

# IMPACT ASSESSMENT REPORT

Enable poor women to align their farming with new technologies and markets

## 01 Project Details

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| <b>Project Number:</b>        | 10245   |
| <b>Project Title:</b>         | Enable poor women to align their farming with new technologies and markets and build an efficient supply chain in an ecologically sensitive area. |
| <b>Project Duration:</b>      | Mar 2019 - Nov 2021   |
| <b>Project Budget:</b>        | Rs. 143 lakhs   |
| <b>Major Stakeholders:</b>    | FPO members, VDC members, Panchayat members   |
| <b>Location:</b>              | Khandar Block, Sawai Madhopur district, Rajasthan   |
| <b>Implementation Agency:</b> | Udyogini  |
| <b>Assessment Agency:</b>     | SoulAce   |

## 02 Background

Khandar, nestled in the fertile plains of the Chambal and Banas rivers, relies heavily on agriculture. Despite a significant increase in tube wells, agricultural output has not met expectations, partly due to ineffective extension services and over-exploitation of groundwater resources. Escalating input costs and shrinking landholdings further burden small farmers. Interventions are urgently needed to alleviate costs and improve market access, empowering farmers to secure better prices for their produce.

Bajaj Finance Limited, in collaboration with Udyogini, launched a project in Rajasthan's Khandar block, Sawai Madhopur district, aimed at enhancing farm productivity and income through advanced agricultural practices and market linkages. Empowering local farmers, particularly women, and strengthening institutional mechanisms were key initiatives.

The project targeted 1,000 households and 300 rural women farmers to improve agronomic practices, boost women farmers' involvement, and establish market connections. It addressed challenges like low productivity and limited market access.



## 03 Key Activities

### Initiatives for Improving Land Productivity

- Soil Test Based Fertilisation (STBF)

### Promotion of organic fertilization

- Green Manuring
- NADEP and VermiCompost

### Initiatives for Improving Controlled Irrigation

- Sprinkler
- Drip irrigation
- Establishment of Custom Hiring Centres (CHC) to promote farm mechanization
- Integrated Pest Management
- Demonstration of improved agronomic practices in major crops

### Initiatives for Improvement in terms of agribusiness and marketing

- Promote and strengthen cost-effective input supply chain
- Promote and strengthen institutional marketing

## 04 Key Impacts

### Agri Clinic

- **100%** of respondents experienced reduced physical strain due to farm equipment use, with **93.8%** reporting cost savings through its utilization.
- **75%** of respondents had a reduced need for chemical pesticides.
- **87.5%** of respondents reported improved plant quality, with **18.8%** yielding more than 20 quintals compared to none before.
- Following the Agri Clinic Intervention, the percentage of respondents earning more than ₹1 lakh per year increased significantly from **6.2%** to **56.2%**.

### Soil Testing

- **92%** of respondents experienced cost reduction in fertilizer usage.
- **81.4%** were able to select appropriate fertilizer, while **91.2%** applied the correct quantity, leading to better crop quality.
- **80.5%** reported better crop yields, with some able to determine the right nutrient content in their soil.

### Solar Fencing

- **93.3%** of respondents reported solar fencing as very effective, significantly reducing crop raiding incidents and protecting large quantities of crop produce.

## Vermicompost

- **100%** of respondents experienced a reduced need for chemical fertilizers. The proportion of respondents spending between ₹5000 - ₹10,000 on chemical fertilizers substantially decreased post-intervention, from **73.5%** to **13.3%**.
  - More than **90%** reported better control of weeds, improved soil nutrition, moisture retention, and pest control.
  - **73.5%** producing between 10-20 Quintals, leading to a notable shift towards higher income groups, with a significant increase in respondents earning more than ₹1 lakh annually.
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## Exposure Visits

- **90.9%** of respondents reported benefits from exposure visits, particularly in learning about organic farming.
- More than **50%** of respondents mentioned additional benefits such as crop diversification, learning best practices using technology/farm equipment, integrated nutrient and pest management, vermicomposting, horticultural crops, and livestock management.

## Integrated Pest Management

- The benefits experienced from IPM practices by **80-90%** of beneficiaries included preservation of natural predators, cost savings on chemical fertilizers/pesticides, prevention of pest resistance species, optimal nutrition usage, and improved soil health.
  - A notable increase in **78.1%** of respondents spending up to ₹5000 only for the cost of fertilizers used.
  - Additionally, there was a significant increase, with **53.1%** of respondents spending up to ₹3000 only for the cost of chemical pesticides, indicating reduced expenses and cost-effectiveness of IPM methods.
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## Village Development Committee

- **80.9%** of respondents reported awareness of the basic rules of VDC functioning, while 98.1% claimed awareness of the office bearers of the VDC.
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## FPO Intervention

- FPO sales comprised Bajra, Vegetables, Wheat, Pulses, and Mustard, with **62.1%** of sales ranging from less than 10 quintals to above 20 quintals.
  - **99.1%** of respondents found association with the FPO to be very beneficial.
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## Women Empowerment Program

- The vast majority of respondents (**88.3%**) were engaged in agricultural work on their land, cultivating major crops such as wheat, mustard, and vegetables.
- **98%** of respondents could make savings every month to some extent.
- After the CSR intervention, **93.3%** of respondents developed new skills to some extent, leading to a reported increase in confidence by **95%** of the respondents.