

Field Visit Brief

Local Enterprise for Sustainable Livelihoods: Sakshi Dairy Producer Company Limited, Madhya Pradesh

Sakshi Dairy Producer Company Limited is a company registered under the Companies Act, 2013, and has its registered office at Gundrai, Orchha, Tikamgarh district of Madhya Pradesh.

The Sakshi Dairy Farmer Producer Organisation (FPO) has been formed with 10 directors and a membership of 180 individuals. Before the formation of this FPO, the farmers did not have proper market linkages. At the same time, there was poor awareness on market trends and contemporary agricultural practices. With the intervention of Development Alternatives (DA), the FPO was formed and registered after a systematic capacity development process. At present, the FPO has three product lines, namely, Vermi-Compost, Animal Feed Outlets and Bio-Energy based Enterprise. It provides vermi-compost unit installation services and agro-processing services for enhancing the value of the local farm produce. It is also linking the farm to the markets for value-added produce. The FPO has set up five Animal Feed Outlets. It is also involved in the application of bio-gas based energy for running small machinery for agro-processing.



DA has not only contributed in the formation and registration of the FPO, but has also built capacities of farmers to improve their farming and business skills. It has further helped the FPO in product line identification and market linkage. The FPO has demonstrated social and economic benefits, especially to women, by enhancing farm incomes and creating enterprise development opportunities for the local communities.

Exploring cash flows in agriculture economy to optimise livelihood security: Gaushala, Madhya Pradesh



The Ram Raja Gaushala is a women run enterprise development model. Completely run by local women, the Gaushala is a livelihood centre where women's groups produce low cost vermi compost and also provide agroprocessing services for enhancing value of the local farm produce, mainly spices. Linked to agriculture support services for seeds and improved practices for spice production at the farm, this centre links the farm to markets for value added produce. The Gaushala, also demonstrates application of bio-gas based energy for running small machinery for agro-processing, creating multiple revenue lines for the Women's Federation that manages this centre. The Gaushala has been creating new opportunities for income and livelihood opportunities for farmers both women and men in the region since a decade.

Clean Technology for Natural Resource Management: Govindnagar, Madhya Pradesh

Govindnagar, located in Bajani Panchayat of Datia district, is one of the Hamara Gaon Models implemented by DA. The tribal village comprises of 82 households, with a population of 363. Farming and Agri-based labour are the main sources of livelihood for the villagers.

Drinking water scarcity was a severe problem in Govindnagar village. The main source of water was a well, situated at a distance of 2-3 km from the village, and the women had to walk long distances to fetch water every day. DA, with support from the community, installed a solar energy based drinking water system that pumped ground water from a bore well and supplied it to households and public connections. A Pani Panchayat has been formed and the members have been trained on the operation and maintenance of



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the infrastructure. The committee is responsible for reviewing the functioning of the system and resolving infrastructural and distributional issues.

It is effectively, a community owned and community managed model. The people of Govindnagar today take pride in their solar energy based drinking water infrastructure and the fact that every household in the village enjoys round the year access to safe drinking water. This initiative by DA is an example of how emerging technology can be harnessed to meet the basic needs of people and improve their quality of life even in the most unreached parts of the country.

SHG Federation delivering Basic Need Services: Punawli Kalan, Uttar Pradesh

Punawli Kalan village is situated in Jhansi District of the drought-prone Bundelkhand Region in Central India. The village has a total population of nearly 3000 people distributed across 608 households. About 32 per cent of the population belongs to Scheduled Caste, 65 per cent to Other Backward Classes and the remaining 3 per cent to General Caste.

About two decades ago, the people of this village started to feel the impact of climate vulnerability which was adversely affecting their lives. The entire population depended on 20-22 hand pumps and open wells for drinking water, most of which went defunct with the depleting groundwater level. Meanwhile, women SHGs from 25 villages formed a federation, 'Sahyogini Mahila Mandal', which took a step towards solving their water woes by restoring the defunct water system and its management. Today, with the water tank of 65000 litres storage capacity, 2000 people of the village are meeting their daily drinking water requirements. DA has worked extensively in strengthening the institutions and guiding them to operationalise the entire system of water management in the village.



Providing Literacy Solutions to empower lives: TARA Akshar+ Centre, Uttar Pradesh

DA's literacy and learning programme TARA Akshar+ is a 56 days computer based literacy programme which made illiterate women functionally literate in 56 contact hours. As the learners normally tend to forget after the 56 days course, this is topped up by a six months specially designed Gyan Chaupali initiative. Here the neo literate and semi-literate women as a group come together for six months duration to practice reading and writing and to realise the application part of literacy in their day to day life. This initiative has been added to improve the sustenance of literacy initiative. It is designed to bring qualitative impact to the programme outcomes. The Gyan Chaupali package helps in giving strength to the group and this programme.



Gyan Chaupali as a package of tools addresses the gap in the information levels in an effective manner. It is designed to provide information on the concept of women collectives, importance of knowledge, awareness, exposure and participation, and on substance like economic stability (livelihood options, entrepreneurial skills etc), on behavioural aspects (communication skills, negotiation skills, leadership skills etc.), general issues (health, education, nutrition, development schemes and programmes etc) and overall empowerment concepts (like rights and entitlements, participation and taking roles and responsibilities at different levels, accessing various

programmes) which leads to the better performance, better outputs on economic, social empowerment indices of women.

The package is implemented through trained TARA Sahelis (local women who are qualified till 10th standard or above). Further, it gets converted to a Continuous Learning Centre where women can come and read and learn together.

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