



# INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONALS

## ANNUAL REPORT

2019-20

**ENHANCING**  
**LIVELIHOOD**  
**OPPORTUNITIES**





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# ABOUT ISAP

Indian Society of Agribusiness Professionals (ISAP), is a not-for-profit organization incorporated in 2001 under Section 25/8 of the Companies Act. ISAP was set up by a group of Agriculture and Management Professionals with the aim to enhance livelihood opportunities for rural poor. ISAP has more than 600 dedicated fulltime associates and 800 part time resource persons spread across 10 states of India with focus on-

- **Sustainable Intensification of Agriculture**
- **Skill, Entrepreneurship Development & Incubation**
- **Women Empowerment**
- **Natural Resources Management**
- **Health and Elderly Care**

ISAP's efforts in enhancing Rural Livelihoods have benefitted more than one million rural households and gave recognition to ISAP through several national and international awards including UN Global Compact Award for best CSR Practices contributing towards achieving the SDGs, Citation by the House of Representatives (State of Missouri, USA), National Agriculture Extension Leadership Award, National e-Governance Award for Kisan Call Center (KCC) and National Award for promoting local culture and good agriculture practices through Community Radio Station (Kisan-wani). ISAP is empanelled with the CSR hub at Indian Institute of Corporate Affairs (IICA) and Tata Institute of Social Sciences (TISS).

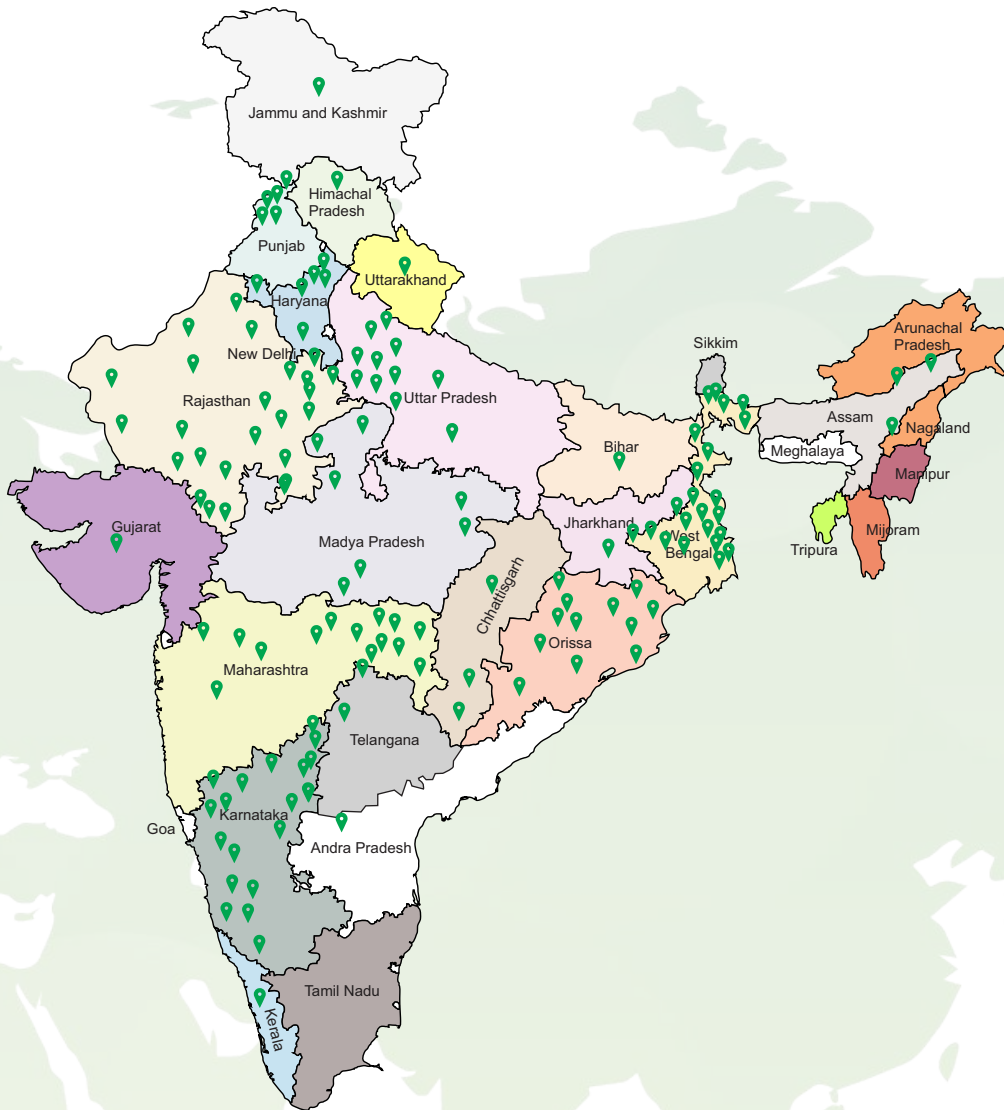
## **ISAP has conducted large scale training programmes including**

- 425,000 Dairy farmers in Uttar Pradesh for NDDDB Services,
- 400,000 Women under PMLP - Ujjwala Project in Rajasthan and West Bengal,
- 86,000 Kisan Mitra and Kisan Didi at 480 tehsil locations in Madhya Pradesh,
- 20,000 unemployed youth under Vocational Skill training for MORD and NSDC,
- 7500 Pulses and Fishery farmers under RPL for NSDC,
- 6500 unemployed Agri graduates for Agripreneurship under ACABC Program

ISAP has set up 200 Farmer Producer Organizations (FPOs) involving more than 200,000 small holder farmers, integrating them to markets. ISAP has been successful in providing skill training and employment for more than 15,000 unemployed youth and entrepreneurship for more than 2500 unemployed agri-graduates / diploma holders under Government Programs. ISAP has set up - Indigram Labs Foundation as a Technology Business Incubator (TBI) at Delhi in 2016 with support from Department of Science & Technology, Govt. of India.

ISAP has been using Social Media extensively to address various issues related to Agriculture, aimed at knowledge sharing and enhancing information exchanges amongst Agriculture Professionals including agri-preneurs, start-ups and farmers. The IAP group on Facebook, promoted by ISAP, has more than 300,000 members. ISAP sees this as an opportunity to benefit farming families for their information & networking needs especially for production and marketing.

# ISAP REACH



30 VILLAGE  
DRINKING WATER  
SYSTEMS

21,059  
JOBS FOR  
UNEMPLOYED  
YOUTH

500,000  
FARMER  
HOUSEHOLDS  
IMPACTED

4  
SCHOOLS  
CONSTRUCTED

3,28,000  
MEMBERS ON  
IAP FACEBOOK  
PAGE

6,500 YOUTH  
TRAINED IN EDP

14  
AGRIBUSINESS  
VILLAGE  
RESOURCE  
CENTRES

2  
50-BEDDED  
RURAL  
HOSPITALS

2,450  
AGRI VENTURES  
FOR UNEMPLOYED  
YOUTH

15,000  
WOMEN SHG  
MEMBERS

200  
REGISTERED  
FPOs

42  
CUSTOM  
HIRING  
CENTRES

30,000  
UNEMPLOYED  
YOUTH TRAINED IN  
VOCATIONAL  
SKILLS



# SUSTAINABLE INTENSIFICATION OF AGRICULTURE





# PROMOTION OF FARMER PRODUCER ORGANISATIONS (FPO) WITH SMALL FARMERS' AGRI-BUSINESS CONSORTIUM (SFAC)

ISAP has been working on a number of projects in association with the Small Farmers' Agri-business Consortium (SFAC), a "Society promoted by Department of Agriculture, Cooperation and Farmers' Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of India". The various projects include Karnataka Special Project I (KSP-I), Karnataka Special Project II (KSP-II), National Food Security Mission (NFSM), Mission for Integrated Development of Horticulture (MIDH), Madhya Pradesh Special Project I (MPS-I), Madhya Pradesh Special Project (MPS-II), Vegetable Initiative for Urban Clusters (VIUC), and Spice Board.

66 FPOs have been formed under the various projects, in states of Karnataka (38), MP (12), Rajasthan (2), Haryana (4), Maharashtra (5), and Telangana (5). The main objectives of the projects are:

- Developing Farmer Producer Organizations (FPOs) and Farmer Interest Groups (FIGs).
- Strengthening the farmer capacity through farmer training programs, exposure visits and demonstration of best agricultural practices for enhanced land productivity.
- Facilitating access to fair and remunerative markets including linking producer groups to marketing opportunities.
- Developing sustainable agribusiness models which provide integrated services (meeting both input and output needs) and leveraging resources for and on behalf of the farmers.
- Rejuvenating natural resources which are the keys to the economic development of the producers.

In order to achieve these goals, mobilization of farmers is carried out to form Farmer Interest Groups (FIG) in each village, and demonstrations are conducted on improved agriculture practices. Emphasis is laid on the capacity building of the farmers. This is done by providing training and exposure visits. A business plan is developed as per the need of the farmers. Management service is developed. Through all these activities, ISAP has been able to mobilize around 55,256 farmers. The total turnover from all the business activities last year was more than Rs. 10 cr. Out of 26 FPOs, 25 FPOs have initiated output business and the major vendors are: ITC, MTR, FIFA, and HAPCOM. A few of our FPOs have also created their own brands.

Many FPOs have converged with various schemes. 25 FPOs have received the Matching Equity Grant from SFAC to start their business. One of the FPOs received credit from SBI bank to expand their business, under their credit guarantee scheme. 8 FPOs have got infrastructure support under MIDH Scheme. The major benefits derived by small and marginal farmers are: an increase in per capita income in cultivation, increase the producer's share in consumer rupee, better price stabilization, and better utilization of input subsidies provided by the Government.



# PROMOTION OF FARMER PRODUCER ORGANISATIONS (FPO) WITH—PRODUCER ORGANISATION DEVELOPMENT FUND (PODF) - NABARD



In partnership with National Bank for Agriculture and Rural Development (NABARD), ISAP has worked on the Promotion of Farmer Producer Organisations in the states of Punjab, Haryana, Rajasthan, and Karnataka, during 2015-18.

The project aims to organise farmers into a collective so as to improve their bargaining strength in the market. It also aims to make easy access to investment, technology, quality inputs. Finally, it aims at integration of the FPOs with markets.



ISAP's efforts have led to increased returns for the farmer by direct marketing of produce. It has also caused reduction in transaction cost, weighment loss, distress sale, price fluctuations, transportation cost, etc. Additional employment has been generated due to the promotion of Integrated farming practices. Producers have developed leadership roles; have begun to participate in decision making process, and have gained managerial and entrepreneurial skills.

Shree Dev MahilaKisan Producer Company Ltd. and Vaishno Maa Mahila Kisan Producer Company Ltd. were set up by ISAP and these companies have been playing a prominent role in empowering rural women in economic and social spheres.





## LIST OF FPOS FORMED UNDER NABARD

S.No.	State	District	Block	Name of FPO
1	Haryana	Karnal	Karnal	Horticulture Farmers Producer Company Limited
2	Haryana	Karnal	Indri	Indri Farmers Producer Company Limited
3	Haryana	Karnal	Nilokheri	Nilokheri Farmers Producer Company Limited
4	Haryana	Kurukshetra	Babain	Babain Vegetable Farmers Producer Company Limited
5	Haryana	Kurukshetra	Ladwa	SabziUtpadak Producer Company Limited
6	Haryana	Kurukshetra	Thaneshar	Thaneshar Farmers Producer Company Limited
7	Rajasthan	Bundi	Bundi	Vaishno Ma MahilaKisan Producer Company Limited
8	Rajasthan	Bundi	Bundi	Shree Dev MahilaKisan Producer Company Limited
9	Punjab	Amritsar	Chogawan	Chogawan Fruit & Vegetable Co-Operative Society Ltd
10	Punjab	Amritsar	Jandiala	Verka Fruit & Vegetable Co-Operative Society Ltd
11	Punjab	Amritsar	Rayya	Beas Fruit & Vegetable Co-Operative Society Ltd
12	Punjab	Tarn Taran	Bhikiwind	Bhikiwind Fruit & Vegetable Co-Operative Society Ltd
13	Punjab	Tarn Taran	Chola sahib	Majha Seed Producer Association
14	Punjab	Gurdaspur	Quadian	Farmer's Producer Organisation, Qadian
15	Punjab	Gurdaspur	Dera baba	Farmer's Producer Organisation, Dera Baba Nanak
16	Punjab	Pathankot	NanakNarot	Farmer's Producer Organisation, Narot
17	Punjab	Pathankot	Sujanpur	Sujanpur Fruit & Vegetable Co-Operative Society Ltd
18	Punjab	Pathankot	Bamial	Bamial Fruit & Vegetable Co-Operative Society Ltd
19	Punjab	Kapurthala	Sultanpur Lodhi	SultanpurLodhi Fruit & Vegetable Co-Op Society Ltd
20	Punjab	Kapurthala	Dhilwan	Farmer's Producer Organisation, Dhilwan
21	Punjab	Kapurthala	Kapurthala	Farmer's Producer Organisation, Kapurthala
22	Karnataka	Bidar	Bidar	South Indian Natural Farm Producer Company Limited
23	Karnataka	Gulbarga	Kamlapur	Sharanbasveshwara Farmers Producer Company Limited
24	Karnataka	Gulbarga	Gulbarga	Akkamahadevi Women Producer Company Limited



# INTEGRATED FARMING SYSTEM (IFS) PROJECT WITH OCP FONDATION

The OCPF-IFS Project undertaken by ISAP in partnership with OCPF assumes a lot of relevance as it aligns with Prime Minister's vision of new India. The project promotes a balanced approach towards strengthening the agricultural value chain and improving farmers' livelihoods. The learning from the project's outcomes can be a critical input towards realising the Prime Minister's goal of doubling farmer's income by 2022-23. The OCPF-IFS project aims at enhancing farmer's income. The project was conceptualised and designed jointly by a team of experts from OCPF and ISAP and senior agricultural scientists

The project which started in 2014 and will be concluded in 2019, has been implemented in three districts in the state of Rajasthan. This project focuses on increasing productivity of field crops, vegetable and fruit crops, and maximizing the resource base of the area for overall improvement in production, income, and diversification of farming practices in the project geography. As many as 9,600 farmers are directly benefiting from the project, and contributing to it. The projected improvement has been achieved through implementation of improved crop production technologies, Integrated Farming System (IFS) and resource conservation, namely - water harvesting and farm management, recycling of natural and agricultural resources as well as by generating farm level resource base like vermi-compost, bio-pesticides, and value addition at farm gate. Innovative approach has been employed to constitute and promote small farmers' production and agribusiness organizations, with linkages to marketing and value chain stakeholders.

ISAP was instrumental in the formation of 6 FPOs and area specific business set-ups for each FPO. 6 Agri-business Village Resource Centres were also set up with facilities such as Farm Machinery Centre for custom hiring, Warehouse, shed net plant nursery, input store, FPO office, aggregation platform, vocational training centre, primary healthcare centre, children's play area and business/processing units as per the availability of raw material of the area. Later 2 Women FPOs were also formed.

Providing ICT crop advisory services to farmers for enhancing production and market integration opportunities through Kisan Call Centre, android based DSS and Agri-pole has been another important aspect of the project.

36 women SHGs were formed and are engaged in production, packing and marketing of their own "Dharini" brand Papad, washing powder and spices. The women SHGs of Hindoli block, District Bundi have been linked to NABARD PODF and two FPOs have been formed.

9600 farmer families have directly benefitted from ISAP's interventions through the project and about 10 times of this are getting benefitted through interactions with direct beneficiaries. 360 units of model IFS comprising Poultry/Goatry, Vermi compost, Horticulture/vegetable and drip irrigation system have been established.





# Discovering the Possibilities of Farming

**NADAN SINGH GUJAR, PROJECT FARMER, RAJASTHAN**

"I am not a very educated man. I dropped out of school after completing the 10th standard because no one gave importance to education in my family. I saw no benefit to working in agriculture; but there were not many options you see, as I did not have any education to back me up. So I just went about doing what everyone was doing: traditional farming, which in every practical sense, is devoid of any reward.

"However, when I got in touch with the ISAP people, they introduced me to a whole range of new information. They gave me new improved seed varieties, which turned out to be so much better. They also trained me in better seed production. Earlier I'd be able to grow about 8-10 quintals of wheat per bigha, which has now increased to 15 quintals; and for mustard it was about 5 quintals per bigha previously, which has now increased to 10 quintals.



"I started growing guava fruit at the company's behest. It is expected to give great profits upon harvest! I also grow chillies, which I never did before.

"The vermi compost manure provided under the project is excellent. Urea and DAP, which I used earlier, were very expensive as well as harmful for the crops. Now I use only this organic manure. It has caused the production capacity to grow exceedingly. Another thing with the chemical fertilizers was that it was making the children more prone to diseases. That threat too has been assuaged now.

"The company encouraged me into another unexplored territory, that of goat-keeping. I received three (two females + one male) goats from them initially. What we do is that we keep the females and rear them, while we sell the males off. One young male goat sells for ₹2000-2,500 and the grown ones for ₹10000-15,000. Goat milk is extremely nutritious for the children. Earlier we used to feed buffalo milk to the children, but then the doctor told us to substitute it with goat milk instead, as it is better for their health.

"I have discovered a new found confidence in myself, which has motivated me and my family to start a tea stall as well as a pan stall to augment the family income. My brothers and I take turns working the stalls and our wives work too.





"I took many trainings under the OCPF-IFS project, including one on bee keeping. I'm eager to start that as well and will do so as soon as the monsoon abates."

With all this increased income Nadan Singh's family has constructed toilets in their home. Mausami, his wife says how it has brought about such a sanitary change in their lives and is grateful that she and others in the family don't have to defecate in the open anymore.

"I have only profited from my association with the company. And although it all started as a professional collaboration, it has since then developed into a friendship. We can go to the company officials at any time and they give us the best possible advice. They are genuinely invested in our lives and that is really heart-warming to feel like you can depend on someone. Had I not come in touch with the ISAP people, my life would have been just as it was before. Now I have found hope and joy in what I do. That's the biggest gift they have given me, and needless to say, I'm eternally grateful."



# SUNEHRA PRAYAS – ENHANCING THE INCOME OF FARMERS THROUGH ADOPTION OF INNOVATIVE TECHNOLOGIES WITH WALMART INDIA PVT. LTD.

The project in association with Walmart India Technical and Consulting Services Pvt. Ltd. is being implemented in the Indian state of Uttar Pradesh. The project aims to directly benefit 750 farmer families especially of Banana, Mango and vegetable cultivation for enhancing their income through adoption of innovative technologies and approach for cultivation of crops.

The main objectives of the project are to introduce Good Agricultural Practices related to Mango and Banana cultivation in the project area. It also aims to provide support to farmers through a standardised training approach and strengthen the capacity of farmers on sustainable agriculture with help from input partners, specialist institutes and universities/KVKs.



Under the project, ISAP has established a basic infra-structural support in the form of Cold Storage and Ripening Chamber Centre at Lucknow to effectively manage the services to the farmers and output market for Mango, Banana and other major commodities. This Cold Storage and Ripening Chamber Centre is being managed by Utsarg Farmer Producer Company Ltd and is equipped to handle a variety of services and also to nurture farmers for tapping growth oriented opportunities through targeted assistance and capacity building. Cold Storage and Ripening Chamber Centre consists of facilities like FPO office, input store, horticulture tools & equipment, 4 Cold-storage and Ripening Chambers (each having a capacity of 4 MT) and a portable soil testing facility. This cold storage and ripening unit is an alternate energy technology based on Vapour Absorption Machines (VAM) used to provide a viable solution to overcome the running of Cold Storages without Grid Power. It is utilizing renewable farm waste like paddy straw, biogas rice husk, bio-mass briquettes and dried biomass etc. to provide energy to run the refrigeration systems.

To help the vegetable farmers with grading, sorting and market supply of vegetables and other produce, a marketing centre has been established at Gosaiganj, Lucknow. For encouraging women participation in the project, 25% women membership has been ensured in the Farmer Interest Groups



# FARM PRODUCTIVITY ENHANCEMENT THROUGH INTEGRATED CROP MANAGEMENT - MAHYCO MONSANTO

The project has been executed across 8 blocks in Jalna district and 16 blocks in Vavatmal district of Maharashtra. The project was undertaken to enhance farm productivity of small and marginal farmers to positively impact their lives and rural livelihoods. Crop damage due to pests and diseases subsequently results in yield losses up to 5%. Timely spraying of pesticides could reduce pest damage. Through this project, farmers were educated on the need for timely spraying and trainings were provided on safe spraying techniques to reduce health hazards. Integrated crop management techniques were also promoted. The services provided by ISAP were:

- Promotion of safe, judicious and timely application of IPM packages through intensive extension efforts, especially at the cluster and village levels.
- Intensive use of print media, mass media, electronic media and social media in promoting IPM, developing IPM contents for awareness building, arranging projection of champion farmers, coverage through vernacular press, posters, leaflets and pamphlets
- Training IPM volunteers for scouting and capturing disease/pest attack situations in advance through ICTs
- Organizing farmer - scientist interfaces on IPM and taking follow up actions as per demand of the situation /farmers so as to make the interventions dynamic and demand driven.
- Training farmers on timely, judicious and safe usage of agro-inputs
- Introducing low cost and environment friendly integrated crop management practices
- Training on GAP (Good Agricultural practices) & ICM (Integrated Crop Management)





# IMPROVING THE PRODUCTIVITY OF EXPORT QUALITY ZERO-RESIDUE GRAPES — MAHINDRA & MAHINDRA

ISAP collaborated with Mahindra & Mahindra for the project 'Enhancing the Productivity of Export Quality Zero-residue Grapes', which was implemented in Nashik and Sangli districts of Maharashtra. The project started in 2015 and is currently underway.

The project's aims have been to improve the production of 150 farmers in 3 years from the existing grape plots, to improve market access, technical know-how of the farming community, reducing chemical application, and the promotion of sustainable farm practices. These are being achieved through Awareness Campaigns, Soil Testing, Farmer Demonstrations for Weather Advisory, various Learning Events, and Message based Agriculture Information Services.





# JEETEGA KISAAN-DCM SHRIRAM

Jeetega Kisan project has been implemented in 18 villages of Ladpura Block of District- Kota of Rajasthan with an aim to increase the Households' income through intensification of farming and cultivation of high yielding commercial/cash crops and enhancing agribusiness activities. The objectives of the project are:

- To raise awareness among farmers about efficient irrigation measures, among the farmers and to help them switching from sustenance farming to commercial farming through high yielding varieties;
- To promote Sustainable Agriculture (including Integrated Water Management System) through best practices among the beneficiaries to enhance the production and productivity;
- To provide easy access to farmers on information and expertise, extension services and technology through agri-advisory services
- To improve household income of farmers.
- To strengthen agribusiness activities.

46 Farmer Interest Groups (FIGs) have been formed under the project. 39 trainings have been conducted on pre-sowing for Kharif & rabi Season, Integrated Farming System, Post-harvest management and value addition. Established market linkages with well-established firms such as NCML, Soufflet, Walmart for better price realization





# PROMOTION OF FARMERS PRODUCER COMPANY (FPC) IN AGRI-HORTI SECTORS (HMNEH)- DIRECTORATE OF HORTICULTURE & FOOD PROCESSING

Directorate of Horticulture & Food Processing, Assam has allocated Indian Society of Agribusiness Professionals (ISAP) the mandate to form 10 Farmer Producer Organizations (FPOs), in the state. The major objective to form Farmer-Producer's Organization (FPO) is to build a prosperous and sustainable horticulture sector by promoting and supporting member-owned Producer Organisations that enable farmers to enhance productivity through efficient, cost-effective and sustainable resource use and realize higher returns for their produce. ISAP has been given the target to form 10 FPOs in 9 districts of Assam and to mobilize 10000 farmers. ISAP has formed 300 Farmer Interest Groups (FIGs) having 20 farmers each.

## The services performed by ISAP were:

- Mobilizing of farmers into groups of between 15-20 members at the village level (called Farmer Interest Groups or FIGs) and building up their associations to an appropriate federating point i.e. Farmer Producer Organizations (FPOs) so as to plan and implement product-specific cluster/commercial crop cycles.
- Strengthening farmer capacity through best practices for enhanced productivity.
- Ensuring access to and usage of quality inputs and services for intensive agriculture production and enhancing cluster competitiveness,
- Facilitating access to fair and remunerative markets including linking of producer groups to marketing opportunities through market aggregators





# PROMOTIONAL ACTIVITIES FOR 14 NOS OF FPCS UNDER RKVY-RAFTAAR 2018-19 TO BE IMPLEMENTED IN 2019-20 FOR THE FIRST YEAR-DIRECTOR OF AGRICULTURE, ASSAM

ISAP has been appointed Resource Institute for promotional activities for 14 numbers of FPOs for the first year under RKVY-RAFTAAR. ISAP has been given the target to form 14 FPOs in 13 districts of Assam which will include 1000 farmers each. The activities carried out by ISAP were:

- Identification of product specific clusters, baseline on volume & market access analysis
- Feasibility analysis-breakeven estimates
- Identification of potential farmers for FPC/FIG/LRP and opinion leaders
- Handholding support for productivity increase
- Exposure visit of farmers
- Demonstration conducted on improved agriculture practice
- Identification of training needs and imparting training to promoters and farmers of FPCs
- FIG meetings and orientation for FIG Scoping
- Generation of crop-wise household information with surplus, deficit and gap.

## PROMOTION AND REGISTRATION OF FARMER PRODUCER ORGANISATIONS IN KARNATAKA (BELGAVI RESHME RAITH UTAPADAKA PRODUCER COMPANY LIMITED)

In conformity with the Department of Sericulture Karnataka (DOSK), Karnataka allocated Indian Society of Agribusiness Professionals (ISAP) the responsibility of formation of 1 Farmer Producer Organizations (FPOs), in the state. The activities were executed during the project period based on Guidelines by SFAC and NABARD.

The Belgavi Reshme Raita Utpadakara Company limited Belgavi was supported by Department of Sericulture Government of Karnataka to support the 1000 Sericulture farmers scattered in 200 villages of the district. Company was promoted on the 4th July 2017 registered with ROC Bangalore to work in all kind of sustainable business for the benefits of farmers by marketing their sericulture produce mainly cocoons for greater prices in the market by adopting all those marketing strategies

ISAP has mobilized 1500 farmers against the total target. Around 50 Farmers Interest Groups (FIGs) have been formed by gathering 20 farmers in a groups. Under this project, ISAP addressed silkworms from production to consumption through backward and forward linkages.

It undertook input business for sericulture Farmers such as Disinfectants, Bleaching powder, lime powder, sampurna vile, and Fertilizers complex 10:26:26, micronutrients and bio fertilizers, knapsack sprayer and shade net business to provide services at door steps of the farmers. It also undertook linkage of the cocoon business from farmers to Automatic Reeling Machines so that farmers gets the better prices to their produce.

# GOOD GROWTH PLAN, A CSR INITIATIVE OF SYNGENTA

As a part of The Good Growth Plan, Syngenta planned to improve the fertility of 10 million hectares of farmland by 2020. Syngenta appointed ISAP to do a pilot in Karnal and Kurukshetra districts of Haryana with the following objectives:

- To educate the growers on soil health.
- To test the soil and train the growers on recommendations.
- To train the grower on optimum use of fertilizers and increase the crop productivity.
- To educate the growers on other best practices – Crop rotation, green manure etc.

## **Key Activities Conducted by ISAP:**

- Baseline survey conducted to know the status of farmers regarding the cropping pattern and soil fertility
- Awareness programme was organized with the help of lead farmers and ISAP team for the farmers to make them understand the importance of soil testing and nutrient management.
- The total no. of soil sample collected was 2700 from Karnal and Kurukshetra districts of Haryana. Entire process of sample collection was captured through Android application and data of all these 2700 farmers with farm coordinates had been provided to all the three labs in soft form.
- Farmers were provided Soil test results with crop advisory within a month of sample collection.
- Farmers were provided proper training through experts. Extension officials visited the farms of the project farmers for further follow-ups.
- Video documentation has been done by the team of select farmers to capture the Farmer's Feedback on the soil sampling process and soil health card usage. Also press media coverage was also done in these districts.
- Further follow-ups are going on by calling farmers to know the impact of the project intervention.



# INCULCATING SAFE USAGE OF PESTICIDES (ISAFE), A CSR INITIATIVE OF SYNGENTA

ISAP was appointed by Syngenta to provide implementation support in Health and Safety Programme, a CSR Initiative of Syngenta. Through this initiative, ISAP educated farmers on Health, Hygiene and Safety and also built public awareness on overall farmer distress. ISAP has implemented this program in Jind and Kaithal districts of Haryana

## Activities conducted by ISAP were:

- Farmer Training: Village level training was conducted in selected villages. The villages were identified based on the recommendation from Agriculture Department. The 3 to 4 hours training sessions were attended by village community and covered topics such as health, personal hygiene, farm safety etc. Total 10,000 farmers were given training in Punjab and Haryana.
- Behavioral counseling to Farm laborers/spray men: This activity was specifically introduced to educate farm labourers on safety measures to be followed while use agro-chemicals. They are given 1 to 2 hours of one-to-one counseling on use of safety measures while spraying. Generally, these sessions were conducted on fields so that they are counseled in better way by giving them live examples. Total 430 spray men counseling has been conducted.
- Public awareness campaign to educate general public: Posters display was done on health and safety in selected villages at 100 locations of Punjab and Haryana. Public announcements were made on health and safety at the markets places using public address systems(PAS) and canopy at selected 50 locations of Punjab and Haryana.



# SKILL DEVELOPMENT & ENTREPRENEURSHIP

Indian Society of Agribusiness Professionals has implemented many national-level and state-level government programs as well as programs for corporate companies to facilitate the employment of BPL youth, thus improving their employability and creating a cadre of agripreneurs. Through the various initiatives, ISAP trains many candidates throughout the year to facilitate their placements.





# JOHN DEERE — HUNAR

The main objective of the 'Hunar' Skill Program is to provide training on operations and maintenance of tractors and combines as means to improve livelihoods and increase qualified labor force in remote markets. The 'Hunar' Skill Program has been implemented in Akola region of Maharashtra, Bhopal region of Madhya Pradesh, and Dharwad region of Karnataka.

This program provides training on: 1) Tractor and Combine Mechanics; 2) Tractor Operations; and 3) Combine Operations. The training program is developed in such a way that trainees are able to find employment and/or self-employment opportunities after the training. In total, the program has trained 441 people in its first phase, and 500 people in its second phase. 367 trainees got placed in the second phase. There was a special batch for women for training on tractor operator. The motive of women batch was to educate women farmers and making them technically efficient so that they can handle their day to day farming task based on tractor and farm equipment. Koushal Vikas Kendra Badwai Bhopal were also engaged in so many special trainings for their valuable employees, local mechanics and dealership staff.





Through this program, ISAP's aim is to increase access to livelihood and income among the unemployed youth through skill development. ISAP has designed training modules and delivered training to 160 rural youth on tractor operator and mechanics; and to provide placement/self-employment to at least 50% of the trained rural youth.

The Skill Development Program in Tractor Operator and Tractor Mechanic has been implemented in Karnataka and Maharashtra. The training is designed in such a way that the trainees will be able to find employment/self-employment opportunities. In total, the program has trained 162 youth, which includes 80 trainees in each of the two program locations.





## PMKVY SPECIAL PROJECT

PMKVY is the flagship vocational skill training scheme of the NSDC under Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this skill certification and reward scheme is to enable and mobilize a large number of Indian youth to take up skill training and become wage and self-employable and earn their livelihood. Under the scheme, monetary reward would be provided to trainees who are successfully certified in skill courses.



The objective of the PMKVY training program is to train the rural youth of Haryana and to provide them employment linkage to improve the livelihood of the farmers and unemployed rural youth in Agriculture and Food processing domains. In total ISAP aims to train 1650 candidates and has successfully trained 818 candidates under this training program in Gharaunda block of Karnal District in Haryana. ISAP has completed 33 batches of candidates and also mobilized 2 batches for Food processing domain and is planning to start a new centre at Lalupura. Trainings have been provided on various domains such as tractor operator, quality seed cover, animal health worker, dairy farmer, gardener, Pickle Making Technician, Jam Jelly & Ketchup Processing Technician, Micro Irrigation Technician, Small Poultry Farmer and Green House Operator.



# PROJECT SAMARTHYA- ELDERLY CARE PROGRAMME (55 YEARS +) -NSE FOUNDATION

ISAP has implemented Project Samarthya in four Blocks of Nandurbar district of Maharashtra viz. Navapur, Nandurbar, Akrani and Akkalkuwa. The focus of the project is to address the issues relating to the senior citizens living in rural locations of four blocks of Nandurbar District, Maharashtra. The initiative is to help them raise their standard of living and help them spend a dignified life - through better health facilities, enhancing their technical knowhow through digital literacy trainings, helping them gain better access to government schemes and programmes through capacity building programmes to adopt savings, livelihood options to increase the monetary inflow, to take care of their health which is a critical component that needs to be addressed in the lives of senior citizens with the help of Mobile Medical Unit (MMU), knee brace distribution, cataract surgeries, etc. 7200 beneficiaries were directly benefitted from the project.

Objectives of the Project:

- To ensure social sustainability and better health of elderly citizens
- To facilitate digital, financial and legal empowerment of elderly citizens, awareness of collective rights and entitlements.
- Convergence with various Government programmes and schemes for social and financial inclusion, and livelihood promotion





# WOMEN EMPOWERMENT

The amelioration and autonomy of women, and the improvement of their social, economic, and health status is a key focus of ISAP's. The empowerment of the women of a community is essential for sustainable development too. Through its many projects, ISAP strives to serve that goal.





# COMMUNITY SERVICE PROVIDER FOR DELIVERY OF COMMUNITY LEVEL INTERVENTIONS IN ZONAL CLUSTER-III DISTRICTS OF JHARKHAND UNDER TEJASWINI PROJECT-JHARKHAND WOMEN DEVELOPMENT SOCIETY

Tejaswini: Socio-Economic Empowerment of Adolescent Girls & Young Women is implemented by Jharkhand Women Development Society with an objective to improve market driven skills training and secondary education for Adolescent Girls & Young Women in 17 districts of Jharkhand. The objective of ISAP was to mobilize the community and deliver a range of services under community level project interventions to Adolescent Girls and Young Women (AGYW) in three project districts in the Zonal Cluster-III viz., Saraikela Kharsawan, Simdega and East Singhbhum. ISAP was responsible for

- Establishment and operationalization of Block Resource Implementation Unit (BRIU) in the respective blocks of the project districts
- Community mobilization
- Organising AGYW to form Tejaswini clubs, registration of AGYW in clubs, induction training of registered AGYW and enrolment of AGYW in Tejaswini clubs
- Delivering life skill education to AGYW at Club Level
- Counselling and case assessment of AGYW
- Linking AGYW to educational opportunities through mainstreaming or non-formal education
- Support, coordination and facilitation with Education Service Providers (ESP) for ensuring bridge education/coaching for the AGYW
- Coordination and facilitation with Training Service Providers (TSP) for smooth delivery of market driven skills training and entrepreneurship training



ISAP has constituted 2067 Tejaswini Clubs in the three project districts and registered 161,767 AGYWs in the clubs.



# WATERSHED DEVELOPMENT



# WATER CONSERVATION AND GROUNDWATER RECHARGE PROJECT (PUNJAB), COCA-COLA INDIA PVT.

Coca-Cola's Water Conservation and Recharge Project (2018-19) is being implemented in Amritsar and Ludhiana districts in the state of Punjab. Under the project, ISAP has undertaken the renovation of old community ponds in the target areas. The main objectives of the project are water conservation and rainwater harvesting. ISAP has encouraged village communities to learn the efficient use and management of water through the project.

3954 families of 5 villages (Janian, Bandala, Dharar, Balia Majpur and Nijjarpura) of Amritsar, and 907 households of 2 villages (Jaspalon & Mandiala Kalan) of Ludhiana have been directly benefitting from the project



Under the project, the weed growth in different sections of the drain is manually cleared. Soil is excavated, and the slush disposed off. The turfing of slopes of new banks with rough grass, including the planting of doob grass roots is done. Also, supplying and planting permanent trees, including digging of earth pits, refilling the excavated earth with manure, and watering them is part of the pond renovation



# WATER CONSERVATION AND HARVESTING PROJECT-DHANUKA AGRITECH LTD

ISAP partnered with Dhanuka Agritech Ltd for implementing the Water Conservation and Harvesting Project. The project was implemented to conserve and harvest water through construction of Check dam to enhance the surface water availability and augment ground water recharge. Project location was Malpura, Keshwana and Jaipur in Rajasthan. 27242 beneficiaries were benefitting from the project.

## Major activities carried out under the project:

- Community mobilization.
- Procurement of NoC from Gram Panchayat
- Clearing of sites - including uprooting vegetation, grass, bushes, shrubs around check dam site.
- Earth work i.e. excavation in foundation.
- Construction of gravity type check dam: Body wall, side wall, wing wall, apron.
- Construction embankment - dressing of sides and ramming of filled materials.
- Technical supervision during execution by ISAP engineer
- Handing over of structure to Gram Panchayat for its post project maintenance



# JAL SANJIVANI- UNITED WAY MUMBAI & JOHN DEERE INDIA PVT. LTD

With an objective to intensify income and productivity in the region of Damoh (Madhya Pradesh), Indian society of Agribusiness Professionals (ISAP) has implemented Jal Sanjivani project under guidance of United Way Mumbai, with financial support of John Deere India Private Limited to bring distinctive change in the livelihood of the people. This project was implemented with an objective of building drought resilient agrarian communities through systematic interventions for capacity building and soil & water conservation. The objectives of the project are:

- To protect & increase of ground water availability through run-off control, soil and water conservation control measures.
- To increase soil moisture retention capacity of agriculture land in watershed area.
- To improve agriculture production through sustainable farming practices and stabilize crop.
- To Adopting suitable cropping pattern and crop management system with community
- To build capacity of formers for strengthening village level institutions.
- To develop livelihood opportunity through Agriculture Related Activity/ product.
- To Achieve Project Goal through training module is prepared with purpose
- To develop ecological balance in the project area.
- To disseminating, creating, making and aware about Soil & water conservation intervention.

84 Vegetative and Engineering Structures such as Checks & plugs, Gabion Structure, Core wall gabion structure and 39 Water Harvesting Structures such as farm ponds, stop dams, dug well cum recharge, soak pits have been constructed. Trench and field bunds were also constructed for soil and moisture conservation. 14211 beneficiaries have been benefitted from the project. Livelihood activities such as



crop demonstrations, Integrated Farming System Demonstrations, Construction of Vermi Composting pits and Animal Health Care-cum-Breed Improvement Camps were also conducted.



# SUCCESS STORIES

## Lakhan Nayak-

Lakhan Nayak is a progressive farmer from Nandrai village, he has 1 acre of land under crop demonstration through the Jal sanjivani project. Learnings gathered from training and regular mobilization activities inspired him to practice the crop demonstration in his field. He found out that the process followed was totally new in comparison with traditional technique. Seed treatment and plantation using seed drillers will bring significant change as it lowers seed rate which would cut cost and then increase productivity up to 25%. He said that in the coming season he would implement all the learnings in all his fields and even suggest other farmers to practice this method. Crop demonstration has been demonstrated as an example for the other farmers as well, seeing the growth and yield of the fields many other farmers have started taking interest in the same technique; this would bring a revolutionary change in the area.

## Daulat Patel

Mr. Daulat Patel who chose to be different from typical farmer, has been struggling to live in the degraded drylands. His deep love for farming and passion for improvement is not only transforming his life but also inspiring many other farmers. Coming from a poor farming family, Mr. Daulat Patel has inherited around 5 acres of land which is the main source of income for his family. But due to water scarcity, revenue generated from farming is very less as compared with expenditure. Looking ahead for some alternate source of income Mr. Patel worked hard collecting biomass from the trees, other crop residue and agri waste for his vermi compost pit. In the end when others only managed a subsistence outcome, Mr. Patel apart from using vermi-compost manure in his fields also managed to sell around 500kg at the price of Rs 5/kg in the nearby villages. Inspired by the income from the barren piece of land in his backyard, he is deciding to intensify his production by replicating some more bags in the near future and even planning to sell earthworms in the area.

# WATER HARVESTING AND CONSERVATION PROJECT-LUDHIANA BEVERAGES PVT. LTD.

Water Harvesting and Conservation Project has been carried out with an objective to increase water storage capacity and augment ground water recharge in Hoshiarpur district of Punjab. The project will directly benefit 1329 families of 4 villages having total population of 6308.

## Major activities carried out under the project:

- Launching the project and announcing project components and its benefits publically to local community.
- Provide the beneficiaries group/Panchayat with an implementation and management guideline.
- Awareness creation on proper water harvesting and management
- Cleaning and desiltation of existing pond
- Approval from local gram panchayat for the structures to be built on common land.
- Constructing earthen bund around pond with provision of inlet and outlet structure for safe entry and exit of surplus water.
- Construction of recharge pit for enhancing ground water recharge.
- Supervising, monitoring and evaluating the implementation process.
- Preparation of project completion report and dissemination of results
- 5 existing ponds have been developed for water harvesting and ground water recharge purpose in the targeted areas. Expected minimum recharge volume per year in targeted region is 75141 CUM.





## PROJECT JAL SANCHAY- CNH INDUSTRIAL

In order to augment ground water recharge, enhance capacity of existing ponds and maintain a healthy biodiversity in the surroundings, the CNH Industrial engaged Indian Society of Agribusiness Professionals for implementation of Jal Sanchay project in the 4 targeted villages namely Kheda Chauganpur, Surajpur, Devla of Greater Noida and Sorkha of Noida region. The project will directly benefit 2376 families of 4 villages. The objectives of the project are:

- To harvest and store rainwater for domestic use and ground water recharge purpose.
- To reduce the effects of drought.
- To contribute in reducing the water scarcity problems.

The activities carried out by ISAP under this project are dewatering of wastewater accumulated in pond by pumping set, clearing of Weed growth and other rubbish/debris materials grown in ponds, silt & sludge excavation, excavation in soil to increase the storage capacity of the pond, construction of boundary embankment around the pond, construction of artificial recharge pit, inlet and outlet structure, fencing and plantation around pond periphery, installation of solar lights and repair and maintenance work.





# ICT & AGRICULTURAL EXTENSION SERVICES





## ANIMATION VIDEOS - IFFCO

ISAP's Animation Videos Project, 2018, was carried out in association with IFFCO. Through this project ISAP has developed 11 3-D animation videos of the input products in 12 different Indian languages, viz. Hindi, Telugu, Oriya, Marathi, Bengali, Tamil, Kannada, Gujarati, Punjabi, Malayalam, Assamese, and English. The input products were Bio-fertilizer, Water-soluble Fertilizer, and Micro Nutrient.



ISAP created comprehensible and self-explanatory animation videos, which explain the product in a matter of seconds. They are highly compatible so that they can run easily on mobile phones, PCs, laptops, tablets, etc. The graphics and characters used in the videos are instantly striking



# **ESTABLISHMENT OF BIOTECH- KISAN HUB AT INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONALS (ISAP), GULBARGA- DEPARTMENT OF BIOTECHNOLOGY, MINISTRY OF SCIENCE & TECHNOLOGY, GOVT OF INDIA, NEW DELHI**

“The Establishment of Biotech – KISAN Hub at Indian Society of Agribusiness Professionals (ISAP), Gulbarga”, started in March 2018 and is being implemented in the states of Karnataka and Telangana. The project was originally being funded by the Department of Biotechnology, Ministry of Science & Technology, Government of India, New Delhi.

The project aims to understand the problems of local farmers in selected 10 locations of Kalaburgi and Bidar districts through actual visits and survey by staff. It does so by scouting available technologies and solutions to the problems of farmers in the region (through networking of knowledge from-local, regional, zonal, national, international institutions, private companies and innovative farmers)-integrating the knowledge and technologies gathered to solve the problems at local level through live demonstrations, skill training and capacity building for addressing the problems related to water, soil, seed, varieties and marketing issues by establishing a strong 'COMMUNICATION CELL' at Kalaburgi hub.

A major component of the project is establishing a technology and knowledge exchange platform (involving farmers, scientists, private companies, banks and line department officers).



# IAP PAGE ON FACEBOOK

Indian Agriculture Professionals (IAP) is a part of the Indian Society of Agribusiness Professionals network. IAP is an online platform aimed at enhancing information exchange amongst the Indian Agriculture professionals including farmers. The IAP ([www.facebook.com/groups/agribizz4u](http://www.facebook.com/groups/agribizz4u)) has a membership of more than 3,00,000 individuals. The IAP platform acts as an information service provider to help advertise availability of agriculture related produce, products and services to a large number of people. Interested agri-professionals are invited to share their personal experiences, pictures and videos pertaining to agriculture.



# COMMUNITY RADIO STATION

ISAP is effectively utilizing the medium of “Community Radio” to provide agri-extension services to farmers. ISAP has established its first agriculture-based Community Radio Station (CRS) 'KisanVani' at 90.4FM at Sironj in Vidisha district of Madhya Pradesh. Kisan Vani is catalysing the process of rural empowerment in the surrounding 400 villages in the range of 40 km (due to geographical conditions) around Sironj. Kisan Vani, Sironj broadcasts timely and useful information for the farmers, such as advanced cropping techniques including INM, IPM, irrigation and plant protection, weather updates, mandi prices, information on government schemes related to health, agriculture, education and water.

# RESEARCH STUDIES





## **EVALUATION AND IMPACT ASSESSMENT OF 2 COMPONENTS VIZ., ATMA AND AC & ABC OF SUB-MISSION ON AGRICULTURAL EXTENSION (SMAE)-DEPARTMENT OF AGRICULTURE & FARMERS' WELFARE**

The Centrally Sponsored Scheme 'Support to State Extension Programmes for Extension Reforms' is an ongoing scheme being implemented since 2005-06. It aims at making the extension system farmer-driven and farmer-accountable by disseminating technology to farmers through new institutional arrangements viz. Agricultural Technology Management Agency (ATMA) at district level to operationalise the extension reforms on a participatory mode. The AC & ABC Scheme was launched by the Ministry of Agriculture and Farmers Welfare, Government of India in the year 2002. The main objective of the scheme was to provide professional extension services to farmers by enabling agriculture graduates to set up agri clinics and agri business centres. The objective of the evaluation study was to assess the impact in terms of quantitative and qualitative performance of implementation of approved extension activities under the schemes and also the functioning of various institutions/ committees established/ formed under the schemes, the constraints/bottlenecks faced by the implementing agencies/agripreneurs in implementation of the schemes along with suitable suggestions & recommendations and way forward to improve the implementation of schemes activities.

A sample of 1511 farmers were covered in 12 states of India for quantitative data collection for ATMA Scheme. ATM/BTM, Project Director, Deputy Project Director, State Nodal Officer were also interviewed for qualitative data collection. In case of AC & ABC Scheme, 185 trained candidates and 360 farmers were surveyed. Officials of Nodal training Institutions, NABARD, MANAGE, Banks were also interviewed. The data collected was analysed objective-wise using intensive statistical analysis and a detailed report was prepared and submitted.

## **EVALUATION AND IMPACT ASSESSMENT OF 3 COMPONENTS VIZ., SUPPORT TO CENTRAL INSTITUTES/DOE, MASS MEDIA & KCC OF SUB-MISSION ON AGRICULTURAL EXTENSION (SMAE)-DEPARTMENT OF AGRICULTURE & FARMERS' WELFARE**

The Scheme Extension Support to Central Institutes/DOE, is a Central Sector component of Sub-Mission on Agricultural Extension (SMAE) under which support is provided to various National level Institutions such as EEI, MTC, DAESI, STRY. The Mass Media Support to Agriculture Extension (MMSAE) Scheme was launched in 2004 with a view to contribute to revamping the extension services in the country by using electronic media for transfer of technology/information to the farmers and other stakeholders. Kisan Call Centre was launched on January 21, 2004, with a view to leverage the extensive telecommunication infrastructure in the country to deliver extension services to the farming community. The objective of the study was to evaluate the performance of the three components of SMAE. Officials and trainees of Extension Education Institutes (EEIs), Modal Training Courses (MTCs), Diploma in Agricultural Extension Services for Input Dealers (DAESI), Skill Training of Rural Youth (STRY), Agriculture Fairs/Exhibitions, NGRCA were interviewed for DOE Component. 4800 viewers and listeners of DD/AIR were surveyed for Mass Media Scheme. Apart from them, Field/Senior Extension Functionaries (State/National)/Other Extension Service Providers including Input Agencies/Private Extension Service Providers, Officials of KVK/ICAR Institutions/SAUs, Program Producers and Presenters of DD/AIR were also interviewed. 1200 farmers were surveyed for KCC Scheme. In-Depth Interview with done with Farm Tele Advisors, Manager/Supervisor of KCC, Subject Matter Experts of KCCs. Data was collected from various states of India and analysed using suitable statistical tools. A detailed report was prepared and submitted with suitable recommendations.

# EVALUATION AND IMPACT ASSESSMENT OF THE SCHEME MASS MEDIA SUPPORT TO AGRICULTURAL EXTENSION (MMSAE) UNDER SUB-MISSION ON AGRICULTURAL EXTENSION (SMAE)

Sub Mission on Seed & Planting Material (SMSP) under Centrally Sponsored Scheme "National Mission on Agricultural Extension and Technology (NMAET)" is under implementation with the objective to develop/strengthen seed sector and to enhance production and multiplication of high yielding certified/ quality seeds of all agricultural crops and making it available to the farmers at affordable prices and also place an effective system for protection of plant varieties, rights of farmers and plant breeders to encourage development of new varieties of plants. The impact evaluation was carried out with an objective to access the ground implementation of the scheme and its effectiveness in providing quality seeds to farmers so that it can be made more comprehensive and far reaching. 17 States of India were covered under the study. 22317 farmers were surveyed from these states. Direct interview was done with the officials of State Agriculture Department, State Seed Corporations and Agencies, Central Agencies. Data collected was analysed using suitable statistical tools and the findings were written in the form of a report along with recommendations and suggestions.





# **BASELINE SURVEY-JHARKHAND-HORTICULTURE INTENSIFICATION BY MICRO DRIP IRRIGATION (J-HIMDI)**

In an effort to support rural development of India, the Japan International Cooperation Agency (JICA) signed an agreement with the Government of India on 31st March, 2016 to provide an Official Development Assistance Loan (ODA) for the “Project of Jharkhand Horticulture Intensification by Micro Drip Irrigation” to the Jharkhand State Livelihood Promotion Society (JSLPS) under Department of Rural Development, Govt. of Jharkhand for promotion of Micro Drip Irrigation (MDI) in the state of Jharkhand. For the purpose of the analysis of the project target and the evaluation of project impact, Sampling based Baseline Survey has been conducted by Indian Society of Agribusiness Professionals after selection of Micro Drip Irrigation (MDI) farmers in each batch.

## **The activities performed by ISAP were:**

- Structuring questionnaire for collection of data
- Adapting, pretesting and revising of sample survey instruments
- Training of enumerators
- Determining the panchayat and village sample
- Data collection activities: Household survey, village surveys-resource mapping
- Monitoring of field work
- Data entry and management
- Data analysis and report writing

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