

# Participatory effort of Krishi Vigyan Kendra-IVRI and NGO for Rural Development: A Success Story

**Krishi Vigyan Kendra**  
ICAR- Indian Veterinary Research Institute  
Izatnagar- 243 122

In an collaborative effort for transforming the village through the agriculture, MRIDA (Mrida Renergy and Development Pvt. Ltd., New Delhi ) an NGO and Krishi Vigyan Kendra-IVRI, Izatnagar worked together in village of Tahtajpur through empowerment of rural youth, farm women and practicing farmers.



**Hands on training on preparation of paneer**



**Value added milk products prepared by women group trainees**

## **Basic information of village:**

Tahtajpur is a small village of 1300 population located in Bithrichainpur block of Bareilly district, Uttar Pradesh. National highway bypass road nearby the village and its mere 14 km distance from the Bareilly city are the strength of the village. Even though it's close vicinity with district headquarter, till 2014 the development was far away from the village since

non-availability of sewage/water drainage system, street lights, electricity, *pucca* roads, etc were the major problems of this village before the entry of this NGO. About 25-30 household of the village are below poverty line . The panchayat consisting the Nagariya, Gopalpur and Tahtajpur had 11 members. Agriculture is the main occupation of the villagers and majority are cultivating wheat, rice, cucurbit crops, cauliflower and brinjal etc whereas the animal husbandry is a subsidiary occupation (48%buffaloes, 32% goats and 20% cattle). The literacy rate of the village is about 60-65%.

### **Intervention of Government agencies:**

The MNREGA scheme has effectively been implemented in village for the construction of the *Chakroad etc*. The street roads and drainage system were also constructed in 2015 only. The village also had a village community centre to conduct the various meetings of the villagers. All the households are equipped with hand pump for drinking water facilities. The village has primary school upto 5<sup>th</sup> class and for further education, children go to nearby village/block/city. The Mid Day Meal scheme is has also been effectively implements in primary school of the village.

### **Contributions of MRIDA an NGO:**

The MRIDA is providing backward and forward support to the villagers, which has been established under corporate social responsibility (CSR) by investing 2% of profit under IL&FS in the village. The MRIDA has installed 3 solar grids in village in 2014. Each solar grid provides sufficient power supply @ 2 unit each to 25 households for light and mobile charging for which the villagers are paying @Rs. 150 per household per month. MRIDA also took the initiatives in establishment of the information e-hub by employing a youth of the village. MRIDA has also invested the capital in village by procurement of zerox machine, computer,

printer and internet for making the accessible of the villagers to these services. The villagers are using these services on the payment basis. Out of the profit, the operator of this e-hub has to repay the amount of Rs. 2000/- per month to MRIDA. The operator of e-hub is earning on an average of Rs. 3000-4000 / month. The MRIDA has also established Village Development Committee (VDC) in village consisting of 11 members of the same village. The revenue generated in terms of providing solar energy and e-hub is to be deposited to the Village Development Committee, which maintain all the records and utilize this fund for further development in creating the village infrastructure. The MRIDA has also constructed the cost effective 40 toilets in village.



**Solar panel installed by MRIDA (NGO) at Tahtajpur village**

The MRIDA has established a tailoring & stitching centre at village level wherein a group of 8 rural girls work together and are supporting financially to their parents. This group has been linked to the industry/company for getting the supply order for preparation/development of the packaging materials of cloths. This women group were trained in tailoring, stitching and embroidery work at Krishi Vigyan Kendra- IVRI Izatnagar. Each member of group is earning on an average @ Rs. 5000/month. This group is further imparting

the training to the other girls to make them self dependent, so far about 30-40 girls not only of this village but also from others have been trained by the group. The MRIDA has helped the villagers to establish *Grameen Haat* (village market) as the outlet for the products prepared by the women group. Through *Grameen Haat*, they are selling detergent powder, chilly powder, turmeric powder, decoration materials, fresh vegetables, pickles. The *Grameen Haat* is just established besides the national highway passing through village which is the main attraction for the people for buying the farm and other products prepared by the farm women and rural youth of the village.



**Women group started stitching unit after receiving training from KVK, IVRI**



**Training on pickle preparation at KVK, IVRI, Bareilly to the women group of village**

### **Intervention of Krishi Vigyan Kendra- IVRI, Izatnagar**

The people of Tahtajpur reported that they gain knowledge, developed their skill and most important the confidence has developed among them through efficient and need based training programmes and continuous guidance from the **Krishi Vigyan Kendra-IVRI, Izatnagar, Bareilly**. KVK's scientists are also regularly visiting this village to follow up the activities undertaken in village itself by the KVK's beneficiaries. The girls and women of this village were also trained in "detergent powder making" by KVK-IVRI, Izatnagar which they are using

for their domestic use and also selling to the others in their own village and also in village level market. The farm women have been educated about the importance and adoption of nutritional/kitchen garden in their home premises which they are adopting in their village. Further, the value addition training in fruit and vegetable preservation, had resulted the great interest and enthusiasm among the farm women for value addition in fruit and vegetable in form of pickle, jelly, jam, *murabba*, which they are selling in *Grammen Haat* and are earning their bread and butter.



**Youth of village cultivating improved variety of brinjal**

KVK -IVRI has imparted many skill oriented trainings to the villagers on varied subject like preparation of pickle, tomato sauce, detergent powder and stitching and embroidery work. The village also had four women derived self help group and one men derived self help group. The self help groups of the village are mostly engaged in cultivation of vegetable. The KVK is now focusing on imparting the trainings on scientific cultivation of vegetables (Spinach, Cucurbits, Brinjal, Coriander, Cauliflower, Potato, Pea, Mushroom and rice cultivation) and its processing. The front line demonstration has also been conducted at farmers field by the KVK for introduction of the improved varieties of Wheat, rice developed by IARI,

Pusa New Delhi. Another technology of IARI, Pusa i.e., zero energy cool chamber, a on-farm rural oriented storage structure which operates on the principle of evaporative cooling has also been demonstrated and constructed by KVK IVRI in *Grameen Haat* of the village which are fetching benefits to the villager for storing and keeping the vegetables fresh. The villagers are now well aware about the significance of high yielding varieties and the scientific package of practices to be followed in agriculture.



**Grameen Hut : A marketing outlet for village products**



**Low cost cold chamber technology of IARI, Pusa adopted at Grameen Hut to keep the vegetable fresh**

The closeness of this village to the market in Bareilly city is a great advantage, the villagers who got training from KVK are preparing pickle, detergent powder, tomato sauce on small scale and now they have a plan of pickle making at larger scale for supplying to the student's hostels of Universities in Bareilly. Few farmers are producing mushroom, which is a seasonal crop, are earning sufficient income from this income generating activity. KVK has organized many cleanliness drive in the village under Clean India Mission programme of Govt of India which has resulted into neatness and cleanliness in village. Peoples are also now reluctant to throw garbage here and there, which they were practicing earlier.



**Cleanliness drive in the village under Clean India Mission programme of Govt of India**

So far, the following trainings have been imparted during 2015-16 and 2016-17 for empowerment of the rural youth and farm women of the village, Tahtajpur by the KVK-IVRI for inculcating the entrepreneurial skill, increasing their income and the employment among them:

Sl. No.	Topic of Trainings	No. of trainings	Days	Participants
1.	Fruits & Veg. Preservation	03	4	53
2.	Detergent making	01	2	26
4.	Prep. of milk products	01	4	23
5	Tailoring, stitching & hand embroidery	01	4	16
6	Nutrition Garden	01	01	12
7	Care of Pre school children	01	01	19
	<b>Total</b>	<b>08</b>		<b>141</b>

## **Feedback of the Villagers**

Villagers reported that due to solar lighting in village they are getting uninterrupted power supply which is very much cost effective. The amount they pay towards the solar light consumption is again recycled in village development. Before 2014, the school children who didn't received electricity earlier, are now studying up to late night. Villagers can also do their work during evening hours. The availability of solar light has improved the working efficiency of the villagers. Due to availability of the e-Hub, the villagers are now able to obtain need based information which they required especially regarding agricultural technologies and markets. They can book their travel tickets, get printing and photocopy material in village itself which save their energy and money. The farm women, rural girls and rural youth are following the value addition practices at their home, during the 2015-16 the group of girls have sold out the pickle in large quantity. Moreover, they are making the detergent powder for their domestic use and also selling at *Grameen Haat*. The farmers are coming forward to adopt the high yielding varieties of rice. Further the linkage between the rural youth and the KVK has strengthen which is most helpful in motivation of other farmers and youth of the village .

## **Conclusion**

Indian villages are confronting with multiple problems but these can be removed while encouraging the farmers participation in development programme under credible local leadership and with joint efforts of multiple agencies. The development in Tahtajpur village reflects the role of various agencies in making and establishing a strong linkages for overall development of village. However, the replication of public-private partnership model is also needed to expedite sustainable rural development process.