

**Summer Training at
Centre for Youth and Social Development, (CYSD) Bhubaneswar, Orissa**

Livelihood options in Two Blocks of Koraput Districts

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**Under the guidance of
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CERTIFICATE

This is to certify that **Mr. Ajay Sharma** has undergone summer training at **CYSD(Center for Youth and Social Development) Odisha, India** from **3rd April 2018 to 20th May 2018**.

The candidate himself completed the project assigned to him during summer training. His 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 his success in all his future endeavors.



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September 19, 2018

To Whom It May Concern

This is to certify that **Mr. Ajay Sharma**, from Indian Institute of Health Management Research (IIHMR) University, Jaipur, undertook his organizational traineeship in CYSD from 2nd April 2018 to 20th May 2018. He was assigned with a project called **“Study on livelihood options in two blocks of Koraput District, Odhisha”**. He was placed at Koraput District of Odisha.

Mr.Ajay 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.

He 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, his learning exposure will be of good use in his career prospect.

We wish him, the best of success in his future endeavor.



Minati Mallik
HR Manager



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I would like to express my deepest gratitude to all those who provided me the possibility to complete this report. A special gratitude to Mr. KamalkantBarik, Mr. Ramesh Swain and Mr. SagarMohanty whose suggestions and encouragement have helped me to co-ordinate my project.

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Content

S.No	Title	Page No.
1.	Introduction of CYSD 1.1 CYSD vision 1.2 CYSD mission 1.3 Program 1.4 Koraput District	5 5 5-6 6-7
2.	Objective	8
3.	Key Research question 3.1 Research Methodology 3.2 Limitations	8 8 9
4.	Key Findings and Analysis 4.1 Introduction of Producer Group 4.2 Characteristics of small farmers and PC 4.3 Impact of collective action (Case studies) A. Different perspective B. Characteristics of producer companies C. Impact and Conclusions D. Conclusions and Learning E. Suggestions and Recommendations 4.4 Results	9 9-10 10-11 12-24 24-25 25 25 26 27
5.	Organizations Learning 5.1 Key Learning 5.2 My Observation and Learning	28 28-29
6.	Conclusion and Analysis	30

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 Developement

1.Introduction of CYSD

1.1 CYSD VISION

An equitable society where women and men can freely realize their Full potential, fulfill their rights and responsibilities and lead their life with Dignity.

1.2 CYSD MISSION

To enable marginalized women, men and 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.

1.3 Programs

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

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, facilitation of such organizations 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. The report deals with the relation between economic empowerment, rural livelihood and forests resources. Its main concept is to embrace the new marketing technology along with traditional cooperative benefits. 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 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.

1.4 About Koraput District

Koraput is a district of Odisha, India, and known for rich and diverse types of mineral deposits. It is located along the Eastern Ghats.

The word is derived from KHORA a sect of people who still inhabit nearby villages. According to the second theory, Koraput is a corrupted form of 'Karaka-Pentho'. Karaka literally means 'hail-stone'. Most part of the Koraput district is undulated and many parts of Jeypore Sub-Division are plain lands. Climatic condition of the district is warm and humid. Average annual rainfall of the district is 1567 mm. Mean Maximum summer temperature is 34.1 C and Mean Minimum Winter temperature is 10.4 C. 1672 m high Deomali, the tallest mountain in Odisha, is located in Koraput district.

Koraput district is divided into 2 sub-divisions and 14 blocks. The 2 sub-divisions are Koraput and Jeypore Blocks in Koraput sub-division 1. Koraput 2. Semiliguda 3. Nandapur 4. Pottangi 5. Dasmanthpur 6. Lamtaput 7. Laxmipur 8. Narayanapatna

9.Bandugaon Blocks in Jeypore sub-division 1. Jeypore 2.Boipariguda 3.Kotpad
4.Kundra 5.Boriguma

Three major tribal classes in Koraput ;

- Dravidian race represented by Kondh. Poraja, Gond and Koya, forming the major part of the population.
- Munda or Kolarian race Which includes Savara and Gadaba
- Austro-Asian race: the Bondas, one of the most primitive tribes.

It is one of the 19 districts in Odisha currently receiving funds from the Backward Regions Grant Fund Programme (BRGF).

The rainfall depends on South-West monsoon. Out of total cropping area of 296000ha in Koraput, irrigation potential in Kharif is 30.71% and in Rabi is 21.51%. Generally crops grown during Rabi like Paddy, Wheat, Maize, Ragi, Mung, Biri, Groundnut, Mustard, Field Pea, Sunflower etc. needs assured irrigation. According to the 2011 census Koraput district has a population of 1,376,934 and sex ratio of 1031 females for every 1000 males, and a literacy rate of 49.21%. A large number of tribals of the district have adopted non-tribal languages during the past four decades. Most of the people speak Desia Oriya, but the manner and the accent with which tills is spoken in Koraput is very different from other parts of Orissa.

2.OBJECTIVES

- To study and learn how the organization works for betterment of lives and empowerment of people.
- To understand the process of community development through 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?

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?

3.1 RESEARCH METHODOLOGY

- Research design- Explorative and retrospective
- 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.
- Case studies based on checklist were prepared. Beneficiaries were interviewed individually (in depth discussion) in 11 villages named mundaguda, dadhiyapadar, anthalguda, mutuliguda, kandhaguda, raniguda, kenduguda, banuaguda, ganiput.

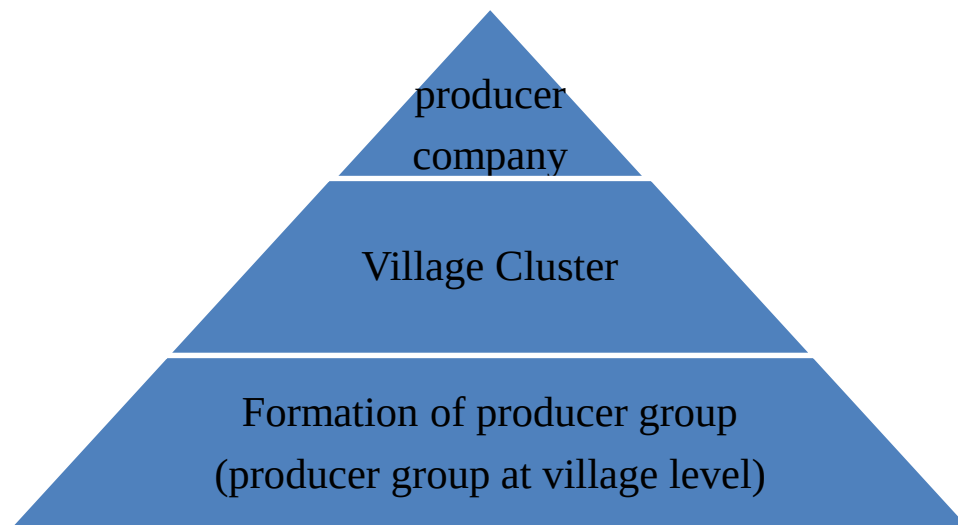
- Verbal discussions were regularly held with stakeholders like CYSD staff, CRP of villages, community institution members, community leaders and people in local haats.
- The information was collected from the field from 2nd April 2018- 20th May 2018.

3.2 LIMITATIONS

- Villages being isolated were not accessible mostly thus we had redistricted sample size.
- Based on information of 2 blocks not much can be analysed about all other blocks or districts.
- Study time was limited

4. Key Findings And Analysis

4.1 Introduction of Producer Group :-



The producer companies help small farmers having less land in earning much deserving prices of their products. These companies allow farmers and NTFP

collectors to have an entry in the always emerging market without any biasness 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 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 organisation 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 ‘MaaMauli Producer Company’, which mainly deals with the trading of tamarind and wheat thus can be termed as agro foresters. The organisation’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.

4.2 Characteristics of Small Farmers and Producer Companies

Field	Small Farmers	Producer Companies
1. Production Planning	Short Term	Annual
2. Input Supply	Credit problem, buying from market	Provided by producer company at lower rates, loans are provided, in-house manure and pesticide production trainings are given.
3. Irrigation	Local water sources like wells and streams are used till possible along with rain fed irrigation	Diversion Based Irrigation is also utilised along with watersheds and other sources
4. Storage	In-house storage	Community halls provided as storage at

5. Market information	Limited	both village and company level. Direct links with traders
6. Transportation	Costly and time consuming	Less cost due to collective transportation
7. Marketing	Less volume, less bargaining power	More negotiation power due to bulk volume, better quality, value addition and branding
8. Excess Production marketing	Wasted or sold at lower prices	Sold further after more value addition and rebranding.

4.3 Impact of collective actions

The market of agriculture and NTFP is influenced by trading, processing, manufacturing and marketing by bigger traders. The small landholders of these 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 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 from harvesting and goes on till profit sharing in a producer company. It is only due to their collective actions they have been able to negotiate prices after collecting their products. The costs of all facilities like transportation, storage, value addition is also bore collectively. The organization's approach has been to include the

characteristics of risk management, improved income and access to market by taking the strategy of collective actions.

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

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

Impact's on Beneficiaries

The Producer Company of Kundura block has 65 Producer Groups while in Boipariguda block there are 60 Producer Groups. The report is having 5 segments:

- A. Impact of collective actions
- B. Characteristics of Producer companies
- C. Impact and conclusion
- D. Conclusions and learning
- E. Suggestions and Recommendations

A. Impact of Collective Actions

A1. 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

A2. 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.

A2.1 Watershed in Khajuriput

Nathu Samanta lives in Khajuriput village of Daswantpur block in Koraput district, in the year of 2009, he was selected as a beneficiary of 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. departments 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. Nathu Samanta has 4 acres of land around the watershed. The watershed is 40*40 cent in area, and is around 4 ft. deep. The nearby land is used for Kaju plantation, the kaju saplings were provided by soil conservation department



The approach of 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, and 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 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 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 bore well to increases his agricultural output.

A3. 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.

A3.1 ProducerCompany (Laxmi MaliRaniguda)

Smt. **Laxmi Mali** of Raniguda village is a member of **MaaMauli ProducerCompany** since 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 trainings on organic manure production, modern technology of 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 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".



A3.2 Producer Company (Tulsa Santa Kandhagud)

Smt. **Tulsa Santa** is a 48 years old resident of Kandhaguda Village. She is a member of **MaaMauli 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 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 field, now we are properly trained about the new technologies like SRI, SMI and line sowing of maize. We also get 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.



A3.3 Producer Company (Gurubari Durua Kenduguda)

Smt. **Gurubari Durua** of Kenduguda village is 34 years old and a member of **MaaMauli Producer Company**. She is a member of MaaMauli 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 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”.



A4. 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.

A4.1 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

haat. There was no proper process or instruments for weighing the product. 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 fair price. Now that the 23 members of the group have come up together it has their burden. The major quantity that they used to sell now gets collected at larger level which increases their negotiation power. However they don't sell it to the middlemen any more. 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 producer 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 pay them more food and health facilities'.

A4.2 VALUE ADDITION

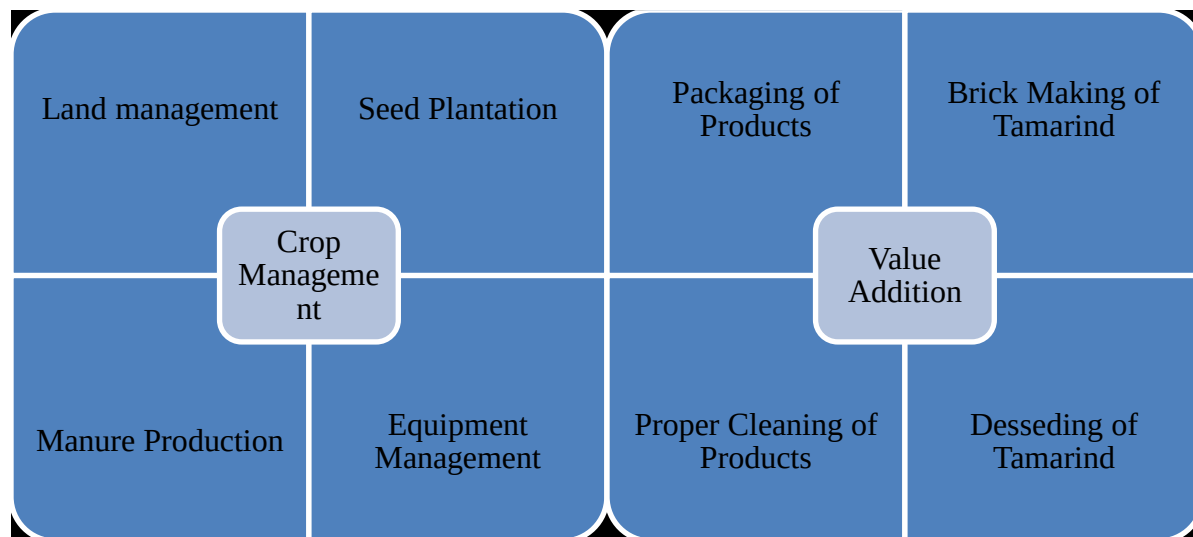
Value-Added is the process of taking a raw commodity and changing its form to produce a high quality end product. Value-Added is defined as the addition of time, place, and/or form utility to a commodity in order to meet the tastes/preferences of consumers. In other words, value-added is figuring out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

A5. 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%.



A5.1 VALUE ADDITION IN MUNDAGUDA

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 few years back Tamarind was sold as whole after peeling off the skin. Which fetched them very little price.

After the village were 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 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 deseeds tamarind manually. They also have the accessibility of deseeding machine in the training center of CYSD at Boipariguda. They were also provided a storage room and weighing machine by CYSD to effective packaging



A6. 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 having 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 MaaMauli 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.

A6.1 NTFP collection (Lokmiklo of DadhiyaPadar)

Lokmikloof 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 trainings. 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 learnt 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 meagre 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 brick. Value addition has also been observed in the nearby areas since joining producer companies because 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.

A6.2 Marketing (Pramila Krishna, Chairman MaaMauli Producer Company)

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 shareholder of the company. The capital thus collected was further used in registration and other official work. Remaining amount is used for giving loans or providing seeds at subsidized rates.

Mrs. Pramila Krishna, Chairman MaaMauli Producer Company talks of how 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 on 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 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 block level. Now, due to the branding of a Company their products travel to other states as well for sales.

A6.3NTFP Collector (NainaKendu of Mundaguda)

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 better life with increased income and has a vision to do develop business with the money saved in her account. She also regularly invests in agriculture.

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.

D. 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.

E. Suggestions and Recommendations

E1. 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.

E2. 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.

E3. Provision of cold storage for the longevity of products

A large amount of production it 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.

E4. 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.

E5. 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

4.4 Results

Their motivation has been due to the following reasons:

- Collective farming
- Collective marketing
- Agricultural trainings
- Skill development trainings
- Better income
- MSP of Products
- Profit sharing through producer company
- Sustainable livelihood through Producer Companies
- Trust on CYSD
- Women Empowerment
- Credit facilities

The result thus obtained has been a minimum increase of 30% in their annual income. Along with the increase in income 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 bank, getting children married or investing further in agriculture or cattle to generate more opportunities for themselves. The majority of members are illiterate but they are managing good with the Community Resource Persons (CRPs), getting information from the market and are capable to pay them further as well. Though handholding for a little longer will be more helpful.

Producer companies are favorable to these local villagers due to their local knowledge and networking with people. The people of these villages thrive on mutual trust. Producer companies are not welfare projects for time bound development of villagers rather they are business integrated into social development. This ensures the development is long lasting and sustainable. They give the advantage of entering mainstream market at state, national and even international market.

5. Organizations Learning

5.1 KEY Learnings

Public Participation - In order to make any project successful public participation is of utmost importance. It is the people themselves who know better about their resources and needs. Unless we keep them in charge of the developmental activities they will not show any sign of ownership over the effects which may result in failures. It is only due to the fact that all beneficiaries have worked hard with their own will in PGs, Watersheds, Forest regeneration and DBIs, the people are thriving. Combining business with development - The villagers had never thought they could have had such economic and social status. CYSD has given them vision and a platform to dream. Instead of charitable work the livelihood project makes them sustainable in this ever changing world. It is through collective marketing, value addition and regeneration of forests farmers have been able to sell their NTFP and agricultural products to bigger traders at bigger markets. Doing the business at larger scale they are bringing development to their respective household and villages.

5.2 My Observations & Learning:-

In block Boipariguda and Kundra in Koraput District most of population is Schedule tribe which is Munda, Santal, & Parja. They are not very well in financial condition most of them enroll in BPL category. They were friendly in nature and supportive. This is very good decision by Villagers they will work with CYSD and CYSD Facilitated and monitor them, how to use timber and non-timber forest products, practises on traditional agriculture, how to conserve water and make it for term useable by watershed management, Marketing within in block and out of block and Help each other. female and male both decision making in family, importations of Education, Participation of peoples in meeting . There is no discrimination in the boys and girls, think about community resources. They are planning on waste land development. People are beginning to know their rights.

Main thing in observation is use present resources.

- General division of land: forest area, pasture land, and waste lands, common resources.
- Change in encroachment and associated land use
- Their problems and opportunities for improvement
- Changes occurred for last few years
- Problems due to free grazing
- Better uses of water and generating livelihood options.

Learning:

- Important to have a good resource person along with us.
- Very good tool for an overall understanding of village.
- Important input for resource mapping.
- A fair understanding about the relative distances between landmarks.
- A fair understanding how to provide training and to behave with trainee.
- How to use games for some of objective like motivation, leadership, unity, Risk taking and so on.

People's Skill - To have meaningful interaction with people one needs people's skills. For them to open up and share their lives with us and the information we must be able to build a positive rapport with them. Over the period of time once mutual trust is gained it becomes possible to start with the tasks.

6. Conclusion and Analysis

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. Barter system was rampant. Villagers had to make do with the meager income at the mercy of middlemen and local haat. 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 year's 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.

