

The Kharif Season

Villages :300

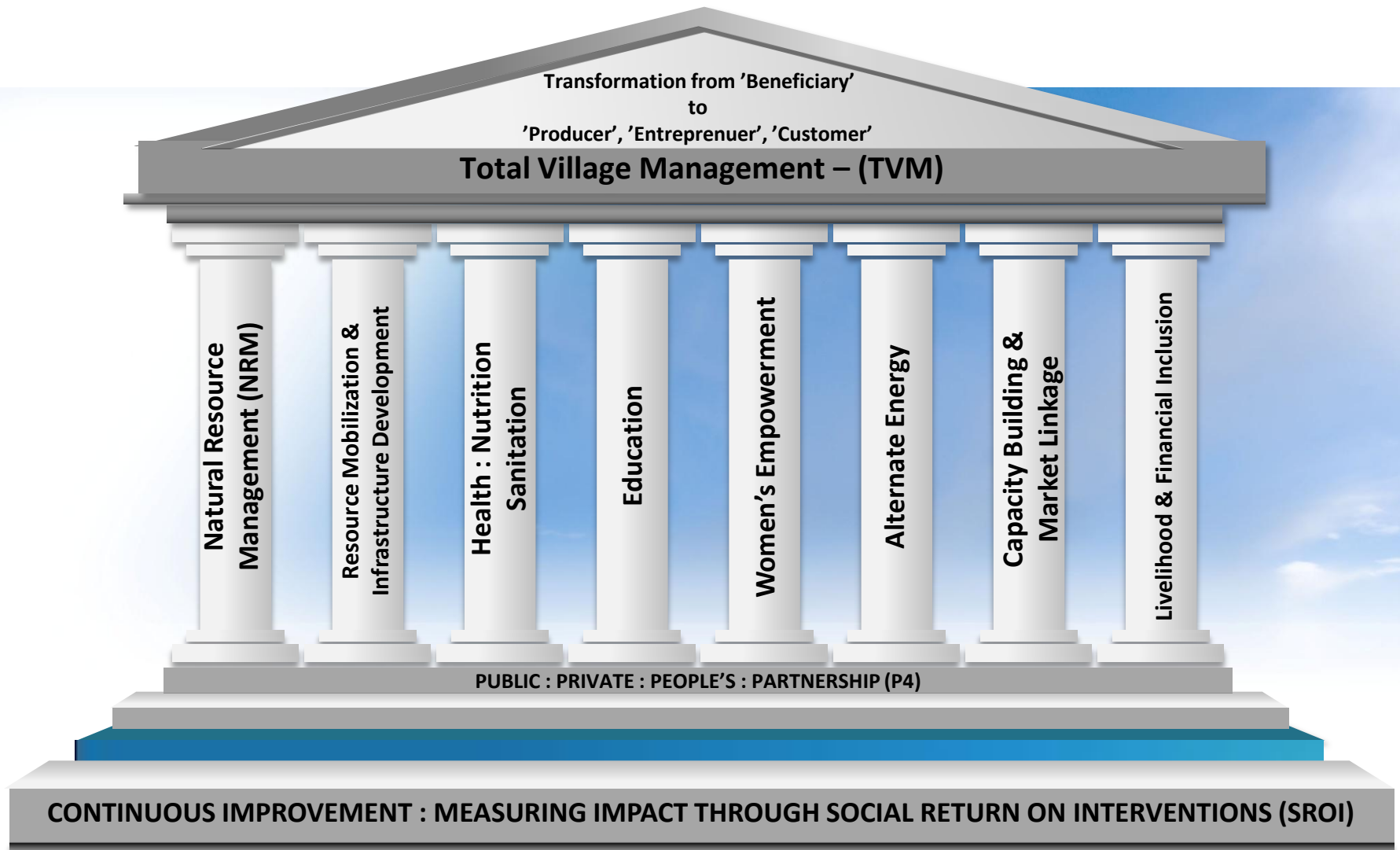
Farmers :18,900



# How Multiple Programs Converge

# Integrated Rural Development Model

*Equitable, Scaleable, Sustainable & Adaptable*



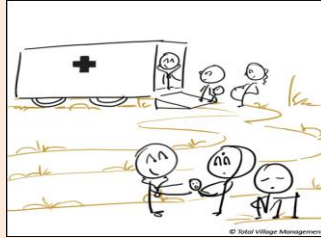
# Social Capital Group

Natural Resource Management  
Water : Agriculture : Forestry



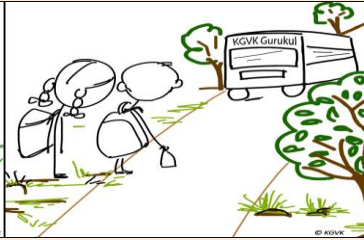
Health

Seasonal Diseases : Malnutrition :  
Mother & Child Care

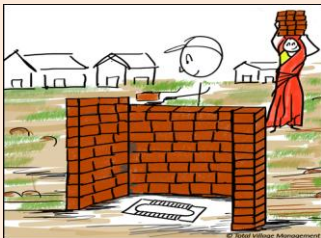


Education

KGVK Schools : Government Schools : Mobile Schools



Infrastructure  
Sanitation : Water



Energy Inclusion



# Economic Development Group

Womens' Empowerment



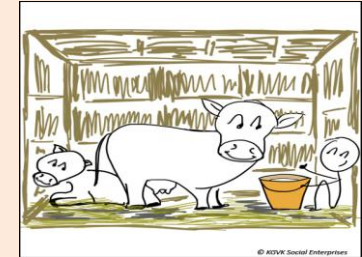
Capacity Building



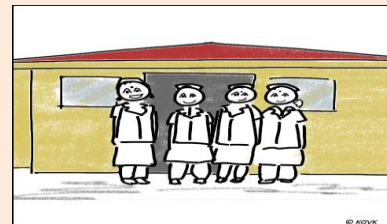
Livestock



Dairy



Auxiliary  
Nurse Midwife (ANM)



SRI





# Strategies for Scaling Up

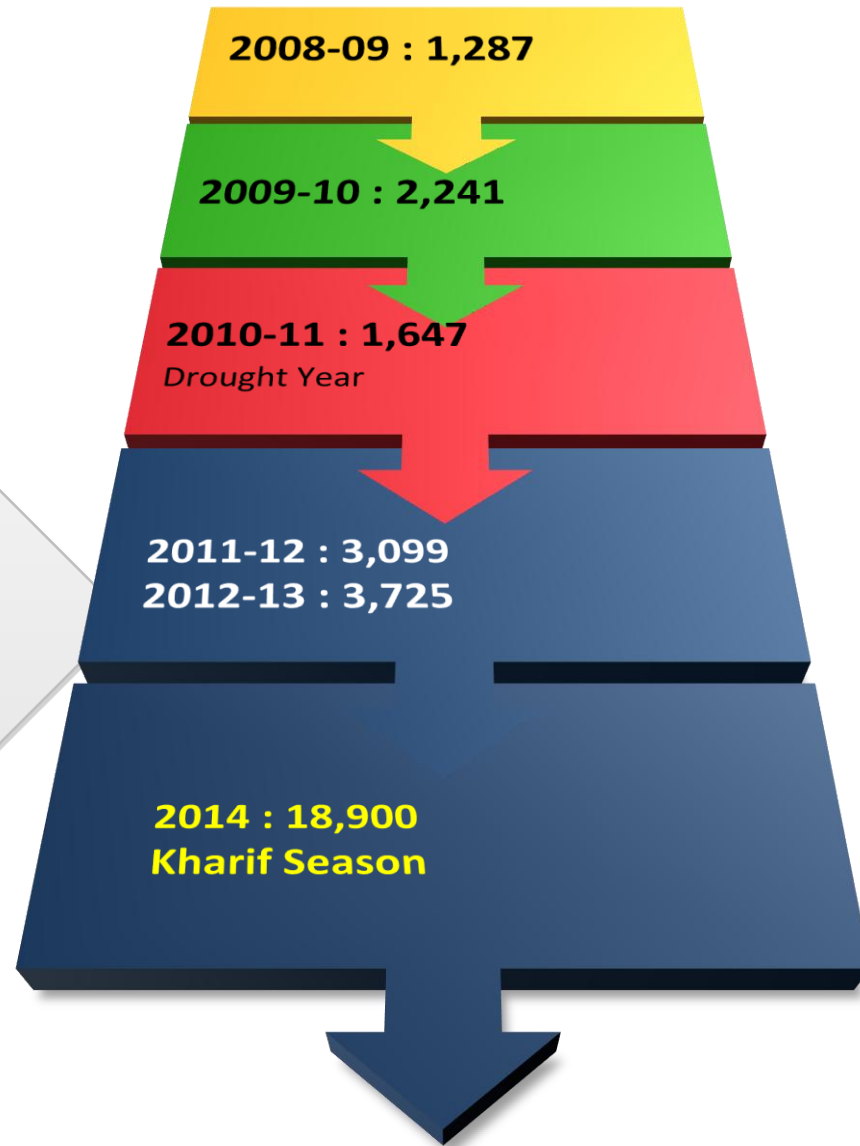
2008-14

## A Timeline of Progress On SRI-Rice Interventions KGVK - In Jharkhand

**SRI-Rice Farmer Induction**

**Fast Facts for 2014**

- Gained Farmers' confidence
- Now systemic through a Log Frame Model
- 2014 target will cover 300+ villages
- 18,900 Farmers
- Approx 100k individuals benefit
- Increased food security / Marketable Surplus
- 60 para-agronomists + 300 Rural Service Providers
- Distribute 5,000 kgs of seeds
- Impact Measurement : Independent Audit
- Agri tools usage
- Additionally induct 200 farmers in neighbouring state of Odisha



# Impact Measurement Playbook

## SRI – Rice Program – Kharif 2014

	Plan	Prepare & Plant	Cultivate	Harvest	Measure Impact
<b>MAIN ACTIVITIES</b>	1. Log Frame	1. Seed Identification & Distribution	1. Weeding Plan defined	1. Harvest Plan defined	1. Data consolidation
	2. Question Development & Baseline Survey	2. Assess & Create SROI Targets	2. RSP control over weeding process	2. Data collection during harvest	2. Data Audits
	3. Baseline Survey	3. Introduction of Agri tools	3. Para Agronomists supervision		3. Establish Data queries
	4. RSPs / Para Agronomists – Identify & Train	4. Setup and staff help lines and process			4. Compare against SROI targets, Control group villages
	5. Organize Quality Circles (QC)	5. Establish Control group of villages – Watershed, Health & SHG attributes			5. Rank Performance
	6. Brief Village Institutions				6. Identify Case Study / Research Potential
<b>MAIN TASKS</b>	1. Project Management	1. Update data for seed distribution and control group of villages	1. Publish calendar for target harvest	1. Manual and hand held device data collection	1. Prepare reports
	2. Baseline Data to Force system	2. Update DPR	2. Design develop weeding reports	2. Update DPR	2. Complete DPR
	3. Conduct QC sessions (Risks, Trade Offs, Solutions)		3. Update DPR		3. Submit to UMU SRI Institute
<b>DELIVERABLES/OUTCOMES</b>	1. Risk Matrix (Pg2)	1. Demographic and Coverage Reports – Force system	1. Weeding Reports – Force System	1. Harvest Reports – Force System	1. Multi Dimensional Reports
	2. Customer Quadrant (Pg3)				2. Final DPR
	3. Trade Offs (Pg4)				3. Case Study / Research Outlines material
	4. Why & How Solutions (Pg 5 &6)				4. Program Review
	5. DPR set up				

**Under Development**

**Under Development**

Since 2007 – 300,000 farmers have used our tools

**Usha SRI Paddy Weeder**



**Usha Cono Weeder**



**Usha Twin Wheel Hoe**



**Usha Dry Land Weeder**



**Usha Dibbler Cum Marker**



**Usha Seed Drill**



**Usha Paddy Thresher**



## **New Products**

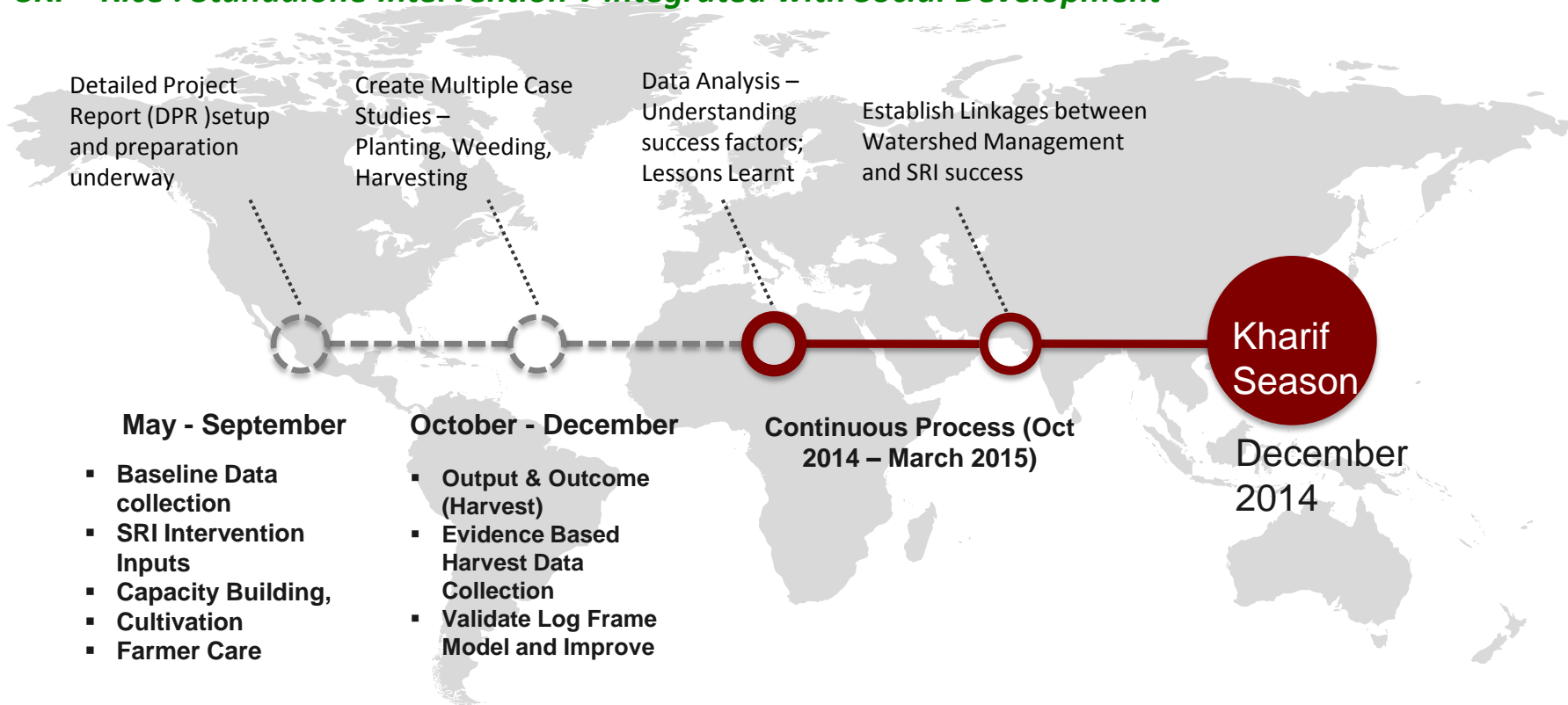
- Three Row Dibbler
- Manual Rice Transplanter
- Paddy Drum Seeder
- Zero Tillage / Direct Planting Implement
- Peddle Pump
- Kitchen Garden Tool Kit.



## SRI – Rice : Research Opportunities

### Fieldwork : Case Study Development

## *SRI – Rice : Standalone Intervention v Integrated with Social Development*



### Major Findings

Independent study of the 2014 Project  
Re-evaluate the Impact Measurement & Management System



### Key Research Question

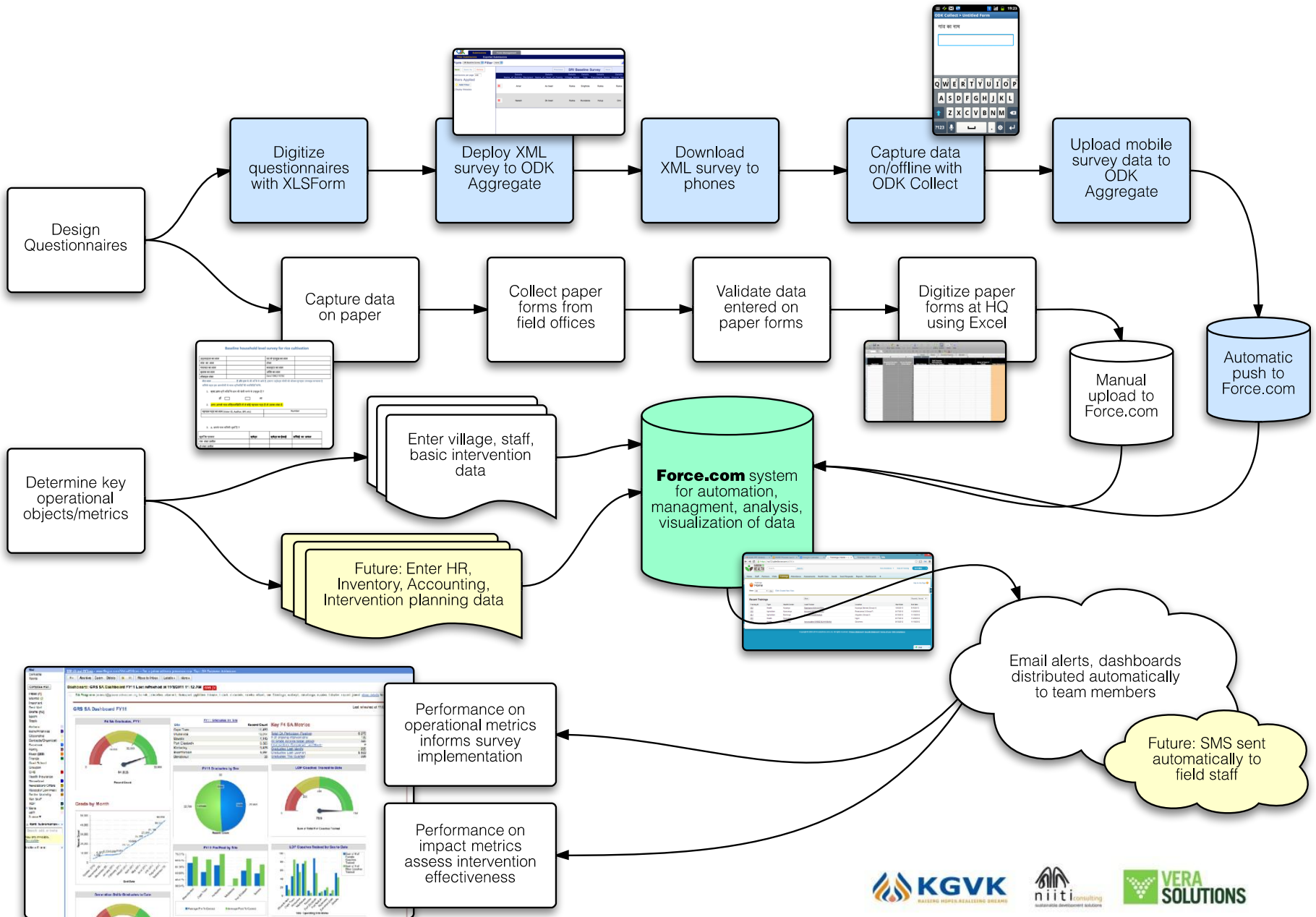
Evidence that either supports or refutes the hypothesis that SRI interventions work best when integrated with social development interventions



### Knowledge Transfer to UMUs SRI Center

Components that should feed into the SRI Data Lab, SRI Research Lab and Training

# KGVK ODK-to-Force.com M&E System (draft)





# **The SRI Institute A New Form of Partnership**

# USHA MARTIN UNIVERSITY - EARLY ARTISTIC IMPRESSION



# UMU - KGVK INSTITUTE OF INCLUSIVE GROWTH

## SCHOOL OF INCLUSIVE GROWTH

### MANAGEMENT AND ADMINISTRATION CORE

CSR TRACK

DEVELOPMENT  
TRACK

SOCIAL  
ENTREPRENEURSHIP  
TRACK

IMPACT  
MEASUREMENT  
TRACK

### SUSTAINABILITY MANAGEMENT CORE

## CENTRE OF RESEARCH AND EXCELLENCE

### KNOWLEDGE HUB

CORE FOR  
CORPORATE  
SOCIAL  
RESPONSIBILITY

CORE FOR  
IMPACT  
MEASUREMENT

### ACCELERATOR LAB

CORE FOR  
RURAL  
DEVELOPMENT

### STUDIO

INCUBATOR  
FOR SOCIAL  
ENTERPRISES

CORE FOR  
SUSTAINABLE  
MANAGEMENT

SCHOOL OF INCLUSIVE GROWTH

MANAGEMENT AND ADMINISTRATION CORE

SUSTAINABILITY MANAGEMENT CORE

CSR TRACK

DEVELOPMENT TRACK

SOCIAL ENTREPRENEURSHIP TRACK

IMPACT MEASUREMENT TRACK

CENTRE OF RESEARCH AND EXCELLENCE

KNOWLEDGE HUB

ACCELERATOR LAB

STUDIO

CORE FOR CORPORATE SOCIAL RESPONSIBILITY

CORE FOR IMPACT MEASUREMENT

CORE FOR RURAL DEVELOPMENT

INCUBATOR FOR SOCIAL ENTERPRISES

CORE FOR SUSTAINABLE MANAGEMENT

# Center For Sustainable Agriculture

Center For SRI\*  
Rice

Center For SRI\*  
Wheat

Center For SRI\*  
Vegetables & Non  
Food Crops

Center For  
Watershed  
Management

## Phase 1

- Complete SRI –Rice Plan and launch
- Identify and Start Research Projects on SRI –Rice and Watershed Management

## Phase 2

- Plan SRI –Wheat
- Transition Field Experience to Plan for Center – Vegetables & Non Food Crops
- Plan Center for Watershed Management

## Phase 3

- Staged Execution of Programs at all Centers
- Collaborations and Joint Ventures
- Host conferences and events

## Phase 4

- Plan Scaling up of operations in India
- Introduce Certificaton Programs & Career Opportunities in Sustainable Agriculture

2014

2015

2015

2016

2016

2017

2017

2018

# Center of Sustainable Agriculture – SRI-Rice Center

## Value Proposition

To be a total resource for Knowledge, Solutions /Services, Training, Network Linkage

## Customer Segments

Serve diverse segments having similar needs

## Partnerships

Multiple partnering relationships between academia, corporates, professionals, funders

## Resources

Hard and Soft resources being committed at Usha Martin University

### Knowledge Hub

- ◆ SRI Data Lab
- ◆ SRI Research Lab

### Training

- ◆ Para Agronomists
- ◆ Rural Service Providers
- ◆ SRI Field Work

### Network Linkage

- ◆ Customers - Partners

- ◆ Farmers
- ◆ Corporate Social Responsibility (CSR) Programs
- ◆ NGOs
- ◆ Development Institutions
- ◆ Universities
- ◆ Research Institutes
- ◆ Government Programs

- ◆ Research Partners (Collaborative Agreements; Joint Projects)
- ◆ Field Partners e.g. KGVK
- ◆ SRI Solution Partners e.g. NGOs that have unique solutions & need academia linkages

- ◆ Building Infrastructure (included in Campus Master Plan)
- ◆ Field work infrastructure in place through Field Partner – KGVK
- ◆ Front & Back Office Processes (re-locate some and scale up +new)

### Solutions & Services

- ◆ SRI Interventions
  - Standalone /TVM
  - Biomass/Compost Dev
- ◆ Soil Lab – Testing Analysis
- ◆ Seed Analysis, Development & Procurement
- ◆ Impact Measurement (SROI)
- ◆ Tools - R&D/Supply Network
- ◆ GIS Mapping

- ◆ Technology Partners – Data Collection (Vera Solutions); Performance Reporting (Sales Force Foundation); SRI Analytics (IBM SPSS)
- ◆ Impact Measurement Partners –
- ◆ Media Partners
- ◆ Market Linkage Partners

- ◆ Technology Licenses
- ◆ People
  - Scientists
  - Technicians
  - Permanent Staff
  - Rotate – Projects
  - Center Apprentices
  - Rural Service Provider Certification

- ❖ SRI is all about Interventions. Identifying, Planning, Executing and Measuring.
- ❖ Techniques, practices, training, seeds and tools are portable across geographies and national boundaries
- ❖ Currently significant gaps exist in harmonizing SRI practices world wide – global mapping projects across multiple SRI attributes would create more knowledge and gains in output and outcomes
- ❖ UMU is ideally situated in a major rice belt of India. Its unmatched permanent field access to villages where SRI is being introduced and practiced lends itself to research and perfecting SRI practices