





ANNUAL PROGRESS REPORT (2024 - 2025)

PROMOTION OF
AGRICULTURE PRODUCTION CLUSTERS
(APC) IN ODISHA

Submitted By

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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, Govt of Odisha in partnership with Dept of Mission Shakti, Odisha Livelihood Mission (OLM), Bharat Rural Livelihood Foundation (BRLF), the Gates Foundation (GF), and Professional Assistance for Development Action (PRADAN). This programme aims to create sustainable livelihoods for poor, tribal, and other vulnerable women households through targeted interventions in agriculture and livestock rearing. The 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. This will be achieved by establishing and scaling a robust model of Agriculture Production Clusters (APCs).

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.

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.

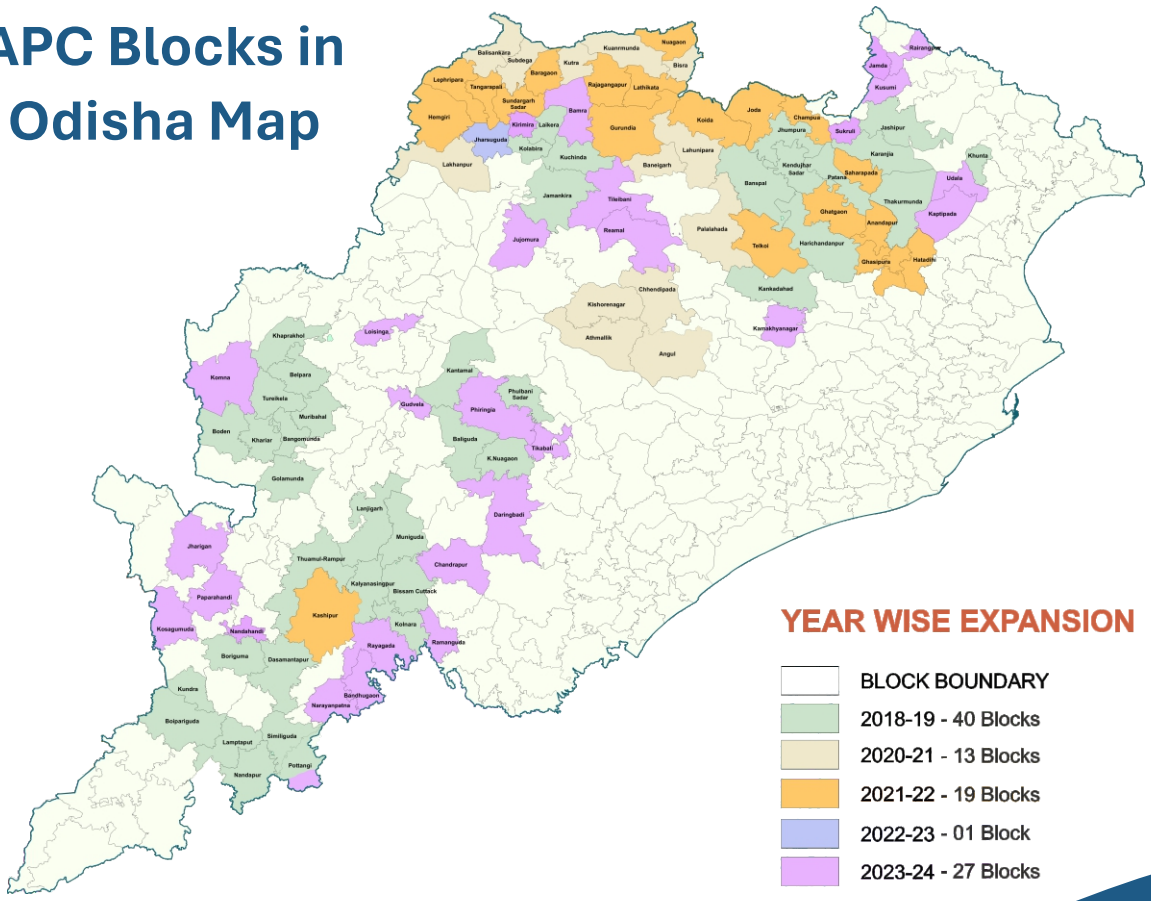
As a flagship programme of Govt of Odisha, the Dept of Agriculture & Farmers Empowerment, Govt of Odisha expressed its interest to expand the APC project to more blocks of the State by converting the project into a State Sector Scheme. Under the State Plan Scheme, the initiative has been taken up in 11 districts covering 27 new blocks and Kotia in Pottangi block in 2023-24.

Similarly, in 2023-24, considering the project's positive impacts and bring more intensity and vibrancy, the GoO decided to cover more families in the old 40 project blocks. Thus, it was decided to cover 2000 new families in each of the existing 40 blocks and work with total 5000 WSHG members in a block for another five years. This will further strengthen the existing PGs and Producer Companies and to help them operate as a self-sustaining business institution.

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.

APC Blocks in Odisha Map



ii. Phase Wise APC Project Blocks

Table 1: Phase wise addition of blocks in APC

Districts	Phase I Project Blocks	Phase II Project Blocks	State Scheme Blocks
Angul		Athamallik, Pallahara, Angul, Kishornagar, Chhendipada	
Balangir	Muribahal, Turekela, Bangomunda, Khaprakhol, Belpada		Gudvella, Loisinga
Baudh	Kantamal		
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	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, Papadahandi, Nandahandi, Jahrigaon
Nuapada	Khariar, Boden		Komna
Rayagada	Bisamkatak, Muniguda, Ksinghpur, Kolnara	Kashipur	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)**

As the project expanded to new blocks in a phased manner, the blocks are currently at different stages of implementation and development. For ease of understanding, the old 40 blocks are referred to as Phase I blocks, the subsequent 33 blocks as Phase II blocks, and the recently added 27 blocks as State Scheme Blocks. This report consolidates the progress across various thematic areas for the 73 Phase I and II blocks, while the progress of the State Scheme Blocks is presented separately in Chapter 12.

1. Institution Building: Promotion of Women Producer Groups

Major Highlights

- Dept of Mission Shakti and Odisha Livelihood Mission provide financial support to form and strengthen Producer Groups
- Organised 222,119 women SHG members into 1,757 Producer Groups (PGs) and connected 90,353 PG members with 62 Producer Companies (PCs).
- Facilitated and trained them for synchronised and improved crop cultivation, value addition and processing and collective marketing
- Facilitated creation of factors conditions for APC livelihood activities and a market ecosystem accelerating sales of their produce



PG Meeting, Baipariguda

- Out of the total 1,757 PGs formed, IBCB and WC has been released to 1,707 and 1,351 PGs respectively, and 1,653 of them received IBCB, 710 of them received WC

Graph 1: District wise total women SHG members under PGs. The figures in the parenthesis indicate the number of APC blocks in the corresponding districts.

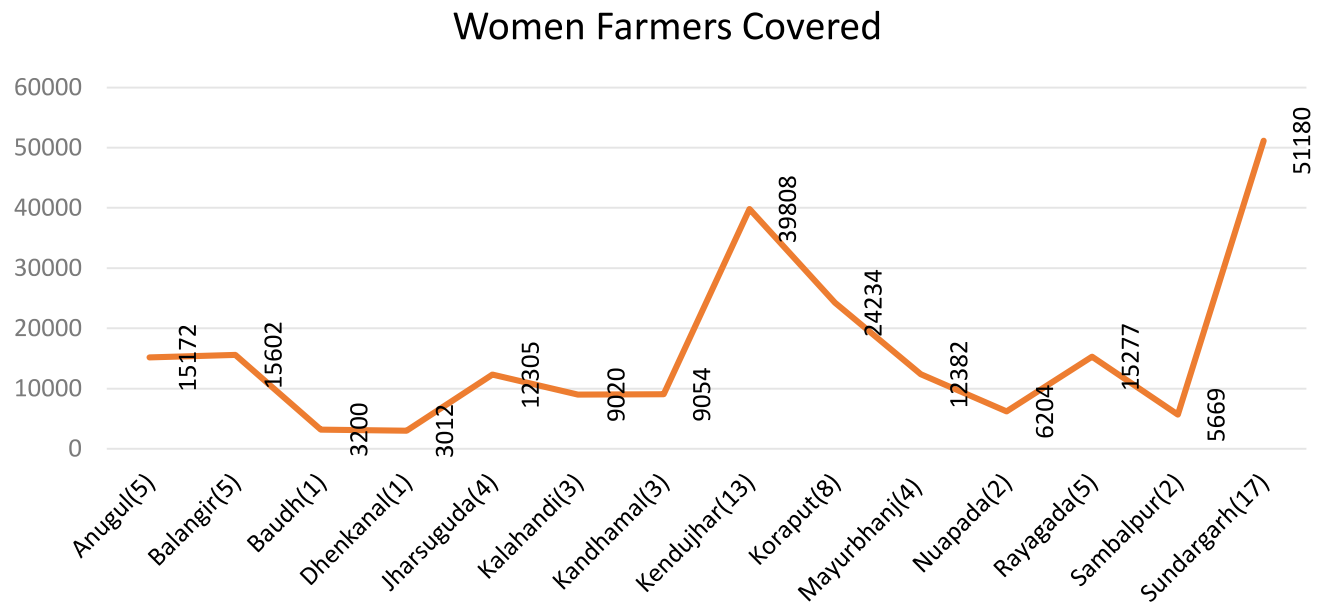


Table 2: Current status of District wise number of PGs formed; number of PGs received IBCB & WC

S. No	District	No of PG Promoted	No of PGs received IB,CB	No. of PGs received WC
1	Anugul	125	125	25
2	Balangir	116	116	103
3	Boudh	24	24	21
4	Dhenkanal	23	23	16
5	Jharsuguda	97	86	37
6	Kalahandi	69	69	59
7	Kandhamal	70	69	27
8	Kendujhar	317	317	256
9	Koraput	186	165	15
10	Mayurbhanj	95	90	59
11	Nuapada	47	41	32
12	Rayagada	117	89	48
13	Sambalpur	46	40	16
14	Sundargarh	425	399	0
	Total	1,757	1,653	710



PG Training on Potato cultivation, Kolnara



PG Meeting, Jashipur

Highlights

- Till this reporting period, 62 PCs formed comprising 90,353 PG members as shareholders with ₹343 lakhs share capital (30 PCs formed in the old 40 blocks and 32 PCs are formed in Phase II blocks last year).
- During the reporting period, out of the total 30 old PCs, 17 of them reported a business turnover exceeding ₹1 crore each, reflecting a substantial increase in sales of agricultural inputs as well as fruits and vegetables compared to the corresponding period of the previous year.
- 30 PCs in the Phase I blocks recorded a total business turnover ₹3,443 lakhs
- First time experienced export of Mango, Drumstick & Bitter gourd to various European countries



AGM, MWFPCL, Kantamal

Table 3: Key Achievements around PC promotion in Phase I and Phase II APC areas

Indicators	Unit	Progress of Phase-I PCs (Till Mar'25)	Progress of Phase-II PCs (Till Mar'25)
No of PCs registered	Nos	30	32
Shareholders	Nos	82,095	8,258
Share Capital	Rs in Lakhs	261	82
Sales Revenue	Rs in Lakhs	3,443	336
1st Tranche Support for PCs released from State	Nos	30	24
2nd Tranche Support for PCs released from State	Nos	18	NA
WC support to PCs released from State	No of PCs	30	NA

Highlights

- APC promotes the cultivation of high value vegetables by PG farmers through a cluster manner, following synchronisation and other APC principles.
- 1,682 PGs who followed synchronised sowing, planting, and production followed APC's winner crop selection, collective harvesting and marketing principles. Out of that 1,458 PGs adhered to APCs sorting, grading, packaging norms of their produces before selling to market.
- During the reporting period a total number of 166,958 women farmers undertook high value crop cultivation in 61,335 hectares. Out of that, high value vegetable was undertaken in 45,747 hectares and other high value crops (high value paddy, pulses and oilseeds) was taken up in 15,588 hectares.
- Under Potato Mission, 2,696 hectares of area covered in potato cultivation in both kharif and rabi seasons.
- During the reporting year, a sum of 30,180 MTs of high value crops, including vegetables, pulses, oilseeds, cereals, fruits, flowers sold through collective marketing valued at ₹8,345 lakhs.

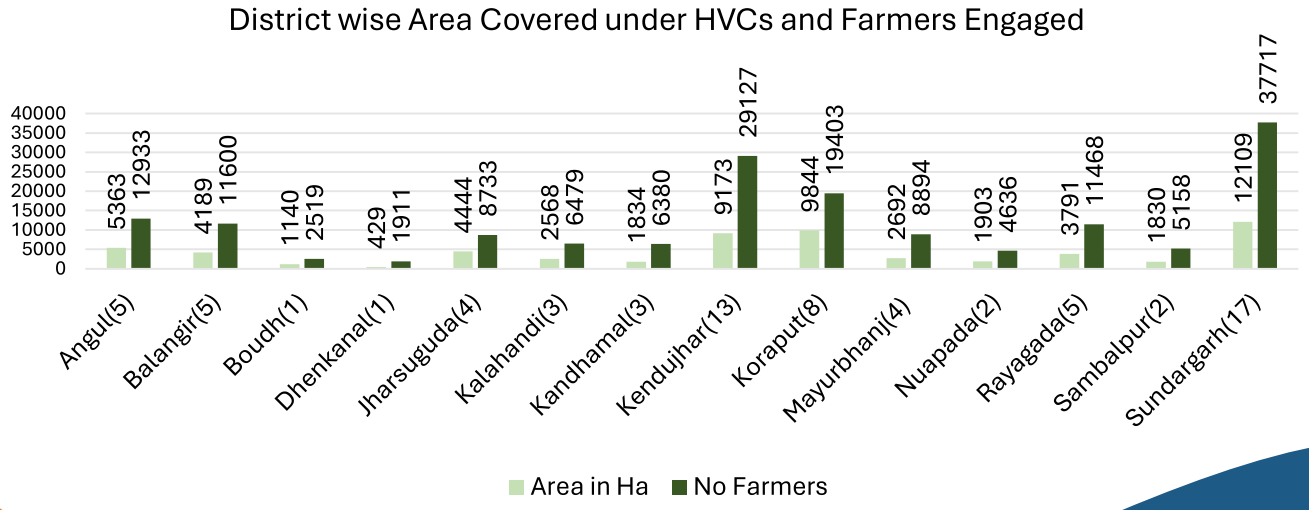


Khariff Planning Meeting, Semiliguda



Soilless Nursery, Harichandanpur

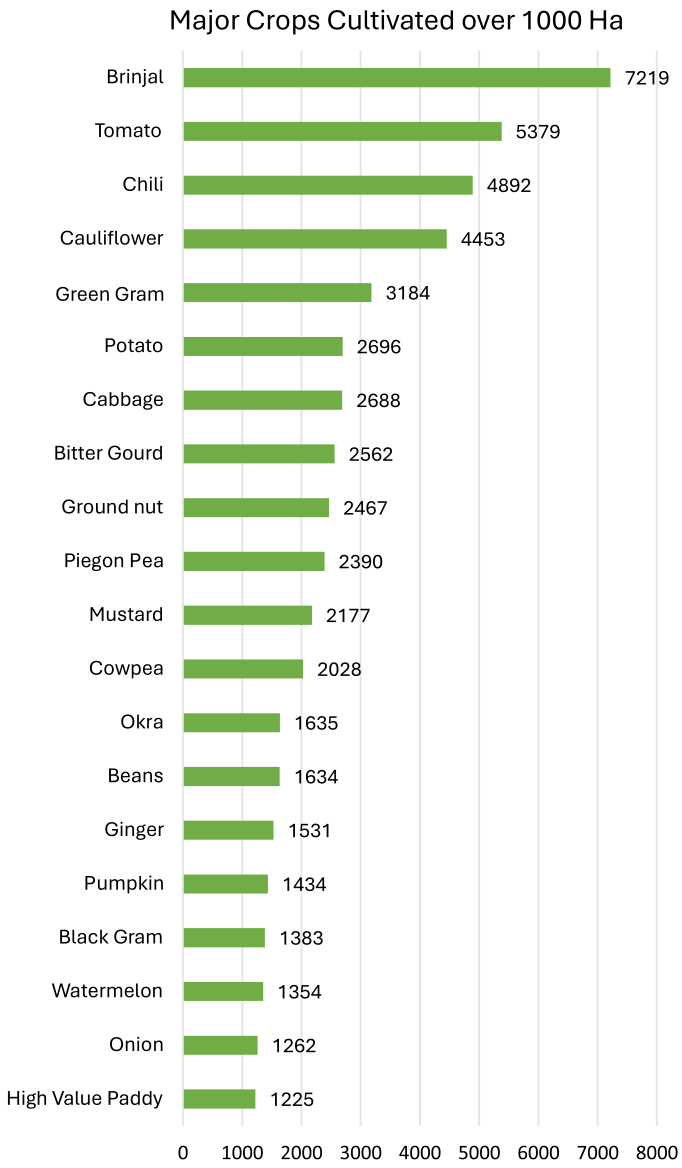
Graph 2: District wise total area in acres covered under high value and number of women farmers cultivated



Farmers are facilitated to take up synchronized crop production in order to create marketable surplus, realise better price and market. In order to create enabling condition, APC ensures the following key interventions;

- Continuous training, demonstration on crop PoPs, improved agriculture practises for increased production
- Knowledge sharing through exposures, cross learning platforms and videos
- Collective sowing or planting of crops at a fixed time looking at the higher probability of getting good price
- Community nursery / nursery by the entrepreneur to ensure synchronized planting. Adoption of improved technology and usage of farm mechanisation to enhance the productivity and lessen drudgery
- Create factor conditions like irrigation, post-harvest storage structures and processing technologies
- Market actors reaching to the doorstep of the farmers

Graph 3: Major winner crops cultivated in over 1,000 hectare





Rabi input distribution, Karanjia



Marigold Cluster, Phulbani

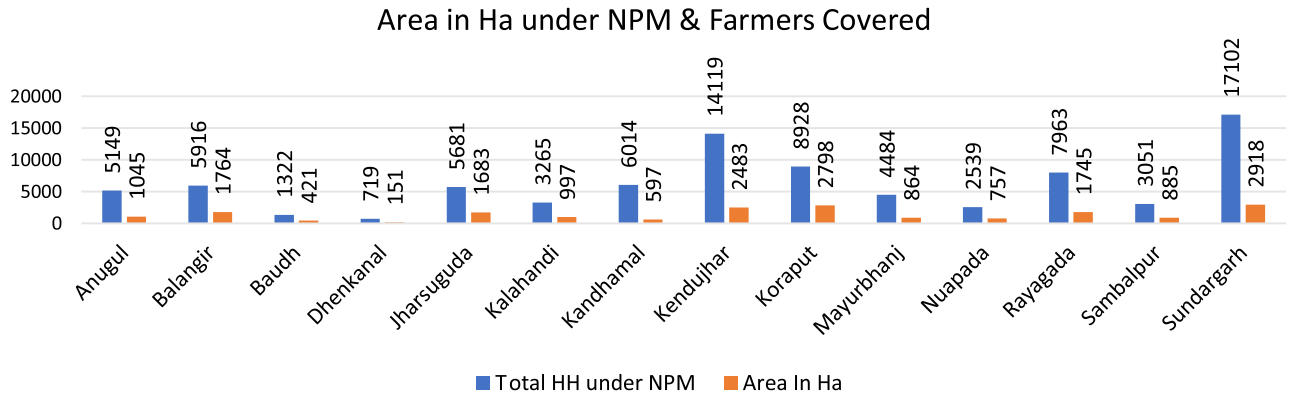
4. Non Pesticide Management

Promoting sustainability and ecological balance alongside synchronized vegetable production has been a key focus under the APC initiative. In this context, the adoption of non-pesticide management (NPM) practices has emerged as a pivotal outcome indicator, reflecting both environmental sustainability and farmer resilience. Under the NPM approach, farmers have been trained to adopt alternative methods for managing soil nutrients, pests, and diseases without relying on chemical pesticides.
In 2024-25, a total of 51,774 farmers adopted NPM practices, covering 12,704 hectares of land.



NPM Products on sale, Muribahal

Graph 4: Area covered under NPM in hectares & Farmers followed NPM methods.



Highlights

- Farmers are sensitised on the benefits of non-pesticide management, companion crop management and regenerative agriculture practises through orientations, publications, videos
- They are trained on the preparation of NPM products like Jibamrit, Ghana Jibamrit, Bijamrit, Handikhat, Agniastra, Neemastra, etc. PG Members are promoted and encouraged to prepare these products.
- Besides, Bio Resource Centres (BRCs) are established in selected blocks to provide essential bio-input services to farmers within the APC framework, particularly those practicing Non-Pesticide Management (NPM) in agriculture. In addition to local products, the BRCs also procure specialized inputs such as Pseudomonas, Trichoderma viride, VAM culture, bio-fertilizers, pheromone traps, light traps, and yellow/blue sticky traps, which are often difficult to find locally. Further, NPM AEs are promoted to take up the activity on an entrepreneurship mode.

5. Plantation

APC adopts and promotes orchard plantation as a sustainable livelihood and eco-friendly strategy for small-scale women farmers which offers long-term, stable income through fruit production, while enhancing biodiversity and soil health. Though 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 5 shows the district wise coverage of plantation areas and farmers covered and graph 6 shows the share of major species covered under plantation.



Guava Plantation, Angul

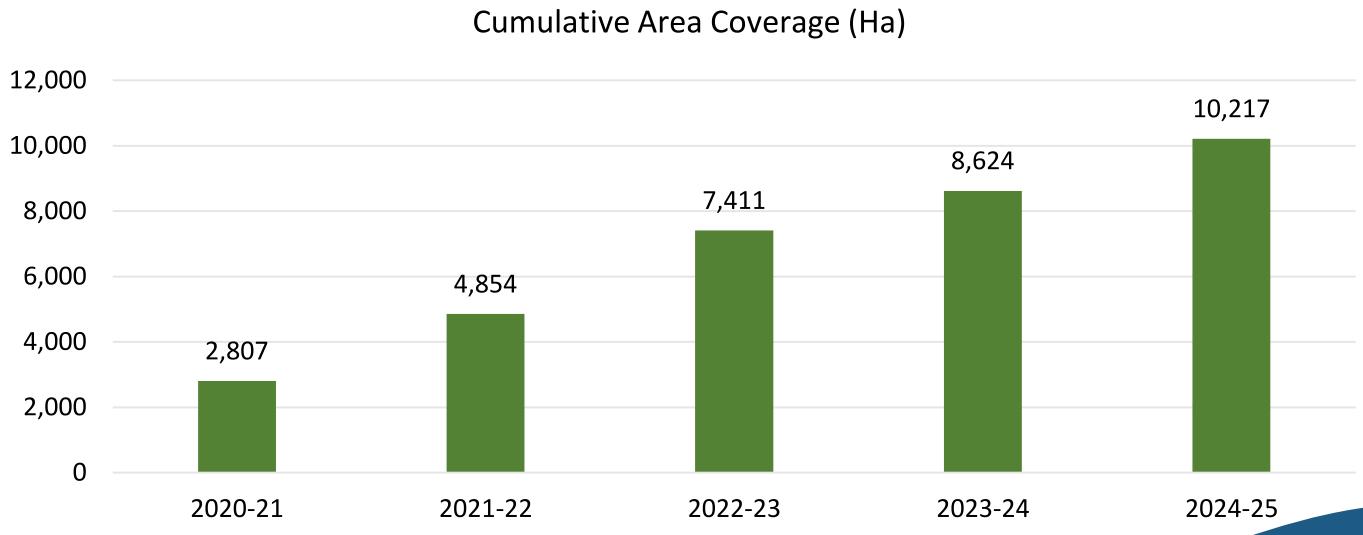


Banana Plantation, Tangarpali



Collective marketing of drumstick, Ksinghpur

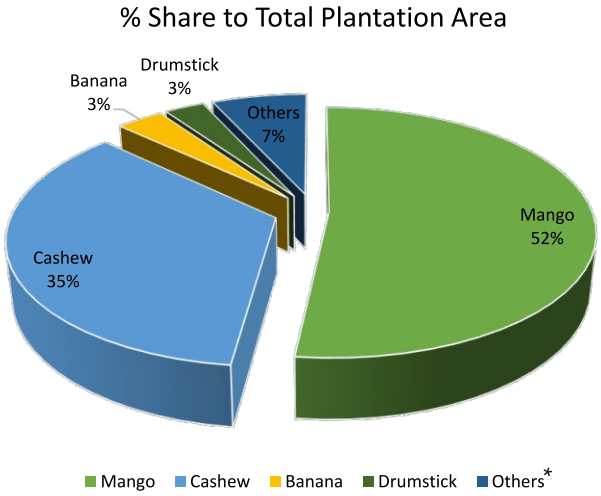
Graph 5: Year wise area coverage under Orchard Plantation.



Highlights

- Till this reporting period, under APC 10,217 ha of orchard has been created covering 22,481 farmers (0.45 Ha/HH)
- In FY 2024-25, collective marketing of ₹428 lakhs made from selling 15008 quintals of fruits.
- Piloted dragon fruits in 7 blocks and farmers promoted local drumstick varieties from stumps and gained quick income
- Inter-cropping in plantation patches popularised and farmers obtained additional income

Graph 6: Percentage share of species to total plantation area.





Mango export to London, Kolnara

* *Others include Apple Ber, Litchi, Pomegranate, Lemon, Guava and Papaya*

6. Irrigation Infrastructure Development

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 22,539 hectares of irrigation potentials covering 43,756 women farmers, mobilising existing schemes from of OLIC, OAIC, MGNREGS, Watershed, ITDA, DMF, etc.

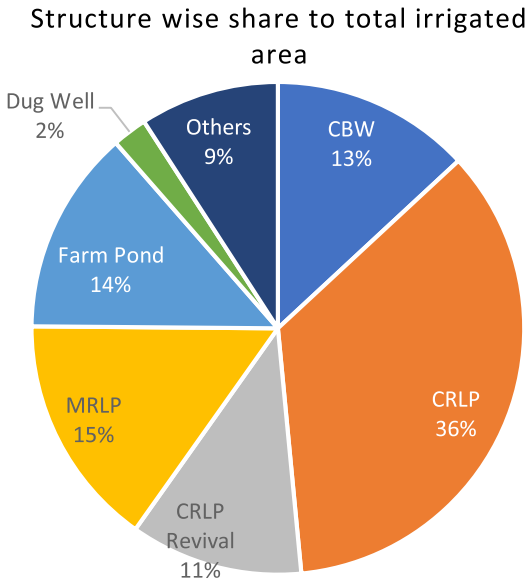


Solar Lift, Jashipur

Table 4: No. of different types of irrigation structures created under the project till 2024-25

S. N.	Name of the Structure	Units
1	Revived CRLPs	212
2	New CRLPs	589
3	Individual cluster lifts	1,731
4	Cluster bore wells	1,984
5	Farm ponds	3,965
6	Dug Wells	831
7	Other Irrigation projects (DBI, Check Dam, Canal, etc.)	718
8	Total irrigation potential created in Ha	22,539
9	Total no of farmers benefitted	43,756

Graph 7: Structure wise % share to total irrigated area.





CRLP by OLIC, Pottangi

7. Post-Harvest Management

The major objective of promotion of PHM structures is to ensure better return to the farmers through proper storage 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.

Highlights

- Till this financial year, under APC 685 PHM infrastructures have been created and 158,802 plastic crates distributed. This helps PG farmers for proper sorting, grading, weighing and packaging
- Introduction of dehydration of fruits and vegetables (F&V)
- PGs and PCs oriented on the benefits of use of Cold storages
- 4 RMC Godowns have been allocated to 4 PCs for Onion Storage and Ginger processing in Balangir and Koraput



Solar Cold Storage, Lephripada

Table 5: No. of different types of PHM structures created under the project till 2024-25

Category	No of Units
Sorting, Grading, Packaging Centres/Pack Houses	114
Onion Storage Structures	98
Cold Storages (Solar/Electric)	124
Processing Units (Dryers, Mills, etc)	185
Sabji Coolers	116
PUSA Zero Energy Cool Chambers/Ginger Storage Structures	48
Total	**685**

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.

Farm Mechanisation

Farm mechanization is vital for modern agriculture due to its ability to enhance efficiency, lessen drudgery, save labour, reduce costs, enable precision agriculture, improve safety, facilitate scalability, and offer adaptability to varying farm sizes and conditions.

PG farmers are encouraged to use equipment and machinery like power tiller, tractor, sprayer, ridger, weeder, pump set, rotavator, etc. Introduction of these equipment helped the women farmers reduce their drudgery and take up the crop on a large scale. Project teams facilitated the mobilisation of farm equipment on a subsidized price from Dept of Agriculture and ITDA. During this reporting period 135,459 PG farmers accessed to farm mechanisation equipments and machineries for efficient agriculture and ehnaced production.

Improved Technologies

Trellis

The trellis system promotes vertical growth, improves sunlight exposure, and simplifies crop management and harvesting. In APC, many blocks have implemented this system for a variety of creeper crops, including bitter gourd, bottle gourd, ridge gourd, and pointed gourd. APC farmers use two types of trellis - bamboo-based model reinforced with polymer wires, and the other is a more durable option using concrete poles with GI (galvanized iron) wires. So far, in 9,314 hectares of 56 blocks have adopted this technology, enhancing their agricultural practices and yields.



Pointed Gourd in Trellis, Sundargarh

Drip, Sprinkler & Mulch

While drip is effective for optimum utilisation of water and fertigation, mulch helps in retaining soil moisture and check weed growth. Together, they can enhance productivity by 50-60%. The project has covered 832 hectares in 39 blocks under drip and sprinkler irrigation.



Drip, Sprinkler & mulch in strawberry, Dasmantpur

Grafted Brinjal and Tomato

Rootstocks of wild or desi variety and scion of suitable variety are grafted together. This graft with rootstock helps in checking wilt in Brinjal and tomato which is a common disease of these crops resulting in crop loss and less production. This technology helps small and marginal farmers to get more income from the same piece of land. This has been scaled up in 38 blocks with 822 farmers with encouraging results.



Grafted Brinjal, Phulbani

Kheyti Model (Protective Agriculture)

Kheyti delivers climate resilience to smallholder farmers with a modular low-cost greenhouse bundled with end to end services. Kheyti Rakshak is designed specifically for smallholder farmers. A greenhouse, it is made with innovative materials that reduce temperatures, cut pest attacks and allows farmers to get more yield with less water. The model has been installed in 36 blocks with 216 farmers.



Kheyti Model, Telkoi

Solar Fencing

Solar fencing is powered by solar energy to protect crops from wild animals, cattle, and unauthorised human entry. Under this, 582 hectares are protected in 19 blocks.

Soilless Nursery

Soilless nurseries offer a clean, pest- and disease-free growing environment that promotes faster and more uniform seed germination for raising healthy seedlings. Using sterile, lightweight media like cocopeat, they ensure better water retention, aeration, and root development, leading to healthier seedlings with minimal transplant shock. There are a total 64 units of soil-less nursery models installed in 32 APC blocks.

Multi Row Sprayer

The wheel-based multi-row sprayer is very effective in covering almost double the area from traditional sprayers. After piloting and demonstrating the sprayer, presently 156 units of multilayer sprayers have been procured in 33 blocks.



Multi Row Sprayer, Harichandanpur

3G Cutting Method

The 3G (Third Generation) cutting method is a yield-enhancing technology specifically applied to creeper crops. This technique manipulates the male to female flower ratio, a critical factor in their productivity. While male flowers are essential for pollination of female flowers (which develop into vegetables), an excess of male flowers does not contribute to yield. By optimizing this ratio, the 3G cutting method aims to significantly increase vegetable production. Currently adopted in 123 hectares of 8 blocks in pumpkin cultivation. This technology has also undergone pilot testing in other vegetables such as tomato, and brinjal.



3G Cutting Method, Khunta

Animal Repellent

Herbolive+, a product of Mivipro Solutions, is an animal-repellent and growth promoter. It has been demonstrated in 16 blocks in 75 hectares. During this year, application of Herbolive+ has prevented crop loss due to animal attack from wild boars, monkeys and stray cattle.

9. Improved Goat and Backyard Poultry Rearing

Backyard poultry (BYP) and goat rearing have been introduced as supplementary livelihood activity under the APC project. In the reporting period, 1,01,187 farmers adopted improved livestock practices, with 47,070 of them engaging in intensive livestock farming. Women farmers who take livestock rearing seriously focus on maintaining optimal herd sizes, providing proper shelter, ensuring regular immunization, and supplying adequate feed for their animals and birds. Over the course of the project, livestock farmers constructed 25,786 BYP sheds and 23,892 goat sheds to support these activities.

Livestock rearing, an ideal activity for smallholders, is increasingly significant for Producer Companies (PCs) to increase their sales. So far as livestock sales is concerned, the total share to collective marketing was 27% during the reporting period. During this period, the women farmers realised ₹3,142 lakh from selling livestock BYP and goats.

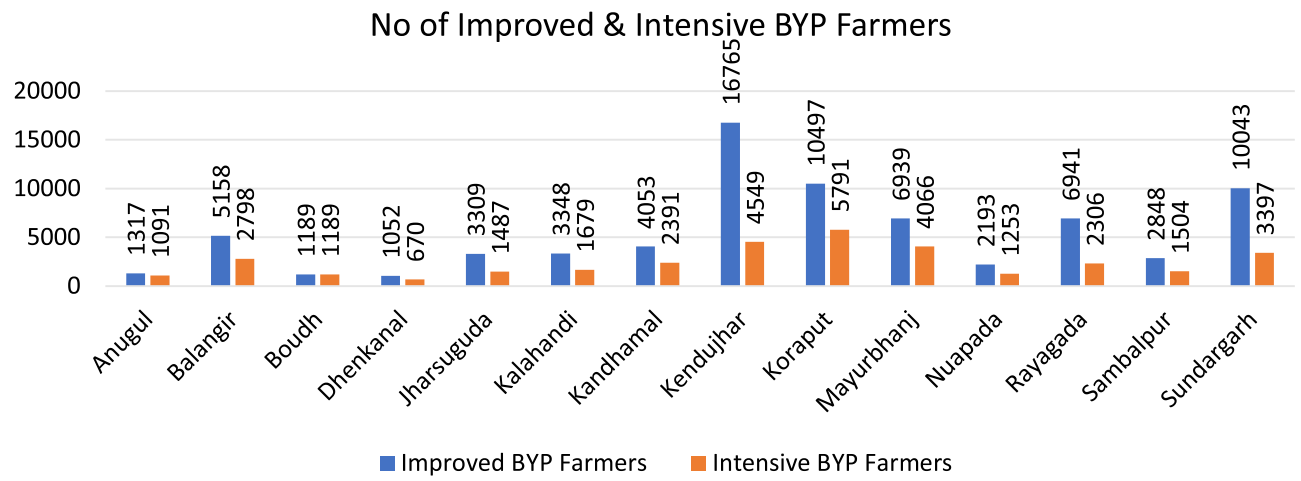


Goat Night Shelter, Dasmantpur

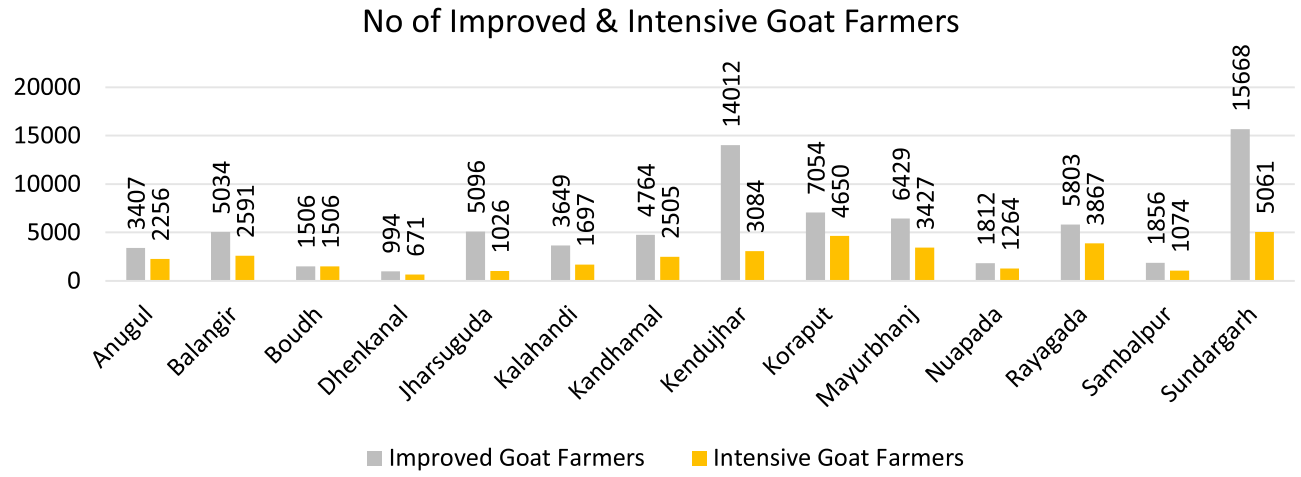


Collective BYP rearing, Kolnara

Graph 8: No. of farmers practised improved & intensive BYP



Graph 9: No. of farmers practised improved & intensive Goat



Regular vaccination and Deworming

Regular vaccination and medication as per the recommended schedule is critical to reduce mortality and bring stability. In this regard, women cadres from the community, termed as Community Animal health workers (CAHWs) are selected and systematically groomed to provide doorstep services. In many cases the existing Pranimitras promoted under OLM rendered the vaccination and deworming services. In many areas Animal Resource (AR) Department cadres like Livestock Inspectors have helped in ensuring regular vaccination of goat and BYP birds. The cadres also actively participated in the PG level trainings.

Improved Shed:

Clean, spacious, dry as well as ventilated space is of utmost importance for maintaining good health of the BYP and goats. The project converged with few schemes from Govt as well as encouraged communities for construction of low cost raised shed made-up of local materials. For checking predation loss, both night & day shelters (net covering) for BYP was promoted. In SCA-TSP blocks, ITDA supported for construction of BYP sheds. Goats farmers mostly contributed on their own to make raised beds and separate sheds. The project could mobilise sheds from MGNREGS in some blocks but due to high material costs, it faced difficulty to take up goat and BYP sheds on a cluster basis under MGNREGS funds. So far, the project could create 25,786 BYP sheds and 23,892 goat sheds.

Feed Supplement:

Providing supplementary feed helps to gain more weight and egg production. To attain this, various feeds like dry leaves, azolla, concentrated feed, vegetable chopping, mineral mixture, etc. are fed to the birds and animals. In few cases feed supplement (grains, dry fish, mineral mixtures, etc.) are prepared by the SHGs/Producer Groups/CAHWs to provide to the rearers. For goats, fodder cultivation piloted in collaboration with the ARD department.

Ethno-vet Services:

Providing supplementary feed helps to gain more weight and egg production. To attain this, various feeds like dry leaves, azolla, concentrated feed, vegetable chopping, mineral mixture, etc. are fed to the birds and animals. In few cases feed supplement (grains, dry fish, mineral mixtures, etc.) are prepared by the SHGs/Producer Groups/CAHWs to provide to the rearers. For goats, fodder cultivation piloted in collaboration with the ARD department.



Ethnovet Practises, Sundargarh Sadar

10. Establishment of Market Ecosystem

While synchronized production by the PG farmers has led to bulk marketable surplus, enabling collective marketing and transparent sales processes, PGs and PCs have been established under the project to provide better and timely backward and forward linkages. This collective approach has improved market linkages by ensuring a consistent surplus at the PG level, while also enhancing women members' understanding of market demand, product variety, sorting, grading, packaging standards, and strengthening their bargaining power for better pricing and timely payments.



Sorted, Graded & Packaged
Brinjal, Kolnara

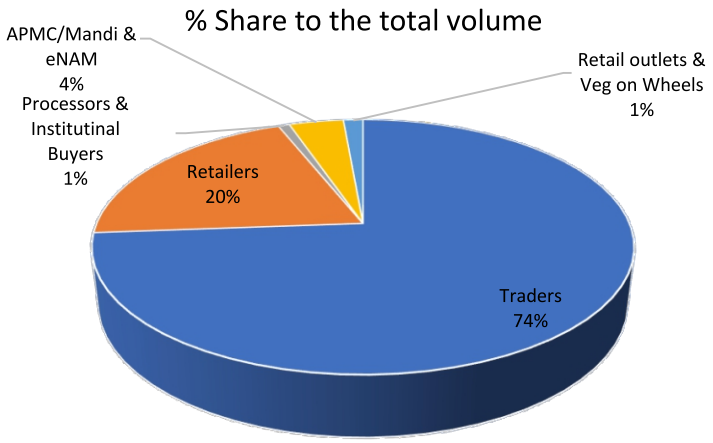
Over the time, village-level aggregation points run by PGs have been recognised as aggregation and collection points and being used for aggregation, sorting, grading, packaging at farm gate. This system has significantly improved market linkages through PCs.

During the reporting period, PG farmers collectively sold 3,09,352 quintals of produce, including vegetables, high-value paddy, pulses, oilseeds, backyard poultry (BYP), and goats, generating a total revenue of ₹11,513 lakhs.

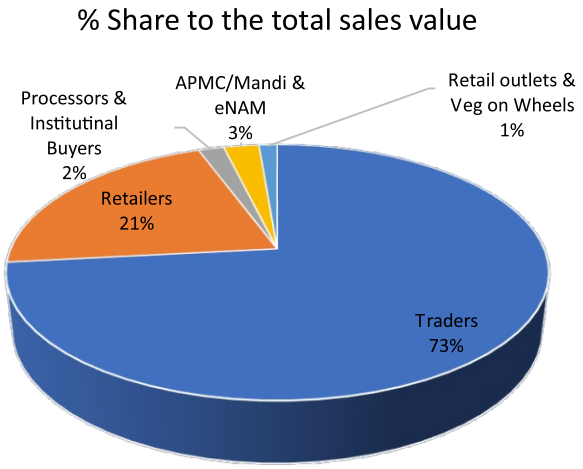
Channel wise Collective Marketing

Traders, retailers, mandis, institutional buyers, processors, e-NAM, Retail outlets, veg – on-wheels and retail outlets are the major channels tried out for collective marketing of produce through PGs and PCs promoted in APCs. The total collective marketing share to volume and amount sold through various marketing channels is presented in the following two graphs.

Graph 10: Channel wise % share to the total sales volume



Graph 11: Channel wise % share to the total sales value



At the beginning of the project, traders were the primary marketing channel. Over the years, however, the marketing landscape has diversified, with an increasing share of produce now being sold through retailers, mandis, and institutional buyers. Additionally, the introduction of e-NAM in 2022-23 has further supported direct marketing by providing access to new markets and connecting producers with a wider network of buyers.



Collective Marketing of Beans

Markets and Buyers

To date, 1,564 buyers from 134 wholesale markets across 11 states have been linked with PGs and PCs under the APC initiative, with many of them regularly sourcing produce from these PGs. To streamline logistics and ensure consistent orders, negotiations are being carried out with buyers to arrange vehicle pickups directly from PG aggregation points.

This approach has significantly boosted the confidence of PGs and PCs in undertaking bulk marketing and has also contributed to the timely receipt of payments.

With the formation of PCs, the mandi channel has been further strengthened, enhancing market competitiveness within the clusters. PGs and PCs now make informed decisions on crop sales - choosing buyers and marketing channels based on offered prices, availability of marketable surplus, and payment terms.



Watermelon Collective Marketing, Belpada

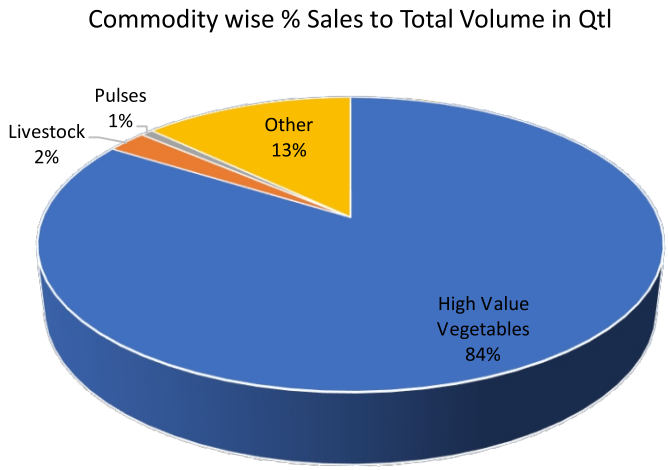


Dry Red Chilli Marketing to ITC, Kolabira

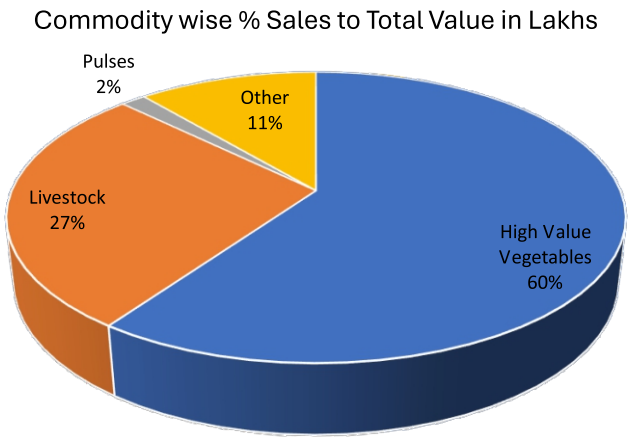
Commodity Wise Sales in 2024-25

Different commodity wise sales and item wise sales done through collective marketing during the year 2024-25 are highlighted in the following graphs;

Graph 12: Commodity wise % Sales to Total Volume in Qtl



Graph 13: Commodity wise % Sales to Total Value in Lakhs



11. Promotion of Agri Entrepreneurs (AEs)

Agriculture Entrepreneurship Promotion Scheme (AEPS) was launched by APICOL under Agriculture & FE Department with an aim to groom at least 1000 rural Agriculture Entrepreneurs (AEs) in 40 tribal dominated blocks of Odisha spread across 12 districts. The entrepreneurs identified under the scheme were to engage with 150 to 250 families each, collectively impacting the life and livelihoods of APC farmers by providing quality agricultural and livestock inputs and services around farm mechanisation, market assurance and other relevant services to farmers at their doorstep.



Soilless Nursery Developed by AE

So far, 1,024 AEs have trained on their specific trades. While 753 AEs have started working in their respective fields and 135 of them have been linked with govt schemes. The following table indicates the number of AEs selected under various trades

Table 6: Number of AEs trained under different trades & linked with various government schemes.

Sl no	AE in trade	No. of AE trained	Linked with Govt. scheme	Self finance /Linked with vendor	Convergence Details
1	Nursery	129	30	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	03	27	Empanelled vendor of Hort. Dept.
6	Goat farm	183	12	144	ARD and MKUY
7	Poultry farm	212	50	150	ARD
8	Fish fingerling production	16	05	11	Fisheries
9	BYP Cluster	194			Plan submitted with the committee at APICOL
	Total	**1,024**	**135**	**618**	

12. Progress in APC State Scheme Blocks

Highlights

- Extended to 28 blocks, including Kotia with the support of State Plan Scheme, DA&FE
- 22 Partner NGOs selected, MoU Signed and Block APC team deployed in 28 blocks
- 123 interface meetings, 11 DLCC and 33 BLCC meetings completed

Community Mobilisation

- Potential GPs are finalised in their respective BLCC meeting. So far the project has reached to 657 villages in 170 Gram Panchayats across the 28 blocks
- 402 PGs formed comprising 37,671 women SHG members. PG formation entails several hamlet and village level sensitisation and orientation meetings, selection of executive committee and sub-committees, opening of bank accounts
- Training and Capacity building events around APC themes like PG formation, agriculture, horticulture, Crop PoP, improved livestock rearing for all partner NGOs have been organised
- Winner crop identification and market study done by all partners

Immersion

- High value crop cultivation covering 4,703 Ha by 19,633 women farmers
- 3,376 farmers covered under NPM Practices in 544 hectares
- 597 Ha hybrid veg subsidy linkages
- 108 Ha covered under plantation by 774 women farmers
- 931 hectares of area under irrigation and 629 Ha covered under Micro irrigation area created
- 6,244 women farmers accessed farm mechanisation
- 12,513 women farmers practised regular deworming and vaccination for BYP & Goats
- Collective marketing amounting ₹128 lakhs by selling 6,374 quintals of produce

13. Coordination and Liasioning

Regular BLCC and DLCC are being organised to review and plan APC activities. Block partners regularly interact with various stakeholders and officials for proper coordination and implementation of APC interventions in their respective blocks. The Programme Secretariat representatives at the district and state level coordinate with respective Dept and Directorates for the smooth coordination and implementation of planned activities.The project team organised meetings with different departments such as horticulture, agriculture, OAIC, OLIC, ITDA, OLM, Veterinary & DRDA dept regarding the various available schemes and programmes and linked farmers to avail those schemes.



DLCC, Keonjhar

In 14 districts, 37 DLCC and interdepartmental meetings have been conducted and 161 BLCC held so far. During the reporting period many dignitaries like honourable Governor, Odisha, honourable Chief Minister, honourable Dy CM Odisha, Principal Secretaries of Depts like DAFE, FARD, Finance etc., Directors of various departments and District Collectors visited APC areas and appreciated the efforts of women farmers.

15. Training & 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 to increase efficiency and effectiveness of the project.



Training on Plant Care

PG Leaders have been trained on roles and responsibilities of PG leaders, basic management, norm setting, and accounting of PG, responsibilities of office bearers/sub-committees, production and post-production management, business and market literacy; PG books of records. Similarly, community cadres like Prani Mitra, Krushi Mitra, Udyoga Mitras have undergone thematic trainings on livestock management, agriculture, PG books of records and documentation, PG members have been trained on capacity building on NPM and low-cost composting; PHM, value addition, processing, marketing; Irrigation system management; PoP of identified crops, fruit tree plantation; Govt schemes and convergence; and Improved Goat & BYP rearing. FNGO staff members have been trained on PG & PC functioning training; Crop PoP and NPM measures; Value chain and market strategies; Irrigation infrastructure; Integrated livestock rearing (BYP & Goat) and Govt schemes and convergence modalities



MoU signing ceremony with Department of Mission Shakti, Directorate of Horticulture & PRADAN for PG promotion in State Scheme APC blocks

Govt. Departments

Donors

NGO Partners

APC Programme Secretariat, H/6, Badagada
Brit Colony, Bhubaneswar - 751018