

Success Story - 1

Livelihood Enhancement through Vegetable Cultivation

Name of the project: Tribal Development Project (TDF)

Implementation of Tribal Development Fund (TDF) Project at Utnoor Mandal:

With the support of National Bank for Agriculture and Rural Development (NABARD), Tribal Development Fund (TDF) project has been implemented by PIA, Centre for People's Forestry in Utnoor mandal of Adilabad district since April 2011. The project is involving tribals such as Gond, Kolam and Nayakpod, who are vulnerable among tribals in the district.

Objective:

The primary objective of the project is to improve the living conditions of the target group. The project has, therefore, emphasised on promoting horticulture plantation and sustainable agriculture to 500 tribal farmers and creating infrastructure facilities.

Area covered: 22 villages of Utnoor Mandal, Adilabad district.

No. of people covered: 500 farmers

Name and brief details of facilitator: Mr. Vijay Kumar, Project Coordinator

Pre project status/environment:



Before our project intervention, Mr. Seepelli Mallesh used to grow cotton and red gram in his 2 acres of land, our project team and field organisers are motivated and oriented him towards cultivation of vegetables and along with other pulses and cereals instead of cotton and red gram.

Methodology adopted in the project:

We have promoted vegetable cultivation in Maa Wadi plots other than the regular crops like cotton, red gram, green gram, sesame etc.,. As part of this, we have selected 2 acres of plot to compare the economical variations (income levels) with regard to input cost vs profit/loss in two seasons (2012-13 & 2013-14 Rabi seasons) before and after our intervention.



The present case study is conducted at Pitlaguda village of Utnoor Mandal, Adilabad district. The above mentioned 2 acres belong to Mr. Seepelli Mallesh, who is one of the farmer out of 500 farmers whom are selected for the implementation of TDF project in Utnoor Mandal.

Support Provided:

Conducted trainings on preparation of organic fertilizers, manure and solutions to reduce the input cost for cultivation of vegetables.

Outcome of the project:

2 acres of agriculture land now turned in to vegetable cultivation along with other regular crops like red gram, green gram, sesame etc as intercrop. Now he is getting benefit from both the crops.

The beneficiary Mr. Seepelli Mallesh is very happy and spreading this information and the success behind this is to all other farmers in the village. As a result, 13 farmers of the Pitlaguda village are now growing vegetables instead of pulses, serials and cotton etc.,

Post project status -Financial, Social, Environmental

Expenditure and Profit/Loss during Rabi Season 2012-13 and 2013-14

1. Loss = Sold Price - Total Input Cost

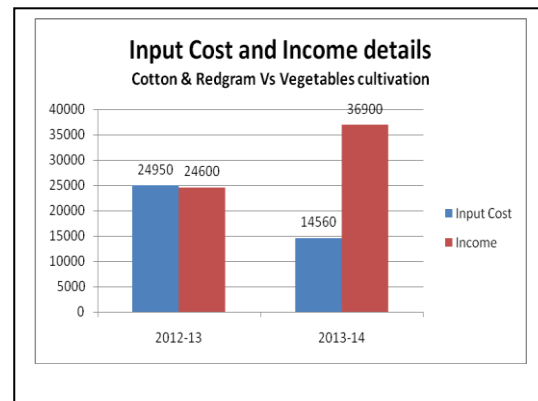
Rs. 24600.00 - Rs. 24950 = - Rs. 350/-

Amount Rs. 350/- Loss incurred by the farmer during Rabi Season in the FY 2012-13

2. Profit = Sold Price - Total Input Cost

Rs. 36,900 - Rs. 14,560 = Rs. 22,340/-

Amount Rs. 22,340/- Profit gained during Rabi Season 2013-14 through vegetable cultivation.

**Comments from satisfied stakeholders:**

Now, Mr. Mallesh is very happy for getting extra benefits from vegetable cultivation rather than the regular agriculture outputs.

Critical determinants for success of the endeavour:

- Conducted village level meetings on organic agricultural practices
- Provided trainings on preparation of organic fertilizers, manure and solutions
- Awareness created on organic farming and vegetable cultivation
- Exposure visits to other places where vegetable cultivation is practicing through organic methods

Reasons for success / key learnings:

This success was achieved due to active involvement and interest of community as well as committed staff efforts.

Success Story - 2

Transforming individual lives and building community self esteem

Name of the project: Tribal Development Project (TDF)

Implementation of Tribal Development Fund (TDF) Project at Utnoor Mandal:

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Objective:

The primary objective of the project is to improve the living conditions of the target group. The project has, therefore, emphasised on promoting horticulture plantation and sustainable agriculture to 500 tribal farmers and creating infrastructure facilities.

Area covered: 22 villages of Utnoor Mandal, Adilabad district.

No. of people covered: 500 farmers

Name and brief details of facilitator: Mr. Vijay Kumar, Project Coordinator

Pre project status/environment:

Ms. Heerakumara Jangubai of Mothiramguda village, Beersaipet Gram Panchayat was one of three single women who received support for establishing "Grocery, Fruit cum Vegetable Shop". Jangubai (age 52 years) become nostalgic, while speaking about her shop; my husband was a marginal farmer who died 4 years ago, I was all alone with 4 very young children (one girl and 3 boys), I was the only bread winner from wage labour which was not enough to even to feed my children, as a consequence my 2 children dropped from school and started working to support the family.

Support provided:

In the month of April 2012, we have provided a weighing machine and rupees two thousand worth materials from NABARD/CPF "*maathota programme*" for opening of the first ever shop in Gond Gudem of Mothiramguda village; her sons prepared two cup boards with the locally available wood. Before starting the shop they had listed out the items which in general will be in demand, later on based on the demand and need of the customers we are bringing the stock from a whole sale shop from Utnoor on rotation basis (receive stock in advance and in next round they will pay the previous bill and get fresh stock on lending basis). After observing the success again in the month of August'12 we have supported for another two thousand rupees worth materials for expanding the business from NABARD/CPF.

Methodology adopted in the project:

One of the project components is Women Development to support widow women for ensuring sustained income surety to single women led families. Village development committee listed all

the eligible single women in the village and discussed their family condition, whether the family needs the support or not the ability of the family to run the shop successfully, and after through discussions with the family they recommended their names to Utnoor Maa Wadi Committee. After careful examination of the feasibility and viability of the shop in the village and assurance from the family to expand and continue the activity members along with CPF staff shortlisted all the eligible women and they had under gone a training at KVK (Krishi Vignana Kendram) Adilabad, on nutritional aspects of fruit and vegetables, storing techniques and running the petty business successfully, in addition to that project staff regularly provided them hand holding support in maintaining the records/bills, calculating and fixing the prices with a margin of profit.

Outcome of the project:

The single woman family income is increased by 4000/- every month through the "Fruit cum Vegetable Shop".

Post project status (Financial, Social and Environmental):

In the beginning stage the business per day was minimal; gradually it has increased; now it varies between rupees 350 to 400 per day. And she is earning rupees one hundred to one hundred fifty profit per day based on business excluding all the expenditure. So she is earning Rs. 4000/- additional income through this shop every month.



Comments from satisfied stakeholders:

After opening of this shop we are totally engaged throughout the month. Earlier we had the wage work for 15 days and the rest of the 15 days we used to stay at home without work, sometimes migrated to nearby towns. Mr.Satish, elder son of Jangubai emphasis that "Before



initiation of this shop we had to face several financial difficulties; the meager earnings from the daily wage labour and the yield from the agriculture land were not enough to meet the both ends of life, future was in dilemma. NABARD/CPF has shown us a way of livelihood we will put all efforts to run it successfully forever.

The remarks by Mr.Gangadhar, ex-sarpanch of the Beersaipet are quite interesting and revealing "Earlier there were no shop in this Gond Gudem; all the shops were in the mothiramguda main village belonging to other

communities, during the evening hours it was very difficult for us to go to shops and get the groceries or vegetables as there no street lights in the village. Now this shop is in the heart of the Gond Gudem, adjacent to village common meeting place and temple which is easily accessible to all of us; even nearby villages Balangpur(B&J) also depending upon this shop".

Now, Ms. Heerakumara Jangubai is planning to educate her two sons higher studies and to expand the shop further to get more profits.

Critical determinants for success of the endeavour:

Methodology adopted by CPF staff is success of this story. Few highlights of the methodology are mentioned below.

- Village development committee listed all the eligible single women in the village
- Discussed their family condition, whether the family needs the support or not the ability of the family to run the shop successfully
- Interest shown by Utnoor Maa Wadi Committee.
- Careful examination of the feasibility and viability of the shop in the village
- Shortlisted all the eligible women and they had undergone a training at KVK (Krishi Vignana Kendram) Adilabad, on nutritional aspects of fruit and vegetables, storing techniques and running the petty business successfully.
- In addition to that project staff regularly provided them hand holding support in maintaining the records/bills, calculating and fixing the prices with a margin of profit.

Reasons for success / key learnings:

Planned activities can be achieved through active participation of committee members and committed staff with regard to providing hand holding support in all matters.