

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.

About Project SHAKTI:

CARE India with financial support from L’Oréal Foundation has been implementing the “**Shakti**” project since March 2021 which aims at “*increasing the resilience of marginalized rural women to climate changes, capacitate them to take part in decision-making processes related to climate adaptation, food security and nutrition*”. The project will impact 2000 marginalised women and their households in 20 villages of Narla block of Kalahandi district, Odisha (India).

Goal of the Project

Marginalized rural women have increased resilience to climate changes and impact and take part in decision-making processes related to climate adaptation, food security and nutrition.

Specific Objectives

Objective 1: Improve marginalized rural women and their families’ production of- and access to food from sustainable, resilient, and equitable agricultural practices

Objective 2: Increase marginalized rural women’s capacity to adapt to climate shocks and impacts and involvement in decision-making processes

Objective 3: Foster supportive and positive attitude among men in households and other key actors toward women smallholders

Expected results

Result 1.1: Women adopt more resilient agricultural practices & technology leading to increased productivity, nutrition, and primary value addition

PROJECT FACT SHEET

Result 1.2: Women are better able to access affordable & quality inputs (information, credit, technology, extension services), enhancing agricultural sustainability, productivity, and income

Result 1.3: Women increasingly take up entrepreneurial roles in the agricultural value chain, engage with value chain actors and access government schemes

Result 2.1: Collectives of women facilitate enhanced access of women from poor and vulnerable households to resilience-building resources, services, and opportunities

Result 2.2: Marginalized rural women have increased their capacity to anticipate climate risks and plan for the future

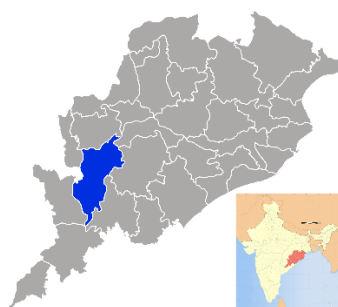
Result 2.3: Governance and management of community resources critical to climate change resilience is improved, with effective participation of local communities especially women from poor and vulnerable households

Result 3.1: Involvement of women in agricultural production and management at the household level is increased

Result 3.2: Key actors are sensitive to the needs and aspirations of women farmers

Project Location

The project is implemented in 20 villages in upland and low land tracts of Narla blocks in **Kalahandi district of Odisha**.



Kalahandi district of Odisha state in India

Target project participants for "SHAKTI" project		
Impact Group	Geography	Specific Interventions
2000 marginalised women	20 villages in Narla block of Kalahandi district, Odisha (India)	Climate change, women empowerment, food security and nutrition

Results to be achieved by the project:

SO.1: Marginalized rural women communities and their families have improved access to food availability from sustainable agricultural production

Result 1.1: Women adopt improved and more resilient agricultural practices & technology leading to increased productivity, nutrition, and primary value addition

Activity 1.1.1. Formation of Farmer Field School (FFS) with demo-plots managed by lead/model farmers for the dissemination of Sustainable, Productive, Equitable and Resilient (SuPER) agricultural practices.

- Identification of small and marginal women farmers through Baseline Survey and Rapid Rural Appraisal (RRA) on testing selection criteria (most backward communities, landholding pattern, crop loss, monocropping practice, low awareness on climate resilience, etc)
- Identifying and capacity building of Community Resource Persons (CRPs) as lead/ demo farmers to lead identified direct beneficiary farmers groups in cluster villages and follow up and MIS on project implementation, Package of Practices and monitoring quality, referral, etc.

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- Formation of Farmer Field School (FFS) with group comprising 20 farmers, with demo-plots of CRPs for imparting training and building capacity through on-site training, demonstration of Package of Practices and empowering women farmers through an adaptive conscious capacity enhancement.
- Elaboration of a Package of Practices (PoP) and Standard Operating Procedures (SoP) based on and adapting successful projects of WtRF & TARINA project, on climate smart nutrition sensitive agriculture, water structures, small ruminants & poultry, diverse production systems, management of production, packaging, etc. PoPs and SoPs will be developed or adapted to multiple crop-based climate resilience and crop management practices with low cost-efficient technology adaptation specific to the geography
- Training of trainers of village support staff on Improved Agriculture Practices (pre sowing, sowing, vegetative and harvest)
- Development and dissemination of farmers progress cards
- Exposure visit to research centers: Krishi Vigyan Kendra (KVK) "Farm Science Centre", Odisha University of Agriculture and Technology (OUAT) and other technical institutes to learn improved agricultural production practices
- Orientation & handholding of village farmer groups on improved agricultural practices (pre sowing, sowing, vegetative and harvest) through farmer field school approach
- Organization of field days after each stage of crop cycle
- Promotion of crop rotation and intercropping practices
- Development of video films, IEC materials etc. around improved production practices
- Engagement of a part-time entomologist to provide on-farm guidance to the impact population on pest and diseases
- Introduction of women friendly tools and equipment for cost effectiveness and drudgery reduction
- Demonstration of pedal pump, drip irrigation system in the villages with the support of various supply agency / company
- Multi-cropping and Crop Diversification to enhance net productivity and moving beyond mono-cropping. Diversification into high value and short duration vegetables in summer and winter crops leading to higher productivity and income from food crops will be an essential intervention strategy.
- Community Nursery Units to ensure climate resilient and nutrient sensitive vegetable sapling availability for production support to project farmers and for huge demand existing among small and marginal farmers in the state.
- Promotion of kitchen garden for nutrition security
- Promotion of demonstration sites on preparation of organic manure, bio-pesticides for promotion of organic cultivation

Activity 1.1.2. Support to the adoption of improved practices & technology for Primary Value Addition

- Training of trainers of village-level support staff on improved post-harvest management and primary value addition
- Exposure visits of farmer group leaders to established clusters / markets to understand primary value addition prospects and process
- Convergence with various research institute to bring innovative practice and women friendly tools around post-production management

Result 1.2: Women are better able to access affordable & quality inputs (information, credit, technology, extension services), enhancing agricultural sustainability, productivity and income

Activity 1.2.1: Support to the development of critical market infrastructure

- Provision of common facility infrastructures in the villages i.e. multipurpose yard, trolley, storage etc.
- Dialog with various govt. and private pvt. agencies to bring convergence around creating infrastructures at various level
- Establishment of minimum market infrastructure i.e. weighing scale, sack packer and moisture meter at the village level
- Orientation to the farmers leaders about the use and management of the created market infrastructures

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Activity 1.2.2: Facilitate access to market information to support marketing practices

- Development of output traders, institutional buyers, manufactures database
- Retailing Market Mapping: enhanced digital technology access linked to mapping of sales point to ensure highest prices for the produce for the beneficiaries in pulses, high value vegetables, etc.
- Software and hardware provision for ICT-based market information system at the cluster/village-level including installation of market information boards
- Linkages with Regulated market committee (RMC) for receiving govt. mundi price regularly and dissemination of information on minimum support price of different commodities

Activity 1.2.3: Support women farmers' access to Financial Inclusion Services i.e. savings, credit and insurance schemes

- Regular savings by the women Self-Help Groups for resilience building
- Build linkages with bank and other financial institutions for access to credit facilities
- Promotion of crop and health insurance for women farmers in consultation with various insurance company
- Access to Pradhan Mantri Fasal Bima Yojana (PMFBY – for crop insurance)

Result 1.3: Women increasingly take up entrepreneurial roles in the agricultural value chain, engage with value chain actors and access government schemes

Activity 1.3.1: Development or strengthening women-led micro-enterprises as an alternative livelihood source for women

- Establishment climate resilient agri-kiosks and other micro-enterprises managed by women
- Linkages of farmers with agri-kiosk for inputs and support services
- Need-based financial support to the entrepreneurs to establish the unit and create service provisions for the impact farmers on agriculture, agri allied and nonfarm activities
- Technical training for women entrepreneurs around identified micro enterprise

Activity 1.3.2: Linkage of women entrepreneurs and producers with value chain actors

- Value chain-specific gap assessment
- Interaction meeting between the marginalized rural women representatives and other value chain actors at the block and district level
- Convergence to bring extension services to women entrepreneurs
- Customize the extension services laid by various departments

Activity 1.3.3: Linkage of women entrepreneurs and producers with government schemes

- Development and distribution of leaflets on govt. schemes and benefits for dissemination of information to women farmers

SO.2: Marginalized rural women have increased their resilience to climate changes and impact by taking part in decision-making processes

Result 2.1: Collectives of women facilitate enhanced access of women from poor and vulnerable households to resilience-building resources, services and opportunities

Activity 2.1.1: Set-up and support to farmer interest groups

- Formation of farmer interest groups with the representation of women smallholder farmers
- Capacity-building and handholding support to the farmers interest groups on governance and management
- Exposure visits of the farmers group leaders to successful producer company / cooperatives for vision building
- Experience sharing meetings at the farmer-group level after first crop cycle and emergence of the need for promotion of self-managed secondary institution at the cluster level. This idea is to develop an umbrella organization with the representation of members from the Farmers Interest Groups of the project villages to network with government and private actors to address their needs and priorities, agregation of farm produce, bargaining with traders for better price and building market linkages for regular supply of inputs i.e. seed, fertilizer, pesticides and output marketing.

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- Consultation with farmer group members, executive body, stakeholders and other members to decide the legal structure of the secondary institution
- Analysis of options and finalize the best and most appropriate institutional structure
- Registration and License for trading, i.e. Tax Identification Number (TIN), Goods and Services Tax (GST) etc. at the secondary institution level, which are pre-requisite to undertake business activities
- Strengthening of secondary institution in record keeping and establishing accounting system for business
- Business development plan for the secondary institution
- Linkages with National Agricultural Bank (NABARD, OLM), SC/ST financial corporation for working / venture capital support
- Board meeting and annual general body meeting of the secondary institution

Activity 2.1.2: Set-up and strengthening of Self-Help Groups

- Mapping of existing Self-Help Groups
- Formation of new Self-Help Groups and revival of dormant/defunct Self-Help Groups
- Strengthening of Self-Help Groups through regular meetings, savings, inter-loaning and establishing linkages with banks and financial institutions, leveraging resources from government schemes etc.
- Leadership development through training and exposure visits

Activity 2.1.3: Community-level climate vulnerability assessment and adaptation planning

- Conducting Climate Vulnerability and Capacity Assessment (CVCA) in project villages
- Organization of annual village-level meetings for PSP development
- Preparation of Village Disaster Resilience Plans
- Finalization and dissemination of PSPs through wall paintings, brochures and in meetings of farmers groups and SHGs
- Organizing Panchayat, Block, District level Workshop involving government, civil society and the private sector stakeholders on climate change and resilience.

Result 2.2: Governance and management of community resources critical to climate change resilience is improved, with effective participation of local communities especially women from poor and vulnerable households

Activity 2.2.1: Set-up and/or strengthening of SHG-led grain banks

- Organise village level meeting for set-up of grain bank
- Selection of SHG having infrastructure and interest to establish grain bank
- SHG members trained on safe and scientific storage of grain
- Protocol developed for grain bank management by the SHGs

Activity 2.2.2: Set-up of seed banks of climate resilient and stress tolerant crops varieties

- Organize village meetings for set-up of seed banks
- Access of traditional varieties of seeds (especially paddy) through organizing seed fairs
- Organize training on scientific seed conservation and storage methods

Activity 2.2.3: Village-level demonstration on soil and water management systems

- Assessment of soil and water conservation requirements
- Conservation of rainwater through various water conservation models
- Training of communities on water conservation models through FFS sessions
- Linkage building with Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) (for building soil and water conservation structures through paid community labour)

SO.3: Foster support and positive attitude among men in households and other key actors for women smallholders

Result 3.1: Increased involvement of women in agriculture production and management at the household level

Activiti 3.1.1: Gender dialogues at household and community levels

PROJECT FACT SHEET

- Introduction of gender tools to accelerate dialog between male and female around various socio-economic issues

Activity 3.1.2: Capacity-building on equitable household level business development planning

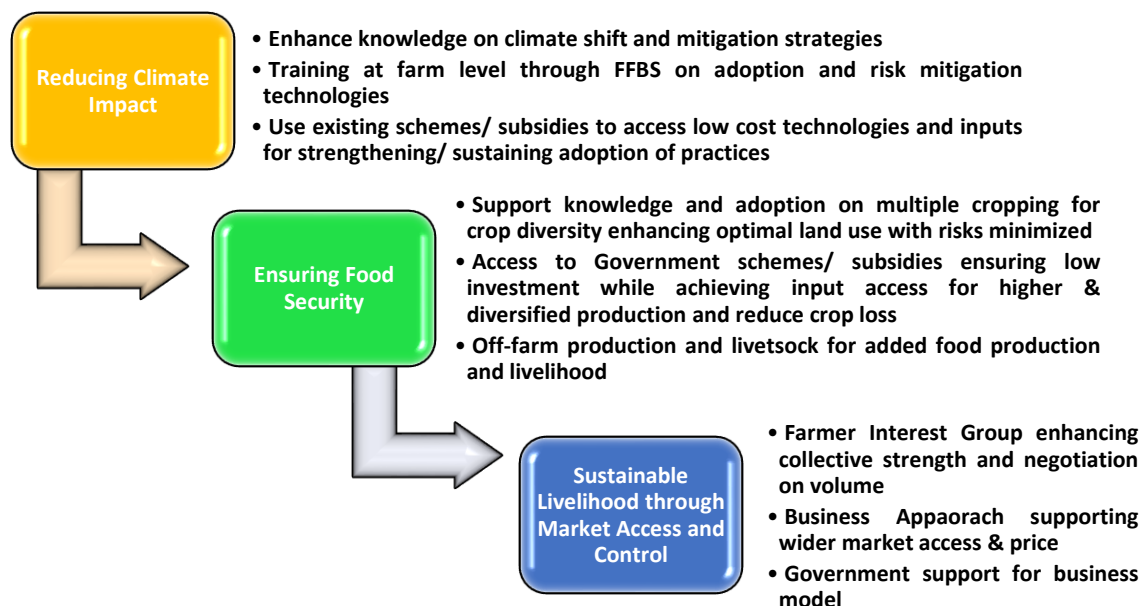
- Capacity building of field implementation team on "Household level business development planning process"
- Development of HH level crop planning format / card
- Awareness generation of marginalized rural women about the service provision of various agri. Departments
- Develop cluster level platforms for sharing knowledge and experience of marginalised rural women

Result 3.2: Key actors are sensitive to the needs and aspirations of women farmers

Activity 3.2.1: Creation of an interactive platform between various agriculture departments and marginalized rural women leaders to discuss about the needs and expectations of the women farmers from the departments

- Develop a cluster level platform involving potential leaders of marginalised rural women and representatives of line departments i.e. agriculture, horticulture, veterinary, fisheries, KVK etc. for sharing knowledge and experience of marginalised rural women. Key village level workers of various government departments will also be included in the platform.
- This will act as a common interactive platform between various agriculture departments and IP leaders to discuss about the needs and expectations of the women farmers from the departments.
- Bi-monthly meetings of the officials of line departments and Impact Population will be conducted during the course of the project period.

INTERVENTION STRATEGY



Key Result Areas:

- Women adopt improved agricultural production practices and technology (pre-sowing, sowing, vegetative and harvest), Soil and Water
- Women adopt improved practices & technology for Primary Value Addition (PVA) (PVA-drying, cleaning, grading, standardisation and packaging, storage, transportation, FAQ)
- Women use critical market infrastructure and information to inform marketing practices. (Women have access to remunerative agricultural market). FAQ- standards adopted, access, to market infrastructure (especially storage, transport etc.)

PROJECT FACT SHEET

- Women are accessing affordable & quality inputs, credit, implements, technology, extension services) to enhance agricultural productivity and income
- Women increasingly taking up entrepreneurial roles in the agricultural value chain
- Women engagement with agricultural VC actors and linkage with government schemes is enhanced
- Collectives of women facilitate enhanced access of women from poor and vulnerable households to resilience-building resources, services and opportunities
- Governance and management of community resources critical to climate change resilience in 50 project villages is improved, with effective participation of local communities especially women from poor and vulnerable households (especially tribals)
- Increased involvement of women in agriculture production and management at the household level.
- Key actors are sensitive to the needs and aspirations of women farmers

Key Outcomes:

- Women adopt improved agricultural production practices and technology (pre-sowing, sowing, vegetative and harvest), Soil and Water
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