

**Summer Training at
Center for Youth and Social Development, Bhubaneswar, Orissa**

**To Study and Understand the Livelihood Options in Two Blocks of
Koraput Districts, Odisha**

**By
Priyanka Jana**

**Under the guidance of
Mr. Hemant Kumar Mishra**

**MBA Rural Management
2017-2019**

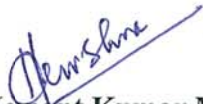

School of Development Studies
The IIHMR University, Jaipur
2018

CERTIFICATE

This is to certify that **Ms. Priyanka Jana** has undergone summer training at **Center for Youth and Social Development (CYSD), Orissa** from **3rd April 2018** to **20th May 2018**.

The candidate herself completed the project assigned to her during summer training. Her approach to the project was sincere and proactive. This summer training is partial fulfillment of the course requirement recommended for the award of **MBA in Rural Management**.

I wish her success in all her future endeavors.


Mr. Hemant Kumar Mishra

Assistant Professor

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September 19, 2018

To Whom It May Concern

This is to certify that **Ms. Priyanka Jana**, from Indian Institute of Health Management Research (IIHMR) University, Jaipur, undertook her organizational traineeship in CYSD from 2nd April 2018 to 20th May 2018. She was assigned with a project called **"Study on livelihood options in two blocks of Koraput District, Odhisha"**. She was placed at Koraput District of Odisha.

Ms. Priyanka visited two blocks namely Boipariguda and Kundra of Koraput District and interacted with the women farmer's groups and prepared case studies. The Main objective of the study was to learn how the organization works for the betterment of lives and empowerment of people, to understand the process of community development through the involvement of community institutions, aggregate marketing and land water management to ensure sustainable livelihood.

She participated in the field work with enthusiasm and contributed towards comprehensive understanding and reporting regarding the theme and our organization as a whole.

We hope, her learning exposure will be of good use in her career prospect.

We wish her, the best of success in her future endeavor.



Minati Mallik
HR Manager



Acknowledgment

I would like to express my deepest gratitude to all those who provided me with the possibility to complete this report. A special gratitude to Mr. Kamalkant Barik, Mr. Ramesh Swain and Mr. Sagar Mohanty whose suggestions and encouragement have helped me to coordinate my project.

Furthermore, I would also like to acknowledge with much appreciation the crucial role of staff of CYSD who gave the permission to use required resources to complete the study. Many thanks go to the head of the project Mr. Jayadev who has invested his full effort in guiding the team in achieving the goal. I must appreciate the guidance given by other supervisor and the panels in my project presentation that has improved my presentation skills thanks to their comments and advice. Finally, I would like to thank my mentor and professor Mr. Hemant Misra for his continuous guidance and support throughout the internship and reporting.

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Abbreviations

BPL	Below Poverty Line
CBO-	Community based Organization
CRP	Community resource person
DIN	Director Identification Number
DSC	Differential Scanning Calorimetric
MCA	Ministry of Corporate Affairs
MSP	Minimum Support Price
NTFP	Non-Timber Forest Product
OTELP	Orissa Tribal Empowerment and Livelihood Program
PG	Producer Group
VDC	Village Development Committee
DBI	Diversion Based Irrigation
CYSD	Center for Youth and Social Development

Executive Summary

This report includes evaluation and analysis on the current situation of livelihood options and Producer companies in the koraput district of Odhisha where the Organization “CYSD” is working for sustainable livelihood of tribal People. It studies about the limitation and scope of the study conducted there.

Method of analysis include in-depth interview of the key stakeholders at all levels in the 2 blocks of Koraput district namely Boipariguda and Kundura. Cases were formed using checklist.

Results of the study show that the organization has been successful in enabling villagers to adopt organic farming and other new agricultural methods for better yield of crops. Also villagers have learnt the benefits of collective marketing and collective farming over the period of time. They have developed skills in agriculture as well as business development. They are active members of producer companies and greatly influence others as well.

The study finds that the current status of Producer Company is vulnerable and still needs handholding for an even better growth in coming years. They also have the issues of procurement and storage for a longevity of the products.

The Report

This summer internship report is documented with respect to fulfilling the MBA Rural Management course from IIHMR University, Jaipur. Under this course, I have gone through a summer internship for a period of 45 days from 02/05/2018 to 20/05/2018 at Center for Youth and Social Development (CYSD), a non-governmental organization located at Koraput district of Odisha State.

This report is a primary finding of the study and is consisting of two components namely:

- (a) The learning from the organization
- (b) The study findings carried out by me.

1. About the organization

Preamble

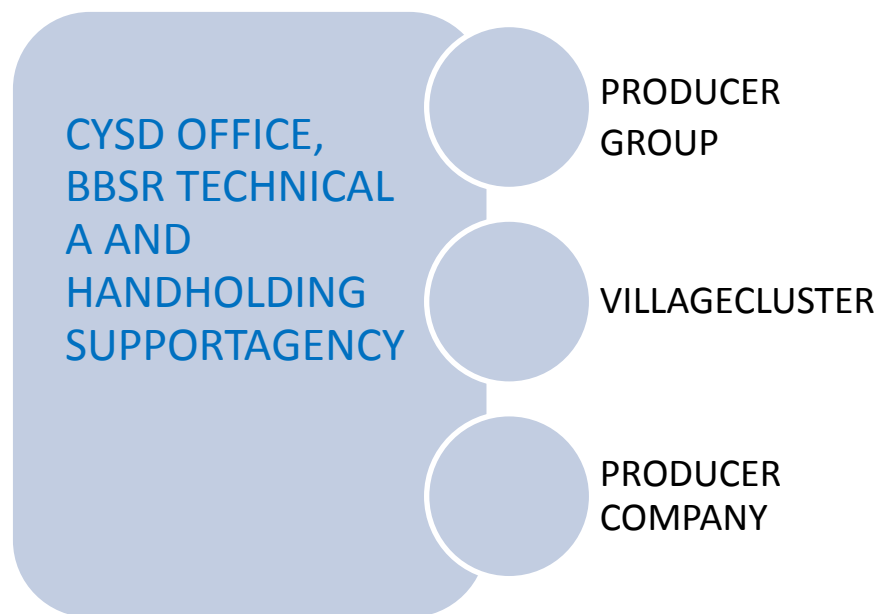
The organization is registered under society act 1860 in 1982, with a vision of making an equitable society where women and men can freely realize their full potential, fulfill their rights and responsibilities and lead their life with dignity. The mission to enable marginalized women, men & children to improve their quality of life, to this end, CYSD used issue-based research to influence policies from a pro-poor and rights-based perspective. It also works to ensure transparent, gender sensitive, accountable and democratic governance by building the capacities of people and organization in participatory planning.

For accomplishing the above mission, CYSD is implementing different projects and programmes at Odisha state such as Education, Livelihood, gender, Governance, Disaster mitigation, Health & sanitation for the underprivileged people of Orissa since 1982 in the following districts—Kendujhar, Koraput, Mayurbhanj, Sambalpur, Sundargarh.

Coverage

CYSD reaches to 2.19 lakh people covering 32,255 families of 725 villages in 102 GPs of 19 Blocks with the geographical location of 5 tribal Districts of Odisha: Koraput, Malkangiri, Rayagada, Mayurbhanj, and Keonjhar.

Organizational Organogram Of A Producer Company



Our learnings

Myself have been to CYSD, Koraput with an objective to understand the followings components as a part of the course

- To learn how the organization works by involving the community with special focus on women and children
- To co-relate classroom learning into the execution in the field to develop the employability skills within ourselves
- To develop better communication skills which would help to understand the process of behavior change and participation at different levels
- To understand the different skills required and challenges occurred while working in a team.

Including the above, the current internship report deals with the relationship between economic empowerment, rural livelihood, and forests resources. Its main aim is to embrace the new marketing technology along with traditional cooperative benefits.

Centre for Youth and Social Development (CYSD) has been working since last 36 years to bring changes in the lives of less privileged people of Orissa. Its vision has been to develop

A society where communities are able to:

- Make their own choices
- Meet their survival needs and aspirations
- Lead a self-reliant and sustainable life with dignity

Due to their constant efforts and trust building with the community, facilitation of organizations like CYSD has been possible. Producer Companies are a mix of Private Companies and Co-operative societies. They bring together small landholders and channelize them into the market ahead. These organizations are owned and run by the people alike. Producer companies are formed among primary producers or NTFP collectors of BPL economic status.

Qualitative analysis has played a major role in preparing the report. A questionnaire was prepared before field interviews and interviews were conducted with members of Producer Companies, interest groups, Producer Groups and staff members of CYSD.

2. Study report

2.1. Preamble

The producer companies Maa Mauli Producer Company and Sabujima Producer Company have helped the tribal population of Kundura and Boipariguda block in attaining a better life which includes better income due to selling their products at fair price and profit sharing with the company, increased knowledge of the market, new agricultural practices and other organizational skills like team work, business development, leadership etc. It has kept the original practices of these people intact and adding new technologies to it. The natural resources of these areas have also been greatly affected by the producer companies. Since most of these people are dependent on NTFP, it is an advantage on the natural resource part that afforestation has taken part on a large scale over the last few years with the help and support within their organization. People also have involved in social development by regularly participating in gram sabha and palli sabha meetings. Apart from the members of the Producer Companies the others have also been benefitted since the Producer Companies buys also buys products from non-members at MSP.

2.1.1. What is a producer company?;

A Producer Company is an organization which has following objectives:

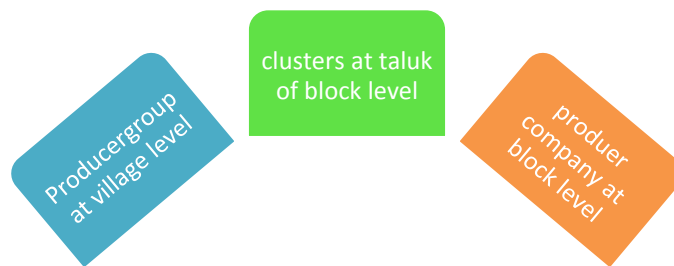
Production, harvesting, procurement, grading, pooling, handling, marketing, selling, export of primary production of the Members or import of goods or services for their benefit, provided that the Producer Company may carry on any of the activities specified.

Producer Company Registration

To register a Producer Company in India, the following members in any of the combination is necessary:

- Ten or more individuals, each of them being a producer; or
- Two or more producer institutions; or
- A combination of ten or more individuals and producer institutions

2.1.2. Formation of Producer Company



The producer companies help small farmers having less land in earning manydeserving prices of their products. These companies allow farmers and NTFPcollectors to have an entry in the always emerging market without any biases towards their volume of products. The villagers of Koraput district are mostly tribal and as we know that the world of agriculture and trade is rapidly changing, they are often not eligible enough

to enter due to lack of knowledge, education,and problems of ground-level functionalities etc.

The farmers are often at the mercy of middlemen coming to their villages and small markets are known as 'Haats' for trade. In today's world of constant changes and instability of demand and supply of products, their small volumes of products suffer a great deal. Over the course of years, new technology has taken over the processes of harvesting, pooling, grading, packaging,and marketing. These processes need money and it is again where these small landholders suffer. Thus organization and collective actions are needed for these people to set strong feet in today's marketplace. In this report we will study about the two producer groups of Koraput district namely

'Sabujima Producer Company' and 'Maa Mauli Producer Company', which mainly deals with the trading of tamarind and wheat thus can be termed as agro foresters. The organization's approach, strategy and producer companies' results and impact have been studied throughout the project to learn about the potential of rural communities, their benefits after forming Producer Company, their reasons to form producer companies and the empowerment of women through these organizations.

2.1.3. Characteristics of Small Farmers and Producer Companies

Field	Small Farmers	Producer Companies
Production Planning	Short Term	Annual
Input Supply	Credit problem, buying from the market	Provided by producer company at lower rates, loans are provided, in-house manure and pesticide production training are given.
Irrigation	Local water sources like wells and streams are used till possible along with rain-fed irrigation	Diversion Based Irrigation is also utilized along with watersheds and other sources
Storage	In-house storage	Community halls provided as storage at both village and company level.
Market information	Limited	Direct links with traders
Transportation	Costly and time-consuming	Less cost due to collective transportation
Marketing	Less volume, less bargaining power	More negotiation power due to bulk volume, better quality, value addition and branding
Excess Production marketing	Wasted or sold at lower prices	Sold further after more value addition and rebranding.

2.1.4. Impact of collective actions

The market for agriculture and NTFP is influenced by trading, processing, manufacturing, and marketing by bigger traders. The small landholders of this tribal village have been integrated together to take collective actions at each step of functioning. PGs in Koraput have only women as their members. This is due to the fact that womenfolk in tribal villages take most of the responsibilities of NTFP collection and household, thus joining producer company has been empowering to them. Under CYSD's guidance producer groups were organized which later influenced people to form Producer Company. Most of the members have less than 2 hectares of land and few are landless as well. To provide them with a platform for sustainable livelihood Producer Companies have evolved a lot over the years. The farmers had less volume of product which often had less value in terms of trade. They could easily be manipulated. Their lack of knowledge and illiteracy has played a major role in exploitation. Along with low negotiation power, transportation problem, connectivity, and infrastructure there also lies the problem of transactions. This is all due to their inability to access the market, limited or scarce capital, lack of skills, poor infrastructure, and poor connectivity.

CYSD supports them to take collective actions against all these issues, which starts with harvesting and goes on till profit sharing in a producer company. It is only due to the collective actions they have been able to negotiate prices after collecting their products. The costs of all facilities like transportation, storage, value addition are also borne collectively. The organization's approach has been to include the characteristics of risk management, improved income and access to the market by taking the strategy of collective actions.

Following are the services provided by CYSD to the members of producer companies:

- Organizational services in organizing villagers, initiating actions, strategy building and monitoring
- Production services
- Marketing services in transportation, value addition, branding and providing market information.
- Financial services in terms of loans and an initiating amount of Rs.14500.
- Technical services by researching
- Education services by giving regular training on business development, health, and social development.
- Welfare service by giving seeds to the farmers and providing storage infrastructure.

By the spirit of collective actions and entrepreneurship, the Producer companies which are owned and run by the villagers themselves, the organization has been able to empower farmers and NTFP

collectors. Its impact has been such that the decision making power and assets lie in the hands of the farmers themselves. Not only have they been able to get a sustainable livelihood at their community level, but also now they can be flexible with the demands of the markets.

2.1.5. Roles and responsibilities

Role of CYSD is to provide handholding support to the community members who are involved with Producer Groups. It facilitates networking with the traders and helps maintaining all official records.

2.2. Review of literature

Although lots of studies were taken to understand the producer company in India, different learnings were found with respect to their roles in developing community. It has been concluded that proper demand and supply can establish a real market with sustainable approach. In context to the present study, it was also realized. Studies conducted by different researcher opined that small farmers lack negotiation power and market power (Cherukiri et al., 2014).

Often newer technologies and methods come up to take care of the agricultural needs of small landholders but many of them still become not feasible due to financial lack. The farmers become demotivated to compete with the farmers having larger landholding. There has been a large increase in inputs related to agriculture, but at the same time, employment on farms have decreased because of the rise of large corporate farms (Sarkar et al., 2011).

During the internship, observations were regularly made on adoption of organic farming methods. Farmers are often reluctant to use the methods of organic farming considering low production as compared to products yielded by chemical fertilizers. They often need knowledge regarding the long-term benefits of using an organic method like retained fertility of the soil. In the blocks of Boipariguda and Kundura, the adoption rate of organic farming is 80%. As we can learn from the studies made earlier about organic farming: Despite this low percentage of certified organic land, conversion to organic farming is on the rise. Specifically, for problems that many farmers in India face- high production cost, competition with large agribusiness, as well as ecological and environmental problems such as high incidents of pests and soil fertility issues- organic farming is seen as the solution (Panneerselvam et al., 2011).

The credit facility is a major issue for these small farmers. They often have very fewer savings to start farming in each new season. Banks have various documentation procedure which is again very chaotic for them and they end up taking loans from local money lenders at higher rates of interests. Smallholder farmers are faced with economic and other limitations. They are limited by difficult access to capital and bank loans, support services and agricultural inputs, they lack adequate

technology and equipment, they have difficulties in delivering products of required quality and quantity. There is also lack of market information and knowledge. (Brithal and Joshi, 2007 and Magnus and Peters, 2010). However, it is also found that a trust building is also necessary to run the participatory programme in the community, which differs from place to place.

2.3. Key research questions

- What was the situational background before joining the producer company in terms of living, land, economy and social status?
- How has the program developed a partnership with the community for their upliftment in terms of economic condition and gender?
- How the CYSD livelihood program has benefitted the community and
- What are the challenges remaining ahead?

2.4. Objectives of the study

- To study and learn how the organization works for the betterment of lives and empowerment of people.
- To understand the process of community development through the involvement of community institutions, aggregate marketing, and land water management to ensure sustainable livelihood.
- To identify the factors which improve quality of life of people.

2.5. The scope of the study

- To study the existing structure of livelihood program to know about its effectiveness at ground level after combining community institutions, aggregate marketing, and natural resource management together.
- To study the challenges of the community working in a producer group and producer company at the operational level to think of possible solutions.

2.6. Limitation of the study

- Villages being isolated were not accessible mostly thus we had restricted sample size.
- Based on information of 2 blocks not much can be analyzed for all other blocks or districts.
- Study time was limited.
- Quantitative research was not done, as numbers are important to understand the intervention.

2.7. Chaptalization scheme

The report consists of learnings and analyzing of data obtained by working in the organization. Major analysis has been done on Livelihood project which has Producer companies as one of its components. The questionnaire case studies were prepared before field visits having key research questions. Analysis has been done to understand the scope of the study and limitations of conducting the studies. Its impact has been thoroughly observed as well. Methodology of the research has been discussion based. Key findings of the project have been the results shown after the implementations of the livelihood projects. Conclusions and suggestions regarding the challenges found during project period have been mentioned to conclude the report.

3. Methodology

3.1. Study area

The study covered 2 blocks of Koraput district of Odisha. Among these blocks 11 villages out of 2 blocks of Koraput district selected for the study based on the intervention sites of the agency.

3.2. Research design

The cross-sectional retrospective study was carried out with explorative research design to understand the outcome of the training since the inception of the programme.

3.3. Time period

The information was collected from the field from 2nd April 2018- 5th May 2018.

3.4. Sample Size and Design

Due to qualitative nature of study around 20 numbers of case studies were documented to understand the change. The Case studies were developed based on a checklist. Beneficiaries were interviewed individually by key in-depth interview method in 11 villages named mundaguda, Dadhiyapadar, Anthalguda, Mutuliguda, Kandhaguda, Raniguda, Kenduguda, Banuaguda, Ganiput. Additionally, verbal discussions were regularly held with stakeholders like CYSD staff, CRP of villages, community institution members, community leaders and people in local Haats.

4. Key Findings

The Producer Company of Kundura block has 65 Producer Groups while in Boipariguda block there are 60 Producer Groups. The report is having 4 segments named as:

- A. Impact of collective actions
- B. Characteristics of Producer companies
- C. Impact and conclusion
- D. Case studies as annexure

A. Impact of Collective Actions

▪ Social perspective

Due to the increased economic status and knowledge high self-esteem has been observed in the members along with high self-confidence. Due to this they actively participate in Village development meetings. Their voices are heard. They participate in matters of good health facilities and education of children. They are actively involved in bringing changes to the society.

▪ Economical perspective

The result thus obtained has been a minimum increase of 33% in their annual income. Along with the increase in income, the impact has also been observed in the attitude of people and their lifestyle. Thus, these profit-oriented organizations are much needed among the rural communities to safeguard the small landholders against exploitation and helplessness due to lack of resources. After their increase in income, these members are living a life of dignity and cherishing little joys of life like getting enrolled in school, building a new house, savings in the bank, getting children married or investing further in agriculture or cattle to generate more opportunities for themselves.

▪ Women empowerment

Over the course of years due to CYSD's efforts women have been empowered to a greater extent. Women are the backbone of any household in these villages. In their community majority of responsibilities are taken up by the womenfolk. Thus, they understand better about the household needs and expenses along with the needs of children. The money earned through selling products to Producer Company fetches them more profits thus their status at their own household level has increased significantly as well. They actively participate in household decision making. Their children are getting enrolled in schools. They now have risk-taking abilities due to business development activities of their producer groups and companies. Their social status has also increased. Due to this they actively participate in Village development meetings. Their voices are heard. They participate in matters of good health facilities and education of children.

▪ Community participation and perception about change

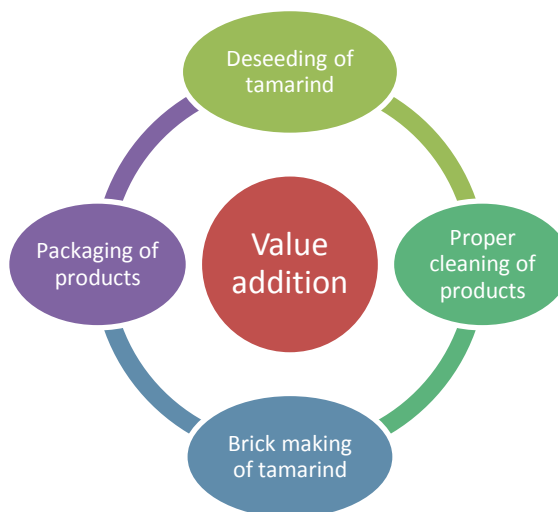
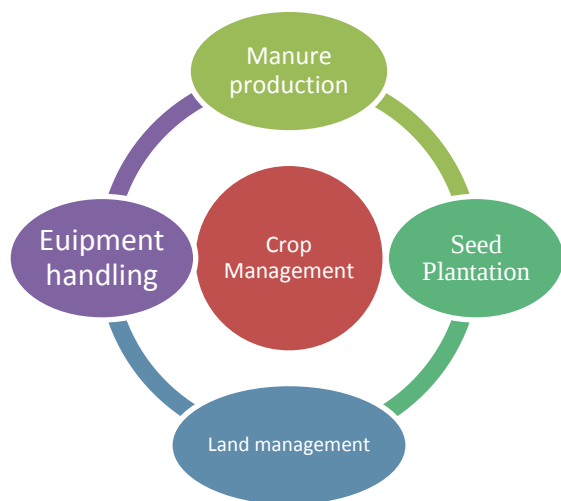
- Mutual trust among the community and the organization plays a vital role in building confidence.

- The cross-learning opportunity for traditional agriculture has also strengthened the organization to implement the system in other areas.
- Sincerity pays into sustainability.
- The community believes in hard work and acceptance of new ideas is necessary to bring about any change in the society.
- People have an increased knowledge about the market.
- These people leading a simple life without any vision or plans for future are now able to develop business plans.

▪ **Capacity building and outcomes**

These training programs provided to them have increased their income by 33% and more due to a better yield of products by scientific methods of crop management and value addition.

- The adoption rate of organic farming is 80%.
- The adoption rate of value addition is 90%.



▪ **Sustainability and scope**

- Collective farming

The practice of collective farming in the two blocks is prevalent as seen throughout the study. It ensures maximum benefit out of a resource which is sometimes a water source or land. The entire community comes together to work on the same piece of land and shares the profit made out of it.

- Collective marketing

The farmers earlier had less volume of products to sell which lessened their negotiation power. They used to sell the product to village haats and middlemen coming to villages at a very lower price. After the collective marketing method was adopted and the products were started being collected at village and cluster level which increased their bargaining power. Also they adopted value addition method to their products which fetched them fair prices.

- Agricultural training

Agricultural trainings on new techniques of seed plantation and harvesting have been given. Crop management and regular consultations are given. Also it is due to the trainings on organic farming a high number of people have adopted manure instead of chemical fertilizers.

- Skill development training

Skill development trainings are provided by the organization to the members of producer groups to provide them a platform to develop leadership skills, business development skills, enhance their risk taking capacity. Also the platform becomes a source of learning for the members where they learn by interacting.

- Better income

Due to selling their products on MSP defined by the government and profit sharing with the producer company the members have been able to fetch better income. They are also now involved with new sources of livelihood like vegetable selling and livestock rearing.

- Profit sharing through producer company

Members of a producer company have to contribute in the shares of the company. In case of Maa Mauli Producer Company members have shared Rs. 200 each to become shareholders. This ensures that the profits made by the company get distributed among the shareholders after maintenance charge of the company.

- Sustainable livelihood through Producer Companies

Sustainable livelihood is possible through these companies as observed after building their capacity to an extent where no more handholding is needed. On networking with traders for selling their products they will be at a position to sustain their livelihood on their own.

- Providing opportunities for better procurement.

Even though the farmers are provided a collection hall at their respective villages, weighing machine and deseeding machine at the Prayas office, some farmers have issues with transporting their products and storage problem. This can be solved if a pickup truck is arranged for a group of villages that are in nearby locations. Also availability of a cold storage on a seasonal basis will help in longevity of the products.

- Providing opportunities for groundwater recharge structure.

Koraput is a hilly region, thus water scarcity is a major issue among the farmers. The areas depend on rain fed rivers or rain fed agriculture. New infrastructures for groundwater recharge can be built to curb the issues.

B. Characteristics of Producer companies

- The members have to be primary producers.
- Name of the company shall end with Producers Company Limited.
- There is no limit to maximum members.
- For the application of law , the producer company becomes Private Limited Company on registration.
- Minimum number of members is 10.
- Share capital of a Producer Company shall consist of equity shares only.
- Minimum 5 directors and maximum 15 directors.
- Producer Company carries only the activities prescribed under the act.
- Single voting per person.
- A full time CEO is appointed by the board.

C. Impact and Conclusion

Based on the above segments following findings were revealed.

- Capacity building and continuous handholding have changed lives.
- Linking with open markets and producer companies produce better results.
- Organic agriculture provides the increased price of the products.
- Ensured employment throughout the year.
- The adoption rate of value addition is 90%.
- The adoption rate of organic farming is 80%.
- Koraput being hilly region has slopes thus waters flows downwards and groundwater doesn't get recharged.
- Women Empowerment through women-oriented organizations like Producer Company.

5. Conclusions and learning

- Lack of literacy causes problems in functioning without handholding support from CYSD.

- Small landholding acts as a barrier in the development process.
- Seasonal and rain-fed agriculture.
- Transportation of goods is also not an easy task due to isolated villages and a small volume of products.
- Early sale of products to middlemen at times in fear of decay products.
- Reluctance to use organic farming by all.
- Dependency on CYSD for functioning.
- Along with understanding the impact of this intervention as is represented by people involved a smaller analysis of numbers (quantitative data o farm yields/ NTFP collections, input costs, Household income, backward and forward linkages in market transactions etc.) would also be helpful in not only understanding the impact but also planning and developing business plan for the Producer Companies.

The livelihood project of agriculture has resulted in a significant growth of the villagers. The estimated economic result was to enhance the members' income by 33% which has been achieved but the greater result is the impact this program has left on people.

People have an increased knowledge about the market. Earlier due to bleak connectivity in terms of transportation and information they often suffered at the hands of middlemen. They rarely knew about the market and its price. The barter system was rampant. Villagers had to make do with the meager income at the mercy of middlemen and local heat. They could barely negotiate due to lack of knowledge.

Due to the increased economic status and knowledge high self-esteem has been observed in the members along with high self-confidence. These people leading a simple life without any vision or plans for future are now able to develop business plans. This is a huge step for them. They now have risk-taking abilities. Their social status has also increased. Due to this they actively participate in Village development meetings. Their voices are heard. They participate in matters of good health facilities and education of children.

Over the course of years, women have been empowered to a greater extent. Women are the backbone of any household in these villages. In their community majority of responsibilities are taken up by the womenfolk. Thus they understand better about the household needs and expenses along with the needs of children. The money earned through selling products to producer company fetches them more profits thus their status at their own household level has increased significantly as well. They actively participate in household decision making. With the increase in income, beneficiaries

have started saving money as well as investing them in cattle, land etc. People have also come up with new sources of income like auto driving. They are keen to increase the volume of their agricultural products. Their children are getting enrolled in schools with the hopes of a better future.

6. Suggestions and Recommendations

- **Capacity building on investments and loan**

Capacity building is an important process to own trust of the community as reflected in the study, especially in the area where illiteracy is very high and community belongs to tribes who are unexposed to the developed world still yet. Due to illiteracy, the tribal people donot have much idea about taking a loan and investing the amount in the rightdomain. The training would help them to bring confidence in these two areas which may lead to sustainability of the livelihood programme.

- **Basic adult education for the members of producer groups**

Second, adult education programme must be ensured for the community by linking with different government programmes. Due to this, they will be able to acquaintwith the outer business world.

- **Provision of cold storage for the longevity of products**

A large amount of productionit becomes a challenge for the villagers and the producer companies as they do not have any place to store the agricultural products. Being a hilly area, the humid seasons favors rainy atmosphere almost daily and leads to loss of the products stored outside. The cold storage option could resolve the problem and lead to a greater opportunity for linking with broad markets.

- **Quantitative research can be done to understand the situation of larger masses**

The work led by CYSD is appreciable but the current study limited itself to quality aspect of the intervention. To understand the real impact favored during the project period should be researched through quantitative research and impact evaluation.

- **Percolation tanks can be built to recharge groundwater**

As being the hilly region, it is very much difficult to store water and the water flows downs form upper regions to the lower regions leading to a lack of water situation. Due to this, groundwater level in those regions was gone down. Construction of percolation tanks can help those areas to recharge groundwater and support the livelihood promotion programme with greater sustainability.

7. Case Studies

CASE 1:

Smt. Laxmi Mali of Raniguda village is a member of Maa Mauli Producer Company for last three years. She tells us about the hardships of farming before joining Producer Company. Like most of the villages of Koraput, her village Raniguda was also dependent on rain for agriculture along with primitive technologies of farming. She sells maize and tamarind to the producer company and says those are the most profitable products. On asking her about what motivated you to join Producer Company she says, “We have always trusted CYSD and when we were educated about the concept of Wadi and collective farming we felt like we could make more use of our already existing resources and make more profits. We were already devoid of the benefit of getting fair prices thus forming a producer group together with all the community members who are like us was motivating us”.

She further adds, “Before joining producer groups we were doing agriculture in our traditional ways, which led to less volume of products. Also, we had to buy fertilizers and pesticides by taking loans from local moneylenders. Interest rates were very high. Since joining Producer Company we have been given regular training on organic manure production, modern technology of



Laxmi Mali of Raniguda Village in her vegetable field

farming, value addition of tamarind and occasional loans too”. Mrs. Laxmi now also owns a kitchen garden that helps her in producing vegetables for sale. Apart from her savings in the bank she also invests timely in agriculture that increases her income further. She says, “Her life has changed ever since joining Producer Company because now she has better economic status, skills and knowledge about farming and her family also has a positive attitude towards Producer Company now”.

CASE 2:

Smt. Tulsa Santa is a 48 years old resident of Kandhaguda Village. She is a member of Maa Mauli Producer Company from last 3 years. According to her maize is the most profitable product. She owns 4 hectares of land and is involved in NTFP collection of tamarind. Not being able to make decent profits out of her products before joining Producer Company, she decided to join due to the stated reasons. She says, “Prayas is an old organization and I am also a member of SHG which was initiated and promoted by CYSD, thus it was natural for me to trust them with the development of our

situation”. She further adds, “The concept of community farming and collective marketing motivated me to join the company because we believe in collective development as well. Our products were not fetching us enough profits due to the fact that we produced less significant amount”.

Her involvement in village development meetings has seen a significant increase. On asking her how the agriculture practices in her household have changed after joining Producer Company, she says, “Earlier we randomly used to throw away the seeds in the field, now we are properly trained about the new technologies like SRI, SMI and line sowing of maize. We also get a regular supply of seeds”. After seeing the stable profit the attitude of her family member is also positive, motivated and visionary. She says her life has changed a lot since joining Producer Company because now she is living her life with dignity and better income. She also plans to enroll the children of her family in school for education because she understands how education can save from exploitation.



CASE 3:

Smt. Gurubari Durua of Kenduguda village is 34 years old and a member of Maa Mauli Producer Company. She is a member of Maa Mauli Producer Company from 3 years. She sells tamarind, cashew, and vegetables. Her level of satisfaction with the company is 90% and she believes in coming times the company will achieve a lot more. She says, “I was motivated to join the producer company after being educated about wadi, community farming, and collective marketing. It seemed benefiting because of the concept of cost sharing at all steps. We are financially weak thus we always lagged behind in trading but with the concept of collective marketing we had a new hope”.

Before joining Producer Company Gurubari was using traditional methods of farming. She says, “After joining we have been given training on transplanting the saplings and timely crop treatment. We even add value to raw tamarind by making it into flower tamarind”. According to her the most



profitable products are cashew and tamarind. Her family's attitude is positive towards Producer Company. Apart from her savings in the bank she has recently built her house with her increased income. To curb the irrigation problem, they have also bought a new water pump set. The confidence in her is worth noticing when she says, “knowledge is power, and it has helped us this far. I now live a happier life with my increased income”.

CASE 4:

Smt. NainaKendu of Mundaguda Village is 45 years old and a member of Sabujima Producer Company from last 3 years. She sells maize, tamarind, and little millet. She owns 2 acres of land. Along with agriculture, she is also an NTFP Collector and a former seasonal laborer. Now that she is earning decent she doesn't go on migration for finding work. She says, “Most profitable product for me is tamarind”. On asking her about what motivated you to be a member of Producer Company she says, “She was impressed with the concept of women producer groups and receiving MSP of products”. Both her reasons are quite significant due to the fact that females take up most of the responsibilities in these villages thus this helped them in their empowerment. Also many suffered at the hands of middlemen and rarely received MSP.

Before the formation of Producer Company she was using traditional methods in agriculture but now she uses new technology like seed treatment, transplanting instead of sowing, crop management, and quality management. She adds value to tamarind by making it into tamarind brick. She says her life has been changed since she is a lot happier now due to a better life with increased income and has the vision to do develop business with the money saved in her account. She also regularly invests in agriculture.

CASE 5:

Lokmiklo of DadhiyaPadar is 35 years old and is a member of Sabujima Producer Company from last 3 years. Her level of satisfaction with the company is around 80% and she aspires more. She is landless and owns one acre of land on lease. Her primary source of income is agriculture and NTFP collection. She sells maize, vegetables, and tamarind and according to her tamarind is the more profitable product. She says, "I was motivated to join the Producer Company because of the concept of collective marketing and the regular agricultural training. Earlier we used our traditional methods for farming and we knew if Prayas teaches us something it will be for our own good so we learned the modern technologies of farming and producing manure and pesticides. These new methods save us a lot of money as well".

Before joining Producer Company she was suffering a lot due to the meager amount of product from her 1 acre of land which held no significant value at the market level. She was devoid of MSP for her product. Now due to collective marketing, she is able to get MSP even for the least volume of product. On asking her about the value additions done to her product she says, "I add value to raw tamarind by deseeding it and making it into a brick. Value addition has also been observed in the nearby areas since joining producer companies because the density of forests has also increased due to wadis and other plantations". She happily speaks of her increased income and feels blessed because now she can expect a decent income through Producer Companies even though she is landless.

Case 6: Producer group in Mundaguda

The producer group of Mundaguda now sells its products to the producer company Sabujima of Boipariguda Block. It has been 3 years since they formed their group and they are growing ever so strong with each sale of the season. On asking about how the group has changed their way of sales she replies stating the unfair prices that they were offered by the middlemen of villages and the hardships of the local heat. There were no proper process or instruments for weighing the product. The barter system was also rampant due to the less volume of product they brought to self. The less value did not hold much significance while negotiating for a fair price. Now that the 23 members of the group have come up together it has their burden. The meager quantity that they used to sell now gets collected at a larger level which increases their negotiation power. However, they don't sell it to the middlemen anymore. The product is sold to the Sabujima producer company which fetched them more benefit. Earlier they used to sell their product at prices below MSP (Minimum support price). Now that they are involved with the production company, not only that they get the fair price but also share of the profit is received after the producer company sells the products to bigger traders.

Nainakendu says, 'we were mobilized to form the group after thinking about the more money we will make which we could use to send our children to school, buy them new dresses or nay them more food and health facilities'.

VALUE ADDITION

Value-Added is the process of taking a raw commodity and changing its form to produce a high-quality end product. Value-Added is defined as the addition of time, place, and/or form utility to a commodity in order to meet the tastes/preferences of consumers. In other words, value-added is figuring out what consumers want, when they want it, and where they want it – then make it and provide it to them.

Value-added describes the enhancement a company gives its product or service before offering the product to customers. Value-added applies to instances where a firm takes a product that may be considered a homogeneous product, with few differences (if any) from that of a competitor, and provides potential customers with a feature or add-on that gives it a greater perception of value.

CASE 7: VALUE ADDITION IN MUNDAGDA

Tamarind is a major NTP collected by the producer group of Mundaguda due to its high commercial value it is considered as one of the most profitable product by them. Till a few years back Tamarind was sold as a whole after peeling off the skin. Which fetched them the very little price.

After the village was trained by CYSD in adding value to the collected product by properly drying, storing, deseeding, and packaging etc. they have been making more profit. This is due to the fact that proper drying and storing increase the longevity of the product and deseeding allows the sale of seeds separately. The deseeded tamarin can be used effectively to make other products like tartaric acid commercially. Also, the seed is utilized to make seed oil.

The member deseed tamarind manually. They also have the accessibility of deseeding machine in the training center of CYSD at Boipariguda. They also provided a storage room and weighing machine by CYSD to effective packaging.

CASE 8: Watershed in Khajuriput

NathuSamanta lives in Khajuriput village of Daswantpur block in Koraput district, in the year of 2009, he was selected as a beneficiary of the watershed program and his life has never been the same again coming from a tribal village of Koraput district his economic condition had always been BPL. His primary source of income had been rain-fed agriculture which was never enough for him to lead

a comfortable life. The landscape of Koraput being slope doesn't store water. It simply flows down the slope with the efforts of CYSD. A VDC was established in his village in the year. They earlier had no VDC in their own village thus their condition was neglected most of the times. CYSD not only guided them through various govt. department but also gave them a vision. A vision to do something worthy out of the available resources around.

VDC had asked the villagers randomly about the watershed scheme out of 140 households only 4 people agreed to it. All 4 watersheds are being used for plantation mainly. NathuSamanta has 4 acres of land around the watershed. The watershed is 40*40 cent in the area, and is around 4 ft. deep. The nearby land is used for Kaju plantation, the kaiju saplings were provided by soil conservation department.

The approach of the watershed has been to conserve soil, regents the forest and increase livelihood currently Nathu Samantha has 400 trees of mango and kaiju. The land around watershed is also used for growing Turmeric, Vegetables, Millet, Paddy by mixed cropping. The outcome of all his hard work has been highly satisfying and motivational for him. Before the ownership of watershed, he was earning 10k annually by seasonal agriculture now with the availability of water for the most part of the year and sale of high-value product like mango and cashew, his annual income has increased to 70k annually. He maintains the watershed by spending an amount of 2k per year.

Along with the monetary benefits, Nathu Samantha has also sensed a positive impact in his mindset. His children are enrolled in school, and his daughter was recently married. Up until now due to lack of financial resources, he could not do much to expend his source of income however now he understands how more money can be earned by investing the existing money. He talks of his saving in a bank account and investment in livestock.

I am happy and leading a better life now says, Nathu Samantha. I no longer face insecurity. He also has plans to get a borewell to increases his agricultural output.

CASE 9:

After getting the much-needed motivation the members of Producer Groups decided to form their producer company. Each member contributed a share of Rs.200 and became a shareholder of the company. The capital thus collected was further used in registration and other official work. The remaining amount is used for giving loans or providing seeds at subsidized rates.

Mrs. Pramila Krishna, Chairman MaaMauli Producer Company talks of how the formation of Producer Company has benefitted her. She is an educated lady and is glad to be a part of Company at such a high position. She says, "I feel responsible for the profitability and stability of the company since I have been elected by the shareholders and they have invested their trust in me". She is responsible for business planning, budgeting, networking with traders and sharing profit with the

members of Producer Company along with other members. She feels confident and is glad to use her skills and knowledge in smooth functioning of the company.

A major aspect of Producer companies that its members are hugely impressed with is that along with the Minimum Support Price of their products they also get a share of the profits made by the Producer Company after trading. Earlier these people were restricted to their local markets at the block level. Now, due to the branding of a Company, their products travel to other states as well for sales.