



**ANNUAL REPORT
2021-2022**



IDEAL DEVELOPMENT AGENCY (IDA)

**Address- Banajodi, Po- Padmapur, District- Keonjhar, Pin- 758013, Odisha, India, Email-
idaorg@rediffmail.com, idaodisha01@gmail.com, Phone- 9776712440, 7008723629**

Website-idaindia.org.in

ANNUAL REPORT 2021-22

MESSAGE FROM THE FOUNDER

Dear Friends and Well Wishers, Mentors, we are glad to present the year performance report of Ideal Development Agency(IDA), Keonjhar Odisha. In this year 2021-22 the operational focus is on sundargarh, mayurbhanj and Keonjhar district of Odisha. Focus was on agriculture and livelihood development of the women farmers and of Enlighten, watch, network, love, give, receive, setting dispute, forgive. The skill training on Geriatric care a certificate course with TISS Mumbai collaboration be possible to create to shape and to cultivate small miracle and a sustainability approach and IDA developed a theory of change of the geriatric care and it made a lasting impression on me and the larger section of the society. The open mildness and joy of many people is arousing. But sometimes some negative impressions on the poor living condition of the people of the tribal region, child beggars, the daily struggling for survival of the village labors and the farmers also the elderly population and the children from parentless families.



This year was creating so many new things in my journey since the last 30 years. I have a rich time to think after the journey so far and help me to digest and filter what I learned and experienced, that is why I decided to go along a more innovative pathway, and resigned from the secretary of IDA and decided no voting rights over the organization. This gives me an immense pleasure that without a member I am enjoying and working with this credible organization which is my brain child and my heart.

I was predominantly concerned with the question of what is needed to improve the quality of life of the rural communes and the good governance of the organization IDA in a variety of ways. To improve the living condition of the people I had been dealing more intensively with the basic needs of the tribals and small and marginal farmers as well as the vulnerable children and elderly population of my working territory.

As IDA we divide the projects into 7 different project groups: construction and renovation, agriculture and livelihood, Nutrition, Health, Geriatric, school education and skill development. In all of the IDAs work we are addressing the visibility of SDG. The goal of togetherness in IDA and always I am giving respect to the working grassroots soldiers who are trying to reach IDA and make the dream fruitful.

Thanks to all the stakeholders and community working with us and the organization need your blessing to go forward.

Sebat Singh
Founder Secretary
Ideal Development Agency(IDA)

IDA - A JOURNEY SINCE LAST 30 YEARS:

IDA started its journey long back with a humble beginning. Ms. Sebati Singh, daughter of the soil, got disturbed by the plight of neglected and destitute old age persons and their helplessness. She along with a bunch of youths established a shelter for safe and dignified stay of the destitute old persons at Suakati of Keonjhar. They got some success and initially created a facility for 50 old age persons stay home.



Buoyed by their success, the group led by Ms. Sebati ventured into providing support services to vulnerable children affected by broken family ties, left out children due to utter poverty, children who have lost their parents. They established a support service mechanism for these neglected children and readjusted them with foster families, child care homes etc.

Gradually, the young team ventured into social service and serve the poor of Kendujhar district. Today the organisation has spread over to three districts with its base at Banajodi, Keonjhar. It has reached out to more than 35 thousand families and 20 thousand economically and socially backward families and contributed to their growth and sustainability.

Ideal Development Agency (IDA) is a woman driven organisation in the mining prone district of Kendujhar, Odisha, India. The presence of mines has greatly impacted the life of indigenous inhabitants who have lost their livelihoods and assets like lands. Though a small section of people mostly from outside have benefitted immensely due to mining activities, majority of the local indigenous community including significant percentage of tribal people have suffered heavily. The mining culture has broken the social fabric of their society; they have lost their traditional livelihood through farming and NTFP collection and processing; High pollution has contributed to their health hazards putting them under severe health problems like silicosis, respiratory diseases, TB, skin diseases and other terminal illnesses. In fact even now many affected villages nearer to the abandoned and active mining areas have seen generation of villagers mostly

male/female who were exposed to the mining activities regularly suffer from terminal illnesses and lose their life. The agricultural productivity is also impacted negatively due to mining dust, and other pollutions. The abandoned mines have become breeding grounds for malaria and other mosquitoes. Women trafficking also increased manifold with exploitation of adolescent young girls and women. Trafficking is strongly present in the area with floating population and heavy presence of truckers from around the country who ply their trucks through the district.

IDA is committed to fight for the cause of marginal sections of the society and organised resources for these suffering people so that they can gradually ride the ladder of development and aspire to lead a better life through all round development of Food and nutrition, Best Education, Family security, Livelihood promotion for regular sustainable income sources, best possible use of available resources to generate income. Similarly another area of focus of IDA is working on Child rights, Stop Early childhood marriage, Get rightful compensation for loss due to mining activities, Reduce vulnerability against trafficking and sexually transmitted diseases etc.

IDA has manifold intervention areas to reach out to these marginalised sections and bring them up at par with other sections in the society. IDA collaborates with Government schemes and leverages them extensively so that the huge resource available is accessible to the community people and they can change their fortune. IDA works as an enabling institution through a well-designed process where the people get empowered and take decisions for their own betterment. They are able to scan their environment and use the available supports to the best of the capability so that their income increases manifold and they live a dignified life in the villages with all possible facilities.

VISION

A society where all human beings live with dignity and equality with equitable access to resources, opportunities and adequate space for less privileged to augment and accomplish their potential.

MISSION

Reaching out to the last person in the community. so that everybody gets equal opportunity to lead a dignified life leading to self-sustenance and meaningful contribution to the society. The deprived and defenceless sections of the society find a legitimate and strong voice heard by all and assert their rights over the resources and facilities.

GOAL

IDA has chosen few thematic areas to devote all its strength with a commitment to bring a permanent change. The idea is to concentrate on those themes and develop organisational capacity through knowledge and skill enhancement to make the interventions meaningful and qualitatively the best possible. This has facilitated us in making some deeply impactful interventions which has assisted unlock the hidden potential of the community and pulled them towards a self-driven expansion path.

The major thematic areas consciously chosen at the beginning also continuing as IDA's core domain to make the life of neglected healthier and happier. Our concentrations are on:

- **Education, Health for Children and Adolescent Girls**
- **Empowering Women with Rights and Income**
- **Better Livelihoods through Sustainable Farming**
- **Caring the Aged, neglected by the families**
- **Prevention of Occupational and Contagious Diseases like HIV-AIDS-STD**
- **Strengthening Skillful Self-Employment to Youth**
- **Empowering CBOs for Convergence and Advocacy**

OUR FUTURE DREAMS AND ASPIRATIONS

With our long journey since three decades, staying with the community, working for them; we have realised that village as a unit is the major building block of rural economy and socio-cultural fabric. We should put enough effort at village level to bring a significant improvement. This transformation must be from within rather than external influence which can only play an enabling and stimulating role. Village youths within the community must come forward and invest their energy in influencing the rural environment. The aspiration of people needs to be leveraged and prospects ought to be explored to ensure holistic development in our villages.

The emerging concept of **Smart Villages** refers to rural areas and communities which build on their existing strengths and assets as well as on developing new opportunities. In Smart Villages traditional and new services are enhanced by means of digital technologies, innovations and the better use of knowledge, for the benefit of inhabitants and businesses. These interventions will not only enhance the quality of life, but also ensure higher standard of services for citizens, better use of resources, less impact on the environment, and new openings for rural value chains in terms of products and improved processes. Technology is

important as are of investments in infrastructure, business development, human capital, capacity and community building.

In our Mission, a Smart Village would typically pay attention to e-literacy skills, access to e-health and other basic services, innovative solutions for environmental concerns, circular economy application to agricultural waste, promotion of local products supported by technology, implementing and taking full benefit of smart specialization in Agri-food projects and socio-cultural activities.

IDA aim at developing 1000 SMART villages in Kendujhar district in next 10 years. We aim at addressing the following areas in our SMART Village Mission:

- FOOD SECURITY
- PRODUCTIVE ENTERPRISE
- SOIL, WATER AND CLIMATE
- HEALTH
- EDUCATION
- EMPOWERING VILLAGE INSTITUTIONS
- QUALITY OF LIFE (GHI-Gross Happiness Index)

AREA OF OPERATION

Keonjhar, Sundargarh, Mayurbhanj, Jajpur, Deogarh &Angul District of Odisha

IDA was established in 1992 as a social charitable organization. Gradually experienced in livelihood project work and can achieved on the ground with its few own resources and deliver with a great passion. Believe in the togetherness and passionate to improve the living condition of the poor people.

we limit our activities to six core areas where we can have the most impact: education, Climate smart agriculture & Farmers empowerment through doubling their income, Geriatric care for senior citizens, Skill Development, Health and sanitation IDA is living the notion of "help for self " - our projects empower the marginalized farmers and our targeted community to themselves improve their living conditions in the long term.

The dedicated team continues to grow steadily. In order to be able to successfully implement our projects in the future, we are dependent on a good and loyal team, which is why we are very proud of our local volunteers and cadres also the good governance prevailed in the organization.

APPROACH

IDA strongly believes in a holistic approach where a human centric growth is paramount for a lasting impact. The community must have access to quality food, shelter, clothes apart from quality education, health services and last but not the least access to livelihood suitable to their skill, culture and environment. Protecting and nurturing the strong value system is an important aspect, where the vulnerable sections among the community get their due importance and recognition.

GOOD PRACTICES AND IMPACTS

- The Governing Board meets at regular intervals and intensely discuss points before taking conscious decisions. The Board members are involved intensely in decision making process.
- IDA has a culture of participatory approach to discussion and decision making reflected through staff meetings and other communication channels.
- We have a well-defined standardized HR Policy, system and practices including staff security, staff development and promotion.
- We believe in involving the community right from planning, implementation to monitoring/review and evaluation process so that they develop a sense of 'ownership'

LIVELIHOOD PROMOTION & WOMEN EMPOWERMENT

AGRICULTURE PRODUCTION CLUSTER (APC) AT KEONJHAR DISTRICT

Ideal Development Agency (IDA) in support of Bharat Rural Livelihood Foundation (BRLF), Govt. of India, New Delhi and a collaborative initiative by Department of Agriculture and Farmer's Empowerment & Panchayat Raj & Drinking Water, Govt. of Odisha is implementing Promotion of Agriculture Production Cluster –APC project in two blocks i.e. Sadar & Jhumpura of Keonjhar district, Odisha, India. For smooth implementation of the project PRADAN a national level NGO providing technical support. The Project is purely based on convergence mode with various govt. department and schemes. Deputy Director of Horticulture, Keonjhar act as a nodal officer.

- **Reporting Period:** 1st April 2021 to 31st March 2022
- **Project Duration as per Grant Agreement:** 1st December 2018 to 30th November 2021
- **Grant Support:** Bharat Rural Livelihood Foundation, New Delhi (A Govt of India Foundation under Ministry of Rural Development.)
- **Nodal Agency:** Directorate of Horticulture. GOO
- **Technical Support:** PRADAN, Odisha.

Convergence Partners:

Odisha Livelihood Mission, Mission Shakti, ITDA, DMF, OMBADSI, OLIC, OAIC, APICOL, KVK, DRDA,ETC, Veterinery Deptt

Project Objectives:

- To promote intensive livelihood with the objective of sustainably doubling the income of 7000 small and marginal farmers in the backward highland area of Keonjhar District.
- To establish the model of Agriculture Production Cluster (APC) in Sadar and Jhumpura block of Keonjhar district as an effective method to organize production system and services of market.

Major interventions

Name of the State	Name of the District	Name of the Block	No. of Gram Panchayat	No. of the Villages	No. of HHs Targeted
Odisha	Keonjhar	Keonjhar sadar	10	38	3200
Odisha	Keonjhar	Jhumpura	11	39	3200
Total			22	77	6400

OUTPUT/OUTCOME

- 48 PG's in both the block has been formed. Out of which 28 comes under OLM and rest 16 are comes under Mission Shakti
- 10 new village covered in Sadar block
- Total House hold Covered is 222 in Sadar Block and 236 in Jhumpura block
- 21 Agri Entrepreneur groomed by APICOL out of which 14 has been deposited their seed money to APICOL.
- 10 PG from each Block the total number 20 producers group received Institutional Building and Capacity Building fund.
- 29 nos of PGs received Working Capital.
- Grant mobilized (Rs) for PG- From OLM and Mission Shakti (Sadar Rs20.4lkh Jhumpura Rs34.4lkh)
- Out of the total 6000 households 2285 PG household.
- 1809 women farmer women received institutional credit through PG.
- 207 SHG availed credit from bank as per Mission Shakti MoU

48 PG's has been formed in both the blocks. Out of which 32 PG comes under OLM and the 16 are comes under Mission Shakti department. 28 PG of the both the block have obtained Grade A first gradation. During these period households covered is 458. All the 14 PG of Jhumpura have availed working capital one lakh each from OLM and the PG's of Sadar yet not get due to the misunderstanding t GPLF level. In this financial year amount mobilised by the PG's is Rs 54.8 lakhs in both the blocks.

ACTIVITIES & ACHIEVEMENTS

Agriculture and Horticulture					
Activity			Target	Achievement	Remark
1	Synchronized production of the planned crops as per APC principles	No. of PGs	46	34	In both the block 34 PG's are adopting synchronization model in vegetable farming.
2	No. of HHs received Agri inputs through PC/AE	No. of HHs	3200	1813	1813 HH involved with this activity. (Jhumpura 705 and sadar 1108)
3	Total area covered in high value crops (Veg, pulses, oilseeds, High Value Paddy)	Acres	3800	3382.295	Sadar 1858.57 and Jhumpura 1523.725. reason for less coverage in Jhumpura is irrigation and continuous rain up to December.
4	No. of net HHs involved in high value crops (Veg, pulses, oilseeds, High Value Paddy)	No. of HHs	6000	4023	Sadar 2114 and Jhumpura is 1523 HH.
5	Total net area covered in high value veg crops	Acres	3600	3134.395	Sadar 1656.57 and Jhumpura 1477.825 Variance are due to less irrigation facilities are in Jhumpura block.
6	Net HHs involved in high value vegetable crops	No. of HHs	5800	4023	Sadar 2114 and Jhumpura 1909 number HH involved in HVC.
7	Total area covered in high value vegetables-Kharif	Acres	1200	756.88	Jhumpura 363.91 and Sadar 392.975
2.8	No. of HHs involved in high value vegetables-	No. of HHs	4300	3351	1396 Jhumpura and 1955 Sadar

	Kharif				
9	Total area covered in high value vegetables- Rabi	Acres	1800	1925.415	972.415 Jhumpura and 953 acres in sadar
2.10	No. of HHs involved in high value vegetables- Rabi	No. of HHs	3600	3363	1788 hhin Jhumpura and 1575 hh in sadar
11	Total area covered in high value vegetables- Summer	Acres	600	452.1	141.5 Jhumpura and 310.6 in sadar block
12	No. of HHs involved in high value vegetables- Summer	No. of HHs	900	1212	262 HH in Jhumpura and 950 in sadar block.
13	Total net area covered in oilseeds, pulses, high value paddy crops	Acres	600	304.9	Jhumpura 102.9 sadar 202
14	Net HHs involved in oilseeds, pulses, high value paddy crops	No. of HHs	600	998	Sadar 760 and Jhumpura block 268
15	Total area covered in oilseeds, pulses, high value paddy crops-Kharif	Acres	200	264.9	Jhumpura 67.9 sadar 197
16	No. of HHs involved in oilseeds, pulses, high value paddy crops –Kharif	No. of HHs	400	998	238Jhumpura 760 Sadar
17	Total area covered in oilseeds, pulses, high value paddy crops- Rabi	Acres	200	10	10 Jhumpura
18	No. of HHs involved in	No. of HHs	200	40	40Jhumpura

	oilseeds, pulses, high value paddy crops – Rabi				
19	Total area covered in oilseeds, pulses, high value paddy crops- Summer	Acres	0	30	Jhumpura 25 and Sadar 5 Acre
20	No. of HHs involved in oilseeds, pulses, high value paddy crops – Summer	No. of HHs	0	55	45 HH Jhumpura 10 in sadar block
21	Subsidy linkage done for High Value crops (Hybrid veg, Pulses, Oilseeds, Spices, Sweet potato, high value paddy etc..) in acre	Acres	400	372.5	Sadar 110 and Jhumpura 262.5
22	Total amount mobilized in High Value Crops (Hybrid veg, Pulses, Oilseeds, Spices, Sweet potato, high value paddy etc..)	In Lakhs	45	25.0695	Sadar 12.568 and Jhumpura 12.5015
23	Total area covered in fruit tree plantation	Acres	150	41.98	sadar
24	No. of HHs involved in fruit tree plantation	No. of HHs	591	36	sadar block
25	Total amount mobilized in fruit tree plantation	In Lakhs	60	9.122248	Sadar
26	No of PGs involved in sorting/grading and packaging	No of PGs	42	36	Sadar 22 Jhumpura 14

27	No of PGs involved in collective marketing	No of PGs	35	39	Sadar 17 Jhumpura 22
28	No. of HHs involved in collective marketing	No. of HHs	2500	2403	Jhumpura 881 and Sadar 1522
29	Total volume of produce sold collectively	Quintals	30000	16348.7114	Both in PG and PC
30	Total amount sold collectively	In Lakhs	300	195.592	Sadar-49.772 Jhumpura 145.82

During this period 4023 households have cultivated 3382.295 acres of land in high value crop. Out of these 3134.295 is net area and 4023 is net households. Area reduced in Jhumpura bloc is, due to the lack of irrigation area. Total sell in quintal in pg and pc is 16348.7114 quintal and the worth is 195.592 lakh's of rupees sold collective in both pg. band pc.

Setting up of aggregation centres and storage structures

3.1	Installing grading, sorting, weighing and packaging unit (Pack House, Collection Centre, etc.)	No. of Centres	22	0	Approved but not installed
3.2	Installing storage structure (Onion Storage, Solar Storage Structure, etc.)	No. of Structures	8	1	Jhumpura
3.3	Installing other low-cost Storage Structures (Pusa Zero Energy Cool Chamber, Sabji Cooler, etc.)	No. of Structures	0	0	
3.4	Total amount mobilized under the activity	In Lakhs	237	15	Jhumpura ,From horticulture.

Setting up of Producers Company

4.1	No. of PCs registered	Number of PC	1	1	Incorporated on March 2021. Sabuja Banani PC
4.2	No. of shareholders in PC	No. of members	1080	972	Jhumpura 545 Sadar 427

4.3	Share capital mobilized (Rs)	In Lakhs	11.3	4.82978	Jhumpura 1.96478 and Sadar 2.865
4.4	Grant mobilized (Rs)	In Lakhs	30	17.6	
4.6	Meetings conducted by BOD	No. of meetings	10	8	
Company has already got the GST number and applied for seed licence. Share holder drive is an on-going process in every month. From Mission Shakti in first trench Company have got Rs17.6 lakh. Advertisement has been publishing in daily newspaper for various vacancies lays on PC.					
Adoption of NPM based practices					
5.1	Construction of NADEP, vermi-compost and other low-cost composting unit	No. of units	400	239	Jhumpura 156 and Sadar 83
5.2	No. of HHs practicing NPM	No. of HHs	2700	1900	Jhumpura 1016 Sadar 884
5.3	Area under NPM	Area (Acre)	900	1040.65	Jhumpura 514.45 and sadar 526.2
5.4	Total amount mobilized under NPM	In Lakhs	10	7.7472	Jhumpura 2.7482 and Sadar 4.999
34 Field level NPM training was conducted covering 850 women farmers. Two staffs from the organization have attended a three days training held at Indore. The struggle for NPM is now over, more and more farmers are showing interest for natural farming. Three Model NPM PG identified and the farmers of that village will adopt purely natural farming process. Two NPM production unites have been establishing with the support of NPM network.					
Developing irrigation and other infrastructures					
6.1	No. of CRLP revitalized/repared (defunct/operable but not operating)	Number	12	0	
6.2	No. of new CRLP installed	Number	3	4	Sadar 3 ,Jhumpura 1
6.3	No. of individual cluster lift installed	Number	84	27	Jhumpura 13, Sadar 14
6.4	No. of cluster bore wells installed	Number	161	5	Sadar 4, Jhumpura 1
6.5	No. of Farm ponds completed	Number	97	1	Application submitted to soil conservation department. Sadar 1
6.6	No. of Dug Wells completed	Number	40	0	Application submitted to Block

6.7	No of Other Irrigation projects (DBI, Check Dam, Canal, etc.) completed	Number	2	0	
6.8	Total irrigation potential created (all the above structures area except existing functional schemes)	Acres	1500	421.5	Jhumpura 106.5 Sadar 315
6.9	Total no of potential families under new irrigation schemes/renovation	No of HH	1500	373	Sadar245 Jhumpura128
6.10	Total amount mobilized under irrigation	In Lakhs	1460.3	226.5389	Sadar 134.8389, Jhumpura 91.7
6.11	Total area covered in Micro Irrigation (Drip & Sprinkler)	Acres	175	27.5	Sadar
6.12	No. of HHs involved in Micro Irrigation (Drip & Sprinkler)	No of HH	300	7	Sadar
6.13	Total amount mobilized in Micro Irrigation (Drip & Sprinkler)	In Lakhs	200	3.157	Sadar
6.14	No. of HHs having access to farm mechanization	No. of HHs	2080	3453	Jhumpura 1713 and sadar 1740
6.15	Amount mobilised in farm mechanization	In lakhs	92	184.12847	Jhumpura 101.5055 and sadar 82.62297

Developing irrigation and other infrastructures

27 new river based solar lift points have been installed in both the blocks. 161 cluster bore well work is on progress. For dug well and farm pond documents are deposited to concerned officials. 10 power tiller Jhumpura and 8 for Sadar mobilize from DMF through horticulture department.

Livestock development

7.1	No. of PGs working intensively on livestock development	No. of PGs	7	14	Sadar 11 and Jhumpura 3
7.2	No. of PraniMitra identified and trained (1-2 per PG)	No. of PraniMitra	4	0	Selected from community

7.3	Net HHs covered through deworming and vaccination	No. of HHs	3600	3485	Sadar 1640 and Jhumpura 1845
7.4	No. of HHs covered through the deworming and vaccination of goats	No. of HHs	2450	2043	Jhumpura 1151 and sadar 892
7.5	No. of HHs covered through the deworming and vaccination of BYPs	No. of HHs	4250	3346	Jhumpura 1845 and sadar 1501
7.6	No. of night shelters (BYP shed) constructed	No. of shelters	266	78	Sadar 18 and Jhumpura 60
7.7	No. of night shelters (goat shed) constructed	No. of shelters	350	01	Jhumpura
7.8	Net HHs involved in intensive BYP rearing (following PoP)	No. of HHs	1424	1043	Jhumpura 484 , sadar 559
7.9	Net HHs involved in intensive Goat rearing (following PoP)	No. of HHs	980	410	Jhumpura 177 sadar 233
7.10	Net HHs involved in intensive BYP & Goat rearing (following PoP)	No. of HHs	800	1168	Sadar 684, Jhumpura 484
7.11	Volume of livestock sold collectively	In Quintals	80	8.71	Sadar 4.96 Jhumpura 3.75
7.12	Total amount realised from collective livestock sales	In lakhs	22	1.85698	Jhumpura 0.86298 and sadar 0.994
7.13	Amount mobilised in Goat & BYP rearing	In lakhs	70	21.68424	Jhumpura 13.42224 sadar 8.262

Livestock development

Two numbers of Pranimitra training was conducted by the organization. Net HHs covered through deworming and vaccination is 3485. The amount mobilizes basically from ITDA towards Cage, night shelter, chicks, feed, feeder and drinker. Two training was imparted to BYP farmers. Apart from this 149 azola tank constructed by the BYP farmers for green feeding.

Capacity Building (staff, community, cadres, PRIs etc.)

8.1	Capacity building events conducted for PG promotion	No. of events	192	125	Jhumpura 72 Sadar 53
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8.2	Capacity Building of PCs	No. of events	39	49	Sadar 16 Jhumpura 33
8.3	Capacity building events conducted for building community cadres like AE, UM, PraniMitra, KrushiMitra etc.	No. of events	32	27	Jhumpura 11 Sadar 16
8.4	Thematic/technical capacity building events conducted for community members	No. of events	188	145	Jhumpura 104 Sadar 41
8.5	Capacity building events conducted for staff	No. of events	32	19	10 sadar 9 jhumpura

Brief Narration of above activities (Capacity Building of staff, community, cadres, PRIs etc.):

During this period various capacity building trainings were undertaken for community, community Cadders, PG and PC members. Basically training was imparted on crop POP, NPM, Irrigation management, sorting and grading, livestock pop. Two staffs from the organization training cum exposure to Indore organised by NPM network.

Interaction with Stakeholders

9.1	Interface meeting with block/dist. Officials (Agri, Horti, OLM, Veterinary, OAIC, OLIC.....)	No. of meetings	200	120	In both the block
9.2	Monthly meeting of block level review and monitoring committee	No. of meetings	24	4	Only Sadar block
9.3	Quarterly meeting of district level review and planning committee	No. of meetings	4	2	

Interaction with Stakeholders

Block level meeting for Jhumpura could not be held after so many request to AHO.

10. Other Miscellaneous Components achieved

Amount Mobilised under Mushroom Cultivation for 16 families was the target but achieved 70 families in both block area 13.3 lakhs mobilised for jhumpura and 7.3 for jhumpura block

30 families involved in Pisciculture activity and mobilised 0.3 lakhs.

Land development (Land Levelling, Field Bunding, 5% Model, 30X40 Model, etc.) under MGNREGAS

200 families have done vegetable cultivation using trails in both block area got 12.5 lakhs of income.
34 Vegetable Nursery (Bamboo Nursery, soil less Nursery, Poly Tunnel, etc.) got 2.2 lakhs of income
108 Polythene Mulching has done and covered 80 acres of land.

Challenges faced:

From August to December 2021 continuous rain damaged a lot to the farmers, due to pest and diseases attack. So regular handholding support was provided to farmers to mitigate the issue and staffs were regularly visited the fields and advised them to take action. Apart from this farmer were advised to grow leaf vegetable to mitigate the damage in some extent.

Key learnings:

Key learning was PC activity. Initially the PG members were reluctant to Give Rs 1000 as share money at a time what we have decided earlier. But after a series of meeting with PG members, they decided that in instalment they will pay share money. After that number of shareholders and share money increased. If we could have taken the members in to confidence before and discuss the matter with them, then the numbers may be increased more. Learning is that before any work in depth discussion is needed with the community and their opinion must be taken in to account.

Innovative ideas, practices or approach:

For the first time Capsicum cultivation started in Jhumpura block and the growth rate is very impressive according to the horticulture officials. Income from this cultivation is showing high. From farm gate farmers are selling Capsicum Rs.50/ per kg. It is suitable for the local climate and the cost of production is not high. It has the marketability throughout the year. Less pest and disease attack observed. So many farmers are agreed to produce capsicums in large scale. Apart from this pointed gourd demo cultivation is successful. So some farmers will undertake pointed glourd cultivation on commercial basic.

Market linkages:

For market linkage and synchronise marketing we are taking initiatives to organise the systems. It is planned to create outlets for smooth selling of their produces. The data base of local trader who will purchase from PG/PC has been created. A group of PG members were encouraged to take the vegetable trading in to their hand, now they are selling vegetables in various markets of keonjhar district on behalf of PC

Crop production in 2021-22.

		Kharif			Rabi			Summer		
Sl n o	Crop Nam e	Tota l HHs	Area (In Acre)	Productio n (in Qntl)	Total HHs	Area (In Acre)	Productio n (in Qntl)	Total HHs	Area (In Acre)	Productio n (in Qntl)
	Total	326 3	744.4 9	2476672	3657	1760.50 5	362898.32	1207	430.1	16542

Economic condition of the communities involved in Vegetable farming:

Most of the community members, particularly tribal are economically poor and face difficulty in sustaining their families. In fact, food insecurity is emerging as a major concern for these families who do not have a sustainable and regular source of income. 60% families are marginal farmers. 10% are landless.

MAIN ACTIVITIES SUPPORTED BY IDA:

- Bringing the farmers under the collectives of Producer Groups at village level and Agriculture Production Clusters at Block level.
- Linking these producer groups with Government line departments who support farm activities. 7 line departments are actively involved in resource support as well as technical support.
- Introduction of intensive farm techniques like trellis, mulching, line sowing, seed and seedling preparation, land preparation, Community nursery is being promoted for easy availability of high quality seedlings through new technology Cocopit and pro tray system, integrated micro irrigation systems, synchronized production, high value crop selection etc.
- Agglomeration of farm products and linkage with bulk buyers in different towns and cities around the state.
- Introduction of mechanized hand tools for increased productivity and lowering dependence of manual labor.
- Capacity building of progressive farmers mainly women farmers through training, exposure, learning by doing and direct field level handholding by experts.
- Documentation of success stories and challenges during implementation and share them with farmers in their local language for inspiration and learning.

- Publication of success stories and best practices in media and electronic channels to highlight the success of farmers and attract better resources and support services.

Additional Activity

- 46500 fingerlings distributed to 45 beneficiaries to integrate in the existing farmers
- 40 SHG & 400 families have provided COVID-19 support of Rs 10,000/ to each SHG under mushroom cultivation
- Backyard plantation support given to 4,500 family
i: e Papaya, drumstick, lemon, guava, Coconut, mango.
- 3000 Bee keeping Box with the Bee hives provided to 700 farmers.
- Tuber crop i: e sweet Potato covered 32 farmers in 22 acres.
- One Vegetable seed cluster is planned in 5 acres, ongoing.
- 500 acres of land covered in ragi cultivation.

Income from vegetable farming by families in last 1 year:

Average income of a family from 12 decimal of land was Rs19000 to Rs 26000 per annum during last year. Some of the farmers garnered margins more than lakhs of rupees with cultivation of vegetables and selling to external markets.

Resource agencies for vegetable farming and their support:

- Horticulture department- Provide support various schemes under national horticulture mission.
- District Mineral Fund- Revolving fund, Irrigation structure(MRLP and Solar bore well), fencing
- Integrated Tribal Development Agencies- Seed, Mulching, finger lings, Plantation, BYP
- Agriculture department- Farm mechanization
- Rural development department- Vermin and nadep compost pit, dug well, Farm pond, plantation.
- Lift Irrigation department- Community River Level Project, Establishment of Micro irrigation system in small patch of land.
- Odisha Agriculture Irrigation Corporation-
- Odisha Mining Bearing Area Development Corporation - Irrigation, Palli house, Pack house, Drip irrigation

Marketing channel of the farmers for vegetable farming-

- Local Haats
- Local townships in Kendujhar, Barbil, Champua, Padampur etc.
- Bulk buyers from Jajpur, Bhadrak, Cuttack, Bhubaneswar etc.

Major challenges in income generation through vegetable farming in the area:

- Pest management of crops as pests sometimes extensively damage the crops
- Storage of vegetables which are perishable items. Timely disposal of harvested vegetables is a challenge.
- Linkage with bulk buyers who will pay optimal market price.
- Mobilization of funds for investment in farming
- Establishing micro-irrigation systems so that water will be available during winter and summer months.
- Functioning of Farmers Producer Groups at a high level so that it becomes a profit making body.
- Arrangement of seeds and other items with ensured quality in time and optimal market price.
- Developing the small and marginal farmers into Agro-entrepreneurs.

Future planning and potential of the area in vegetable farming:

- Bring women farmers to the forefront as progressive farmers
- Introduction of high value crops for better income from farming
- Introduction of mobile app based software for reaching out to farmers for addressing their issues.
- Food processing units to process the food items during bumper production to get better margin and increase the shelf life of the produces.
- Formation and Strengthening of FPOs for cluster level production and marketing
- Adoption of NPM for sustainable agriculture.
- Cold storage chain establishment for transportation of vegetables to distant markets
- High intensive farming where per acre productivity is increased manifold.
- Better irrigation systems including drip irrigation for supply of water round the year.

Natural Pest Management promotion as low cost alternative and not damaging the ecology:

During 2019-20 the project has taken the initiative to cultivated 147 acres of land on Natural Pest Management (NPM) covering 212 households in sadar and jhumpura block of Keonjhar district. Under this initiative the farmer used various organic measures like Handikhata, jeebamruta, sarbakitanasak, agneyastra, beejamruta, Amrutajala. Training and handholding provided to the farmers from time to time when required. Good result observed and the farmers produced good quality products with local organic solution and

treated the land for betterment of future cultivation. Farmers sensitized regarding the benefit of the organic and natural pest management and fertilizer to apply on the land.

Solar powered Irrigation system introduction:

The farmers and the producer's groups planned to provide irrigation support under different schemes. 84 solar based bore wells applied to the OLIC which will be installed during the summer season. Simultaneously 78 river based solar lift irrigation planned under DMF support in the project area and installed gradually. The first solar river lifts point inaugurated by collector and DM keonjhar at Batunia village of Sadar Block. 15 are working and people are using and getting water for their cultivation. 78 FLG formed under the scheme.



Livestock

To raise the farmer's income livestock plays a greater role which is a traditional peoples practice. In each producers group PRANI MITRA are the cadre who were trained to carry out the vaccination activity at village level. Vaccine and training and other input provided to them for effective of the livestock back yard poultry. 1467 household covered under the vaccination activity. Apart from 72 tribal household provided with poultry shed, and KODAKNATH chicks under BYP program of ITDA Keonjhar. **Livelihood promotion** has taken bigger importance as part of our intervention. As the area is laden with vast forest areas and open spaces Livestock rearing has become one of the important strategies to make the economic status sustainable and ensure food security through regular source of income. A significant proportion of the communities are either landless or marginal farmers who do not have regular source of income from farming. They mostly depend on manual labour and migrate to other states in search of work. Livestock rearing is a powerful alternative to make these families economically better off and can add substantially to their family income. Poorest of the poor families are also engaged in livestock rearing with low investment and garnering good margin from their activities. Livestock rearing is an additional activity which does not hamper other livelihood activities. Rather it is a source of handsome income throughout the year without much investment in terms of money and labour. The community has a prior

practice of rearing livestock of different varieties such as Poultry, Goatery, Dairy, Duckery etc. The community can be skilled to undertake high value livestock based enterprising activities as a regular source of income.



**Total number of families supported for livestock rearing- 1993, Total people- 9965
Out of these families, 60% ST, 30% OBC, 10% SC.**

Types of livestock promoted by IDA, why these species were chosen? Unique features of these species which makes them suitable to rearing by the villagers: Goat rearing and Bird rearing as these are the prevalent species in the area.

IDA is promoting high quality poultry breeds named **Kadaknath & Rainbow Roaster, Asili & Hazira**, suitable to the area which has many advantages such as:

- The meat has higher nutritional value in comparison to caged chickens.
- It is accepted as an alternative to local varieties of poultry which is the most preferred one.
- The look and appearance of the bird is comparable to the local varieties of birds.
- The birds sustain on local food varieties similar to local poultries who can feed on leftovers of food items of the family.
- The species has strong immunity against diseases and grows well in the local environment. In fact, these species do not need vaccination and can sustain on their own in the environment without any disease.
- The meat & egg is suitable for diabetic patients and recommended for patients recuperating from diseases.

Economic condition of the communities involved in livestock rearing:

Most of the community members, particularly tribal are economically poor and facing difficulty in sustaining their families. In fact, food insecurity is emerging as a major concern for these families who do not have a sustainable and regular source of income. 60% families are marginal farmers. 10% are landless.

MAIN ACTIVITIES:

- **Mobilization** of the community to make them understand the advantages and potential benefit from livestock rearing in a systematic manner.
- **Capacity building of the community leaders and potential livestock farmers:**
 - ✓ Selection and purchase of good quality breeds and species from viable market
 - ✓ Shed preparation for livestock like poultry, goater, duckery & Dairy
 - ✓ Maintenance of good health of the livestock without affected by disease
 - ✓ Feeding the livestock from local sources at the optimal level for their growth and good health.
 - ✓ Disease management of livestock. How to identify occurrence of any disease? What preventive methods? In case of disease how to treat them.
- Networking with Livestock Inspectors in the area and Veterinary doctors to seek their help at the time of need.
- **Financial linkage** with resource agencies like ITDA, District Mineral Fund, Odisha Livelihood Mission, OMBADC (Odisha Mining Bearing Area Development Council).

Income from livestock rearing by families in last 1 year:

Bird rearing- Average income for rearing 10 birds in a year 5000/-

Goat rearing- Average income for rearing 2 goats in a year 6-12000/-

In case of intensive farming with more than 100 farmers, the annual income is 25, 00/- from birds and 40,000/- from goats.

Resource Agencies for livestock:

ITDA is providing support for livestock activities in the area among tribal population.

Livestock department is providing technical support at district, block level in capacity building, vaccination facilities, deforming and other technical services.

Livestock inspectors are available to guide the farmers in preventive measures as well as treatment of diseased animals.

Odisha Livelihood Mission is promoting livestock rearing in the area in the form of identification of local volunteers and train them as Prani Mitras (Friend of Animals) for deworming, vaccination and other services. They are also getting small remuneration for their services.

BRLF supports Agriculture Production Cluster project through IDA in two blocks- Sadar Block and Jhumpura Block. 48 Numbers of producer groups are promoted in the area. Each Producers Group has a Prani Mitra who is responsible for promoting Livestock activities in their area. They are encouraging the families to engage in livestock rearing as a regular activity and provide necessary information and services.

Marketing channel of the farmers for the livestock-

Local Hats and local to wnship market. There is ample demand for the livestock and meat/egg etc. as the production is less than local demand.

Major challenges in livestock rearing in the area:

- ❖ Livestock is not looked upon as a viable source of income which can sustain the family in the long run. It is taken as only an additional source of income.
- ❖ The community is yet to accept livestock rearing as an enterprise which needs intensive planning and execution. They tend to take this activity casually.
- ❖ People lack proper skill and mindset to do intensive livestock rearing at a large scale which needs substantial investment and attention. The skill set needs to be developed with training, exposure and practice.
- ❖ The marketing is not a problem as the productivity is low and the demand for meat and egg is high. But in case higher sustained productivity in a cluster, market linkage need to be established.

Future planning and potential of the area in livestock promotion:

- Total families that can be included- 6000 families
- Types of livestock that can be Promoted-Poultry-Kadaknath, Rainbow Roaster, BANARAJ & Local (Desi), Asli, Hazra Birds. Goat-Black Bengal, Local (Desi), Dairy- Zarsi, SINDHI &Local (Desi) Variety
- Promotion of livestock clusters where bulk rearing and marketing will happen as an enterprising activity.
- Training to the Service Providers in Dairy and other livestock activities.
- Demonstration cum training centre
- Organic manures production using the animal products.

Farm Mechanization

19 farmers from the project area are benefited. During the period 19 beneficiaries of our project area have received power tiller-11 nos, pumpset-7 nos and power wider-1 from agriculture department in subsidized rate.

Capacity Building of Staffs and Cadres

- PG/PC functioning training-08. 87 office bearers are maintaining the records of PG
- Training on NPM and production measures-06 , 325 farmers are practicing NPM
- Training on value chain and market strategy-06, 29 PGs doing synchronizing production and marketing.
- Training on irrigation infrastructure creation-02,
- Training on integrated livestock rearing BYP and Goat
- training on important govt scheme -05, all the PG members are linked with govt. Schemes and taking benefited out of the govt. schemes

Coordination with Government and Non-Government stake holders

This project is implemented under the flagship program of Bharat Rural Livelihood Foundation. The intervention started in the year and gaining from strength to strength through community participation and ownership of the beneficiary farmer groups.

About 82% of the farm household belong to small holder category implying unsustainable practices making agriculture a subsistent practice for survival rather than a viable livelihood option. Low intensity farming practices in the absence of knowledge and skill for high intensity farming leading to low productivity. The unsustainable agriculture practices like heavy exploitation of land, water, mono cropping, chemical inputs have put these resources in danger. The agricultural land size is decreasing putting more pressure on farm field. Through generations, per capita land availability is lowering fast putting pressure on poor farmers to produce more for survival. This is leading to harmful farm practices.

Stakeholder Engagement

There is a convergence and joint planning and implementation of schemes under different livelihood components with 16 line departments of State government where the department of horticulture is the nodal agency to coordinate the entire process. Odisha Livelihood Mission , OLIC,OAIC, ATMA, Minor Irrigation department, MGNREGA,ITDA,DRDA ,APICOL ,KVK, etc are the major actors in this project from district to state in the high ambitious project. In district level district mineral fund collaborated the farmer's organisations and providing the support in mining operational villages. During the year implementation IDA has conducted Interaction with stake holders- Block level officials- 225,

Block Level Coordination Committee Meeting, 03, District Level Coordination Committee Meeting-03 and attend the state level coordination meetings regularly as and when necessary.

Key Learning's

- **Farmers as well as organization learn how to face the challenges during pandemic situation.**
- **Previously if there is in pest and disease attack in crops, then the farmers were asked the shopkeeper for medicine, but now the trend has changed ,to tackle that situation farmers are now asking us for the remedies.**
- **Farmers are showing interest for the use of bio fertilizer and various traps.**
- **Collective marketing and collective seed procurement among farmers increased.**
- **Farmers are giving more priority on individual farming rather than collective farming.**

Agriculture Production Cluster (APC), Sundargarh District

Special Program on Promotion of Agriculture Production Cluster under DMF sundargarh district

In this areas in mining-affected, Govt of odisha has planed **Special Program on Promotion of Agriculture Production Cluster under DMF** sundargarh district for DMFs mobilizing, alleviate the adverse impacts of mining on people and environment, and create long-term sustainable livelihood opportunities for mining-affected people, the available schemes with Directorate of Horticulture, Agriculture, OLM, Mission Shakti, ST & SC Development Department(ITDA), DRDA, OAIC, OLIC, MGNREGS, APICOL, ATMA and other relevant departments will be converged for creation of livelihood infrastructures in the proposed regions / blocks. From 1st May 2021 the Production Cluster (APCs) project is running by IDA at Kutra block supported by DMF, Sundargarh. 10 no's of GP with 31 villages covered in this project. 16 PGs have already formed out of 25 PG.Total 1226 members enrolled in 16 PGs.Total 754.35 acres covered during rabi crop.

Project Objectives:

- To trigger growth in farm sector with an objective of sustainability to double income of INR for 3000 small and marginal farmers in Kutra block of Sundargarh district of Odisha.
- To establish a model of Agriculture Production Cluster (APC) in Kutra block, an effective method to organize production system and services of markets.

Major Outcome for a Project

- *3000 small holder farmers in PG*
- *Promotion of 25 PG & their aggregation into 1 producer company*

- High value crop in 1000 acre
- Selection and grooming of 20 agro- entrepreneurs
- 400 acres under protective irrigation
- 200 acres under horticulture crop
- 2100 farmer having access to mechanization
- 1000 families in livestock care with 750 families in intensive model
- 2100 HH have doubled their annual income through agro- hort and livestock development

Strategy for bringing Farmer prosperity

1. Collectivization
2. Winner Crop Selection
3. Synchronized and efficient Production
4. Diversifying livelihoods
5. Livelihood Asset Creation
6. Building Ecosystem

Output/Outcome Progress

S.N.	Activity Description	Unit	Target for FY 2021-22 (As per YPO)	Actual Progress during the reporting period	Remarks
Promotion of PGs					
1.1	Formations of PGs (as per OLM guideline)	No. of PGs	25	25	
1.2	Total villages under PGs	No. of Villages	31	31	
1.3	Total Families under PGs	No. of Families	2000	1900	
1.4	No of Agri-entrepreneur groomed	No. of AE	10	03	
1.5	No of PGs received IB & CB	No. of PGs	25	00	
1.6	No of PGs received Working Capital	No. of PGs	25	00	
1.7	Grant mobilized (Rs) for PG	In Lakhs	76	00	
1.8	No. of PGs under grade A/B	No. of PGs	25	18	
1.9	No of women received	Number	2000	2000	

	income in their hand				
1.10	No of women received institutional credit through SHG/bank/PG/KCC etc.	Number	250	20	
1.11	No of SHGs availed credit from bank as per Mission Shakti MoU	Number	35	20	
Brief Narration of above activities (Promotion of PGs) (Major Analysis, Key Challenges & Learnings): We put forward a regular guidance with a watchful monitoring gaze from PG formation as well as keep it going united up-till the goal is reached. A key challenge is to act as catalysts and bring out the self-organizing capacities of women farmers in the most locally relevant way. Only limited numbers of farmers are collaborating spontaneously therefore a right circumstance (farmer's friendly) has to be created for the sustainable development of agriculture.					
Agriculture and Horticulture					
2.1	Synchronised production of the planned crops as per APC principles	No. of PGs	05	06	
2.2	No. of HHs received Agri inputs through PC/AE	No. of HHs	700	00	
2.3	Total area covered in high value crops (Veg, pulses, oilseeds, High Value Paddy)	Acres	682	00	
2.4	No. of net HHs involved in high value crops (Veg, pulses, oilseeds, High Value Paddy)	No. of HHs	1800	00	
2.5	Total net area covered in high value veg crops	Acres	562	7.1	
2.6	Net HHs involved in high value vegetable crops	No. of HHs	1400	21	
2.7	Total area covered in high value vegetables-Kharif	Acres	00	7.1	
2.8	No. of HHs involved in high value vegetables-Kharif	No. of HHs	00	21	
2.9	Total area covered in high value vegetables- Rabi	Acres	468	00	
2.10	No. of HHs involved in high value vegetables- Rabi	No. of HHs	1100	00	
2.11	Total area covered in high value vegetables- Summer	Acres	112	00	
2.12	No. of HHs involved in high	No. of	280	00	

	value vegetables- Summer	HHs			
2.13	Total net area covered in oilseeds, pulses, high value paddy crops	Acres	120	00	
2.14	Net HHs involved in oilseeds, pulses, high value paddy crops	No. of HHs	400	00	
2.15	Total area covered in oilseeds, pulses, high value paddy crops-Kharif	Acres	00	00	
2.16	No. of HHs involved in oilseeds, pulses, high value paddy crops -Kharif	No. of HHs	00	00	
2.17	Total area covered in oilseeds, pulses,high value paddy crops- Rabi	Acres	100	00	
2.18	No. of HHs involved in oilseeds, pulses, high value paddy crops - Rabi	No. of HHs	400	00	
2.19	Total area covered in oilseeds, pulses, high value paddy crops- Summer	Acres	00	00	
2.20	No. of HHs involved in oilseeds, pulses, high value paddy crops - Summer	No. of HHs	00	00	
2.21	Subsidy linkage done for High Value crops (Hybrid veg, Pulses, Oilseeds, Spices, Sweet potato, high value paddy etc..) in acre	Acres	00	00	
2.22	Total amount mobilized in High Value Crops (Hybrid veg, Pulses, Oilseeds, Spices, Sweet potato, high value paddy etc..)	In Lakhs	08	00	
2.23	Total area covered in fruit tree plantation	Acres	20	00	
2.24	No. of HHs involved in fruit tree plantation	No. of HHs	06	00	
2.25	Total amount mobilized in fruit tree plantation	In Lakhs	00	00	
2.26	No of PGs involved in sorting/grading and	No of PGs	10	00	

	packaging				
2.27	No of PGs involved in collective marketing	No of PGs	07	00	
2.28	No. of HHs involved in collective marketing	No. of HHs	500	00	
2.29	Total volume of produce sold collectively	Quintals	300	00	
2.30	Total amount sold collectively	In Lakhs	05	00	

Brief Narration of above activities (Agri & Horticulture) (Major Analysis, Key Challenges & Learnings):

Producer Groups are formed by physically uniting farmers of different produces living in scattered villages

Small and Fragmented land holding pose a challenge for synchronising farming.

Unused and under-utilised lands and back yards of the villages drew attention of the farmers.

1. Setting up of aggregation centres and storage structures

Installing grading, sorting, weighing and packaging unit (Pack House, Collection Centre, etc.)	No. of Centres	10
Installing storage structure (Onion Storage, Solar Storage Structure, etc)	No. of Structures	03
Installing other low cost Storage Structures (Pusa Zero Energy Cool Chamber, Sabji Cooler, etc.)	No. of Structures	03
Total amount mobilized under the activity	In Lakhs	60

1. Adoption of NPM based practices

Construction of NADEP, vermi-compost and other low-cost composting unit	No. of units	05
No. of HHs practicing NPM	No. of HHs	200
Area under NPM	Area (Acre)	150

Total amount mobilized under NPM	In Lakhs	1.5
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PG members are motivated to utilize NPM through demonstration. Reduction use of Inorganic fertilisers, chemicals and pesticides is a challenge.

1. Developing irrigation and other infrastructures		
No. of CRLP revitalized/repaired (defunct/operable but not operating)	Number	01
No. of new CRLP installed	Number	02
No. of individual cluster lift installed	Number	20
No. of cluster bore wells installed	Number	60
No. of Farm ponds completed	Number	50
No. of Dug Wells completed	Number	00
No of Other Irrigation projects (DBI, Check Dam, Canal, etc.) completed	Number	04
Total irrigation potential created (all the above structures area except existing functional schemes)	Acres	400
Total no of potential families under new irrigation schemes/renovation	No of HH	170
Total amount mobilized under irrigation	In Lakhs	00
Total area covered in Micro Irrigation (Drip & Sprinkler)	Acres	125
No. of HHs involved in Micro Irrigation (Drip & Sprinkler)	No of HH	50
Total amount mobilized in Micro Irrigation (Drip & Sprinkler)	In Lakhs	00
No. of HHs having access to farm mechanisation	No. of HHs	400

Amount mobilised in farm mechanisation	In lakhs	00
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1. Livestock development		
No. of PGs working intensively on livestock development	No. of PGs	02
No. of Prani Mitra identified and trained (1-2 per PG)	No. of Prani Mitra	10
Net HHs covered through deworming and vaccination	No. of HHs	1200
No. of HHs covered through the de-worming and vaccination of goats	No. of HHs	500
No. of HHs covered through the de-worming and vaccination of BYPs	No. of HHs	700
No. of night shelters (BYP shed)constructed	No. of shelters	00
No. of night shelters (goat shed)constructed	No. of shelters	178
Net HHs involved in intensive BYP rearing (following PoP)	No. of HHs	25
Net HHs involved in intensive Goat rearing (following PoP)	No. of HHs	25
Net HHs involved in intensive BYP & Goat rearing (following PoP)	No. of HHs	50
Volume of livestock sold collectively	In Quintals	00
Total amount realised from collective livestock sales	In lakhs	00
Amount mobilised in Goat &BYP rearing	In lakhs	00
1. Capacity Building (staff, community, cadres, PRIs etc.)		
Capacity building events conducted for PG promotion	No. of events	20
Capacity Building of PCs	No. of	00

	events	
Capacity building events conducted for building community cadres like AE, UM, Prani Mitra, Krushi Mitra etc	No. of events	20
Thematic/technical capacity building events conducted for community members	No. of events	14
Capacity building events conducted for staff	No. of events	14

1. Interaction with Stakeholders		
Interface meeting with block/dist. Officials (Agri, Horti, OLM, Veterinary, OAIC, OLIC.....)	No. of meetings	18
Monthly meeting of block level review and monitoring committee	No. of meetings	9
Quarterly meeting of district level review and planning committee	No. of meetings	04

- Healthy and trusted relation is built between government departments, farmers and partner.

Utilizing the available resources for the betterment of people is a challenge

CLIMATE RESILIENT AGRICULTURE- Millet Cultivation

IDA has taken an initiative to cover 500 hc of land under millet cultivation in the uplands.

With the collaboration of Odisha Millet Mission and supported by District Mineral Foundation Keonjhar and Mayurbhanj. The technical guidance is provided by WASSAN. The project is supported by CDAO CUM PD ATMA,Keonjhar



Keonjhar has 60% small and marginal farmers. The major crops grown by the farmers are paddy followed by finger millets, pulses, maize, and other small millets for food security. A majority of the cropped areas are un irrigated, rainfed uplands of total cropped area. During kharif season, the small and marginal farmers here cultivate mixed crops, i.e., upland paddy, ragi, oilseeds, pulses and small millets, to have multiple crops to harvest for their food basket.

High calcium and carbohydrate content of finger millet make it a highly nutritious traditional cereal for infants, children, and for the sick. Yet, the cultivation of finger millet, a traditional subsistence staple grown in dry land areas, is declining due to changing farming systems and low productivity. Improved practices in cultivation of finger millet can enhance production and fetch additional income for the small farm holders by sale of a surplus, since ragi as a food crop has started moving onto the urban plates due to its nutritional value.

Ragi, a staple food grain for the rural population of Keonjhar District, has been cultivated here for thousands of years. It is one of the most nutritious of all the major cereal crops, a rich source of calcium, iron, protein, and fiber, having high levels of methionine, an amino acid that is lacking in the diets of poor people who depend on starchy foods. The cereal has low fat content and contains mainly unsaturated fat. Its carbohydrates are reported to have the unique property of slower digestibility and can be regarded as food for long

sustenance. Considering the highly nutritious food value of Ragi, it is promoted by IDA among the rural tribal population as a regular source of food. Somehow the production and consumption of Ragi has decreased in last few decades. IDA is committed to revive the tradition of production in large scale and increased consumption to meet the nutrition requirement of the poverty stricken families.

Millet Intensification was piloted by IDA in Keonjhar District starting with demonstrations with 256 small land holding farmers covering 28 ha in kharif season 2019 and 35 ha in Rabi Season in Sadar Block. The experience of more yields with less investment was the driving force for IDA to scale up the practice to Sadar blocks of Keonjhar District. The technology is popularized through video demonstrations, wall paintings, posters, skill trainings. To encourage the farmers', the successful farmers with demonstrated skill as evidenced by their production were awarded. They were felicitated in different functions to improve their motivation and encourage other small farmers to try and achieve similar success in high rate of production with innovative approach to farming.

The following activities were conducted to promote Millet production and consumption in the area:

- ***Restoring and improving Household level consumption***

Campaigns and awareness camps were conducted in the operational target area to make the whole community aware of the importance of Millets in our food baskets. Residential training programs were conducted to sensitize the women of the family about reviving the old tradition to meet the requirement of food security in the area. The women were also trained on preparation of variety of nutritious dishes out of Millets available in the area. Training programs were conducted for ITDA officials to help them in community mobilization activities. Millet was introduced in the mid-day meal to increase its consumption among children. This also created a readymade market for the producers of Ragi in the area. Training programs were also organized for PRI members, representative women SHGs, and other Community Based Organizations to make them understand the importance to reintroduce Millet consumption to a high level so that they can solve the problem of malnutrition in their community.

The door to door campaign resulted in participation of large number of women and men in the discussion and decision making process. A Ratha was constructed exclusively and designed with posters and messages on the benefits of Ragi production and Consumption. A dancing team along with songs moved ahead of the Ratha in the localities to attract the attention of the common public. Songs were sung in local languages to bring the point home on Ragi consumption. This exhibition program was quite successful and appreciated by the local community. As a result of these multiple initiatives, the outlook of the

community has changed. The area under Millet cultivation is increasing day by day in the area with more and more farmers undertaking cultivation of Millets particularly Ragi.

- ***Increase the area under Ragi production with providing incentives to small farmers:***

Local varieties were promoted which will sustain in the local climate and protect itself from pests and diseases. As the area has a tradition of Ragi cultivation, which has decreased in the last decade, it was revived quite fast by the interventions. Now the area under Ragi cultivation has increased from 250 to 1200 during last one year. More than 1000 new farmers have started Ragi production in their lands.

- ***Establishing Seed Centre***

Availability of good quality seed at right time and right pricing is important for increasing Ragi Productivity. IDA planned to establish few Seed centres in the operational area so that farmers can avail seeds crucial for farming. We organised two community seed centre at Baradapal and other one at Dabank village to encourage villagers on safe seed promotion and production at local level to minimize the dependence on seed in time during a crop season. Storage at community level encouraged the farmers to get income and revolve the process of farming.

We also concentrated on creation of seed farmers at village level. Sufficient training and capacity building exercises were undertaken to make the farmers adept and seed collection techniques for a sustained effort.

- ***Skill training to prospective farmers***

We also organised basic training to farmers on Ragi cultivation including field preparation, seed preparation before sowing, management of pests and diseases etc. We also oriented them on moisture management, watering and likely output in the field. These trainings prepared the farmers on technically sound farming process and harvest good crop without fail.

Package of Practices Followed in System of Ragi Intensification

We have developed a package of practices for System of Ragi Intensification, based on our field-level observations and on results of demonstrations with farmers. The package of practices is easily adaptable by the farmers.

➤ **Seed treatment:** Salty water treatment is done for separation of chaffy grains from the good seeds. After salty water treatment, the selected seeds are again washed with normal water. Seed treatment done by using medicinal pot manure or Bijamruta.

➤ **Nursery rising:** Raised nursery bed is prepared by mixing soil and compost in a 2:1 ratio. After sowing, 15 kg of Vermin-compost/powdered FYM is spread over the bed in a thin layer and covered with straw. Then the seedbed is watered once in a day by rose-cane. After 10-12 days, seedlings become ready for transplantation. Farmers have also transplanted seedlings 15-18 days old and have observed an increase in yield.

➤ **Land preparation:** The land should be ploughed thoroughly three to four times. Compost and de-oiled cake are applied during the land preparation.

➤ **Transplanting:** Transplanting is done with seedlings still at the two-leaf stage with mass of soil kept attached to the root. Single seedlings are transplanted with a spacing of 25 cm x 25 cm. If soil is less fertile, 20cm x20 cm spacing is also made. A rope marker is used for spacing.

➤ **Weeding:** First weeding was done within 20 days after transplanting with a roller weeder. A second weeding is done manually with a hoe as the soil is hard (due to the upland). Tailoring is greater in response to timely weeding and because there is better aeration in the hard soil due to use of roller weedier. Farmers are also using the roller weedier for weeding their vegetable and groundnut fields.

➤ **Pest and nutrient management:** Farmers in the areas do not use any chemical fertilizers and pesticides. Besides use of cow dung compost and farmyard manure, we have promoted organic nutrient management practices like pot manure, Jiba mruta, vermi compost, vermi wash and pest control measures like use of medicinal pot manure, neem oil solution etc.

OUTCOMES IN BRIEF:

- Popularizing and revival of traditional climate resilient millet farming in tribal uplands which were not used for farming before.
- Small and marginal land holder's family produced Ragi which significantly covered their need for nutritious food.
- Seed village established where sufficient seeds were available for farmers from nearby areas. This resulted in plenty available seeds of good quality round the year.
- The earning of the farmers practicing Ragi farming has increased substantially. The market demand is good and Government agencies are purchasing it to be used in Mid-day meals of the Schools. Organic manure and organic fertilizer practiced by the

people has made it an eco friendly Agriculture practice.

- A good number of farmers coming forward to cultivate millet rather going for Paddy which is basically done on a subsistence basis. This shifting of crop has helped in better nutrition and better profit. Uplands are utilized which were lying barren otherwise

Special Programme for Promotion of Millets in Tribal Areas of Lathikata Block of Sundargarh District

From 1st June 2021 IDA is working in the special Programme for Promotion of Millets in Lathikata Block of Sundargarh Dist. With partnership of DMF, Sundargarh, ATMA, Sundargarh, Odisha Millet Mission WASSAN, Secunderabad.

System of Millet Intensification was pioneered by IDA in Sundargarh District, we are growing with 185nos. of small farmers covering 153.6 ha in kharif season 2020. The success of one farmer, Risha Barla, who harvested a yield almost 2 times more in comparison to traditional methods, had a striking impact that motivated IDA as an organisation to scale up the technology, and also small farm holders started adopting the SMI principles to address their food insecurity. The experience of more yields with less investment was the driving force for IDA to scale up the practice to Lathikata block of Sundargarh District. The technology is popularized through video disseminations, wall paintings, posters, skill trainings, demonstrations in farmers' fields, and felicitations and awards for successful/innovative farmers. In the on-going journey for scale-up of SMI, farmers have enriched the technology through their observations and innovations.

Package of Practices Followed in System of Ragi Intensification

We have developed a package of practices for System of Ragi Intensification, based on our field-level observations and on results of demonstrations with farmers. The package of practices is easily adaptable by the farmers.

Seed treatment: Salty water treatment is done for separation of chaffy grains from the good seeds. After salty water treatment, the selected seeds are again washed with normal water. Seed treatment done by using medicinal pot manure or Bijamruta. The procedure for making Bijamruta.

Nursery raising: Raised nursery bed is prepared by mixing soil and compost in a 2:1 ratio. After sowing, 15 kg of vermi-compost/powdered FYM is spread over the bed in a thin layer and covered with straw. Then the seedbed is watered once in a day by rose-cane. After 10-12 days, seedlings become ready for transplantation. Farmers have also transplanted seedlings 15-18 days old and have observed an increase in yield.

Land preparation: The land should be ploughed thoroughly three to four times. Compost and de-oiled cake are applied during the land preparation.

Weeding: First weeding is done within 20 days after transplanting with a roller weeder (see left). A second weeding is done manually with a hoe as the soil is hard (due to the upland). Tillering is greater in response to timely weeding and because there is better aeration in the hard soil due to use of roller weeder. Farmers are also using the roller weeder for weeding their vegetable and groundnut fields.

Pest and nutrient management: Farmers in the areas do not use any chemical fertilisers and pesticides. Besides use of cow dung compost and farmyard manure, we have promoted organic nutrient management practices like pot manure, Jiba mruta, vermi compost, vermi wash and pest control measures like use of medicinal pot manure, neem oil solution etc.

NATURAL FARMING IN SUKRULI AND KARANJIA BLOCK OF MAYURBHANJ DISTRICT& Urumunda Village of Keonjhar Bansapal Block.

NPM training has been conducted among PG members of MAA Andheri PG at jamdapal village of sukruli block. Prepared Jeebamrutya 30 ltr .on the meeting discussed about NPM practice for all the crops which they will take.The Block project manager of OLM sukruli block had also present on the Training .

The PG has received two lakhs support from Mission Shakti and the PG has supplied Maize seeds 25 acres from ITDA,Karanjia.Low cost Azola pit prepared on the field by the progressive farmer Sri Devanand Pingua village Askipal of Terantý GP of Sukruli block.

200 Acres of Turmeric and Ararrut cultivated in bansapalblock by IDAS own source.



CHILD RIGHTS AND FAMILY DEVELOPMENT: AN ALTERNATIVE APPROACH

ALTERNATIVE CARE FOR THE CHILDREN & FAMILY & STOPPING CHILD MARRIAGE IN KEONJHAR DISTRICT, ODISHA

Goal: Children who are vulnerable and do not receive adequate care and protection, will live in a stable family situation, are securely attached and are developing well.

Objectives:

1. The foster parents/family care givers who are equipped to offer children security, to let them grow up as normal as possible and able to provide appropriate care to their children.
2. Children are resilient and have a voice in the shaping of their lives.
3. The children have good relationship with the parents/ guardians and the network surrounding by which the children are strengthened and committed to create a safe environment.
4. Increased awareness among the parents, existing community structure and larger community on child marriage act, dowry system and harmful effect of early child marriage.
5. The target families strengthened with additional measures supporting for upgrading of their socio-economic standard
6. The children are organised and action oriented aimed at constructing their lives through different groups,
7. Creation of pressure groups, forums for lobby and advocacy in the area and region.

Due to local situation and changing social norms, there are many vulnerable children who are not getting a normal childhood. In many cases they are suffering from getting alienated from their family due to family disturbance. Also, financial difficulty is driving many families to neglect their children and engage them in child labour and other such social evils. Our endeavour is to support such Children who are vulnerable and do not receive adequate care and protection, will live in a stable family situation, are securely attached and are leading a normal life as far as possible.

One of the approaches is to provide foster family support to such children within the community who will take care of such children. We select such foster families and provide

them support so that they will be economically well off to take care of the foster children. 30 Such children have been identified and placed with foster parents. The support provided to foster families are Sponsorship Support of Rs 2,000 per month per children to 5 children under rehabilitation, encourage and monitor regular attendance in schools, regular health check-up of children. These children lead a normal life and adolescent girls study and grow up to be adults before getting married. Their families are engaged in income generation activities like goat rearing and retailing etc.

Other structured support services are: Encourage Village Assembly (Gram Sabha) to plan for vulnerable families, Seed money support to Care Giver Association for Livelihood development of the family & emergency fund for Vulnerable Family, Workshop on various social security schemes with Care Giver Associations & Govt. Stakeholders.

Lots of awareness, capacity building and advocacy activities were organised such as workshop among the community/care giver families on the importance of education & way to prevent Child & Forced marriage, parenting skills support/training to Care Givers, family convention for case conferencing with Line department. Platforms (SHG's, child clubs, safety nets) with special attention for children in alternative care were established. To strengthen these platform performance capacity trainings organised like Training to school Cabinets, Capacity Building of the Kishori Balika Sangha and Meena Manch (Girls' Club), Training to Child Club Members on script writing and role play to eradicate child marriage and child protection issues, workshop with DSWO, CDPO Anganwadi Workers, ASHA, Health worker ICDS, Training to VCPC and PLCPC members on Child Marriage & Child Labour, Develop Mobile friendly video on Child marriage & educating societies, Balsampark Sibir for Children creating a common platform for Children to share their skills & organize child parliament, Training to Care Giver Association on preparation of community level advocacy plan for accessing various schemes and entitlements and fight against child labour and child marriage etc.

As foster children are generally weak in study because of discontinuation and no study at home, special care was given to them to bring in to mainstream education. Teachers were sensitized on this through series of workshops. Knowledge Resource centre for Children were established. Workshop on Early Childhood Care and Child protection with stakeholders (ICDS worker, SMC and teacher), meeting with 32 SHGs on child rights related issues, Group management & IGA were conducted. Another intervention is guiding the adolescent children to a productive adulthood where they can become independent. Skill Development Training to 20 Adolescent girls on beautician Training (14 to 18 age group) and 20 Adolescent girls on Tailoring training were provided. Advocacy

& legislation against child marriage through District Level Task force for elimination of child marriage with Govt.Stake holder, CBO, Media and PRI Members were conducted.

Case study of Manjulata Mahakud

Manjulata Mahakud aged about 45 is inhabitant of Mahadeijoda village coming under Mahadeijoda GP of Sadar block of Keonjhar District. She has two daughters elder is Kabita Mahakud aged about 12 years studying in class 8th& younger is Barsha Mahakud aged about 9 year studying in 4th class in Mahadeijoda Primary school. Her husband Mr. Maheswar Mahakud died at the age of 48 years due to cancer. Her husband was one of the earning member in his family by profession he was a farmer, he has only one acre of agricultural land in which whatever production came within that he managed his family, but after he suffered from cancer he was not able to work and in his medical treatment all the saved money gone and also his family brought money from local money lender in high rate of interest. At last he died but after his death his family came to road due to heavy debt and his family lost one of the earning members.

But his wife Manjulata tried hard to manage his family by working as daily labour, but still she failed to manage her family and the most tragedy thing was she failed to meet the educational expenditure for her daughters & decided to stop the education of her elder daughter.

In this time IDA staffs met that family and understand the whole matter and tried to emerge her two daughters by sponsorship support through the project. As per the decision of Village Child protection committee, this family got one-time livelihood support & loan from Care Giver Association. Her two daughters enrolled in school.

By the help of IDA staff, she joined in Producer Group as a member & gave the facilities from Producer Group. By the help of Producer Group support & taking the land as lease basic, she started Cauliflower cultivation in one Acre of land. By the support of IDA staff, she introduced Non-Pesticide Method (NPM) in her field and sold 80 thousand rupees. Around Rs 50,000 profit from the Cauliflower cultivation.

Day to day she cultivated different vegetables & earn income. Now a day she is a best woman farmer in her area.

Now a day's the family of Majulata very happy by getting this support from IDA and thanked IDA for giving a ray of hope to her family. Which fulfilled her families need & giving her a sustainable livelihood?

2. A small support became the turning point of Raj Kumar Life

Mahadeijoda is a tribal dominated village of Mahadeijoda Gram Panchayat under Keonjhar Sadar Block. There are four hamlets in the village. Munda Sahi is one among these hamlets. There are 76 HHs in this hamlet. All the inhabitant of the hamlets belongs to Munda Community. All the Household of the hamlets are mostly dependent on Agriculture & daily wages. Most of the Community partners of the village are addicted with Handia (An alcohol

prepared by the community people from boiled rice). It affects the socio economic condition of the People adversely. Due to the chronic practices of consuming alcohol by the people numbers of

Tuberculosis cases and death due to Tuberculosis were increasing in this hamlets. Tikal Munda, Age -42 was one of the inhabitant of the village. His family consist by taking his wife Hara Munda, two sons named Raja & Rajesh, an unmarried sister named

Suryamani Munda and Mother Menjari Munda. Tikal Munda suffered from Tuberculosis and admitted in the District Hospital, Keonjhar. But it was too late and he died on Tuberculosis in the year 2006. Her wife was 7 months pregnant at the time of his death.

After four month of the death of her husband, Hara Munda gave birth to a male child (later named as Raj Kumar Munda) and left her husband's house permanently due to some domestic quarrel and started living in her maternal house. Grand Mother Mrs. Menjari Munda took the responsibility of taking care of three grandsons. After the death of an earning member of the family the financial condition of the family became very miserable.

In the year 2020, the Care Giver Association & VCPC recommended the name of the child and his Guardian to provide sponsorship support. On the recommendation of the VCPC and visit of the project staff to the family IDA gave sponsorship support amounting Rs.2000/ (Rupees Two Thousand Only) per month to Raj Kumar Munda. To increase the livelihood status Menjari Munda started Kadaknath Poultry farming. We also requested ITDA (Integrated Tribal Development Agency), Keonjhar to provide financial assistance for the construction of furnished Iron cage. ITDA extended a Support of Rs 9000/ (Rupees Nine Thousand only) for this purposes. With ours & ITDA support Mrs. Menjari Munda Purchased 20 Kadaknath Chick and construct a furnished Iron cage for the chicks. After 8 to 10 months the Kadaknath chicks started giving Eggs. This Eggs have more demand in the market due to its high nutritional values and low cholesterol content as compared to other Eggs in the market. The family started getting Rs.800 to Rs1000/ per Kadaknath hen,

and their Monthly Income was approximately Rs.20, 000/ (Rupees Twenty Thousand only). With these income Menjari Munda was able to meet the day to day expenses on Fooding and education of Raj Kumar Munda & his two brothers. All are continuing their study in college & high school. By selling of Kodakanath bird, Menjari purchased four goats. Now she has eight goats. Different Govt. Social security schemes I: e Pradhan mantri Abash Yojana (Housing), Healthcare, ration card, oldagepension, Labourcard etc. linked with the family. Now Menjhari is saying: "I have never cook vegetables, egg, fish & chicken in our food because of my poverty. Only taken rice and this was also too difficult for me to serve my children to filled their stomach. But now I am able to provide food to the hungry people who came in contact of me every day, because I have faced such situation. Now I have no difficulties and financially I am sound to maintain my Family and this is possible only because of my hard work and confidence and the guidance and support which I got from IDA



giving my sincere thanks to the supporters and the GOD for supporting me in a bad time."

Menjari Munda with Raj Kumar Munda Poultry with shed support to Menjari Munda

Alternative Child care Project. I am



GERIATRIC CARE – A COE Initiative by IDA



CERTIFICATE COURSE ON “GERIATRIC CARE” IN COLLABORATION WITH TATA INSTITUTE OF SOCIAL SCIENCE, MUMBAI. A COE initiative by IDA

The Need for Creating professional cadres in Geriatric Care:

The elderly today in India are at an increased risk of neglect and isolation with implications for their physical and mental health. There is a growing need to bring in professionally trained caregivers to fill the void created by the decreasing role of family and society in the care of the elderly. As of 2020, life expectancy of an Indian citizen stands at 69 years. It has resulted in a larger population of senior citizens i.e., those above 60 years. Longer life span has led to a requirement of more caregivers for the ageing population.

The Certificate Course in Geriatric Care offered by Tata Institute of Social Science, Mumbai in collaboration with Ideal Development Agency, Keonjhar will produce a trained workforce to provide care to the elderly in alignment with the Vision of creating a more humane and caring workforce. The Course is designed to fulfill this need & provide care and support to senior citizens.

EDUCATIONAL OBJECTIVES:

a. Goal of Certificate in Geriatric Care:

To create a cadre of skilled and compassionate care workers who will provide services in hospitals, Nursing homes, Senior Citizen Homes, Organizations of elderly and within any other institution which intends to move into the provision of geriatric care services.

b. Objectives of Certificate in Geriatric Care:

- To provide a comprehensive interdisciplinary human perspective in provision of geriatric care.

- To inculcate a holistic understanding of the medical, biological and socio-economic & legal issues involved in the care of and rehabilitation of Older Adults.
- To equip students with direct skills (medical & social) required for the care of Older Adults in the family as well as institutional settings.

COURSE DETAILS:

15 weeks full time program consisting of 4 courses of 2 credits each (30 hours) to be covered in 4 weeks and 8 weeks of supervised work (Field practice) in institutions and hospitals.

CGC 1 – Issues and Concepts in Gerontology and Geriatric Care

CGC 2 – Basic Geriatric Care

CGC 3 – Geriatric rehabilitation

CGC 4– Geriatric Communication, Counseling and Guidance

Field Practicum – Internship

ELIGIBILITY:

- ✓ Std. Xth Pass
- ✓ Above 18 years of age

WORK & EMPLOYMENT OPPORTUNITY:

Geriatric Care is a growing and upcoming field thus after graduating the course participants will be able to:

-  Engage in direct services
-  Initiate and sustain programs & services for Older Adults
-  Be active members of inter-disciplinary teams working with Older Adults.
-  The professionals will be engaged in Hospitals, home-bound care, nursing homes, Senior Citizens homes, Day Care Services etc.
-  Thereafter publicity for taking admission in the certificate course on Geriatric care held There has been a steady increase within the existence of the aged People in India and the Country is regarded as the second largest aged Populous Country in the world. Due to improved living condition and better health care facilities the life span of the People is increasing and the number of old people are increasing. There is no doubt that these elderly People play a prominent role in shaping the culture,

 Traditions and social reformation of our society. Information on indigenous agricultural practices, Culture, transfers from older Generation to young generation. It is the elderly People who aid in the retention of value systems and the lives of the Grand Children. So with the Thereafter publicity for taking admission in the certificate course on Geriatric care held There has been a steady increase within the existence of the aged People in India and the Country is regarded as the second largest aged Populous Country in the world. Due to improved living condition and better health care facilities the life span of the People is increasing and the number of old people are increasing. There is no doubt that these elderly People play a prominent role in shaping the culture, Traditions and social reformation of our society. Information on indigenous agricultural practices, Culture, transfers from older Generation to young generation. It is the elderly People who aid in the retention of value systems and the lives of the Grand Children. So with the Objectives to give social justice to the elderly People and promoting Grand parenting systems, IDA started an Old Age Home in a different name "Anandasharam" at Banajodi in the Year 1995 with its own initiative latter on supported by Triveni & Jindal steel. Some trained and untrained youths are involved to take special care and attention of the elderly People in Anandasharam. This programme of IDA converted in to a Mission and People from different section of life are involved in this mission. After consultation of the community people as well as staff members we planned about forming Gurujan Sahayata Samiti at village level and developing a Youth cadre at Village level, who will be able to provide all basic health services and can take care of the elderly people. In this context we started discussion with some likeminded organizations Like Tata Institute of Social Science(TISS), an autonomous body of Ministry of Education, Govt of India, Bodhi Education Groups, Hima Hospital and other individuals to start a Vocational training Programme on Geriatric Care to make the Rural youths within the age group of 18 years to 35 years employable and trained the youths cader at village level. Finally, the Organization decided to start Four month duration Certificate Course on Geriatric Care for the unemployed youths with Tata Institute of Social Science, Bodhi Education Groups as Knowledge partner and Hima Hospital, Keonjhar as Hospital partner. A Mou between IDA Banajodi and TISS, Mubai and other partners was signed on 11th June, 202. After the selection of Project staffs and Training venues & Infrastructure, a steering Committee was formed involving Mrs. Sebatl Singh, Executive Director, IDA, Mr. Tanmaya Nayak, Director TISS, Mumbai both as Anchors Mr. Pramoad Nanda and Dr. Pitabash Dash and Mr. Bhabesh Chandra Kar as members of the committee.

Publicity in both Print and social Media were held about the continuation of the training programmes. The field staffs also discussed about the skill development training programme with women SHG leaders in different forum (From village level to District level). 91 applications were received from five blocks namely Anandapur, Banspal, Ghatagaon, Harichandanpur, Sadar & Jhumpura Block of Keonjhar District and 2 applications from adjoining Jajpur District. After Interview, 15 Trainees were selected for the training. The name and address of the trainees are in annexure-1. Due to restriction of COVID-19 the Inauguration of the Programme were

held in a virtual mode with the participation of Prof Tanmaya Nayak, Director, Prof Nasrin Rostrum both from TISS(NUSSD), Mumbai, Mr. Abhinab Giridhar, Bodhi Education Group ,Mumbai, M.S. Debang, Bodhi Education Group, Dr. Mamata Jena, Hima Hospital ,Keonjhar ,Mr. Tapan Sathpathy, Additional Secretary, Skill Development & Technical Education, Govt of Odisha, Mr. Hemanta Kumar Panda,Mr. Jagadanand,Ex. Information Commissioner ,Member NITI Aoyg, New Delhi & Mentor and Co-founder ,CYSD ,Bhubaneswar, Mr. Mathew Cherian ,Chairperson ,Former Country Head Help age India International ,New Delhi ,Mr. Jugal Kishor Sahu, Chairman , Senior Citizen forum, Bhubaneswar ,Rtn. Sibabrata Das, Mr. Arpan Das, Tata Trust, Chhattisgarh, Dr. Pitabash Das, Resource Person, Geriatric & Trainees. Thereafter the theory classes of the Training Programme continued from 2.12.2021 to 24.12.2021 at IDA skill Centre, Banajodi. During the theory classes some Guest Faculty from St. John Ambulance, District Mental Health Institute, Keonjhar & some Retired Doctors has attended the learning session with the trainees. During the Period to know the numbers of elderly people who need special care, an assessment and door step health check-up were also organized in 5 Villages Padmapur G.P.fifty-six days the 14 trainees had undergone internship in Padmapur CHC, Padmapur, Keonjhar. In the Padmapur CHC the trainees maintained weekly attendance sheet, Individual Journal & weekly Report. The Programme Coordinator also monitored the performance of the trainees during internship. The trainees posted their daily activities in the WhatsApp Group formed by the Organization. The steering committee meetings of the Programme were also held on monthly basis to monitor the progress of the training programme.

A review of the theory classes was also held by Dr. Pitambar Das, Resource Person, Geriatric Care as per the feedback of Prof Tanmaya Nayak, Director, Prof Nasrin Rostrum, TISS(NUSSD), Mumbai. The Examination of the trainees will be held in the 2nd week of May,2022. In the meantime,the state office of Help age India, Bhubaneswar after their visit to the IDA skill center and interaction with the trainees offered placement of 10 trainees in their Kandhamal & Malkangiri project area.

ANANDASHRAMA- SENIOR CITIZEN HOME:

Banajodi,Padmapur Keonjhar

Anandashrama, an old age persons caring venture of IDA is unique. The Ashram gives special emphasis to old age persons both women and men who are from the economically poor families and do not get adequate support system from their immediate families, neighbours and society at large. It is one of the most noble effort of humanitarian support and cooperation extended to these old persons. In most cases these people are not only neglected in receiving basic physical amenities, but also suffer from the scars of mental and psychological sufferings. With fast changing lifestyles the social fabric is weakening in the rural communities in the district. The

industrial exposure through escalated mining and allied activities is making people break away from their traditional social values and adopt the so called urban culture which is eroding the social values. Old persons in the families are bearing the brunt of this social change facing increasing challenges in managing their life without much of family support. The younger persons in the family, both girls and boys are leaving home migrating to nearby towns and mining areas. A large portion of the younger population is also migrating to other cities and towns within and outside the state in search of livelihood as the traditional livelihood opportunities are either becoming unviable and not lucrative enough. A significant percentage of the population who are getting educated are also leaving their villages in search of better income opportunities. Combination of these factors is making the old parents and other relatives stay back at the villages without adequate support system. In fact, many old people, though economically better off are still suffering from lack of caring and emotional wellbeing. They are staying alone without much support. Many of them



Best practices of Anandashram

- The Ashrama has a big campus of more than 4 acres in a rural set up. The ambience is quite good in a rural setting. The philosophy of the Ashram is based on self-reliance and productivity by all the members. Spirituality practices are given importance in the Ashram as it helps immensely in accommodating to the life style of the Ashram and face future challenges due to old age.

We strive to provide a sense of love, respect and dignity to the old persons. As most of the senior citizens are leaving away from their family, they should feel as they belong to the Ashram as a family member and treat other members as family.

- The senior citizens follow our traditional mehtod of joyful learning like reciting spiritual books like Geeta, Bhagabata. They also indulge in discussions and debate to enrich their

understanding and help other inmates get an insight into the deep meanings which brings joy and happiness to all.

- As old persons, they always need attention and medical care. We have a well-designed health support system in place to take care of the ill inmates. There are para-medical staffs to WHO do regular checking of the inmates. Blood pressure, Pulse rate and other vitals are checked regularly to ensure a healthy person. In case of any ill person, immediate diagnosis and treatment is provided through para-medical staffs. If the ailment is major, which needs specialist attention, s/he is taken to the district hospital at Keonjhar. There is a tie-up with the district hospital regarding this. In case of emergency, the old persons are hospitalized and treated till they are discharged. In very serious cases they are referred to State level super speciality hospitals.

- We let the old person's age in a healthy way. Counselling is done to ensure that they embrace the old age, and positively deal with any ailments or problem if any.

- We provide lots of recreational activities for the old persons to keep them engaged and settle into a positive frame of mind. They observe national holidays with all pomp and fanfare like Independence day, Senior citizens day, teacher's day, farmer's day etc. Apart from this, they celebrate the functions as per the culture and tradition like holi, Durga puja, Raja, Kalipuja etc.

- The citizens are accessing entitlements and welfare schemes like old age pension and other benefits. We take special care for each inmate regarding this.

- Grand parenting is a revolutionary concept in the sense that it is mutually supportive to the old age persons and children living alone outside their family. We encourage that each senior person is attached to one or more child as a grandparent where s/he interacts with them emotionally and get a sense of fulfilment as if part of a family. S/he tries to teach them good manners, helps in education and reports and shortcoming. Thus s/he becomes a guardian for the children. This is mutually beneficial for both the senior persons and the children as well.

FEATURES OF ANANDASHRAM- OLD AGE HOME

The Ashrama houses 50 inmates on a regular basis both women and men. Anandashrama is an old age care home catering to all the needs of the old persons. The best features of the Ashram are:

- The Ashram is located inside the organization campus comprising of a sprawling area of 2.5 -hectares. The campus houses the organizational head office of IDA apart from a innovative education initiative. This allows the tenants of the ashram to mix and interact with a range of people right from young children, energetic young fellows to old intellectuals with whom they can share their emotions.

- The Ashram has a well organised kitchen which dishes out healthy delicious dishes regularly.
- The care taker team consists of 8 girls, 7 boys led by the Secretary of the organisation Ms. Sehati Singh. The caretaker team is trained in handling specific physical & mental requirements of the aged persons.
- A panel of doctors' visits the ashram at regular intervals to check the body vitals of the inmates and monitor their health status.
- The Ashram has one van and a jeep which are available round the clock to help the senior persons travel to hospitals or to the town to purchase their personal items.
- The campus houses 52 children who stay in the school hostel. The ashram management has promoted a unique and interesting concept of **Grand Parenting** where the children staying in the hostel are attached to specific senior citizens as grandparents and grandchildren.
- The Ashram campus has a sprawling play ground where the senior citizens go for brisk walking and play some outdoor games apart from Yoga and physical exercises.
- The fit old persons are engaged in productive activities also like vegetable farming, cleaning the campus and coaching the young children in study.
- They have spiritual routines where they pray together, listen to devotional songs, watch devotional mythology movies and discuss the spiritual practices among themselves.
- In order to ensure a peaceful, pleasant, courageous life ending process, the IDA has promoted "HOSPICE SERVICES" where a person spends the last days of his or her days in special room nicely furnished and decorated with flowers and other pleasant materials and surrounded with people with spiritual healings.
- Members staying with this old age home till their last breath are cremated appropriately with their own religious rites and rituals with giving information to their family & close relatives as recorded prior to the task. It is emphasized to give due honor after their death as expression of dignity after death.

GURUJANA SAHAYATA SAMITY (GSS)

From the historical period, the elderly people they were having all the powers and they had the financial disbursing decisions. But the process of acculturation leads to create the new ideology which is the mixture of Indo as well as Western. The modern ideology or western ideology provides lot of conflicting factors that will create the non-functioning aspects of our culture especially family structure. The powerful person becomes powerless and also position less status. This is the present condition existing in the plain area elderly people whereas the position of elderly is totally different from

our culture. Being orthodox culture, they are still having the power in the hand of their elderly. But their issues are totally different from others. Tribal elderly people had occupied the position of power and prestige in the family. But due to ageing period, nowadays they are becoming inactive, dependent, sick and weak in terms of economically, physically and psychologically all these phenomena lead to several social economic problems. Elderly in tribal people are the sources of transforming the culture of the tribal communities. Tribes are facing lot of problems than non tribes, the present tribal are mostly illiterates and socially away from common society. It is a common phenomenon respecting the elderly people in Indian society and mostly in Rural and Tribal society. But the westernization impact on urban and rural is also spread to the tribal communities.

Increasing unemployment issues, natural calamities affects their livelihood activities, decreasing the moral values within the family, increasing need of economical sources and many other factors pushing the tribal younger generations to the urban societies and creating distractions in joint family systems. The elderly tribes they have been suffered by lot of issues, though they are having lot of knowledge treasures within themselves, due to their ageing all aspects become void.

The IDA have prioritized primary and secondary prevention and health promotion, with the goal of creating enabling environments for healthy lifestyles, early detection, and routine screening among the aged and avoiding institutionalization. The elder persons in the society face a number of problems due to absence of assured and sufficient income to support themselves for their healthcare and other social securities. Loss of a social role and recognition, and non-availability of opportunities for creative and effective use of free time are also becoming a matter of great concern for elderly persons. The trend clearly



JARA SATHI (Geriatric Care Resource Person-GCRP) OF GURUJANA SAHAYATA SAMITEE (GSS):

- Convene and conduct group meetings at regular intervals.
- Create awareness of present social position, objectives of the programme and motivate building up of team spirit and team-work.
- Work for improvement of literacy and numeracy of the group members.
- Disseminate information to members about Government Welfare schemes, especially in relation to health and family welfare, education etc.,
- Disseminate information received during training sessions to GSS members - eg. Relating to GSS management, general hygiene, environment consciousness and the law.
- Encourage members for collective thinking and action.
- Working for improvement of socio-economic development of members.
- Ensure regular group savings by members.
- Maintenance of Minute Book, Account Book, Loan Records, Asset creation registers etc.
- Ensure participation of all members of the group.
- Make regular house visits and motivate absentees to attend meetings regularly.
- Attend coordination meetings.
- Motivating the members to act with unity and integrity
- Ensure that GURUJANA SAHAYATA SAMITEE (GSS)s become self-reliant and sustainable over 2 or 3 years.

Role of GURUJANA SAHAYATA SAMITEE (GSS) members:

- Promptly attend GSS meetings.
- Fully participate in GSS meetings and voice opinion clearly and freely.
- Share responsibility of GSS collectively like going to banks by rotation.
- Prompt repayment of GSS loans.
- Participate in Village and Social Action Programmes.
- To ensure unity and mutual trust between all members and adopt the principle of "give and take "
- Ask questions/doubts openly and ensure that the GSS functions transparently.

- Ensure prompt annual re-election of at least representatives and also animators.
- Promptly attend training programmes and ensure implementation of good practices.
- Share problems, experience, feelings and ideas with all members of the GURUJANA SAHAYATA SAMITEE (GSS).



A group of schools i: e SAI ANAND GROUP OF SCHOOLS which is a special initiative to provide quality and joyful learning for rural and vulnerable children under GRAND PARENTING CONCEPT is a piloting effort of IDA . It is a residential cum day boarding school. Children are provided with life skill education like agro based organic farming education, self defense, music and dance, etc. 240 children are coming from different villages and there is a option for CBSE education and State board education. 21 teachers are working with 8 nonteaching staffs. The parentless and vulnerable children are studying free of cost. Children achieved in Olympiads, science exhibitions and debate and participated in taekwondo and karate competition at state level. The school got the National award for Improving Quality Education through zero Investment Innovations from Human Resource Development, Government of India Presented by the Honorable minister HRD at IIT, New Delhi on 1st March 2020.



JALDHARA PROJECT:

With the marching grant from ROTARY Jaldhara Project we have installed a drinking water facility at school level to provide safe water to the children. The District Education Officer

Keonjhar and the Asst Governor of Rotary 3262 Keonjhar inaugurated the Project on the eve of the Annual Day celebration of SAI ANAND GROUP OF SCHOOLS.

COVID-19 ACTIVITIES OF IDA TO MEET THE EMERGENCY SITUATION IN OUR OPERATIONAL AREA:

Family Visit & Counselling: The staffs are involved in counselling and watching the health of the children and care givers. Monitor the children education during the lock down period. Distributed the dry food, Grocery, Mask, Soap, and Hand wash to the families. Counsel them on personnel hygiene, health & COVID-19. The families sanitized their houses. Helping the families to get Public distribution system (PDS), Widow pension, Old age pension, Cooking gas under Ujala scheme. Discussion with Sarapanchs & arrange cooked food for 30 nos of families. 58 project beneficiary families are provided with PPE kits with awareness tips.

VCPC meeting: We have conducted the VCPC meeting during the month of March-. The VCPC meeting could not held during the month of April, due to lockdown situation. Only individual discussion & door step counselling held during the month. . The VCPC members cleaned their villages. Motivated the villagers to stay at home, use mask, clean their hands regularly through soap/hand wash & maintaining the social distance. Survey of in and out Migrants in the village was conducted and economic activities were arranged to help them sustain their income generation activities.

Child Club Meeting: From 24th March 2020, the Lock down started. So, we have conducted the child club meeting during the month of March, but not in the month of April. The child club members engaged in different activities like counselling their peers on health & hygiene & COVID-19. Motivated the children to stay in home, use Mask clean their hands regularly through soap/hand wash & maintaining the social distance. They also counselled their friends to read in home.

Our staffs have helped the District Administration for distributing the Public distribution system (PDS), Widow pension, Old age pension & helping the family to tag with Govt. Social Security Scheme during the lock down situation Distributed the dry food, Grocery, Mask, Soap, surf and hand wash to the families. Counsel them on personnel hygiene, health & COVID-19.

In dry food distribution activity, we have supported 200 beneficiaries in above said GPs. our organization has started **Vegetable on Wheels** program with collaboration of Odisha Livelihood Mission, Govt. of Odisha, Horticulture department & Dist. Administration, Keonjhar.

VEG ON WHEEL:

With the support of District Administration IDA has conducted a VEG ON WHEEL activity to reach the families go Keonjhar town and supplied the Organic Vegetables on a lower cost fixed by the administration under APC project. The producer's groups have sold their vegetables during lock-down. So that the farmers reduced their loss and the families got the vegetable products at their doorstep at lower price.

DIGTHON: With the collaboration of DIGTHON a software development Company we have developed and circulate the IEC materials during COVID-19 in the state of Odisha and for larger reaching of the audience we have used it in social media to sensitize people at a zero cost strategy and by making physical and social distance.

CAMPAIGN ACTIVITY

STOP CHILD MARRIAGE:

Our concern is true that vulnerability of economically weaker sections has increased during Covid19 because of restrictions on movement and shutdown of economic activities where the children were getting engagement. More over many families who have migrated have returned back to villages in the absence of earning sources in different cities. They do not have any income as of now. All this is creating a precarious situation which may have impact on adolescent girls and boys. We have prepared refreshed data base of adolescent girls in the villages and their tracking mechanism including girl's/boys ratio and prepare an updated data and share it with all the stakeholders.

IDA has also initiated the following activities at our end to arrest child marriage and improve the gate keeping mechanism. Reaching out to girl children in the villages especially adolescent girls and counseling so that they will raise voice against exploitation and early marriage.

Strengthening VCPC watch on children and report any such case immediately to concerned authorities.

Collaboration with ICDS (Integrated Child Development Scheme) for **Child marriage free** village as per the mandate of ICDS. A joint action plan has be chalked out to this effect.

Counselling with parents of the girl child and community on ill effects of child marriage and legal provisions against it. Marriage registration at ward member level and monitored by VCPC already started. After coming of the migrant population to their own village now we have started a small survey of the out of school children, vulnerable family and adolescents.

ଶିଶୁ ଶ୍ରମିକ ଓ ବାଲ୍ୟବିବାହ ପ୍ରଥା ବିକାଶରେ ପ୍ରତିବନ୍ଧକ ଲାବୋରେଟରୀ

କେନ୍ଦ୍ର ସ୍ତର, ୩।୮ (ଆପ୍): ସମାଜର ବିକାଶ କ୍ଷେତ୍ରରେ ଶିଶୁ ଶ୍ରମିକ ଓ ବାଲ୍ୟ ବିବାହ ଭଳି ପ୍ରଥା ମୁଖ୍ୟ ପ୍ରତିବନ୍ଧକ । ଏହା ଉପରେ ଅବୁଝା ଲଗାଇବା ପାଇଁ ଅଗ୍ରଣୀ ସେଛାସେବୀ ସଂଗଠନ ଆଇଡିଆଲ ଡେଭଲପମେଣ୍ଟ ଏଜେନ୍ସି (ଆଇଡିଏ) ଓ ତଳକୁସୁମିତା ବାଳିକା ଆବାସିକ ବିଦ୍ୟାଳୟର ମିଳିତ ଅଭିଯୋଗରେ ବିଦ୍ୟାଳୟ ପ୍ରରାୟ ଶିଶୁ ଶ୍ରମିକ ଓ ବାଲ୍ୟବିବାହ ନିରାକରଣ ସଚେତନତା ଶିବିର ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି । ତଳକୁସୁମିତା ବାଳିକା ଆବାସିକ ବିଦ୍ୟାଳୟର ୨ଶହ ଛାତ୍ରୀଙ୍କୁ ନେଇ ଅନୁଷ୍ଠିତ ଏହି ଶିବିରରେ ଆଇଡିଏ ଅନୁଷ୍ଠାନର ତତ୍ତ୍ୱବାନ ବରାଳ ଯୋଗଦେଇ ବାଲ୍ୟବିବାହ ଓ ଶିଶୁ ଶ୍ରମିକ ପ୍ରଥାର କାରଣ, ଅଧିନିୟମ ଏବଂ ବର୍ତ୍ତମାନ ସମୟରେ ପ୍ରତ୍ୟେକ ଶିଶୁର ଦାୟିତ୍ୱ, କର୍ତ୍ତବ୍ୟ ବିଷୟରେ ଆଲୋଚନା କରିଥିଲେ । ଏହି ଅବସରରେ ଏକ ଘଣ୍ଟାର ପ୍ରଶିକ୍ଷଣ ଦିଆଯାଇଥିଲା । ପରେ ପରେ ବାଲ୍ୟ ବିବାହ ଓ ଶିଶୁ ଶ୍ରମିକ ପ୍ରଥା ନିରାକରଣରେ ମୋ କୁଟିକା ଶୀର୍ଷକ ଆଇ ରଚନା ପ୍ରତିଯୋଗିତା କରାଯାଇଥିଲା । ଏଥିରେ କୃତୀ ହୋଇଥିବା ଛାତ୍ରୀମାନଙ୍କୁ ଆସନ୍ତା ସାଧନା ଦିବସରେ ପୁରସ୍କୃତ କରାଯିବ । କାର୍ଯ୍ୟକ୍ରମକୁ ଆଇଡିଏର ସ୍ଥିତିପ୍ରଜ୍ଞା ସାହୁ ଓ ସାତାରେଖା ମହାନ୍ତି ପରିଚାଳନା କରିଥିଲେ । ବିଦ୍ୟାଳୟସ୍ତରରେ ଏଭଳି ସଚେତନତା ମୂଳକ କାର୍ଯ୍ୟକ୍ରମ କରାଯିବାର ଆବଶ୍ୟକତା ଗ୍ରହଣ କରି ଶିକ୍ଷକ ଶିକ୍ଷୟିତ୍ରୀ ମତପୋଷଣ କରିଥିଲେ ।




NET WORKING AND CAPACITY BUILDING:

IDA is a partner of the UN SDG responsible Business headed by OXFAM India where time to time we revisit the SDG visibility.

Partner organisation of Bharat Rural Livelihood Foundation- An Govt of India CSR initiative.

Partner of WASSAN and Millet Mission Odisha

Partner organisation of APC

- ❖ State resource centre for vulnerable children
- ❖ Networking with 50 PG, two company, one FPO
- ❖ IGP: Dairy Development cum Demonstration
- ❖ Integrated Organic agriculture
- ❖ Horticulture
- ❖ Fishery
- ❖ Incense stick making

INNOVATIONS AND PILOTING

Grand parenting:

IDA is promoting a unique concept of Grand parenting where the old senior citizens of Anandashrama-old age home are interacting with the school children and hostel children staying in the campus. This mutual interaction among the senior citizens and children is beneficial to both the parties. The Grand parenting brings emotional stability, sense of belongingness, joy and laughter, sense of responsibility to the life of senior citizens neglected by their family and friends.



Mission Smart Village

Smart Village is a concept adopted by national, state and local governments of India, as an initiative focused on holistic rural development, derived from Mahatma Gandhi's vision. It is a concept adopted by national, state and local governments of India, as an initiative focused on holistic rural development, derived from Mahatma Gandhi's vision of (Ideal Village) and Swaraj (Self Reliance). India is a rural dominated coun with villages as the heart of the nation. According to 2011 Census, the population of rural areas comprised of 68.84 per cent. We all need to have the responsibility to make our, which means self-sufficient, efficient, healthy and educated villagers. To make the villages smart means to make the country self-reliant, stronger and secured. Zero Tolerance for Caste and Creed. No discrimination on Gender and Religion. Everyone is Literate and Skilled. Moral values of Gandhiji, Swami Vivekananda and Deendayal Methodical using of latest tools and techniques Modern like cities Highest level of awareness on global social & economic issues Adaptive and adjusting to fast changing environments.

Responsive to collective wisdom, cooperative movement & larger social issues Ready to generate own resources for self-sufficiency & reliance Techno-savvy for IT and Mobile Usage Transparent in harmonic relations and delivery of services

Gross Happiness Index (GHI) is an index, which used to measure the collecti population. Gross National Happiness (GNH) is instituted as the goal of the government of Bhutan in the Constitution of Bhutan, enacted on 18 July 2011, The UN General Assembly passed Resolution "Happiness: towards a holistic approach to development" urging member nations to follow the example of Bhutan and measure being and calling happiness a "fundamental human goal.

7 Thematic programs for Smart Village:

1. **FOOD SECURITY** Approximately one in every seven people in Odisha village is food insecure: unable to consume, or have access to sufficient food to sustain a healthy and active life. Smart villages to become more food secure as farmers take advantage of improvements in irrigation systems, weather forecasting, cold-storage infrastructure and agronomic and market information through a strategic handholding support by Grama-Bandhu. As a result, smart villages should be in a better position to gain from the benefits of agricultural modernization, reduce wastage and capture more of the agricultural value chain.

2. PRODUCTIVE ENTERPRISE

3. SOIL, WATER AND CLIMATE

4. HEALTH

5. EDUCATION

6. EMPOWERING VILLAGE INSTITUTIONS

7. QUALITY OF LIFE

Food system Visioning: State level Consultation Meet and process initiation for visualizing the food system at community level IDA organized workshops and discussions and interactions with the community belongs to diversified groups on

In food production, small farms are more productive and more efficient. With regard to cost and return, a small-farm economy offers a clear solution. Thus, a small farmer can intensify biodiversity and the greater the biodiversity, the higher the productivity and stability and sustainability of agriculture. Small family farms are the backbone of a community, of a nation and of a society as a whole. Small bio-diverse farms based on internal inputs are in fact the only promise for increasing agricultural productivity, whether productivity is defined in terms of biological productivity or in terms of financial returns, or in terms of energy. . Resolving the problems of deforestation, land degradation, water shortage, has become critical to revolutionise the complete food chain and making it more sustainable. To meet the goals of responsible production and consumption, we need to minimize the negative impact on the environment and raising public awareness about the importance of biodiversity.

System thinking across the whole food chain, dealing with sustainable farming, sourcing, distribution and waste will be critical to transform the current situation to a healthy and sustainable one. Smallholder farmers have an intimate knowledge of the land they work, often passed down over multiple generations. The goal of our Knowledge Transfer is to honor those traditions, while showing farmers how quality seeds and improved methods can provide even more value. Once they see the improved harvests, and the higher prices that diverse crop, vegetable varieties can yield, they will be encouraged to go for the eco-friendly climate change resilient ones that will not destroy the soil fertility.

Recommendations from the Program

- (i) shift from subsistence farming to commercial farming,
- (ii) shift from low value food/non-food crops to high value food/non-food crops and switch over from local to high yielding plant varieties. The diversification would also mean that small farms would not only undertake seasonal crop farming, but also animal husbandry, fishing, agro-forestry, horticulture etc. and would participate in industrial and other non-farm economic activities as either self-employed or wage earners, for supplementing their incomes.

Though Women contribute prominently in farm activities like land preparation (75%), transplanting (82.5%), weeding (72.5%), harvesting (82.5%), transportation (60%), threshing (52.5%), hand milling (80%) and processing (85%). Yet in terms of their status and control over farming resources and income, women continue to remain as marginalized as ever.

IDA envision a future where

- land entitlements conferred on women
- Revival of traditional agriculture which is a necessity for conservation of agricultural biodiversity also linked to the revival of the role of tribal women as controllers of seeds.
- Women farmers are empowered so they make informed choices regarding their livelihood related decisions.

At present, 22.5 percent of adults in the area are underweight, and 38 percent are stunted. In places like Kendujhar, which is a tribal dominated district the scenario on under nutrition is graver. While under nutrition persists, more than 20 percent of of the population is overweight or obese particularly in towns. The main reasons are:

- Decline in consumption of coarse cereals
- Rising consumption of meat, salt, and fat
- Rising rates of eating out, or away from the home
- Sharp increases in consumption of snacks

Strengthening the agriculture-nutrition pathway when considering food system development in India will be key to addressing these challenges. Critical components include:

- Ensuring agriculture is represented in national nutrition policy,
- Creating market-based solutions for producers by creating the incentives that are aligned with choices of nutrition-dense products,

- Creating incentives for consumers through price and non-price mechanisms, and
- Addressing safety and other issues along the value chains for healthy, fresh foods.

We envision clusters of SMART villages adopting this cluster approach to involve in high end agriculture production and marketing. Agri-entrepreneurs will play the crucial role of igniting the inherent collective strength of the individual farmers and lead them to self-sufficient entrepreneurs engaged in sustainable farming. They will operate in an Agri-enterprise model where inputs and outputs are planned in a logical manner in a business model. tailor made **digital platform** will be developed and specific information related to farming and market will be provided to farmers taking into account their requirements through it. These will be the major facilitating tools with Agri-entrepreneurs in educating the farmers and helping them take collective decisions. **Agri-entrepreneur hubs** will be operational as a support system for AEs. These hubs will work on economies of scale to access input supplies at a competitive price at the right time. These hubs can be the place to ask questions and identify competitive suppliers. These hubs will help the AEs realize their business plans.

- Natural Farming knowledge base scaled with latest technology to reduce the green house emission.
- Optimising land use and improving crop yields and species diversity to increase agricultural resiliency against pests, disease and extreme weather

Study & Research

Situational Ananlysis of Nutrition and livelihood Status of Vulnerable Families in Keonjhar District of Odisha.

Ideal Development Agency (IDA), conducted a research study on nutrition and livelihood status of the vulnerable families in Keonjhar district of Odisha particularly covering Banspal, Keonjhar Sadar and Jhumpura blocks. The aim of the study was to assess the impact of the projects it had undertaken over a period of five years particularly on nutrition aspects, livelihood pattern and the extent of access to the Govt. sponsored schematic programs by the vulnerable families.

Objectives of the study

- To gather general information and household details of the vulnerable families
- To assess the status of the livelihood of the families particularly their income from primary and secondary sources, the status of credit, pattern of migration if any, income sources form agriculture, horticulture, fishery, NTFP and livestock.

- To assess the existence of the Govt. schemes and the extent of people's access to such schemes in terms of getting benefits.
- To assess the status of health, nutrition and sanitation of the surveyed families.

Area covered under the study

The study was carried out in the Banspal, Jhumpura and Sadar block of Keonjhar district covering 12 GPs, 36 villages and 200 respondents

As far as the social category of the families is concerned the respondents belonged to four different communities such as Scheduled Tribe, Scheduled Caste, Other Backward Communities and General. Majority of 154 (77%) respondents belonged to ST communities while 12 (06%) belonged to SC communities, 33 (16.5%) belonged to OBC communities and only 1 (5%) belonged to general community.

The study reveals that out of 200 total respondents a majority of 123 (61.5%) were illiterate. 29 (14.5%) had achieved primary level of education while 25 (12.5%) achieved Upper Primary, 17 (8.5%) achieved high school education, 04 (2%) achieved higher secondary level and only 02 (1%) achieved under graduate level education.

It is found that 97% of the families are below poverty line and all of them have ration cards under the PDS. The average income earned at the minimum end is Rs 250/- per family per annum while at the maximum end it comes to Rs 2013/- per family per annum. The major source of income comes from agriculture (about 47%) and wage labour (about 46%). It means people are surviving on a marginal level with the food support provided by Govt.

With regard to housing the study found that 64% families live in Kachha houses. In spite of the housing schemes of the Govt. they have not been able to avail those facilities.

While about 38% families are involved in SHGs, a large majority of 74% are not involved in any of the village level institutions.

In terms of availing the Govt schemes, it is observed that there are procedural difficulties which the people face in availing the facilities. There are families who are deprived of such facilities as do not complete the procedure. There are families who do not get the full entitlements and they don't know where to report and get justice.

About 47% families depend on agriculture for their primary source of income. They only undertake single cropping in Kharif season. The cash crop is very rare. In the absence of modern agricultural practices, the agriculture productivity is less. 36% families do not own any cultivable land.

Only 76 (38%) families possess the livestock. It is found to be an insurance benefit to the families at the time of urgency.

Since the project area comes under the forest area there are varieties of NTFPs (flower, fruits, tubers, mushroom, leaf etc.) that are available in the forest. People get access to those produces. While part of it is consumed, the surplus is sold in the market. Had there been value addition the families would have earned more.

This is a matter of concern that the families who work as daily labour (46%) actually receive very less compared to what the Govt. has declared. Effort should be made to assert rights of the daily wage labour before the employers to ensure the declared rates by the Govt. There is discrimination between men and women wages which is not permitted by Govt.

The job card holders under the MNREGA are getting less than 25% of their entitled jobs under the scheme. Similarly, substantial number of families do not have labour card (83%) which is provided by the Labour department. Under the card they are entitled to certain benefits besides the wages they get. They should be enabled to avail the facilities.

In terms of sanitation there are families who have not yet installed the toilet at their homes. They need to be linked with the Govt. scheme to get the facility. It is found that those who have toilets do not use the same. With regard to nutrition the families follow their regular diet that includes cereal.





RECOMMENDATION.

Education: As per the findings 61.5% are found to be illiterate which is a major concern. Similarly, 1% is undergraduate level education and 17% is high school education. This presents a poor status of education among the target area people. Therefore, effort should be made to undertake non-formal education for the illiterates. Similarly, there should be awareness and sensitization on importance of education so that children go to school. Scholarships and tuition facilities may be provided to the children to go for higher education and achieve quality education.

Poverty: It is found that 97% of the families are below poverty line and all of them have ration cards under the PDS. The average income earned at the minimum end is Rs 250/- per family per annum while at the maximum end it comes to Rs 2013/- per annum. The major source of income comes from agriculture (about 47%) and wage labor (about 46%). It means people are surviving on a marginal level with the food support provided by Govt. It is therefore necessary to introduce IGP Programme for the most vulnerable so that that they earn good income to maintain a quality living. With regard to credit families it is found that 90.5% do not have any access to credit families. There few families who get credit from SHGs. Therefore, effort should be made to link these families with the banking system and enable them to avail credit for productive purposes.

Housing: The study found that 64% families live in Kachha houses. In spite of the housing schemes of the Govt. they have not been able to avail those facilities. The effort should be made to link these families with the appropriate schemes of the Govt. and enable them to avail the benefits.

Institutional Involvement: While about 38% families are involved in SHGs, a large majority of 74% are not involved in any of the village level institutions. It is to be noted that their participation in PRIs are very important that determines their development priorities. Similarly, they should also be involved in other village level institutions to raise their issues and concerns. In this regard they need to be sensitized.

Accessing Govt. schemes: It is observed that there are procedural difficulties which the people face in availing the facilities. There are families who are deprived of such facilities as do not complete the procedure. There are families who do not get the full entitlements and they don't know where to report and get justice. In this regard the vulnerable families may be guided and enabled to complete the procedure and approach the right authorities to get justice.

Agriculture:

About 47% families depend on agriculture for their primary source of income. They only undertake single cropping in Kharif season. The cash crop is very rare. In the absence of modern agricultural practices, the productivity is less. Therefore, effort should be made to introduce commercial agriculture with modern practices to enable farming families to earn better income. About 36% families do not have cultivable land. For them the other suitable income generating activities may be taken up.

Livestock: Only 76(38%) families possess the livestock. It is found to be an insurance benefit to the families at the time of urgency. Since people in these areas are familiar in goat and chicken rearing, these activities may be promoted in medium scale on a commercial basis so that the families earn reasonable income.

NTFP- Since the project area comes under the forest area there are varieties of NTFPs (flower, fruits, tubers, mushroom etc.) that are available in the forest. People get access to those produces. While part of it is consumed, the surplus is sold in the market. If value addition is made to the produces, this could provide higher income to the families. The forest department staff sometimes harass the people by asking for bribe and not allowing them to enter into forest. These cases may be taken up with appropriate authorities for appropriate remedial measures.

Wage Labour

This is a matter of concern that the families who work as daily labor actually receive very less compared to what the Govt. has declared. Effort should be made to assert rights of the daily wage labor before the employers to ensure that they get as per the declared rates by the Govt. There is discrimination between men and women wages which is not permitted by Govt.

The job card holders under the MNREGA are getting less than 25% of their entitled jobs under the scheme. Similarly, substantial number of families do not have labour card which are to be provided by the Labor department. Under the card they are entitled to certain benefits besides the wages they get. They should be enabled to avail the facilities.

Health and Sanitation:

There are families who have not yet installed the toilet at their homes. They need to be linked with the Govt. scheme to get the facility. It is found that those who have toilets do not use the same. In this regard regular awareness and sensitization campaign may be undertaken. On personal hygiene home visits may be made to introduce the best practices and ensure a habit among the people to follow the same. Mosquito nets may be provided to the vulnerable families who do not have the same. As Keonjhar district is malaria prone it is necessary that they continue to use the mosquito net. The adolescent girls and young women in the villages may be provided with subsidized sanitary napkins to prevent infection from menstruation.

Nutrition: The families follow their regular diet that includes cereal, pulses and vegetables. The protein part is found to be deficient. There may be sensitization needed regarding taking of egg, meat, milk and fish on regular intervals. Breast feeding is not practiced by 89% families. As breast feeding for 0-6 months is vital for the growth of the child it should be promoted through observation of breast feeding days and sensitization workshops.

ENTREPRENEURSHIP ECOSYSTEM STUDY OF ODISHA (Atma Nirbhar Bharat)

With the Partnership of SWABALAMBI FOUNDATION Ideal Development Agency(IDA) conduct a study on entrepreneurship ecosystem in Keonjhar and Sundargarh District of Odisha. The objective of the study is to make entrepreneurship and skill development effective and sustainable. The objective is to getting a holistic, systematic and integrated overview of the context of the entrepreneurship and its social arrangements, its way of working and explicit and implicit rules. In keonjhar 72 existing entrepreneurs and 77 potential

entrepreneurs, in sundargarh 22 existing and 60 potential entrepreneurs are the sample size where as in other two districts koraput and kalahandi other partners are there to make the study successful.

Social Audit on **Mahatma Gandhi National Rural Employment Guarantee Act**

Block: Jhumpura, District: Keonjhar

Objectives of the social audit

1. Assessing the physical and financial gaps between needs and resources available for local development.
2. Creating awareness among the stakeholders by establishing/developing a sustainable platform to raise their issues/concerns.
3. Increasing efficacy and effectiveness of local development programmers.
4. Scrutiny of various policy decisions, keeping in view of the stakeholder's interest and priorities, particularly of rural poor.

Advantages of social audit

1. Trains the community on participatory local planning, decision making, sharing responsibilities & encouraging the local democracy.
2. Encouraging Social Accountability.
3. Monitor unethical practices.
4. Benefits disadvantaged groups.
5. Evaluating Performances.
6. Develops human resources and social capital

Case Record Verification: -

The Social Audit Team constituted by 3/4 numbers of VRPs has been allotted Gram Panchayat to conduct Social Audit. From the documents availed by G.P. administration, team had realized that in the prescribed audit period (1st October 2016 to 31st March 2017) the following numbers of projects under MGNREGA were carried out in the villages.

Records verification of different projects

Team members had done intensive review of the case records by verifying the muster rolls, bills, vouchers, registers, along with other supporting documents. During the review the team had identified certain gap areas and asked the concerned officials to provide the following

registers for more clarity. But concerned officials had shown highly noncooperation in providing the case records, documents and registers. After repeated reminders, few of the above mentioned documents were provided by the GRS.

CBOS/FPOS

SABUJA BANANI PRODUCERS COMPANY

A Farmer producer company(PC) is a legal entity formed by the primary producer like farmer, milk producer, fisher man etc. The main objective of the PC is to ensure better income to its members through input supply, marketing of their produce as well as providing the important services related to agriculture. District like keonjhar where most of the farmers are small and marginal farmer,PC has become more important enable them to access the state and national market as well as to access to various important services, in this regard IDA as the APC partner formed Sabujabanai farmer's producer company as per the guideline of the OLM and Mission Shakti for Jhumpura and Keonjhar sadar block with an aim to double the income of the members.

SWOT (of area and community):

Strength	Weakness
• Strong mobilized community institution • Experience of collective agriculture & marketing • Agriculture as primary source of livelihood • Awareness of people on exploitation of middlemen • Having good women leaders in community • Low price actualization to farmer w.r.t some exiting products by middlemen. • Increased knowledge of community on improved agriculture practices. • Diversified products availability	• Lack ownership of community (input procurement/ share money deposit/ aggregation of product/ attending meeting and responsibility taking) • Lack of seriousness towards crop care • Lack of risk-taking ability (early cropping/ high margin crop/ high investment/ use of new technology in farming) • There are very less responsible persons to take responsibility • Lack of irrigation and year around agriculture • Practice of open grazing • Less availability of FYM • Cultural practices
Opportunity	Threat

• Availability of resources • Focus of government on agri-allied institution • Availability of market and demand for the agriculture products. • There are some existing products where just trading will make the farmer and company profitable. • Aggregation of products • Demand of commodity is high as compare to locally produced. • Number of small and marginal farmer is very high • High scope of increasing the productivity	• Volatility of market • Unpredictable climate/rainfall/pest and disease attack • Increased adaptability of eucalyptus and cotton cultivation • Credit recovery from market and farmer. • Institutions promoted by other agencies. • May loose market credibility because of seasonal farming. • Market competition
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Goals and objectives:

- 60000 rupees' additional income enhancement of its 3000 members with the supported activities with in a period of 3 years.
 - By increasing productivity
 - Supporting in marketing of the product
 - Giving doorstep delivery of services
 - Quality input supply
 - Decrease the price gap between actualized price to farmer and retail selling price
 - Livestock promotion

Build relationship with relevant stakeholders to make eligible members avail different govt facility and mobilize resource for benefit of its members

8. Services to be offered by the PC:

- Crop finalization and indent generation
- Credit linkage establishment for members.
- Doorstep and timely delivery of quality inputs
- Doorstep marketing services (buyback the agriculture produce)
- Value addition to the products (certification/ shorting/ grading etc...)
- Convergence with other stakeholders and market players (government/ merchants/ dealers) for benefit of members (introducing technology to farmers/ availing insurance to farmers/ availing other govt schemes to farmers).
- Better price realization with transparent, assured and fair terms and conditions.
- Yearly dividend distribution to the members.
- Ensure quick payment to farmer's account s

MAA PADMAJA PRODUCER COMPANY LIMITED (Incorporated under Part IXA, the Companies Act, 1956 Reference with companies Act 2013, Company Limited by Shares)

I. Name: The name of the Company is MAA PADMAJA PRODUCER COMPANY LIMITED II. Registered Office: The Registered office of the Company shall be situated within the state of Odisha

. Main Objects: The Objects for which company is established are: - A. Main objects to be pursued by the Company on its incorporation are:

1. Production, harvesting, procurement, grading, pooling, handling, marketing, selling, export of primary production of the Members or import of goods or services for their benefit, provided that the Producer Company may carry on any of the activities specified in this clause either by itself or through other institution, Processing including preserving, drying, distilling, brewing, venting, canning, and packaging of the produce of its Members

2. Manufacture, sale or supply of machinery, equipment or consumables mainly to its Members, providing education on the mutual assistance principles, Rendering technical services, consultancy services, training, research and development and all other activities for the promotion of the interests, Generation, transmission, and distribution of power, revitalization of land and water resources, their use, conservation and communication relatable to primary produce.

3. Insurance of producers or their primary produce

NET WORKING & PARTNERSHIP

Membership in National/State Level Network working

S. No	Name of the Network	National / State	Total Membership	No of Yrs
01	<i>Coalition for Food and Nutrition Security (CFNS), New Delhi</i>	National	250	Two years
02	Safe Harvest Hyderabad (Strategic Partner of BRLF New Delhi as NGO partner)	National	108	Four Years
03	PRAN Bodh gaya (NPM Partner)	National	78	Five Years
04	State APC Partner	State	17	Four Year
05	Nemani-RRA Network	National	120	Three year
06	NPM net work , Banglore	National	80	Two years
07	Sustainable Agriculture Network Odisha	State	37	2 years
08	WASSAN	District		3 years

Working with Functional Community Based Organization

Name of the CBOs	No. of CBOs	Formed / Functioning since Years	Total members
Self Help Group and SHG Federations	1530	30 years	2325
Cooperatives	2	5 years	300
FPOs	2	2 years	515
Producer Company	4	4 years	60
Farmers Clubs	10	10 years	150
Village Development Committees (VDC)	22	8 years	330
NTFP/Fishery producer Groups	58	10 years	1160
Seed Banks	28	7 years	600
Seed Producer groups	5	5 year	110
Producer Group	75	5 years	11250
Child club	30	11 years	1050

INFRASTRUCTURE:

New School building, hospice centre & Geriatric ICU & Dairy farm constructed during this year

INCOME GENERATION PROGRAMME:

- Nursery Raising
- Dairy Promotion: We generate income from selling the milk from the milking cows. This Year we extend it to large scale.
- Fishery: We have a pond of A0.50 dismal of land. We generate income by selling of the Fishes in the local market.
- Agricultural Activity Horticulture Activity: We have cultivated vegetables in the campus and generate income. The agro horticulture. Activities are bio- intensive approach, waste water and garbage management has done.
- Tailoring Training to Girls
- Incentstick making
- Phenyl making

GOVERNING BOARD:

The organization governance is reviewed every year as an indicator of progress of the system. This year the founder secretary changed and new secretary joined. The IDA is consisting of 11 Governing Board Members and the general body consisting of 09members.

We the IDA Board Members decided to take HUPI MAJHI a tribal girl of 21 years old pre Olympiad in Rugby having 17 international gold medals joined in IDA Board as a GB member and the brand ambassador for the youths of our area.

BHAWANI PRASAD PATRA, Retd regional head of United Insurance India joined as GB member, he has the financial background having 30 years' experience in finance and insurance sector & 4 women members. In every three months the GB meeting has been done and if any emergency special GB meeting conducted. The GB members visited and fields and the office for surprise visit to know the status.

List of Governing Board:

Sl no	Name of the Members	Designation
1	Kishore Sahoo	President
2	Bibhuti Bhusan Parida	Vice- President
3	Bibekananda Prusty	Secretary
4	Birendranath Sahoo	Treasurer
5	Hupi Majhi	Member
6	Ila Chawda	Member
7	Anju Prabha	Member
8	Bhavani Prasad Patra	Member
9	Soudamini Rout	Member

Support Us -Account No: 50190012797054

Name of the Bank (Branch): BANDHAN BANK, main branch Keonjhar
IFSC: BOBL0001924, Keonjhar.

CONNECT WITH US

IDEAL DEVELOPMENT AGENCY (IDA)

Address- Banajodi, Po- Padmapur, District- Keonjhar, Pin- 758013, Odisha, India

Email- idaorg@rediffmail.com, idaodisha01@gmail.com,

Phone- 9776712440, 7008723629

Website- idaindia.org.in