



Mahila Abhivruddhi Society, Andhra Pradesh

FINAL EFFECTS OF PADI PANTALU PROJECT

(2020 - 2023)



BACKGROUND

Annamayya district in Andhra Pradesh, characterized by arid and semi-arid conditions, has long been grappling with agricultural challenges stemming from erratic rainfall patterns and limited water resources. The district is prone to droughts, negatively impacting crop yields and fodder availability. Small and marginal farmers, constituting a significant portion of the population, face economic disadvantages and struggle in maintaining sustainable agricultural practices in the district. Against this backdrop, **APMAS** has conceptualized and implemented a project titled **"Padi (Livestock) Pantalu (Crops)"** to address the challenges faced by the farming communities.

APMAS is an Indian non-profit organization working towards women's empowerment and enhancing the income and living standards of the rural and urban poor, particularly women, in Andhra Pradesh, Telangana and Bihar. By the year 2030, APMAS aspires to reach a million households to improve their incomes resulting in improved quality of life. APMAS is currently reaching out to over 300,000 households through 200 farmer producer organizations with 150,000 shareholders; 29 women's collectives with 160,000 women and 2,000 women micro-entrepreneurs. APMAS works with the National & State Governments, NGOs, private companies & banks, training, academic and research institutions across India & with organisations in some developing countries in Africa and South Asia.

PROJECT PROFILE

Title	Padi Pantalu - Achieving Food and Fodder Security through Sustainable Agricultural Practices
Duration	February 2020 to December 2023 (3 years and 11 months)
Donor	AEIN, Luxembourg
Budget	Rs. 2,79,84,684
Geography	2470 farmers (as against 1400) from 85 villages in 18 Gram Panchayats of Kurabalakota and Valmikipuram mandals in Annamayya district, Andhra Pradesh, India

Mandal	GPs	Villages	Project Families		
			Women	Men	Total
Kurabalakota	9	46	972	75	1047
Valmikipuram	9	39	402	1021	1423
Total	18	85	1374 (56%)	1096 (44%)	2470

OVERALL OBJECTIVE

Achieve food and fodder security through sustainable farming and alternate livelihoods for the small and marginal farmers with focus on women and youth.

SPECIFIC OBJECTIVES

Food Security: Promotion of sustainable farming practices to enhance food security for the households

Fodder Security: Promotion of fodder resource base to ensure fodder security for the livestock.



PROJECT INTERVENTIONS

KNOWLEDGE MANAGEMENT

- Conducted 196 capacity building programs to project communities on sustainable agriculture and livestock management practices
- Developed and disseminated 7 videos, 2 posters, 8 pamphlets and 24 case studies to the project communities and other stakeholders
- Organised orientation sessions for 2167 students from 16 schools on sustainable agriculture and environment protection
- Celebrated 10 events and held 26 competitions for students on sustainable agriculture practices, environment and nutrition
- Organised 16 millet melas reaching out to 1500 people on the importance of nutrition and healthy food habits
- Collaborated with the following primary and secondary stakeholders
 - Two FPOs, one each in Kurabalakota and Valmikipuram Mandals
 - Departments of Agriculture, Horticulture and Animal Husbandry
 - Krishi Vignana Kendra (KVK) Kalikiri and Tirupati
 - Horticulture Research Station, Horsley Hills; Agricultural Research Station, Tirupati and Regional Agricultural Research Station, Tirupati
 - Primary and Secondary Schools (16)

SUSTAINABLE FARMING PRACTICES FOR FOOD SECURITY

- Reached 2470 farmers directly through project interventions (women 56% and men 44%) and indirectly about 3000 farmers from neighbouring mandals and districts
- Brought 880 acres (as against 600 acres) under cultivation of millets and pulses by 643 farmers
- Provided 4300 nutri kits and promoted nutri gardens with 10 types of seeds

- Promoted 6 varieties of fruit and fodder trees in 14 schools and nutri gardens in 4 schools
- Provided women headed and marginalised families with
 - 25 mixies for processing millets
 - 3 nutri shops
 - 50 cycle weeders, 3 power weeders, 2 diggers, 2 seed cum fertiliser drills, 22000 sticky traps, 1200 kg seeds for green manuring
 - 59 chaff cutters and 7 milking machines
 - 24 sprinklers for critical irrigation
- Prepared and broadcasted 2.72 lakh seed balls in barren and common lands with the support of school children and communities
- Established 2 Bio Resource Centres, 2 Bio Fermenters & 2 vermi compost units to ensure availability of bio inputs to farmers
- Motivated 690 farmers to prepare and use bio fertilisers and bio manures in 500 acres of their land
- Motivated 1000 farmers to promote Navadanya system and 100 farmers to adopt green manuring
- Promoted Five layer model in the lands of 177 farmers with 1461 plants
- Promoted Miyawaki (high density plantation) with 4500 plants (23 varieties) in two high schools
- Provided the following support to families during Covid period:
 - Awareness to 2000 members on covid appropriate behaviour
 - Masks and sanitizers to 500 families
 - Eight varieties of vegetables and fruits (onion, carrot, brinjal, tomato, lemon, watermelon, grapes & oranges) 750 to vulnerable families and 200 families of single women and migrants
 - Forty quintals of dry fodder for three months to 75 families



SUSTAINABLE FARMING FOR FODDER SECURITY

- Provided fodder slips and improved varieties of seeds to 2090 farmers (Slips: Super Napier, Red Napier & Smart Napier; Seeds: Jowar, Maize, CoFS-33, Avisa, Hedge Lucerne, Cowpea and Pillipesara)
- 700 acres of farmers land and 200 acres of community land came under fodder cultivation
- Promoted 25 azola units, 80 drum silage units and 1 Hydroponic unit
- Cattle shed lining was done for 20 marginalised farmers for ensuring hygienic / health management of livestock and collection of urine for preparing inoculants
- Supported women headed and marginalised families with 56 breeding rams, 1 ram lamb, 10 units backyard poultry each 25 chicks, 100 fishlings to enhance their livelihood options and income
- Conducted 87 health camps serving 9787 cattle and deworming for 19527 sheep and 23934 goats and also provided 6 trevis

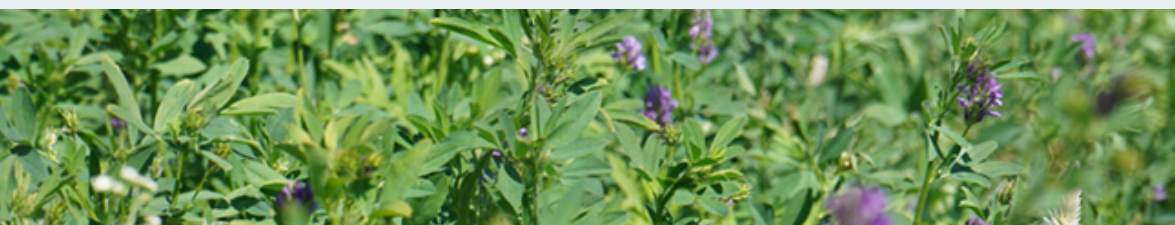
BASELINE VS. ENDLINE

The baseline study (context analysis) for the project was conducted in December 2019 by Sri Padmavati Mahila Visvavidyalayam (University for Women), Tirupati. The endline assessment was done by the third-party 'Verdantum' in Nov-Dec 2023 to understand the changes that happened due to project interventions and how far the project objectives are achieved and resulted in creating impact across three components (Knowledge Management, Food Security and Fodder Security) among the project communities and other stakeholders. The sample size for both baseline and endline was 64 farmer families and the final effects are given below.



PROJECT IMPACT: FINAL EFFECTS

Project Outcomes	Baseline	Endline
Farmers adopting crop diversification - 4 to 6 crops	19%	58%
Farmers adopting crop rotation	67%	81%
Farmers practicing millet cultivation in < 1 acre	52%	61%
Farmers practicing pulses cultivation as intercrop	11%	63%
Farmers adopting navadanya practices	10%	60%
Farmers adopting organic treatment of seeds	02%	22%
Farmers procuring improved variety of seeds	34%	97%
Farmers adopting sustainable practices in < 1 acre	28%	50%
Farmers adopting sustainable practices in 1 – 3 acre	03%	15%
Farmers promoted nutri garden at backyard/farm	03%	95%
Farmers applying only chemical pesticides for crops	63%	58%
Farmers started applying bio pesticides for crops	02%	36%
Farmers applying only chemical fertilisers for crops	64%	63%
Farmers started applying bio fertilisers for crops	30%	70%
Farmers promoted vermi-compost units	02%	14%
Farmers adopting the inter and border crops	38%	78%
Farmers used pheromone and sticky traps	08%	59%
Farmers cultivated types of fodder varieties	2	10
Farmers made investment on technology and package of sustainable practices per acre	Rs. 21207	Rs.374324
Farmers made significant uptick in livestock investment per household	Rs. 52968	Rs. 78750
Farmers participation in formal institutions	20.00%	100.00%
Shareholders in Kurabalakota and Valmikipuram FPOs	114 & 162	708 & 709



SIGNIFICANT CHANGES

- 94% affirmed a positive change in women's roles and reshaping their participation in farming and livestock sectors
- 85.94% reported substantial skill development of women, 10.94% acknowledged a moderate gain, and 3% perceived no improvement
- 66% reported a positive change in increase of youth involvement in agriculture and livestock management activities but 34% indicated no discernible change
- 95% households had increased access to animal health services and productivity
- Increase in productivity and income is due to livestock improvement, fodder availability, access to animal health services, crop diversification, reduction in chemical application, adoption of improved seeds and technology

CHALLENGES AND WAY FORWARD

- Address reasons for disinterest and enhance youth's participation in farming
- Enhance millet cultivation and address challenges in processing and profitability
- Reduce chemical application and accelerate adoption of natural farming practices for larger plots on a continuous basis
- Address education, financial and knowledge based obstacles on package of practices, processing and marketing of produce (new crops and organic produce)
- Leverage timely support from the government for the small and marginal farmers and promotion of sustainable farming and livestock management practices
- Implement digital monitoring and evaluation mechanisms to track the final effects
- Foster a sense of community ownership by facilitating knowledge-sharing sessions and exchange of successful practices and lessons learned
- Knowledge dissemination strategy through educational materials and workshops to keep farmers, especially women and youth, informed about the latest agricultural practices, technological advancements, and market trends
- Strengthen collaboration with line departments, research stations, and other stakeholders for continued support and scaling up through strategic partnerships



apmas

APMAS Head Office

Mahila Abhivruddhi Society, Andhra Pradesh (APMAS)
HIG 11 & 12, Huda Colony, Taneshanagar, Manikonda
Hyderabad - 500089, Telangana. Tel : +91 8413403118
info@apmas.org www.apmas.org

APMAS Regional Office

SR Towers, D.No.17/89-6-7-8-1, 2nd Floor, Road no.13, NVR Layout
Madanapalle - 517325, Annamayya District, Andhra Pradesh

APMAS Kurabalakota

Near Auto stand, Kadapa road, Angallu - 517326
Annamayya District, Andhra Pradesh

APMAS Valmikipuram

PACS Building, Opposite to: CRR Girls High School, Bypass road
Valmikipuram - 517299, Annamayya District, Andhra Pradesh