



ABOUT CARGILL

Cargill provides food, agriculture, financial and industrial products and services to the world. Together with farmers, customers, governments and communities, we help people thrive by applying our insights and over 150 years of experience. We have 155,000 employees in 70 countries who are committed to feeding the world in a responsible way, reducing environmental impact and improving the communities where we live and work.

Focus Area

Maternal health and Child care (for e.g. Maternal and child micro-nutrient/ dietary supplementation/ Food fortification for children, women and general population/ Iron Folic Acid supplementation/ Vitamin A supplementation);b. Infant and Young Child Feeding practices (for e.g. Appropriate care-giving and feeding behavior e.g. exclusive breastfeeding and complementary feeding/ minimum dietary diversity/ responsive feeding, feeding behaviors and stimulation);d. Consumer awareness (for e.g. Dietary diversification);e. Maternal health (for e.g. Reproductive and health services to improve birth spacing, nutrition for pregnant and lactating women)

TARGET STATE

Madhya Pradesh

OBJECTIVES

Madhya Pradesh Nutrition Project is expected to benefit children under six years of age, adolescent girls, pregnant and lactating women. The project is being implemented in 760 villages spread over three districts of Madhya Pradesh. The districts include Tikamgarh, Panna and Chhatarpur of the Bundelkand region. Among the 760 villages intense work will be carried out in 80 identified demonstration villages.

1. Reduce underweight and under-nutrition among children in the project areas in the shortest possible time by following the life cycle approach.
2. Reduce wasting and severe malnutrition among children with a focus on severe acute malnutrition in the project districts
3. Creating community awareness around the issue of malnutrition.
4. Strengthen governance, accountability and mutual responsibility of service providers and communities to foster program success.



COMPANY BRIEF

COMPANY HEADQUARTER

Gurgaon, India

GEOGRAPHICAL AREA(S)

WHERE THE INITIATIVE IS

OPERATIONAL

Madhya Pradesh

MENTION THE NAMES OF THE SPECIFIC DISTRICTS/ VILLAGES/ AREAS IN THE CHOSEN STATE

Tikamgarh, Panna and Chhatarpur

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

IF THE INITIATIVE BELONGS TO THE "OTHER" CATEGORY IN QUESTION 5, PLEASE SPECIFY.

NA

IMPLEMENTATION

The project started implementation of activities initially in 80 of the 760 villages where each village were having 5 or more Severely Acute Malnourished (SAM) children. These 80 villages were selected from amongst all the 19 administrative Blocks from the 3 intervention districts. These 80 villages were considered to be the demonstration or early learning villages, learnings from which were systematically layered in the rest of the project area. In each of these 80 early learning villages one Nutrition Volunteer was recruited, trained and supervised to undertake some specific activities to achieve the intended objectives of the project. The success and results from these villages helped in expanding the similar strategy to next 220 villages by appointing 254 additional nutrition volunteers. In all MPNP directly intervened in 300 villages and through the government system and their front line workers in the remaining 460 high burden villages. This strategy was adopted to ensure the gains of the project beyond the life of the project.

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Since 2013, directly and indirectly reaching approximately 1.1 million rural population.

WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

IF YES, WHO WERE THE IMPLEMENTATION PARTNERS IN THE INITIATIVE?

NGO/Development organisations

SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

CARE India

WAS THERE ANY BASELINE STUDY?

Yes

IF THERE WAS A BASELINE STUDY, WHAT WERE THE FINDINGS OF THE STUDY?

NA

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

1. During the total project duration, 4688 children have been referred to resource center, have prevented the possible death and disability of large number of under-5 children.
2. During the project period MPNP has built capacities of 1300 Front line health workers from ICDS and created 344 Nutrition Volunteers from the intervention villages.
3. As per end line evaluation on 1562 mothers, 38% of mothers practiced exclusive breastfeeding for 6 months and 37% mothers practiced complementary feeding after completion of 6 months
4. 35% reduction in undernutrition among 0-5 children
5. 37 % reduction in severe underweight among 0-5 children
6. During project period, 79% women are more aware of their child's nutritional status based on weight in the direct intervention area as compared to 63.5% in indirect and 60% in comparison area.

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

Yes

IF YES, WHAT TYPES OF COLLABORATIONS ARE BEING THOUGHT OF?

Looking at the success of the program, we intend to extend the program with benefits reaching out to even more farming households, including women to adopt and maintain kitchen gardens and empower youth to pick-up agri-based entrepreneurial livelihood options.

DO YOU HAVE ANY PLANS TO SCALE UP THE CURRENT INITIATIVE? IF YES, PLEASE MENTION DETAILS OF WHERE, WHEN AND HOW.

Yes, we do have a plan and we are still working on the extension of the same.

ACHIEVEMENTS

"In the third year of its operations, Saathi project has made significant headway in gearing up the speed for achieving the set objectives and results. A full-fledged team comprising of agriculture specialists, trainers and field extension officers is in place to make sure all goals are achieved. During the third year, project activities have been extended to another village, taking the outreach to a total of 27 villages. Project has witnessed good participation from the community during the implementation of all the four project components. As a step forward, the team is now focusing upon adoption of the interventions through door-to-door follow ups. The project has already registered 5,054 farmers in the program, thus, over achieving the end of project target of 5000 farming households. There has been encouraging advancement in undertaking collaborative activities with Government organisations such as University of Agricultural Sciences (UAS) Dharwad,

Agricultural and Horticultural Research Station (AHRS) Kathlagere, Indian Institute of Horticultural Research (IIHR) Bangalore, Taralabalu Krishi Vigyan Kendra (TKVK) Davangere and Indian Grassland & Foreign Research Institute (IGFRI).

IN FY 18, project team conducted 291 farmer trainings, collected 23 soil samples which have been tested taking the cumulative total to 5,054 samples. To address the problem of malnutrition in cattle reported in the project area, fodder demonstrations have been conducted in collaboration with Advanta India Pvt. Ltd. And IGFRI. The team has also successfully started Horticulture and Agroforestry plantations with project farmers. The team encourages farmers to grow more varieties of crops such as pulses, Chia, Arecanut, Wheat etc. to improve soil fertility and help them reduce risk of failed crop. Under the Cargill Agri Fellow (CAF) program, 24 fellows from both the batches taken together have started their own enterprise and one has been employed. CAFs have generated revenue of about INR 31 lakh, as per the recorded sources.

Under the womens empowerment component, 75 women have been registered in the last year, taking cumulative registration in three years to 2,531. These women have been engaged across three major thematic areas: ₹ Kitchen gardens: During FY18, 71 new kitchen gardens have been established leading to a total of 389 in the project area. These kitchen gardens occupy an area of around 400 square feet on an average, and enable savings of about INR 200 per week per household. ₹ Nutritional Literacy: 2,634 women have been trained on health and nutrition ₹ Financial literacy: 2600+ women beneficiaries have received trainings on financial literacy. In response to this, 419 beneficiaries have availed insurance schemes with a total coverage of INR 11.70 Crore.

Team has initiated business through Bhadra Farmer Producer Company, with a shareholder base of 508 farmers. It will benefit farmers in their input and output aggregations, and business setup. 27 village level Farmer Producer Groups have been formed. Through the farm input Business of Paddy/Maize seed and Fertilizers, the FPC has had total sales worth INR 10lacs generating a profit of about INR 35,000. The third year, evident from the outcomes and results of the project interventions, marks significant progress in accomplishing our goals which are directly/ or indirectly linked to the Sustainable Development Goals (SDGs).

Our Agricultural Development Component because of its focus on enhancing income of the farming households is directly linked to Goal 1 (No Poverty) and Goal 2 (No Hunger). Because of our interventions focus on promoting organic practices like use of FYM and drip irrigation, we also work towards Goal 12 (Responsible Production and Consumption) and Goal 13 (Climate Action). By building capacity of youth through the Promotion of Youth Entrepreneurship with an aim to help them set up their own enterprises coupled with projects convergence efforts with other government and non-government organisations besides promotion and strengthening of FPC, we thus work towards Goal 8 (Decent Work & Economic Growth). The Women Empowerment Component is directly related to Goal 5 (Gender Equality) as women, because of the increasing awareness with regard to financial literacy, seem to be taking more active part in family businesses, with confidence, resulting into slow-but-steady economic growth.

Also, the promotion of kitchen garden contributes towards Goal 3 (Good Health & Well-being) as women being aware of the requirement and sources of nutrition doing their best to ensure its supply to their children and family as a whole, through home-grown vegetables.

And last but not the least, our Community Engagement component through the provision of water and sanitation facilities at the schools directly contributes towards Goal 6 (Clean Water and Sanitation) while indirectly contributes towards Goal 7 (Quality Education)."

MENTION ABOUT THE SUCCESSFUL CASE STORIES THAT HAVE EMERGED FROM THE IMPLEMENTATION.

"CASE 1 - Diversified Vegetable Cultivation Pushpa belongs to K.Bevinahalli village in Harihara block. This village is just 3km from Cargill Plant. She is a housewife and lives in a joint family. There are 13 members in her house and involved in one or the other agriculture activities. The family used to buy all vegetables from the local market or Davangere city on a regular basis, and was not happy with their quality.

When Pushpa came to know about Cargills supported Project Saathi in partnership with TechnoServe was helping women established kitchen gardens, she got in touch with the project team. The TNS team trained her on how to grow vegetables in limited space and also trained her on preparation of liquid manure as well as herbal decoction for pest and disease control.

She started her kitchen garden in the beginning of January 2016, and by the end of the same month, she started harvesting leafy vegetables like Palak, Amaranthus, Corriander, Dil and other vegetables like Okra, Beans, Radish, and Gourds on a regular basis. Pushpa got multiple vegetables which were more than sufficient for all 13 members of her household. The family said that from a small 400sqft area, they got enough vegetables for home consumption as well as for sharing with relatives. She also shared that, they also saved around Rs. 4500 in a period of 3-4 months.

Pushpa says, am happy that our family got fresh, clean, chemical free vegetable along with good exercise for all our family members! We are putting in close to 1-1.5hr per day to get good vegetables. We have again sown seeds for next season.

CASE -2: Mushroom Farming: A new source of income for women

Mrs. Kusuma Jagadish, a homemaker from Belludi village, Davanagere district, lives with her husband and three children. The family has a landholding of 5 acres and primarily cultivate Maize through rain-fed agriculture. She got in touch with Cargills supported Project Saathi in partnership with TechnoServe, during a training session for women on health and nutrition, financial literacy and organic kitchen gardening, organized at village Belludi. The women were briefed about the project and support from Cargill for the project and they were encouraged to establish organic kitchen garden, owing to its benefits. TechnoServe ensured to handhold them throughout the process including the access to quality agri-inputs.

Kusuma realized the benefits of establishing a kitchen garden and registered herself for the initiative. As promised, all the required technical support as well as quality inputs were provided. Soon she became a regular attendee of our training sessions conducted in village temples. The project, in an effort to encourage women to undertake new activities, showed them a video on mushroom cultivation. This video created an impact on Kusuma and thereafter, she started enquiring about how to get started with its cultivation. The project trained her on oyster mushroom cultivation by bringing spawn (seed) from Bio Centre, Shimoga and a mushroom cultivation unit was set up in Kusumas house. She gradually established 35 bags of mushroom using Paddy straw as base material, each bag containing 2kg of mushroom spawn. The spawn was sown on August 4, 2016 and by the end of the month, Kusuma had started getting mushrooms for consumption.

She expressed great pleasure in the success of her mushroom unit, and takes pride in cooking mushroom for her family and friends. She is now looking forward to generate income through sale of mushrooms in the market with the projects support. "

CHALLENGES

"1. Adoption of practices follows awareness followed by creating mind set for adoption through regular follow-up and handholding, particularly before sowing and when crop is standing on the field.

2. The team is putting in great efforts to promote Bhadra FPC for the welfare of the farmers and has also ventured into agri-input business. However, notwithstanding paddy being the most dominant crop of the region, there is no assurance of the quality of paddy seeds from the suppliers, binding our hands to go ahead with this on this front. After a lot of caution, we took up paddy seeds sale of one variety which was highly demanded from farmers from one village but still witnessed 10% seeds not showing desired germination result.

3. FPC is exploring opportunities to start output sales of paddy and maize as well. After discussions with Karvy Traders about NCDEX, it has come to light that they do not have a godown in Davangere, so other options like private players are being explored. Regarding paddy, we are also exploring some private mills so that can eliminate lower-level traders and commission agents.

4. Some of the crops that have been newly-promoted in the area like Wheat and Chia, which are still in beginning of building an eco-system of their own. Therefore, team is planning to take up the job of their input supply and output procurement through FPC.

5. The team is promoting Integrated Farming System (Wadi) amongst the farmers of the project area. Though the farmers are keen and optimistic about the new concept of diversification, some are reluctant and dropping out due to speculations of inadequate rains this monsoon. "

MAJOR FINDINGS/ FINAL ANALYSIS

Mentioned as part of achievements.

NOTE FROM THE CEO/MD/ PROGRAM IN-CHARGE:

NA