OPERATIONAL GUIDELINE

Strengthening Livelihoods of Mission Shakti SHG members through Promotion of Agriculture Production Clusters (APC) in Odisha



Directorate of Horticulture

Department of Agriculture and Farmers' Empowerment

Government of Odisha

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Table of Contents

ABBREVIATIONS 5
1. Context 8
1.2. Background 8
1.2. Scheme Formulation: 9
2. About APC 10
2.1. Objectives of the Programme (APC) 10
2.2. Coverage, Duration & Geography of the Scheme 11
2.3. Scheme Deliverables 11
2.4. Model for Doubling Farmer's Income 12
2.5. APC Model: A Synchronised Market Linked Production System 13
2.6. Key Elements of APC 14
2.6.1. Collectivization: 14
2.6.2. Crop Planning: 14
2.6.2.i. Selection of High Value Crops 14
2.6.3. Synchronised production in order to create a marketable surplus: 15
2.6.4. Developing aggregation centre: 15
2.6.5. Ensuring Micro Practices as per PoP at PG level: 15
2.6.6. Non-Pesticide Management / Bio fertilizer and Pesticide Management 17
2.6.7. Developing Critical Infrastructure: 17
2.6.9. Developing Ecosystem: 20
2.6.9.i. Promotion of a PC at the Block level 21
2.6.9.ii. Developing Agriculture Entrepreneurs (AE): 22
3. Objective-Output and Activities of the Scheme 22
4. Programme Management 23
4.1. Programme Architecture: 24
4.2. Committees at Different Level 25
4.3. Role and Responsibilities of Various Stakeholders 26
4.3.1. Directorate of Horticulture, Agriculture and Farmers Empowerment Department, Government of Odisha 26
4.3.2. Department of Mission Shakti, Government of Odisha 27
4.3.3. Programme Secretariat (PS) 27
4.3.4. Partner NGO (PNGO) 28

5. PNGO 30
5.1. Criteria for Selection: 30
5.2. Mandatory Human Resource 31
5.3. Instruction to Submit the EOI: 32
5.4. Originals/Attested Photocopies of Documents need Submission 32
5.5 Process of Selection 33
6. Programme Monitoring & Evaluation 33
6.1. Management Information System (MIS).....34
6.1.1. Plan & Progress Reports: 35
6.2. Scheme Evaluation.....36
7. Source of Funding & Fund Flow Mechanism 37
7.1. Financial Management / Protocols: Funds Release Mechanism 38
7.1.1. Block/PNGO Level: 38
7.2. Audit & Accounts 39
7.3. Budget 40
7.3.1. Budget Details.....40
8. Convergence & Leverages 44
8.1. Convergence of Schemes.....44
8.2. Leverages.....44
9. Scheme Tenure-Work Plan (GANTT Chart) 45
10. Training & Capacity Building.....47
11. Conclusion 49
Annexure 1.....49
1. Department of Mission Shakti 49
1.1 OLM (Odisha Livelihood Mission).....49
2. Department of Agriculture and Farmers' Empowerment.....49
2.1 Directorate of Horticulture.....49
2.2. Directorate of Agriculture.....50
2.3. Fisheries and Animal Resources Development Department.....50
3. Department of Water Resources 51
3. Other Depts, Schemes.....52
Annexure 2.....53
Annexure 3.....60

Annexure 4.....63
Annexure 5.....64
Annexure 6.....65
Annexure 7.....66
Annexure 8.....66
Annexure 9.....67
Annexure 10.....68
Annexure 11.....69
Annexure 12.....69
Annexure 13.....70
Annexure 14.....70
.....71

ABBREVIATIONS

A & FE	Agriculture & Farmers' Empowerment
AAP	Annual Action Plan
ADH	Assistant Director, Horticulture
AE	Agriculture Entrepreneurs
APC	Agriculture Production Cluster
APICOL	Agricultural Promotion & Investment Corporation of Odisha Limited
ATMA	Agricultural Technology Management Agency
BAO	Block Agriculture Officer
BLCC	Block Level Coordination Committee
BMGF	Bill & Melinda Gates Foundation
BoDs	Board of Directors
BRLF	Bharat Rural Livelihood Foundation
BVO	Block Veterinary Officer
BYP	Back Yard Poultry
CA	Chartered Accountant
CC	Cluster Coordinator
CDO cum EO	Chief Development Officer cum Executive Officer
CDVO	Chief District Veterinary Office
CRLP	Community River Lift Project
CRP	Community Resource Persons
CRU	Chick Rearing unit
DA & FE	Dept of Agriculture & Farmers' Empowerment
DDH	Deputy Director of Horticulture
DDM	District Deputy Manager
DLCC	District Level Coordination Committee
DLSC	District Level Selection Committee
DMF	District Mineral Foundation
DoH	Directorate of Horticulture

DSWO	District Social Welfare Officer
EE	Executive Engineer
EoI	Expression of Interest
F & ARD	Fisheries & Animal Resources Development Department
FMD	Foot and Mouth Disease
FPO	Farmers Producer Organisation
FY	Financial Year.
GoO	Government of Odisha
GP	Gram Panchayat
ICAR	Indian Council of Agricultural Research
IEC	Informative Educational Communication
IT	Information Technology
ITDA	Integrated Tribal Development Agency
KVK	Krishi Vigyan Kendra
LI	Livestock Inspector
M&E	Monitoring & Evaluation.
MD	Managing Director
MGNREGS	Mahatma Gandhi National Rural Employment Guarantee Scheme
MIDH	Mission for Integrated Development of Horticulture
MIS	Management Information System.
MKSP	Mahila Kisan Sashaktikaran Pariyojana
MSP	Minimum Support Price
NADCP	National Animal Disease Control Program
NEFT	National Electronic Fund Transfer
NGO	Non-Government Organisation
NHM	National Horticulture Mission
NPM	Non-Pesticide Management
NTFP	Non-Timber Forest Products.
OAIC	Odisha Agro Industries Corporation

OLIC	Odisha Lift Irrigation Corporation
OLM	Odisha Livelihood Mission
OMBADC	Odisha Mineral Bearing Areas Development Corporation
ORMAS	Odisha Rural Development and Marketing Society
OUAT	Odisha University of Agriculture & Technology
PAN	Permanent Account Number
PC	Producer Company
PFMS	Public Financial Management System
PG	Producer Groups
PM	Program Manager
PNGO	Partner NGO (Implementing Civil Society Organization)
PoP	Package of Practices
PR&DW	Panchayatiraj & Drinking Water
PRADAN	Professional Assistance for Development Action
PRI	Panchayat Raj Institution.
PS	Program Secretariat
RIDF	Rural Infrastructure Development Fund
RKVY	Rastriya Krishi Vikas Yojna
RTGS	Real-Time Gross Settlement
RURBAN	Rural+Urban
ST&SC	Scheduled Tribe & Scheduled Caste
SCA	Special Central Assistance
SECC	Socio-Economic Caste Census
SHG	Self-Help Groups.
SLCC	State Level Coordination Committee
SMS	Subject Matter Specialist
ST	Scheduled Tribe
UC	Utilisation Certificate
VAS	Veterinary Assistant Surgeon

1. Context

Agriculture is the primary livelihood of the rural population in the state of Odisha where small and marginal farmers constitute about 93% of the farming community. Odisha's highland regions (20 districts out of 30 districts) in particular have a forest-clad undulating topography, dominated by tribal population. Contrary to conventional views, high rainfall, undulating terrain, favourable temperature makes these highland regions potential avenues for farming as a wide variety of fruit trees and crops (especially horticultural cash crops). This is an opportunity to develop highly remunerative diversified farming systems suitable to the context and transform the life of marginal women farmers and make the ecosystems conducive to support livelihood activities.

Even though women contribute 47% of labour forces in agriculture, there is a pressing need to increase their active involvement in various programmes of the state. Government of Odisha has initiated a special programme, Agriculture Production Cluster (APC) project to double the income of women farmers by collectivising them into Producer Groups and Producer Companies. In this project, women farmers select climate resilient high value crops (Winner Crops) having high market demand, small holder suitability and practise synchronised production. The project aims to address the issues of vulnerable families by promoting livestock rearing.

1.2. Background

The APC programme was launched on 6th November 2018 in presence of honourable Chief Minister Sri Naveen Patnaik. This programme is a collaborative initiative by Directorate of Horticulture, Department of Agriculture and Farmers' Empowerment, Mission Shakti, Odisha Livelihood Mission, Bharat Rural Livelihood Foundation (BRLF) and Professional Assistance for Development Action (PRADAN). APC project having a focus to augment the income of women farmers. The project started in 40 blocks of 12 districts of the state.

The strategies adopted by APC project are diversifying the cropping system, setting up critical support infrastructure for agriculture, establishing systems for input services, maximising production, ensuring improved Package of practices, adopting of non-pesticide management practices, institutionalising the marketing processes, grading-sorting and post-harvest management, organising the production system and services of various farm based and livestock rearing interventions.

This is supported by creation of livelihood support infrastructures like irrigation, plantation, storage structures and Goat and Backyard poultry sheds from existing schemes of different departments. The project also aims to nurture entrepreneurs who will provide doorstep services and support the farm-market ecosystem. To achieve sustainable and significant income on a scale, the project focuses on converging required factor conditions in a cluster mode through multi-stakeholder partnership.

Considering the project's positive impacts in the 40 project blocks, the GoO decided to expand to more blocks. 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. Therefore, presently the project covers 73 blocks across 14 districts of the State thereby covering 2.19 lakh women SHG members.

1.2. Scheme Formulation:

As a flagship programme of Govt of Odisha, the APC targets a large coterie of women farmers, given that 93% of the farmers of the project are small and marginal holders. In the above background, Govt of Odisha expressed its interest to expand the APC project to more blocks of the State by converting the project as a State plan scheme. In the proposed expansion, Govt of Odisha will support the Partner NGO (PNGO) cost and programme cost from the State Plan fund. converting the project into a scheme will help to reach a larger number of women farmers. This is an opportunity to impact the life of many small and marginal women farmers. The scheme will help to work in the value chain of many potential crops and make Odisha a surplus state in vegetables, pulses, oilseed and livestock.

By design, APC project reaches 3000 small and marginal women farmers in a contiguous patch of a block, with higher ST and SC population. These considerations will help to multiply the farm income of small and marginal farmers of the difficult geographies of the state.

* *The table below indicates the blocks taken under APC program earlier in addition to the proposed new blocks that will be taken under the scheme "Strengthening Livelihoods of Mission Shakti SHG members through Promotion of Agriculture Production Clusters (APC) in Odisha"*

Table 1: Proposed APC expansion Districts and Block details:

Sl. No	Name of District	Existing APC Blocks	Proposed no. of Expansion blocks	Proposed New Blocks	Total Blocks
1	ANGUL	5	0		5
2	BOLANGIR	5	2	Gudvella, Loisinga	7
3	BOUDH	1	0		1
4	DEBAGARH	0	2	Reamal, Tileibani	2
5	DHENKANAL	1	1	Kamakhyanagar	2
6	JHARSUGUDA	4	1	Kirmira	5
7	KALAHANDI	3	0		3
8	KANDHAMAL	3	3	Phiringia, Tikabali, Daringibadi	6
9	KENDUJHAR	13	0		13

10	KORAPUT	8	2*	Narayanpatna, Bondhugaon, Pottangi (Kotia)	10*
11	MAYURBHANJ	4	6	Kusumi, Sukruli, Rairangpur, Jamda, Kaptipada, Udala	10
12	NABARANGAPUR	0	4	Kosagumuda, Paparahandi, Nandahandi, Jahrigaon	4
13	NUAPADA	2	1	Komna	3
14	RAYAGADA	5	3	Chandrapur, Rayagada, Ramnaguda	8
15	SAMBALPUR	2	2	Jujomura, Bamra	4
16	SUNDARGARH	17	0		17
	Total	73	27		100

N.B: Kotia will be a new APC and is a part of Pottangi block, an existing APC block.

2. About APC

Agriculture Production Cluster (APC) is a collaborative initiative by Directorate of Horticulture, Department of Agriculture and Farmers' Empowerment, Directorate of Horticulture, Mission Shakti, Odisha Livelihood Mission, Bharat Rural Livelihood Foundation (BRLF), Bill & Melinda Gates Foundation (BMGF) and Professional Assistance for Development Action (PRADAN). This multistakeholder programme taps resources from existing schemes of Dept. of Agriculture & Farmers Empowerment, Directorate of Horticulture, Odisha Livelihood Mission, Odisha Lift Irrigation System, Odisha Agro Industries Corporation, APICOL, Tribal Welfare Department for the purpose of institutionalisation, creation of sustainable productive assets such as irrigation, storage and other infrastructures critical for maximising agriculture production.

As all the existing schemes of above-mentioned departments are implemented for the umbrella objective of APC programme, hence the need of a common process guideline for all encapsulating the relevant schemes, processes along with role and responsibility of all the stakeholders becomes very important.

2.1. Objectives of the Programme (APC)

The following are the two broad objectives of APC project

- Trigger growth in the farm sector with the objective of sustainably doubling the income of 3000 small and marginal women farmers in a backward block of the state.

- Establish the model of Agriculture Production Cluster (APC) in the operational blocks of Odisha.

2.2. Coverage, Duration & Geography of the Scheme

The district names and blocks have been selected to be taken under the Strengthening Livelihoods of Mission Shakti SHG members through Promotion of Agriculture Production Clusters (APC) in Odisha scheme by DoH based upon the following criteria.

- The Blocks and Districts are finalised based upon the poverty index mentioned in the SECC (Socio-Economic Caste Census) data and those blocks and Districts are prioritised, who along with being deprived are also adjacent to existing project geography.
- BLCC will be constituted and instructed by DLCC to select panchayats which are potential pockets for APC activities and are contiguous in nature with due consultation with PNGO and Programme Secretariat.
- The block level selection committee will take cognizance of existing government projects with similar deliverables in the selected panchayats to avoid duplicacy of beneficiaries.
- The project is a 5 year's programme.

2.3. Scheme Deliverables

The scheme aims to support 3000 women farmers in a block, mostly women SHG members and organise them into 25 Producer Groups (PG). Each PG ideally should have 120 to 150 women members.

The following are the deliverables for a sample block:

- 3000 Smallholder SHG women farmers would be mobilised into Producer Groups (PG)
- At least 25 women PGs will be formed out of which 80% will have to meet Grade A & B category
- High value crops would be selected and would cover at least 1000 acres per block per year
- At least 20 Agriculture Entrepreneurs (AEs) would provide critical quality services
- 400 acres of area would be brought under irrigation
- 200 acres of area would be brought under new horticulture plantation
- Grading, Sorting & Packaging would be done at the PG level.
- Around 2100 farmers would have access to farm mechanisation
- 40% of area would be covered under Non-Pesticide Management (NPM) practices
- At least 1000 families would take up improved livestock rearing out of which 750 families would have sheds with intensive rearing
- Income would be doubled for 2100 families (70% of the total families)
- All the PG members will be linked with the existing/new FPC for strengthening the clusters.

Note: Additional components may be converged from other relevant sources as per the requirement.

2.4. Model for Doubling Farmer's Income

The scheme aims at doubling farmers' income through intensive horticulture crops production and intensive livestock rearing. Doubling farmer's income involves many key factors for consideration such as understanding their existing livelihood basket and agro-ecology, ensuring best practices by equipping the farmers, making inputs available at the doorstep, understanding the market demand, increasing farmer's say in the end market, synchronised productions and collective way of farming.

The following three models may emerge as a result of this intensive engagement, where the doubled annual income of the families may have higher dependency on plantation crops (as depicted in picture-A), or have higher dependency on high value crops (as depicted in picture-B) or higher dependency on livestock rearing (as depicted in picture-C). The percentage income in each prototype is based upon the experience and proposed interventions under each activity.

Figure 1: Livelihood Prototype with Intensive Plantation

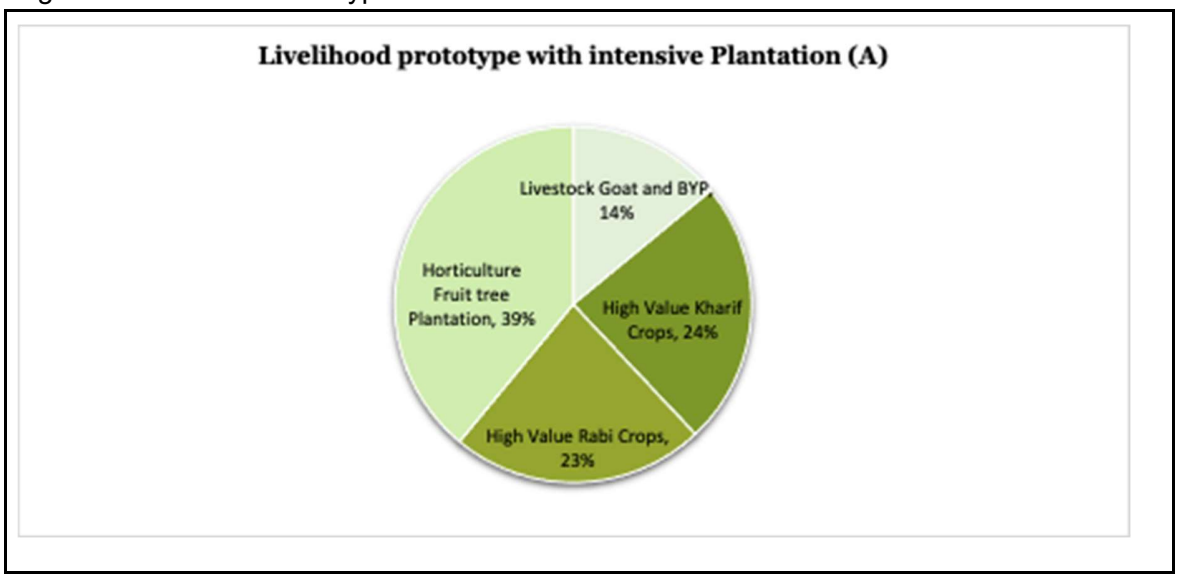
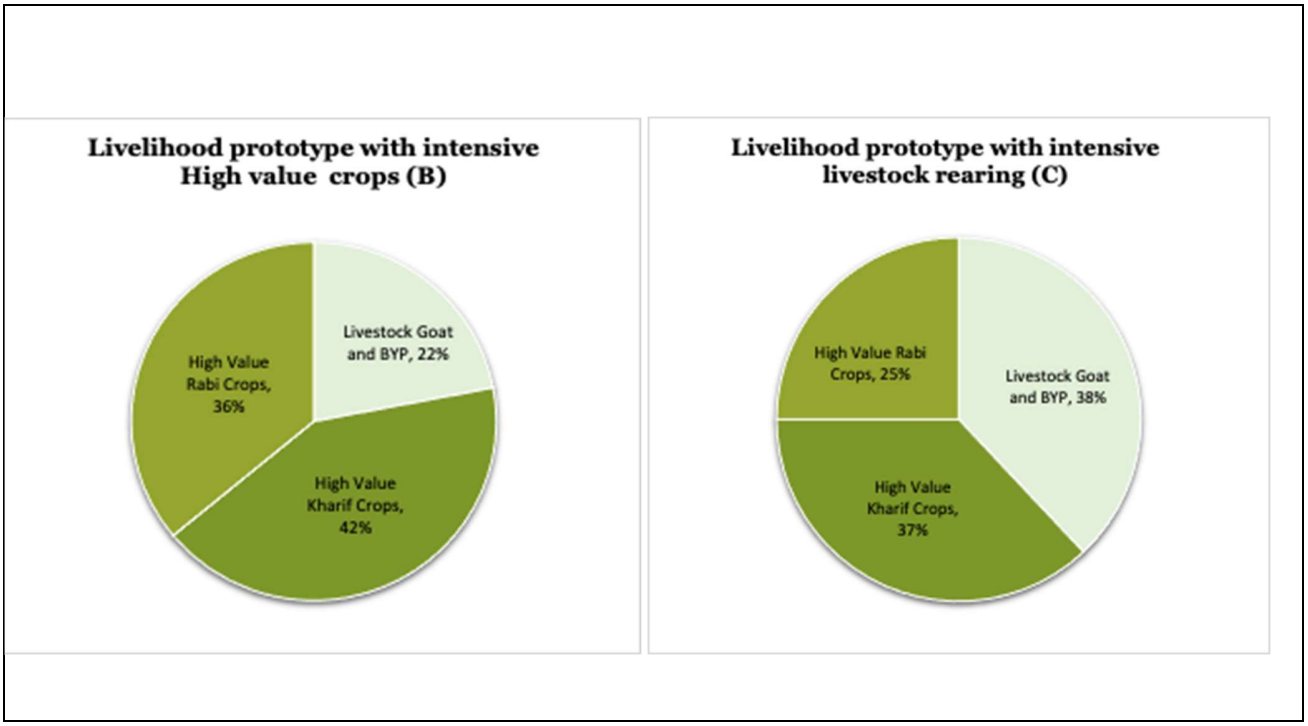


Figure 2: Livelihood Prototype with Intensive High Value Crops & Figure 3: Livelihood Prototype with Intensive Livestock Rearing



2.5. APC Model: A Synchronised Market Linked Production System

APC is a self-regulated Farmer Producer organisation (FPO)/ Producers Company of approximately 3,000-5,000 smallholder women farmers in a defined area, who synchronise crop production to create a marketable surplus and build an ecosystem to provide various services required for the farmers in a sustained manner. Farmers are encouraged to cultivate selected high value crops, taking into account the market demand and agro climatic suitability. Each APC comprises about 20-25 PGs where coordinated production, primary level value addition is taken up. These self-governed vibrant women collectives will plan, execute and manage their activities and avail different services required to double their income.

Each PG is formed with around 120 to 150 women farmers from 1-4 contiguous villages that practise synchronised production of 2-3 commodities/crops per season. This decentralised approach of creating PGs significantly reduces institutional management load. It also ensures that smallholder farmers play an active leadership role right from the inception stage ensuring greater accountability and ownership at the community level. Whereas PC helps in creating mechanisms to provide different support services such as:

(a) setting up market ecosystem,
(b) create / manage irrigation facilities,
(c) support small holders to access MSP, Crop Insurance services,
(d) access new technologies for production,
(e) institutional strengthening of PGs

(f) support farmers to avail different provisions of the Government.
(g) creation of livelihood infrastructures
(h) ensuring desired production sustainably

2.6. Key Elements of APC

2.6.1. Collectivization:

Under APC, PGs are formed following the PG/PC guideline of OLM (Odisha Livelihood Mission). They are financially supported by the Department of Mission Shakti; most of their capacity building initiatives are funded by Mission Shakti. PGs are self-regulated collectives of smallholder farmers at village level. At this level, the collectives will select the crop, crop coverage area and prepare a calendar of activities looking at the market and the agro-climatic context. The collectives take responsibility for setting up aggregation mechanisms. PG will help in individual woman member wise crop planning, norm setting to stick to the calendar of activities and ensure the package of practices. The institutional set up will be built on the existing base of the SHG institutions, promoted by the Department of Mission Shakti.

2.6.2. Crop Planning:

Women farmers prepare a crop plan for the whole year in a targeted area of around 30- 40 acres of the PG. Important steps in this are as below:

2.6.2.i. Selection of High Value Crops

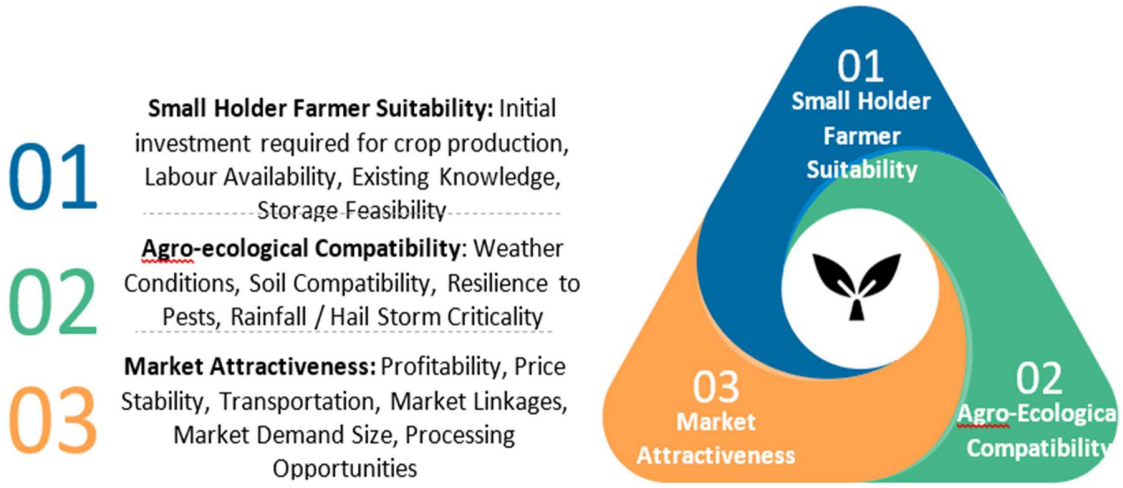
Commodities /crops are initially selected based on three key factors:

Smallholder farmer suitability: Specifically, small and marginal farmers residing in the remote locations may not afford some crops and certain breeds of livestock which include high cost of cultivation and high mortality. So, before choosing a crop and/or livestock, farmers' interest, experiences should be taken into consideration.

Agro-ecological compatibility: The response of some crops and/or livestock is limited to specific agro-ecological conditions. So, before finalising the commodity there should be a rigorous analysis of required factor conditions which are most suitable for a specific area. This may reduce the risk of production.

Market attractiveness of the crops (*Unmet need, seasonal deficit for selected crops, sustained demand & relevance, etc.)* Each market is different in terms of its arrangement, dimension, demand and supply chain. So, there are specific commodities which are easily sold, and some are not or difficult. Again, the demand is based upon quantity, quality, shape, colour etc. So before finalising a crop, farmers need to understand which crops of what quality are on higher demand that attracts buyers/traders. Though the livestock market is a deficit market but it has high seasonal variance; hence, the above-mentioned factors are also applicable for livestock.

Figure 4: Process of winner crop selection



2.6.3. Synchronised production in order to create a marketable surplus:

Synchronised production involves selection of a common variety of crops and collective procurement of seeds and inputs. Common varieties refer to specific types of crops that are widely accepted and cultivated in a particular region. These varieties are chosen based on their adaptability to local climate and soil conditions, resistance to pests and diseases, and their overall productivity. collective procurement of seeds, fertilisers, pesticides, and other agricultural inputs allows better negotiation, quality assurance and easy marketability. Crop sowing or planting at a fixed time, with a strategic consideration of market dynamics and the higher probability of obtaining a good price, is a practice known as "market-oriented or market-driven planting." This approach involves aligning the timing of agricultural activities with market trends and demand cycles. This entails common nursery, ensures better package of practices, adequate marketable surplus to attract market actors to the doorstep of the farmers.

2.6.4. Developing aggregation centre:

Depending upon the commodity, aggregation centres will be developed for grading, sorting, packaging and temporary storage before transporting. Structure would be created with basic facilities of weighing, packaging, etc by converging with relevant Department schemes.

2.6.5. Ensuring Micro Practices as per PoP at PG level:

Along with ensuring a scientific crop package of practices, improved technologies like trellis, staking, drip, mulch etc will be introduced to increase production. For synchronised production

timely credit to SHGs and PGs will be planned for inputs. Following are few points to consider for ensuring micro practices pertaining to PoP at PG level.

a. Proper Crop Planning:
    - Crop planning needs to be done well in advance of respective seasons to ensure involvement of all PG members for taking up the winner crop cultivation.
    - SMS, CCs and CRPs, Udyog Mitra (UMs) will play a major role in crop planning with individual PGs.
    - Crop planning needs to be completed prior to seed and other input purchase by the PG.
    - Crop planning needs to be Climate Resilient.
b. Ensuring Capacity Building regarding PoP of crops:
    - Capacity building training needs to be done at block level and further at PG/hamlet level by SMS, CCs, CRPs, UMs.
    - Capacity building training to be imparted for ensuring nursery management and following of PoP.
c. Collective input procurement
    - Focus should be given to purchase seeds and other inputs at a time for the entire PG to cut down cost and ensure uniformity in variety of the crop.
    - Collective input procurement will boost synchronised production and will help in collective marketing.
d. Collective/ Quality nursery
    - Nursery sowing is to be planned collectively in PGs and executed according to the plan. As per requirement staggered nurseries will be raised to maximise production and income.
    - Performing germination tests well in advance is very much crucial and farmers and agriculture entrepreneurs will be encouraged to do the testing before raising the nursery.
    - Varieties with maximum market demand and better performance in the specific fields will be prioritised.
    - Using scientific method nurseries will be raised for proper growth of disease pest incidence; especially fungal attacks. The seedling and minimum mortality in the nursery bed.
e. Synchronised planting according to market demand
    - Market demand is to be tracked by the APC staffs by conducting market study of target markets.
    - Planting of crops will be planned according to market demand so that farmers can get good returns.
    - Crop calendar will be prepared to assist in crop planning and time of planting and respective AHOs may help in the technicalities.
f. Proper spacing will be ensured for the high value crops in all APC fields. Proper row to row and plant to plant spacing to be ensured.
g. Disease Pest Management
    - Disease pest control is the main key for getting quality produce. Hence, APC staffs and UMs should guide the farmers in ensuring disease pest control in the fields.
    - For preventive measures, fungicide sprays and insecticide sprays preferably NPM based need to be done at regular intervals.
h. Sorting and grading
    - All the produce will be sorted before packing for collective marketing as better

quality produce of uniform shape and size will fetch better price in the market. the APC staffs and UMs will train the farmers and ensure the quality.

i. Collective marketing

- The PNGO needs to ensure linkage with traders and that the PG members get good return for the produce.
- After PC formation, most of the input and output business needs to be done through PC.

2.6.6. Non-Pesticide Management / Bio fertilizer and Pesticide Management

Non-pesticide management (NPM) /Bio Fertilizer and Pesticide Management of crops play a vital role in maintaining the sustainability of the agroecology, thus APC puts impetus on promoting NPM measures with 40% of the households of the scheme intensive locations.

- NPM /Bio Fertilizer and Pesticide Management involves the use of organic pest control measures and bio inoculants to increase soil fertility and various other traditional and mechanical practices to minimise the use of chemical fertilisers, pesticides and insecticides etc., thereby reducing toxic hazards.
- To minimise the residual effects of harmful pesticides used in the farm land, adoption of NPM/Bio Fertilizer and Pesticide Management strategies needs to be practised.
- NPM /Bio Fertilizer and Pesticide Management majorly focuses on preventive measures of diseases and pests through adoption of organic formulations like Handikhata, Nimastra, Mahulastra, Agneyastra, Bio-inoculants and Bio pesticides, and other traditional disease-pest management methods.
- NPM/Bio Fertilizer and Pesticide Management promotes construction of low-cost compost units, azolla pit through departmental convergence and/or low-cost models with individuals own investment.
- Capacity building of APC HHs is essential for preparation and adoption of various NPM /Bio Fertilizer and Pesticide Management formulations in order to demonstrate its multifaceted benefits. Also, selection of crops and possible NPM/Bio Fertilizer and Pesticide Management interventions and capacity building will be planned well in advance during crop planning (season wise) by PNGO with APC PGs.

2.6.7. Developing Critical Infrastructure:

Infrastructure development is an important enabling aspect at various stages of promoting APC; following are the critical infrastructure required for these regions to sustain the APC.

2.6.7.i. Irrigation:

In the proposed region a large number of farmers do not have access to irrigation. It is proposed to create irrigation potential in each PG to build the required level of farming intensity. Depending upon the geophysical situation different types of irrigation structures will be taken up. Under APC following types of irrigation structures would be given priority for bringing more area under irrigation

- Installing new community river lift or individual cluster lift points or Solar River lifts under OLIC and OAIC
- Cluster borewell schemes, solar borewell in the suitable areas and
- Medium low land /low land dug well along with lifting devices.
- Revival of defunct CRLP schemes
- DBI, farm ponds, check dams, earthen dams to address the irrigation need

2.6.7.ii. Farm mechanisation:

Mechanisation in Agriculture will help in not only reduction of drudgery but also in ensuring timely agriculture operations. Appropriate crop specific mechanisation will be explored and PGs will be encouraged to adopt improved machineries for increasing the farm yield and ensuring quality field operations. Women friendly mechanisation will be given priority for drudgery reduction and large-scale adoption.

Low-Cost Farm Machinery:

The adoption of appropriate low-cost farm machinery will be encouraged as these context specific tools can significantly enhance the productivity and efficiency of small and marginal farmers. These implements can provide substantial benefits while minimising investment costs. as and when required under the innovation fund of APC, appropriate mechanisation can be introduced.

Along with the CFC promoted under OLM, women farmers will be purchasing mechanisation with the equipment cost available at PG level. The individual farmers and groups will be encouraged to adopt mechanisation and to avail the equipment and get the necessary subsidies in Farm Mechanization available under different schemes and programmes of various Departments.

2.6.iii. Plantation

Orchard development is of significant importance in agriculture for providing a sustainable, diverse income and source of food. This is also a key driver of economic prosperity, especially in rural areas. The APC scheme will mobilise resources from Dept of Horticulture, MGNREGS or any other agencies to create orchards, especially of mango, cashew, guava, pomegranate, litchi, lemon and short duration crops like banana, papaya, pineapple and drumstick, suitable to the agro-climatic condition of the region.

Small and marginal women farmers will get sustainable returns in the long run from Orchards. These orchards in the initial days will be used for intercropping with high value crops and

farming models will be developed for higher returns. Large scale production of existing as well as orchards promoted under the scheme will be linked to the market through the PG and PC.

2.6.iv. Post Harvest Management Structures

Post-Harvest Management (PHM) plays a very important role in horticultural fruits and vegetable sorting, grading, storing 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. Key interventions under the schemes are;

- Grading, sorting and packaging as per the targeted market requirement
- Setting up of Storage structures to get more return
- Setting up processing unit in selected commodities

The scheme shall mobilise resources to set up sorting grading centres, pack house, cold storages (solar & electric), onion storage structures, Zero Energy Cool Chamber (ZECC), Sabjee cooler, solar dehydration units etc from Horticulture Dept or any govt or private players in order to create PHM infrastructures in the scheme area.

2.6.v. Livestock Rearing:

As per the scheme mandate, 40% farmers are to be covered under goat and backyard poultry rearing through this programme, and 25% families will take up livestock activity intensively and construct individual livestock night shelters under MGNREGA and other schemes. The scheme focuses on timely immunisation with the help of F & ARD Department, feed supplement preparation, collective marketing of products, timely supply of inputs and encouraging adoption of ethno-vet practices for prophylaxis. Adoption of these will help the vulnerable families and families having higher dependency on livestock rearing to augment their income.

Table 2: Various activities around livelihood support infrastructures and their possible source of convergence are mentioned below

Particulars	Scheme /Activity	Probable Sources/ Department	Per Block Plan
Irrigation	Community river Lift point (CRLP)	OLIC, OAIC & Dept. of Agriculture	Per block plan of 400 acres of area under irrigation, out of which 20% will be achieved by reviving the existing schemes and the rest 80% area under new irrigation structures.
	Individual cluster micro river lift	OAIC	
	Individual cluster deep bore well (both electric and solar)	OLIC	
	Dug well, Farm Pond, tanks, dams	MGNREGA, Dept. of Agriculture, Directorate of Soil conservation & water resource Development	

	Small water lifting devices	OAIC	
	Sprinkler set, Drip set	Directorate. of Horticulture	
	Solar based river lift	New scheme to be launched	
	Revival of existing CRLP	OLIC, OAIC	
Farm mechanisation	Power operated equipment (Tilling, Ridger, sprayer, etc.)	Agro service centre, ITDA, OLM, OAIC	2100 women farmers will be adopting improved farm mechanisation practices by the end of the scheme
	Material for Vertical Trellis	Directorate of Horticulture, ITDA	
	Nursery poly house	Directorate of Horticulture	
Fruit tree Plantation	Cashew, Guava, Mango, Citrus, drumstick etc. Plantation	Directorate. of Horticulture in convergence with MGNREGA	Around 200 acres of fruit tree plantation will be done per block
Aggregation, sorting and packaging Centre, storage structures, cool chambers, cold storage, low-cost cooling chambers, sabjee cooler	Centre along with basic facilities of weighing, packaging, etc.	Directorate of Horticulture	12 such centres per PC may help the farmers to adopt better post-harvest practices
Shed construction for Goat & BYP	Shed for Goat and poultry	MGNREGA, ITDA	Around 750 Goat & BYP sheds to be constructed in each block to support the families taking livestock rearing as primary source of livelihood

2.6.9. Developing Ecosystem:

To sustain and strengthen the activities at the PG level, it is essential to nurture a healthy ecosystem. The Ecosystem will support in ensuring sustainable production and better income actualisation. The ecosystem will work as a catalyst for connecting smallholders to market, Government, resource institutions and many private players for the desired growth spiral in the agriculture and allied sector. This will also create employment opportunities for many entrepreneurs and staff of community institutions. This will have two components;

i) Promotion of an entity at block level -PC

ii) Developing Agriculture Entrepreneurs to support the ecosystem.

Their detailed roles and responsibilities are as follows:

2.6.9.i. Promotion of a PC at the Block level

In order to maximise farmers' income, APC proposed one PC (Producer Company) in each block. All the PG members from WSHGs are encouraged to be the shareholders of the PC. The main aim of this all women PC is to ensure better income for the producers through an organisation of their own and to create support conditions for sustainable income in the long run. Small producers do not have the volume individually (both inputs and produce) to get the benefit of economies of scale. They will also have better bargaining power vis-à-vis the bulk buyers of produce and bulk suppliers of inputs.

a. Economies of scale and increased bargaining power - PCs consolidate the business operations of numerous individual small-scale producers, thereby enhancing the collective scale. This scaling up reduces business expenses and enables greater production volume, improved quality, and consistency in the supply chain. PCs can elevate the bargaining power of small-scale producers by achieving higher production volumes, which in turn, lead to more advantageous negotiation terms and prices.

b. Improved market reach - Many small-scale producers face difficulties in obtaining favourable prices for their goods due to their limited access to markets with better pricing. PCs can empower them to reach lucrative markets by either attaining the necessary size to engage with buyers in these markets or by enhancing the value of their commodities to gain entry into higher-value markets.

c. Access to finance – Securing financial support is a significant hurdle for small and marginalised producers, but being a registered entity PCs have the capability to tap into institutional financing resources.

d. Risk mitigation – Due to their enhanced bargaining influence and improved market access, PCs can aid small and marginalised producers in reducing market-related risks by providing competitive prices for their commodities.

e. Improved access to extension services – PCs will provide assistance for technical and technological services linked to production, including input services, as well as facilitate training and capacity-building initiatives.

f. Increased policy influence - PCs can offer a platform for producers to advocate for their interests and wield influence over policies at various levels, ranging from local to international, that have impact on their business and livelihood.

Therefore, at the APC level, PC will be promoted to carry out the following service and activities:

- Support to PG to carry out the business
- Set systems for coordination amongst the AEs of PG
- Building linkages with market ecosystem; market players will partner with these entities
- Help PGs to individually / collectively attain economies of scale
- Facilitate multiple value chains
- Channelize and organise investments
- Planning, review and quality control at all levels

- Facilitate input, insurance, & credit
- Support to channelize Govt. resources
- Grading, sorting and storage for post-harvest management
- Support services for operation and maintenance of irrigation systems

2.6.9.ii. Developing Agriculture Entrepreneurs (AE):

Market-focused individuals referred to as an "agri-entrepreneur" (AE) will be selected from the local area and systematically groomed to engage with targeted families for adopting improved agriculture practices, help them to get agri and livestock inputs, link them with the market and other actors and help in primary level grading, sorting and packaging. They earn revenue from these services and will be a role model for the youths in the primary sector. There will be 20-25 AEs per block who would be systematically groomed to provide necessary services to the farmers.

The AEs will be systematically groomed and they will be excited to take up activities/ trades like Agricultural input and output sales, Agro service centres, Nursery, Organic formulations and Non pesticide product shops, Cereal and Vegetable seed production, Mushroom spawn production and services, Goat breeder farm and Veterinary services, Poultry Mother Unit and Veterinary services, Fish fingerling production etc.

3. Objective-Output and Activities of the Scheme

Table 3: The following table depicts project activities, outputs and objectives of the scheme

Objective		**Outputs**		**Activities**
	Indicators		***Indicators***	
- To trigger growth in farm sector with the objective of sustainably double the income of small and marginal farmers - To establish the model of Agriculture production Cluster (APC) in a block, as an effective method to organise production system and services of markets	*70% of the families' income doubled* *70% of the APCs are running as per the standard*	– Promotion of Vibrant PGs and APC – Active participation of women in the activity – Crops are identified for developing as a production cluster – AEs providing quality services in the area – Farmers having year-round irrigation of at least 0.25 acres each	*- 3,000 Smallholder farmers mobilised into APC* *- 60% women become active member in the APC* *- 25 PGs and 1 PC are formed* *- 80% of PG meets the Grade-A&B category* *- Winner crops are selected as per the process* *– 70% Farmers having year-round*	- Identifying PGs and mobilising farmers to form PGs - Selection of high value Crops based on smallholder suitability, market attractiveness and agro ecological suitability - Identifying and grooming of AEs and ensuring quality services - Synchronized production at each PG level in order to create a marketable surplus and market actors reaching to the doorstep

		– Each PG could attract the trader to reach the doorstep by synchronising production – Farmers having access to mechanisation tools – Enhancement of Productivity – Adoption of sustainable cultivation practices – Establishment of market chain around the identified commodities – Increase in income from Goat and BYP rearing	*irrigation of at least 0.3 acres each* *– Market actors reaching at the doorstep in 70% of the PGs. Grading / Sorting & Storage is done at the PG level* *– 60% of farmers with access to mechanisation tools* *– Productivity of the cash crop is doubled* *– 40% of the farmers have adopted NPM practices* *– 70% of the PG established the market chain* *– Rs.15000 income from livestock rearing activity with 40% of the families*	- Setting systems and processes at PG level for effective transaction - Developing aggregation centre in the PG - Creation of irrigation infrastructure in convergence with relevant departments - Reviving and using the existing irrigation infrastructure - Setting up Agro Service centre for mechanisation in convergence with departments - Developing ecosystem at APC/PC level - Intensifying Goat and BYP rearing - Strengthening partnership between PNGO and Govt.

4. Programme Management

Directorate of Horticulture, Govt. of Odisha will be the apex body which will look after the administration and funding of the programme. As Mission Shakti is to provide major programme components for institution building, providing working capital and capacity building of its members, they work closely with the scheme. The Programme Secretariat, led by PRADAN, will continue to work with the Directorate of Horticulture, Mission Shakti and other Departments and Directorates involved in the scheme under funding assistance from the donor Bill & Melinda Gates Foundation (BMGF), as confirmed by them. Programme Secretariat for the scheme will be responsible for supporting the programme design, management, capacity building, implementation and developing monitoring system for the programme. Respective District Collectors will bring in the implementing PNGOs in the identified districts by following the PNGO selection process adopted for DMF expansion blocks of APC scheme. PNGOs will play the role of facilitator of the scheme to form and strengthen women farmers' organisations like Producer Groups (PGs) at the micro level, strengthen Producer Companies (PCs) at block/s level and coordinate with other actors/stakeholders for successful implementation of the scheme. They will work closely with district and blocks officials of Directorate of Horticulture, Directorate of Soil Conservation and Watershed, Dept. of Agriculture, Mission Shakti, Odisha Livelihoods Mission (OLM), Odisha Agro-Industries Corporation (OAIC), Odisha Lift-irrigation Corporation (OLIC), Dept. of Fisheries & Animal resource Development (F&ARD), Integrated Tribal Development Agency

(ITDA), District Mineral Foundation (DMF), Odisha Mineral Bearing Area Development Corporation (OMBADC), Panchayati raj and Drinking Water (PR&DW). At the district level office of the DDH/ADH will be the programme administrative unit. DDH/ADH will be the nodal person for the programme at the district level.

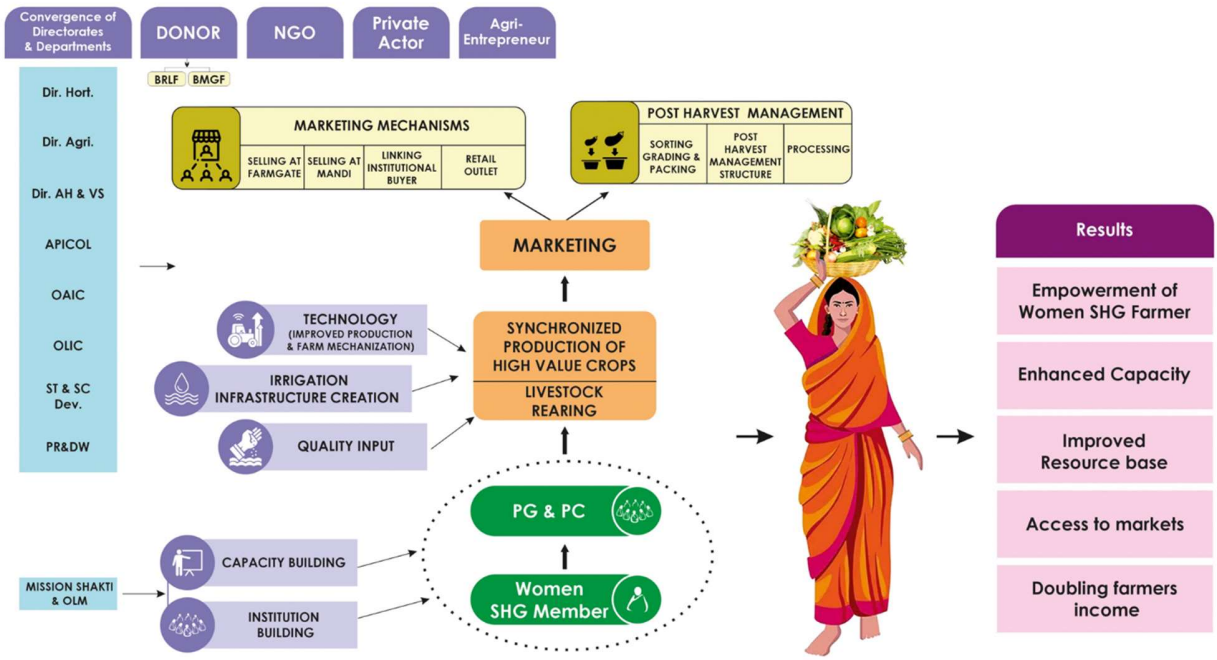
Grounding of the scheme will be the responsibility of the PNGO in collaboration with PS and all the above-mentioned departments and directorates. Regular review and monitoring will be done by the Block Level Coordination Committee (BLCC) and District Level Coordination Committee (DLCC) periodically.

4.1. Programme Architecture:

The programme is based upon convergence to transform the livelihood of the SHG women farmers. The architecture of the scheme is designed to create interfaces at the block level, District level and state level for smooth implementation and necessary convergence of the activities.

In this program WSHG members are collectivised into PGs at village level and PCs at block level. Various departmental schemes and programs are converged around PGs and PCs for creation of infrastructures, strengthening the support system for achieving the project deliverables. The following pictorial representation of the architecture shows all the involved stakeholders and their relationship. The expected impact and results of the engagement are also mentioned.

Figure 5: Scheme architecture



4.2. Committees at Different Level

For smooth planning, implementation, review and monitoring 3 committees such as Block Level coordination Committee (BLCC), District Level coordination Committee (DLCC), State Level coordination Committee (SLCC), are formed at Block, District and State level respectively. The Donor agency also participates in the appropriate level forum, depending upon the place or level of disbursement of the fund.

Table 4: Committees at different level of APC

Name of the Committee	Composition	Roles and Responsibilities
State Level coordination Committee (**SLCC**) at state level	**Chaired By**: Principal Secretary, A&FE Dept **Convened by**: Director Horticulture **Other Members**: Commissioner Cum Secretary Mission Shakti, Director Agriculture, Director OLM, Director ST, Director F&ARD, Director Special projects, Director ATMA, MD OLIC, MD OAIC, MD APICOL, District collectors, Representatives of Donor agency, Programme Secretariat, two selected partner NGO representatives and any other with the permission of Chair **Meeting Frequency**: Half-yearly	· Annual Plan Approval and Budget Allocation · Overall coordination · Convergence of schemes from other Dept. · Periodic review, monitoring · Issue circulars / Office orders to create enabling conditions. · Addressing issues and challenges at state level
District Level coordination Committee (**DLCC**) at District level	**Chaired By**: Collector Cum District magistrate **Convened by**: DDH/ADH **Other Members**: CDO cum EO; Zilla Parishad, PA ITDA, DDM NABARD, District level representative from OLM (DPM), CE ORMAS, Mission Shakti (DSWO) Agriculture (CDAO), Animal resource Development Dept (CDVO), EE OLIC, DM OAIC, APC implementing PNGOs, Representative from Programme Secretariat and any other with permission from Chair **Meeting Frequency**: Quarterly	· Finalise Annual Action Plan · Approval of plan at District level · Smoothen funds flow · Coordination with various departments · Convergence of schemes in identified blocks · Addressing issues and challenges at District level · Quarterly review and planning meeting
Block Level coordination Committee (**BLCC**) at block level	**Chaired By**: Block Development Authority (BDO) **Convened by**: AHO **Other Members**: Block level representative from OLM (BPM), Mission Shakti (CDPO) Agriculture (BAO), Animal resource Development Dept (BVO), OLIC, OAIC, ITDA, ATMA, APC implementing PNGO and any other with permission from Chair **Meeting Frequency**: Monthly	· Quarterly planning. · Monthly review of implementation. · Coordination among stakeholders. · Addressing issues and challenges at block level

4.3. Role and Responsibilities of Various Stakeholders

4.3.1. Directorate of Horticulture, Agriculture and Farmers Empowerment Department, Government of Odisha

The Directorate of Horticulture, Agriculture and Farmers Empowerment Department, GoO, will be the primary stakeholder of the scheme. It will be responsible for the overall implementation of the scheme. To facilitate effective implementation of the scheme activities, department will coordinate the following:

- Allocate specific schemes for Hybrid vegetable cultivation, farm mechanisation, fruit tree plantation, sorting & grading centre, trellis, etc. from the department in these identified clusters.
- It will create convergence mechanisms for creation of irrigation infrastructure, agriculture equipment; shed construction for Goat & BYP and relevant livelihood infrastructures for developing clusters in these regions from the existing schemes.
- Issue orders to departments at state level and at district level (DLCC) for providing support to Programme Secretariat and its PNGO partners in smooth implementation of the scheme.
- Extend support in establishing Programme Secretariat and facilitate interaction at different levels.
- Coordinate with Mission Shakti and OLM for smooth convergence on the component of institution building and capacity building.
- Coordinate with other departments like Dept. of Agriculture, OAIC, Soil Conservation, AH&VS, OLIC, PR & DW Dept., ST & SC Dev Dept. and other related State Government Departments for their participation and cooperation in this scheme for allocating and implementing livelihood infrastructure components.
- Regularizing and empowering the various committees/teams at district level for smooth implementation of the scheme.
- Take necessary steps for timely approval of the plans prepared by the respective district level officer (DDH) in association with PNGOs and Lead Partner.
- ADH/DDH in coordination with PS will verify technical and financial documents submitted by PNGOs as per financial guidelines.
- Facilitate the setting of Project Coordination Committees at state and district level for planning, review and smooth implementation of the scheme.
- Set up an institutional mechanism for joint monitoring, impact assessment and review of the scheme comprising all stakeholders under the scheme at various levels including block, district and state levels within 3 months of commencement of the Agreement.

- Ensure that the review takes place at the level of the concerned officers at each level, along with the PNGO partners at an agreed-upon frequency to make possible a smooth execution of the scheme and necessary course-corrections

- Ensure set up of Program Secretariat (PS) cell in the Krishi Bhawan for better scheme implementation and monitoring

4.3.2. Department of Mission Shakti, Government of Odisha

- Mission Shakti will be responsible for promotion of PGs and PCs as per their guideline.

- Mission Shakti will support the PG and PC promotion component of the APC scheme.

- Issue orders for smooth implementation of the institution promotion component to respective stakeholders.

- Facilitate staff and community cadres to work in partnership with the implementing PNGO partners in the APC blocks.

- Will support Director Horticulture for smooth implementation of the scheme.

4.3.3. Programme Secretariat (PS)

The Programme Secretariat shall be responsible for developing programme processes and design as mentioned below:
The lead NGO is responsible to set up the Programme Secretariat (PS); whose major role would be to support the Directorate of Horticulture, Mission Shakti and OLM for smooth implementation of this scheme and mentor PNGO. Programme Secretariat would develop and design programme implementation processes, policy guidelines, capacity building modules, etc. PS will identify potential resource organisations/ individuals, market actors and prepare a plan to integrate/ partner in the scheme.

- PS will ensure and take all necessary steps for developing coordination mechanisms between implementing PNGO and State Government/department and its programmes towards smooth implementation of the scheme.

- PS will place professionals at state and district level to ensure the deliverables as per the scheme requirement.

- PS will prepare template for yearly planning, progress reporting and budgeting at all levels

- PS will develop and launch a “monitoring, evaluation and learning (MEL)” system for the scheme. It will develop reporting and documentation format along with a system for knowledge management.

- PS will recommend Directorate Horticulture for actions to be taken for effective implementation of the scheme.

- PS will engage in the functioning of different committees with the support from the Horticulture department.
- PS will conduct training and various capacity building events for the partner PNGO staff for common understanding and capacity building around the scheme.
- PS will also extend necessary field-based support to other implementing PNGO for better outcomes in the scheme.
- PS will Generate reports in coordination with the Directorate of Horticulture at the scheme level and will submit (all parties) periodically, as agreed by the parties.
- PS will develop IEC material and Capacity building modules.
- PS will identify external resource persons and institutions for collaboration.
- PS will extend support to PNGO at the block level.
- PS will coordinate with different departments as per the instructions of DoH.
- PS shall be responsible for the overall monitoring, documentation, and reporting of the scheme. It will also enquire into the poor-performing CSO's performance and take necessary action.
- PS will introduce innovation/Pilots under different thematic areas that boosts crop production, reduce drudgery or ease sale of commodities or any other that directly or indirectly impacts the scheme's positive performance.
- PS will develop a Web based MIS system to report and monitor scheme's progress.
- PS will submit progress reports, feedback reports and other reports as per requirement of DoH, Mission Shakti.
- PS will engage for the development of publications, brochures and other IEC material for the scheme. Documentation of success stories, case studies etc. for information dissemination.
- PS will regularly monitor the progress of work through field visits and review meetings with PNGOs.

4.3.4. Partner NGO (PNGO)

One block will be assigned to a CSO/PNGO who will work with and develop capacities of women SHG farmers'/ Producer Groups/ Producer Companies. The PNGO shall review and monitor the deliverables of the scheme on a regular basis. The selection process and other details are mentioned in the following chapter.

I. The PNGO will ensure the following deliverables in a block during the scheme period.

a) 3000 Smallholder women farmers would be mobilised into Producer Groups (PG) & Producer Companies (PC)

b) At least 25 PGs would be formed out of which 80% would meet Grade A & B category
c) High value crops would be selected and would cover at least 1000 acres per block per year
d) At least 20 Agriculture Entrepreneurs (AEs) would provide critical quality services
e) 400 acres of area would be brought under irrigation
f) 200 acres of area would be brought under new horticulture plantation
g) Grading, Sorting & Packaging would be done at the PG level.
h) Around 2100 farmers would have access to farm mechanisation
i) 40% of farmers would adopt Non-Pesticide Management (NPM) practices
j) At least 1000 women farmers would take up improved livestock rearing out of which 750 farmers would have sheds with intensive rearing
k) Income would be doubled for 2100 women farmers (70% of the total women farmers)
l) Promoted PC would be vibrant and able to provide services to its members.

Note: Additional components may be converged from other relevant sources as per the requirement.

The field implementation which includes day to day management of the scheme, deployment of human resources, implementation of field activities, financial planning, developing partnership and coordination with District and block officials of relevant line departments and concerned stakeholders for resource leverage and scheme monitoring shall be done by the PNGO.

II. The PNGO should ensure the following deliverables;

a) Will ensure placement of a dedicated team at block level for effective implementation of the scheme.
b) Will ensure formation and strengthening of PGs and PC in the selected block
c) Will conduct various trainings, exposures, capacity building programs for staff, farmers and leaders of PGs and PC
d) Will groom Agriculture Entrepreneurs to perform effectively
e) Will provide timely access to relevant information
f) Will nurture the collectives for crop planning, farmer capacities for adopting modern and sustainable farming in a synchronised manner
g) Will facilitate in Set up market ecosystem around APCs to ensure better price realisation.
h) Will ensure submission of timely physical and financial progress reports.
i) Will submit the audited financial report and UC to DDH/ADH, periodically
j) Will implement the scheme activities in a time bound manner

III. In case, vacancy occurs in any of the assigned positions of a block, the PNGO must fill the position at the earliest, provided another concerned person should be kept in-charge till the period in order to not hamper the scheme's performance.

IV. The PNGO shall work in close coordination with Programme Secretariat, anchoring the scheme at block level.

V. The PNGO shall ensure the standard of the APC team intact as per the human resource requirement specified in the job description. It will share the details of the

APC staff to the DDH/ADH & Programme Secretariat soon after the recruitment and selection.

VI. The PNGO shall comply with all statutory obligations in a timely manner and be solely responsible for obtaining all statutory permissions/licences/approvals required, if any, for the said purpose.

VII. The PNGO shall provide to the DDH/ADH & Programme Secretariat publications, data and reports, including internal reports, reports submitted to/by external evaluators (provide external evaluators consent to it), funding agencies, studies and researches, statistics, and such other information, including financial information, as the DDH/ADH or its representatives may require, for its own satisfaction, as well as in order to present the same in suitable formats and templates in its internal and external communications.

VIII. The PNGO shall carry out such formalities as may be required to obtain suitable tax exemption or deduction status, or other tax benefits that may be available, and, if such benefits do accrue, the same shall be considered to calculate the actual costs, and such savings as accrue shall be deployed to create additional facilities.

IX. The PNGO shall issue a receipt for the funds received by it from the Directorate in a standard manner.

X. The PNGO shall submit the audited utilisation certificate and Scheme progress report on a half yearly basis.

XI. The PNGO shall intimate the DDH/ADH immediately if their constitutional status changes from 'not-for-profit' to any other form of entity. The PNGO shall not adopt or use other trademarks, logos, names or designations which are in any way similar with, which might be confused with, or might in any way compete with the First Party name.

XII. Any change in the important Program related staff/ Contact Person like project team leader, change in office address, has to be intimated to Programme Secretariat and DDH/ADH.

XIII. In case of natural resources management, land resources development, and other physical interventions the PNGO will use photographic (or & video) documentation 'before and after' photo-point monitoring system and the same should be used to monitor and report results as per the concerned departmental guidelines.

XIV. The PNGO shall not by-part or sub-contract the scheme to any other agency organisation / entity, etc.

5. PNGO

A Civil Society Organization (CSO) shall be selected as the implementing agency through a process of EoI. After the selection of the implementing CSO (PNGO), a bipartite MoU shall be signed between the PNGO and DDH/ADH representing DoH.

5.1. Criteria for Selection:

The mandatory criteria of the CSO to be selected as a partner agency are mentioned below:

1) Should be legally registered and provide a self-attested copy of registration, PAN number, and self-attested copy of PAN card

2) Should not have been blacklisted by the Government of India, Government of Odisha, other state government agencies, or any Indian or international donor and furnish a self-declaration by the authorised representative of the organisation to this effect.

3) Should have a minimum of 3 years of work experience in Odisha in agriculture with community organisations and/or Farmer Producer Organizations with the capacity of marketing around agricultural promotional activities. Additionally, experience in horticulture/vegetable production systems covering production, marketing, processing, and research will be counted upon.

4) Should commit to implementing the scheme deliverables as per the timelines in their respective blocks as mentioned in the EoI and further agreed upon in the MOA signed for the purpose

6) Should have experience working with relevant community-based organisations for at least 3 years. PNGOs have to submit the relevant documents about intervening CBOs by them.

7) Should submit the last 3 years' audited balance sheet and financial reports prepared by the concerned regulatory authority.

8) The PNGO should have registered themselves in the Darpan portal of Niti Ayog

9) The chief functionary of the institution should not be a formal member of any political party and would furnish an undertaking to this effect.

10) The organisation should have good governance practices on board, governed by independent persons with no more than one-third of persons in the Governing body related to one another.

11) Must have worked with any of the government programs related to agriculture, NRM, or farmer's organisations in a substantial manner. (not limited to awareness training or market linkage)

12) CSOs with experience in livelihood promotion especially agriculture and livestock development in the district or other adjacent areas will be preferred.

5.2. Mandatory Human Resource

The PNGO shall have the following personnel for rolling out and implementation of the scheme at the block level.

1. One Program Manager (Post Graduate/ 4 years professional experience in agriculture, livelihood project)
2. One Expert-Agri/Horti/AH/NRM (Diploma or Degree in Agri/Horti/Botany/Zoology/Livestock Science/Civil Engineer/3 years relevant experience)
3. Two Cluster Coordinators or Master Trainers (Graduate)
4. 4 CRPs or Community Mobilisers (Matriculate)

5. 1 MIS Coordinator (Graduate)

**Candidates with minimum graduation as qualification irrespective of stream and having relevant experience in similar projects or sector will also be considered for PM and SMS.*

5.3. Instruction to Submit the EOI:

The detailed format for submitting EOI is to be published by the DDH/ADH in the respective district web portal and circular section of www.apcodisha.net. The other instructions are as follows;

1) CSOs need to apply in the specified format only.

2) One CSO will fill only one “Expression of Interest” format

3) Information furnished with an “Expression of Interest” should be accompanied by facts and documents of any related activities implemented by the CSO within the state of Odisha.

5.4. Originals/Attested Photocopies of Documents need Submission

The applicant CSO should submit the following documents/declaration in the application form.

1. Registration certificate of CSO/NGO/TRUSTs
2. Previous 3 years Audited statement of accounts of 2020-21, 2021-22 and 2022-23
3. Fixed asset positioning including its present value and location
4. Total no of professional staff in the organisation
5. Profile of staff supposed to be designated to the scheme
6. MoA/Agreement or any documentary evidence of working for Government projects or special projects or Government undertakings for implementing resilient agriculture activities.
7. Address of head offices and field offices
8. Previous 3 years Annual Report
9. All the pages of the filled EOI along with documents furnished should be duly signed by the authorised representative of the CSO to authenticate their claims.
10. Self-Declaration of Non-Blacklisted by any Govt./Semi Govt./Donor Agencies.

5.5 Process of Selection

Stage 1: Presentation by CSOs before the District Level Selection Committee (DLSC) under the Chairmanship of the Collector / Representative of the Collector & District Magistrate, through Walk-in-interview as per the terms in the EoI.

Stage 2: One CSO per block will be selected as a PNGO for APC scheme. CSOs with no blocks or at max one block under the existing APC programme in the district are eligible for applying.

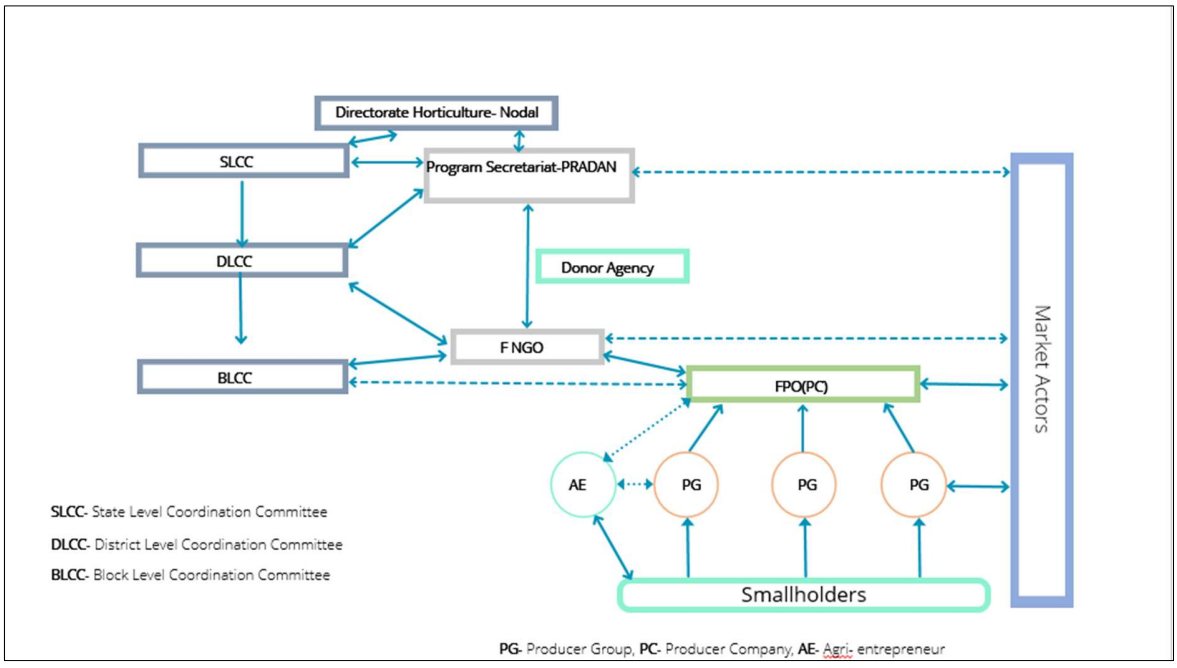
Stage 3: Shortlisted CSOs will submit all relevant documents. Submitted documents shall be verified by DLCC.

Stage 4: After due verification of the documents submitted by CSOs and qualifying in the selection process, an MOU will be signed between DDH and the selected CSO for partnering in the implementation of the program in the respective block.

6. Programme Monitoring & Evaluation

In APC scheme, small and marginal women SHG members are collectivised into Producer Groups (PGs) and at block/ multi block level those producer groups form Producer Company (PCs). Agriculture Entrepreneurs are promoted and get engaged with the PGs and PCs for providing services around inputs, outputs and other services. The PNGOs in close association with the PGs, PCs and various line departments will ensure the deliverables of the scheme. The Program Secretariat will coordinate with all the line departments at the state/district level and PNGOs for smooth implementation of the scheme.

Figure 6: Implementation Architecture of the Scheme



6.1. Management Information System (MIS)

For progress tracking, monitoring and evaluation, the scheme will have an exclusive web-based MIS (Management Information System) with multiple users from Block level to State level. The features are mentioned below:

- The MIS system shall be designed by Programme Secretariat, hosted and maintained by PS
- The PS will create login credential for PNGO, which will be used by the PNGOs at the block level to login into the MIS and enter project progress report.
- The PNGO is responsible to collect Household wise baseline information of PG farmers in the recommended template as shared by PS and enter the same into the system. Further the PNGO should collect other relevant information, as per the instruction from PS, for baseline status generation against other key indicators to help benchmark.
- The PNGO is responsible for data and information management by adhering to the following basic documentation at the PG level. A PG should have the following documents/registers/records updated and ready on demand
    a) PG Resolution Register & Member Book
    b) Stock Register (Both Fixed & Consumable)
    c) Cash book & Bank Book
    d) Purchase & Sales Register
    e) Attendance Register of Udyog Mitra
    f) Activity Register
- The PNGO should ensure regular updation of the above-mentioned documents/registers at the PG level and accessible to all on demand. These documents should be available with the PG at all times and the monthly progress may be copied or photocopied by respective PNGOs for data updation in the MIS. The samples copies of these documents are annexed in Annexure III
- The PNGO is responsible for information collection of various convergence projects undertaken in the scheme areas and report the same in the MIS.
- The PNGO is responsible for timely progress entry in the MIS. PG and village level information and progress should be collected by respective Udyog Mitras/CC and submit the same to Program Managers. The Program Managers should cross check, validate and certify the information before being handed to MIS Coordinators for data entry. The MIS Coordinator and Block Program Manager shall ensure timely data entry into the system and safekeeping of verifiable data for data validation. The following data flow diagram explains the entire trajectory

Figure 7: Data flow system in the MIS



- All Progress Data will be discussed, maintained and kept at PG Registers or in the recommended formats in PG level monthly meetings.
- Verified Progress of the month will be collected and entry in MIS will be done by the PNGO as per above mentioned timeline.

- The PNGO partner is responsible for baseline data collection of scheme beneficiaries and entry into the MIS system. The MIS system shall have annual plans entered once it is finalised in respective BLCC/DLCC and PNGO to ensure plan and progress entry to the system.

6.1.1. Plan & Progress Reports:

Reporting is an integral part of the entire scheme and during the scheme period; the implementing agencies are required to submit narrative progress reports on a half yearly and yearly basis. The reports must contain the physical and financial progress of the period and the cumulative progress made as on that period along with two best practices / case studies for spreading impact of the programme. For standardising the reporting, a common format has been developed by Programme Secretariat for consolidation of the programme reporting in periodic intervals which is attached in Annexure II.

The yearly Action Plan of the scheme is to be presented in BLCC and DLCC for approval at the beginning of each financial year in the prescribed planning template (BLCC & DLCC Planning Template in Annexure III). Later the DLCC approved plan will be presented in the SLCC for approval.

Scheme Annual Report
The Half Yearly Progress Report and Annual Report of the scheme will be a part of dissemination of the impact made and outcomes achieved so far. The consolidated progress, learning and insights, achievements, impacts and outcomes of all the PNGO, implementing agencies, state level accomplishments combinedly formulated into the Half Yearly Progress Report and Annual Progress Report, which will be shared with the Dept.

I. The PNGO partners shall submit the half yearly and annual progress report to respective DDH/ADH with a copy to Programme Secretariat in the recommended template annexed to this document in Annexure II. The Programme Secretariat shall consolidate the report and share the consolidated report with DDH/ADH and Directorate of Horticulture within 45 days of closure of the period.

The Half Yearly and Annual Progress Report should contain the following four reports separately in appropriate templates as recommended by Programme Secretariat, viz. a) Narrative Progress Report, b) Quantitative Progress Report, c) Case Studies and d) Picture Presentation with caption

The annual and half yearly reports should describe in detail the progress of the scheme against each indicator, learnings, problems faced and description of progress made towards achieving the goals of the scheme. District/Block wise details of financial leveraging, convergence of schemes, with how much, from which scheme/flagship programme/bank, for what purpose and results, shall also be described. It should include reporting on Key learning, Challenges, key achievements, outputs and outcomes, livelihood interventions, Capacity building efforts, success stories and case studies etc.

II. The publications and photographs pertaining to the scheme also to be enclosed with the annual and half yearly report. Photographs of all works shall be made available to Programme Secretariat, respective DDHs/ADHs. In addition to the half yearly progress reports, the PNGO shall also submit a distinct timeline to monitor objectively measurable indicators.

III. DDHs/ADHs shall monitor and conduct a review of operations under this agreement, which will include a visit from respective personnel or representatives from department and Programme Secretariat, to observe the PNGO's performance in the field, discuss the program activities and finances with PNGO's personnel. If the progress of the activities is found to be unsatisfactory, The DLCC will recommend a committee for the verification of the operation by the PNGO as per the agreement. Upon recommendation of the verifying committee, the DDH/ADH will advise for continuation or discontinuation of contract with the PNGO.

IV. The PNGO's performance will be reviewed by (BLCC, DLCC, SLCC) Project Steering Committees and Programme Secretariat and suggested measures would need to be executed immediately.

V. In addition, the Director of Horticulture reserves its right to conduct or cause to be conducted an audit as per requirement of books of accounts in respect of the scheme funds, if in its opinion the same is necessary. In the event, that funds released by the Directorate of Horticulture, are being misused or improperly used or not used for the purpose of the agreement, the Director of Horticulture is entitled to stop further disbursement and in case of wilful breach of contract, demand repayment of the unutilized funds/total sanctioned.

Frequency, timeline and responsibility of various mandatory progress reports at block, district and state level is cited in the following table

Table 5: Timeline of various reports to be sent to ADH/DDH and Directorate

Name of the Reports	Frequency/ Periodicity	Timeline	Responsibility	Recipient
Block Half Yearly Progress Report	Half Yearly	15th October	PNGO	ADH/DDH
Block Annual Progress Report	Annual	15th April	PNGO	ADH/DDH
District Half Yearly Progress Report	Half Yearly	25th October	PS	ADH/DDH
District Annual Progress Report	Annual	25th April	PS	ADH/DDH
APC Half Yearly Progress Report	Half Yearly	10th November	PS	DoH & Mission Shakti
APC Annual Progress Report	Annual	10th May	PS	DoH & Mission Shakti

6.2. Scheme Evaluation

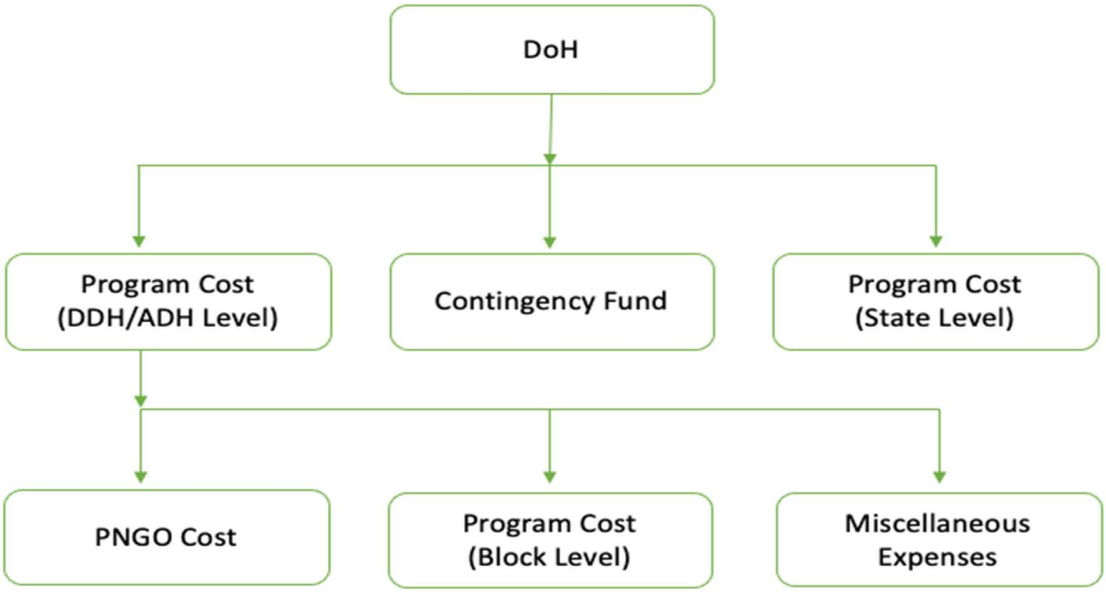
Scheme evaluation is a systematic and objective assessment of a project's design, implementation, and outcomes. It is essential to determine the effectiveness, efficiency, relevance, sustainability, and impact of a project or scheme. This process is crucial for decision-makers, stakeholders, and funders to understand how well a scheme/project has performed and to identify areas for improvement. Therefore, OUAT (Odisha University of Agriculture and Technology) or any other agency as decided by DA&FE shall be assigned to evaluate the scheme after 3 years of scheme implementation and the cost shall be borne from the DoH's contingency fund.

7. Source of Funding & Fund Flow Mechanism

The funds for execution of the scheme in Odisha will be from the State Plan and other funding agencies, depending on availability of funding opportunities towards the cost of Programme Secretariat and PNGOs. The fund flow mechanism towards the programme cost is detailed out in the following points.

- A & FE Department will release the allocated annual funds to the Directorate of Horticulture as per the Annual Budget allocation in the scheme.
- Director Horticulture will ensure expenditure of the contingency fund at DOH level costs as per the requirement of the scheme.
- Director Horticulture shall release the implementing PNGO partner's cost to respective DDHs/ADHs on an annual basis in advance. DDH/ADH shall release the implementing PNGO partner's costs on a half yearly basis in advance.
- Each tranche of release of funds from DoH, Odisha shall be based upon the submission of utilisation certificate by DDH/ADH. 75% of expenditure will be considered for the next tranche release.
- All fund transfers in this scheme will be made through NEFT/RTGS/PFMS mode only.

Figure 8: Fund Flow Mechanism



7.1. Financial Management / Protocols: Funds Release Mechanism

- The Annual Action Plans including the financial plan for the scheme shall be approved by the Director of Horticulture, Odisha and shall be submitted to A & FE Dept for approval at state level for yearly allocation of funds for all APC blocks. Fund shall be released on the as per the approved budget.
- The funds shall be sanctioned and released based on the approved annual action plan by the Director of Horticulture, DA & FE for programme implementation as per scheme guidelines.
- Funds for Programme Facilitation, Centralised Capacity Building, Centralised meetings, Innovation, IT, IEC material, video documentation, State/National level events shall be released by the Director of Horticulture.
- Inter-componential change wherever necessary to be allowed on approval of Principal
- Secretary to Govt. DA & FE within the approved budget.
- Any additional budget component can be added at any time with the approval of the Director of Horticulture, DA & FE.
- All funds transfer between DA & FE, Programme Secretariat, PNGO partners will be through NEFT/ RTGS/PFMS/Bank transfer mode only. In case of beneficiary-oriented Programmes, the beneficiaries, incentives may be credited to their bank accounts.
- Banking Arrangement: Separate interest-bearing bank accounts will be opened each by Program Secretariat and all other concerned PNGO for keeping the funds received for the scheme from the concerned authority.

7.1.1. Block/PNGO Level:

a. The fund shall be utilised for the purpose for which it has been sanctioned and shall not be diverted for any other use.
b. The Implementing CSO shall separately open a dedicated flexi bank account for this scheme. All payments made under this agreement would also be made from this dedicated bank account.
c. The implementing CSO shall maintain separate books of accounts for this scheme for recording details of utilisation of the fund.
d. In no case, the implementing PNGO shall lend or otherwise transfer funds received from the DDH/ADH to other organisation (s) or project(s) being executed by the CSO.
e. The implementing CSO shall not make any changes in the budget line items as stated without the prior written approval of the concerned DDH/ADH. If sanction is not obtained and budgets are reallocated, violating the above conditions, it will amount to a breach of contract as per the terms and conditions.
f. +/-10% -item flexibility is permitted under a budget line as well as for specific activity within a budget line under the agreement.
g. The fund should under no circumstances be invested in any manner. The funds released for the scheme will be maintained in dedicated saving bank account.
h. The implementing PNGO shall, in case there is any unspent balance from the funds provided after fulfilment of the said purpose, or in case of failure to use the funds or any part thereof by the time provided for, return such funds to the DDH/ADH. Cost overruns, if any, shall be borne by the implementing PNGO.

i. The implementing PNGO shall carry-out annual statutory audits on time, and provide all audit reports (statutory as well as internal) to the DDH/ADH on request. The implementing CSO shall also permit an external audit or inspection of its books of accounts by respective DDH/ADH, covering the amount received from all sources for the said purpose, if the latter so requires.

j. The PNGO partner shall maintain adequate systems to track the usage of the funds allocated by the DDH/ADH and for reporting formats as applicable. The office of the DDH/ADH may, at its sole discretion, provide such assistance to the CSO partner as it deems necessary, for setting up such systems.

k. The CSO partner agrees to abide by the following:
    i. Only actual expenses shall be reported;
    ii. Payments will be made by cheques/ bank transfers only through joint signatures. All payment to staff would be through account payee cheque only and cash should not be withdrawn from the Bank except to meet petty office expenses. Due to higher risks and lower controls associated with making cash payments, the DoH discourages cash payments. Cash payments may be made through making advances to the bank account of the concerned staff and periodically settled.
    iii. Advances shall not be reported as expenses.
    iv. Advances shall be separately disclosed.
    v. Advances shall be regularly settled and reported.
    vi. Reports shall tally with books of accounts and bank statements.
    vii. Financial Reports shall be submitted within due dates.
    viii. Complete set of audited accounts of the organisation along with Auditor's report and schedules shall be submitted to the DDH/ADH annually.

l. The CSOs shall submit an annual action plan (AAP) and funds shall be released as per the approved annual action plans and recommendation by Programme Secretariat.

m. m. CSOs shall make fund requests to respective DDH/ADH every six months upon exhaustion of previous tranche with financial statement /utilisation certificate of the previous tranche.

n. n. CSO shall submit financial expenditure statements to respective DDH/ADH in every six months before making fund requests. The audited financial statement shall be submitted to respective DDH/ADH annually.

7.2. Audit & Accounts

- PNGO partners of the scheme shall get accounts audited by a Chartered Accountant (CA) after completion of each financial year and submit the Audit Report along with Audited Financial Statement to the concerned Authority by 30th of September of the succeeding financial year.
- PNGO partners shall keep their book of account & records open for scrutiny for any inspection/ audit by the concerned departmental authority or any suitable representative by the Department for their internal and/ or external auditor with prior notice of 15 days.
- External Audit of PNGO partners shall be conducted internally by concerned authority and deputing staff of the dept on quarterly basis, as per the observation the compliance report may be communicated by last day of the succeeding month for appraisal to the Directorate of Horticulture for smooth implementation of the programme.

- The statutory audit will be taken up by the Accountant General (E & RSA), Odisha while taking up the scheme audit of the administrative department as well as Directorate of Horticulture, Odisha

* In case of fund receipt from the scheme, the above-mentioned clauses will be applicable to the Programme Secretariat.

7.3. Budget

The total approved budget for the scheme is **Rs 4382.24 lakhs**. The detail budget for one sample block is mentioned below.

7.3.1. Budget Details

7.3.1.i. Block level NGO cost -Partner NGO level

For the smooth implementation of the scheme, PNGO should have some budgetary allocation to roll out the project on the ground. The following table shows the indicative year wise budgetary allocation for a sample block in the scheme area for implementation of the scheme.

Table 6: Year wise PNGO cost allocation

Level	Budget Component	Particulars	Year wise cost Rs in lakh				
			Yr-1	yr-2	yr-3	yr-4	yr-5
Block Level (NGO cost)	NGO HR Cost	Partner NGO	4.43	19.48	21.43	23.57	25.93
	NGO Admin cost		2.8	3.62	3.97	4.36	4.79
	Training and Exposure of Community members and leaders		0.25	1	1	1	1
	Total NGO Cost per block		**7.48**	**24.1**	**26.4**	**28.93**	**31.71**

7.3.1.ii. NGO HR cost- details

In order to smoothly implement the scheme, PNGO will deploy human resource as per the following table with monthly remuneration as follows;

Table 7: Annual PNGO's Human Resource Cost

S.N.	NGO HR	Unit	Period	Amount in Lakhs/month
1.1	Project Manager	1	12	0.3
1.2	Expert: Agri / Horti / AH / NRM	1	12	0.25
1.3	Cluster Coordinator / Master Trainer	2	24	0.15
1.4	Community Resource Person / Community Mobiliser	4	48	0.09
1.5	Director	1	12	0.12
1.6	Accountant cum MIS Coordinator	1	12	0.15

7.3.1.iii. NGO Admin Cost

PNGO's admin cost includes expenses towards expenditures associated with the general management and operation of the scheme at the organisation level. This includes audit cost, office rent, travelling, office overhead (Stationary, Postage, Photocopy) and Office set up cost.

7.3.1.iv. Training and Exposure

All the community level training to PG leaders, BoD members, Cadres including Agri Entrepreneurs and members as mentioned in Section 8 of this document are to be spent from this head.

7.3.2. Programme Cost

The year wise budget allocation for a sample block is presented in the following table.

Table 8: Year wise budgetary allocation at ADH/DDH/DoH level for a sample block

Level	Budget Component	Particulars	Year wise cost in lakh Rs				
			Yr-1	yr-2	yr-3	yr-4	yr-5
Block level Program Cost	Publications/Printing/ Video Documentation	DDH/ADH	0.25	1	1	1	1
	Exposure/Roadshows/Hoardings/Media events		0.25	1	1	1	1
	Office setup Cost		0.3	0.03	0.03	0.03	0.03
	Additional Budgets for innovation		0.5	2	2	2	2
	Subtotal Program Cost per block at DDH/ADH Level		1.3	4.03	4.03	4.03	4.03
	IT system and maintenance	DoH	0.1	0.4	0.4	0.4	0.4
	Need based consultancy		0.5	2	2	2	2
	Subtotal Program Cost per block at DOH Level		0.6	2.4	2.4	2.4	2.4
	Total Program Cost per block		**1.9**	**6.43**	**6.43**	**6.43**	**6.43**

DDH/ADH level programme cost:
A certain amount of funds shall be made available at the disposal of respective ADH/DDHs, as per the above table 9. The details of expenditure plan are cited below

7.3.2.i. Publications/Printing/ Video Documentation:

This cost may be used for publications of Annual Reports, Coffee Table books, annual calendars, diaries, leaflets, Case-lets, Printing of PG/PC thematic registers, IEC booklets and IEC Videos and Video Success stories, Photography etc.

7.3.2.ii. Exposure/Roadshows/Hoardings/Media events:

Exposure visits of PS professionals, PNGO professionals, farmers etc. to improve intervention areas around various thematic achievements, Roadshows for promoting awareness of schemes and different departmental communications and relevant publicity contents. Hoardings or pamphlets/ banners/flexes/stickers/advertisement boards to showcase necessary information pertaining to the scheme. Workshops, learning sharing and dissemination events, seminars, media events, exhibitions for communication of the scheme to larger groups, stakeholders and communities.

7.3.2.iii. Office setup Cost

For set up of PS office space for smooth coordination between department and PNGOS. Fixed/movable office assets need to be procured as per the requirement under this component.

7.3.2.iv. Additional Budgets for Innovation:

Innovative technologies or methods, practices will be piloted in APC blocks for successful demonstration and future upscaling. Programme Secretariat may propose innovative/new technologies, approaches and models of agriculture practises in some PGs/PC/blocks. The following innovative agro-horticulture and livestock activities may be promoted or taken up under additional budgets for innovation.

- Introduction of new technologies - cost effective trellis, solar fencing models, kheyti models, multi-layer farming models, any other technologies prevailing during the scheme period.
- Different survey or studies etc. as per the requirement on different program components.
- Participatory processing or value addition machinery/implement development and demonstration.
- Crop Package of practice related innovations around sustainable farming, organic farming and NPM measures.
- Market and post-harvest related demonstrations.
- Livestock related innovation-feed, sheds, shelters, fodder, breed as per the need of context.
- Demonstration of new/indigenous varieties, exotic of different orchard and vegetable crops.
- Possible model interventions (Technical, physical etc.) that augment PC's capabilities pertaining to business and reinforces marketing ecosystem.
- Partnerships/tie-up with private players, research institutions or individual practitioners or scholars working in farm/non-farm/off farm sector for innovations using improved technologies.
- Any other activity with approval of the Director, Horticulture, Odisha.

The funds remained unutilized under any of the components may also be utilised for innovations, partnerships, collaboration etc to strengthen the APC model. This budget can also be transferred to other components through intra- or inter-componential change after due approval from the PS and DoH.

*With due approval of DoH/DDH/ADH, Program Secretariat may take up above mentioned innovative/new technologies, approaches and models of APC practises in some PGs/PC/blocks in intensive areas.

7.3.2.v. DOH level Programme Cost:

a. **IT system and maintenance:** The cost towards purchasing tally software, cloud storage space and/or any software or hardware related to IT, consultancy services from third party, resource agencies, IT expert for design, trouble shooting, developing and maintaining APC MIS as well as website indispensable for the project implementation will be ensured under this budget head with consultation with PS. Any additional IT based system or solutions designed, hired, purchased for farmers, FPCs of APC project and solutions for APC project activities may be taken up under this budget provision. Maintenance of above-mentioned IT systems and solutions will also be taken care of under this budget provision.

b. **Need based consultancy:** For effective implementation of various agriculture, plantation, irrigation, PHM, micro irrigation, livestock activities expert service will be sought and their honorarium will be covered under this budget head.

7.3.2.vi. DDH/ADH level Meeting & Miscellaneous Office Expenses:

a) Monthly Meeting and Miscellaneous Office Expenses: Under this, expenses towards quarterly DLCC, interdepartmental meeting, coordination meetings with PNGO and other stakeholders' meetings including BLCC meeting will be booked.

Table 9: Budget plan for Monthly meeting and miscellaneous office expenses:

Level	Budget Component	Particulars	Year wise cost in lakh Rs				
			Yr-1	yr-2	yr-3	yr-4	yr-5
District level DDH/ADH cost	Monthly meetings and miscellaneous office expenses, etc.	DDH/ADH	0.79	3.38	3.61	3.88	4.16

7.3.2.vii.Contingency

Cost towards baseline and endline surveys, workshops, seminars and meetings or any eventuality will be borne from this budget head with due approval from DoH.

Table 10: Budget plan under Contingency

Level	Budget Component	Particulars	Year wise cost in lakh Rs				
			Yr-1	yr-2	yr-3	yr-4	yr-5
State level DOH cost	Contingency 2% (Baseline, endline, workshop, seminar, meetings etc).	DOH	5.41	17.77	19.1	20.58	22.19

8. Convergence & Leverages

8.1. Convergence of Schemes

The APC scheme converges resources and funding from various existing govt schemes and other agencies to create factor conditions for agriculture, livestock and horticulture activities. These schemes are applicable in all the eligible APC scheme areas as per their respective guidelines and norms. These schemes and programmes are applicable to all APC beneficiaries or women farmers coming under the scheme subject to the eligibility criteria as per the scheme guideline. The following table indicates the major APC activities and their probable source of funding departments/directorates.

Table 11: Convergence of APC activities from probable departments/ directorates under the Scheme

Sl No	**Name of the Department**	**Scheme, Programs to be converged**
01	OLM & Mission Shakti	Support to PG, PC; Capacity building of PG, PC members
02	Dir. Of Hort	High Value vegetable, Fruit tree plantation, Micro irrigation, Post harvest management structures, plastic crates, Trellis, Mushroom cultivation,
03	Dir. of Agri	Farm mechanisation, Pulses & Oilseed Promotion, High value paddy
04	OLIC/OAIC	Community River Lift Point (CRLP), Micro River lift and deep bore well, Jalanidhi II, Solar River Lift, Solar Borewell
05	APICOL	Promotion of Agri Entrepreneurs
06	MGNREGA	Dug well & Farm Pond, earthen dams, check dams, Goat & BYP Shed, Vermi Compost, NADEP pits
07	F&ARD	Support for Livestock rearing (Goat and BYP rearing)
08	ST&SC Dev. Dept.	Support to APC scheme in ITDA blocks

8.2. Leverages

The detailed schemes and programmes from various department is annexed in Annexure 1. For programmatic support Rs 1402.1 lakhs may be mobilised from various departments and schemes for institution building and creation of livelihood infrastructures in this scheme in a sample block. The sample block's convergence plan is mentioned below.

Indicative Convergence activities, cost and probable source of convergence for a sample block of 3000 women farmers for a period of 5 years is presented in the following table.

Table 12: Indicative financial leverage for a sample block over the scheme period

Sl. No	Activity	Sub Activity	Unit	Number of Unit	Cost per Unit in Lakh rupees	Total Cost in lakh rupees	Source of Funds
1	Institution promotion	PG promotion	Number of PGs	25	7.4	185	Mission Shakti/OLM/Others
		PC promotion	Number of PCs	1	61.5	61.5	
2.	AE promotion	AE grooming	Nos	20	1.91	38.2	APICOL/Others
3.	Horticulture	High Value Vegetable, pulse, Oilseeds	Ha	400	0.5	200	Hort. Dept/Agri dept/ITDA/Others
		Plantation	Ha	80	1	80	Hort. Dept/MGNREGA/ITDA/Watershed/Others
		Storage structures, Grading & Sorting Centre	Number	14	4	56	Hort. Dept/ITDA/Others
		Nursery (Poly Tunnel/Soil less Nursery etc.)	Number	20	1.28	25.6	Hort. Dept/ITDA/Others
		Micro Irrigation	Ha	100	1.25	125	Hort. Dept/ITDA/Others
4.	Farm Mechanization	Different farming equipment's	Number Of families	2100	0.043	90.3	Hort. Dept/ ITDA/Agri. Dept/Others
5.	Irrigation	Different irrigation infrastructures	Ha.	160	2.05	328	OLIC/OAIC/ITDA/Others
6.	Livestock	Goat Shed, BYP Shed	Number	750	0.15	112.5	ITDA/MGNREGS/ others
7	Other Enterprises	Mushroom, Fisheries etc..	Number	50	2	100	Hort. Dept/ITDA/Fisheries Dept/Others
		TOTAL				**1402.1**	

The above cost is tentative and based upon prevailing cost norms of different Government schemes. Other activities may be converged looking into the requirements and availability of budget at SLCC/DLCC level.

9. Scheme Tenure-Work Plan (GANTT Chart)

The following GANTT Chart indicates the year wise activities and achievement against key indicators in the scheme.

Table 13: Timeline of Department/directorate wise Activities throughout the Scheme period

Sl. No	Department	Activity	Year-1	Year-2	Year-3	Year-4	Year-5
1	Mission Shakti / OLM	Formations of 25 PGs as per OLM guideline					
		Total women farmers under PGs (3000 HH)					
		IB & CB released to PGs (25PGs)					
		Working Capital released to PGs (25PGs)					
		No. of PCs registered (1)					
		No of PCs received financial support (1)					
		No of Members received Training (through Horticulture dept)					
2	Directorate of Horticulture	Cultivation of high value crops					
		Fruit tree plantation					
		installation of aggregation, sorting & grading centres (Pack House) and Storage structures					
		Micro Irrigation (Drip & Sprinkler)					
3	Directorate of Agriculture	No. of HHs having access to farm mechanisation					
		Cultivation of oilseeds, pulses, high value paddy crops					
4	F & ARD Department	Deworming and vaccination					
5	OAIC	Installation of individual cluster lift installed (electric & Solar)					
		Installation of CRLP new installed					
6	OLIC	Installation of CRLP revitalised/repaired (defunct/operable but not operating)					
		Installation. of CRLP installed (new)					
		Installation of cluster bore wells installed					
7	DRDA	Construction of Farm Pond completed					
		Construction of Dug Wells completed					
		No of Other irrigation infrastructures completed (Check Dam, Diversion Channel etc)					
		Construction of night shelters for goats					
		Construction of night shelters for BYP					
		Construction of NADEP, vermi-compost and other low-cost composting unit					

8	APICOL	Agriculture Entrepreneur promotion					
9	ITDA	Coordinating with all departments for implementation					

10. Training & Capacity Building

Creating awareness among the women farmers through orientation, demonstration, training and exposure visit is also one of the important factors to meet the scheme objectives and best outputs. The Capacity Building theme under the APC scheme is broadly classified into 5 categories. Village level awareness programmes, one day PG level Training Programme, Block level training programme, district or State level training programs and exposure visits etc. The half yearly training plan shall be prepared by PNGO in consultation with DDH/ADH and Programme Secretariat, in tandem with deliverables of the scheme.

An amount of Rs 1 lakh shall be allocated to respective PNGO partners for the purpose of training and capacity building of community, PG & PC members, cadres, PNGO partner staff members per block in a financial year. The fund shall be utilised by respective PNGO partners for the financial year.

The following training events will be conducted under the programme at different levels.

Capacity Building of PG Members

1. Training of leaders regarding roles and responsibilities
2. Training of leaders around basic management, norm setting, accounting, role and responsibilities of office bearers /sub committees
3. Capacity building on production and post production management as well as business and market literacy
4. Training on books of records

Capacity Building of PCs

1. Training of BoDs (Governance, Business & Management)
2. Training of staffs (Basic functioning of FPOs, Business Plan development, aggregation, value addition and marketing)
3. Training and awareness building of members regarding PC

Capacity Building of Community Cadres

- Capacity Building of Prani Mitra
- Capacity Building of Krushi Mitra
- Capacity Building of Udyog Mitra
- Capacity Building of AEs

Capacity Building of Community

1. Village Level Training & Awareness Program for Women SHG members
2. Capacity building on NPM
3. Training on preparing low-cost composting unit
4. Capacity building on sorting, grading, value addition and marketing
5. Capacity building on irrigation system management
6. Capacity building on PoP of identified crops
7. Capacity building on fruit tree plantation
8. Capacity building on important Govt schemes and their convergence modalities
9. Capacity building on improved Goat & BYP rearing

Capacity Building of Staff

1. Training of PNGO staff on PG & PC and its functioning
2. Training of PNGO staff on production and NPM measures
3. Training of PNGO staff on Value chain and market strategies
4. Training of staff on irrigation infrastructure creation
5. Training of PNGO staff on integrated livestock rearing (BYP & Goat)
6. Training of PNGO staff on important Govt schemes and their convergence modalities
7. Training of PNGO staffs on MIS, MEL and data collection
8. Training of PNGO staffs on documentation and report writing

* Additional training may be added/altered as per the necessity and instruction from DoH/DLCC.

**All the training related expenses need to be within the approved cost norm of DoH. However, in case of aberration prior permission would be necessary from appropriate authority. [PS needs to seek prior permission from DoH and PNGO needs to seek prior permission from DDH/ADH in case of aberration.

Table 14: Indicative cost norm for one day training event (Minimum 20 participants)

S. N	Budget Line Items	Unit	Unit Cost (in Rs.)	Quantity	Total (in Rs)
1	Training Arrangement (Training Hall hire charges, Audio Visual Aid, office stationery) for 1 day	Lumpsum	1000	1	1000
2	Refreshment of trainees	person	100	20	2000
3	Training Material and Demonstration (Banner/Reading material/Notebook/Pen)	Person	20	20	400
4	Honorarium to resource Person @Rs 500/Session	Per day	500	1	500
5	Miscellaneous -Contingency	Per person	20	20	400
Total					**4300**

11. Conclusion

APC scheme focuses on multi-stakeholder convergence and partnership for large scale change. Hence the guideline is an encapsulated form of programme, role of actors as well as convergence of relevant schemes. This widening partnership of line departments and PNGOs at the grassroot levels will prepare holistic plans for the small and marginal farmers and this process guideline will help in guiding the implementation through convergence with relevant schemes and programmes. The resultant of this collaboration will empower the producer groups of women farmers to run sustainable institutions and negotiate with relevant departments and market players.

To achieve the objectives set by the programme in the given time frame better coordination among all the actors and timely execution of the work are the keys. The process guideline highlights the need and role of all the actors in each intervention within a time frame. This will help in working on multiple themes at the same time and synergy among all the actors.

Though the process guideline brought in many schemes of different departments, there are many other programmes and schemes of other departments which need to be included here. This will make the programme more effective and efficient. Tribal welfare department, APICOL, Mission Shakti are some of the key agencies who can help in creation of large-scale infrastructure support, grooming of rural entrepreneurs and availing institutional credit for better livelihood practices.

Annexure 1

1. Department of Mission Shakti

1.1 OLM (Odisha Livelihood Mission)

A. Producer Group (PG) & Producer Company (PC) in Agriculture Production Cluster (APC) Scheme

The institution building component under the scheme, i.e. promotion of PG and PC follows the, “master guideline for formation of Producer Group and Producer Company under OLM, ORMAS, MKSP, RURBAN & OMBADC. Any amendment or change in policy guideline in the above mentioned guideline will have similar effect and the scheme shall adhere to the norms cited thereof. therefore, the detailed master guideline be followed for the promotion of PG & PC under the scheme.

2. Department of Agriculture and Farmers’ Empowerment

2.1 Directorate of Horticulture

All the following schemes and programmes of the Directorate may be integrated in APC scheme for creation of factor conditions for agriculture and horticulture development as per

their guidelines. These schemes and programmes are applicable to all APC beneficiaries or women farmers subject to the eligibility criteria as per the scheme guideline.

1. Per drop more crop (Micro Irrigation) under PMKSY
2. Mission for Integrated Development of Horticulture (MIDH)
3. National Horticulture Mission (NHM)
4. Rastriya Krishi Vikas Yojna (RKVY) Scheme
5. Fruit tree plantation through convergence of MGNREGS and Directorate of horticulture, Odisha under the APC scheme areas
6. Promotion of hybrid vegetable and other cash crops in APC scheme areas under MIDH, RKVY, State-plan or as per the guideline approved by the funding agency
7. Operational guideline for implementation of Shed Net House (Bamboo structure) in APC areas under MIDH
8. Operational guideline for Post-harvest management under NHM in APC scheme areas
9. Any other new schemes or programmes introduced from time to time by the dept that favours creation of factor conditions for APC scheme may also be applicable.

2.2. Directorate of Agriculture

All the following schemes and programmes of the Directorate to be integrated in APC scheme for creation of factor conditions for agriculture and horticulture development as per their guidelines. These schemes and programmes are applicable to all APC beneficiaries or women farmers subject to the eligibility criteria as per the scheme guideline.

- Farm Mechanization; (Schemes available in the following three govt websites are applicable to women farmers of APC scheme)
    - Krushak Odisha: https://rushak.odisha.gov.in/website/how-to-use
    - GO-SUGAM: https://sugam.odisha.gov.in/website/home/how-to-use
    - SAFAL: https://safal.odisha.gov.in/website/home/howtoapply
- Community River Lift Projects and Cluster micro-river lift Irrigation scheme, Jalanidhi –II by OAIC
- Any other new schemes or programmes introduced from time to time by the dept that favours creation of factor conditions for APC scheme may also be applicable.

2.3. Fisheries and Animal Resources Development Department

All the following schemes and programmes of the Fisheries and Animal Resources Development Department (FARD) to be integrated in APC scheme for livestock development as per their guidelines. These schemes and programmes are applicable to all APC beneficiaries or women farmers subject to the eligibility criteria as per the scheme guideline.

1. Vaccination of small animals to prevent Foot and Mouth Disease (FMD) and Brucellosis under National Animal Disease Control Program (NADCP).

2. Support to farmers for broiler farming (2000 bird capacity) under State sector Umbrella Scheme 'Poultry Development'.
3. Support to farmers for broiler farming (500 bird capacity) under State sector Umbrella Scheme 'Poultry Development' .
4. Establishment of Chick Rearing Unit under State sector Umbrella Scheme 'Poultry Development'.
5. Establishment of Mini poultry Feed Mill under State sector Umbrella Scheme 'Poultry Development'.
6. Support to farmers for Layer farming (1000 bird capacity) under state sector Umbrella Scheme 'Poultry Development'.
7. Livelihood support to individual members of WSHG in the PVTG districts through backyard poultry rearing under state sector Umbrella Scheme 'Poultry Development'.
8. Livelihood support to farmers through Rural backyard poultry rearing under state sector Umbrella Scheme 'Poultry Development'.
9. Livelihood support to farmers through duck farming under state sector Umbrella Scheme 'Poultry Development'.
10. Support to Farmers for Establishment of Small-Scale Poultry Hatchery.
11. Semi-commercial Duck farming in Deep litter system under state sector Umbrella Scheme 'Poultry Development'.
12. Small scale goat farming (10+1).
13. Goat Farming through WSHG model.

F & ARD Schemes in Odisha Mineral Bearing Areas Development Corporation (OMBADC) operational areas (Districts: - Deogarh, Dhenkanal, Jajpur, Jharsuguda, Keonjhar, Mayurbhanj & Sundargarh).

1. Support to Farmers for Broiler Farming (200 Bird Capacity) under Deep Litter System in Individual Mode under OMBADC.
2. Support to Farmers for "Small Scale Goat Farming" (10 + 1 Capacity) in Individual Mode under OMBADC.
3. Support to WSHG farmers for the Chick Rearing unit (CRU) of 1000 Capacity.
4. Support to WSHG farmers for Feed Mill.
5. Support to WSHG farmers for setup of poultry hatchery.

3. Department of Water Resources

All the following schemes and programmes of the Department of Water Resources to be integrated in APC scheme for creation of factor conditions for agriculture and horticulture development as per their guidelines. These schemes and programmes are applicable to all APC blocks, beneficiaries or women farmers subject to the eligibility criteria as per the scheme guideline.

3.1. Odisha Lift Irrigation Corporation:

Modalities and brief guidelines for implementation of Community River Lift Projects by OLIC in Agriculture Production Clusters (APC) Program of GoO:

Name of the Schemes:

a. Installation of New Community River Lift Projects (CRLPs)

b. Revival of Defunct Community R.L. Projects (CRLPs) and

c. Improvement of operable CRLPs.

Funding Agencies: BKVY (RIDF)/SCA/HCAD/STATE PLAN/DMF etc.

Modalities and brief guidelines for implementation of Deep Bore Well Schemes by OLIC in Agriculture Production Clusters (APC) Program of GoO:

Name of the Scheme: BKVY Deep Borewell Secha Karyakrama :

Funding Agencies: State Plan of Deptt. of Agriculture and Farmers Empowerment, Govt of Odisha.

Implementing agency: Odisha Lift Irrigation Corporation Ltd (OLIC)

Parent department: Department of Water Resources, Govt of Odisha.

BKVY-Deep Borewell Secha Karyakrama:

- To provide irrigation throughout the year to 2.00Ha. cultivable area Deep Bore wells are taken up by OLIC.
- The energised Bore wells are handed over to the prospective beneficiaries on Individually ownership basis for the O&M of the projects.
- Bore wells are taken up in cluster approach. A minimum of 4 Bore wells are mandatory for a cluster to minimise the power line cost.

Besides, the above schemes, any new scheme or programme introduced under the dept from time to time which promotes creation of factor conditions for APC activities shall be applicable in scheme areas subject to eligibility criteria.

3. Other Depts, Schemes

The existing schemes of Watersheds, ATMA, MGNREGA, DMF and ITDA suitable for APC scheme beneficiaries and corresponding to APC activities should be converged as per the Act/scheme/programme guideline from time to time. Farm Ponds, dug wells, land development activities, Goat and BYP Sheds, Vermi-Nadep compost pits and other irrigation structures should be mobilised from MGNREGA, Watersheds and ITDA to fulfil specific needs of APC activities in the scheme areas.

Annexure 2

Annual & Half Yearly Reporting Template

S.N.	Activity Description	Unit	Additional Target for FY	Actual Progress during the reporting period (From to Till)	Remarks
Promotion of PGs					
1.1	Formations of PGs (as per OLM guideline)	No. of PGs			
1.2	Total villages under PGs	No. of Villages			
1.3	Total women farmers under PGs	No. of women farmers			
1.4	No of Agri-entrepreneur groomed	No. of AE			
1.5	No of PGs received IB & CB	No. of PGs			
1.6	No of PGs received Working Capital	No. of PGs			
1.7	Grant mobilized (Rs) for PG	In Lakhs			
1.8	No. of PGs under grade A/B	No. of PGs			
1.9	No of women received income in their hand	Number			
1.10	No of women received institutional credit through SHG/bank/PG/KCC etc.	Number			
1.11	No of SHGs availed credit from bank as per Mission Shakti MoU	Number			
Brief Narration of above activities (Promotion of PGs):					
Agriculture and Horticulture					
2.1	Synchronised production of the planned crops as per APC principles	No. of PGs			
2.2	No. of HHs received Agri inputs through PC/AE	No. of HHs			
2.3	Total area covered in high value crops (Veg, pulses, oilseeds, High Value Paddy)	Acres			

2.4	No. of net HHs involved in high value crops (Veg, pulses, oilseeds, High Value Paddy)	No. of HHs			
2.5	Total net area covered in high value veg crops	Acres			
2.6	Net HHs involved in high value vegetable crops	No. of HHs			
2.7	Total area covered in high value vegetables-Kharif	Acres			
2.8	No. of HHs involved in high value vegetables-Kharif	No. of HHs			
2.9	Total area covered in high value vegetables- Rabi	Acres			
2.10	No. of HHs involved in high value vegetables- Rabi	No. of HHs			
2.11	Total area covered in high value vegetables- Summer	Acres			
2.12	No. of HHs involved in high value vegetables- Summer	No. of HHs			
2.13	Total net area covered in oilseeds, pulses, high value paddy crops	Acres			
2.14	Net HHs involved in oilseeds, pulses, high value paddy crops	No. of HHs			
2.15	Total area covered in oilseeds, pulses, high value paddy crops-Kharif	Acres			
2.16	No. of HHs involved in oilseeds, pulses, high value paddy crops -Kharif	No. of HHs			
2.17	Total area covered in oilseeds, pulses, high value paddy crops-Rabi	Acres			
2.18	No. of HHs involved in oilseeds, pulses, high value paddy crops - Rabi	No. of HHs			
2.19	Total area covered in oilseeds, pulses, high value paddy crops-Summer	Acres			
2.20	No. of HHs involved in oilseeds, pulses, high value paddy crops - Summer	No. of HHs			
2.21	Subsidy linkage done for High Value crops (Hybrid veg, Pulses, Oilseeds, Spices, Sweet potato, high value paddy etc..) in acre	Acres			

2.22	Total amount mobilized in High Value Crops (Hybrid veg, Pulses, Oilseeds, Spices, Sweet potato, high value paddy etc..)	In Lakhs			
2.23	Total area covered in fruit tree plantation	Acres			
2.24	No. of HHs involved in fruit tree plantation	No. of HHs			
2.25	Total amount mobilized in fruit tree plantation	In Lakhs			
2.26	No fo PGs involved in sorting/grading and packaging	No of PGs			
2.27	No of PGs involved in collective marketing	No of PGs			
2.28	No. of HHs involved in collective marketing	No. of HHs			
2.29	Total volume of produce sold collectively	Quintals			
2.30	Total amount sold collectively	In Lakhs			
Brief Narration of above activities (Agri & Horticulture):					
Setting up of aggregation centres and storage structures					
3.1	Installing grading, sorting, weighing and packaging unit (Pack House, Collection Centre, etc.)	No. of Centres			
3.2	Installing storage structure (Onion Storage, Solar Storage Structure, etc)	No. of Structures			
3.3	Installing other low-cost Storage Structures (Pusa Zero Energy Cool Chamber, Sabji Cooler, etc)	No. of Structures			
3.4	Total amount mobilized under the activity	In Lakhs			
Brief Narration of above activities (Setting up of aggregation centres and storage structures):					
Setting up of PCs					
4.1	No. of PCs registered	Number of PC			
4.2	No. of shareholders in PC	No. of members			
4.3	Share capital mobilized (Rs)	In Lakhs			
4.4	Total Turnover	In Lakhs			

4.5	Grant mobilized (Rs)	In Lakhs			
4.6	Meetings conducted by BoD	No. of meetings			
Brief Narration of above activities (Setting up of PCs):					
Adoption of NPM based practices					
5.1	Construction of NADEP, vermi-compost and other low-cost composting unit	No. of units			
5.2	No. of HHs practicing NPM	No. of HHs			
5.3	Area under NPM	Area (Acre)			
5.4	Total amount mobilized under NPM	In Lakhs			
Brief Narration of above activities (Adoption of NPM based practices):					
Developing irrigation and other infrastructures					
6.1	No. of CRLP revitalized/repaired (defunct/operable but not operating)	Number			
6.2	No. of new CRLP installed	Number			
6.3	No. of individual cluster lift installed	Number			
6.4	No. of cluster bore wells installed	Number			
6.5	No. of Farm ponds completed	Number			
6.6	No. of Dug Wells completed	Number			
6.7	No of Other Irrigation projects (DBI, Check Dam, Canal, etc.) completed	Number			
6.8	Total irrigation potential created (all the above structures area except existing functional schemes)	Acres			
6.9	Total no of potential women farmers under new irrigation schemes/renovation	No of HH			
6.10	Total amount mobilized under irrigation	In Lakhs			
6.11	Total area covered in Micro Irrigation (Drip & Sprinkler)	Acres			
6.12	No. of HHs involved in Micro Irrigation (Drip & Sprinkler)	No of HH			

6.13	Total amount mobilized in Micro Irrigation (Drip & Sprinkler)	In Lakhs			
6.14	No. of HHs having access to farm mechanisation	No. of HHs			
6.15	Amount mobilised in farm mechanisation	In lakhs			
Brief Narration of above activities (Developing irrigation and other infrastructures):					
Livestock development					
7.1	No. of PGs working intensively on livestock development	No. of PGs			
7.2	No. of Prani Mitra identified and trained (1-2 per PG)	No. of Prani Mitra			
7.3	Net HHs covered through deworming and vaccination	No. of HHs			
7.4	No. of HHs covered through the de-worming and vaccination of goats	No. of HHs			
7.5	No. of HHs covered through the de-worming and vaccination of BYPs	No. of HHs			
7.6	No. of night shelters (BYP shed) constructed	No. of shelters			
7.7	No. of night shelters (goat shed) constructed	No. of shelters			
7.8	Net HHs involved in intensive BYP rearing (following PoP)	No. of HHs			
7.9	Net HHs involved in intensive Goat rearing (following PoP)	No. of HHs			
7.10	Net HHs involved in intensive BYP & Goat rearing (following PoP)	No. of HHs			
7.11	Volume of livestock sold collectively	In Quintals			
7.12	Total amount realised from collective livestock sales	In lakhs			
7.13	Amount mobilised in Goat &BYP rearing	In lakhs			
Brief Narration of above activities (Livestock development):					
Capacity Building (staff, community, cadres, PRIs etc.)					
8.1	Capacity building events conducted for PG promotion	No. of events			

8.2	Capacity Building of PCs	No. of events			
8.3	Capacity building events conducted for building community cadres like AE, UM, Prani Mitra, Krushi Mitra etc	No. of events			
8.4	Thematic/technical capacity building events conducted for community members	No. of events			
8.5	Capacity building events conducted for staff	No. of events			
Brief Narration of above activities (Capacity Building of staff, community, cadres, PRIs etc.):					
Interaction with Stakeholders					
9.1	Interface meeting with block/dist. Officials (Agri, Horti, OLM, Veterinary, OAIC, OLIC.....)	No. of meetings			
9.2	Monthly meeting of block level review and monitoring committee	No. of meetings			
9.3	Quarterly meeting of district level review and planning committee	No. of meetings			
Brief Narration of above activities (Interaction with Stakeholders)					
10. Other Miscellaneous Components					
10.1	Mushroom Cultivation	farmer			
10.2	Diesel pump set 5 HP with flexible pipes	Number			
10.3	Support for Plastic crates for PGs (Except purchased under PG infrastructure fund)	Number			
10.4	Support for Weighing Balance (Except purchased under PG infrastructure fund)	Number			
10.5	Establishing Livestock vaccine Supply Chain Model	Number			
10.6	No of women farmers involved in Pisciculture activity	farmer			
10.7	Land development (Land Levelling, Field Bunding,5% Model,30X40 Model, etc)	Acre			
10.8	Kitchen Garden	farmer			
10.9	Fodder Cultivation	Acre			

10.10	Trellis	Family			
10.11	Vegetable Nursery (Bamboo Nursery, Soil less Nursery, Poly Tunnel, etc)	Number			
10.12	Polythene Mulching	Acre			
Brief Narration of above activities (Other Miscellaneous Components)					

2. **Mention the major challenges faced during the reporting period. What actions were taken to overcome challenges and mitigate risk**

3. **Outline key learnings during the reporting period and briefly discuss any subsequent changes proposed to the implementation plan in view of these learnings**

4. **Outline any key innovative ideas, practices or approach undertaken during the reporting period and key learnings out of that.** ***(Innovation can be in terms of technology, processes, approach, MIS, MEL processes etc.)***

5. **Progress Report:** ***Kindly attach Block wise and consolidated Quantitative report to this report separately***

6. **Briefly explain the interventions, innovations and activities carried out during the reporting period to ensure the assured forward/market linkages to the community**

7. **Crop-wise production data**

		Season		
Sl no	**Crop Name**	**Total HHs**	**Area (In Acre)**	**Production (in Qtl)**
1	Crop 1			
2	Crop 2			
3	Crop 3			

8. **At least 2 case studies on innovative approaches/ strategies/processes/impact pursued in the project during the reporting period (Attach Separately)**

Annexure 3

BLCC/DLCC Planning Template

APC CONVERGENCE ANNUAL PLAN (FY) Name of the District/Block:						
Scheme - Promotion of Agriculture Production Clusters (APCs) in Tribal Regions of Odisha						
S.N.	**Theme**	**Name of the Activity**	**Unit**	Previous FY Plan	Progress Till March 2023 (previous FY)	Plan for 2023-24 (Current FY)
1	OLM	Formations of PGs (as per OLM guideline)	No			
2		Total women farmers under PGs	No			
3		IB & CB released to PGs	No			
4		Working Capital 1st tranche released to PGs	No			
5		Working Capital 2nd tranche released to PGs	No			
6	Mission Shakti	Formations of PGs (as per OLM guideline)	No			
7		Total women farmers under PGs	No			
8		IB & CB released to PGs	No			
9		Working Capital 1st tranche released to PGs	No			
10		Working Capital 2nd tranche released to PGs	No			
11		No. of PCs registered	No			
12		No of PCs received financial support	No			
13		No of shareholders	No			
14		Business turnover	Lakhs			
15		No of Members received Training	No			
16	Horticulture	No. of net HHs involved in high value crops	No			
17		Total area covered in high value crops	Ha			
18		Total area in High Value Vegetable (Hybrid veg) for subsidy linkage	Ha			
19		No. of HHs involved in fruit tree plantation	No			

20		Total area covered in fruit tree plantation	Ha			
21		installation of aggregation, sorting & grading centres (Pack House)	No			
22		Installation of storage structures (Onion Storage structure, Cold storage)	No			
23		Installation of Other storage structures (sabjee Cooler, ZECC, Solar dryer etc)	No			
24		Total area covered in Micro Irrigation (Drip & Sprinkler)	Ha			
25	Directorate of Agriculture	No. of farmers having access to farm mechanisation	No			
26		Total area covered in oilseeds, pulses, high value paddy crops	Ha			
27	Animal Resource Development Department	No. of farmers covered through the de-worming and vaccination	No			
28		No. of farmers covered through Intensive Goat & BYP rearing	No			
29	OAIC	No. of individual cluster lift installed	No			
30		No. of CRLP new installed	No			
31	OLIC	No. of CRLP revitalized/repaired (defunct/operable but not operating)	No			
32		No. of CRLP installed (new)	No			
33		No. of cluster bore wells installed	No			
34	DRDA	No. of Farm Pond completed	No			
35		No. of Dug Wells completed	No			
36		No of Other irrigation infrastructures completed (Check dam, Diversion Channel etc)	No			
37		No. of night shelters (goat shed) constructed	No			
38		No. of night shelters (BYP shed) constructed	No			

39		Construction of NADEP, vermi-compost and other low-cost composting unit	No			
40	APICOL	Agriculture Entrepreneur promotion	No			
41	Others	Total Collective marketing of APC produces	Lakhs			
42		Total irrigated area created	Ha			
43		No of BLCC & DLCC meeting conducted	No			
44		No. of HHs covered under NPM method	No			
45		No. of HHs covered under Mushroom cultivation	No			
46		No. of HHs covered under Pisciculture	No			
47		Net No. of HHs covered under Vegetable, Pulse, Oilseed and High value paddy	No			
48		Total area under Vegetable, Pulse, Oilseed and High value paddy	Ha			
49	OLIC	Solar/Individual cluster lift	No			
50	Horticulture	Individual Cluster Borewell	No			
51	Horticulture	Vermicompost/Nadep Pit	No			

Annexure 4

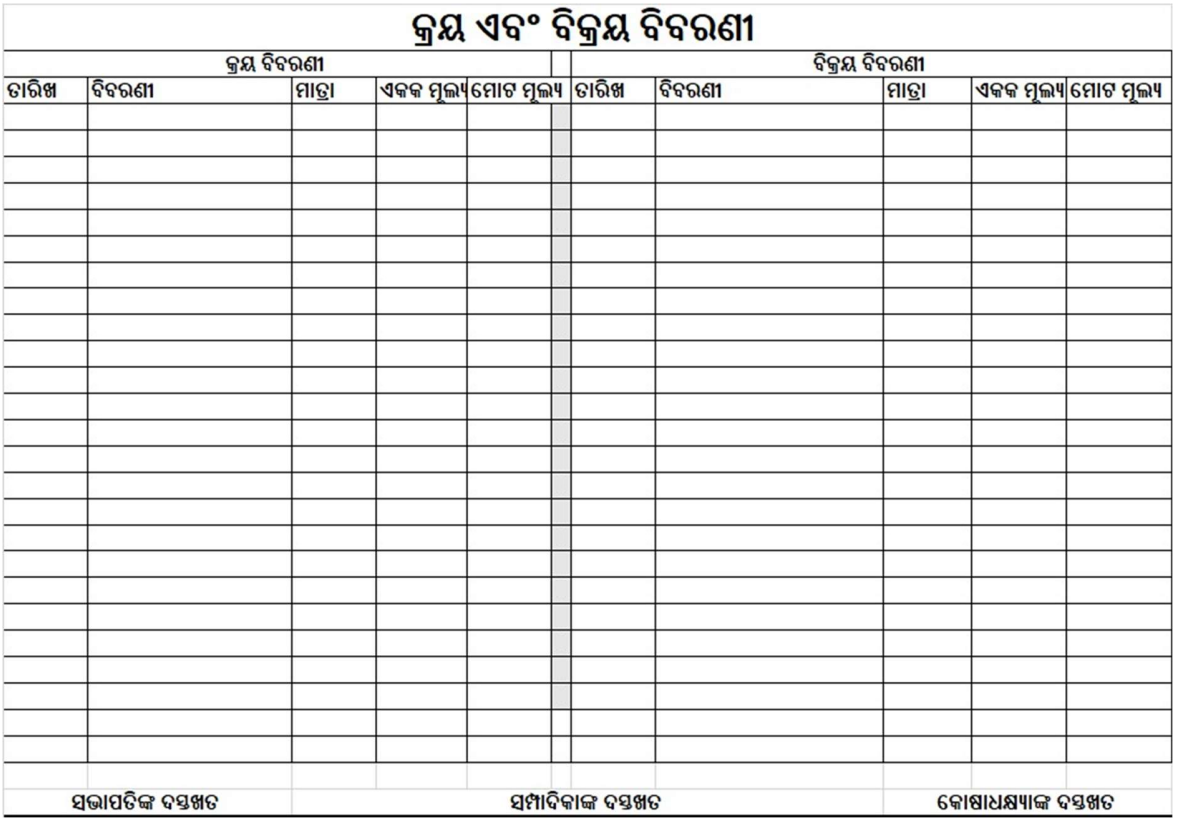
Standard meeting register to be maintained at the PG level

ସଭା ବିବରଣୀ			
ବୈଠକ ସଂଖ୍ୟା /ନଂ :			ସ୍ଥାନ :
ତାରିଖ :			ସମୟ :
ଆଲଚ୍ୟ ବିଷୟ / ସମସ୍ୟା :			
୧ ଉପସ୍ଥାପନା ,ପୂର୍ବ ବୈଠକ ବିବରଣୀ ପାଠ ଏବଂ ଆଲୋଚନା		୯ ମୂଲ୍ୟ ଯୁକ୍ତ /ଭଣ୍ଡାରୀକରଣ	
୨ ଚାଷ ସମ୍ବନ୍ଧୀୟ		୧୦ ବଜାର ବ୍ୟବସ୍ଥା	
୩ ପଶୁ ପାଳନ ସମ୍ବନ୍ଧୀୟ		୧୧ ବଳ ର ଆଦାନ ପ୍ରଦାନ	
୪ ଆଗାମୀ ଫସଲ ଯୋଜୋନା ସମ୍ବନ୍ଧୀୟ		୧୨ ଅନ୍ୟାନ୍ୟ	
୫ କୃଷି ଯାନ୍ତ୍ରିକ ଉପକରଣ ସମ୍ବନ୍ଧୀୟ		୧୩	
୬ କୃଷି ଆଦାନ,ଯୋଗାଣ ସମ୍ବନ୍ଧୀୟ		୧୪	
୭ କୃଷି କାର୍ଯ୍ୟ ରେ ସମସ୍ୟା ଏବଂ ନିରାକରଣ			
୮ ଫସଲ ଏକତ୍ରୀ କରଣ			
ପୂର୍ବ ମାସ ଆଲୋଚିତ ବିଷୟ ବସ୍ତୁ /ସମସ୍ୟା ଏବଂ ପଦକ୍ଷେପ		ଚଳିତ ମାସ ଆଲୋଚନା ଏବଂ କାର୍ଯ୍ୟ ବଣ୍ଟନ ଏବଂ ଅନ୍ୟ ନିସ୍ପତି	
ସଦସ୍ୟା ମାନଙ୍କ ଉପସ୍ଥାନ			
୧	୬	୧୧	
୨	୭	୧୨	
୩	୮	୧୩	
୪	୯	୧୪	
୫	୧୦	୧୫	
ଅନ୍ୟ ସଦସ୍ୟା/ସଦସ୍ୟ ମାନଙ୍କ ଉପସ୍ଥାନ			
.....	.....	.....	
.....	.....	.....	
.....	.....	.....	
ସଭାପତିଙ୍କ ସ୍ୱାକ୍ଷର.....	ସମ୍ପାଦିକା ଙ୍କ ସ୍ୱାକ୍ଷର	ଧ୍ୟୋଗ ମିତ୍ର ଙ୍କ ସ୍ୱାକ୍ଷର	

a)

Annexure 5

Sales and Purchase Register to be maintained at the PG level



କ୍ରୟ ଏବଂ ବିକ୍ରୟ ବିବରଣୀ

କ୍ରୟ ବିବରଣୀ						ବିକ୍ରୟ ବିବରଣୀ				
ତାରିଖ	ବିବରଣୀ	ମାତ୍ରା	ଏକକ ମୂଲ୍ୟ	ମୋଟ ମୂଲ୍ୟ		ତାରିଖ	ବିବରଣୀ	ମାତ୍ରା	ଏକକ ମୂଲ୍ୟ	ମୋଟ ମୂଲ୍ୟ

Annexure 6

Membership Subscription Register to be maintained in each PG

ମାସିକ ଆଦାନ ଓ ପ୍ରଦାନ ବିବରଣୀ

ମାସ :				ମୋଟ ସଦସ୍ୟା :			
				ତାରିଖ :			
କ୍ରମ ସଂଖ୍ୟା	ଆମଦାନୀ ବିବରଣୀ	ପରିମାଣ		କ୍ରମ ସଂଖ୍ୟା	ପ୍ରଦାନ ବିବରଣୀ	ପରିମାଣ	
		ଟଙ୍କା	ପଇସା			ଟଙ୍କା	ପଇସା
	(କ)				(ଖ)		
୧				୧			
୨				୨			
୩				୩			
୪				୪			
୫				୫			
୬				୬			
୭				୭			
୮				୮			
୯				୯			
୧୦				୧୦			
୧୧				୧୧			
୧୨				୧୨			
୧୩				୧୩			
୧୪				୧୪			
୧୫				୧୫			
୧୬				୧୬			
୧୭				୧୭			
୧୮				୧୮			
୧୯				୧୯			
୨୦				୨୦			
ମୋଟ (କ)				ମୋଟ (ଖ)			
				(ଗ) ବ୍ୟାଙ୍କ ରେ ଥିବା ଶେଷ ଜମା :-			କ = ଖ + ଗ + ଘ
				(ଘ)ହାତ ରେ ଥିବା ଟଙ୍କା :			
ସଭାପତିଙ୍କ ଦସ୍ତଖତ		ସମ୍ପାଦିକାଙ୍କ ଦସ୍ତଖତ			କୋଷାଧକ୍ଷ୍ୟାଙ୍କ ଦସ୍ତଖତ		

Annexure 7

Template of Stock Register to be maintained at the PG level

ଗଚ୍ଛିତ ସାମଗ୍ରୀ (ଷ୍ଟକ) ବିବରଣୀ

ସଂଗ୍ରହ ବିବରଣୀ					ବିତରଣ ବିବରଣୀ			ହସ୍ତାକ୍ଷର
ତାରିଖ	ବିବରଣୀ	ବିଲ ସଂଖ୍ୟା	ପରିମାଣ	ମୂଲ୍ୟ	ତାରିଖ	ବିବରଣୀ	ପରିମାଣ	ସଦସ୍ୟା
	ପୂର୍ବରୁ ଗଚ୍ଛିତ ସାମଗ୍ରୀ							

Annexure 9

Template for Detailed Project Report (DPR) year 1 to be maintained at PG level

DPR 1 (ବାର୍ଷିକ, ବର୍ଷ.....)

କାର୍ଯ୍ୟର ନାମ						ଉତ୍ପାଦକ ଗୋଷ୍ଠୀ ର ନାମ							ଗୋଷ୍ଠୀ ଗଠନର ତାରିଖ			
ଠିକଣା										ମୋଟ ସଦସ୍ୟା ସଂଖ୍ୟା						
ଗ୍ରାମ				ପଞ୍ଚାୟତ		ବ୍ଲକ				SC		ST		OBC		GEN
ଉଦ୍ୟୋଗ ମିତ୍ର ର ନାମ						ମୋବାଇଲ ନଂ-										
ପ୍ରେସିଡେଣ୍ଟ ଙ୍କ ନାମ						ମୋବାଇଲ ନଂ-										
ସେକ୍ରେଟେରି ଙ୍କ ନାମ						ମୋବାଇଲ ନଂ-										

କ୍ର.ନଂ	ଉତ୍ପାଦ ର ନାମ	ଋତୁ	ବର୍ତ୍ତମାନ ର ସ୍ଥିତି						ଯୋଜନା							
			ପରିବାର ସଂଖ୍ୟା	ଜମିର ପରିମାଣ (ଏକର)	ଅମଳ ର ପରିମାଣ (ଚାଷ ପାଇଁ କ୍ୟୁଣ୍ଟାଲ ରେ ଓ ପଶୁ ପାଳନ ପାଇଁ ସଂଖ୍ୟା ରେ)	ମୋଟ ଅମଳ ର ପରିମାଣ (ଚାଷ ପାଇଁ କ୍ୟୁଣ୍ଟାଲ ରେ ଓ ପଶୁ ପାଳନ ପାଇଁ ସଂଖ୍ୟା ରେ)	ଦର	ମୋଟ ବ୍ୟବସାୟ ଲକ୍ଷ ଟଙ୍କାରେ	ଆଶା କରୁଥିବା ଅମଳ ର ପରିମାଣ (ଚାଷ ପାଇଁ କ୍ୟୁଣ୍ଟାଲ ରେ ଓ ପଶୁ ପାଳନ ପାଇଁ ସଂଖ୍ୟା ରେ)	ମୋଟ ଆଶା କରୁଥିବା ଅମଳ ର ପରିମାଣ (ଚାଷ ପାଇଁ କ୍ୟୁଣ୍ଟାଲ ରେ ଓ ପଶୁ ପାଳନ	ଆଶା କରୁଥିବା ମୋଟ ବ୍ୟବସାୟ ଲକ୍ଷ ଟଙ୍କାରେ	ଯୋଜନା ଅଭିବୃଦ୍ଧି ପାଇଁ କେଉଁ ପ୍ରଶିକ୍ଷଣ ର ଆବଶ୍ୟକତା ଅଛି	କେତେ ଚାଷି ଙ୍କୁ ପ୍ରଶିକ୍ଷଣ ର ଆବଶ୍ୟକତା ଅଛି	କେଉଁ ସାହାର୍ଯ୍ୟ (ଭିତ୍ତିଭୂମି) ର ଆବଶ୍ୟକତା ଅଛି)	ଗୋଷ୍ଠୀ ଆଶା କରୁଥିବା ଲାଭ ଲକ୍ଷ ଟଙ୍କାରେ	ସଦସ୍ୟା ମାନଙ୍କର ମୋଟ ଆୟ ଲକ୍ଷ ଟଙ୍କା ରେ
1		ଖରିଫ														
2																
3																
		ରବି														
		ଖରା ଟିଆ														
3		ଛେଳି														
4		କୁକୁଡ଼ା														

DPR 2 (ବାର୍ଷିକ, ବର୍ଷ.....)

ଜଳ ସେଚନ										
	ବର୍ତ୍ତମାନ ର ସ୍ଥିତି					ଯୋଜନା				
କ୍ର. ନଂ	ବର୍ତ୍ତମାନ ର ଜଳସେଚ ନ ସୁବିଧା ର ନାମ	ପରିବାର ସଂଖ୍ୟା	ପାଣି ମାଡୁଥିବା ଜମି ର ପରିମାଣ (ଏକର)	ଚାଷ ହେଉଥିବା ଜମିର ପରିମାଣ (ଏକର)	କେଉଁ ଭିଭାଗ ଦ୍ୱାରା କରାଯାଇଅଛି	କେଉଁ ଜଳସେଚନ ର ସୁବିଧା କରିବାର ଆବଶ୍ୟକତା	ଉପକୃକ ପରିବାର ସଂଖ୍ୟା	ପାଣି ମାଡୁଥିବା ଜମି ର ପରିମାଣ (ଏକର)	ଚାଷ ହେଉଥିବା ଜମିର ପରିମାଣ (ଏକର)	କେଉଁ ଭିଭାଗ ଦ୍ୱାରା କରାଯିବ
	CRLP									
	MRLP									
	Dug Well									
	Farm Pond									
	Deep bore well									

DPR 3 (ବାର୍ଷିକ, ବର୍ଷ.....)

ବଗିଚା ଚାଷ (Plantation)										
	ବର୍ତ୍ତମାନ ର ସ୍ଥିତି					ଯୋଜନା				
କ୍ର. ନଂ	ବର୍ତ୍ତମାନ ଥିବା ବଗିଚା ଚାଷ ର ନାମ	ପରିବାର ସଂଖ୍ୟା	ଜମିର ପରିମାଣ ଏକରରେ	ଉତ୍ପାଦନ କ୍ୟୁଣ୍ଟାଲ ରେ	କେଉଁ ଭିଭାଗ ଦ୍ୱାରା କରାଯାଇଅଛି	କେଉ ବଗିଚା ଚାଷ ନେବା ଯୋଜନା ଅଛି	ପରିବାର ସଂଖ୍ୟା	ଜମିର ପରିମାଣ ଏକରରେ	ଉତ୍ପାଦନ କ୍ୟୁଣ୍ଟାଲ ରେ	କେଉଁ ଭିଭାଗ ଦ୍ୱାରା କରାଯିବ

Annexure 10

PG members monthly production and sales register

ମାସିକ ଚାଷ ଉତ୍ପାଦନ ଓ ବଜାର ର ବିବରଣୀ (ମାସ.....)											
ଖରିଫ/ରବି/ଖରାଟିଆ (୪ ମାରଚ୍ଚ)											
କ୍ର. ନ	ସଦସ୍ୟା ଙ୍କ ନାମ	ଚାଷ	ଚାଷ ର ନାମ	ରାସାୟନି କ/ବିଶ ମୁକ୍ତ	ଜମିର ପରିମାଣ ଏକରରେ	ଉତ୍ପାଦନ କ୍ୟୁଣ୍ଟାଲ ରେ	ବିକ୍ରି (ନିଜେ ନିଜର / ମିଳିତ ଭାବେ)	ଆୟ ଟଙ୍କା ରେ	କେତେ ଟଙ୍କା ର ବ୍ୟବସ୍ଥା କରାଯାଇଛି	କେଉଁ ଭିଭାଗ ଦ୍ୱାରା କରା ଯାଇଛି	ମନ୍ତବ୍ୟ
1		Crop 1									
		Crop 2									
		Crop 3									
2											
3											
4											
5											
6											
7											
ସଭାପତିଙ୍କ ଦସ୍ତଖତ						ସମ୍ପାଦିକାଙ୍କ ଦସ୍ତ			କୋଷାଧକ୍ଷ୍ୟାଙ୍କ ଦସ୍ତଖତ		

Annexure 11

Livestock farmers quarterly progress report register (deworming, vaccination, stock size, etc)

ପଶୁ ପାଳନ (Livestock) ତ୍ରୟମାସିକ (ଜୁନ/ସେପ୍ଟେମ୍ବର/ଡ଼ିସେମ୍ବର/ମାର୍ଚ୍ଚ)														
କ୍ର. ନଂ	ସଦସ୍ୟା ଙ୍କ ନାମ	ଛେଳି/କୁକୁଡ଼ା	ସବୁ ନିୟମ ମାନି ପଶୁ ଚାଷ	କେବଳ ଟିକା କରଣ ଓ କୃତ୍ରିମ ନାସକ	ବାର୍ଷିକ ଟିକା କରଣ ଓ କୃତ୍ରିମ ନାସକ ଖସଡ଼ା ମାନୁଛନ୍ତି କି? (ହଁ/ନା)	ଆରମ୍ଭ ରେ ଥିବା ପଶୁ ସଂଖ୍ୟା	ବର୍ତ୍ତମାନ ଥିବା ପଶୁ ସଂଖ୍ୟା	ପୂର୍ବ ତ୍ରୟ ମାସିକରେ ବିକ୍ରି ହୋଇଥିବା ଓ ଖାଇଥିବା ପଶୁ ସଂଖ୍ୟା	ଲାଭ ଟଙ୍କା ରେ	ବିକ୍ରି (ନିଜେ ନିଜର/ସାମୁହିକ)	ଗୁହାଳ ତିଆରି ହୋଇଛି କି? (ହଁ/ନା)	କେତେ ଟଙ୍କା ର ବ୍ୟବସ୍ଥା କରାଯାଇଛି	କେଉଁ ବିଭାଗ ଦ୍ୱାରା କରାଯିବ	ମନ୍ତବ୍ୟ
1		ଛେଳି କୁକୁଡ଼ା												
2														
3														
4														
5														
6														
7														
8														
9														

Annexure 12

Register to record Plantation vistas created under the scheme to be maintained at the PG level

ବଗିଚା ଚାଷ (Plantation) ତ୍ରୟମାସିକ (ଜୁନ/ସେପ୍ଟେମ୍ବର/ଡ଼ିସେମ୍ବର/ମାର୍ଚ୍ଚ)															
କ୍ର. ନଂ	ନାମ	ଗଛ	ଗଛ ର ନାମ	କେଉଁ ବିଭାଗ ଦ୍ୱାରା କରାଯାଇଛି	ପରିଯୋଜନା	ଜମିର ପରିମାଣ ଏକର ରେ	ବଗିଚା ଚାଷ (କେଉଁ ମାସ ଓ ବର୍ଷ)	ଆରମ୍ଭ ରେ ଥିବା ଗଛ ସଂଖ୍ୟା	ବାଡ଼ ନିର୍ମାଣ (ହଁ/ନା)	ଜଳସେଚନ ର ବ୍ୟବସ୍ଥା (ହଁ/ନା)	ଅନ୍ତ ଚାଷ (ହଁ/ନା)	ବିକ୍ରି (ନିଜେ ନିଜର/ସାମୁହିକ	ଆୟ ଟଙ୍କା ରେ	କେତେ ଟଙ୍କା ର ବ୍ୟବସ୍ଥା କରାଯାଇଛି	ମନ୍ତବ୍ୟ
1		Plant 1 Plant 2 Plant 3	Mango Cashew Pomogranate												
2															
3															
4															
5															
6															
7															

Annexure 13

Register to record Irrigation infrastructure created under the Scheme to be maintained at the PG level

ଜଳ ସେଚନ (Irrigation) ତ୍ରୟମାସିକ (ଜୁନ/ସେପ୍ଟେମ୍ବର/ଡ଼ିସେମ୍ବର/ମାର୍ଚ୍ଚ)

		ଆରମ୍ଭ ର ସ୍ଥିତି				ପରିବର୍ତ୍ତନ								
କ୍ରମ	ସଦସ୍ୟାଙ୍କ ନାମ	ଜଳସେଚନ ର ସୁବିଧା	କେଉଁ ଭିଭାଗ ଦ୍ୱାରା କରାଯା ଇଛି	ପରିଯୋ ଜନା	ଜଳସେଚି ତ ଜମିର ପରିମାଣ ଏକର ରେ	ଜଳସେଚନ ସୁବିଧା ପାଇଁ ଦରଖାସ୍ତ କରାଯାଇଛି କି? (ହଁ/ନା)	କେଉଁଠି ଆବେଦନ କରାଯାଇ ଛି	ପରିଯୋ ଜନା	ଅନୁମୋଦ ନ ହୋଇଛି କି? (ହଁ/ନା)	କାର୍ଯ୍ୟ ସମାପ୍ତି ହୋଇଛି କି? (ହଁ/ନା)	ଜଳସେ ଚିତ ଜମିର ପରିମା ଣ ଏକର ରେ	କେତେ ଟଙ୍କା ର ବ୍ୟବସ୍ଥା କରାଯାଇଛି	ଭିଭାଗ ର ନାମ	ମନ୍ତବ୍ୟ
1		Dug well, Lift irrigation (Individual /collective), Bore well,farm pond, solar irrigation												
2														
3														
4														
5														
6														
7														
8														
9														
10														

Annexure 14

Register to record Access to Farm Mechanisation under the Scheme to be maintained at the PG level

ୃଷି ଯନ୍ତ୍ର ପାତି (Farm mechanisation) ତ୍ରୟମାସିକ (ଜୁନ/ସେପ୍ଟେମ୍ବର/ଡ଼ିସେମ୍ବର/ମାର୍ଚ୍ଚ

କ୍ରମ	ସଦସ୍ୟାଙ୍କ ନାମ	ବର୍ତ୍ତମାନ ଥିବା ଯନ୍ତ୍ର ପାତି ର ନାମ	ଏହି ଯନ୍ତ୍ର ପାତି କୁ ବ୍ୟବହାର କରୁଛନ୍ତି କି? (ହଁ/ନା)	ନୂଆ କିଣି ଥିବା ଯନ୍ତ୍ରପାତି ର ନାମ	ମୋଟ ଦାମ ଟଙ୍କା ରେ	ଛାଡ଼ ପାଇଥିବା ରାଶି ଟଙ୍କାରେ	କେଉଁ ଭିଭାଗ ଦ୍ୱାରା କରାଯାଇଛି	ଯନ୍ତ୍ର ପାତି କୁ ଭଡ଼ା ରେ ଲଗେଇଛନ୍ତି କି? (ହଁ/ନା)
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

Promotion of Agriculture Production Clusters (APC) in Odisha

Directorate of Horticulture

Department of Agriculture and Farmers' Empowerment

Krushi Bhavan, Bhubaneswar, Odisha, India , Pin-Code: 751001