INDIA

Second Uttar Pradesh Agricultural Diversification Project

SOCIAL ASSESSMENT

(Abridged Version)

October 11, 2005



DIVERSIFIED AGRICULTURE SUPPORT PROJECT (DASP) 4TH FLOOR, PICUP BHAWAN, VIBHUTI KHAND GOMTI NAGAR, LUCKNOW (U.P.)

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List of Abbreviations

Abbreviations	Full Form
AMC	Agriculture Management Center
ATMA	Agriculture Technology Management Agency
AI	Artificial Insemination
BTT	Block Technical Team
BLF	Block Level Functionaries
BIRD	Banking Institute Of Rural Development
CII	Confederation Of Indian Industries
CMP	Clean Milk Production
DPCU	District Project Coordination Unit
DLBC	District Level Bankers Committee
DLCC	District Level Coordination Committee
DADMS	District Agriculture Diversification & Marketing Strategy
DPC	District Project Coordinator
DCS	Dairy Cooperative Society
FAC	Farmer Advisory Committee
FFS	Farmers Field School
FIG	Farmers Interest Group
FDI	Foreign Direct Investment
GOUP	Government Of Uttar Pradesh
GP	Gram Panchavat
НАССР	Hazard Analysis Critical Control Points
ITK	Indigenous Technical Knowledge
IEC	Information Education and Communication
ICTD	Integrated Crop Technology Development
IGA	Income generation Activity
IPM	Integrated Pest Management
IRMA	Institute of Rural Management Anand
IIM	Indian Institute Of Management
IT	Information Technology
KVK	Krishi Vigyan Kendra
KGK	Krishi Gyan Kendra
KCC	Kishan Credit Card
KS	Kisan Shahayak
LBO	Lead Bank Officer
M&E	Monitoring And Evaluation
MOU	Memorandum Of Understanding
MPR	Monthly Progress Report
NDDB	National Dairy Development Board
NAFED	National Federation of Agriculture Marketing
NABARD	National Bank For Agriculture And Rural Development
РНТ	Post Harvest Technology
PCU	Project Coordination Unit
PCDF	Pradesik Cooperative Dairy Federation
PRI	Panchayati Raj Institutions
R-FRAC	Regional- Food Research Analysis Centre
SHG	Self Help Group
SAUs	State Agriculture Universities
TD	Technology Dissemination

Uttar Pradesh Diversified Agriculture Support Project - II (DASP-II) Social Assessment

Section-I: Introduction

1. DASP-II aims at assisting Government of Uttar Pradesh (GoUP) to stimulate the agricultural growth rate through demonstrating diversification of agriculture in selected area and policy reforms. The objective of the project is *to increase the productivity, product diversity and market access of the state's farmers, livestock producers and fishers*. In support of this objective, the project aims at increasing private sector investments in all facets of the agricultural and allied sectors; and promoting more effective use of government funds already allocated to these sectors, directly to line departments and to private sector through government sponsored schemes. Key indicators of success would be (i) increased areas and yields of diversified field and tree crop, livestock, and fish products – complemented by an increase in the proportion of production that is marketed as fresh produce, or in a value added form; (ii) more effective marketing of produce in project supported markets in terms of net prices received and/ or lower market transaction costs; and (iii) increased private sector investment in relevant areas of agribusiness that underpins the changing farm production and market reform trends in a mutually complimentary fashion.

By stimulating growth and diversity of the agricultural economy, the project would contribute to the broader goal of poverty reduction, through the higher productivity and incomes of small and marginal landholders, and increased opportunities for employment and livelihood support for the rural landless. Project activities involve interventions in the following sectors/ sub sectors: (i) agriculture (12% of base costs); (ii) horticulture (13%); (iii) animal husbandry (13%); (iv) fisheries (8%); (v) dairy (14%); (vi) marketing (18%); (vii) food processing (2%); and (viii) agri-business development (7%). In addition, there are various facilitation and support activities, including Project Coordination Unit (PCU) operations, which account for about 13% of the base costs. Essentially, the proposed project builds on the success of World Bank funded DASP-I Project (Project ID : P035824) closed on 31st March, 2004.

The project preparation well recognized that, beneficiary profile is not homogeneous, rather, quite diverse comprising a number of sub-groups identifiable based on their differential endowment, gender, ethnicity and other regional agro-ecological features. Therefore challenges lies in addressing the requirements of all the sub-groups, with special attention towards the rural poor and other normally socially excluded sub-groups. Besides, there are a large number of stakeholders, both external and internal to the program, who would have differing degrees of influences and impact on project activities and outcomes. Hence, mapping different stakeholders and soliciting their views, to be incorporated into the designing of this project was recognized as essential. Towards this, and as a part of the project designing, GoUP enlisted the services of an external consultant firm and conducted a Social assessment. This enquiry aimed at, chiefly, assessing the content, appropriateness, adequacy and effectiveness of participatory approaches planned for the project. Thus, the focus was on assessing the effectiveness of the proposed institutional arrangements and their efficacy in ensuring the long-term sustenance of the impacts created under the project. Results of the social assessment are presented in 8 sections.¹ Section I, viz., this section, serves as Introduction. Section II is devoted to Beneficiary Assessments. Stakeholder profile and the analysis thereof is presented in Section III. Issues emerging, as well as lessons learnt from the DASP-I project are depicted in Section IV. A brief about the Project description is presented in Section V. Next section is devoted to proposed institutional arrangements and a SWOT analysis thereof in Chapter-VI. Key issues and measures to address the same are discussed in Section VII. This will be followed by a section on details related to land availability under the market component (Section VIII), Risks (Section IX) and Monitoring and Evaluation (Section X).

¹ This is an abridged version. Detailed comprehensive report is available in the Office of the DASP, Lucknow and also on its portal.

Section –II: Beneficiary Assessment

2. Socio-Economic Profile of Uttar Pradesh

Uttar Pradesh (UP), with a population of 16.6 million in 2001 is the most populous state of the Indian Union accounting for 16.17% of the Union's population. The total geographical area of Uttar Pradesh is nearly 238,566 Sq.Km., which is 7.3 % of the country's area and ranks fourth in the country. The density of the population as per the census of 2001 is 689 per sq. km as against 324 per sq. km for the entire country. This state is the third poorest state in terms of per capita production of food grains as well as in terms of growth rate in the production of food grains. This is predominantly an agriculture state with 79 % of the population living in rural areas. Agriculture is the main occupation of 78 % of the population of the state. The state is the largest producer of food grain, sugarcane and oil seeds. Agriculture is the single largest sector of the economy employing 72 % of the labour force and accounts for 46 percent of the state income. The state has 70 districts, which are grouped in 17 divisions, again grouped in 4 regions. Based on physio-graphic characteristics and varied social and economic conditions, UP is divided into four broad regions –the Eastern, Central region, Western and Bundelkhand region. The broad characteristics of these regions are;

Eastern region:	Wide alluvial plains with dense rural population (776 persons per sqkm): higher proportion of cultivated land.
Central region:	Level riverine plane characterized by fertile alluvial soil: dense population (658 persons per sqkm): lower rural density compared to Eastern region.
Western region:	Varies from riverine alluvial plain to generally uniform and level with slight undulations towards south: slops from north to south or south to east with reference to alignment of major rivers: economically developed and has larger urban centres; population density of 765 persons per sqkm.
Bundelkhand region:	Northern part is plain: southern part has gentle undulating surface: due to undulating and rugged surface, Bundelkhand plateau has lower population concentration (280 persons per sqkm) compared to other regions.

3. Social Indicators for Uttar Pradesh

Uttar Pradesh ranks low on most of the social development indicator inspite of being the most populous state in the country. The state domestic product increased @ 3% during 1997-2002 against national average of 5.3% during same period. The statistics of state income depict annual growth rate of total income in the ninth five year plan period in UP was 2.3% as against 5.5% in India. At the end of eight five year plan, the shortfall in per capita income of the state against all India was 35.5 % which again rose to 45.7 % at the end of 2001-2002 and again showed a 45.6% shortfall. The state's contribution in National Income according to quick estimates for 2002-2003 was 8.3%. This places UP among poorest states in the country.

In 1973-74, the number of persons below the poverty line were 53.5 million, which were about 57percent of the states' population. It was about 16.7 % of the total number of persons living below poverty line in the entire country. The number of persons living below poverty line is 31.15 % in 1999-2000 compare to all India 26.10%. Out of this the poverty ratio in rural areas is 31.22 % and that is the urban areas 30.89 %. It is revealed that though there is a significant declining trend, yet the number of persons living below poverty line in the state remain above 50 millions within a span of 27 years. About 41 million population below poverty line lives in rural area.

Uttar Pradesh registered a 25.8 % decadal growth in population (1991-01) as compared to national average of 21.24 %. The total fertility rate of the state is 5.1 as compared to national rate of 3.5 (1995).

3.1 In Uttar Pradesh 2.6 percent of holdings of more than 4 ha size account for more than 19 percent of the total area while about 75.6 percent of the holdings accounting for 34.1 percent of the total area which clearly reflects severe inequities in ownership of land holdings. The following table presents the distribution of holdings and area according to size class of agricultural holdings.

Table – 1

Distribution of agricultural holdings and area under them in Uttar Pradesh (1995-96)

Size Class (ha)	No. of operational holdings		Area		
	Total Holdings	%age to Total	Total Area (ha) in	%age	to
			thousand	Total	
Less than 1.0	15573.5	75.6%	6033.1	34.1%	
1.0 - 2.0	2982.8	14.5%	4214.3	23.8%	
2.0 - 4.0	1504	7.3%	4101.1	23.1%	
4.0 - 10.0	504.7	2.4%	2799.6	15.8%	
10 and above	37.6	0.2%	562.3	3.2%	
Total	20602.6	100%	17710.4	100%	
Source : Revenue Department, Uttar Pradesh (1995-96)					

This has serious implications on productivity and yields from agriculture and more importantly, on the ability of a large number of marginal and small farmers and agricultural labourers to eke a livelihood from primary activities. In 2001, the literacy rate among those aged seven years and above was 70.23 percent among males and 42.98 percent among females, which is subsequently lower than that for the country (75.85 percent for males and 54.16 percent for females).

3.2 The details of some of the indicators of the state in comparison with external indicators are given below in Table-2:-

Sl.No.	INDICES	State	India
1	Human Development Index Value 2001(calculated only for	0.388	0.472
	fifteen major states)		
2	Human Development Index Rank 2001 (out of 15)	13	
3	Human Development Index Value 1991	0.314	0.381
4	Human Development Index Rank (out of 32)	31	
5	Human Poverty Index 1991	48.27	39.36
6	Human Poverty Index Rank (out of 32)	26	
7	Gender Disparity Index Value 1991	0.52	0.676
8	Gender Disparity Index Rank (out of 32)	31	

Table - 2Uttar Pradesh – Human Development Fact Sheet

INDICA	INDICATORS			
Sl.No.	Demography	State	India	
1	Total Population – 2001	166,052,859	1,027,015,247	
2	Sex Ratio – 2001	898	933	
3	Dependency Ratio –1991	13	12	
4	Dependency Ratio Rural – 1991	14	13	
5	Dependency Ratio Urban – 1991	10	10	
6	Sex Ratio Children 0-6 years – 2001	916	927	
	Income			
7	Per Capita Net State Domestic Product (at 1993-94 prices,	6117	9647	
	Rs.), 1998-99			
8	Percentage of Persons in Labour Force, 1999-2000	58	62	
9	Percentage of Female in Labour Force, 1999-2000	29	39	
10	Percentage of Population Below Poverty Line - 1999-2000	31	26	
	Education			
11	Literacy Rate - 2001 (%)	57	65	
12	Male Literacy Rate - 2001 (%)	70	76	

13	Female Literacy Rate - 2001 (%)	43	54
14	Rural Literacy Rate - 2001 (%)	54	59
15	Rural Male Literacy Rate - 2001 (%)	68	71
16	Rural Female Literacy Rate - 2001 (%)	38	47
20	Gross Enrolment Ratio Class I-V (6-11 years),1999-2000	65	95
21	Boys-Gross Enrolment Ratio Class I-V (6-11 years), 1999-2000	78	104
22	Girls -Gross Enrolment Ratio Class I-V (6-11 years), 1999-2000	50	85
	Health		
24	Life Expectancy at Birth, 1992-96 (yrs.)	57	61
25	Life Expectancy at Birth (Rural), 1992-96 (yrs.)	56	59
26	Life Expectancy at Birth (Urban), 1992-96 (yrs.)	62	66
27	Infant Mortality Rate – 2000	83	68
28	Under 5 Mortality Rate – 1991	134	94
29	Under 5 Mortality Rate - Male -1991	135	91
30	Under 5 Mortality Rate - Female -1991	132	101
31	Maternal Mortality Rate - 1998 (per 100,000 live births)	707	407
32	Total Fertility Rate - 1998	5	3
33	Percentage of children underweight (-2SD), 1998-99	52	47
34	Percentage of houses with access to safe drinking water - 1991	62	62
35	Percentage of houses with access to toilet facilities – 1997	33	49
	Environment		
36	Percentage of Recorded Forest Area to Total Geographical Area-1996-98	18	23

Data Sources -

- 1. Indices Government of India (2001), 'National Human Development Report', Planning Commission, New Delhi
- 2. Demography Total Population and Sex Ratio -Registrar General of India (2001), ' Provisional Population Tables", Census of India, New Delhi'; Dependency Ratio-National Human Development Report (NHDR)
- 3. Income PCNSDP -Planning Commission,' Tenth Plan (2002-2007)', Vol. III, Annex 3.1, Persons in Labour Force, % of Population living below poverty line NHDR
- Education Literacy rate Census (2001), Gross Enrolment Ratio and Teacher Pupil Ratio -Ministry of HRD, 'Selected Educational Statistics' 2001Health - IMR and TFR -Planning Commission, Tenth Plan (2003-2007); LEB, MMR, Children underweight, Under 5 Mortality Rate, % of houses with access to safe
- 5. Drinking water, % houses with toilet facilities NHDR
- 6. Environment Forest Survey of India, State of Forest Report (1999)

4. Agriculture Scenario – Baseline Information

Uttar Pradesh (UP) has widespread poverty and extreme dependence on agriculture. It is rich in natural resources (land and water) but has a high population density and declining soil fertility. It is the third poorest state in India with a per capita income of US\$200. The rural poverty rate is 21.5% representing a total of 28.3 million people or 15% of all poor in India. About 80 percent of the people in UP live in the rural areas; and 66% are dependent on agriculture for their livelihood. Agriculture accounts for 38% of GSDP (2001-02).

Uttar Pradesh is one of the most important states for the national economy and primarily agrarian in nature. Thus the agriculture sector is critical for the state. Agriculture in the state contributes about 40 percent to the state gross domestic production as against 25 percent at the national level. This sector engages about 70percent of the population and 65 percent work force in the state. State has a geographical area 24.2 million hectares and out of this 16.8 million hectares area is actually cultivated. The unirrigated area is 3.98 million hectare. The cropping intensity is 151.36 percent. The state is geographically located in the most fertile tract of indo-gangetic plains. The state has good soils and water availability through rainfall and river flow. The state is also hounoured by favourable sunshine

and wind. That is why the state, in spite of all these factors the state's agriculture productivity is not very much comparable to the all India level. The question is often raised that how the state would protect the poverty - ridden farming community.

Uttar Pradesh is largest producer of wheat in the country contributing about 36 percent of the all India production whereas UP is second largest producer of rice in contributing about 15 percent to the national production. The area under these crops is predominantly less than the contribution in terms of production. Although the state's contribution in pulses production is second in the country but due to population the state is still deficit. About 45 percent production of lentil in the country is from the U.P. Similarly, in oilseed crops, state is contributing about 18 percent production of rapeseed mustard. State also contributes about 45 percent sugarcane production in the country. The state is largest producer of potato about 40 percent and while the contribution of mango and guava is about 40 and 46 percent respectively, as the state produces about 10 million tonnes of fruits and 17 million tonnes of vegetables. On the other hand the production of other oilseeds, fiber crops like cotton, jute and mesta are not of any significance.

5. Sectoral Constraints. The agriculture sector in UP is experiencing problems of worsening land-man ratio, land degradation and declining soil fertility, water stress, stagnant yields, lack of crop diversification and subsistence-oriented production. Public extension activities at the ground-level are negligible with little consequent acquisition of new technology or practices by farmers. Post-harvest processing and management activities are largely absent and there are very few backward/ forward linkages with the private sector. Marketing infrastructure is organized around a few cereal crops and pulses, and does not cater to perishable and non-traditional products, which, nevertheless, hold out substantial promise for both income expansion and employment generation.

The state has about 16 million tonne of surplus foodgrains after meeting its requirements.

Sl.	Agro-Climatic Zone	Constraints
1.	Bhabhar and Tarai Zone	Depletion in Ground water table, Decline in soil fertility, Poor yields of Basmati rice and scented indigenous rice, Poor seed replacement rate, High incidence of disease and pests in rice and sugarcane Problem of micro-nutrient deficiency
2.	Western Plain Zone	Depletion in Ground water table, Decline in soil fertility, Poor yields of Basmati rice and scented indigenous rice, Low yield of maize grown in Kharif season, Lack of suitable varieties of baby corn, Problem of Phalaris minor in wheat, High incidence of diseases in mustard, Lack of yellow seeded mustard varieties, Lack of canola type (low erucic and low glucosinolate having) varieties of mustard suitable for export purpose, Lack of high yielding and short duration varieties of Toria suitable for sowing as a catch crop in between Kharif and Rabi particularly after Kharif maize, Lack of high yielding early maturing hybrids/ varieties of cotton with resistant to diseases and insect-pestc, Problem of red rot disease in sugarcane, Problem of micronutrient deficiency, Others.
3.	Mid-Western Plain Zone	Depletion in ground water table, Poor yields of Basmati rice and scented indigenous rice, Low yields of maize grown in Kharif season, Lack of varieties of baby corn, High incidence of diseases in mustard, Lack of yellow seeded mustard varieties, Lack of canola type (low erucic and low glucosinolate having) varieties of mustard suitable for export purpose, Problem of Phalaris minor in wheat, Problem of red rot disease in sugarcane, Problem of micronutrient deficiency, Others.
4.	South Western Semi-Dry Zone	Problem of Brackish water, Poor seed replacement rate, Lack of yellow seeded mustard varieties, Lack of canola type (low erucic and low glucosinolate having) varieties of mustard suitable for export purpose, Problem of yellow mosaic virus disease in green gram and black gram, Problem of wilt and sterility mosaic disease

5.1 The geographical spread of the state can be divided into 9 Agro-Climatic zone and the constraints therein are :

		in pigeon pea, Problem of wilt and pod borer in gram, Problem of powdery mildew in pea. Problem of microputrient deficiency
5.	Mini Plain/ Central Plain Zone	Problem of Depletion in Ground water table, Poor seed replacement rate, Problem of late sowing of wheat, Low yield of maize grown in Kharif season.
6.	Bundelkhand Zone	Lack of suitable varieties of baby corn, Low yield of indigenous scented cultivars of rice, Problem of powdery mildew in pea, Low yield of pulse crops due to poor management, Lack of high yielding, short duration, resistant/ tolerant to wilt and bold seeded varieties of lentil, Problem of bud necrosis in groundnut, Lack of early maturing and high yielding varieties and hybrids of sunflower, Low yield of sesame, Lack of early maturing, high yielding, disease, Lack of suitable varieties of Sesbania, Lack of suitable varieties of sun hemp, Problem of Phalaris minor in wheat, Low yield of ratoon crop of sugarcane, Problem of micronutrient deficiency, Problem of grain breakage during milling leading to poor ice recovery.
7.	North Eastern Plain Zone	Problem of irrigation water, Poor seed replacement rate, Lack of early maturing, high yielding varieties of soybean with resistant to yellow mosaic virus, Low yield of soybean, Low yield of pigeon pea due to wilt and sterility mosaic virus diseases, Low yield of gram due to high incidence of wilt disease and pod borer, Lack of suitable varieties of durum wheat, Problem of micronutrient deficiency, Others, Validation of indigenous technologies.
8.	Eastern Plain Zone	Problem of sodicity, Problem of water logging, Poor and replacement rate, Low yield of high yielding varieties of rice, Low yield of indigenous long cylindrical scented and non-scented cultivars, Low yield of wheat in rice-wheat cropping system, Low yield of maize in Kharif season, Lack of baby corn varieties, Lack of short duration toria varieties suitable for sowing as a catch crop in between Kharif and Rabi particularly after Kharif maize, Lack of dual-purpose varieties suitable for oil and fiber content, Problem of micronutrient deficiency, Lack of suitable varieties of Sesbania, Lack of suitable varieties of sunhemp, Problem of red rot in sugarcane, Low yield of sugarcane, Others.
9.	Vindhyan Zone	Problem of irrigation water, Problem of micronutrient deficiency, Poor seed replacement rate, Low yield of rice due to delayed transplanting, Low yield of wheat, Low yield of barley due to the use of local cultivars, Low yield of rapeseed and mustard due to broadcast sowing, utera cultivation and aphid and disease problem, Low yield of pigeon pea due to water logging and wilt problem, Others.

6. Future Roadmap. It becomes clear from the above facts that the agriculture in the state is now at somewhat of a crossroads. Having reached self-sufficiency in food grains, increased productivity of traditional crops such as wheat and rice, appears to be reaching its limit as an engine of growth and increased agricultural incomes. At the same time, general economic growth and urbanization is causing demand for agricultural products to shift away from food grains to higher value commodities, including fruit, vegetables and livestock products. At the same time, with consumption of agricultural products becoming more concentrated in urban areas, the efficiency of food supply chains is being increasingly tested, implying a growing role for agribusiness to adequately balance agricultural production and integration/ coordination of these supply chains will also become more critical. The challenge therefore is to establish enabling conditions and institutional arrangements that would facilitate this transition of the UP agricultural sector.

Section – III: Stakeholder Analysis

A stakeholder is defined as an individual or agency who can either impacted by, and/or impact on, the project. From the system approach, stakeholder mapping has been done at different levels i.e. village, Nyaya Panchayat, block, district, state and country. From the functional point, the discussions are made two categories i.e. direct beneficiary, indirect beneficiaries. The list of such stakeholders are presented in the box below:-

	Direct Beneficiaries	Indirect Beneficiaries
Village Level	 Benefiting households Landless, small & marginal farmers, Women, Kisan Mitra, Best Practitioners, Youth Entrepreneurs, agriculture input 	Interested farmers to adopt the technology & concept of farming system & self help initiatives
	shopkeepers and marketing agents.	
	 2. Gram Panchayat Gram Pradhan Planning & Development Committee 	
	3. Govt. Functionaries Nyay Panchayat/ Block/ sub division	Other line departments, contractors
	4. NGO Functionaries	
	5. Kisan Sahayak	
District Level	1. Agriculture, Horticulture, Animal Husbandry, Dairy, Food Processing ,Mandi, Fisheries Department,	NGOs, Contractor, officials of other line departments
	2. DASP District Project Coordination Unit	
	3. NGOs	
	4. Credit Institutions/ Training Institutions/ Research Institutions	
State Level	1. Agriculture, Horticulture, Animal Husbandry, Dairy, Food Processing, Mandi, Fisheries Department (PIUs)	Other Development Projects, other departments
	2. DASP Project Coordination Unit (PCU)	
	3. Credit Institutions/ Training Institutions/ marketing service providers (CII, NAFED, NDDB, commodity exchange, information technology)	Transporters, Traders, Seed Companies, Fertilizer Companies, Pesticide Companies
	4. External (M&E) and consultants	
National Level	Govt. of Inda, CII, NAFED, NDDB, commodity exchange, Training Institutions	Transporters, Traders

Expectations & likely benefits

7. Direct Beneficiaries

- Enhanced income, increased productivity and reduced cost of cultivation are major expectation from the project.
- Marginal and small farmers are owners of small landholdings and their livelihood has to be supplemented by wage labour and off farm activities.
- Similarly, landless farmers either work as wage laborers or take land on Adhia (Shared cropping) for livelihood. Intensification, Diversification, Bio farming will increase productivity and reduces cost & livelihood risks.
- In addition promotion of privatization of services and Entrepreneurship by project will enhance income & turn over of input providers and marketing agents.

- Farmers self help groups (FSHGs), Women self help groups (WSHGs) and Farmers field school (FFS) would create an effective platform for discussion, problem solving and sharing of knowledge about improved agricultural practices & technologies and off farm activities. Thus, they will lead to a general empowerment of individual farmers and women as well.
- Adoption of improved agricultural practices and technologies for on farm and off farm activities would increase Income, productivity of land and quality of produce of participating farmers.
- Environment especially soil health is likely to improve by adoption of Bio farming being encouraged by project.
- A sustainable system of knowledge transfer to farmers from Krishi Vigyan Kendras, Krishi Gyan Kendras, Agriculture Universities Agriculture, Research Stations, Horticulture, Animal Husbandry, Dairy, Fisheries department and marketing agencies will be in place.

7.1 Fishers

- Enhanced income, increased productivity are major expectation from the project.
- Quality seed and quality inputs would be made available.
- Better technology.
- Market linkages

8. Gram panchayat and village level government functionaries

DASP-II may have to coordinate with village level panchayat institutions/ committees for creating backward and forward market linkages including market infrastructure, market information, timely availability of inputs and allotment of village ponds to self help groups of women or landless and marginal farmers so that fisheries can be undertaken by them to supplement their income.

It will also involve village level government functionary like Kisan Sahayak (Agriculture extension worker) of Agriculture department, vital in imparting agriculture extension information. Hence Kisan Sahayaks form an important stakeholder group.

The village level school teachers, Anganwadi workers and multipurpose workers are also peripheral stakeholders who can potentially have high influence on project outcomes although impacts of the project on them are likely to be limited. Therefore, the key stakeholders from the elected and departmental village level institutions are:

- Pradhan and other members of Gram Panchayat
- Kisan Sahayak

Expectation and likely benefits

- Increase in income and productivity and value of poor, landless and marginal farmers and women are the major outcomes that these stakeholders anticipate.
- The proposed project will establish village level institutions like Farmers self help groups and Women self help groups and convenient for initiating agriculture development schemes by Government and private sector.
- The existing institutions like the Panchayat may, in some cases, approach the project with caution as project delivery mechanism will by pass the general practice of implementation through Panchayat bodies, and thus would allow limited influence by its members. Moreover, the procedures for the project are laid out such that there will be little or no scope to deviate from guidelines. Gram Panchayats expect to be involved in planning and monitoring process of the project.
- One of the tactics in DASP-I, has been the entry into village through gaining acceptance from influential persons of the village and Pradhan. This has been successful in pre-emptying apprehensions and building credibility for project activities at village level. The checks and balances for project implementation and institutional design at village level are able to overcome intentions of diverting project inputs for personal benefit. This leads to occasional disenchantment of influential persons at later stages though instances of such behaviour have been few. This conflict of interest hence is manifest in project activities being impeded, but facilitation by field functionaries has been able to protect the interest of direct beneficiaries at large.
- Kisan Sahayak would be requiring intensive training on participatory and technical aspects of the project.

9. Indirect Beneficiaries

All the remaining farmers i.e. other than the group members are the indirect beneficiaries. Although there are no direct benefits for them, this group will benefit from externalities generated by project like, construction of specialized mandis, construction of Agri Marts, market information, market linkages, formation of FFS and absorption & adoption of technologies & practices after seeing the results in the fields of direct benefiting farmers. Adoption of improved practices like–

- Availing services of Paravets,
- Exchanging grain for seeds from direct beneficiaries,
- Adoption of Low tunnel polyhouse at own expenses,
- Adoption of vermicompost and NADEP compost methods at their own cost
- Use of bioagents

10. Coordination Unit

At the Coordination Units for DASP-II, the staffs will be mostly on deputation or on contract basis to handle the work at different levels. On the basis of experiences shared by existing DPCU officials expectations are

- Long period of training will be required
- Involvement of village level extension functionaries (Kisan Sahayaks) will be beneficial
- Though existing functionaries are not sure about their unit in Phase-II whether it would be relocated or would continue to do follow up activity, they are, however, eager to shoulder the responsibility of implementing phase-II.

11. Implementation Departments

The District Implementation Units of different departments i.e. Agriculture, Horticulture, Food Processing, Animal Husbandry, Dairy, Fisheries, Mandi are to be made operative within the existing set up. Project Implementation Unit set up at state level under DASP-I will continue to work.

To overcome the paucity of technical staff at village level, recruitment of technicians/advisors on contract basis was experimented but was abandoned later due to legal problems. Subsequently NGOs successfully provided field level technical functionaries.

There is certain amount of skepticism about NGOs in these departments in new districts as they have no or little experience of working with them.

Expectation and likely benefits from the project

Though willing to work at grass root level Department officials find it difficult due to lack of resources. They expect the project will provide

- Infrastructural support
- Funds for Mobility
- Capacity development
- Incentive for better work
- Kisan Sahayak/ NGO functionary for extension support
- Uniformity in packages given to DPIUs and PIUs
- Parity in input support with ongoing schemes

11.1 Fisheries Department is the new implementation department in DASP-II. The department perceives the following benefits from the project.

- Infrastructural support.
- Community ponds Coverage of 1000 ha water area under production system.
- Production of 3500 MT/Yr fish from these ponds valued Rs 12.25 crore.
- Farmer's ponds Coverage of 500 ha water area under fish farmers.
- Production of 175 MT/Yr of fish from these ponds.
- Construction activity of ponds will provide 1.35 lac man days employment.

- Fish culture in above ponds will provide direct employment to 6000 families.
- Integrated fish farming: additional benefits in term of production of milk and other animal products.
- Culture of air breathing fishes will produce 80 tones of high value fish.
- Development of 50 hatcheries will provide direct employment to 50 families.
- Construction will provide casual employment to unskilled labour.
- Development of 100 rearing units will provide direct employment to 100 families.
- Hatcheries and rearing units will produce 200 Million/Yr fingerlings valued Rs 1.4 crore .
- Stocking of produced fingerlings will help in production enhancement.
- Technology transfer will increase productivity from existing level of 2700 kg to 3500/4000 kg/ha in ponds.
- Construction of Mandis will provide direct employment to shopkeeper.
- Extended marketing services will increase shelf life of the fish and will lead to the benefits being translated in to monetary terms.
- Development of designated Jheels will ensure production enhancement from these water bodies.
- Experts and pilot projects will help in standardization of the technologies.
- Extended extension services will popularize fish culture in rural areas.

11.2 Similarly, Mandi Parishad's expectations through the project are:-

- Increase in turnover in improved markets like fish mandi, fruits & vegetables mandis and in general mandis.
- Better buying, selling services to the farmers through the new infrastructural support i.e. DASP Agri Mart, establishment of farmer service centres, market information dissemination through E-Kiosk.

11.3 Although **Dairy Component** was part of DASP-I, however, DASP-II, the interventions are much more in comparison.

Expectations & likely benefits from the project

- More procurement through milk producers.
- At least 50% women milk producers.
- Increase in milk sale & market share.
- Premium price of milk.
- Strengthening of marketing and dairy plants.
- Infrastructural support.
- Benefiting farmers through reducing payment lag, better price and building grass root institutions.

12. NGOs

Once again NGOs are likely to play key role in the implementation of project activities, as participatory approach will continue to be major implementation strategy in the proposed project. Therefore selection of appropriate NGO will be of vital importance.

Expectation and likely benefits from the project

The likely benefits as seen by NGOs were:

- Increase in trained manpower.
- Ability to scale up organization's development work.
- Increased NGO-Government Agency collaboration leading to more people oriented programmes in the state.
- Access to new knowledge.

13. Credit Institutions

Sensitization of rural banks, commercial banks, institutions like NABARD will continue to have important place in proposed project as their cooperation and support is necessary for strengthening of groups and ensuring institutional credit.

- Some of the bankers see long term benefits if SHGs succeed in economic activities (Micro enterprise).
- Bankers are of the view that maturity of SHGs will come only after a long period of facilitation and internal loaning
- The SHGs will, according to them, need capacity building inputs before they can use credit facilities from Bank.
- Adequate staffing at the branch level is seen as major bottleneck. Hence, the promotion of groups in select pockets may place a strain on some branches.
- Due to bad recovery in rural credit, the banker's faith in micro credit is relatively low. Hence, continuos follow up will be necessary in new districts.

14. Contractual Partners

Contractual Partners like External Monitoring & Evaluation Agency (M&E) and Training Institutions etc are expected to be selected after adequate need assessment within the project framework and corresponding capacity assessment of the agencies considered. It is felt that adequate planning, identification of necessary services and quality level with rigorous identification of procedures and contractual clauses to enable correction within necessary time frame, will go a long way in making this relationship mutually beneficial.

15. Major Issues & Concerns

Based on the experiences of DASP-I & social assessment, following major issues & concerns have been identified. These have also been taken into consideration while designing the DASP-II Project.

Issues & Concerns	Details
i) Beneficiary Selection	• Exclusion of certain caste or classes of farmers need to be looked into for appropriate action to ensure inclusion of different sub groups of farming community.
ii) Participatory Planning	 In planning process farmers and farmwomen should have equal opportunity to participate in identification of local needs and decide about interventions in village action plan (VAP). Aggregation of efforts, community mobilization and marketable farm produce should lead to efficient use of resources, better management and institutionalizing market linkages. Nyay panchayat level would be optimum point of aggregation.
iii) Farmers Institutions – FIGs	• Village action plans need to be used for implementation within the village. Monitoring indicators requires to be developed.
iv) WSHG	• By and large members are anxious to start some micro enterprise but they are not sure what to do. They look at project functionaries for guidance and facilitation.
v) Farmers Field School	 A shelf of possible enterprises is required to be prepared along with name and address of best practitioner/entrepreneur in nearby area, it may provide various options to FIG/ SHG members depending upon local demand and also opportunity to interact and learn from that best practitioner/entrepreneur. Interventions like, Group farming, Group Marketing, Group Fisheries and poultry may be tried for landless and very small marginal farmers/women. FFS as a sustainable institute for technology transfer. Appropriate coverage area of FFS would be Nyayapanchayat. FFSs need to be formed right from the very beginning so that adequate time is available for strengthening. Interventions to develop the capacity of FFSs on institutional building, identification of issues and planning, and communication need to be undertaken. Private partnership with input suppliers, marketing agencies is required to be established.

	developing it as input and service center also.
	• Possibilities of FFS taking up marketing farm produces of SHGs at
	different markets need to be explored.
	• Linkage with KVK, KGK and Agriculture Universities need to be
	strengthened.
	• Paravets need to be linked, as it would not only provide resource
	nerson to FFS but it would also increase his clientele
	• Internet connectivity for improved access to E-Kiosk & technology
	market information
	• At least two master trainers should be given extensive training on
	marketing aspects
vi) Linkagas with Gram	Drojaat may by page the Gram Danahayat
VI) Linkages with Oralli Dependent	• Floject may bypass the Oram Fanchayat.
Fanchayat	• According to them, greater stake need to be created for landless and
	for them and their migration during labour second second may home
	for them and their migration during fabour scarce season may namper
	the outcome of initiatives meant for them.
vii) Technology	• Any type of support to groups must have farmers share.
Dissemination	• Authenticity of soil testing is a crucial issue, needs to be looked into.
	• Women need to be included in all aspects of technology
	dissemination.
	• Focus on farming system (comprising many activities) rather than on
	particular crop/ commodity will provide opportunity to farmers for
	optimizing and expanding their portfolio of activities.
	 Certification of organic safe food would better remuneration.
	• Introduction of contract farming would not only help assured sale of
	farm produce but also expose farmers towards new technologies.
viii) NGOs	• To avoid mid course change, NGOs selection procedure needs to be
	refined. Assessment of NGOs on the basis of eligibility criteria and
	documents pertaining to capacities and experience need to be further
	cross-checked through rigorous field verification and interaction with
	partner/donor agency.
	• Capacity of Block Level Functionaries (BLFs) on participatory
	approaches and technical aspect need to be developed.
	• Participatory training methodology with adequate time needs to be
	followed in delivery of training.
	• District Project Implementation Units (DPIUs) need to be involved in
	developing capacity of BLFs on technical aspects.
	• A system of giving incentive/reward to functionaries/NGOs on the
	basis of performance may be developed to keep the spirit of healthy
	competition.
	• Provision of fund to support regular visit to project site by NGO
	Representative/Head need to be looked into
	• BLE can be given the responsibility for Participatory M& E and
	environment monitoring facilitation
ix) District Project	• DPILIs need to be made responsible for developing capacity of BLEs
Implementation Units	• Di tos need to be made responsible foi developing capacity of DEI's
(DDILIe)	Staffa need to be consistered on utility and application of participatory
(DPIUS)	• Starts need to be sensitized on utility and application of participatory
	approaches.
	• The issue of involving Kisan Sanayak as main resource person and
	coordinator of activities of all departments need to be denderated to
	nave acceptability of all stakenolders.
x) Project Implementation	• Duplicity of trainings by DPCU and DPIU need to be avoided through
Units (PIUs)	working out combined calendar of training for all levels.
xi) Project Coordination	• Capacity building of NGOs, DPIU and PCU functionaries is huge
Unit (PCU)	task, PCU need to identify nodal for state training agency to help in
	training management.
	• Training experts /NGOs, having experience in similar projects, may
	be identified to develop training customized modules for field staff
	with adequate duration and appropriate training methodology
	(participatory and hands on practice) in consultation with training cell.

	• Bankers need to be sensitized about project and Self Help Groups (SHGs).
	• Co-ordination with rural and commercial Banks through NABARD,
	LBO and DLBC will continue to be important.
xii) M&E Institution	• In phase-I, Agriculture Management Centre (AMC), Indian Institute
	of Management (IIM), Lucknow has done concurrent monitoring and
	evaluation quite effectively. Identification and selection of such
	agency will be of crucial importance.
xiii) Identification of	• To build the capacity of staff on technical aspects appropriate
Training Institutions	institutions are available within and outside state and these have been
	used adequately in phase -I. Similarly IRMA & BIRD were used
	quite effectively to train senior functionaries on participatory aspects.
	Needs of grassroot functionaries on participatory aspects need to be
	addressed adequately, as they are the ultimately responsible for
	delivery of services.
	• To address training needs of grassroot functionaries properly, lead
	training agency/agencies /NGOs need to be identified to impart
	training as per above customized modules.

16. Perceived impacts -- potential beneficiaries

Social impacts likely to occur for different category of beneficiary groups have been identified on the basis of interaction with them. The responses of intended beneficiaries groups, despite their general awareness and explanation by the assessment team, are impressionistic in nature. However, the experience of beneficiary groups in phase-I, provide some of the main indications of likely impact of the proposed project.

Cu	rrent Status	Pe	rceived Impacts
La	ndless		
1.	Skepticism about functioning of the proposed project as seems unbelievably different from	1.	Opportunity to acquire skills to start income generating activities
	ongoing programmes	2.	Easy access to credit
2.	Skepticism about functioning of groups since	3.	Better food security and economic condition
	benefits are normally cornered by powerful	4.	Improved income from Adhia lands
	members of the group		
Ma	arginal and small farmers		
1.	Skepticism about functioning of the proposed	1.	Improvement in productivity
	project as seems unbelievably different from ongoing programmes	2.	Supplement income through other diversified activities
2.	Skepticism about functioning of groups since	3.	Easy access to credit
	benefits are normally cornered by powerful members of the group	4.	Availability of plants through private nurseries
		5.	Reduced cost of cultivation by way of adoption of IPM and bio composting etc and Improved quality of produce
		6.	Better food availability and economic condition
		7.	Better information linkages.
Kis	san Mitra and Best Practitioners		
1.	Working as extension agent of Agriculture	1.	Improvement in knowledge and skills
	Department only providing mini-kits and are	2.	Linkages with research and extension
	supposed to promote vermicompost, NADEP and		institutions
	soil testing with limited skills and back up support	3.	Involvement of these farmers enhances the
2.	Some Kisan Mitra has heard about project		acceptability of the program
3.	Taking good crop with traditional knowledge and	4.	Better dissemination of know-how through
	practices		these farmers
		5.	Farmers look at these farmers for guidance
Yo	uths (Paravets)		
1.	Doubtful about opportunity of self employment	1.	Self employed trained Paravets earning their

Current Status	Perceived Impacts		
through government project	livelihood		
	2. Availability of quality AI and related		
	services at the doorstep		
Agriculture input shopkeepers & Marketing Agents	1 Enhanced clientele		
and skill base in a government programme	2. Better turnover and profit		
	3. Better service in respect of inputs/produce		
	and information		
Women			
1. Low acceptability of project concept due to lack of	1. Important role of women in agriculture		
awareness and negative experiences in the past	activities will lead to improvement in the		
as income generating activities	and explicit recognition of women's		
2. Lack of knowledge about working process of	contribution		
SHGs, norms, procedures and advantages	2. SHGs might help in increasing women's		
3. Fully dependent on man for small personal and	income through economic activity		
family needs	3. Collective action against social evil		
4. Dependence on money lender in case of emergency			
J. POOL MODILITY			
1 Low acceptability of the proposed project due to	1 Formation of new self help indirect		
various apprehensions	beneficiaries after seeing the success of		
2. Skeptical about group functioning	groups formed under the project		
	2. Adoption of improved agricultural practices		
	after seeing the results in the village itself		
Cuam Danahanat	3. Spread effect of IGAs		
1 Not heard about project	1 More benefits to landless marginal and		
2. Skepticism about implementation of project through	small farmers		
institutions like farmers' and Women's groups	2. Improved productivity and diversification		
bypassing the general practices of implementation	3. Involvement of relevant committee of Gram		
through Panchayat as in most of state government	Panchayat in the planning & monitoring		
schemes	process		
Kisan Sahavak			
1. Enthusiastic about possibility of their	1. Existing knowledge, skills and experience		
involvement in the proposed project	in the area and long association with		
2. Timely availability of seeds and other inputs	farmers could be utilized for project ends.		
required to ensure farmers actual reap benefits	2. Effective coordination of activities of		
3. Additional workload, workplace, reporting and	departments at grassroot level		
compensation and Travelling allowance made			
available.			
4. Support from the project or subsidies need to be			
at par with ongoing schemes of department			
5. Capacity building required			
DPCU & District Level	1 Thomas and in inclusion of the second state		
1. Italined personnel with experience of phase-1 and its	1. Transparency in implementation will lead to faith in the project		
2. Long period of training will be required for new	2. Project success can be achieved by good		
project staff.	extension work and transparency		
3. NGO selection needs to be done carefully	3. Groups will have positive social impacts on		
4. Dedicated staff at DPIU	village social system		
5. Involvement of KS will be fruitful			
NGOs			
1. General awareness about the DASP among NGOs	1. Perceive that NGOs association with		
in addition to broad acceptability of the proposed	government bodies in implementation of		
project and its process of implementation	proposed project may lead to positive		

Cu	rrent Status	Per	Perceived Impacts		
2.	Some of NGOs expect to build up base capabilities of staff towards organization goals by training them through proposed project	2.	influence on working style of government staff The NGO personnel will be better trained to		
3.	Sufficient time and personnel will need to be		handle other development project after		
	and nurturing	3.	Success of women's groups in saving and		
4.	The strategy to develop farmers field school for	5.	credit may lead to women empowerment.		
	sustaining the impact of project was felt to be good	4.	Groups will have positive social impacts on		
	but it these institutions could not be nurtured due to		village social system		
	lack of time (as this initiative was taken during last				
	years of implementation)				
Cr	edit Institutions				
1.	Banks are concerned about viability of SHG	1.	The saving and credit activities of many		
	accounts. apprehend increased workload		SHGs may meet consumption needs of the		
2.	The pace of SHG formation by project team will be		households and can work as the village		
	high and may at time stress staff		level credit institution.		
Tra	aining Institutions				
1.1	Involved in their routine programme on extension and	1.	Achievement of their own targets		
	training	2.	Enhanced reach of their institution		
2.	Working with individual farmers	3.	Conceptual clarity on group approach in		
3.	Disparity in allowances and other facilities for staff		extension and farmers led extension		
	on deputation and contract de-motivates them.	4.	Highly motivated staff working with commitment		
		5.	Increased staff strength and management skill.		

Section - IV: Major Issues/ Lessons Learnt from DASP-I

17. A key lesson from that project was that commercialization of agriculture and private sector involvement are necessary to produce sustained increases rural incomes. Lack of adequate market linkages and farmer skills/ capacity to produce for the market (choice of appropriate varieties, post-harvest handling and quality control etc) have emerged as the biggest challenges to sustaining productivity enhancement and income diversification. The other lessons are :

a) Farmers are responsive to change and prepared for diversifying their agricultural practices, provided they are given assurance of remunerative marketing and buying tie-ups, b) Endeavours at group level enhance the bargaining power of each group member, c) continuous attention is to be paid for motivating and training the farmers in latest technologies, d) Capacity building of the line departments and NGOs officials are also equally important and necessary, e) Agenda for technology development and dissemination should be set according to farmer's requirements and must have a market focus in its mandate, f) The promotion and success of organic farming will mitigate environmental degradation, g) A gender sensitive approach is to be adopted in regard to various developmental programmes to ensure their sustainability, h) Farmers led extension models i.e. Farmers Field Schools proved to be a high success, i) More broad-basing in required at the ATMA level to involve farmers, women group members, private stakeholders and NGO representatives, and j) Exit Policy should start from beginning, (k) Farmers and other stakeholders associates be upward federated empowered to ensure uninterrupted supply of inputs, l) Use of IT for extension is essential, m) Financial Management especially at the SAUs needs further streamlining, n) Engagement of an external monitoring and evaluation agency lends credibility to project achievements.

Section V – : DASP II – Project at a glance

18. The proposed project would build and greatly expand on the advances made in the first UPDASP, which succeeded in increasing agricultural productivity and diversification through disseminating demand driven technologies. Focus would be on promoting intensification of production with greater market orientation, improved product handling and stronger market linkages - coupled with a better functioning market system for fresh produce and greater private investment in agro-

processing and value adding, and in provision of associated services. This approach is fully aligned with GOI's Tenth Plan focus on agricultural service delivery reform, primarily through its new policy on agricultural extension and subsequent decision to promote the ATMA extension management concept throughout the whole county; and reforms to the system of regulated marketing enshrined in each state's Agricultural Produce Marketing Act to promote private sector involvement in all aspects of agricultural marketing. It also supports the aim of GOI's National Horticultural Mission (November 2004), which promotes the growing of high value crops and value adding; and is in tune with the increasingly favorable environment for FDI in food retailing, in terms of trying to ensure small producers are not excluded from the coordinated supply chain that will develop from the evolution of supermarkets in India.

19. Project Description

The proposed project would cover all 70 districts in the state (32 phase I districts from the first UPDASP, and 38 new phase II districts) with the project pursuing intensive involvement in 38 districts in all components and a more marketing oriented effort in DASP I districts looking onto the previous coverage, but some of the new non-marketing activities would also be carried out in some of the 32 districts. The project activities would be grouped into two components:

(i) **Promoting Intensification and Diversification of Agricultural Production -** by making extension and adaptive research more relevant and accessible to farmers; encouraging the development and introduction of more effective agricultural production systems; and reducing the risk associated with change, especially for small operators.

- Introduction/further development of decentralized, collaborative technology generation and dissemination activities in all districts of the state, through adoption of the ATMA management concept, promoting development of effective farmer organizations and through these, greater farmer involvement in planning and implementation of extension and adaptive programs; program collaboration between line departments with responsibility for agriculture and allied sectors; and public private partnerships with private sector and NGO service providers. Introduction of new agricultural and livestock production systems would be actively promoted, and supported by an investment grant scheme targeted specifically at marginal landholders or the landless. Research and extension activities would be driven by current and emerging market opportunities; and for planning purposes there would be a virtual pooling all funds from Govt. and project sources that are earmarked for these purposes at the district level.
- Livestock breed upgrading through development of a progeny testing scheme for cross bred cattle and buffaloes, outsourcing of production of frozen semen and expansion and strengthening the cattle cross breeding program through the privately operated paravet program; and strengthening of livestock disease surveillance systems.
- Management techniques to intensify fish production in community owned tanks and private ponds will be introduced together with seed supply through better hatchery and differentiated nursery operations. Experiments in more intensive jheel management and freshwater prawn farming will also be included.
- Pilot testing risk mitigation mechanisms for small and marginal farmers, involving concepts such as weather-based insurance, warehouse receipts and commodity futures, through MOUs with private sector providers.

(ii) Increasing Farmer Access to Expanding Market Opportunities-by improving the relevance of market information and regulatory framework; improving supply chain management; increasing market infrastructure and making market management more responsive to farmers needs; and promoting private sector investment in agribusiness.

- Support for provision of comprehensive information systems for growers, traders, processors and exporters on the prices and volumes traded in the major outlets – linked eventually with information on product standards, certification, and regulatory policies and procedures.
- Strengthening supply chain development and coordination by cost sharing with the private sector in domestic and export market identification and promotion through market surveys, trade fairs etc; and facilitating linkages between growers, traders, processors and exporters through training programs, workshops, exposure visits and other awareness programs.

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- o Promoting expanded and more efficient milk marketing through (i) strengthening of PCDF management; establishment of a new, professionally managed marketing cell within PCDF; developing new arrangements and facilities to ensure production of clean milk by an expanded network of village cooperatives and effective quality control over milk supplied to PCDF by milk producers unions; and, (ii) pilot testing of a small number of new innovative milk producer associations registered under the Companies Act, as an alternative model to milk cooperatives.
- Construction of new market yards or expansion of existing operations in partnership with the UP Mandi Parishad, involving 10 specialized markets for fish, and fruits and vegetables, to be operated with enhanced governance and greater participation of market stakeholders in design and operation of the market, through the formation of market committees, in accordance with the Mandi Act. Ancillary operations such as value-adding facilities and computerized weighbridge operation would be outsourced to private sector. In addition, rural based agri-marts would be constructed by ATMAs and the management outsourced to private sector entities who also provide a range of input supplies and general services to farmers on the same site (standard mandi fees would still be paid to the local mandi committee). Commissioned agents would not operate at these markets, and auction selling by the market operator would be piloted at selected locations, where this is considered feasible.
- Establishment of a professionally managed Agribusiness Development Facility to promote private sector involvement in processing and value adding of agriculture following a product-wise value chain approach, with interventions focusing on three activities: (i) increasing access to finance by providing training and technical assistance to both financial institutions and agro-enterprises linking programs with corporate entities, market information and market facilitation, productivity and quality improvement; and (iii) improving the business environment through analysis of policies and regulatory issues and implementing related programs in partnership with business/trade organizations. The facility would take advantage of the planned liberalization of the UP Agricultural Produce Marketing Act, as well as assist entrepreneurs to make better use of governments grants and schemes already available, including the new WB funded small enterprise development and financing project, being implemented by SIDBI, which provides not only lending funds to banks, but also incorporates financial risks management mechanism and business capacity building initiatives.
- Operation of a small Innovation Grant Fund to support innovative agribusiness ideas and pilots that have significant demonstration impact and replication potential implementation guidelines for the fund, screening and eligibility criteria will be developed during the course of appraisal.
- Strengthening regulatory services in UP designed to improve the safety and quality assurance of products, both for domestic consumption and to sustain development of competitive market outlets for UP's agricultural, fishery and animal products through direct support to necessary public services and by ensuring a competitive policy environment to encourage private participants wherever feasible (HACCP, EUREP GAP, R-FRAC etc).

Section – VI: Proposed Institutional Arrangements under DASP-II

20. Institutional arrangement for the implementation of different components would be made such that participation of different stakeholders particularly primary stakeholders, PRIs and women would be ensured. The design would also address the sustainability arrangements during the project period. Project will remain present in each village for three consecutive years. The first and second years will be the period for full-fledged activities. The focus will be laid on encouraging and supporting farmers to adopt the propagated technology and practices, establishing institutional and other linkages and filling the gaps if any. The third, fourth & fifth years will be devoted to consolidation of project initiatives through strengthening of marketing and other linkages and consolidation. However, technological backstopping and evaluation activities will continue. In this section, a brief description of the proposed institutional arrangements and a SWOT analysis thereof are presented. Key institutions/ implementation units envisaged are :

20.1 State Level:

Project Coordination Unit- PCU would coordinate the project activities, which is being Implemented by the line departments. Technical and professional staff located at PCU provides technical and administrative support to the implementing agencies. The PCU would be the apex coordination unit to

Monitor the activities of the project. Time to time guidelines and circulars as required would be sent through PCU to all implementing agencies.

Project Implementation Units- Within each of the line departments separate PIU would be set up for effective implementation of the project activities. The PIUs would coordinate with PCU to implement their activities through DPIUs. PIUs would be responsible to carry out the project activities as per the action plan and would also ensure timely submission of Monthly Progress Reports (MPRs) and other documents as per the need.

20.2 District Level :

Agriculture Technology Management Agency (ATMA)- At the district level ATMA will be constituted under the chairmanship of District Magistrate. ATMA will have governing Board and Management Committee. At Block Level the Block Technology Team (BTT) and Farmer Advisory Committee (FAC) would be formed for planning, implementation, monitoring & advisory support. ATMA would regularly organize review meetings to monitor the project activities and would also coordinate with PCU while implementation of the project. d) DLCC- The district level coordination committee under the chairmanship of DM would review the overall progress of the activities, which would also include the activities of DASP. All the stakeholders have their representative in this meeting; the DLCC meeting helps to coordinate the activities with the support of other line departments. e) BLCC- The Block level coordination committee meeting is organized at the block level. This forum is beneficial to review the activities at block level where the representatives of line departments, farmer's organization and even banks help to streamline the implementation process. f)

District Project Implementation Unit- At district level all the line departments would implement the project activities through their line departments where a nodal officer would be appointed to coordinate the activities with District Project Coordination Unit and ATMA. The DPIUs would be guided by their PIUs for the implementation of the planned interventions and their physical and financial targets would be reviewed and accordingly through MIS/MPR. The report would be submitted to PCU.

District Project Coordination Unit- At each project district, these will be one DPCU for coordination which will be headed by DPC, DASP, DPCU/ DPIU would be supported by an NGO whose field staff would execute the technical and community mobilization activities at the field level in consultation with line department and DPC. Over all the DPC is the key person to coordinate the project who will also be the secretary and treasurer of ATMA. The DPC will be totally responsible for coordinating proper planning, implementation and follow up of the gaps, The DPC would also review the progress of activities independently at his office and he would also ensure timely submission of reports and documents at PCU.

20.3 Village Level

Beneficiary Institutions- --Farmer Field School (FFS)- Beyond the block level at each Nyay Panchayat level, FFS would be formed by the active support of progressive farmers. Some of these farmers would develop themselves as master trainer for technology transfer and market initiatives. FFS

would be an institution to facilitate the project activities across Nyay Panchayat and would be developed as hub for technology dissemination. FFS would have their own mechanism to generate their resources to sustain their efforts with the technical support of the project. It is also proposed that the master trainers of FFS would be trained continuously within and outside the state so that they are well exposed to different projects and developments in the field of agribusiness and IT.

FIGs/ SHGs- At village level FIG/ SHGs would be formed of Male and Female separately. These will be the basic unit for project implementation activities. The SHG members would decide planning, implementation and monitoring of the activities would under the facilitation of project functionaries. FIG/ SHGs would also take up saving and credit activities and would also have bank linkages for income generation and off farm activities. The FIG/ SHGs members would be trained by different departments on technical issues to capacitate their know- how. The FIG/ SHGs would have their own books to maintain their records, which would be regularly monitored by functionaries. The progress available at FIG/ SHG level would be consolidated at district level and further forwarded to PCU on monthly basis through MPRs.

20.4 Partner NGOs- All the activities with regard to community mobilization, gender initiative, credit and other interventions at the group level and community level would be facilitated by the NGOs who will be coordinating with respective departments and their performance would be assessed as per the indicators developed in the project appraisal document. As per the TOR, the services will be delivered by the concerned NGOs and their presentation of work would be evaluated by PCU. The NGO functionaries will be trained on different subjects as per the training need by DPCU, PCU, PIU and other institutions as per the arrangements under the training plan.

20.5 Commercial Banks- Banks as an institution plays an important role in development of FIGs/SHGs, especially regional rural banks play an effective role in lending process to FIGs. Each FIG /SHG have their own bank account in the nearest bank, the bank officials also monitor their activities. Time to time FIG /SHG members participate in joint workshop and training programme as organized by NABARD, Commercial banks etc.

20.6 Training Institutions- The training institutions identified under the project would develop the capacity of the farmers during the project period and as experienced under DASP-I, it will be further focused to design management / marketing training, specialized technical training and other technical training for all the stakeholders at different institutions. Services of district level and state level institutions would be taken periodically and specialized trainings would be outsourced to specific identified institutions all over the country.

20.7 External M& E Agency- To monitor the project activities and outcome, an external agency would be hired; the agency would periodically coordinate with departments and other stakeholders to assess their performance and provide appropriate inputs to improvise upon the concerned issues. The external monitoring agency would facilitate the project staff to adopt timely corrective measures at different levels to reduce the gaps.

Sr. No	Institution	Strength	Weakness	Opportunity	Threat
1.	PCU	 Possess Technical and Professional staff Apex coordinating unit 		 Strong monitoring and feedback support Data analysis and interpretation 	 Discontinuatio n of Technical staff. Transfer of Project Coordinator
2.	Project Implementa tion Unit	 Availability of technical man power Monitoring of project activities 	 Priority to focus upon DASP Administrative control over DPIUs 	 Proper coordination would bring high result Sustenance of DASP effort may be ensured 	 Lack of continuous monitoring at the field level Irregular maintenance of MIS may effect the project

21. 5 WOI Analysis of Institutional Arrangements under DASF I	21.	SWOT	Analysis	of Institutional	Arrangements	under]	DASP	Π
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3.	Agriculture Technology Managemen t Agency (ATMA)	 Regular review of the interventions Responsibility of the agencies would be fixed Decentralized process formulation Need based implementation as desired 	 Lack of coordination among the depts. Weak block level structural linkages 	 Dovetailing of programmes at district level Sustenance of institutions may be ensured 	 Funds needs to be properly and timely processed Institutions developed must have a proper take over mechanism
4.	DPIU	 Facilitation of technical intervention Support in Development of village action plan Coordination with DPCU foe effective implementation 	 Lack of technical persons Lack of support for process monitoring 	 Provide technical trainings Ensure sustenance of institutions 	 Development of timely MIS Lack of coordination with field staff
5.	DPCU	 Regular monitoring and coordination Regular training to field staff Timely Flow of data and information Ensure flow of fund and meetings of ATMA Strengthening of institutions through networking 	 Lack of manpower Improper Coordination may slow down the progress 	 Facilitate the process for action plan development Streamline project management 	• Lack of coordination with implementing agencies may affect the objectives.
6.	Farmer Field School	 Develop as a resource center Center for technology transfer Regular monitoring of project activities 	 Lack of farmers involvement may affect technology transfer Difference among farmers may affect project implementation Lack of trained master trainer may weaken FFS Weak linkages with ATMA Weak linkages with SAU/ KVK/ KGK 	 FFS may be developed as center for technology transfer and collective marketing Involvement of farmers beyond Nyaya Panchayat 	May create dependency on the project
7.	FIGs/SHGs	 Collective decision making Involvement in planning, implementation and monitoring Creation of resources to facilitate the project implementation process. Develop as a basic unit for technology adoption and spread 	 Formation of unwilling group may discontinue the efforts Lack of transparency may affect implementation process 	 Involvement of farmers may be promoted FIGs may be developed as a unit for collective marketing FIGs with income generation activities with bank linkages will promote agri- business. 	 Groups may discontinue due to lack of facilitation Group formed due to self-interest may create problem.
8.	Partner NGOs	 Facilitation of effective community mobilization process Promotion of farmers organization Create an enabling environment for 	 Lack of skill staff may affect the pace of the project Communication gap at field level may affect technology adoption and 	 An opportunity to maximize people's participation NGOs may develop their 	 Lack of trained staff would minimize project output. Discontinue of staff may break the dissemination

		community participation	transfer. • Lack of coordination with depts. may lead to poor recognition of the project	 own field for sustainability of the groups. Regular visit by field staff would develop effective monitoring system. 	 process. Internal Irregularities by any NGO may damage project recognition. Lack of coordination would definitely affect the project management system.
9.	External M& E Agency	 A source for unbiased reports Continuous Process of concurrent monitoring Facilitate corrective measures Highlight the issues to the concerned 	 Lack of trained staff toward project may affect the cause. Lack of understanding with stakeholders may create differences Communication gap may affect corrective measures. 	 Development of good project management system. Gaps may be timely identified at the field level. Overall monitoring of project activities may be strengthened 	 Lack of coordination may create problem. Issues highlighted may not be timely addressed.
10.	Banks	 Bank linkages processes may be strengthened FIGs may develop a strong credit support Coordination with departments would promote agri- business 	 Lack of support staff at banks may dilute bank linkage efforts. Priority not to groups may slow down credit flow. 	 Banks may adopt the groups for agri business promotion Capacitate the resources of groups Develop a strong credit support 	 Priority if not given may dilute bank linkage process Regular Change of staff may create gaps. Irregular Facilitation by field staff may create communication gap.
11.	Training Institutions	 Regular capacity of the stakeholders may be upgraded. Inputs to farmers may be given timely as per the need. Network with such institutions could develop effective master trainers 	 Lack of coordination may create duplicity Trainings may be ineffective due to poor training module Lack of orientation toward project may mis- match training content. 	 Need based training requirement may be developed Regular monitoring and feedback may be ensured. 	 Wrong identification of institution may minimize training process Lack of coordination may affect training arrangement Lack of monitoring may not reflect impact of trainings. Involvement of not good resource persons may lead to unsatisfactory trainings.

Section - VII: SWOT Analysis led Issues and measures to address them

22. The expectations of the direct beneficiaries extend beyond DASP-II, into, empowerment – social and economic. Realization and sustenance of the benefits, depend largely on the project's efforts towards enabling the beneficiary households to absorb and sustain technical, institutional and management practices that the project activities sought to instill. Participation needs to be designed as decentralized governance framework. The challenge, thus, is to widen and deepen community participation by strengthening, specially, ATMA. The major issues of the DASP-II are- 1) Inclusion -- Beneficiary selection, 2) Participatory planning, 3) PRI linkages, particularly in the case of Fisheries, 4) Social intermediation, 5) IEC Strategy, 6) Gender initiatives.

1) Inclusion (Sub groups within the village)- Project would ensure inclusion and participation of all the sub groups. For this : i) Consultations will be held separately with each sub group, ii) special attention would be paid towards women, iii) Selection criteria of the beneficiary farmers would be such that all socio-economic groups in that region are adequately represented. Further, at least 40% of the small & marginal farmers and 10% SC/ST will be included as overall project beneficiaries, iv) To avoid capturing of the benefits by the elites people, the project will adopt a) the selected beneficiaries would be from the households having a maximum up to 1 ha./ farmer/ family* land holding (*Nuclear family provided the land in the farmers name), b) Project will maximize %age of small & marginal farmer as project beneficiaries.

1.1) Women- The women contribute significantly in most of the on farm and off farm activities as family member in addition to her contribution to economic and social process at the household and village level. That is a reason why project seeks involvement of women in intensification and diversification activities. The promotion of Women self help group as envisaged in the project seeks to enhance their social and economic position. In Dairy, at least 50% women milk producer would be taken and project would built their capacity to operate bank accounts.

1.1.1) In the project, women will play a significant role in decision make. It would be an essential part of the planning process to conduct consultation with women groups while planning. Efforts will be made to identify one progressive women from each village and build her capacity to mobilize at least one Self Help Group in her village. She will essentially be a member of farmer field school mobilized at Nyay Panchayat level. Skill gaps/ requirements will be identified in agriculture & allied activities and plans would be made to impart the necessary capacity building. Similarly efforts towards economic development, individual as well as group will be encouraged. Women would also be members of the FAC & ATMA Governing Board

2) Participatory Planning- The project will be executed with the twin strategy of Macro-level opportunity-tapping and Field and Micro-level gap-filling through participative need assessment. Planning for Macro-level Opportunity tapping part of the strategy will coincide with preparation of Project Implementation Plan for each components. The Field level and medium level needs in terms of constraints and opportunities existing for agriculture intensification and diversification with marketing needs will be addressed through preparation of DADMS at district level. A qualified and representative task force will carry out field assessment and accordingly prepare a DADMS for each district. Such DADMS will be strategic and dynamic document and will serve as reference document for planning of research, extension and marketing interventions. The DADMS will incorporate ITKs and new issues that may emerge out of field implementation. In order to further decentralized the process and ensure greater participation of "virtual stakeholders", a Farmer Advisory Committee (FAC) is constituted in the project blocks of each district. These FACs are supposed to assess and pass on to ATMA, the needs and responses of the farmers of the area based on their field based perceptions for inclusion in the action plan. A team of line departments officials at block level i.e. Block Technology Team (BTT) has been envisage to provide necessary input and guidance to the FAC at the block level. The FIG at village level, FFS (Nyay Panchayat level), field staff of the project, and concerned functionaries of line departments will jointly prepare the village Nyay Panchayat & Block level annual/seasonal action plans. Block level action plans will be compiled and consolidated at district level. Such consolidated action plan of the block will be technically and financially scrutinized by the ATMA Management Committee before its submission to the ATMA Governing Board for its approval.

The plan will flow from village to ATMA. Different schemes of GOI & GOUP would be dovetailed and the support to the activities would be provided on the basis of incremental need of farmers. The input support will be on cost sharing and declining basis.

Once the ATMA Governing Board approves the plan, it will be forwarded to the PCU with a copy to the concerned Project Implementation Units (PIU). PCU in turn, after due vetting based on the overall objective and the intervention designed will sanction the plan and release the funds directly to the ATMAs. ATMA will allocate funds to line departments in accordance with their respective sanctioned plans.

2.1) Preparation of District Agriculture Diversification & Marketing Strategy (DADMS)- As a part of implementation strategy under DASP II, initially in each project district, District Agriculture Diversification & Marketing Strategy (DADMS) would be formulated to address the issues and accordingly DADMS would be prepared with specific guidelines and directions would be adopted by the core team constituted by DASP, PCU at the district level. The core team would be identified by the PCU, DASP in consultation with the line departments. For orientation and capacity building of the core team, the help of an expert agency will be taken.

The development and use of DADMS would help in the following aspects:-

- Get an overview of the prevailing scenario in the district.
- Explore and understand the problems and opportunities in different farming systems, preference and priorities of the farming community.
- Facilitate long-term visioning and strategic planning for agricultural development in the district in a concerted manner.
- Facilitate involvement of all actors at different levels in the development process and, in the long run, share the load on the public extension system.
- Facilitate integration of and redesigning the on-going developmental programmes for the benefit of the farmers.
- Development of annual action plans for each block in respect of the prevailing Agro-Ecological Situation.
- Develop farmer centered market oriented extension research management system.

The project will follow demand driven approach. Demand, to a large extent, is a function of awareness and various opportunities. Demand assessment would not only include the current level of awareness but also take into account the emerging market opportunities at macro level. To this extent, the project proposes to play a proactive role in identification of challenges and opportunities at macro level translating them into actionable strategies at farmers end while at the same time increasing farmers awareness about these trends, opportunities, strategies and persuading them to adopt to emerging scenario and also take into account felt needs of farmers at their current level of awareness and the varying potential at different locations.

This will comprise of taking active measures to exploit immense opportunities opened by emerging demand and market situations/signals. Currently available and foreseeable opportunities at the macro-level are more or less known and hence required interventions can be planned in advance. This is being done through preparation of perspective Project Implementation Plan for different components.

But micro-level assessment prevailing technology and other gaps need systematic assessment, which should also have active farmers' participation. It is, therefore, planned to assess location-specific needs and problems through participatory exercises in which farmers, research scientists and extension functionaries will take active part. Findings/results of such exercises and proposed research and extension strategy will form the subject matter of District Agriculture Diversification & Marketing Strategy (DADMS), which will be prepared for each of the project districts.

The DADMS would not only work out the needs of a particular district in terms of infrastructure and technology support for diversification and marketing ,but would also help in identification of research requirements for application and adoption in farmer fields. Moving away and learning from the DASP I experience the Allocation of research funds would be done post project start, based on issues identified through DADMS to facilitative more productive and relevant agricultural research systems. An approximately Rs. 5 lacs per block for the project period will be earmarked to address the location specific gaps. In addition to this, an untied fund of Rs. 5 crores has been earmarked at PCU level for the locations specific research during the project period. If the issues emerged during preparation & formulation of DADMS are different or new, the same would be assessed within the overall strategy of the project and will be incorporated in the plan accordingly.

2.3) Nyay Panchayat as Planning and Consultation Unit- All the Nyay Panchayat of the selected blocks of the districts will be covered under the project period of six years. In the first year, 250 Nyay

Panchayat, in the second year 500, third year 900, fourth year 250, fifth year 250 & in the last year i.e. sixth year 100 Nyay Panchayat will be taken. Hence, in total about 2250 Nyay Panchayat would be covered during the project period.

The aggregated planning at Nyay Panchayat level will be done. The process would be i) identification of Agro-socio-economic situation in Nyay Panchayat area, ii) situation analysis in selected sample villages, iii) livelihood analysis, iv) market inflow and outflow analysis, v) gender analysis, vi) triangulation of findings and building consensus, vii) identification of helping and hindering factors.

2.4) Aggregation at Nyay Panchayat- The finding would be presented by farmers of selected sample villages in large group of farmers and functionaries of the villages under Nyay Panchayats in a visionary & planning workshop for i) planning for intervention, ii) mobilization of farmer field school. The planning would be such that through training, awareness campaign, field days etc., maximum no. of villages under the Nyay Panchayat are covered although the demonstrations may be only in few selected villages. The nucleus of ten activities would be Farmers Field School mobilized at Nyay Panchayat level.

2.5) Village Action Plan- It is revealed that i) not all villages in a GP will plan a demand on varietal demonstrations viz. it will be decided by the community (which planning at Nyay Panchayat level) the villages selection i.e. some villages would be identified for the demonstration purpose, ii) Village Action Plan will be discussed and finalized in consultation with planning & development committee of GP, iii) Other villages of GP may decide to participate in capacity building, technology sharing, market linkages, women self help group formation etc. A detailed process cycle/schedule will be prepared for each activity that reflects key social and environmental issues and action planning from the demand (market) and supply (farmer) perspectives. Additional strategies and action plans will be outlined to improved capacity building, information, education and communication, credit linkages, PRI linkages, etc. Particular attention would be paid to social and environmental issues in newer project activities (such as fisheries, agribusiness development) to not only mitigate any potential adverse impacts but to build on potential opportunities).

3) PRI Linkages- Project will facilitate establishment of Farmers' Field School at each Nyay Panchayat in the very beginning. Such schools registered under Societies Act, will be developed and managed by the farmers themselves. The Gram Pradhan of concerned Gram Panchayat, where FFS is located, will be the Chairperson of FFS. Farmers of the selected villages of Nyay Panchyat will be organized into 3 to 4 FIGs based on socio-economic homogeneity and common interest for participation in the project. These FIGs will ensure technology sharing and adoption at group level.

As per the GO No. 4077/33-2-99-48G/99, dated 29.7.1999 of Panchayati Raj Department, the following Committees of the Gram Panchayat have been constituted:-

- 1. Planning & Development Committee;
- 2. Education Committee;
- 3. Construction Work Committee;
- 4. Health & Welfare Committee;
- 5. Administrative Committee;
- 6. Water Management Committee.

The Village Action Plan developed under the project will be presented, discussed and finalized with relevant statutory committee of Gram Panchayat i.e. Planning and Development Committee. These Village Action Plans would be aggregated at Nyay Panchyat level and then merged with District Action Plan at district level.

The interventions made in the villages will also be discussed with the concerned Gram Panchayat Committee i.e. Planning & Development Committee from time to time for monitoring purposes. The Fisheries Component will receive special attention. Details are enumerated below:-

3.1) Fisheries: Social Interface

1. Community ponds are under the ownership of Gram Panchayat, which are the statutory bodies constituted under Gram Panchayat, Act (It have own account called Gram Nidhi).

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- 2. Ponds already leased will be taken up. Those managed currently by the Fisherfolk / poor farmers/ cooperatives and other marginal groups will be selected on a priority basis. Selection of ponds will be on technical and objective parameters by fisheries department duly approved by ATMA.
- 3. There will be a memorandum of understanding between GP, Leaseholder, and the Fisheries Department for implementation of project. Roles and responsibility of different stakeholders (Department of Fisheries, NGO, GP, Lease owner) in different stages (Planning, implementation & post implementation) will be spelled out in detail in the MOU.
- 4. As the project is supporting only the incremental cost, willingness of leaseholder/ GP to participate as well as will to contribute partially towards the capital cost (cash or kind) and propensity to continue the activity, after project support is withdrawn, in sustainable manner will be key to selection.
- 5. All the three stakeholders will jointly prepare an action plan for various activities to be taken up.
- 6. Project will support only inputs in the form of seed, feed, fertilizers and other recurring expenses. Fisheries department will procure the material and handover to leaseholder in presence of GP Representatives.
- 7. Renovation work will done through a committee involving i) Fisheries Department, ii) Leaseholder, iii) G.P.
- 8. Project NGOs will be involved for mobilizing fisherfolk to form SHGs & Cooperatives and linking them with commercial banks and act as catalytic agent to liaise with other departments/ external agencies.

4) Social Intermediation- One of the most important component of the project execution is participatory management involving NGO Institutions to motivate farmers to adopt diversification process of agriculture in a cooperative way. NGO Institutions would be involved in the process of facilitation, technology dissemination, credit mobilization to farmers and gender initiatives, especially to small and marginal farmers operating in different agro-ecological situations. NGOs participation under the project would also be in facilitating marketing of agriculture produce and establishing linkages with those involved in value addition activities. NGOs would be enlisted for providing social mobilization support. Recognizing the NGO's role having a strong bearing on the project outcomes, project has formulated a NGO selection process. An eligibility criteria and selection process has been developed.

4.1) An Outline of the tasks to be carried out by NGOs- NGOs will give a special focus on the environmental sustainability of the agriculture systems (with appropriate focus on agricultural and livestock IPM, IPNM, composting, soil testing, safe food and organic food encouragement, marketing and certification/"green labeling", water conservation, "green" benchmarking and awards, agro biodiversity conservation, clean milk production, etc. and associated training) that could provide economic benefits to farmers while helping improve the environment. The brief outline of the tasks to be carried out by NGOs will be as follows:-

- Awareness campaign in all the villages of the selected Nyay Panchayats of the district for project, for technology dissemination & mobilization for adopting diversification in farming system.
- To assist in the conduct of village wise base line survey using participatory methods for establishing socio-economic profile of farming communities.
- To assist in preparation of Village Action Plan/ Nyay Panchayat Plan in the selected Nyay Panchayats through participatory planning process.
- On the basis of base line survey, identify affinity groups, Women Self Help Groups, Farmers Interest Groups, Farmer's Field School, Farmers Federations (WSHGs, FIGs, FFS, FFs) and promote these at Village/Nyay Panchayat/Block level including women in these associations.
- To mobilize fisherfolk into SHGs for linking them with commercial banks and acts as catalytic agent to lias with other departments/ external agencies.
- To facilitate in identifying the gaps between existing and required farming system, crop pattern, inputs, processing & marketing of the produce for sustainable acceleration of agriculture diversification process and in planning and implementation of project activities and also to establish participatory monitoring & evaluation system.
- To assist groups in savings and credit related activities and facilitate linkages with the lending institutions to access credit for different on-farm and off-farm activities.

- In the case of formation of WSHGs identification of facilitator from community, her capacity building and supervise the mobilization of WSHGs through her & facilitate maintaining the group accounts and minutes from a person within the group or community.
- Auditing group's accounts half-yearly.
- To conduct training of FIGs to develop their technical expertise.
- To facilitate adoption of new technology, ITK & proven technology for replication of success stories.
- To facilitate & mobilize rural youths, women and other to take up entrepreneurship activities e.g. input supplies, growing New Variety of Plants/Breeds/Varieties and take up processing & marketing of produces.
- To facilitate in adopting/replicating at least two success story in project area within the contract period.
- Assisting WSHGs/ FIGs in community consultation to establish priorities for social programs and submission of proposals to District Project Coordinator Office.
- Assisting groups for formation of Farmers' Field School at Nyay Panchayat level and later with formation of Federation at Block level.
- Supporting common action programme and related activities of FIGs/ SHGs.
- To facilitate forward and backward linkages in execution of related activities through line departments and other agencies.
- Field visit by NGO Head/Representative on monthly basis and submission of report
- Quarterly Presentation by NGO Head at DASP PCU.
- Implementation of Environmental Management Plan in consultation with DASP, PCU.

5) IEC Strategy- The strategy will be based on social marketing & communication for development principles comprise developing & disseminating IEC material.

Knowledge empowers. Information is the key to the success of any venture. It is documentation that will provide the details of the planning, implementation, monitoring and evaluation and finally, success or failure of any programme. This information educates communicates the processes, methodology and strategy used for achieving particular outcomes. This facilitates change in project design and Strategy based on the outcomes.

The Diversified Agriculture Support Project II is committed to empowering farmers with knowledge about new technology, the adoption of which will lead to increased production and productivity, diversification into cash crops and new varieties leading to an increase in farm incomes. Information on breed conservation, training on hygienic milk production and nutritious fodder management will lead to the benefits being translated into monetary terms.

5.1) Objective- The key of IEC is to make the farmer aware of the benefits of project interventions. Realizing the benefits would lead to adoptability by a large number of farmers. **Strategy-**Through the use of IEC (Information, Education, Communication) tools the project will benefit in all 70 districts of Uttar Pradesh. The project will be implemented through a participatory process with people's involvement so that the interventions are sustainable.

5.2) The major inputs would be-

i) Magazine, periodical and books and pamphlets-. **ii)** Electronic Media- In rural areas accessibility to the radio is easier than the visual method of television still both may be used. Radio talks would be scheduled during the project period through akasvani on specific time slot as per the convenience of the farmers. Series of programme would be aired on different subjects as per the season; the talk would be followed by a question session to clarify the doubts. Through television live programme on a structure manner would be designed and conducted and well known scientist or progressive farmers would be invited to share their experience and even talk on technical aspects along with the view of the field so that a large number of farmers understand the techniques and success and accordingly they would adopt on seeing the positive results. **iii)** Seminars/Fair- Time to time seminar and fair would be conducted for the farmers at village, district and state level, the interaction with scientist at the seminar would develop farmers' capacity to understand the latest technology and interface with other progressive farmers would definitely add value to the farmers. During the fair at SAUs, KVKs , Research Stations the farmers would share and learn and explore new ideas for agriculture development they may even purchase new hybrid seeds, agri- inputs etc. **iv) Exposure visits**. The project proposes to organize exposure visits for the farmers at various identified institutions in state and

out of state. At the same time exposure visit to krishi and agri expo would be organized, where the farmers could have a remarkable learning experience at the National level. v) Exhibition- Visit to Exhibitions would definitely help the farmers to explore new technology and the ways and means for marketing; this platform would be also beneficial to reach out to other agencies, corporate etc. During the visit to exhibition learning by interacting with successful farmers is very beneficial. vi) Awareness creation-Use of nukkad natak, lok geet, and role-play in local language has a strong sentiment touch to rural mass, this has a great impact in addressing the issues related to agriculture and can easily percolate the project message and the response is overwhelming. During such awareness programme wall writing with slogan during the entry point in the village have a lasting impact, and the project gains its recognition by the involvement of participating farmers. vii) E-Kiosk- Development of Ekiosk at Nyay Panchayat level would be a new window for technology dissemination at the farmer's doorstep. E-kiosk would be a better option for easy information accessibility and transfer. The center would provide market information Technical Know How, Input related information; Technical backstopping i.e. Tele-agri-diagnostics, Tele-agri-information and Tele-market-information and commodity trading risk management. These centers would also facilitate for alternate marketing channel.

6) Gender Initiatives- The objective of Gender Initiative is to ensure that women are actively included in the project and are not disadvantaged by it. For this purpose key functionaries/planners need to know the task of men and women in the population subgroups in the project area to be able to direct project activities toward those performing particular tasks.

Project will have following approach and focus area for Gender Initiatives-

- Capacity building of project functionaries in Gender Analysis Framework to find out women's and men's involvement in each stage of the agriculture cycle, on their shared as well as unshared tasks and on the degree of fixity of the gender division of labor.
- Project will identify opportunities for women participation in trainings, demonstrations, exposure visits, access to credit etc.
- Project will mobilize SHG's in the project area and at least one third of SHG's will be Women SHG's as done in Phase-I. These SHGs will be mobilized through Women Master Trainers (Member of Farmers' Field School). The Women Master Trainer will be given adequate training to mobilize the SHGs and no separate honorarium/ incentives would be provided. She will be located at Nyay Panchayat Level and accordingly strengthen the Project WSHGs at that Nyay Panchayat Villages.

The project will scale up the gender activities initiated under the predecessor project a gender strategy for each major activity. The successful experiences of the first DASP Project of women group with environmentally –Sustainable Agriculture Activities (e.g. Vermi-composting, NADEP Composting etc) as an income generation and community mobilization activity will be scaled up.

6.1) Agriculture

i) Mobilization and formation of Self Help Groups/ Farmer Interest Groups. One third of these groups would be of women as done in Phase-I. ii) Capacity building in record keeping, group management, saving & credit management, conflict resolution. iii) Women Master Trainer (Member of FFS) for SHG/ FIG mobilization. iv) Exposure visits of Self Help Groups. v) Capacity building to enable extension and marketing information through E-kiosk/ media. vi) Technology Dissemination in biocompost, vermiculture, crop specific agricultural practices. vii) Awareness generation in environment & soil health. viii) Capacity building in production of certified seed programme. ix) Other Income Generating Activities e.g. food processing, value addition & off farm activities. x) Capacity building in groups marketing.

6.2) Horticulture

i) Mobilization and formation of Self Help Groups/ Farmer Interest Groups. One third of these groups would be of women as done in Phase-I. ii) Capacity building in record keeping, group management, saving & credit management, conflict resolution. iii) Women Master Trainer (Member of FFS) for SHG/ FIG mobilization. iv) Exposure visits of Self Help Groups. v) Capacity building to enable extension and marketing information through E-kiosk/ media. vi) Technology dissemination in hybrid vegetables, herbs and flowers. vii) Capacity building in income generating activities e.g. mushroom, bee-keeping etc. viii) Capacity building in LTP based nurseries.

6.3) Food Processing

i) Mobilization and formation of Self Help Groups/ Farmer Interest Groups. One third of these groups would be of women as done in Phase-I. ii) Capacity building in record keeping, group management,

saving & credit management, conflict resolution. iii) Women Master Trainer (Member of FFS) for SHG/ FIG mobilization. iv) Exposure visits of Self Help Groups. v) Capacity building to enable extension and marketing information through E-kiosk/ media. vi) Capacity building in home scale food processing. vii) Capacity building in group marketing. viii) Capacity building for sun drying methodology

6.4) Animal Husbandry

i) Mobilization and formation of Self Help Groups/ Farmer Interest Groups. One third of these groups would be of women as done in Phase-I. ii) Capacity building in record keeping, group management, saving & credit management, conflict resolution. iii) Women Master Trainer (Member of FFS) for SHG/ FIG mobilization. iv) Exposure visits of Self Help Groups. v) Capacity building to enable extension and marketing information through E-kiosk/ media. vi) Women Master Trainee in livestock and backyard poultry (Livestock Lady Link Worker). vii) Capacity building through nutritional demonstration. viii) Awareness creation in animal health. ix) Goat production units. x) Capacity building in backyard poultry development.

6.5) Dairy

Dairying is basically an off farm activity. Indian Dairy is invariably dominated by women. All the management practices are taken care mostly by women members of the family. Hence, it is very important and relevant that women member are being given due importance in DASP Dairy Component. Following are major activities in which at least 50% women participation will be kept:-

i) In new SHG/ Dairy Cooperative Society Organization, women membership will be given more priority. ii) Women member will be given preference in training & orientation programme. iii) Women will be given exposure visit to nearby progressive village/ block/ district/ adjacent district. iv) Progressive women members will be selected as Master Trainers-

- Animal Management
- CMP Activities
- Leadership Development
- Environment Management Programmes

v) Women member will be encouraged for operating their bank account (if their SHG/ DCS is within 2 km. of rural bank branch) for getting their milk payment. This will help them in maintaining their children education, health care etc. in their own way.

Women would also be given training in information technology (E-Kiosk).

Section-VIII: Land Availability

23. Lands are required under the Market Component. In all, the project would require a maximum of about 150 acres in 50 different places spread all over the state. Of the 50 cases, only 2 may require an area of about 5 acres; and the remaining 2-3 acres. Details of the land requirement are given in Table - . Further, it is not essential that a particular piece of land at a particular place is needed. Rather, land can be chosen from a number of alternatives. Project's activity/ success does not depend upon having a particular piece of land. These in view, the following practice has been agreed upon for making available lands under the project :

1. Project will not resort to involuntary land acquisition.

2. To a large extent, as a first priority, efforts will be made to secure Public lands (lands belonging to revenue or other departments).

3. In case, public lands are not available, then, private lands will be secured in the open market.

4. <u>Selection of Land</u>. A number of land pieces will be identified following both top-down and bottom up approaches. The former would involve the project searching / scanning and identifying pieces. The latter will involve putting up an advertisement in the media and call for expression of interests from owners willing to sell their lands.

5. <u>Prices</u>. A district level committee headed by the District Collector with broad base participation by other functionaries will involve in negotiations with prospective sellers (similar to the practice

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permissible under the U P Land Acquisition (determination of Compensation and Declaration of award by Agreement) Rules 1997; GO No. 1718, dated 29.9.2001; and GO No. 1507, dated 14.9.2004)) and arrive at a negotiated price.

6. <u>Right to Refusal</u>. A seller will have a right to refuse to sell his/ her piece of land at any point of time, till that time sale transactions are completed.

7. Thus, all (private) land transactions will be voluntary and market led, meeting the following criteria:

- i. the land in question will be free of squatters, encroachers or other claims of encumbrances;
- ii. no lands will be secured which has semi/ permanent structures;
- iii. activity for which a specific land is chosen has the general acceptance by the local community (as endorsed by the GP through consultantions);
- iv. verification of the voluntary nature of land sale purchase in each case -- independent monitoring and certification by PCU;
- v. due transparent measures for publicizing the rules of securing lands as well as the transactions thereof;
- vi. land transfers will be complete, land title will be vested with the (respective entity);
- vii. no project activity will start unless payments are made and title transfer are completed;
- viii. due note will be taken care of for standing crops (if any); and
- ix. provision will be made for redressal of grievances (ROG) PCU will act as a redressal house with an officer designated particularly for monitoring the land purchases.

8. Lands will not be secured from socially poor and vulnerable households (such as those belonging to Scheduled Castes/ Scheduled Tribes) whose livelihods, after alienation, are likely to be affected .

SI.	Туре	Nos	Implement ing Agency	Land Require d	Land to be Obtained by	Location	Wholesale/ Retail	Function
1	Specialized							
	Fish	1	Mandi Parishad	About 10 Acres	Mandi Parishad through negotiated purchase under the provisions of the Karar Niyamavali	Kanpur	Wholesale	Provide a platform for trade in fresh fish
	Fish	4	Mandi Parishad	About 5 acres (tentative)	Mandi Parishad through negotiated purchase under the provisions of the Karar Niyamavali	Agra, Aligarh, Varanasi & Jhansi		Provide a platform for trade in fresh fish
	F&V	1	Mandi Parishad	About 10 Acres	Mandi Parishad through negotiated purchase under the provisions of the Karar Niyamavali	Major Town. Location to be finalized through DADMS	Wholesale	Provide a platform for trade in fresh Fruits and Vegetables
2	Upgradatio n of Mandis (Post Harvest Facilities)	4	Mandi Parishad	Existing Markets	NA	Existing Markets		
3	Kisan Service Centres	30	Mandi Parishad	Existing Markets	NA	Existing Markets	Retail	General
5	DASP AgriMarts	45	DASP through ATMA	2 to 3 acres	By ATMA from Panchayat or through negotiated purchase under the	Rural areas. Location to be identified	Wholesale/ Retail	Provide a marketing platform for Agri

Table -- Market Matrix

					provisions of the Karar Niyamavali	through DADMS		produce and Agri
6	NDDB Outlet	10	DASP through ATMA	1000 sq ft	By ATMA through negotiated purchase under the provisions of the Karar Niyamavali or from Development Authorities and Awas Vikas land banks or on leased spaces/ buildings	Urban location to be identified through DADMS	Wholesale/ Retail	Provide a marketing platform for Agri produce primarily perishables
7	NAFED Procureme nt Centres	13	DASP through ATMA	In Existing Markets	By DASP through ATMA, as above	Location to be identified through DADMS	Wholesale/ Retail	Provide a marketing platform for Agri produce both perishable and non- perishable

Section – IX: Risks

24. Based on the project interventions, the matrix of social risks and opportunities is given below:-

Sl. No	Activity & Potential Social	Measures to further	Social concern and risks	Mitigation Measures
A	Agriculture	emilance social benefits		
1	 ICTD/ IPM Demo. Awareness about soil testing and use of chemicals fertilizers on the basis of soil testing report. Safe food promotion Risk of heath reduced Cost of production reduced Expedite soil testing practices and balance use of fertilizers. Training of farmers 	 Collective persuasion of farmers not to use chemical pesticides in IPM demo Participatory Monitoring of Demos Promotion of safe food practices at SHG level Development of entrepreneurs to take up the activities under bio- agent production and availability of bio- pesticides. 	 Quality of bio – pesticides at farmer's doorstep. This may affect the quality of bio-product. Partial technology transfer may affect the produce and mutual trust may fail. 	• Strong and active participation of farmers – technology transfer and adoption
2.	 Environmental Awareness Campaigns More awareness among men and women farmers about the environmental benefit of the project activities Promote farmers participation in addressing local and global environmental issues collectively and individually Activate farmer's organisation awareness on banned pesticides. Create campaign for bio- farming beyond village boundary Create safe food practices, reduce unhealthy conditions. 	 NGOs, women and children to be involved in awareness campaigns. Awareness about banned pesticides along with their substitutes in the market to retailers and other outlets. Capacity building of NGOs and Master trainers on environmental issues at FFS and their effective involvement for conducting environmental awareness campaigns at SHGs level. Create a environment concerns among women group members. Adoption of environment friendly agricultural practices with the support 	Lack of information and proper facilitation by field staff may hinder the dissemination process.	 Concrete monitoring indicators. Implementation of capacity building & environmental awareness program

SI. No	Activity & Potential Social Opportunity	Measures to further	Social concern and risks	Mitigation Measures
110.	Opportunity	of individuals and		
		farmer's organisation.		
3.	 Technology Dissemination Technology Interface with the community 	• FFS would be enhance themselves for TD where the farmers themselves would transfer the technology.	Ineffective FFS may stop dissemination process.	IEC plan through integrated approach
4	 Vermi-composting/ NADEP Employment generation especially among women farmers. Reduction in Cost of production would enhance saving Create awareness to sustain the environment for future generation. 	 Promote income generation activity. Technology should be further disseminated at farmers level of adjoining villages More field demonstrations are needed for making compost and to see the benefits of its application in the crop production. WSHG will be trained to capture the benefits. 	• Unavailability of local market may affect production of worms, in return may reduce the income.	 Technological improvements may reduce the conversion time and space requirement. More marketing tie- up should be ensured.
5	 Production and distribution of Bio-agents Creating awareness for use of bio- agents. Reduction in health problem. Enterprise dev /Bio-agent production. 	 Create adoption among the farmers Add value to the crop and income to individuals. 	 Un-availability of bioagents may lead to more use of chemical inputs Technology failure Lack of training 	 Lack of local demand Irregular Monitoring and specification of bio-agents use.
6	 Green Manuring Improving soil health Safe food habit among the community 	 To propagate and promote extensively the use of green manuring. Income generation through seed prod Reduce in cost by applying alternate nutrients 	• Lack of information may affect the process and effort.	• Regular awareness and training, to sensitise the community.
7.	 Up gradation of soil testing labs Awareness about soil testing especially micro nutrients Use of soil health cards 	 To promote balance use of fertilizers Source for additional income 		
В	Horticulture			
	 ICTD Demo. of flowers, spices, medicinal and aromatic plants More income to the farmers raise standard of living. Better soil health due to betterlead to human and family health. 	 Community participation toward market demand Raising farmers' awareness about the social impact of these activities Participation at the field level to show the beneficial effects. 	 Damage /loss may reduce interest of the farmers. Community shift toward water management 	Cold storage facility for more shelf life.Improved marketing system
2	 IPM in fruits and vegetables Awareness about the hazards of pesticides Minimization of the use of chemical pesticides by the farming community Improvement in health standards 	 Development of entrepreneurs in bio-l agent production. Participatory monitoring of pesticide residue. production of bio- pesticides such as Neem and Karanj based bio pesticides at SHGs, seed 	Poor quality of bio- pesticide may encourage farmers to use the chemical pesticides and organic - products planned to be sold under DASP banner may not be achieved,	 Monitoring indicators to be developed by the farmers. Create IPM impact beyond village boundary.

Sl. No.	Activity & Potential Social Opportunity	Measures to further enhance social benefits	Social concern and risks	Mitigation Measures
3	 Strengthening of model Nurseries Access to good quality of plants to the resource poor Saving due to low price 	 villages and farmers level followed by income generation. Activate FFS on pest management Develop nursery as a unit for income generation Employment creation at village level Adoption of technique at village level by the community. Women may come forward to take up this activity. 	• Lack of timely supply may damage the plan of organic and safety food production	• IPM modules for nursery and intensive training
4	Poly-houses • Technology transfer at farmer's door step 2. Increase in income by adopting early and late varieties.	 Involving FFS & SHGs members to set up such units. Environmental awareness about recycling and reuse of polyhouse. Infrastructure should be developed for cheaper erection of poly-houses with environmental control devices. 	 Availability of untimely resources may damage the plan. Existing disposal of polythene sheets are not eco-friendly. 	Create awareness campaign
5	 Post Harvest Technology & Primary Processing Establish PHT as an alternate income generating activity Raise in additional income Enhance of value added products at village level. Involvement of women for promotion of processing units. 	 Promotion of updated and efficient processing and preservation technologies at farmers household Creating Environmental awareness on the post-harvest activities Better marketing arrangement and linkages at SHGs legvel to earn better return Employment generation by the women farmers Develop buy back arrangements at farmers end 	 Lack of training may affect the product durability and goodwill of the entrepreneur. Exploitation by outsiders may create problem in marketing. 	• Continuous training by the dept may increase the capacity in terms of quality, production.
6	 Establishment of nurseries for medicinal and aromatic plants Large scope for community involvement 2. Additional source of income Reduce migration 	 Create Environmental awareness Empowering SHGs with the market linkages Concern on medicinal plant by the farmers may increase Employment creation. 	Lack of technical training may damage economic output.	• Lack of marketing support may withhold this activity after some time.
7	Rejuvenation of Mango orchardsMango orchards• Community benefits due to new technology adoption•• 2. Income raises	 Concern for orchard develops Promotion of income with less effort Develop intercropping practices and add to their income 	• If not properly convinced then this activity would not be taken up by the community.	Practical training may have larger impact.
8	Intercropping of pulses, ginger and turmeric • Creation of new farming practices to end up with	High return Generate addition employment to resource poor,	• lack of training and support would damage technology transfer.	• Develop module and economics to make it farmer's friendly.

Sl. No.	Activity & Potential Social Opportunity	Measures to further enhance social benefits	Social concern and risks	Mitigation Measures
	 better income. More employment and income through intercropping of ginger and turmeric 	 Creation of new market at farmer's end Off farm activity may increase 		
9	 Stacking in tomato Create new technology know how among the farmers Bent toward vegetable may have better income. Additional avenue for income thus promotion of saving 	 Employment creation to resource poor Yield high income Bargaining capacity increase many fold due to quality and volume 	• If not trained fully it may generate more farm waste and may be problematic in transferring the technology even at lowest cost.	Training on marketing will ensure adoption of technology.
10	 Machan cultivation in cucurbits with mango, guava & aonla Best product quality and higher productivity at farmer's end. Promotion of income due to enhancement in quality produce and production. 	 Family involvement may expedite Community may bargain at high rates. Developing additional source of income through this technology 	• If not trained properly it may generate more farm waste	• Training on - stack materials and formation and going for intensive plan.
11	 Varietal Demonstration of vegetables Generate a new area for creating income by the farmers. Increase in productivity and production would lead to saving 	• Demand driven variety should be promoted so that farmers are trained to plan accordingly.	• If not properly planned and demonstrated, varieties may replace the traditional varieties used at farm level	Proper awareness creation and availability of seeds and monitoring of demos.
12	 Varietal demonstration of litchi and intercropping with pulses Generate a new area for creating income by the farmers. Increase in productivity and production would lead to saving 	 Maximum return is ensured High income may be expected through the change in variety and technique. 	• If not properly demonstrated, varieties may replace the traditional varieties used at farm level	 Regular monitoring and support to adopt the technology Availability of varieties at the farmers level
13	 Enforcement of Nursery Act Increase in quality true to the type planting materials 	 For diversification is essential Effective enforcement of the Nursery Act 	• If not enforced effectively, the same may encourage unhealthy practices and improve quality planting material	• Effective enforcement of the Nursery Act
14	 EUREPGAP in mango Increase in better quality product 	 Promote cost effective practices Encourage SHG and villages to adopt labelling and certification 	• May isolate small and marginal farmers, if they are not collectively associated in the programme	• Encourage SHG and farmers to adopt labelling and certification
15	 HACCP certification Farmers would be empowered by having certification of their produce Crop value and income enhance resulting in better income. 	 Promote cost effective practices for more income Promotion of agri – business takes place Source for ensured marketing tie –up 	 May isolate small and marginal farmers, if they are not collectively adopt the same and may create difference 	• Encourage SHG and farmers to adopt labelling and certification and minimize outsiders exploitation.
16	 Use of plastic crates Creation of technology development process among the farmers Create collective 	 Generate new standards for grading Promote the use of crates and their safe disposal 	• If proper crates not used, they may be less adopted.	• Promote the use crates and their safe disposal

Sl. No.	Activity & Potential Social Opportunity	Measures to further enhance social benefits	Social concern and risks	Mitigation Measures
	marketing process			
C.	Marketing			
1	Aggregation of produce by Farmers Groups • Economies of scale • Better bargaining capacity • Lower per unit SC cost	Attract non-project farmers	Retaliation by affected middlemen	 Capacity building of farmers Good credit facilities Building of strong groups Equipped with ID cards issued by DASP & Mandi
2	 Marketing Information Informed decision making 	 Make available such information to the community at large on to pay basis Network Downtime 	Retaliation by affected middlemen	 Capacity building of farmers Building of strong groups Good credit facilities Service provider on deliverables defined in terms of required quality of service
3	 Marketing Infrastructure Creation of alternative avenues resulting in better price realization for the farmers 	• Access to such facility for the community at large	 Retaliation by affected middlemen Resettlement issues for land acquired through acquisition for building of markets 	 Capacity building of farmers Building of strong groups Good credit facilities Land will only be obtained through negotiated purchases and from Awas Vikas/ Development Authorities
4	Policy AmendmentsImproved competition	Will benefit all farming community	Retaliation by affected middlemen	 Capacity building of farmers Building of strong groups Good credit facilities
5	Credit Linked Warehouse Facility • Prevents distress sales	 Extend facility to other non-project farmers on to pay basis 	 Retaliation by affected middlemen Non availability of minimum quantity required (3500 qtls) of storage material required 	 Capacity building of farmers Building of strong groups Negotiate to a lower minimum guarantee figure
6	 Commodity Trading Price risk management Access to a much larger buyer base 	Extend facility to other non-project farmers on to pay basis	Retaliation by affected middlemen	 Capacity building of farmers Building of strong groups Extend reach of this facility
7	Weather InsuranceManagement of weather risks	• Extend facility to other non-project farmers on to pay basis	Timely and appropriate settlement by Service provider	 Capacity building of farmers Building of strong groups Strong monitoring
8	Contract Farming & Buy Backs • Assured market • Input and technical support	Extend facility to other non-project farmers on to pay basis	 Retaliation by affected middlemen Fair practices by both parties 	 Capacity building of farmers Building of strong groups Strong monitoring
9	 CII Improved opportunities through corporates in 	• Extend facility to other non-project farmers	Appropriate show- casing of the project	 Capacity building of farmers Building of strong

Sl. No.	Activity & Potential Social Opportunity	Measures to further enhance social benefits	Social concern and risks	Mitigation Measures
	Contract Farming & Buy Backs		Retaliation by affected middlemen	groups Strong monitoring
10	Quality Certification • Access to high value markets resulting in improved price	• Extend facility to other non-project farmers on to pay basis	 Fair practices by both parties Ensuring quality on an on-going basis Accessing high value 	 Capacity building of farmers Building of strong groups
11	Geographical Indicators Improved realisations	Extend facility to other non-project farmers	 Farmers from other areas cannot then take up the cultivation of the GI crop Access to markets 	Awareness building
D .	 Dairy, AH and Poultry Hygienic milk production Better health of people Less health problems specially in children Better marketing and hence sustainable livelihood 	 Better price return. Farmers awareness creation Role of women increases many fold 	• Practical training at village level.	Empowering milk producing and processing unit for installing wastewater prevention measures for dairy units. Establishing proper training module.
2	 Feed Management Livestock health create resources to farmers income Increase in milk and meat production 	 Improved quality of feed and milk followed by better returns. Training and capacity building about urea enrichment of fodder 	Possibility of urea toxicity if not properly enriched	Diet should contain methane mitigating substances
3	 Breed Improvement (Paravet) Good health will ensure more quality milk and hence more income to farmer Increase in productivity and production of livestock 	 Capacity of farmer in livestock breeding increases. On-the-job training to the Paravet and Vet graduates create employment. Capacity building of farmers 	• Lack of effective training and research may result in programme failure	 Provide practical training, specially on-the-job training on bio medical waste disposal-burial practice with lime. Common facility incinerators for the hospitals of bigger inhabitant centres. Syringes, needles, dressings, etc. should be disinfected with 1% hypochlorite solution prior to disposal.
4	Milktestingfacility/centres• Good for both the producer and consumer /trader for healthy and quality milk marketing• Checking adulteration	 Quick testing through latest electronic equipments for Fats/ SNF/proteins/ added water Establishment of testing labs at village/block level. Cost of equipment will be recovered in six months at very nominal testing charges 	• If not trained properly, milk contamination is possible	Intensive training on the testing
E. 1.	Fisheries /Poultry Strengthening of marketing • • The main problem is the quick disposal of fish. If	 Integrating this activity with the activity of zero energy cooling chamber Establishment of fish 	If not trained properly and waste disposal provision made, it may generate market waste	Proper training and provision for the disposal of market waste

Sl. No.	Activity & Potential Social Opportunity	Measures to further enhance social benefits	Social concern and risks	Mitigation Measures
	markets are strengthened, farmers will get higher returns quickly.	 markets with proper infrastructure Proper training and provision for the disposal of market waste Adoption of phyto sanitary measures 	and hence create pollution	Adoption of phyto sanitary measures
2.	 Promotion of Aquaculture and Inland Fishery in rural area Reduction in malnutrition in protein intake Conservation of natural resources at farm level Recycling and re-use of farm waste 	 Monitoring of fish samples for pesticide residue Environmental awareness at farm level engaged in fishery activities Fisherman training on the use of eco-friendly net / inputs should be encouraged Micro-flora and microbes monitoring in fishery ponds 	• If not monitored properly exotic species intrusion and, fish contamination is possible	 Effective monitoring of water and guideline for fish farming Keeping surrounding more hygienic Proper waste management of poultry droppings in Integrated Fish Production Program
3.	 Organic Farming and Contract Farming Application of these technologies will reduce farm chemical use and food contamination Concept of contract farming will be very useful for more production and diversification of farming system 	 Stakeholder awareness campaign Participating in developing protocol for organic farming More transparent and legal documentation to create enabling environment for contract farming and hence more organized form of natural resources conservation Using selective approach to promote organic farming in the state 	• If cost reduction technology and framework is not developed, it may further marginalize small and marginal farmers	• Promoting and rewarding cost effective production certification and labelling
4.	Establishment of E-Kiosk • Improvement in market intelligence services and agriculture diagnostic and advisory services	Better knowledge and proper marketing	• Sustainability of system and improper market information	 Development of linkages for proper information Proper training

Section – X: Monitoring & Evaluation

25. As part of strategic planning, the aspect of monitoring in the project is proposed to be addressed through a two-way mechanism of internal and external monitoring. The design of the M&E system would be such that *project impact is fully visible*.

25.1 Internal Monitoring

At village level

At village level, all the participating farmers would be participating in planning and implementation of project activities and will do regular monitoring and review of the activities and a roster would be maintained for the same. In addition, planning and development committee of GP will also monitor the interventions.

At Nyay Panchayat Level

Farmers' Field School will take up the responsibility for planning, implementation coordination, extension support and monitoring at Nyay Panchayat level. Crop based Farmers Association, Farmer Interest Groups (FIGs) and Self Help Groups (SHGs) would also be mobilized and mainstreamed with the monitoring system.

At District Level

ATMA shall ensure that line departments/institutions draw up integrated development plan based upon resources available with them and other supplementary resources mobilized by the ATMA. ATMA shall receive reports from concerned DPIUs and monitor them on monthly basis. ATMA will also receive project funds at district level and disburse to line departments and maintain a revolving account to have uniformity and better control at district level. The Chairperson of ATMA will constitute a Task Force comprising of district level officers of line departments along with representation from other stakeholders to verify the reported progress on seasonal basis and initiate appropriate actions.

At PCU Level

- Regular Meetings with the DPCs
- Weekly Staff Meetings
- Field Visit by Zonal Officers
- Monitoring by M&E Cell

At State Government Level

• Review by Executive Committee

25.2 Participatory Monitoring & Evaluation

Given the multi-stakeholder nature of this project with its decentralized implementation structure, it is essential to actively engage beneficiaries and implementation partners in assessing progress and achievements of the project. Going beyond simple extraction of information through group-based methods, the participatory M&E process would aim to involve key stakeholders in developing a framework measuring results, evaluating achievements and learning from the project experience, i.e., as joint originators and evaluators of information. This will also help build up local capacity to reflect, analyze, propose solutions and take actions. The process would be designed to allow marginal voices to be heard and to show where convergence and divergence of opinions lie. An important consideration would be use methods, which would permit statistical aggregation and analysis in order to draw out general lessons. Participatory M&E would be also focused on some specific themes such as inclusion of small/ marginal farmers and other backwardness communities; congruence between constraints experienced by farmers and project supported technologies and practices; perception/ experience of socio-economic change; resolution of marketability problems; and issues in sustainability of groups and community-based institutions. Random sampling and triangulation will be integral to PM&E.

25.3 External Monitoring & Evaluation

An external M&E Agency will be appointed to assist in the overall Monitoring and Evaluation of the DASP-II. The overall objective of the M&E system would be to monitor and report on agreed performance indicators (for project activities, outputs, outcomes/impact), which would provide the basis for remedial feedback, periodic results-oriented assessments as well as final evaluation of project interventions. The M&E process will entail data gathering by implementing as well as external agencies and participatory M&E by primary beneficiaries and project stakeholders. Data for activity and out-level indicators is generally expected to be collected by the line departments (LDs)/ implementing agencies and collated by the Project Coordination Unit (PCU). The external M&E agency will complement this process through concurrent monitoring remaining performance indicators, organization of the participatory M&E process, and support to the internal M&E activities of the PCU.

External Monitoring & Evaluation by an independent agency (AMC, IIM Lucknow) adopted during the first phase consisted of concurrent monitoring & evaluation of process as well as progress of project at field and institutional level and evaluation of project outcome and impacts. Similar arrangement is proposed for phase-II.