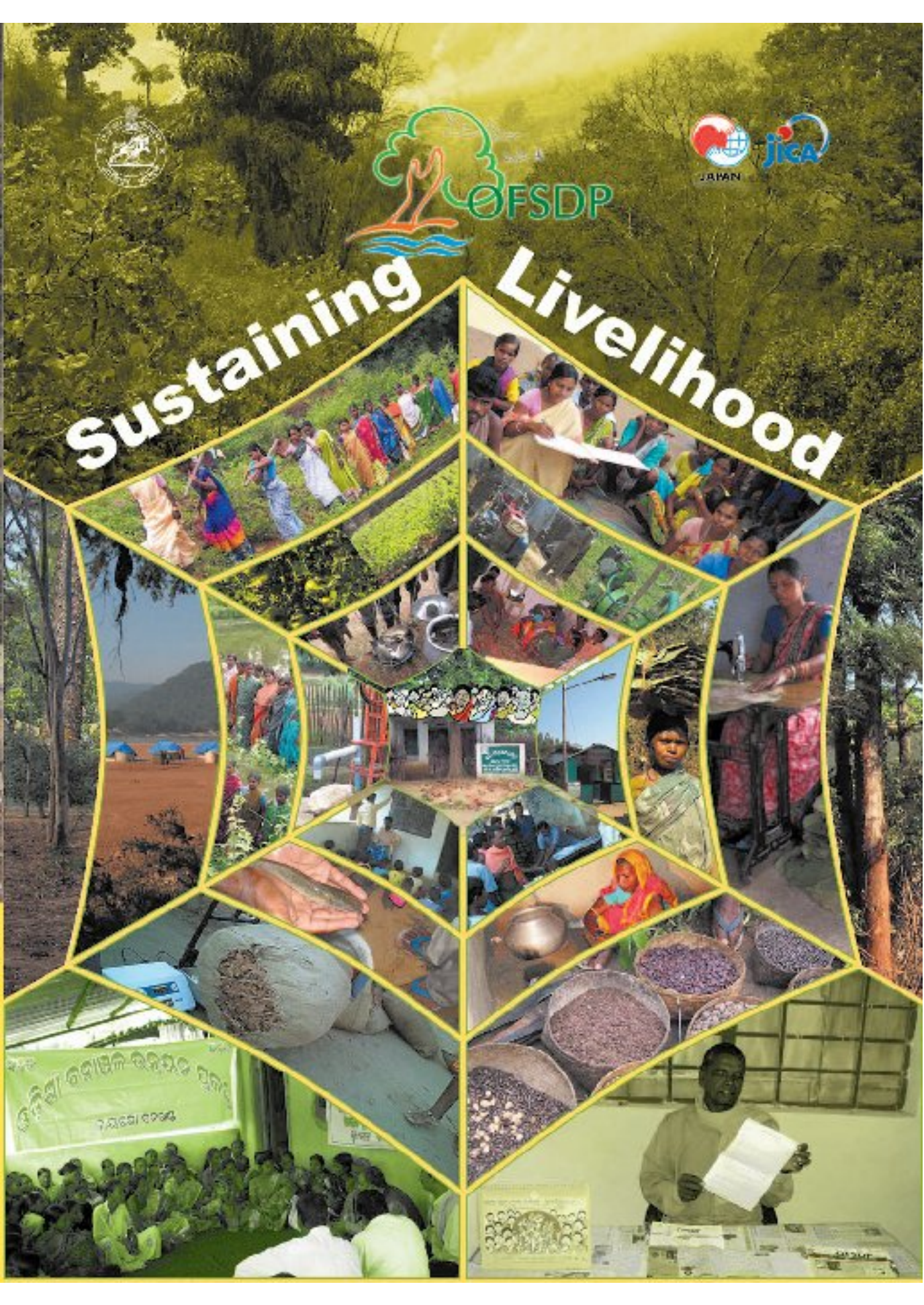




# Sustaining Livelihood





**Naveen Patnaik**  
Chief Minister, Orissa



## Message

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I am glad to know that the Orissa Forestry Sector Development Project is going to bring out a booklet namely "Sustaining Livelihood" to highlight the successful implementation of Pilot Income Generation Activities.

I hope the publication will go a long way in enriching the knowledge of the front line forest department officials for result oriented execution of livelihood promotion activities under the project.

I wish the publication all success.

(Naveen Patnaik)



U.N. Behera, IAS  
Principal Secretary  
Forest and Environment Department  
Government of Orissa



## Message

The 'Livelihood Improvement' is an important component of Orissa Forestry Sector Development Project and is germane to ensuring Sustainable Forest Management through community participation. It gives me immense pleasure to note that the project is bringing out a booklet titled "Sustaining Livelihood", which dwells upon the implementation of the Pilot Income Generation Activities, the convergence efforts with other line departments implementing developmental activities to maximize the benefits to the community and the experience learnt there from. After a detailed 'Livelihood Opportunity Analysis' and 'Value Chain Analysis', the Project is now planning to launch focused cluster based Income Generation Activities.

I hope the learning from the pilot IGA which have been documented in the booklet will be useful in the implementation of a focused and effective cluster based Income Generation Activities Plan.

(U.N. Behera)

# OFSDP Livelihoods

**perspective.....**



Livelihood Promotion is one of the two main components of the project. It is imperative to create a sustainable livelihood structure for sustenance of all efforts. Project is taking several initiatives to fulfill basic needs in the project villages and working in close coordination with community. Strengthening of VSS as a village resource centre is a major step for establishing a viable community resource institution. Measures are being taken to establish a self sustaining models of development by instilling confidence, sense of self reliance and respect for conserving assets. Though project is facilitating creation of a sound infrastructure, actual development requires concerted community efforts.

Since most project villages are situated in interior forest areas, Project prioritized establishment of a robust infrastructure for mainstream developmental penetration. Project provided communication facilities, village infrastructure, basic amenities, household solutions for energy and food security through EPA . Income generating activities were initially started through small loan linkages from VSS Revolving fund for initiating an entrepreneurial culture. More focused cluster based IGA interventions are on the anvil for upscaling and to reach higher markets.

Through all these efforts, an enabling environment is gradually being created for concerted community efforts.

Persevering and responsive community can change the developmental equation for sustainable livelihoods. I expect community dynamism will pave the way for prosperous and vibrant future in the project villages.

**(Arun K. Bansal)**





# Livelihood

Livelihood promotion is a major objective of OFSDP. The Project villages in the vicinity of degraded forests have inadequate opportunities and are deprived of main stream development efforts due to lesser outreach in these remote often inaccessible areas. OFSDP targets livelihood activities for immediate succor and long-term augmentation of livelihood support structure. Project has adopted an evolving and demand driven approach around available natural resources and human capital.

Project is strengthening VSS, the community institutions at village level, and is providing support for undertaking different forestry interventions and income generating activities. There is all out effort for intensive community participation for ensuring benefits to various sections of the community, particularly those dependent on forests.

This report is covering different livelihood interventions under the project, strategies, approaches and efficacies for future prospects of replicability, and improvements required on the part of different stakeholders. Simultaneously, roles and responsibilities of VSS as a viable community institution for enhancing livelihoods is being underlined for sustainable socio-economic development.

Structure of this Report:

- VSS - the torch bearer
- Livelihood promotion / facilitation under OFSDP
  - ✦ Augmenting Livelihood Assets through EPA / Convergence
    - Physical Capital
      - ◆ Communication and Accessibility
      - ◆ Household Energy Solutions
      - ◆ Agricultural Implements for income enhancement
      - ◆ Water structures for irrigation and pisciculture
      - ◆ Drinking water facilities
      - ◆ Sanitation facilities
    - Human Capital
      - ◆ Health
      - ◆ Education
    - Natural Capital enhancement
      - ◆ Veterinary Services
      - ◆ Community Meeting Place
  - ✦ Augmenting Livelihood Assets through IGA
    - Strengthening Social Capital
      - ◆ SHG formation/ rejuvenation / strengthening
      - ◆ VSS empowerment
    - Building Financial Capital
      - ◆ VSS Revolving Fund
      - ◆ Pilot IGAs
      - ◆ Analysis of different activities under Pilot IGAs
    - LOA and way forward.... (Cluster IGAs by SHGs , CIGs)

# ofsdp *vision*

## the Objective

*Restoration of Degraded Forests &*

## *Livelihood Promotion*

## the Vision

In JFM scenario Livelihood augmentation is a crucial requirement. Efforts are on to develop Endogenous Systems, which are self-sufficient, responsible and can take care of its resources.

With this vision project strategy is

## the strategy

### Empowering community through

- Establishment of VSS - community institutional structure at village level
- Conducive policy framework for these institution
- Provision of VFDF under VSS
- Establishing linkage with various development efforts for healthy convergence
- Holistic Development of Village with required Livelihood Logistics [Infrastructure, Basic Human Needs, Income Diversification]
- Robust Income Generation Mechanism [through different IGA efforts and integration with high-end markets]

and at Last

### Overall management of village level activities by VSS

- Capacitating VSS to develop in to Village Resource Centre for future needs and development of village.

*Restored Forest & Developed Community*



*a Robust Community Structure for.....*

**Forest & Livelihoods**

Management

# Inspiring a Sustainable Future

**Impoverished Community**  
apathetic to undertake development efforts

Inadequate opportunities  
Subsistence Livelihood  
Lack of Confidence  
Heavy dependency on Forests  
Lack of concern for conservation of Natural Resources

Community Mobilization  
Community development works (EPA)  
Need based support

Strengthening of VSS  
(Community institutional structure)  
Inclusive approach, Enabling Environment

Participatory planning  
(Micro-Plan Development)  
for Livelihood and Forestry

**Empowered and Motivated Community**  
for spearheading development efforts

Forestry Interventions

Livelihood Interventions

Livelihood  
Infrastructure

Basic  
Needs

Income  
Generation  
Activities



## VSS... the torch bearer



Sri S.P.Nanda, APC & Chairperson, Governing Body OFSDP and Project Director Sri A.K. Bansal in a VSS office, Koraput DMU.



Principal Secretary, Forest & Environment Dept., Govt. of Orissa interacting with VSS President in Baliguda DMU.

VSS has immense responsibility for spearheading different activities relating to village development and sustainable forest management. Project is developing each VSS as Village Resource Centre for long term resource augmentation, all round development and commitment for JFM activities. Besides this, project is putting in efforts for enhancing VSS efficiency and enabling it to undertake various activities. Major roles and responsibilities of the VSS, with the aim to provide a robust support for grassroots efforts -

### A. Ensure Participation and Social Inclusion

- Explore the potential areas of improvements and socio-cultural needs of the community.
- Generating a sense of responsibility, belongingness and ownership.
- Continued resource support to the community and community reciprocity for different village / forest development works.
- Exclusive targeting of most vulnerable sections and ensuring their participation in the development process.
- Instilling sense of equity among the villagers and facilitating conflict resolution mechanism for building trust and ensuring cooperation.
- Addressing oppression on the basis of Social stratification & denial of due rights to the lowest strata (socially or economically) to raise the confidence level of them and involve them in mainstream development.
- Sustained handholding in developmental activities to induce much needed confidence and ensure community participation.
- Remaining responsive to the community concerns for better community mobilisation towards VSS activities & long term forestry needs.

He who does not think of the future  
will soon have problems to face.

## B. Addressing Livelihood / Forestry Needs

- Regular sensitization on different IGA processes and required Capacity Building for village level IGA support to different SHGs.
- Awareness and knowledge of different livelihood options, resources and processes being undertaken in the village by different SHGs. This will be helpful in sustaining handholding support to SHGs **even after the project completion**.
- Exploring the potentials of income for the community and understanding market dynamics.
- Robust SHG structure in the village is an added advantage for VSS, which can be utilized effectively for village and forest development activities.
- Working towards meeting basic livelihood needs and educating the community for their entitlements and responsibilities with regular involvement in different development works.
- Diversifying opportunities for the community through different activities and multi-stream income base for livelihood security.

## C. Maintenance and Management of utilities-

- Establishing a convergence mechanism for all round development with mainstream development programmes.
- O&M strategy for different community assets and household instruments.
- Village Asset Register & collection of user fee.



Do not seek to foresee the future,  
but to enable it to happen.

## Continuous Capacity Development-

- Animator is a vital link in the whole VSS activities and there is strong need of capacity enhancement and process awareness related to different interventions at village level. Animator facilitates the process of knowledge and information diffusion.
- Capacitating animator on different development programmes and policy formulations will provide a robust VSS support structure to the community.
- Forester is an ex-officio Member-Secretary of the VSS Executive Committee and a vital link between the VSS and the Government. It is the duty of the member-secretary to look-after the needs of the VSS and reciprocative support from the community for forestry efforts.

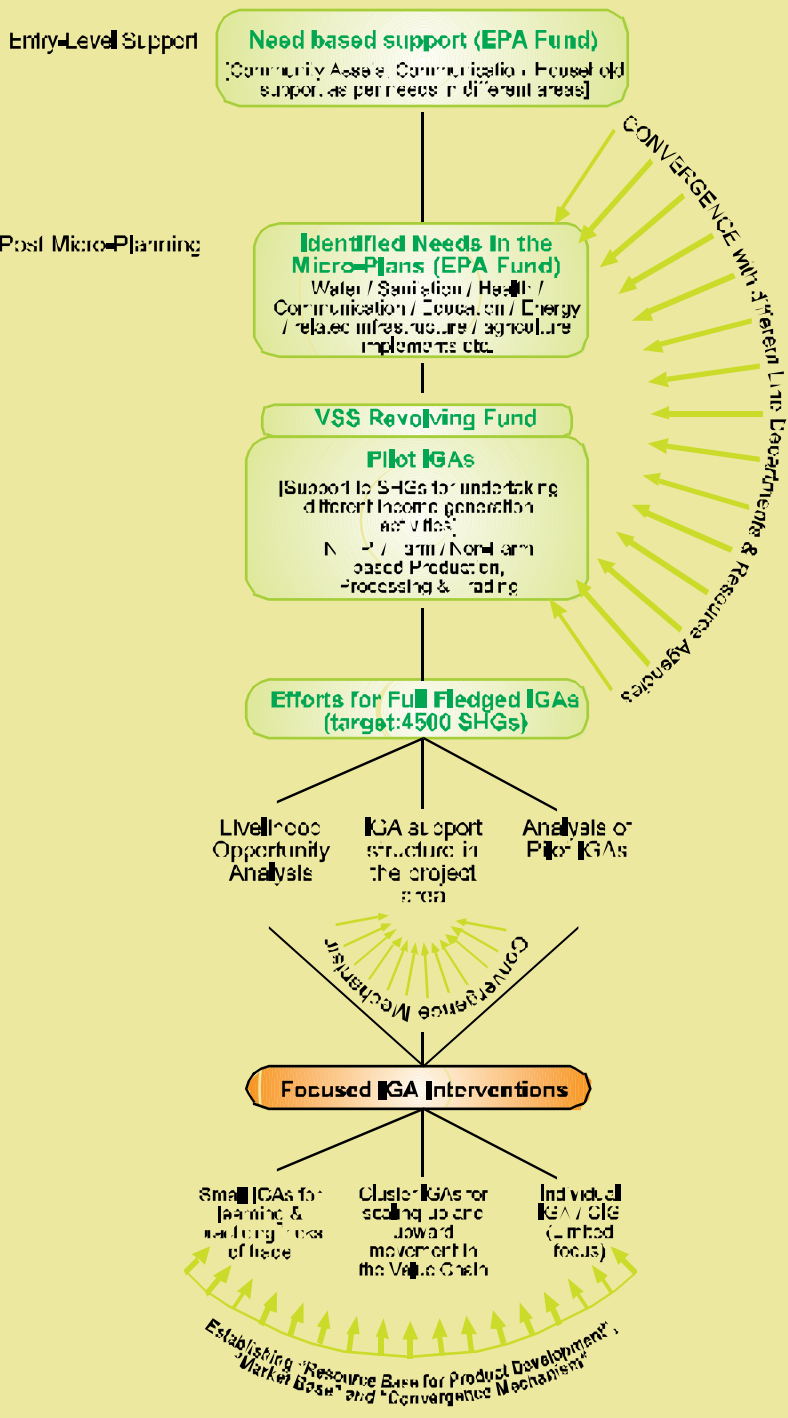


### Animator

- a local educated youth.
- important link between the project and community.
- being local, his/her presence and integrity assured.
- responsible for different VSS activities, such as keeping and maintaining records, meeting schedules, communication with the grassroots & project.
- grooming efforts for undertaking different development works.



# Livelihood Augmentation





# Need based support under EPA

In EPA component different requirement as per the need of the community have been supported in different areas. These can be broadly divided in following categories.

## LIVELIHOOD INFRASTRUCTURE

### Communication & Accessibility

- > Road / bridge Repair / Culvert
- > Boat
- > Wall Phone / Mobile Phone / Phone coinbox
- > Mike set, Music system/ Radio / TV

### Community Assets / Services

#### Drinking Water Security

- > New tube wells
- > New dug well/shallow well/Chuan/gravity flow tap
- > Repair of Tube Wells
- > Renovation of dug wells
- > Platform at Dug well/tube well/Open well
- > Drinking water supply/ Tanks

#### Water Structures for irrigation & pisciculture

- > New Ponds / Renovation of Ponds
- > WHS/ Check dams & Canal
- > Water pump set
- > KB Pump / Rope washer pump / Paddle pumps
- > Renovation of Lift Irrigation point

#### Sanitation

- > Drains / soak pit
- > Bathing Ghat near Ponds
- > Bathing enclosures for ladies
- > Community latrines

#### Farm Support

- > Agricultural equipment
- > Rice Haller/Thrasher/ Power tiller
- > Power sprayer / sprayer
- > Rice blowing machine / Paddy cleaner
- > Iron Casual / Iron plough

#### Asset Base for IGA

- > Pisciculture
- > Vermicompost / compost pits
- > Fish farming
- > Weighing Balance
- > Drying Platform for NTFPs
- > Tent house equipments

### Meeting Place & logistics

- > Sabha mandap / Cement platform
- > Dari

### Lighting Solution

- > Solar street lights/Solar lanterns to non electrified villages
- > Gas Light/Patromax
- > Spot lights for protection from Eephant
- > Generator

### Health

- > Health Camps
- > De-worming

### Education

- > Educational material
- > Renovation of School building

## HOUSEHOLD Needs & Food Security

- > Smokeless Chulha
- > Vaccination to live stock
- > Fruits bearing trees/Grafted Mango
- > Hybrid paddy seed
- > Mosquito nets / Blankets

Besides the support from EPA fund, project also garnered support through convergence from different line departments. Different livelihood support provided by other line departments are being introduced for enhancing the quality of life & using this convergence platform for long-term utilisation & maintenance of the community assets.

# LIVELIHOOD INFRASTRUCTURE

## Communication & Accessibility [ through EPA Component / Convergence support ]

Communication infrastructure & facilities for remote in-accessible areas.

### Project Interventions

- > Roads
- > Bridge Repairs
- > Culvert
- > Boat



Pithamahal in Rajangpur Range of Rourkela forest Division was provided with a motorised passenger boat from EPA fund to solve the communication problem.



Kendughati, Kucheita Gram Panchayat, Rourkela Forest Division. Road construction through NREGS.



Bulajhar, Dholgandia, Balijharana and Tumugula villages in Talcher range under Angul DMU got all weather road through EPA intervention under the project.



The project has provided a boat under EPA to the Amboguda VSS in Jeypore Division, which fulfilled the communication need of the villagers. It is being utilised for fishing purpose also, thus adding to source of income for the VSS.

### VSS imperatives-

O&M support can be availed through Convergence with -

- > Panchayat
- > DRDA
- > Rural Works



Other communication logistics -

- > Wall Phone
- > Mobile Phone
- > Phonecoinbox
- > Mike set
- > Radio / TV



## Targeting Livelihoods-

**Infrastructure**  
Communication

**Community Assets**  
Basic Needs

**VSS Logistics**  
Institutionalisation

**Household solutions**

**IGA**  
Income Generation

# LIVELIHOOD INFRASTRUCTURE

## Drinking Water Facilities

Safe Drinking Water & Water for daily household use at village level.

- > New tube well
- > New dug well/shallow well/Chuan/gravity flow tap
- > Repair of Tube Wells
- > Renovation of dug wells
- > Platform at Dug well/tube well/Open well
- > Drinking water supply/ Tanks



Reduced time on water collection.

Improved Health of rural women.

Safe drinking water means prevention of water borne diseases.

More time for productive activities, for income generation and other community services.

- VSS imperatives-**  
**O&M** support can be availed through Convergence with -
- > Panchayat
  - > RWSS
  - > DRDA

**A Case from Project :**  
 Gutuma a tribal village in Gajapati was facing acute water scarcity. Women folk used to walk 2 kms. in hilly terrain to fetch water for drinking and other domestic chores. Project provided continuous water supply through a gravity flow system.

O&M support through skill development / material support in case of breakdown of provided facilities. VSS needs to develop skills and system for maintenance of assets.

### Targeting

Infrastructure  
 Communication

Community Assets  
 Basic Needs

### Livelihoods-

VSS Logistics  
 Institutionalisation

Household  
 solutions

IGA  
 Income Generation

# Water Structures for irrigation & pisciculture

- > New Ponds / Renovation of Ponds
- > WHS/ Check dams & Canal
- > Water pump set
- > KB Pump / Rope washer pump / Paddle pumps
- > Renovation of LI Points



## Chiddi a remote revenue village in Rourkela Forest Division.

Defunct Lift Irrigation(LI) point was re-started after repair of LI canal from EPA fund. Helped in cultivation of various cash crops, vegetables & farming activities for enhancing income level. Now 37 farmers can cultivate 50 acres of land.

### VSS imperatives-

- O&M support can be availed through Convergence with -
- > Panchayat
- > Irrigation Department
- > DRDA
- > Department of Fisheries



It was seen in many cases facilities provided earlier became defunct for want of repair & maintenance. VSS needs to develop alternate strategy as per the need & available support for proper maintenance of these structures & related vulnerabilities due to wear & tear and immediate remedy in case of failure. For this purpose user fee system has been introduced, which are being deposited in "Village Forest Development Fund" (VDFD) for post project maintenance.

## Targeting

Infrastructure  
Communication

Community Assets  
Basic Needs &  
Income Promotion

## Livelihoods-

VSS Logistics  
Institutionalisation

Household  
solutions

IGA  
Income Generation



# Sanitation

- > Drains / soak pit
- > Community Latrines & Bathrooms
- > Bathing Ghat near Ponds
- > Bathing enclosures for ladies



**VSS imperatives-**  
**O&M** support can be availed through Convergence with -

- > Panchayat
- > RWSS
- > DRDA



## Targeting

Infrastructure  
Communication



Community Assets  
Basic Needs &  
Income Promotion

## Livelihoods-

VSS Logistics  
Institutionalisation

Household  
solutions

IGA  
Income Generation

# Farm Support

- > Agricultural equipments
- > Rice Hailer/Thrasher/ Power tiller
- > Power sprayer / sprayer
- > Rice blowing machine / Paddy cleaner
- > Iron Casual / Iron plough
- > Bucks for improving Goat Breed



Tribal village Sikabadi in Rayagada was milling rice 18 km away from the village. Project provided a rice-hauler from EPA fund, which is being maintained by VSS. Now it is an asset to village & a revenue source for VSS.



**VSS imperatives-**  
**O&M** support can be availed through Convergence with -

- > Panchayat
- > Agriculture Dept.
- > DRDA
- > Animal Resource Dev. Dept.



7-Bucks have been provided in Deogarh Division (1 Buck / VSS to the 7 VSS) for improving the goat breed. After watching the performance more such bucks will be provided to other VSSs.

## Targeting

Infrastructure  
Communication

Community Assets  
Basic Needs &  
Income Promotion

## Livelihoods-

VSS Logistics  
Institutionalisation

Household  
solutions

IGA  
Income Generation

# Asset Base for IGAs

Various assets required for enhancing income opportunities

- > Weighing Balance
- > Vermicompost / compost pits
- > Farm Nursery
- > Fish Farming / Pisciculture
- > Sewing Machine



Weighing Balance : at village & Haat level for proper measurement of different commodities.

Vermi-Compost - for augmenting VSS income.

Farm Nursery - for supplementing income through backyard farming of spices, fruits & medicinal plants.



**VSS imperatives-**  
**O&M** support can be  
 availed through Conver-  
 gence with different  
 agencies as per the need-  
 > Horticulture Dept.  
 > Fisheries Dept.  
 > DRDA



## Targeting

Infrastructure  
 Communication

Community Assets  
 Basic Needs &  
 Income Promotion

## Livelihoods-

VSS Logistics  
 Institutionalisation

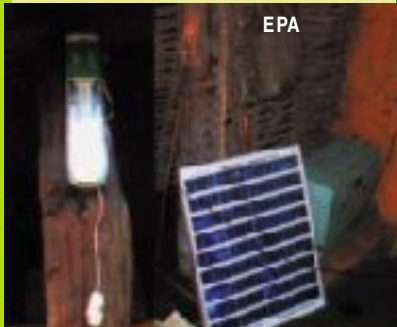
Household  
 solutions

IGA  
 Income Generation



# Lighting Solution

- > Solar street lights/Solar lanterns to non electrified villages
- > Gas Light/Patromax
- > Torch light
- > Spot lights for protection from Eephant
- > Generator



Most interior Rangaparuru VSS, in Baliguda was provided with 2 Solar lighting systems. Now villagers can organise village meetings in evening hours.



Spot lights were provided to many villages in Keonjhar and Deogarh DMUs to protect from elephant menace & to save their crop.



**VSS imperatives-**  
O&M support can be availed through Convergence with OREDA

## Targeting Livelihoods-

**Infrastructure**  
Communication

**Community Assets**  
Basic Needs &  
Income Promotion

**VSS Logistics**  
Institutionalisation

**Household solutions**

**IGA**  
Income Generation





# Meeting Place & logistics

- > Sabha mandap / Cement platform
- > Dari / mats
- > Utensils



## Targeting Livelihoods-

**Infrastructure**  
Communication

**Community Assets**  
Basic Needs &  
Income Promotion



**VSS Logistics**  
Institutionalisation

**Household solutions**

**IGA**  
Income Generation

# COMMUNITY SERVICES -

Health / Education services are being provided with active collaboration with the concerned line-departments in the VSS office building.

## Health

- > Health Camps
- > De-worming
- > Drug Distribution Kits



Health camps with focus on -

Reproductive Child Health, Maternal Health & Aged care, Vaccination, De-worming of children to reduce malnutrition & compulsory eye-testing for children below 15 years.

Lifeline Express reached Koraput on March, 2009 and stayed there for a month. Project villages in Koraput got benefitted through health services.



Geetanjali Arlap of Bada village- before and after receiving the grafana thiancia operation

### Convergence support-

- > NRHM
- > Health Department
- > NGOs involved in healthcare



First Aid Box provided to 56 VSS in Rayagada DMU **Medicines Available--**

Over the counter drugs for malaria, cold fever, loose motion, vomiting, body pain, cotton, dettol, providine ointment for cut, burn purpose (paracetamol, crocin, chloroquine, metendazol, dependal, stopache etc.)

Project is making specific efforts to ensure that all project villages are actively linked up with NRHM -for mainstreaming healthcare.

## Targeting

Infrastructure  
Communication

Community Assets  
& Services

Basic Needs &  
Income Promotion

## Livelihoods-

VSS Logistics  
Institutionalisation

Household  
solutions

IGA  
Income Generation

## Health



### Tribal village Kaujharan in Jeypore DMU -

Sensitization of pregnant woman and lactating mothers for awareness on the health services through ASHA and Anganwadi workers in collaboration with NRHM.

### Satkosia WL Division-

14 villages formed GKS & prepared village health plan for 2009-10. Accordingly various schemes of NRHM such as Mobile health unit, Janani Surakhya Yojana, Janani Express, Mamata Divas, Supply of medicated mosquito nets, Drug distribution centre are in progress.

DSWO and CDPO have instructed the Anganwadi workers to take active participation in village EDC meetings & ensure effective use of GKS fund.



A MHU [mobile health unit of NRHM] is operating from Bantala PHC and covering the Purunakote and Tikarapada areas. The schedule of the MHU will be supplied by Dist Project Manager of NRHM to all GKS through Range office / Satkosia division office for benefit of villagers.



Health camp organized in Arisa with ethnic-cultural meeting, 2009-10-10



# Education

- > Educational material
- > Renovation of School Buildings
- > VSS building as School for primary education purpose.



Tanginikot in Jeypore DMU is an inaccessible tribal village having no educational facility. Under EPA one Solar Lantern has been provided. The Animator has taken the initiative and responsibility for teaching the children in the VSS building by utilizing the Solar Lantern. Now 30nos of children are coming to study in the evening.



Children from village Pandrimati, Jeypore DMU have been provided education facilities in VSS building. VSS also started literacy

programme for women and children through a village volunteer. VSS building is being used for educational purpose in addition to SHG meetings, VSS meetings and trading centre for SHGs.



Primary education facilities in most of these areas are available, and wherever required, support is being provided through convergence facilitation with provision of VSS infrastructure. Beside this in many places project provided support for renovation/repair of school buildings and Fuel efficient chulha for cooking Mid-Day meals.



## Targeting

**Infrastructure**  
Communication

**Community Assets**  
Basic Needs &  
Income Promotion

## Livelihoods-

**VSS Logistics**  
Institutionalisation

**Household solutions**

**IGA**  
Income Generation





# HOUSEHOLD Needs & Food Security

- > Vaccination to live stock
- > Fruits bearing trees/ Grafted Mango
- > Hybrid paddy seed
- > Blankets
- > Mosquito nets



## Drumstick & Papaya plantation

Sajana (Drum Stick ) and Papaya are in great demand in all house hold both rural and urban. Deogarh DMU provided improved seedlings from Horticulturist to several households under the project.



**Mango Orchard**

In Kunjaria VSS in Bonai DMU, Villagers created a mango orchard over 4.5 Acres adjoining to JFM area and 300 grafted mango (Nilam) were planted.



## Goat Deworming - (convergence with Veterinary Dept.)

Durgapur FMU of Angul Division - 1235 goats  
Boriguma FMU of Jeypore Division -450 goats



**Blanket distribution**



**Mosquito Net**

## Targeting Livelihoods-

**Infrastructure**  
Communication

**Community Assets**  
Basic Needs &  
Income Promotion

**VSS Logistics**  
Institutionalisation

**Household solutions**

**IGA**  
Income Generation



# HOUSEHOLD Energy Solution

- > Smokeless Chulha
- > Bio-gas



## BIO GAS

Through convergence in Katakai Nala VSS of K.Singhpur FMU, Rayagada DMU six beneficiaries got benefited from Bio-Gas plant through DRDA in OREDA Programme.

Now the other VSS members are very much interested to implement this programme.

## Smokeless Chulha

Fuel efficient, environment friendly and good for women's health due to smoke free environment.

Provided to households in Angul, Boani Deogarh and Koraput Divisions.

After initial training to villagers, being indigenously built & maintained by villagers.

Maintenance Support also provided by OREDA.



Project is promoting fuel efficient (smokeless) chulha using local material. Villagers are being encouraged to make such chulha themselves after proper demonstration about making and its benefits.

## Targeting Livelihoods-

**Infrastructure**  
Communication

**Community Assets**  
Basic Needs &  
Income Promotion

**VSS Logistics**  
Institutionalisation

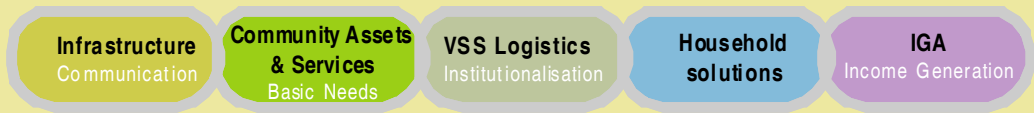
**Household solutions**

**IGA**  
Income Generation



# Maintenance & Management

## Targeting Livelihoods-



VSS Assets need proper maintenance for sustainable use. Various inputs aiming at improving livelihood are inter-dependent and negligence in any one is likely to have adverse impact on the outcome.

Maintenance is the Key. Continued efforts on the part of VSS and Community, most importantly zeal for various development works is a pre-requisite for sustaining community involvement in-

- Exploring various opportunities
- Diversification of development opportunities

Sustainability of various efforts can only be assured when motivated community continues its efforts in post project scenario. This can be achieved only when VSS is adequately capacitated.

# INCOME GENERATION

Pilot IGAs - Initial support to SHGs from VSS Revolving Fund-

- for assessing & strengthening SHG structure & capabilities
- to prevent distress sale of NTFPs
- to instill entrepreneurial culture and to lay foundation for focussed IGA interventions.
- to decide BDS strategy through resource analysis of different potential activities.

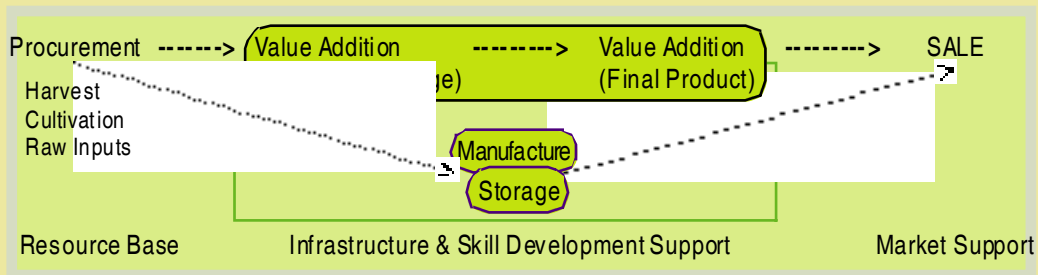
1085 SHGs availed loan from revolving fund in VSS. Basic assessment for deciding different IGAs & capabilities of SHGs was done by the VSSs with the help of Partner NGOs.

Different IGAs adopted in different areas can be categorised in 3-segments as under -

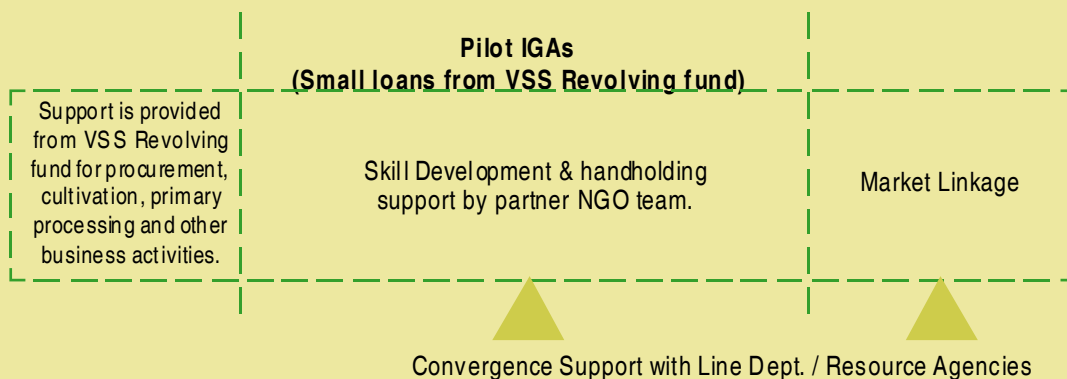
Forest Based	Non-Forest Farm-Based	Non-Forest Non-Farm Based
Tamarind	<b>Agriculture-</b>	<b>Small Manufacturing units</b>
Siali Leave / Leaf plate cup making	Maize	Brick, Tailoring, Detergent, Badi & papad making, Paddy processing,
Sal Leaf & Seeds Marketing	Ground Nut / Mung	Paper plate, Agarbati, Mixture, Food Processing
Mahua	Black / Green Gram	
Bamboo	Paddy	<b>Trading -</b>
Hill brooms	Sunflower / Til / Mustard	Vegetable/ Grocery Vending
Mango lether	<b>Horticulture -</b>	Fertilizer
Mango Kernel	Banana	PDS / MDM
Amla	Spices- Turmeric	Coll ective Marketing ( Til, Biri, Paddy)
Rope making	Vegetable cultivation	Building material
Brood Lac	Medicinal plant cultivation	Meat Shop (Chicken / Mutton)
	<b>Animal Husbandry &amp; Fisheries -</b>	Bulk Trading, Agro Product
	Poultry, Goatery, Piggery and Fishery	



## Rural Enterprise vis-a-vis Pilot IGA -



### PILOT IGA - Approach & Trends

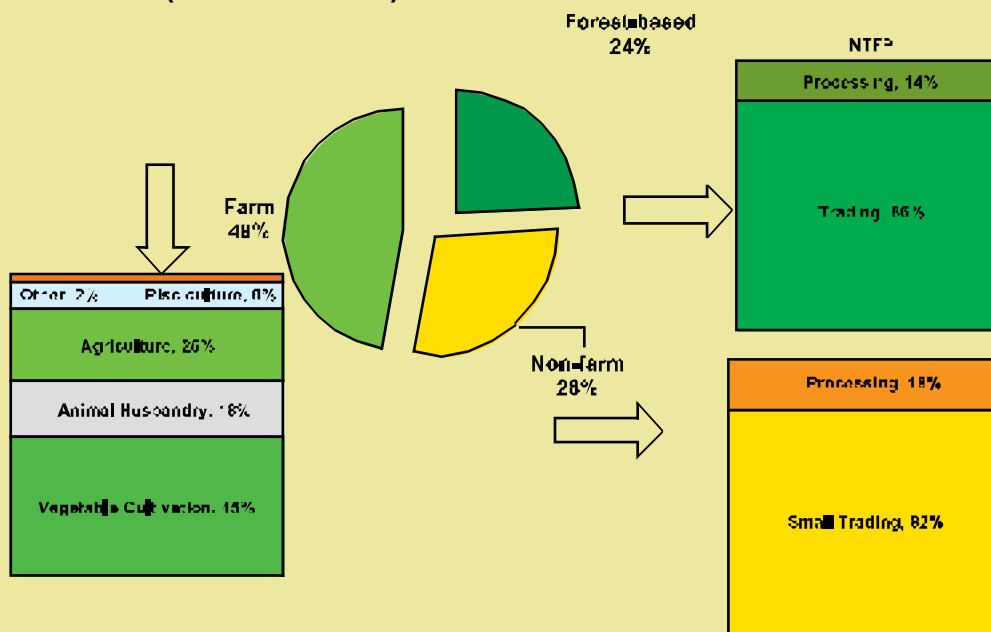


1085 small loans with an average amount of Rs. 15,000/- were availed by SHGs from VSS Revolving Fund for taking up various activities.



Division wise Average amount per SHG

## Pilot IGAs (till Dec.- 2009) -



- Preference to Forest Based : Phulbani, Balliguda, Bonai, Rourkela & Rayagada DMUs
- Preference to Farm Based : Deogarh, Keonjhar, Jeypore, Bonai & Rourkela DMUs
- Preference to Non-farm : Paralakhemundi, Rayagada, Angul DMUs

	Sub Groups	Number	% to Group	% to Total
<b>Forest Based</b>	NTFP Trading	220	86%	21%
	NTFP Processing	36	14%	3%
<b>Farm Based</b>	Vegetable Cultivation	228	46%	22%
	Animal Husbandry	89	18%	9%
	Agriculture	124	25%	12%
	Pisciculture	41	8%	4%
	Others	11	2%	1%
<b>Non-Forest Non-Farm</b>	Small Trading	242	82%	23%
	Processing	54	18%	5%

# Pilot IGAs

## Bulk trading by a SHG cluster in Koraput division

21SHGs of 11 VSSs were facilitated to understand the market mechanism, hurdles, to work in a cluster approach and to set a realistic path for tamarind business.

They collected 8903 KGs and invested an amount of rupees Rs 43810/-. Sold at Rs 61560/- and earned profit of Rs17750/-.

## Cumulative PROFITS - 40% Analysis

This activity is being taken up in many project areas due to availability of tamarind in plenty.

[Parlakhemundi, Jeypore, Koraput, Rayagada, Keonjhar, Bonai Division]

Cluster approach is crucial for-

Collective strength & bargaining power, Scaling up, Responsibility sharing & processing for maximizing profits by understanding markets.

(Additional profit if tamarind is deseeded- about 25%)

## NTFP Trade

### PROJECTSUPPORT

Support from VSS revolving fund of respective villages for procurement of tamarind, primary processing & storage.

Weighing Scale from EPA fund for proper weighing of procurements & Guidance for quality control.



### CONVERGENCE Potential

Agro-Industries in the region / ORMAS / TDCC / KVK

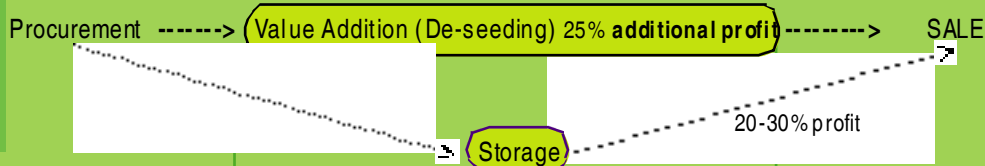
## Tamarind

### Start-up Criticals

- > Bulk availability.
- > Seasonality impacts can be reduced with Proper drying & storing facility.
- > Bulk trading (100 qntls.) for comparative profits is critical.
- > Higher value chain can be accessed through proper skill development for packaged tamarind cake, paste or dry tamarind.

### Assessment / Efficacy

- > A good business for entry level entrepreneurial development.
- > Upscaling in due course with proper value addition, market support can provide good income.



Resource Base

Infrastructure & Skill Development Support

Market Support

# Pilot IGAs

## Activity in the project

**BUDHI THA KURANI SHG, JANIGUDA**  
**BORIGUMMA FMU, JEYPORE DMU**

Took a loan of Rs.20000/- from VSS revolving fund to start the business. The SHG purchased 14 quintal charkoli @ Rs.14.50 per kg. with the help of VSS members. After primary processing quantity was 13.7 quintal. Sold @Rs. 20.00/kg.

**PROFITs approx. 35%**

Sale price - Purchase amount = Rs. 27480 - 20300  
 = Rs. 7180/-

## Analysis

although the profit is not high, the intervention has resulted in increasing confidence of SHG members in self-reliance, collectiveness and marketing of NTFP. They plan to purchase in bulk quantity in coming year.

## NTFP Trading

### PROJECT SUPPORT

Rs. 20000 from VSS revolving fund

### CONVERGENCE Potential

Agro-Industries in the region / ORMAS / TDCC / TRIFED for various upscaling needs.



Local Procurement

Processing

Storage in VSS Building

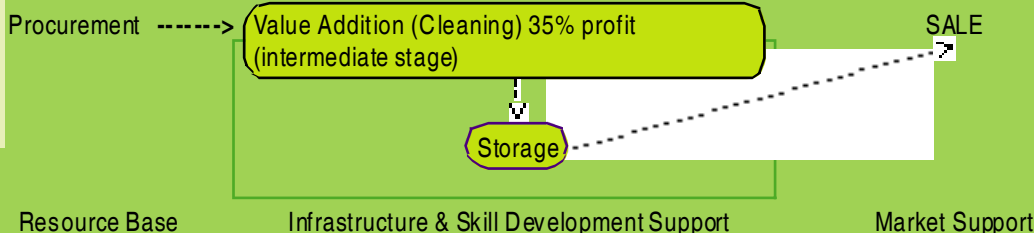
## Char Koli

### Start-up Criticals

- > Availability for Bulk trading.
- > Proper storage facility.
- > Bulk trading is essential for comparative profits.
- > Higher value chain can be accessed through proper skill development for deshelling, cleaning, grading & packing.

### Assessment / Efficacy

Char Koli trade can be taken up for entrepreneurship development approach due to low skill requirement & low risks involved. Upscaling can be done in the same trade through proper value addition (Cleaning, packaging / Making Char Koli Pickle & packaged sale)





# Pilot IGAs

## MAA BHANDAR GHARANI SHG...

Rexakunadi VSS, in Kundura range (ST Group)  
With the support of Rs.10,000/- they started vegetable cultivation with necessary guidance from project facilitators and collectively raised pumpkins and gourds. They sold the produce in 15,700/- & repaid the loan amount with interest to VSS.

## MAA DHARUNI SHG...

Pokhnaguda VSS, in Boriguma Block  
With a loan amount of Rs. 25,000/- group started vegetable cultivation & earned about 100 % profit within 3 months.



## PROFITs

Maa Bhandar Gharani SHG- 50%  
Maa Dharuni SHG - 100%

## Analysis

Vegetable cultivation as an activity is adopted in many areas & profit accrued ranged from 15-100% depending upon business strategy adopted by SHGs in different areas.

## PROJECT SUPPORT

Loan amount from VSS revolving fund

## FARM BASED



## CONVERGENCE Potential

OSSC / OUAT / CTCRI / NSC / NHRDF / NHM

Augmenting Irrigation through EPA / NREGS

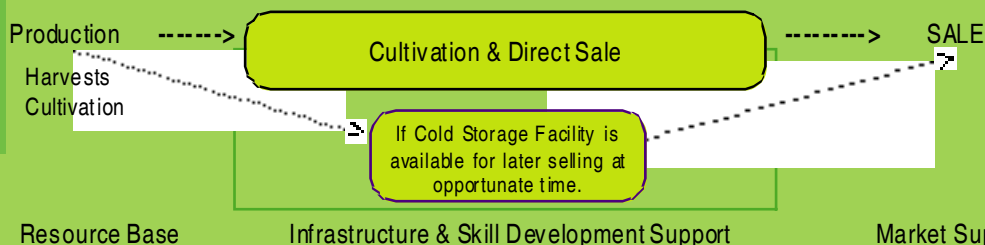
## Vegetable Cultivation

### Start-up Criticals

- > Availability of good quality seeds specifically high yield varieties & spacing techniques.
- > Proper irrigation facilities.
- > Manure & fertiliser as per soil fertility.
- > Pest / weed control & management mechanism.

### Assessment / Efficacy

Vegetable cultivation provide better earnings comparatively with less investment.  
With proper harvesting, grading, storage & packaging enhanced profits can be obtained.  
Transport facilities to urban market can be helpful in enhancing profits.



# Pilot IGAs

## Activity in the project

**Swati Mahila Mandal**, Santa Badigaon VSS Borigumma FMU, Jeypore DMU.

Group had a saving of Rs. 25,000/- but it choose to purchase a grinder by taking loan from VSS Revolving Fund. From their own saving the group purchased 40 kgs of Biri @ Rs. 25/- per kg and also decided to return the fund taken for Grinder, to the VSS immediately. In Rayagada Mahatshova they sold 500 packets of 100 gm each @ Rs. 10/-

**PROFITs 50%**

## Analysis

Though group was having good savings, it was hesitant to take up any business due to lack of confidence. Proper motivation & handholding support from project facilitating team (NGO) paved the way for embarking upon a successful earning opportunities and gaining self-confidence.

## Food Processing

### PROJECT SUPPORT

Grinder at the cost of Rs. 3,600/-



### CONVERGENCE Potential

Agro-Industries in the region / ORMAS / KVK / JSS for upscaling needs.

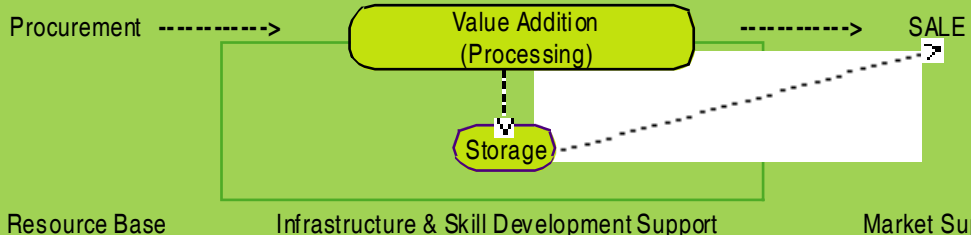
## Badi making

### Start-up Criticals

- > Availability of raw material.
- > Badi Making skills.
- > Grinding facility.
- > Packaging facility.
- > Local market demand.

### Assessment / Efficacy

Food processing sector has great potential in rural IGAs. Besides Badi making, papad, jam, pickle, dried / powered spices can be adopted for income generation. With proper skills, technology and market integration these activities can become good source of income.



# Pilot IGAs

**Sibani and HaraGauri SHGs** from Jamara village in Deogarh started pisciculture in the nearby pond. They released 44000 fish fingerlings of Rohu, Catla, Mirkali, China rohu. They earned a profit Rs. 50,000/- on an investment of Rs. 25,000/-

**PROFITs 100%**

## Analysis

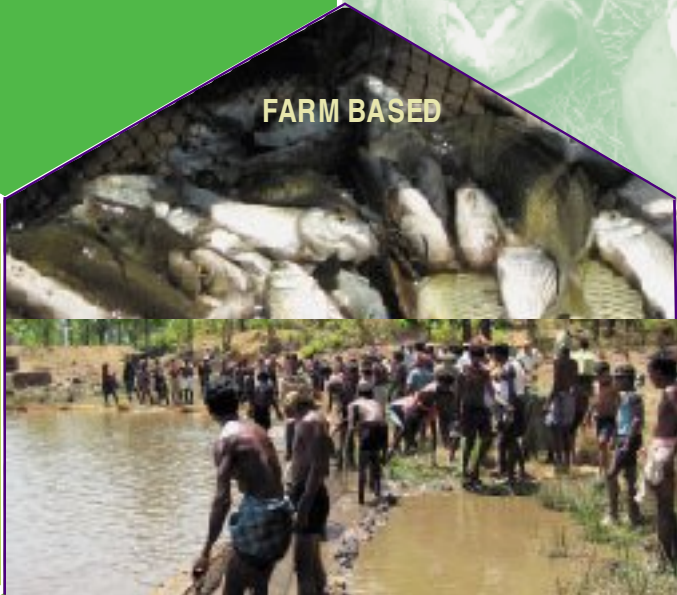
Pisciculture is being adopted in many places in the project due to availability / creation / renovation of water bodies, assured market (local) & high profit margins.

## PROJECT SUPPORT

Loan of Rs. 12,500/- to each SHG.

Knowledge support through linkage with Fisheries Department.

## FARM BASED



## CONVERGENCE Potential

Department of Fisheries, DRDA,

Fish Market Associations

Digging / renovation of pond through EPA / NREGA

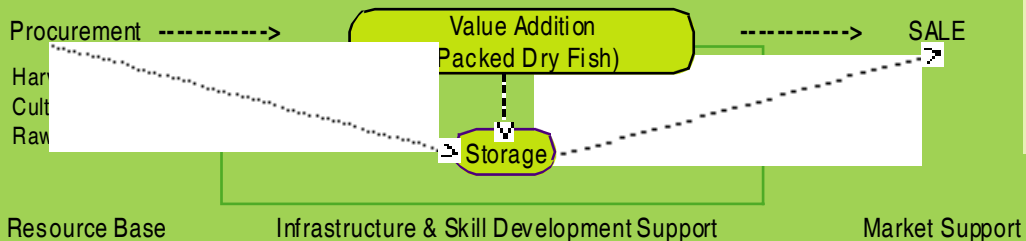
# Pisciculture

## Start-up Criticals

- > Water body of sufficient size.
- > Optimally 0.5ha. can provide good yield & also easy to manage.
- > Good quality fish fingerlings.
- > Good quality fish feed.

## Assessment / Efficacy

Pisciculture being is high yielding, profit oriented activity. With proper convergence support suitable infrastructure can be of immense help for rural IGA promotion.



# Pilot IGAs

## Activity in the project

Several families in Haripur Village of Bhadrak DMU have availed this opportunity with project support & took to cultivating mushroom under tree shade in their backyards. With average 7-8 months engagement a family has earned 50-100% profit on their investment.

**PROFITS 50-100%**

## Analysis

Observing the rapidly growing demand for mushroom and feasibility of mushroom production in rural areas, project promoted mushroom production as a viable IGA option. Techniques & skills are provided to rural community and people having own natural resources like straw, bamboo, backyard land.

## PROJECT SUPPORT

from VSS /EDC revolving fund.

Technical Know-how & demo facility at Satbahuni nursery.



**Mushroom Production**

## CONVERGENCE Potential

Dept. of Agriculture / OUAT / DRDA / ORMAS / KVK

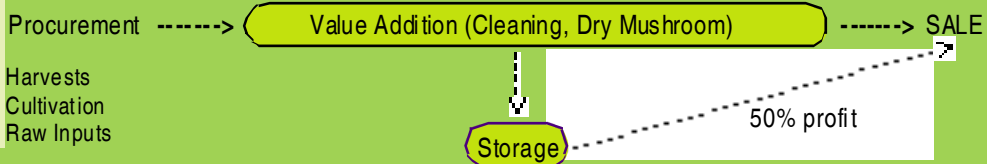
## Start-up Criticals

- > Know-how of mushroom cultivation.
- > Small scale - rotational cultivation with low investment can be taken up by SHGs for optimum output & profits.
- > Easy availability of spawn.
- > Local market demand.

## Assessment / Efficacy

Potentially ready urban market for mushrooms is a big opportunity for mushroom growers in rural areas.

With critical inputs & support, this activity has a growth potential for large-scale production & continuous rural income.



Resource Base

Infrastructure & Skill Development Support

Market Support



# Pilot IGAs

## Activity in the project

Maize is mainly cultivated in Paralkhemundi and Baliguda Forest Divisions for outside market. Whereas in Keonjhar, Rayagada, Jeyore and Koraput it is mostly produced for local use.

SHGs in Paralkhemundi have adopted this activity with the motivation & guidance of partner NGO team. These SHGs are earning 20-30% profit on their investment.

**PROFITs 20-30%**

## Analysis

Maize cultivation has potential due to rising end-product demand. Besides it is the main ingredient of cattle/poultry & fish feed. All these sectors are showing rising trends and a good market potential for maize. Its adoption in other areas with cultivation skill & quality seeds can provide streaming income to rural households.

## Farm Based



### PROJECT SUPPORT

VSS revolving fund.

Technical guidance through Agril. Dept.

### CONVERGENCE Potential

Agriculture Dept (Input supply)

ITDA (Infrastructure development)

NAFED (Marketing)

OUAT (Technology)

## Maize Cultivation

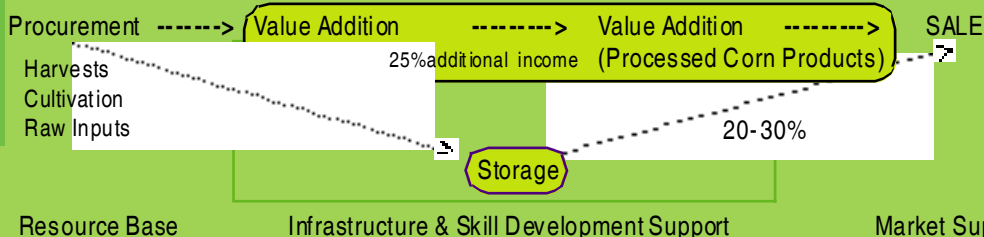


### Start-up Criticals

- > Adequate knowledge for effective cultivation.
- > Procurement of good quality seeds.
- > Proper leveling of field for good water management.
- > Adequate processing & storage facilities for up-scaling.

### Assessment / Efficacy

This is a profitable business for all those who extend their minimum involvement in maize cultivation.



# Pilot IGAs

## Activity in the project

Initially 630 chicks of Banaraja breed were supplied to 3 SHGs of Kurupadar and Goelkund VSSs of Gupteswar range. The pilot poultry unit was started with the objective of enhancing income of the community. After getting a good market now the SHG members are happy with the business. They are interested to continue this business throughout the year.

**PROFITS 50-70%**

## Analysis

Considering the rapid growth of poultry market, it is a good option for enhancing rural income. Banraj chicks have been supplied in many VSSs of the project.

Back yard poultry product command premium price compared to broilers.

## PROJECT SUPPORT

from VSS revolving fund Assistance in purchasing & vaccinating chicks.

## Farm Based



## CONVERGENCE Potential

ARD Dept. / OUAT / Local Vet Services

## Start-up Criticals

- > Availability of Chicks and feed.
- > Introduction of improved breeds.
- > Proper rearing skills.
- > Timely & proper vaccination / vet. support

## Assessment / Efficacy

Can be taken up by poor and landless people. High demand in the urban areas provides a good opportunity to rural poultry industry for bulk production & selling in rotation.

Procurement ----->  
Chicks  
Feed

Value Addition (Rearing) ----->

SALE (50-70% profit)

Resource Base

Infrastructure & Skill Development Support

Market Support

# Pilot IGAs

## Activity in the project

36 groups have taken up Siali leaf based IGA with a revolving fund support of Rs. 5.30 lakhs. While 15 groups have taken up Siali leaf as only IGA, others have taken up this in combination with others. Mostly the business is in form of rough stitched khali & dry leaf business. It is prevalent in Balliguda, Phulbani, Deogarh, Koraput, Rayagada, Jeypore Divisions.

**PROFITs 25%**

## Analysis

Major NTFP in the project area.

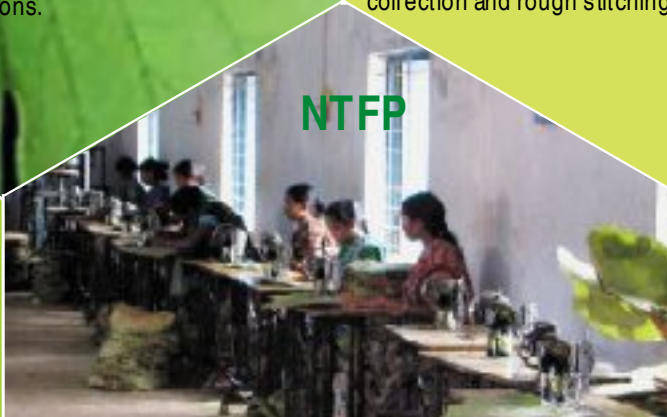
Cash income by selling raw leaf and few households sell it as plates (Khali).

Available for nearly 9 months in a year, the dependency for supplementary livelihood is high.

Generally tribal women are involved in the collection and rough stitching of the leaves.

## PROJECT SUPPORT

On an average Rs. 15,000 per SHG from VSS revolving fund.



**NTFP**

## CONVERGENCE Potential

DRDA / ITDA / TDCC / ORMAS



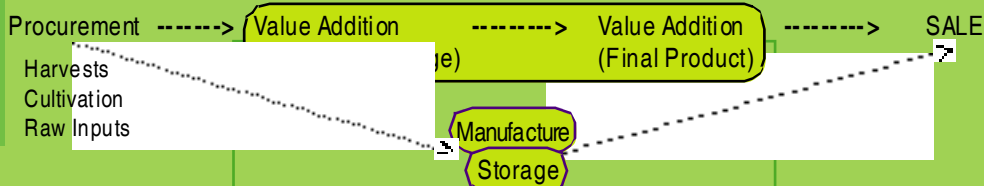
**SIALI Leaf**

## Start-up Criticals

- > Availability and proper harvesting of raw leaves.
- > Skill for drying & rough stitching.
- > Proper storage facility
- > Plantation to enrich/replenish / regeneration of Bauhinia Vehlil (Siali Climber).

## Assessment / Efficacy

Traditionally the people possess skill of collection, drying and making plates by rough stitch method. There is an all time demand of the product, though prices vary according to season. Many institutions/ individuals are now promoting fine stitched, machine stitched & moulded of leaves in Baliguda.



Resource Base

Infrastructure & Skill Development Support

Market Support

# Pilot IGAs

## Activity in the project

25 SHGs have taken up turmeric as an IGA with a total investment of Rs. 3.80 lakhs. Mostly they have taken up trading of turmeric after storage or cultivation. This IGA is prevalent in Baliguda & Phulbani Division.

## PROFITS 35%

Sale price - Purchase amount = Rs. 27480 - 20300  
= Rs. 7180

## Analysis

There is poor demand for raw turmeric. Raw turmeric purchase is close to nil because processed turmeric is available at almost same prices leaving a grim prospects for growers. So processing support can provide sustainable market to growers & trading units at community level.

## Farm Based



## TURMERIC

## PROJECT SUPPORT

Avg. Rs. 15000 from VSS revolving fund

## CONVERGENCE Potential

Agro-Industries in the region / ORMAS / KVK / KASAM / OMFED for various upscaling needs.

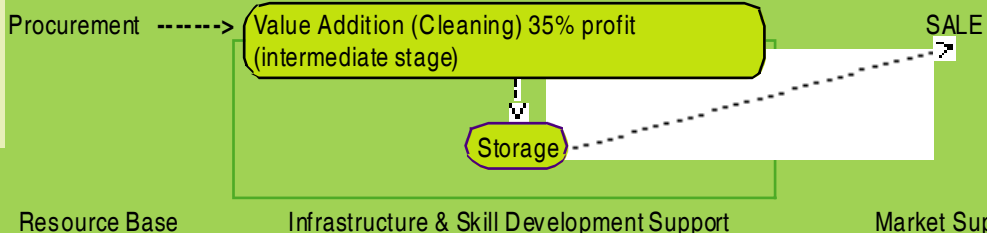
## Start-up Criticals

- > Well drained fertile soil , mulch material.
- > Cool, humid climate
- > Local skills of cultivation & processing.

## Assessment / Efficacy

OMFED and KASAM apart from other agencies have been providing support for standardization & quality assurance.

Proper processing, packaging (dried, grinded turmeric) with certification is a good option for upscaling.





# Pilot IGAs

## Activity in the project

5 groups have taken up Hill Broom trade as an IGA with a support of Rs. 62,000/- in Rayagada division. With the support of partner NGO team for proper drying, grading and making brooms SHGs ultimately prepared 6000 brooms and sold the brooms @ 13/- to the local traders. In this process SHGs earned net profit of Rs. 14,000/- after repayment of loaned amount with interest to their respective VSSs.

## PROFITs 25% Analysis

SHGs in Rayagada, Koraput, & Rourkela division have taken up this activity.

Earlier tribals were selling the grass directly to traders due to lack of skill for broom making & market support. Project intervention provided skill & market support for reaping good profits.

New plantations of hill grass along bunds / trenches done under soil moisture conservation measures is required to be increased for sustained yield.

## PROJECT SUPPORT

Rs. 12,000/- from VSS revolving fund.

Skill development & handholding support by field NGO team.



NTFP

Hill Grass

## CONVERGENCE Potential

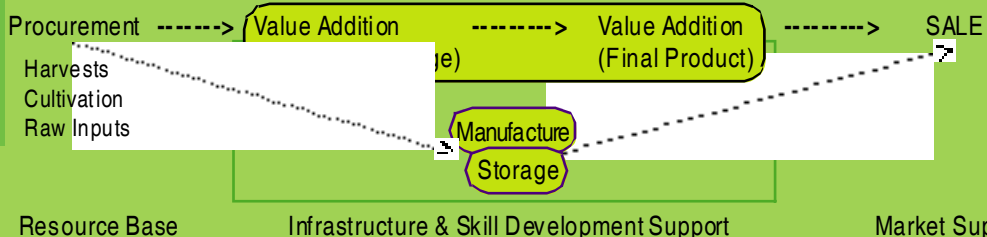
ORMAS / Local market groups at Town & City level.

## Start-up Criticals

- > Availability of hill grass.
- > Proper grass harvesting techniques.
- > Proper drying & storage facility for storing raw material & finished product.
- > Skill for broom making - grading, sorting, binding & packaging for upscaling needs.

## Assessment / Efficacy

Hill broom is a potential activity for transforming the livelihoods of tribal women in the abundant hill grass regions. Value addition & market support are critical for better profit margins. Existing availability of knowledge, materials & institutional support in hill broom binding can be tapped.



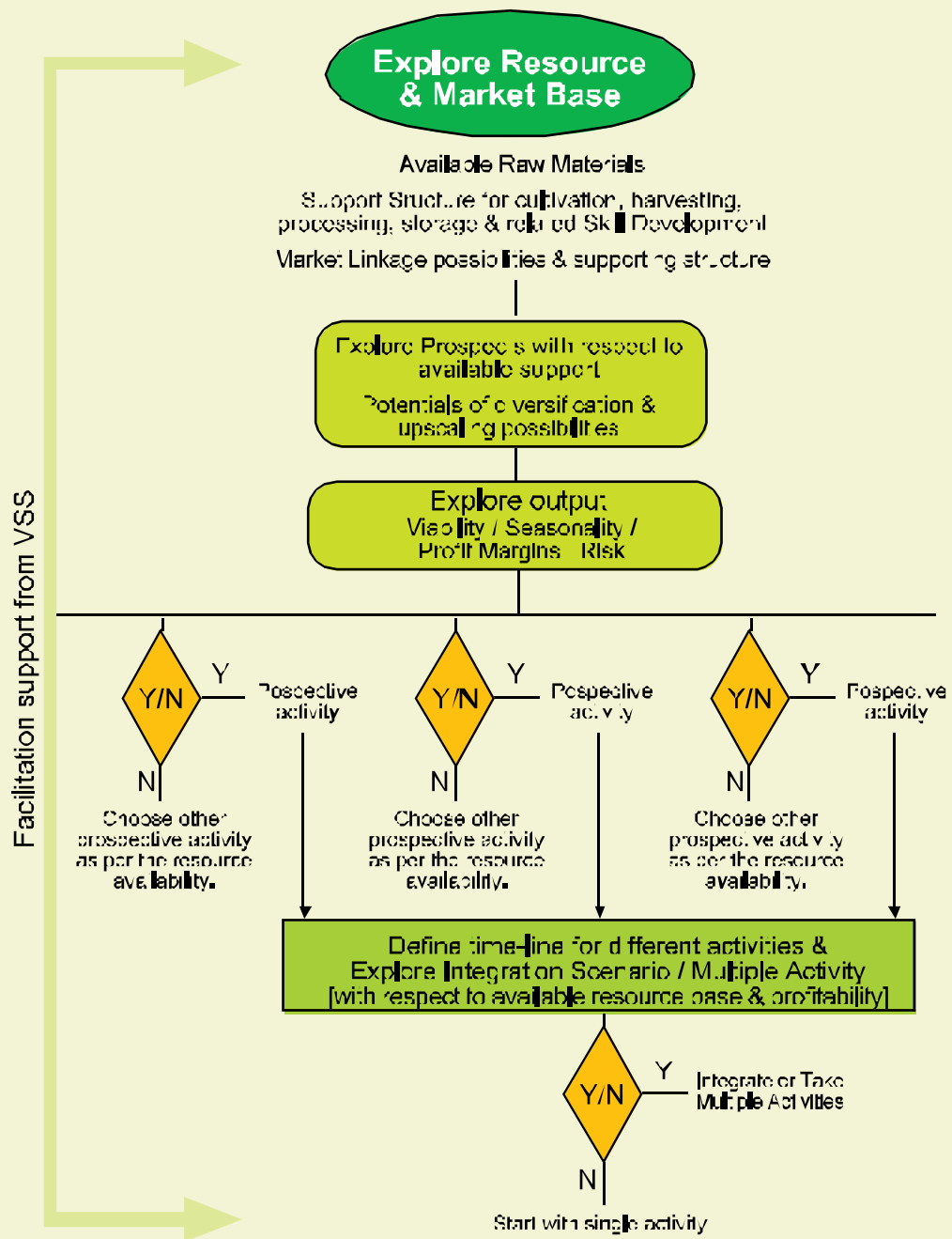


## Pilot Learnings .....

Pilot IGAs provided an insight into the community preferences & adaptations during their entrepreneurial journey. Facilitative support & enabling environment prior to starting pilot IGAs helped in greater participation of community. It was seen in many instances due to lack of confidence/past bad experience many SHGs were unwilling to take up any enterprise despite having savings with the group. With the motivation & handholding support of the VSS and field facilitators, these groups gained confidence in different activities. Now they are showing interest in other profitable avenues. Overall on the basis of pilot small loan IGAs project's learnings are as under -

- Small loans are a boosting effort for rural economy & for IGA grounding process through purposeful micro-enterprises.
- Development of crucial entrepreneurial traits and an opportunity to understand trends for facilitators.
- Inclination towards certain IGAs and factors for such move.
- Need & scope of improvement to enhance profit margins through market linkage and moving up in the value chain.
- Defining profitability index for best possible income augmentation.
- Need of more focussed approach for involving the landless and most vulnerable households who generally remain away from such interventions.

# IGA - Optimal approach





Besides taking up a viable activity & successful enterprise, there is a need to maintain the records of different activities. Record keeping is very essential for post business assessment of different adopted activities & measures taken up during the whole process. In all these processes VSS can provide facilitation support. Assessment of different activities will be of great help in understanding different business opportunities and upscaling possibilities.

A robust income base for systematic upgradation of livelihood can be established with active involvement of community & facilitative support mechanism at grassroots. In this direction VSS will have a critical role. There is great need of development of VSS as village resource centre. Besides the logistics required for IGA support, VSSs are being capacitated with different soft skills, market orientation process, credit linkage options, skill development mechanism in the area for growth of rural enterprises. IGAs taken up in OFSDP proved crucial not only to develop SHGs, but simultaneous sensitization & development of VSS for facilitating IGAs. Pilot IGAs served the project's optimism for vision building of the VSS and efforts for concerted actions towards IGA augmentation process.






## Livelihood Opportunity Analysis & way forward....

In the IGA augmentation process project conducted Livelihood Opportunity Analysis to assess and analyze the macro level market environment & consequent value-chain with respect to available resources in the project. Project has drawn out list of 20 potential IGAs on the basis of resource availability & clusters dynamics in the project area. Value-chain analysis for these 20 items was conducted and indicative business plans have been drafted.

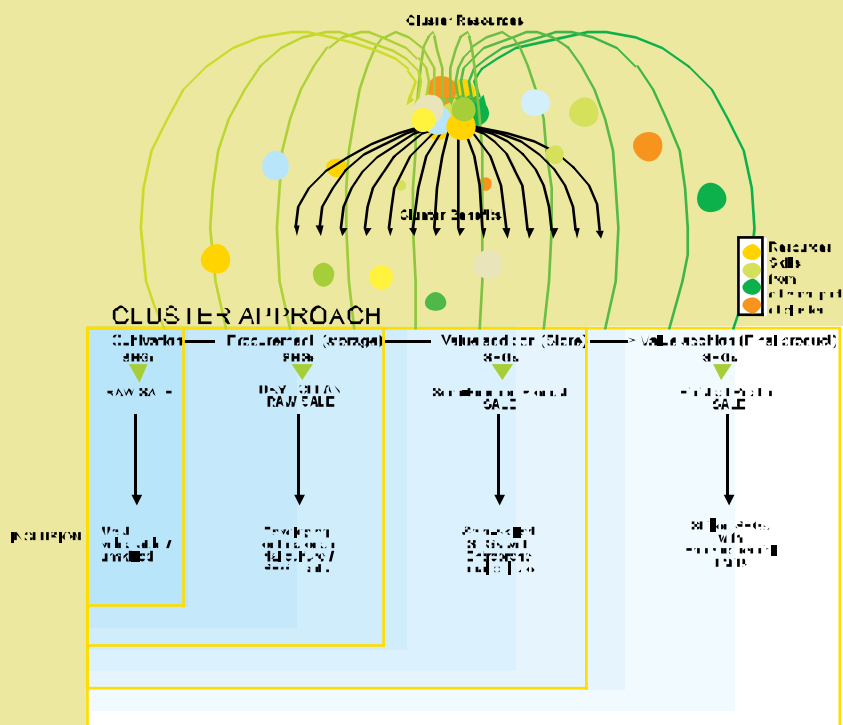
Agriculture	Horticulture	Non-Timber Forest Produce (NTFP)	Off Farm
1. Maize	4. Onion	10. Mahua flower	16. Poultry
2. Arhar	5. Cashew nut	11. Mahua seed	17. Pisciculture
3. Niger	6. Jackfruit	12. Hill broom	18. Vermicompost
	7. Custard Apple	13. Dhatuki	19. Tasar
	8. Pine Apple	14. Siali Leaf	20. Honey
	9. Mango	15. Tamarind	

 SHG Clusters initiated

With value chain analysis & business plan now project is ready to start focussed IGA interventions in the identified clusters. Impetus will be given to cluster approach rather than individual IGAs. Cluster IGAs are basically being planned considering the prospects of collective marketing, processing & value addition needs in going up the value chain. During the Pilot IGA intervention project explored & experimented with following SHG clusters to understand the cluster dynamics, performance and groups orientation -

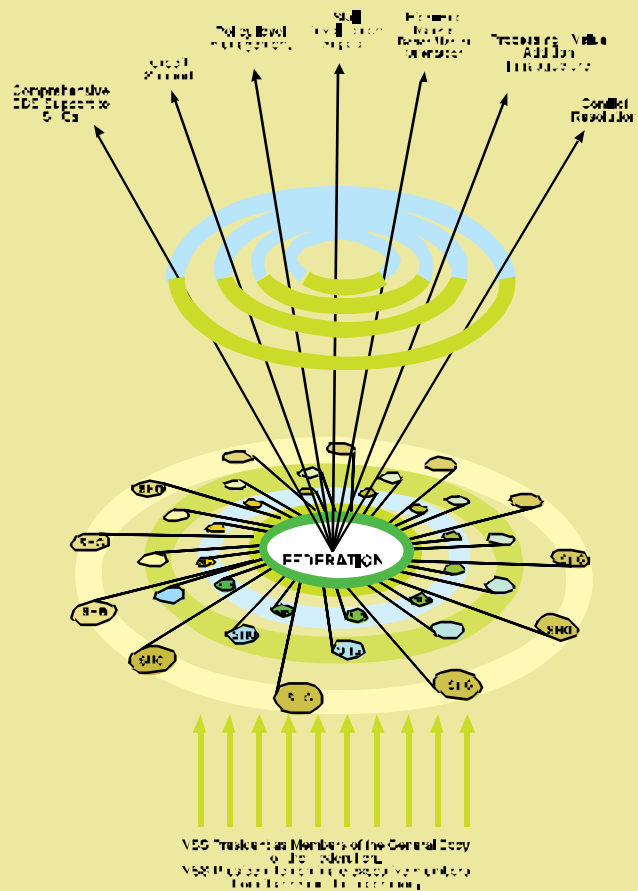
- Tamarind (Koraput)
- Maize (Paralakhemundi)
- Mahua (Rourkela)
- Siali Leaf (Balliguda)
- Vermicompost (Rourkela)

## Developing Viable Business Models - Cluster approach & SHG Federations for rural-urban integration.



Cluster approach under the project is defined on the basis of activity around a commodity(ies) in a contiguous geographic area. These clusters are resource rich in terms of available raw material and support mechanism for processing & market. Besides clusters are easy to handle in terms of providing different logistical support & market development.

Integrating activities and efforts of different SHGs in a cluster as per the capacity & capability for operational efficiency & profit generation is a major task before the project. Project initiated SHG level orientation and trading skills during Pilot phase. Managing a cluster enterprise is a challenging task, which will involve SHGs from different VSSs



and a secondary cluster level institutions (viz. Commodity based SHG Federations - with VSSs as the major stakeholders).

VSS being the major stakeholder in village development, there is immense need of VSS-to-VSS Coordination at Cluster level. In the whole IGA process viability & sustainability of different Business Models require a secondary institution which can provide greater outreach in terms of resource availability and high end market for business upgradation with time.

# Livelihood IEC -



Project IEC



IEC by Convergence Partners



OFSDP EPA Guidelines

Project has taken many steps for comprehensive capacity building of the primary stakeholders in the community as well as the facilitating teams. Project has prepared many IEC materials and specifically published in Oriya for better understanding at the grassroots level. IEC materials particularly on livelihood augmentation processes, SHG development, business process support are being periodically published and sent to the VSSs. Besides the IEC support, project is also publishing process reports on different workshops, seminars relating to livelihood support system and convergence scenario organised by the project. Simultaneously project is also distributing IEC materials prepared by other resource agencies, and convergence partners having expertise in their field.





Posters for SHG Development

It is hoped that the project facilitators and the VSS leaders draw maximum benefit from such publications in creating right environment and adequate awareness amongst the VSS/SHG members to come forward for their own improvement.



Booklet for SHG Development



Quarterly Newsletter



Process report on 10 nos. of Convergence Workshops held at DMU level



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