A photograph of a man in a white shirt and shorts walking through a flooded agricultural field. The field is divided into rows of young green plants, and the water is shallow and reflects the sky. The background shows more of the field and some trees in the distance.

Project to Empower Rural Residents and Improve the Status of
Women

India, Maharashtra State, 4 villages

October 2008~November 2013

JICA (Japan International Cooperation Agency) Grassroots partner business ICA
Cultural Association

2008 Life of Mursi district farmers

- Cash income is only for rice cultivation in the rainy season.
- Land resale continued since there was no work other than rice farming.
- Vegetables were purchased from the Pune city market several times a month.
- Excessive depopulation (young people are migrating, while old people and children remain in the village)
- India's has a pesticide problem, women's status is low, and there are many poor people



The situation of Mursi district / Mulshi Taluka

Located about 35 km southwest of Pune City, Maharashtra, the area is about 1,040km², with a population of 124,000 among 14 districts.

There are 150 towns and villages engaged in farming life. About 9,000 people are designated as “untouchables” in the lowest ranked caste.

Area : 4 Villages (Population of
6,165 people)

①Khamboli Village (Population
of 2500 people)

②Chemsewadi Village
(Population of 665 people)

③Andale Village (Population
1200 of people)

④Katarkadak Village (1800
people)



Living situation in Munshi district before the start of project

- Men had the right to make all decisions, while women could not speak in front of the public meetings.
- Only 10%-20% of women participated in meetings.
- Traditional farming relied on annual harvest during monsoon season.
- There was no irrigation, making it impossible to make two crops.
- Cows were only used for farming, as there was no knowledge of milk production.
- With only rice production, the average annual income was Rs 15,000 (¥23,400)
- There were few trees, and the land was dry.
- Residents did not work together.
- Women were unable to carry out independent economic activities.





State of the village

- Cattle, manual rice farming
- Semi-sufficiency living by selling wheat, beans, and wild plants

Farmers are about 73% of the population.

Most of them are small-scale farms on land less than 2ha.



Lending Business 1

The preceding project implemented 20 biogas, irrigation construction and restoration, milk center construction and afforestation.

Biogas construction

- Reduce cooking time
- Prevention of eye diseases caused by smoke
- Time to secure fuel, such as firewood and cow dung shortened
- Improvement of domestic labor



Project Summary

Rural Development Project for Poverty Reduction (October 2008-2011)

In four Mursi district villages, the lives of residents are improved and become rural model areas

①Agriculture · Livelihood improvement through support of dairy farming

- Double cropping became possible by irrigation
- Development of dairy farming through the construction of a milk collection and delivery center。
- Changing eating habits with fruit tree and vegetable cultivation。
- Support by Ministry of Local Agriculture has begun。

②Revitalization of interaction between residents by strengthening empowerment

- Dairy SHG and water associations were organized。
- Agricultural School Started (organized by the Ministry of Local Agriculture)

Project to strengthen empowerment of residents (October 2011-November 2013)

Leadership to promote self-reliance is fostered, interaction between local residents is activated, teamwork is born, and sustainable and self-sustaining development becomes possible.

①Leadership training

②Dairy training (Daily farming techniques、 borrowing funds for livestock purchase、 how to operate dairy SHG

③Tree planting · agricultural training (tree cultivation、 vegetable cultivation、 rice cultivation, etc.)

Community improvement for women

Training and cash income from entrepreneurship will improve women's awareness and status, increasing female participation in other village activities。

①Women's empowerment strengthening training (Self-development、 leadership training、 marketing、 PC training

②Technical training for entrepreneurship (sewing、 accessory making、 food processing, etc.)

③Entrepreneurship support for SHG (12G)



How people gathered during training

ICA has poured energy into human resource development. When conducting problem solving workshops, leadership training, action plans, etc. The problem is gathering people.



At first, only elders participated in the training program, while women and young people did not participate much. The priority of the village is to earn income such as agriculture, ceremonial events, religious activities and political events. It was very difficult to gather people for development training. When local staff was set up in the village and villagers were coordinated to give them a sense of responsibility for village development, people gathered without problem.

Leadership Training

After staff arrived Pune, the staff went to houses to recruit members to participate in training. Now, attendees gather for trainings before the staff and the motivation and awareness of the women themselves have increased.



ICA gave villagers an opportunity to participate in planning stage decision-making and to commit to village development. A seminar by international staff showed new perspectives and future prospects to give confidence to the villagers. By immediately implementing what was decided at the seminar and building a relationship of trust through action, young people and women also began to participate.

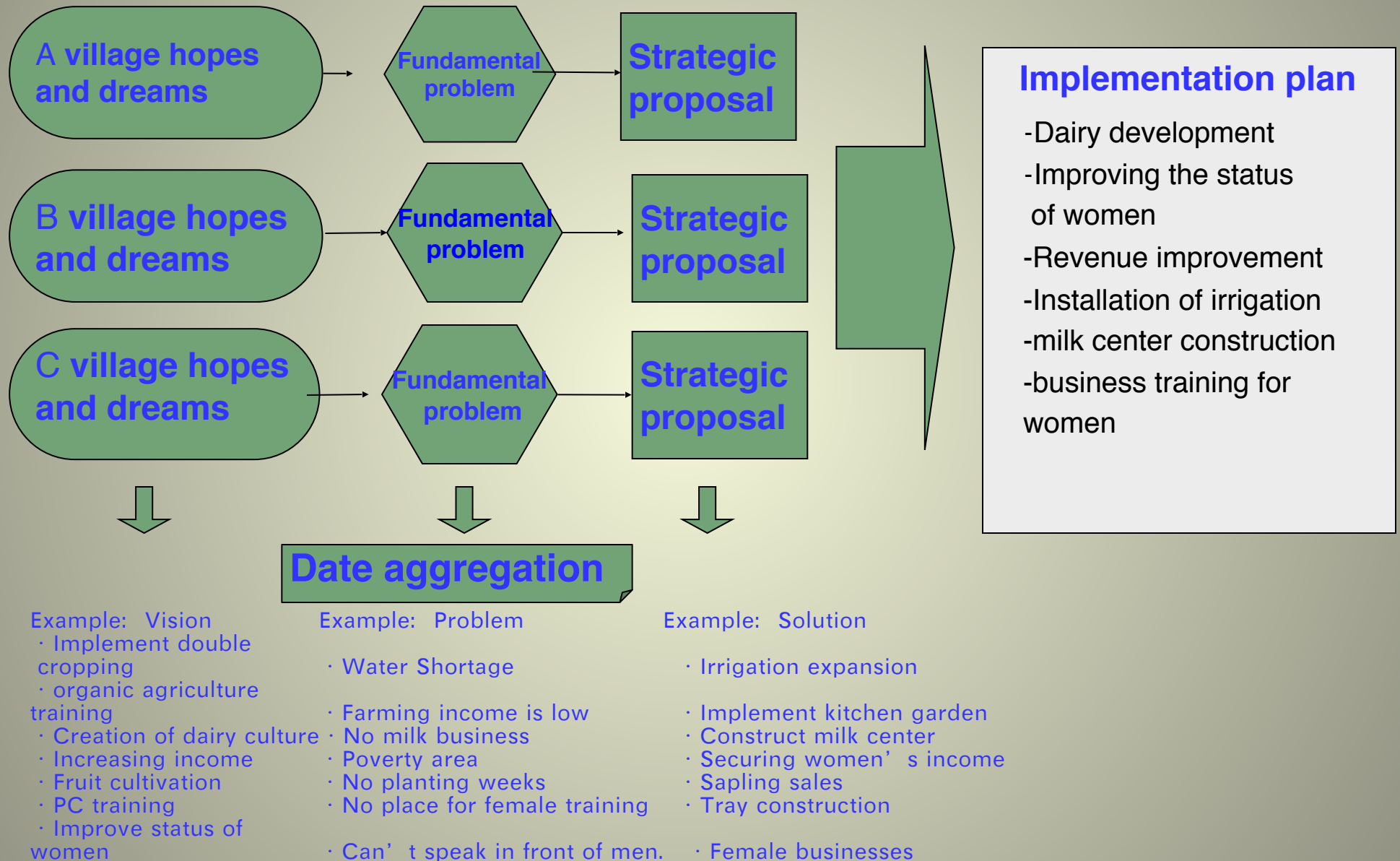


Project Leadership Training

Leadership seminars are attended by group leaders from each village. Community development seminars are held in each village and are open to everyone.



Community development

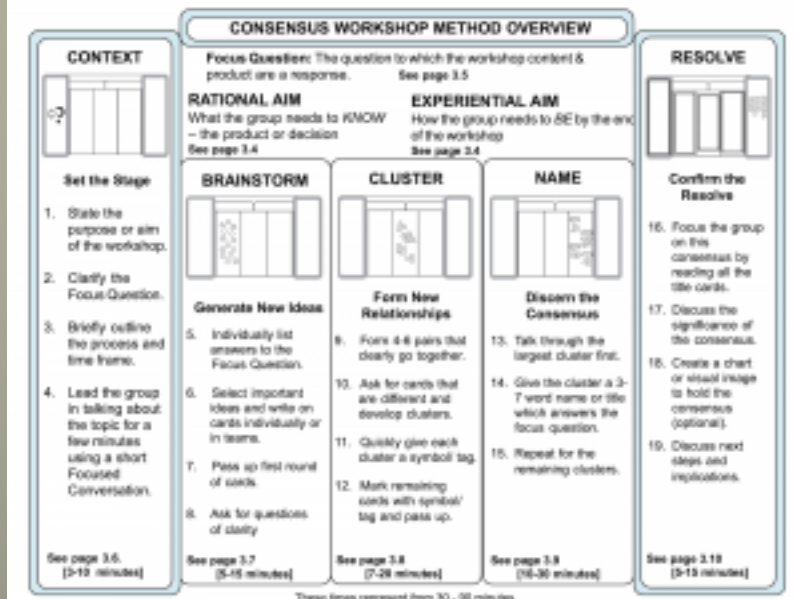


Consensus building workshop

ICA conducts a consensus building workshop with community participants at the start of the project. In consensus building, each person has ownership of group decisions, and each person feels that their wisdom has expanded. This is the first time members worked together

Purpose of consensus building :

- Rather than majority rule winners and losers, a common awareness is established amongst a group.
- Everyone is allowed to come forward and disagree, rather than passively agree.
- Accept and respect all ideas.
- It is not an absolute final decision, rather a practical decision suitable for the situation at the moment.
- Focus is on unifying groups, not dividing groups.
- Encourage participants to take ownership of the process and the outcomes
- Rather than being the strongest voice, the decision is based on the wisdom of the entire group



3 How to proceed with the consensus building workshop with the villagers?。

- Organize the Village Development Committee. (Composed of leaders from each group)。
- The leaders of each group, Community Based Organisation (CBO), gather to form a consensus.
- Report the content of consensus building to the local government and confirm that there is no problem in the process。
- Follow up discussions between residents
- Leadership training and cooperation system for implementation.

4. Points devised in discussions at meetings

ICA will act as a facilitator to draw ideas from all participants and make specific decisions.

Focus is on dialogue, not controversy. Rather than discussing the claim, understand the value underlying the claim. Find a comprehensive solution, not a compromise. Combine several related answers instead of one answer. Learn from all experiences, not seeking correct or incorrect answers. Instead of accepting personal prejudice, we accept a variety of perspectives.

For those who can't read and write, peers who can write letters will write their ideas on the paper and announce them in front of everyone, so that their thoughts are not ignored.

Or pictures can be used to communicate. We encourage working slowly until the villagers start to trust the group. We will proceed with the culture of the country, including rituals and songs. As trust is established, the villagers start to say their opinions.

Impact、 Demonstration、 Training、 Interchange、 Events appreciated。



Explain to villagers how the Ministry of Agriculture chooses only good seeds

Teaching how to moisten and germinate rice seeds



Collaboration with the Ministry of Agriculture began

JICA's grassroots partner project started, and when the NGO implemented a project for the residents, the government also supported the government indirectly. ◦

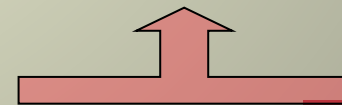
- The government started to support the distribution of seedlings for planting trees.
- Electricity drawn to village.
- The Ministry of Agriculture dispatches staff for agricultural guidance.
- Permission to use damn water.
- Paved road.
- Bridge repaired. The convenience of transportation made it easier for villages to work as day-to-day cleaners in the adjacent IT company zone.

ICA contributes to regional development by partnering with three sectors (government, companies, NGOs and local residents).

Government

Company

Residents



Leading Project 3 Irrigation Project

- Irrigation repair and dredging in Khamboli village
- Irrigation construction in Katarkadak village

WUA members pay a monthly fee of 50Rs.

With the installation of irrigation, many farmers are able to do double cropping during the dry season from November to January, allowing for the production of potatoes, wheat, beans, tomatoes, onions and livestock feed.



Effects of irrigation facilities

- By setting up irrigation in Khamboli Village and Katarkadak Village, double and triple cropping will be possible.



2. How to achieve harmony between villagers and government ?

Local governments of India must account for entire regions, while NGOs are able to focus on specific areas and the issues of those areas. By examining the project results, it will be determined how well the project is in line with the needs of local residents and whether it contributes to the development of the local community. Government officials initially don't complain about the work of NGOs; however, if NGOs point out problems with the government, there are cases in which the relationship breaks. ICA will not collide with the government, but will build a cooperative relationship so that work can continue. In the Pune area, government officials usually do not talk to villagers because villagers aren't persuaded. So ICA talks to the villagers and invites government officials to the villagers' meetings to help establish a relationship between the villagers and the government.

ICA's motto is the four "C"s. ①We care about people, ②We create courage in people, ③We build cooperation, ④We allow creativity.





The Ministry of Agriculture provides guidance on how to use administrative costs for irrigation systems



Irrigation Committee Rules

- The Irrigation Committee meets once a month。
- 1 6 0 households pay a monthly membership fee of 100Rs. (170yen) 。
- The membership fee is used for irrigation pipe expansion and damage repair。
- Large repairs will be collected separately。
- Members pay 40 Rs. (68yen) for water consumption。
- Membership is cancelled if a member does not attend the meetings 3 or more times in a row。 Before cancellation, the member will be asked for explanation。

Follow-up Project

Expansion of irrigation

In the follow-up project, irrigation work was carried out in 2012 in Katar Kadak village. As a result, 36 new households became members of the WUA (water users association), and a total of 126 households are currently participating. The membership fee is about 50 Rs.

The irrigation allows farmers to go from making 10 bags of rice to 50 bags of rice. After the irrigation system installation, Katar Kadak village has more unity as the villagers work together and leaders take the initiative in participating in local activities.



Results of Irrigation

4-step Japanese rice cultivation

Average annual income in 2008:15,000
Rs.

Annual income 2012 : 44,000Rs.

Average annual income of rice :

20,000Rs./ac.

of 2 double crops 24,000Rs/ac.

normal crop yield (500Kg/ac.)

2 double crop yield (1,000Kg/ac.)



In addition to the seminars, the villagers were given technical guidance on agriculture, dairy farming, and irrigation that helps improve their livelihoods.

During the rainy season, the fields are changed to rice fields

Rice planting

Agricultural Support

Double cropping is possible with irrigation

Average wheat harvest 1200kg/ ac/yr

Average vegetable harvest 1000kg/half ac/yr

2 cropping produces wheat, beans, vegetables, and livestock.

Households with double cropping : 160

households

During dry season, rice fields are changed to grain and vegetable fields



A woman who sorts rice harvested by double cropping



Tree planting / Environmental education center (nursery)



Growing mangos



Home garden

About 35,000 trees are planted every year. Over the span of 25 years, more than 800,000 trees have been planted. As a result, the government will support the distribution of seedlings in the future.



Fruit Trees • Herbs
Are also appreciated

Tree planting activities by elementary school students



Students planting in an elementary school



Mr. Shibata stays in the village during training by JICA Delhi





Kitchen Garden

Harvesting vegetables to increase income. During the dry season, rice fields change into vegetable fields.

- ◆ With soaring vegetable prices, households sold leftover vegetables to earn cash.◦
- ◆ The Ministry of Agriculture designated Katar Kadak as an agricultural model area and donated high-quality seeds encouraging the awareness and enthusiasm of the residents.◦
- ◆ An agriculture class was held once a week by experts from the Ministry of Agriculture. The training received covered how to make a nursery and reduce pesticides. Villagers received farm equipment and agricultural support.
- ◆ The afforestation project began to receive a subsidy from the local government.◦



Dairy Support

Beneficiaries who purchased feed grinders for full-scale dairy farming



Growing feed crops



Purchase of beef and buffalo (Jawar Village)

ICA began dairy training in 2008. In 2010, JICA gave 4 grants(one is 40,000-50,000 yen) which allowed 30 households to purchase 30 horses.

A milk center was built and it is used by 28 households in 4 villages. 17 households brought in from other villages, totaling about 1,120L/day.

Milk is sold in Pune.

Dairy farmers started a business by using a bank loan to purchase a new buffalo . In 2012, 134 buffalo were purchased independently at 4 villages.



Dairy Support

Milk collection center construction : Khamboli Village



Currently, one room is used for computer classes, business training for women, and dressmaking classes



Follow-up business

4 Dairy farming support

- In 2012, local government officials and veterinarians were invited to conduct dairy training.◦

46 people participated to increase production, improve milk products, and conserve feed.

- 2013In 2013, 75 people participated and learned how to care dairy cows, feed livestock, and improve milk quality. Processed products such as buttermilk and paneer can now be sold.

Each farmer produces an average of about 7 L of milk per day. It sells for Rs. 80 at 1L and has a net profit of Rs.30. If you have 6, you can get about Rs. 37,800.



Human Resource Development / Technical Guidance

Capacity building in the village



Dairy workshop at the Milk Center



Questions for experts at the forum

Monthly capacity building Total: 24 times 1425 people (471 women)

Activities directly linked to the increase in income tend to stir up residents' motivation, so the project has become more energized.

Women's empowerment training

- In 2012, a female business group was formed and technical improvement training was conducted, and 127 people participated.

In 2013, 39 people participated in business management training for women.

The results survey taken at the end of training revealed that 97 out of 103 women felt they improved their status in their families and communities.



Leadership Training

- The 2012 leadership training was attended by 23 men and 27 women, 50 participants in total.
- The 2013 leadership training was attended by 265 men and 277 women, 542 participants in total.



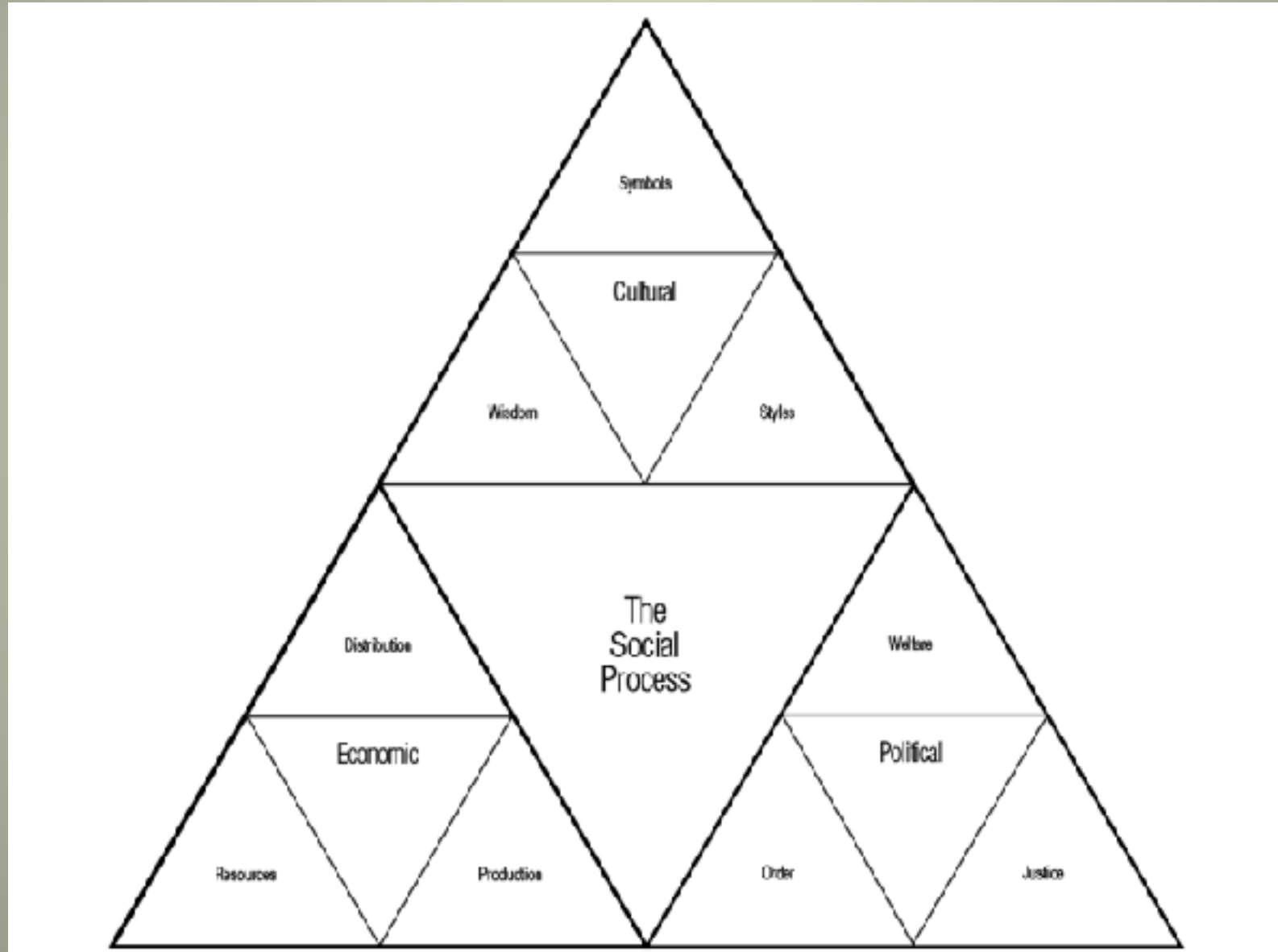
ICA invites villagers to participate at the planning stage and commits to village development.

The content of leadership training taught solutions and consensus building methods to use when problems occurred. Regular meetings can now be held.



Leadership Seminar

A community with a balanced culture, economy and politics





Model Business

Model Business Background

The status of women was low and there was no active participation in the project.

Training was a project to raise women's awareness and promote independence was necessary.



Prevent migrant outflows into urban areas and enable female cash income in rural India through female entrepreneurship programs.

Create a regional model that dispels low status of rural women.

Women's Business · Skill Training

Households that have earned income can now save cash for events such as ceremonial occasions and spend on education and medical care.

Making traditional sweets using potatoes



Business women • Number of skill training participants

[2012 Female Business Skills Training 2013 Female business skills training

Masala Making Training	-7 times	-191 people	Masala making training	-5 times	-71 people
Snack making training	-2 times	-69 people	Snack making training	-5 times	-128 people
Sama snack making training	-2 times	-18 people	Sama snack making training	-3 times	-71 people
Paper bag making training	-2 times	-58 people	Paper bag making training	-1 time	-20 people
Pickle making training	-1 time	-32 people	Pickle making training	-2 times	-33 people
Tailor training	-2 months	-30 people	Tailor training	-2 months	-17 people
Computer class	-2 months	-16 people	Lassi making training	-2 times	-44 people
4 step rice farming training	-1 time	-21 people	Handponding training	-1 time	-19 people
Agroforestry training	-1 time	-35 people	4-step rice farming training	-1 time	-10 people
Study tour	-3 tour	-59 people	Agroforestry training	-1 time	-40 people
			Study tour	-4 times	-22 people
			Marketing training	-6 times	-132 people

In 2012, a total of 529 participated.

In 2013, a total of 607 people participated.



Making traditional sweets using potatoes



Female Entrepreneurial Training Snack Making

Households that have earned income are saving cash for events such as ceremonial occasions and expanding their businesses.

18 Participants



Female Business Study Tour



SHG 257 Pune groups held an exhibition and women visited and asked questions to the seniors, gained knowledge, and learned about customer service. Women are able to leave the village.



Spice making

Making garam masala for curry and tea masala for chai



Product commercialization



Making Paper Bags



Preparation of paper bags of varying sizes and strengths to meet demand in restaurants, candy stores and pharmacies



Female business start-up (sewing machine training)



Sewing practice in 3 villages

There were many women who were eager to sew. They purchased 12 sewing machines to learn sewing skills and began a sewing class. Began with making paper patterns and creating blouse worn with Sari.

PC Classroom

PCs donated by JICA Delhi were set up in Cambori Village and Milk Center. One male instructor and one female instructor from the village started in the morning before school and evening after school.

The training is officially recognized by the Indian government, and participants will be able to find employment with a certificate of completion given at the end of the training. Both men's and women's training have 2 courses for 2 months. Participation fee is 300 rupees per month



Monitoring

The effects of training and the future.

At the beginning of the project, women began to encourage other women to attend meetings and training before men. At village gatherings, men began to listen without talking while women were speaking.

Female Entrepreneurs

Exhibition tour

ICA's business training (spices, paper bags, papal) coming to fruition increase confidence in self-sufficiency.



Tour of exhibition of 257 Pune organizations. Women listen eagerly to the stories of their seniors.

Women can see the purpose of training and motivation is increased.

A study tour was planned to give women who have never had the opportunity to leave the village, a chance to broaden their horizons.

Business Skill Training

Paper bag making training



Handbonding Training

PC Classroom

A personal computer, donated by JICA Delhi, was installed at the Milk Center in Camber Village.

There was a computer class at the school in the village and students must be instructed. One male instructor and one female instructor from the village were recruited and guidance was given in the morning before school and in the evening after school.

The training is officially recognized by the Indian government, and participants will be able to find employment with a certificate of completion given at the end of the training. Both men's and women's training have 2 courses for 2 months. Participation fee is 300 rupees per month.



5. Measures to generate income (cooperation with markets, middlemen, companies, etc.) 。 Progress since project start and after project completion。 Difficult points, ingenuity, future prospects。

Participation in the exhibition :

- The women in the village picked up goods at the exhibition and were confident that they could use skills gained through ICA business training (spices, paper bags, papal) to become self-sufficient
- Knowledge was acquired about the products sold and there a request for training led by a woman 。
- The exhibition gave ideas about other materials to test out in the village。
- For the first time, a group saw that the Ganesha Festival, which was held in late September, as a business opportunity and brought vegetables and plants from the village to Pune city. Goods sold out in half a day, earning cash income and increasing confidence.

Difficult Points :

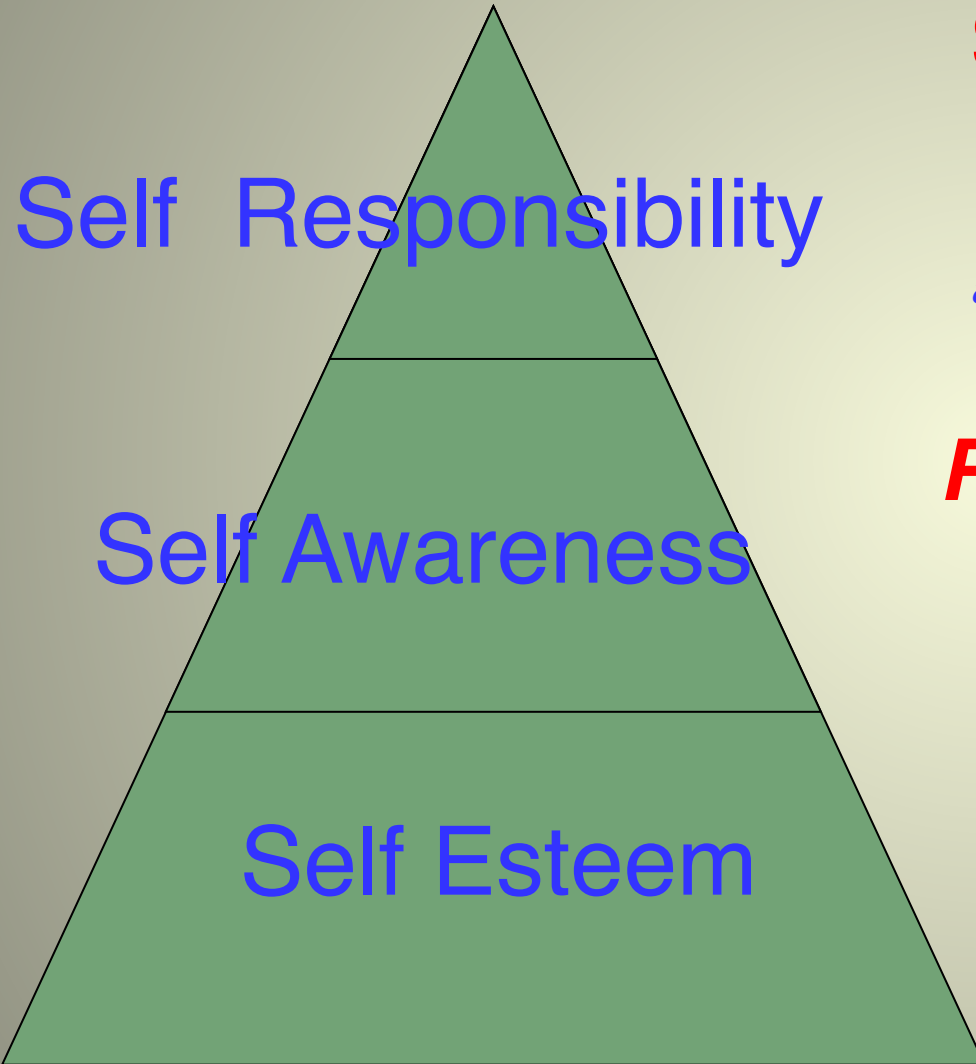
The products could not be sold out at other exhibitions. In the future, it is necessary to diversify products according to customer needs. Many of the current products are seasonal and not desired after expiration, so the business is not stable.

Ingenuity

Currently female groups are looking for a market to sell their products. Acquaintances and friends of ICA are contacted, developing a network and selling products. Local consulting companies are used to contact large shopping malls and stores. In the future, we will organize exhibitions and conduct training so that we can make fresh products that do not require the use of warehouses and sell high quality products.

Female empowerment

3S Project



Self-responsibility

「Participate in community activities」

「Absorb various ways of life through group activities」

「Improves fields of vision and technology」

Recognize own value

「Realized strengths and weakness」

「Realize value and potential」

「Need to rely on people」 Feelings reduced

Self-respect

「Accept current self」

「Take care of self」

「Escape from victim mindset」

Step-by-step effect of 3 S

When a team creates a goal, the team begins to

organize⇒**Regional Change**

Self
Responsibility

Experiencing possible actions

⇒Enhance knowledge and skills with peers

Self
Awareness

Recognizing the value of actions

⇒females being able to talk in front of men at meetings

Self
Esteem

Tell others ones goals.

⇒encourages husbands to participate.

JICA Monitoring Landscape

Monitoring was conducted by JICA from October 16-19 2013.

ICA would like to express sincere appreciation for your support thus far and continued guidance.





Monitoring by JICA

Cooperation between NEC and ICA

Taregaon Village was selected as the study site. Located in the suburbs of Maharashtra (western India), Pune City (a three-hour drive southeast of Mumbai, an international research city with a population of 5 million). Because the altitude of the village is 600 meters, the temperature difference between morning and evening is intense, making it ideal for strawberry cultivation. It was also attractive to be close to Mumbai, a large consumer city.

Collaboration between NEC and non-profit organizations

Initially, there was a question about whether it is possible to collaborate with non-profit NPOs and profit-priority companies. However, in order to survive, the collaboration was established because it was necessary to create a mechanism to generate income. Many strawberries sold in India are small in size and do not look good. However, Japanese strawberries are large and sweet. The sale of high-quality strawberry with no residual pesticides was favorably accepted as a safe and secure image in India, which has food concerns due to pesticide problems. In addition, it can be said that GRA's high hydroponics technology is suitable for deployment in India because it uses inorganic coconut shells abundant in India instead of soil for the cultivation floor.

The MOU was signed on September 2, 2012. After approval, NEC started the BOP business at India Environmental Education Center (EEC), the first Japanese strawberry cultivation business (study preparation) supported by JICA.

With the cooperation of NEC, GRA the first step of nutrient cultivation of strawberries has begun.



< Project purpose as of 2012 >

1. Construction of a polyhouse
2. Survey and practice for harvesting Japanese strawberries
3. Collaboration with Pune University
4. Market research for sale to hotels, businesses, and restaurants
5. Technology transfer to expand to Indian society after demonstration experiment
6. After successful strawberry cultivation, sales of NEC's ICT system in rural areas in India
7. After the profits increase, sell strawberries produced by the strawberry project

Create a system to share profits and return profits to villages as a social service

Finished strawberry polyhouse



4 Levels of strawberry seedlings



Difference in growth between top and bottom trays



Taregaon Mayor observes strawberry cultivation



Strawberries waiting for harvest



July 1, 2015 India observes Krushi (Agriculture) day. The ministers of Agriculture, Horticulture, Cooperative, gave award called “Krishi Ratna” to ICA India/Japan, NEC, GRA.

July 1, 2015、 Krushi from the Minister of Agriculture at the agricultural festival



ICA:INIDA High Tech Farming and sustainable community development
July 1, 2015 India observes Krushi (Agriculture) day. The Ministers of Agriculture, Horticulture, Cooperative, facilitated to give an award called “Krishi Ratna” to ICA India/Japan, NEC, GRA.



Project villagers and ICA staff are onstage to receive the award.









Thank you for listening



ICA Cultural Association

Thank you very much