

PROJECT UDDYAM – ENHANCING THE INCOME OF THE TRIBAL HOUSEHOLDS IN TALASARI (MAHARASHTRA)

In a nutshell: The overarching goal of the project was to educate tribal households of Talasari block to livelihood interventions for enhancing their income, ensuring human development and improved access to benefits and programmes of the Government. The project also focused on micro-level achievement of SDGs 1, 5 and 8 through various activities.

Nodal agency: Government (district administration of Palghar and UMED – Maharashtra State Rural Livelihoods Mission), Private sector (Larsen and Toubro Public Charitable Trust), UNDP

Project Uddyam was initiated for the years 2018–2021 in Talasari block in Palghar district of Maharashtra with the aim of transforming it into a model block. The project’s approach for integrated local economic development of the block focussed on three main components – livelihood enhancement (agriculture and allied activities), convergence (access to entitlements), and promotion of Warli art.

The project formed farmer producer groups, provided agri-extension services on crop advisory to farmers and established demo farms. The project also established procurement centers to enable aggregation of farmer produce and market linkage with big buyers. Digital advisories were issued to farmers through creation of a WhatsApp group (audio messages, pdf documents) during the COVID-19 pandemic. SoPs for focus crops (paddy, chilli, mango) have also been developed by the project.

An innovative component under the project was the creation of a cadre of local women managers who can serve as managers for local collectives and provide day-to-day managerial services to them.

Under this, selected women from UMED’s community cadre were trained on an Enterprise Leadership Development Programme, the curriculum of which was developed jointly with, and certified by IRMA (Institute of Rural Management). With their newly acquired leadership and management skills, they will be able to ensure that the local farmer producer groups, procurement centers and collectives remain functional. They will also be critical in terms of backward and forward linkages for the producer groups as well as in post-harvest handling of the produce for cleaning, grading, aggregation and lot creation at village level procurement centers.

Uddyam also worked with Warli artisans, organizing them into producer groups, training them on Warli art-related product design and development, creation of a brand “WARLI SHALI” to promote Warli products, as well as linking the artisans to institutional buyers.

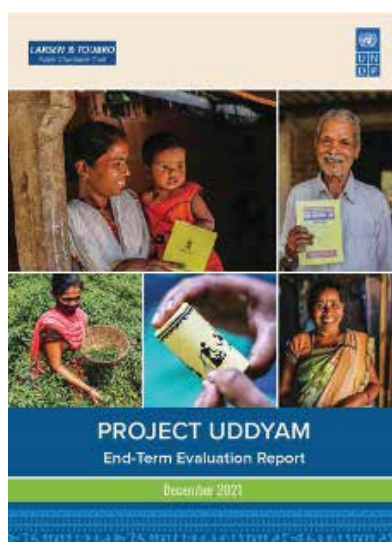
Convergence or social protection was a very important component under the project. Under this, households were informed of government schemes and entitlements through awareness sessions and were then supported to apply for these schemes. The project also supported the households to get the schemes and entitlements sanctioned by following-up with relevant government departments. Moreover, the project helped the community to access block and district level funds for livelihood development by submitting proposals and following-up for their sanction. A cadre of local community professionals were trained on helping the community access these schemes and entitlements. A compendium of schemes and entitlements applicable to the community in Talasari was also developed under the project to serve as a ready reference to the community professionals to aid access.

Impact

- Agri-extension services provided to 10,554 farmers and 386 demo farms established. 1,315 farmers linked to 20 procurement centers made functional by the project; farmers organized into 56 producer groups. 300+ tonnes of agricultural commodities sold with revenue of INR 93 lakhs.
- 100 community cadres of UMED provided Enterprise Leadership Development Training on enhancing agri-managerial capacity certified by IRMA
- 20 Warli producer groups have been formed with 200 artisans. 40 types of products were developed in various materials such as terracotta, fabric, glass, wood etc. Artisans were linked with 14 institutional buyers' and a revenue of 15.26 lakhs generated. "AADIM KALAKRUTI" brand was created to promote Warli products, including through social media.
- 25,048 households have been informed about government schemes and entitlements and 13,728 individuals have benefitted from the initiative.

Scale-up

UNDP is scaling up this approach of building managerial capacity among rural women for producer collectives in its own projects and advocating with State and central government to adopt this innovative approach by sharing curriculum and project impact reports.



Project Uddyam Evaluation Report 2021