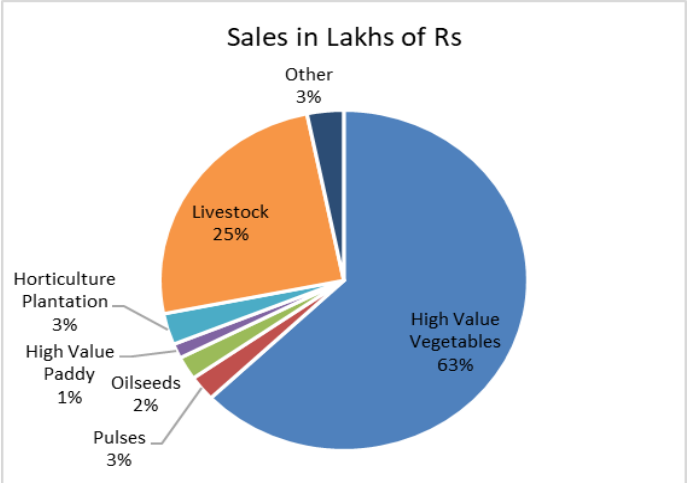
Picture 19: Sales through PC, Harichandanpur

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 been developed for the same.

Graph 14: Channel wise collective marketing in Lakhs



Graph 15: Channel wise collective marketing in Lakhs



6. 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 APC districts. The entrepreneurs identified under the scheme are expected to engage with 150 to 250 families each, collectively impacting 2 Lakh households in coming three years by providing quality agricultural inputs and services, farm mechanisation and marketing assurances to farmers at their doorstep.

To date, the selection of 1410 AE has been facilitated and 1001 AE have registered under the scheme by paying the registration amount to APICOL. So far, 441 AEs have undergone Foundation course training and 808 AEs have undergone Advanced trade trainings (Nursery-129, Goat -162, poultry-212, Agri input and marketing-192, Mushroom – 34, Fish fingerlings-16, Farm mechanisation-15). Currently, 741 AEs are enrolled under incubation phase, where AEs are ensuring farmers and CBO linkage, preparing their business plan and accordingly initiating their activity by linking with Govt schemes or self-investment and establishing their activity.

Picture 20: AEs Trade Specific training on Goat



The AEs have received tablets in the district level workshop organised in the last quarter of the financial year 2023-24.

Picture 21: AEs Trade Specific training on Nursery Mgt



8. Training, Meeting Capacity Building

The project conducted capacity building and training events for various stakeholders like project staff, shareholders, BoD members, PG members, community cadres and other relevant actors.

PGs have undergone various thematic training to improve their capacities on agriculture, livestock rearing, plantation, irrigation, post-harvest management, value addition and various govt schemes. The block teams conducted training and capacity building events for PG farmers during the reporting period. Orientation on PG, PC, roles and responsibilities of leaders, Crop PoP, Nursery raising, transplantation, organic fertilizers and pesticides preparation and application, ethnovet practices, feed preparation for BYP and goats etc have been carried out. Capacity building of office bearers of PG and training of PG farmers on crop care, multilayer farming, IPM and NPM are also being held regularly. PG farmers have been exposed to best practices and PoPs to other PGs for cross learning.

Around Producer Company promotion training events on PC management, business plan and PC books of accounts, etc have been organised for project staff, BoD members and shareholders. PC anchors and

Picture 22: Capacity Building Training to PG members



BoD members 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. Udyog Mitras have been trained on the concept of PG, roles and functions of the leaders and institution, maintenance of books of accounts etc. They have also been trained along with the CCs about their roles in maintaining PG records.

9. Coordination and Liasioning

Regular interaction with different stakeholders at block, subdivision and district level is going on and there were review and planning meeting, interface meetings with various block level stakeholders. Good rapport with block and district administration has played a very crucial role in the planning and implementation of the scheme. The project team organised meetings with different departments such as horticulture, OAIC, OLIC, ITDA, OLM, Veterinary & DRDA dept on issues pertaining to fruit tree plantation, MRLP, CRLP revival as well as new proposal submission, seed indent submission for ST beneficiaries, PG assessment, vaccination, deworming streamlining of small ruminants and approval of submitted asset plan under MGNREGA.

In 14 districts, 97 DLCC and interdepartmental meetings have been conducted so far.

One SLCC (State Level Coordination Committee) meeting was held under the chairmanship of Principal Secretary, Agriculture & Farmers Empowerment and other line depts state heads participated the meeting.



Picture 23: Principal Secretary's visit to Harichandanpur

During this financial year many dignitaries like Honourable Minister, Agriculture Dept, Development Commissioner cum ACS, Principal Secretary of DA&FE, Principal Secretary, Dept of Corporation, Director-Horticulture and nodal officers from various departments and District Collectors visited APC areas and appreciated the efforts of women farmers.

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