Building Resilient Livelihoods for Small and Marginal Farmers by Community Managed Sustainable Agriculture (CMSA)

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Global context

• Approximately 2.6 billion people depend on agriculture for livelihood,
• 500 million are small farmers (less than 2 ha),
• By 2050, there will be more than 9 billion people in the world,
• Agricultural production must increase by 70 percent in order to feed the growing population,
• Already stressed land and natural resources, limitations and externalities of conventional agriculture, and impact of contemporary climate change make the task challenging.
Institutional Platform: hierarchal and multi-sectoral functions

- SHGs
- District Level Federations (22)
- Sub-District Level Federations (1,098)
- Village Organizations (44,000)
- Insurance Franchisees
- Linkage and liaison with Govt. Dept.
- Women Bank
- Dairy Federations
- Producer Federations
- Nutrition Centers
- Procurement Centers
- Village Banking System
- Credit and saving
- Household Livelihoods Plan
Community institutional platform

Institutional Platforms of Poor
(Aggregating and Federating Poor, Women, Small & Marginal Farmers, Dalits and Adivasis)

Livelihood Services
Financial & Capital Services
Market Linkages

INNOVATIONS

Building Enabling Environment
Partnerships and Convergence

Dedicated Support Institutions
(Professionals, Learning Platform M & E systems)

Last Mile Delivery of Public Services

Human and Social Capital
(Leaders, CRPs, Community Para-Professionals)

Access to Entitlements

Production & Productivity
Building blocks of CMSA

- Biophysical and bio-intensive technologies
- Climate Change Mitigation\Adaptation
- Inclusive green value chains

CMSA
Biophysical and bio-intensive technologies

- Knowledge intensive agriculture / cost-effective
- Vermicompost / improved soil health
- Mixed Agriculture / increased productivity
- Border crop/ increased productivity
- Bund plantation/ increased production
- Bio-pest management/good health
Inclusive value chains

Agri-product processing

Organic farmers’ market

Community managed procurement
Climate smart and environmental friendly practices

Carbon sequestration

Moisture retention and water conservation

Soil moisture management
What is community managed?

- Community-managed extensions
- Village level seed bank
- Micro-planning for agriculture
- Community based marketing and procurement
Digital Libraries for the Poor: *Video-based Learning Platform*

It uses participatory video as a medium to create star farmers and facilitates a rural library of digital videos providing decentralized and localized agriculture solutions to farmers, using the thrill of appearing "on video" to amplify the organization’s reach within their social networks.

**Outcome:**
- **2800 video** produced by farmers on best farming practices;
- Digital Libraries **available online and offline** also **available on Youtube**.
Digital Green @ SERP Video Production Bootcamp
by digitalgreenorg • 3 years ago • 1,997 views
Digital Green's video production training program conducted with community resource persons working with the Society for the ...

Varilo Aggi Tegulu Nivararana ( Rice Blast control in Paddy-Viziyanagaram)
by digitalgreenorg • 6 months ago • 210 views
Basil leaves and Wood Plant leaves (Bael) extract is used to contain rice blast disease in paddy cultivation. This video is ...

Farmer Field School _English
by digitalgreenorg • 2 months ago • 82 views
Farmer Field School(FFS) is an innovative initiative by Society for Elimination of Rural Poverty(SERP) - Community Managed ...
Farmers Field School

Learning in field

Learning and observation in field
Use of ICT in Community Managed Sustainable Agriculture

Timely and customized climate adaptation and crop advisory;

Crop-cutting experiment data

Crop disease observation data

Data analytics

Timely and customized advisory through SMS
Creation of a “Single Window System at the Doorstep”
Key Transformations

- Input intensive agriculture
- Knowledge intensive agriculture
- Subsistence and low production
- Diversified livelihoods with increased production
- Passive Participants in the market
- Grassroots quality controllers in the value chain
- Limited roles of women in the households
- Woman play important social and economic roles in the Household/HDI indicators improved
What made it possible? What lessons we learned?

• Find the entry points and keep the interventions simple,
• Farmers can manage initial piloting and experimentation but scale-up through community institutions,
• Smallholders can’t create the demand-side stimulus if they do not act collectively and aggregate their voice,
• Localizing service delivery and prompting social learnings.