



Impact Assessment of Agri-Entrepreneurship Programme (Naandi Foundation)

Corporate Social Responsibility Project by
Mahindra and Mahindra Ltd.

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Introduction



About

The project aims to increase the pepper crop plantation and yield of the farmers in Araku, Andhra Pradesh. The intervention includes upskilling of pepper farmers to ensure profitability through quality pepper harvest and make the farmers self-sustaining with diverse avenues to earn revenues and resilient in the face of any future disasters to mitigate crop damage.



Need of the community

- The farmers' community in Araku mainly comprised small and marginal farmers.
- The Araku farmers witnessed the lack of proper harvesting tools and knowledge of the timely harvest of pepper.
- Farmers were unable to get fair returns on their produce.
- To initiate resilience in small low-income farmers who are more susceptible to disasters, the initiative was carried out.



Project Goals

To promote a sustainable farming model to ensure that the farmland and farm inputs are utilized to their fullest potential to ensure the highest profitability for the farmers.

Background and Geography

The Araku region is known for coffee cultivations. Pepper is a perfect complementary crop as it thrives simultaneously.

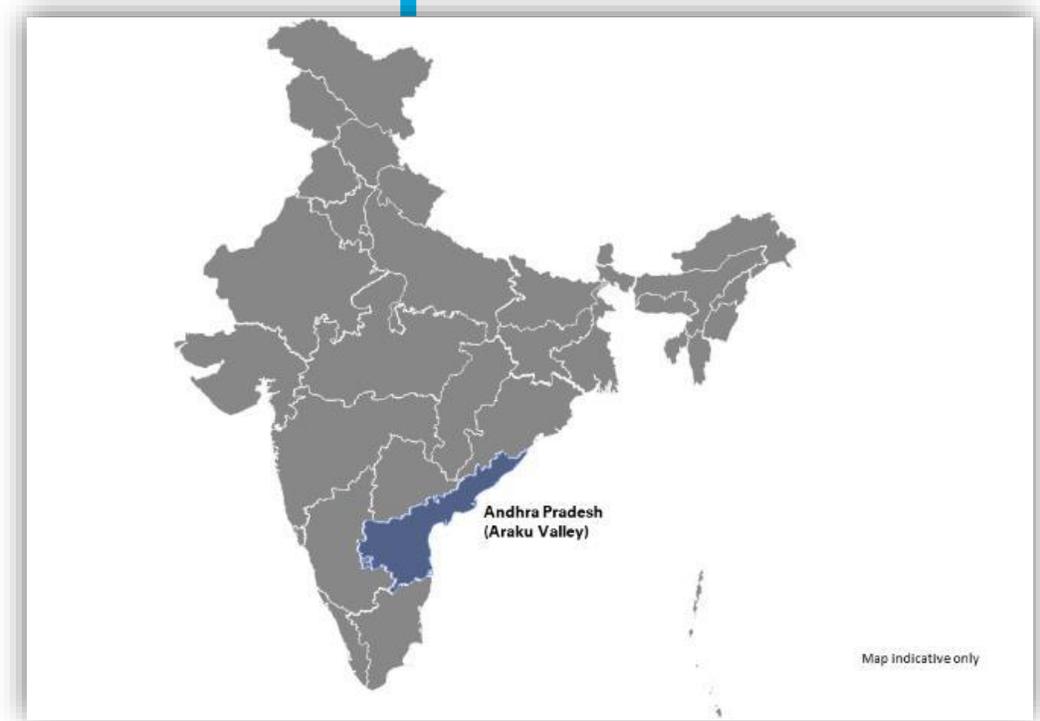
The training under the project took place across 175 villages and 5773 farmers.

The blocks comprised Hukkumpeta, Paderu and Peddabayalu.



Project location

The project area comprises three blocks of Araku, Andhra Pradesh.



Objectives of the Project

Strengthen farm training

Farmer Field School technique through in-person and online sessions covering higher number of audience

Mobilise farmers to produce better quality

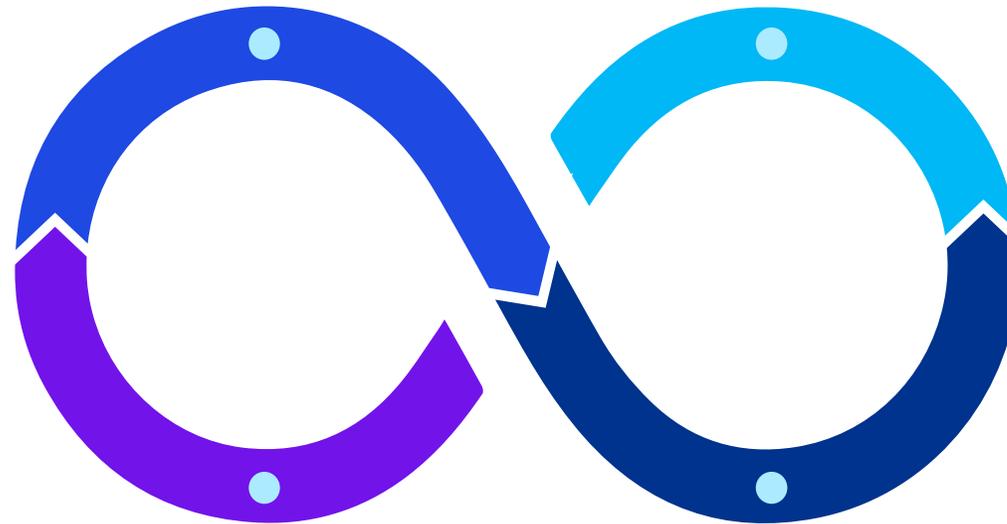
It used MACS, Small and Marginal Tribal Farmers Mutually Aided Cooperative Society to study farmer needs

Sustainable source of livelihood

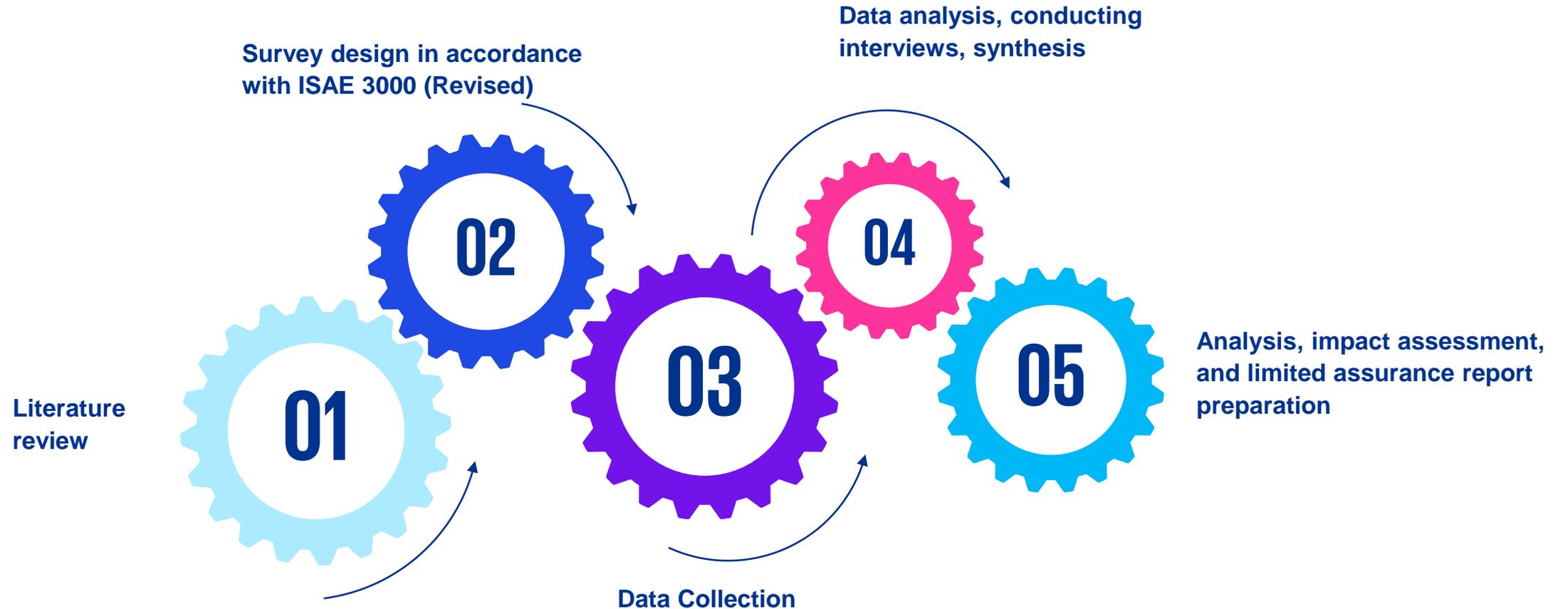
Optimal use of inputs for maximizing yield and profit, enabled farmers to capitalize on existing resources

Knowledge transition as per region

Relevant farming and processing methods on pepper plantation, maintenance and pest management, harvesting techniques through accessible resources is provided



Approach and Methodology





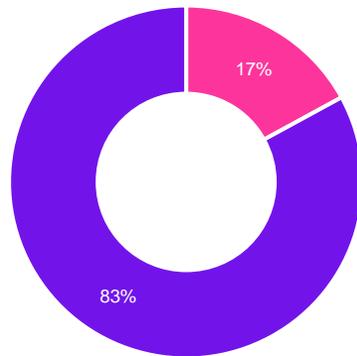
Findings and Analysis



Respondents Profile

Interviews and focused-group discussions were conducted with the farmers who benefitted from the project.

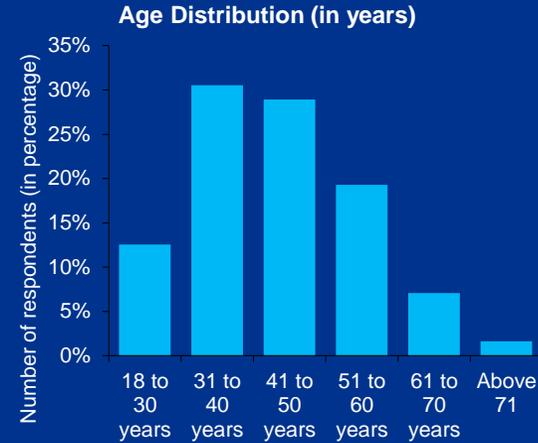
Gender



■ Female ■ Male

99%

belong to BPL category



Homogeneity was observed on the religious and caste fronts as all the respondents were Hindu and all belonged to the Scheduled Tribe category



'Market Linkages' were received by 99% and 100% of the respondents also received the 'Package of Practice' for Pepper Farming.

61%

belonged to Hukkumpeta Block.

15%

belonged to Paderu Block.

21%

belonged to Peddabayalu Block.

Research Findings (1/2)

Pepper Cultivation

Land under cultivation

After the intervention, the total land under pepper cultivation increased by 38 acres.

79% respondents reported that their yields increased after implantation of the project.

Expenditure reduced

After the intervention, expenditure on pepper cultivation reduced by 71% to 80%.

Increased yield

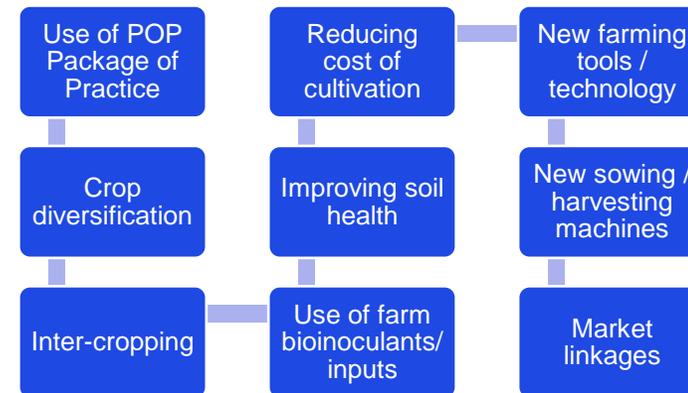
79% of these farmers reported that their yields increased between 41% to 60% due to market linkage support.

81% respondents earned up to Rs 20,000 per month after project intervention.

10% beneficiaries still migrate for work opportunities seasonally

98% of the respondents reported that they had received training.

96% of the respondents shared that they had got opportunities to use the information gained in the training.



Farmers received the training reported in the above areas.

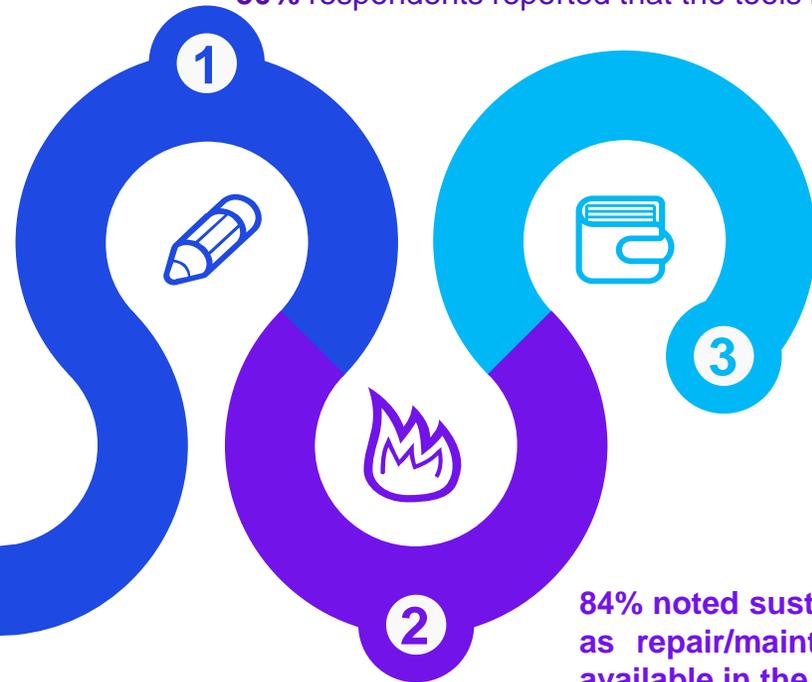
Research Findings (2/3)

Common Tools provided to community:

55% respondents felt the tools provided to them through the project, saved their time.

59% respondents noted the tools reduced their labor and costs.

50% respondents reported that the tools helped improve product quality.



48% observed that the tools can be used for multiple crops beneficial for overall yields and returns.

84% noted sustainability of the tool as repair/maintenance was easily available in the village.

Usage of extra income earned



The project implementation increased yields leading to higher income and extra income that was used for different purposes.



- 95% of them used it for their children's education.
- 46% of them used it to renovate their house.
- 33% used the extra income they had earned for the repayment of their loans

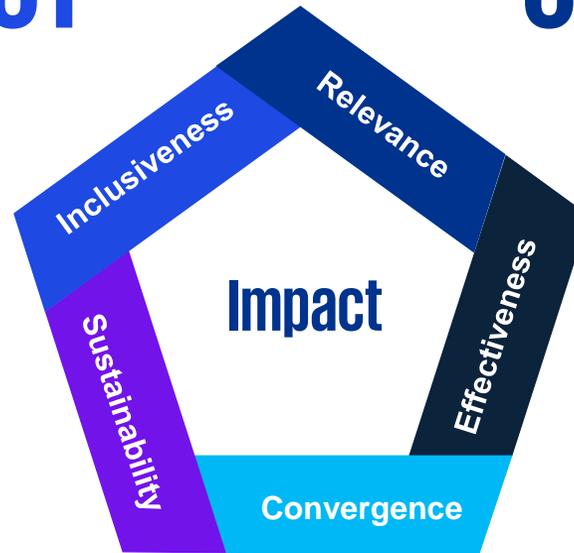
IRECS Evaluation

The project caters to farmers from scheduled tribes and BPL economic category. Many women farmers have participated and benefited from this intervention.

01

02

Tribal community needed guidance to improve the quality and reach market to gain better value for their produce. Access to tools that can improve productivity was key in ensuring farmers adopt the improved practices.



Empowered farmers to use their existing land and resources to cultivate and harvest industry-standard pepper that gives them competitive returns. Higher revenues will continue to improve their livelihood

05

03

Improved awareness on benefits of pepper farming for farmers. 64% farmers experienced increase in revenue with greater engagement.

04

Project implementation was done keeping Gram Panchayat updated. The Gram Panchayat provided information regarding potential beneficiaries.

Thank You

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