

**Corporate Social Responsibility Project by Mahindra and Mahindra Ltd.** 

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## **Contents**

01	About the Project	03
02	Project Objectives and Components	04
03	Approach and Methodology	05
04	Profile of Beneficiaries	06
05	Notable Project Outcomes	07
06	IRECS Evaluation	08



## **About the Project:**

SM Sehgal Foundation proposed and implemented "Krish-e Village Project" which was designed to offer integrated solutions to small farmers by focusing on improving farm income. It leveraged technical know-how about improved agronomical practices and promoted use of machines. It also helped in building capacity of the farming community to use digital apps for fast and timely delivery of knowledge inputs. The focus was bringing down overall farming costs and improving crop output to boost farmer income.

### **Objective**

- To develop farmer capacity with digital services, across the crop cycle, and provide holistic knowledge (agronomy advisory, advanced farm equipment rentals, digital farming solutions).
- Bring down overall farming costs and improve crop output, and consequently the farmer's income.

## **Project Geography**

- The interventions under the project are being undertaken in two districts: Sultanpur in Uttar Pradesh and Aurangabad in Maharashtra.
- The two districts are quite distinct both in terms of geography and ecology as well as cropping patterns and land holdings.

## **Project Objectives and Components:**

01

To equip farmers with the knowledge of available farm machines and modern agricultural practices to reduce costs and time spent on agriculture activities.

02

To undertake training and broaden knowledge base, utilise Takneek plots and offer agronomy advisory services to boost income.

03

To improve access to farm machinery for those unable to afford it, meet the need for advanced farm machinery through FPOs and CHCs.

04

To increase access to digital platforms and farming technologies through apps like Krish-e Mobile. This will enable better cultivation practices, improve yields.

#### **Project Components**

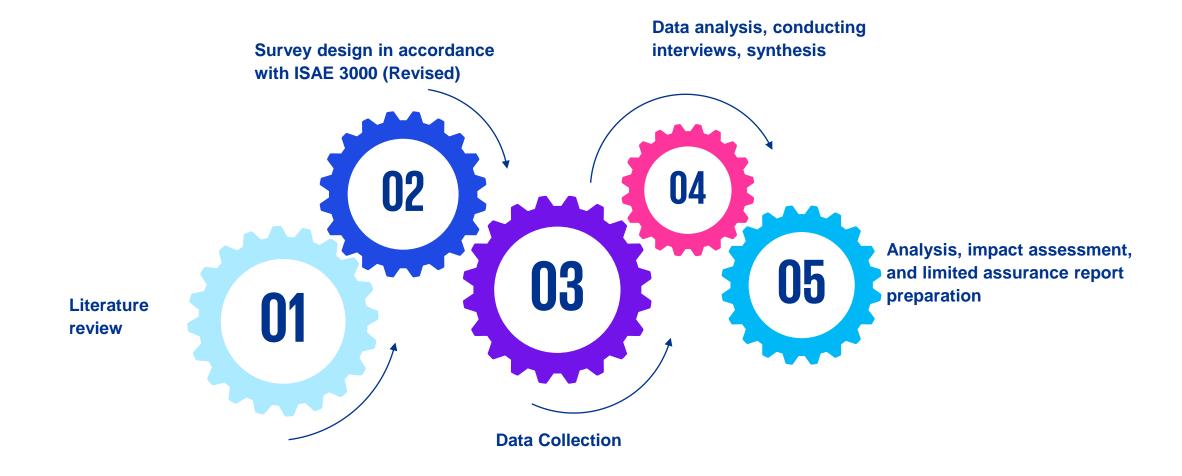
Demo (Takneek) plots & Agronomy advisory

Farm
mechanization,
advanced
equipment
rental

Less cost of cultivation, bridging knowledge gaps

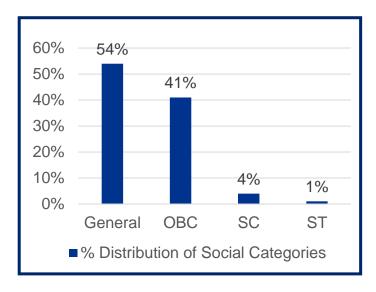
Capacity building and digitalisation

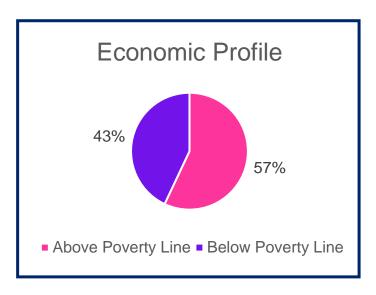
## **Approach and Methodology**

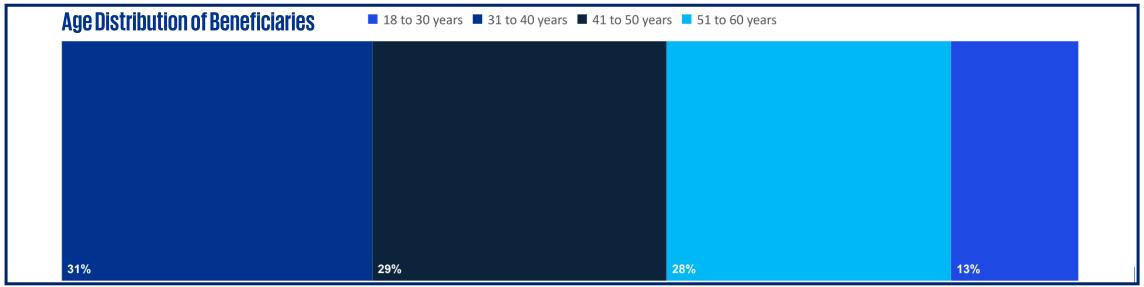


## **Profile of beneficiaries**









## Notable Project Outcomes

1

**Crop Diversification: 46%** of the respondents were able to diversify and sustain farmbased livelihoods.

2

**Takneek Plot Modules: Above 85%** of respondents knew about the rightful usage of pesticides, and fertilisers, how to reduce input costs, and improve soil health.

3

**Beneficiary satisfaction: 100%** of respondents were satisfied with the demonstration plots. **99%** were aware of M&M's contributions.

Bridging the digital divide: 93% of farmers were able to use mobile applications for agri-advisory purposes

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**Increase in Farm Productivity: Nearly 90%** of beneficiaries noted **at least** a 510% increase in farm productivity.

6

Improved financial behaviour: Beneficiaries enhanced their purchasing power and investment portfolio post-intervention (Savings, FDs, etc.).

## **IRECS Evaluation**

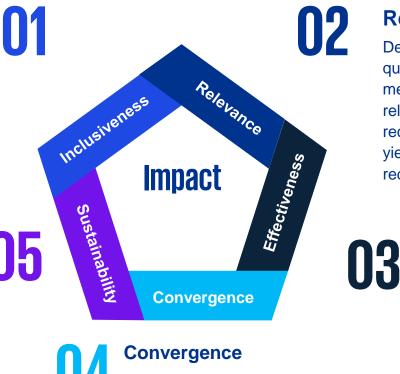
The overall impact assessment findings may be mapped as per the criteria of the IRECS framework as follows:

#### **Inclusiveness**

The project has given an opportunity to all types of farmers, from every social category. It has given a platform to engage in various knowledge-strengthening sessions and techno-driven interventions by creating a seamless learning environment in order to maximize their yields and income with minimal additional resource inputs and labour efforts.

### Sustainability

The project is sustainable due to components of awareness, knowledge, and demonstrations provided to help beneficiaries envision a better future. This project has empowered the farmers to use existing land and resources to diversify crops, mechanize farming, and digitize their lives to resolve problems and get high returns.



This implementation was done with support from PRI members and other stakeholders.

#### Relevance

Decreasing quality of outputs due to reduced soil quality, and lack of proper awareness towards farm mechanization processes, makes this project highly relevant. This project provides solutions and recommendations that can improve the farmer's yield, quality of produce, and overall income, while reducing the labor efforts and costs he has to input.

#### **Effectiveness**

The project has been highly effective for the farmers as they have gained new information about scope of seasonal diversification of crops/ cropping patterns, they have got access to information about specific problems and how to resolve them cost effectively through informative planning & decision making.

# ThankYou

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