

**A PROJECT TO THE DOORSTEPS
OF NEEDY & POOR FARMERS OF KARNATAKA
(WITH MAJOR SUPPORT TO SC/ST &
MINORITIES)**

**INCOME GENERATION TO BPL SHGs
THROUGH AGRIENTERPRISES
WITH PROVISION FOR MARKETING
AVENUES**

BEING IMPLEMENTED BY

**JSS MAHAVIDHYAPEETHA
IN COLLABORATION WITH ZILLA PANCHAYATH,
MYSORE**

**Title of the Project: INCOME GENERATION TO BPL SHGs THROUGH
AGRI. ENTERPRISES, WITH PROVISION FOR
MARKETING AVENUES.**

Project Objective

1. To provide long term sustained employment to the rural poor and to bring them above the poverty line.
2. To train members of SHGs, farmers and rural youths to take up micro enterprises like Seed production, Hi-tech Horticulture and value addition to the agricultural products.
3. To establish seed villages with necessary infrastructure at 6 villages in 3 districts with seed processing and storage facilities.
4. To establish Hi-tech Horticulture units in 4 Districts involving 40 SHGs
5. To organize food processing units in 5 districts involving 50 SHGs to enhance the value of Agricultural products, produced by the beneficiaries
6. Most effective utilization of the spare time available to seed producing SHGs in the selected seven districts.
7. To utilize information technology in demand creation, production, management and marketing.

To achieve the above, Agri enterprises proposed under the project

1. Seed Enterprise
2. Hi-tech Horticulture
3. Value addition to the Agricultural products

Six districts have been selected for implementation of the programmes as detailed below:

Sl. No.	District	Activities		
		Seed Production	Hi-Tech Horticulture	Value Addition
1	Bengaluru (R)	-	✓	✓
2	Mandya	✓	-	✓
3	Tumkur	✓	-	✓
4	Gadag	-	✓	✓
5	Dharwad	-	✓	✓
6	Mysore	✓	✓	✓

Project period : 3 years from 2010-11 to 2012-13

Progress of implementation at a glance

- Awareness meetings have been held for development of strategies for the project.
- Villages and beneficiaries according to potentiality have been identified.
- Formation of SHGs at village level has been achieved.
- Imparting skill training on SHG management, Seed production, Hi-tech Horticulture and Value addition to Farm produces have been done in all the districts except Mandya value addition.
- Initiation of seed and vegetable production.
- Initiation for infrastructure development has been done.

SEED PRODUCTION

SEED PRODUCTION

Achieved in two distinct phases

1. Seed production in seed villages

2. Seed processing ,testing & bagging

Phase – I : Seed Production in seed villages (Mandya, Mysore & Tumkur Districts)

Seed of good quality, of different crops which has demand in a particular area will be produced through the identified farmers. The required skill for production of seed of various crops are imparted by the project implementor in coordination with the Dept. of Agriculture, Agricultural Universities, the KVKs in different districts, Regional Research Stations and other NGOs are involved in organizing groups and imparting training programmes.

Breeder /foundation seeds required for the seed producers under this project are procured from Universities, National and state seed agencies and research organizations by the project office and supplied to the farmers. Technical guidance and other help required at various stages of seed production are given by the consultants under the programme. It is envisaged that the farmers will be constantly guided by consultants for initial 3 years and further they will imbibe the skills and continue on their own.

60 villages have been selected in 3 districts viz., Mandya, Mysore & Tumkur based on the availability of enterprising farmers, infrastructure and suitability in respect of crop requirements with the help of Dept. of Agriculture, KVKs and other NGOs, Dept. of RDPR and its constituents in the respective districts.

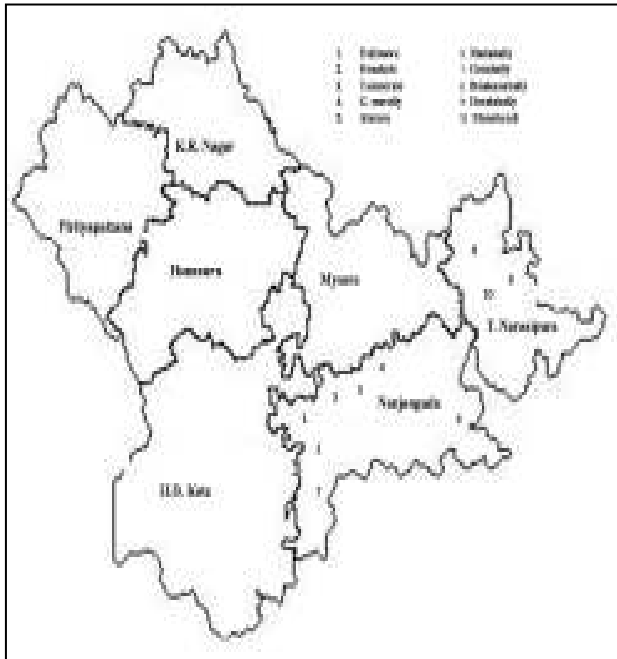
20 farmers as per norms from each of the 20 villages from each district are selected based on their experience, willingness, available infrastructure and entrepreneurial skills. Thus 400 farmers are enrolled from 20 villages in each district and total of 1200 beneficiaries from three paddy & Ragi producing districts.

SHGs and Beneficiaries in each district for seed enterprise

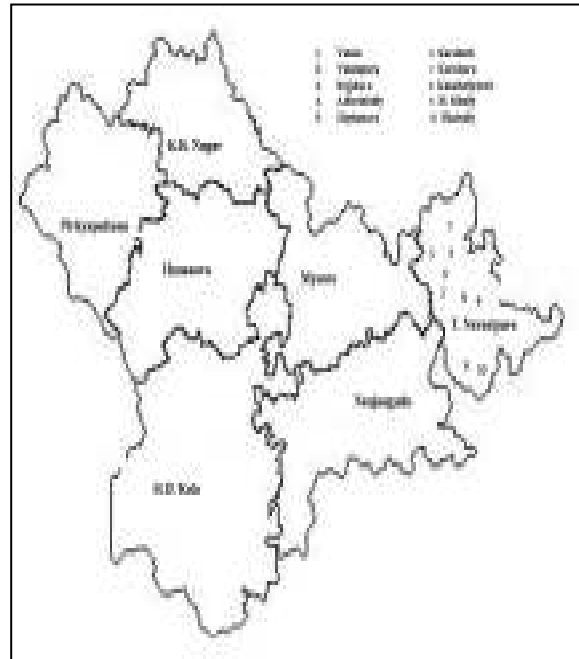
Sl. No.	District	No of villages	No. of SPUs	Activities	
				SHGs	Beneficiaries
1	MANDYA	20	2	20	400
2	MYSORE	20	2	20	400
3	TUMKUR	20	2	20	400
Total		60	6	60	1200

Location of Seed villages under the project in Mysore district

Unit-1



Unit-2

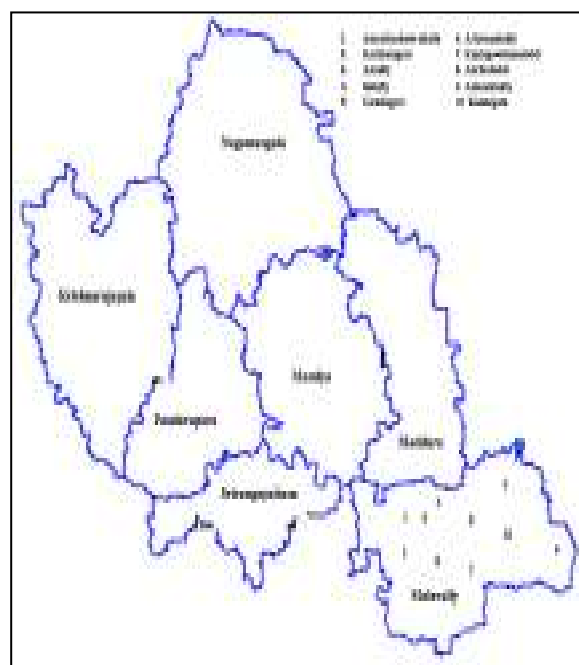


Location of Seed villages under the project in Mandya district

Unit-1



Unit-2



Location of Seed villages under the project in Tumkur district

Unit-1



Unit-2



Selected seed villages & Stakeholders

Sl. No.	District/Unit	No. of Villages/SHGs		No. of Stakeholders		
		Target	Achievement	Target	Achievement	% Achievement
1	Mysore – 1	10	10	200	200	100
2	Mysore – 2	10	09	200	180	90
3	Mandya – 1	10	10	200	200	100
4	Mandya – 2	10	10	200	200	100
5	Tumkur – 1	10	10	200	200	100
6	Tumkur – 2	10	10	200	200	100
Total		60	59	1200	1180	96.7

Ratio of Gender Status & Category of Stakeholders

Sl. No.	Seed Unit	Gender		Status		Category	
		Male	Female	BPL	APL	SC/ST	Other
1	Mysore – 1	194	6	165	35	67	133
2	Mysore – 2	139	1	95	45	24	116
3	Mandya – 1	126	74	200	0	44	156
4	Mandya – 2	173	27	156	44	35	165
5	Tumkur – 1	160	40	191	9	67	133
6	Tumkur – 2	194	6	165	35	88	112
Total		986	154 (13.5%)	972 (85%)	168	325 (28.5%)	815

TRAINING DETAILS UNDER SEED PRODUCTION PROGRAMME

Sl. No.	Seed Unit	No. of SHGs trained on SHG management			No. of SHGs trained in technical skills of Seed production		
		Target	Achievement	% Achievement	Target	Achievement	% Achievement
1	Mysore – 1	10	5	50	10	5	50
2	Mysore – 2	10	7	70	10	5	50
3	Mandya – 1	10	10	100	10	10	100
4	Mandya – 2	10	10	100	10	10	100
5	Tumkur – 1	10	10	100	10	10	100
6	Tumkur – 2	10	10	100	10	-	-
		60	52	86.7	60	50	80.3



Skilled training on SHG Management



Technical training on Seed production

Infrastructure development

Construction of Seed Processing Units

Sl. No.	Seed Processing Unit	Present Status
1	Mysore – 1 (Suttur)	Almost complete. Electrification has to be done
2	Mysore – 2 (Vatal)	Laying of foundation is complete. Columns are being raised
3	Mandya – 1 (Keragodu)	Site selected and transfer is in progress
4	Mandya – 2 (Malavalli)	Site is handed over. About to be initiated
5	Tumkur – 1 (Madhugiri)	Site is allotted and is about to be initiated
6	Tumkur – 2 (Koratagere)	Site allotment process is in progress



Seed Processing Unit being Erected at Suttur in Mysore District



Site Selected for SPU near Madhugiri in Tumkur District



Laying foundation stones for SPU at Vatal in Mysore District

Technical Implementation of Seed Production Programme

Mysore District Unit – 1

Under this unit, 180 stakeholders from 9 seed villages have been supplied with 4600 kg of basic seeds of different varieties of Paddy. Seed produced and processed will be sold among the farmers of the surrounding villages.

Mysore district unit – 2 and Two units of Mandya district

Programme will be implemented from the ensuing Paddy season.

Tumkur district unit – 1

Sixty farmers from 3 villages have been supplied with basic seeds of Ragi varieties GPU-28 and MR-6

Tumkur district unit – 2

Implementation will be during the kharif season of 2012.



Paddy Seed Production activity in Mysore District



Ragi Seed Production activity in Tumkur District

Phase – II: Seed processing, testing and bagging

Seed processing and packaging is very important aspect in seed production. 6 mini seed processing units (SPUs) in 3 Districts i.e., 2 units in each District are being established. Each SPU will have the following infrastructure.

1. Building to house the equipments
2. Seed grader cum cleaner
3. Bag closer, trolley, scale and furniture
4. Seed storage structure
5. Seed testing laboratory
6. Seed threshing cum drying yard

Management of seed processing units:

The seed processing units under the project will be managed by a Mechanical Engineer assisted by a helper. His services will be hired by the federation and maintenance cost is to be met by the revenue to be collected from the seed producers towards the processing and packing charges. The cost of processing will depend on the variety of crop, maintenance and quantity processed. It will be so calculated that it runs

on a marginal profit after meeting the operational cost. The processed seeds after performing seed testing will be weighed and packed in bags carrying the brand name to be given under the project. The seeds will be labeled as truthful seeds or it is certified by seed certifying agency of the area, if a particular SHG is interested in taking up certified seed production.

Initial investment on buildings and machinery is being provided under the project and working capital will be facilitated as loan component from financial institution which has to be cleared in phases and further the unit will generate the working capital on its own and will sustain. The marginal profits to be accrued in SPU will be utilized by the federation for arrangement of capacity building programmes for seed producers and other welfare activities.

MARKETING

SEED :

The sales of seed is done directly by the farmers themselves after branding and based on the available information. A seed storage structure is also provided along with the SPU the services of which will be available at a fixed cost to the farmers.

It is proposed to develop a good rapport on the quality of seed through “field days of the crop grown by using the branded seeds”. The alternate arrangement is by offering the seed cost by the growers association to Govt. tender. The other way of marketing is through NSC or KSSC. There is one more option which is through direct sale to the retailer.

**VEGETABLE PRODUCTION UNDER
SHADENET HOUSES**

2. VEGETABLE PRODUCTION UNDER SHADENET HOUSES

Floriculture: India has a long tradition of flower culture. Ornamental crops include a large variety of plants and at present, production of ornamental plants is one of the fastest growing agricultural industries in India.

It has become a highly specialized and intensive form of agriculture. The floral business is expanding in a big way, nationwide. Sales of cut flowers are rising faster through retailers as every state has entered into development of supermarket chains.

Cut flower sale through retailers is a booming business. But in spite of appreciable potential and progress in floricultural activities, information on market economics, area under floriculture, production etc are highly inadequate.

Vegetables: A strong vegetable sector in India will lead to economic growth throughout the country. Cultivating vegetables provides more jobs compared to cereal production. It will diversify and generate farm income greater than other products. Vegetable farming develops management and leadership skills among farmers and creates service industries that can help entire community.

This transition to cash crops will not be easy. Vegetable production involves more purchased inputs, more labour, and more risk to diseases and other stresses compared to agricultural crops production. Furthermore, vegetables are more perishable and their markets are less established. All these challenges are notable but not insurmountable. Similarly vegetable production will be taken up by 10 SHGs in each district, restricting to one of the vegetables like capsicum, broccoli, etc., based on the demand in the area.

SHGs and Beneficiaries in each district for Hi-Tech Horticulture

Sl. No.	District	No of villages	No. of polyhouses	Activities	
				SHGs	Beneficiaries
1	Bangalore	10	10	10	200
2	Gadag	10	10	10	200
3	Mysore	10	10	10	200
4	Dharwad	10	10	10	200
Total		40	40	40	800

Selected Horticulture villages & Stakeholders

Sl. No.	District/Unit	No. of Villages/SHGs		No. of Stakeholders		
		Target	Achievement	Target	Achievement	% Achievement
1	Mysore	10	10	200	200	100
2	Bengaluru (R)	10	10	200	200	100
3	Dharwad	10	10	200	200	100
4	Gadag	10	10	200	200	100
Total		40	40	800	800	100

Ratio of Gender, status & Category of Stakeholders

Sl. No.	Horti. Unit	Gender		Status		Category	
		Male	Female	BPL	APL	SC/ST	Other
1	Mysore	93	107	195	5	94	106
2	Bengaluru (R)	107	93	182	18	142	58
3	Dharwad	4	196	186	14	112	88
4	Gadag	143	57	177	23	95	105
Total		347	453 (56.6%)	740 (92.5%)	60	443 (55.4%)	357

TRAINING DETAILS

Sl. No.	Horti. Unit	No. of SHGs trained on SHG management			No. of SHGs trained in technical skills of Vegetable cultivation		
		Target	Achievement	% Achievement	Target	Achievement	% Achievement
1	Mysore	10	10	100	10	10	100
2	Bengaluru (R)	10	10	100	10	10	100
3	Dharwad	10	10	100	10	10	100
4	Gadag	10	10	100	10	10	100
		40	40	100	40	40	100





Horticulture training programme

Infrastructure development

Construction of Horticulture Units.

Sl. No.	District	Construction of Shed net house			Drip/Sprinkler Irrigation facility		
		Target	Achievement	% Achievement	Target	Achievement	% Achievement
1	Mysore	10	10	100	10	10	100
2	Bengaluru (R)	10	10	100	10	10	100
3	Dharwad	10	10	100	10	10	100
4	Gadag	10	10	100	10	10	100
		40	40	100	40	40	100

Implementation of Technical Programme in Shadenets

Mysore District

Sl. No.	Village	Vegetable (s) grown	Present Status
1	Chikkahalli	Ridgegourd	Harvesting Stage
2	Lakshmipura	Frenchbeans	Harvested and green leafy vegetables have been raised after beans
3	Varuna	Tomato & Chillies	Planted
4	Gujjegowdanapura	French beans	At harvest
5	Suttur	Many vegetables	Harvested
6	Hegganuru	Pole beans	At harvest
7	Gandathur	Pole beans	Sown
8	Chidaravalli	Pole beans	Land prepared
9	Chikkabuvalli	Tomato	At harvest
10	Alagudu	Leafy vegetables	Sown

Bengaluru (R)

Sl. No.	Village	Vegetable (s) grown	Present Status
1	Kempalinganahalli	Capsicum	One harvest is done
2	Madalakote	Capsicum	One harvest is done
3	Karuvinagere	Capsicum	Three weeks old
4	Moparahalli	Knolkhol	One month old
5	Bisuvanahalli	Yet to be sown	One month old
6	Palpal Dinne	Tomato	Two months old
7	Balepura	Brinjal	One month crop
8	Adinarayana hosalli	Capsicum	45 days old crop
9	Sulakunte	Seedlings of cauliflower, tomato and brinjal raised for sales	Sold out. Next step being resorted to
10	Vishwanathapura	Capsicum	One month old

Dharwad & Gadag District

Land preparation is done for taking up capsicum. Nursery of capsicum has been raised and transplanting is due to be taken up.



Horticultural crops raised

Marketing Strategies for Vegetables

1. Contract farming: As specified by the purchasing organization, grading and packing has to be done and made available at specified place of collection.
2. Direct marketing to retailers.
3. Identification of push cart vendors this will generate employment for the poor.
4. The producers close to the city can identify potential living apartments, Hostels, Institutions and supply the daily requirement of the residents at their door steps.

VALUE ADDITION TO AGRI PRODUCTS

3. VALUE ADDITION TO AGRI PRODUCTS

Value addition to agri products can help stabilize and make agriculture more lucrative and create employment both at the production and marketing stages. The focus on value addition to agricultural products is vital for comprehensive development of the rural economy. Since the food processing industry creates jobs, demand for agri raw materials leads to diversification and commercialization of agriculture, enhancing the income of farmers.

The present project aims at uplifting the BPL farmers by providing them the skill, infrastructure, finance and market necessary to take up the following enterprises for marked elevation of their livelihood. However, selection of a particular product can vary with the potential for its production and market demand in the area.

1. **“Rice”** : Rice flour, sandige and Murukku
2. **“Pulses”** : Dhal and Besan
3. **“Ragi”** : Ragi flour, Papads, Sattu (Hurihittu) and Ragi noodles

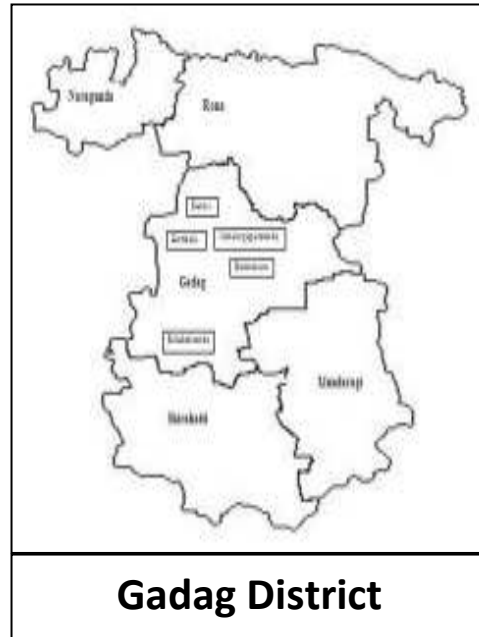
SHGs and Beneficiaries in each district for Value addition

Sl. No.	District	No of villages	No. of food processing units	No. of SHGs	No. of Beneficiaries at 10 in each SHG
1	Bangalore (R)	5	5	5	100
2	Dharwad	5	5	5	100
3	Gadag	5	5	5	100
4	Mandya	5	5	5	100
5	Mysore	5	5	5	100
6	Thumkur	5	5	5	100
Total		30	30	30	600

No. of units taking up Rice products **10 (Mandya & Mysore)**

No of units taking up Dhal & Besan production **10 (Gadag & Dharwad)**

No of units taking up Ragi products **10 (Tumkur & Bangalore (R))**



Selected value addition villages & Stakeholders

Sl. No.	District/Unit	No. of Villages/SHGs		No. of Stakeholders		
		Target	Achievement	Target	Achievement	% Achievement
1	Mysore	5	5	100	100	100
2	Mandya	5	5	100	100	100
3	Bengaluru (R)	5	5	100	100	100
4	Tumkur	5	5	100	100	100
5	Dharwad	5	5	100	100	100
6	Gadag	5	5	100	100	100
Total		30	30	600	600	600

Ratio of Gender, status & Category of Stakeholders

Sl. No.	Value addition Unit	Gender		Status		Category	
		Male	Female	BPL	APL	SC/ST	Other
1	Mysore	0	100	92	8	21	79
2	Mandya	43	57	97	3	26	74
3	Bengaluru (R)	16	84	100	-	85	15
4	Tumkur	0	100	97	3	48	52
5	Dharwad	8	92	96	4	20	80
6	Gadag	61	39	83	17	55	45
Total		158	492 (78.7%)	565 (94.2%)	35	255 (42.5%)	345

TRAINING DETAILS

Sl. No.	Value addition Unit	No. of trained on SHG management			No. of SHGs trained in technical skills of Value addition		
		Target	Achievement	% Achievement	Target	Achievement	% Achievement
1	Mysore	5	5	100	5	5	100
2	Mandya	5	-	-	5	-	-
3	Bengaluru (R)	5	5	100	5	5	100
4	Tumkur	5	5	100	5	5	100
5	Dharwad	5	5	100	5	5	100
6	Gadag	5	5	100	5	5	100
Total		30	25	83.3	30	25	83.3

Skilled training on SHG Management



Technical training in value addition

Infrastructure Development

Construction of Value Addition Units

Sl. No.	District	Target	Present Progress
1	Mysore	5	2 buildings available and require some; repairs remaining 3 will be erected
2	Mandya	5	2 buildings nearing completion. 2 are available requiring certain repairs. One at karadakere will be erected
3	Bengaluru (R)	5	Contractors identified and sites finalized
4	Tumkur	5	One is nearing completion. remaining 4 are in progress
5	Dharwad	5	One is available and needs repairs. Remaining 4 will be erected
6	Gadag	5	Two are available and need repairs. Remaining 3 will be erected

Progress of implementation under value addition.

It starts soon after the buildings are erected and machinery are installed.