

ESTABLISHING SHG/FPO ENTERPRISES TO ADDRESS MALNUTRITION AND PROVIDE RURAL LIVELIHOODS IN YADGIR DISTRICT, KARNATAKA

Principal Investigator	:	H. Hemanth Kumar, Executive Secretary
Co- Principal Investigator	:	Prof. B.V. Venkatarama Reddy, Chairman, CST IISc
Budget	:	Rs.551.49 Lakhs

Background:

India is one of the largest fruits and vegetable producers in the world and loses 20-30% production due to spoilage and post-harvest losses because of lack of primary processing facilities, fuel-efficient post-harvest technology and hygienic storage facilities. It is important to solve it to prevent wastage of valuable and nutritious horticulture produce and provide nutritious horticulture produce to the community, prevent and address malnutrition.

Objectives:

- Provide livelihoods to SHGs/FPOs through Innovative Farm Based Enterprises, Value Chains and Market Linkages.
- Address malnutrition in the community and provide nutrition security and improved nutritional status of the rural poor during lean season.
- Prevent wastage of fruits and vegetables, reduce losses during glut season, arrest distress sales and reduce market risks.
- Provide cash income to the SHGs/FPOs and contribute to their economic empowerment.
- Build capacity of FPOs/SHGs, improve the quality of life of women through value added income generation and marketing of nutritive horticultural products preserved/dehydrated/processed through fuel efficient, green energy.

Methodology:

The project begins with a market survey of the horticulture produce which is available in the District, the location of primary processing facilities, if any; cold chains or food parks if any; the current marketing operations; wastage of horticulture produces. A random sample survey of the nutritional status of individuals of all aged groups of both sexes will be done.

Simultaneously, Women's Self-Help Groups/FPOs would be formed or strengthened if they are already formed. The horticulture produces to be preserved/dehydrated would be selected and the final finished product would be decided upon. The appropriate fuel-efficient technology would also be selected, to be followed by selection, procurement & installation of machinery. Preparation of Marketing Strategy, IEC for the SHGs and potential consumers would be prepared and dissemination would start through a multi layered campaign. Shelf life tests and other mandatory tests or obtaining PFA clearance would commence.

Training of Private Sector/NGO/FPO/SHG reps would be ongoing. After this, procurement of raw material, and production and marketing of new fruit/vegetable/fortified energy food products would start. Simultaneously, strong campaigns for demand creation and promotion of consumption would be initiated.

The project would be concurrently monitored. Procurement, Production, Price Fixation, Sales would be monitored stringently with the objective of doing mid-course corrections and increasing market outreach and depth to cover all socio-economic layers. An end line nutritional survey will be done to study impact of the project on nutrition indicators.

This proposal will leverage livelihood and economic opportunities for SHGs in the most backward regions of Karnataka and provide them with higher incomes. This will also bring down distress sales by farmers during the post-harvest glut season and provide nutritional produce and livelihoods during the agricultural lean season.

The environment friendly technologies provided by CST - IISc will be easy to access and are not electricity dependent. They can be established at the most decentralized points in villages and need not depend on middlemen or agents. The marketing strategy which is a mixture of social marketing, commercial marketing and marketing through Government channels will provide sustainability. Stringent protocols for food safety and hygiene will be put in place and followed.

The project will be guided and monitored to make it sustainable, and can be replicated in other parts of the country and contribute to the advancement of knowledge in the subject/topic.

Collaborative Institutions:

1. Centre for Sustainable Technologies (CST), Indian Institute of Science, Bengaluru
2. Karnataka Comprehensive Nutrition Mission (KCNM), Bengaluru