

PROJECT FACT SHEET



Project: Building Climate Smart Integrated Agriculture for Smallholder Farmers in Damoh, Madhya Pradesh (CSIA)

Project Location: Damoh district, Madhya Pradesh

About CARE

Founded in 1945, **CARE** is a leading humanitarian organisation fighting global poverty and providing lifesaving assistance in emergencies. In 100 countries and territories around the world, CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to help lift whole families and entire communities out of poverty. To learn more, visit www.care-international.org.

CARE India Solutions for Sustainable Development (CISSD) is a not-for-profit organization working in India for over 70 years, focusing on alleviating poverty and social injustice. We do this through well planned and comprehensive projects in health, education, livelihoods and disaster preparedness and response. Our overall goal is the empowerment of women and girls from poor and marginalized communities leading to improvement in their lives and livelihoods.

During FY 2019-20 - CARE India reached out to 50.4 million people directly through 53 projects across 19 states, covering more than 90+ districts.

Vision: A world of hope, which is inclusive and just, where all people live in dignity and security

Mission: Save lives, enable social protection, and defeat poverty

Participants: Poor, socially and/or geographically marginalized communities

Focus: Women and girls

Goal: CARE India and its partners impact 100 million people from the poor and marginalized communities to overcome poverty and achieve social protection.

Project Background:

The project is aiming towards Building Climate Smart Integrated Agriculture for 12,000 Smallholder farmer households through promoting sustainable agriculture practices resulting in increased income for the smallholder farmers. The objective of the project is to strengthen Community Based Organizations by building their capacities, Natural Resource Management through the promotion of soil and water conservation, Promotion of sustainable agriculture practices within smallholder farmers, Enterprise promotion and support, and Enabling environment creation for enterprise and smallholder farmers.

To implement the project, formation, or adoption of CBOs (Self Help Groups) and Capacity building of Self-Help Groups on Collectivization, Financial inclusion, Digital literacy, and Entrepreneurship will be done.

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Key thematic Pillars for the Project are:



Goal of the Project: Building climate smart agriculture for 12,000 smallholder farmers household through promoting sustainable agriculture practices resulting in increased income and resilience for the smallholder farmers.

The objectives of the project are as follows:

Objective 1: Strengthening Community Based Organizations by building their capacities

Objective 2: Natural Resource Management through promotion of soil and water conservation

Objective 3: Promotion of sustainable agriculture practices within smallholder farmers

Objective 4: Enterprise promotion and support

Objective 5: Enabling environment creation for enterprise and smallholder farmers

Results To Be Achieved:

Strengthening Community Based Organizations:

Formation or Adoption of 100 CBOs (Self Help Groups) Reformation and strengthening of SHGs on collectivization, Financial Inclusion, Digital Literacy, and Institution Building and & Enterprise Development.

Integrated Natural Resource Management through the promotion of soil and water conservation:

Development of village level micro plans on Natural Resource Management for 30 identified clusters.

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- # Formation and strengthening of Water User cum Producer Groups in each cluster i.e., 30
- # 200+ farmer field schools formed and trained on Integrated Natural Resource Management through WuGs.
- # 1725 acres of unirrigated land covered under irrigated lands
- # 400 acres of uncultivated land will be brought under vegetation
- # 28000 trees planted
- # 300 acres of agricultural land brought under chemical-free farming.

Promotion of sustainable agriculture practices within smallholder farmers:

- # Establishment and promotion of 200 demonstration plots or modern units on the field.
- # 300 farmers trained and promoted for organic farming and production.
- # 2000 smallholder farmers trained on improved dairy management and poultry/ goat rearing with livestock management skills.
- # 100 farmers trained and promoted for horticulture farming.

Enterprise promotion and support:

- # Feasibility studies and business plans development for enterprise promotion and institution building
- # 390 community-based enterprises will be promoted and established out of which 145 will be women led enterprises.
- # Establishment of Backward and forward linkages for enterprises promotion in the project location.

Enabling environment creation for enterprises and smallholder farmers:

- # 12000 direct beneficiaries will be oriented and trained on access to entitlement
- # 100 SHGs trained on Gender sensitization.
- # Convergent action with line departments for social security and other Government schemes for direct beneficiary impact.

Key interventions and approaches:

Cluster Development and Value Chain Integration Approach: With respect to the needs and challenges mapped for the proposed project area, CARE proposes to adopt Cluster Development Approach for the project. The project will focus upon identifying and developing potential clusters and strengthening the value chains for the commodities which are potential for the smallholder farmers with respect to increasing their income as well as mitigating the risk of climate change vulnerability.

Collectivization: We will map and adopt the existing SHGs and similar groups or promote new SHGs, Water User Groups, Producer Groups, or Federations. Capacity-building inputs will be provided to all CBOs by



emphasizing on building systems and processes and women's leadership capacities and improving governance and linkages.

Integrated Natural Resource Management: Promoting INRM will be a key component of the project where focus will be on improving natural resource availability and its management within the project area. Micro planning exercises, to identify the accurate needs of project villages based on which relevant soil and water conservation structures and other water management technologies, will be introduced.

Enterprise promotion: The project will implement interventions with an enterprise led approach where feasibility of the interventions and enterprises promoted under the project will be given utmost importance. CARE will conduct detailed feasibility study to identify potential enterprise opportunities in the area.

Ecosystem integration through backward and forward linkages: CARE India will aim to leverage the presence of public and private stakeholders and their services to promote women enterprises. Relevant public stakeholders such as DC-MSME, Women & Child department, and financial institutions will be covered to explore the scope of availing ongoing government schemes to promote women entrepreneurs. Similarly, key private stakeholders such as input suppliers and institutional buyers, or traders will be identified and linked with women enterprises to ensure better access to remunerative markets.

Gender sensitization of value chain actors and targeted community: It has been observed that patriarchy plays a key challenge for women entrepreneurs to take up and continue entrepreneurial journey. In order to mitigate the risk of the same gender sensitization workshops to sensitize household, community and ecosystem actors on gender issues. Similarly, relevant ecosystem actors including public and private stakeholders will be sensitized during meetings and workshops to engage relevant community members as stakeholders in the ecosystem.

Key Outcomes:

80% of the community institutions (SHGs, WUGs, Federations, Producer Groups) promoted under the project are sustainable

70% of the participants adopted promoted package of practices with respect to collectivization, financial inclusion, and digital literacy

70% of the participants reported increased access to water for irrigation purposes or livestock management

80% of the participants adopted sustainable agriculture practices for agriculture and livestock management

70% of the enterprises are sustainable by the end of the project # 70% of the eligible participants under the project accessed government schemes.

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Photo Gallery:

