

Madhyam Foundation, Bhubaneswar

POP strategy

Selection Criteria:-

Our target group i.e. poorest of the poor may broadly be defined as primarily survival and subsistence-oriented and lacking access to critical resources such as land, labor and credit

1. Small and marginal farmers, having less than 2 acres of land (mainly SC, ST, minorities)
2. Women headed households, widows, forest dependent communities etc.
3. Landless and vulnerable families.

Selection process:

The Pop will be identified from profiling and baseline data with the active participation of SHG members/community of the concern villages.

Activities to be undertaken for POP:-

1. Mobilizing women farmers to cultivate SRI paddy & vegetable organically.
2. The landless women will be encouraged to take up Goatery through convergence with available Govt Schemes for long term benefit to the families.
3. Village level training and demonstration for mahila kishan on preparation of sustainable agri. Practices like: Handi Khata, Jeebamirta, Amrit jal preparation and use in the field.
4. ToT for PRP on soil testing and soil health management, TOT for PRP on crop planning & organic ways of vegetable cultivation 4. Community level training on Basic Technological aspect of SRI & Plant protection measures
5. Providing Mandva weeder, sickle, to the SHGs & mahila kishans
6. Exposure visit of CRPs & Mahila kishan to immersion sites.

Expected Output:

1. One POP HH will undertake vegetable crop with 50 decimal of land on lease basis and cultivate vegetable organically following crop plan to get upto Rs 50,000 incremental income per year
2. POP household will be undertaken goat rearing to get at least Rs 5000-6000 incremental income per year
3. Promotion of SRI : 5500 households
4. Promotion of Vegetable Cultivation: 3,000 households
5. Goat Rearing: 500 land less households (having land less than 1 acre or having only homestead land.)

