

# Madhyam Foundation , Bhubaneswar

## on behalf of SODI

### 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 village

#### **Activities to be undertaken for POP:-**

1. Mobilizing women farmers to grow organically SRI paddy, pulses, millets, vegetables.
2. Village level training and demonstration for mahila kishan on how to prepare Handi Khata, Jeebamruta and use in the field.
3. ToT for PRP and CRP on Basic SRI technology, organic way of SRI plant protection, organic way of vegetable cultivation, Soil testing and soil health management.
4. Community level training on the above topics
5. Providing Mandawa weeder, sickle, hand weeder, hand hoe, sprayer to the mahila kishan
6. Exposure visit of Mahila Kishan,CRP and PRP

#### **Expected Output**

1. Promotion of SRI : 12,000 households
2. Promotion of Vegetable Cultivation: 6,000 household
3. Promotion of Pulses: 7500 HH
4. Promotion of Millet: 8000 HH
5. Promotion of Tuber Crop: 13,200
6. Goat Rearing: 1,200 land less households ( having land less than 1 acre or having only homestead land.)
7. Promoting village level entrepreneur for preparing and selling organic materials :274

8. One POP HH will undertake vegetable crop with 50 decimal of land on lease basis and cultivate vegetable organically following crop plan to get up to Rs 50,000 incremental income per year
9. POP household will be undertaken goat rearing to get at least Rs 5000-6000 incremental income per year
10. Promoting entrepreneur with organic nutrient and plant protection materials production and selling to farmers in each village.

Our 0.5 acre Model Attached

Before  
intervention

		Crop	Area (Acre)	Invest. (Rs)	Prod. (Q)	Own consum. (Q)	Balance (Q)	Market value (Rs)	Net income (Rs)
Upland and medium upland including homestead	Kharif	Rainfed Pigeon pea							
		Vegetable							
Low or medium land	Kharif	Paddy							

After  
intervention

		Crop	Area (Acre)	Invest. (Rs)	Prod. (Q)	Own consum. (Q)	Balance (Q)	Market value (Rs)	Net income (Rs)
Upland and medium upland including homestead	Kharif	Rainfed Pigeon pea							
		Vegetable							
	Rabi	Irrigated vegetable							
Low or medium land	Kharif	SRI							

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