

# Capitalization of Prominent Landraces of Rice in Orrisa through Value Chain Approach

## Environmental and Social Safeguards Management

### A. Basic information:

#### 1. Project Statistics:

Component code	: 02
Name of Consortium	
Leader	: Dr. K.U.K. Nampoothiri
Name of CPI	: Mr. Susanta Sekhar Chaudhury
Consortium Partners	: 1. Central Rice Research Institute, Cuttack 2. Krishi Vigyan Kendra, Semiliguda 3. Orissa Rural Development and Marketing Society, Bhubaneswar
2. Date of Start	: 25 <sup>th</sup> February 2009
3. Planned duration	: Three Years and Three Months
4. Budget	: Rs 238.8345 lakhs

#### 5. Project Objectives:

- To enable enhanced income generation from the large-scale cultivation of potential and promising rice landraces (MACHHAKANTA, KALAJEERA & HALADICHUDI) for specific end products
- Introduction of appropriate technologies and management practices for enhanced productivity of the three rice land races
- To facilitate and ensure procurement and primary processing with continuous supply-chain management including appropriate market linkages
- To develop community based entrepreneurship/ institutions for promotion, popularization and commercialization rice through value-addition and branding
- To enable the resource poor communities to get reward and recognition of their IPR and Traditional Knowledge systems

#### 6. Brief Project Description:

This is a multi disciplinary consortium project aiming to improve the livelihood security of the rural people in one of the backward districts of Orissa (Koraput) through conservation, cultivation, consumption & commercialization with innovation of technology transfer.

## 7. Environmental category Issues in the subproject

**Social:** The project is participatory, particularly with respect to the local communities. It envisages to integrate individual and common natural resources like land, water and biodiversity, traditional wisdom and appropriate technologies which promote and efficiently sustain productive value chain, income generation activities and capacity building for accessing and using information, knowledge, skill finance and other support services. The major social issues likely to arise relates to how we target the most deserving of the stakeholders in the cluster in terms of project interventions, whether the technology interventions will have impact on employment for the landless and whether the interventions will have impact on the women, particularly either in increasing her work or reducing drudgery.

**Environmental:**

The project will have mostly positive impact on environment as it focuses on conserving soil, water and biodiversity. The intervention will also focus on promoting IPM and INM practices for crop production. Though the area is under rainfed condition the cultivation will be done only in *Kharif*, which may utilize to a great extent ground water during the crop cycle.

## 8. Safeguard Policies Triggered (World Bank Policies)

Safeguard Policies Triggered (World Bank Policies)	YES	NO
Environmental assessment (OP/BP 4.01)	√	
Natural habitats (OP/BP 4.04)		√
Pest Management (OP 4.09)		√
Cultural Property (draft OP 4, 11-OPN 11.3-)		√
Involuntary resettlement (OP / BP 4.12)		√
Indigenous peoples (OD 4.20)		√
Forests (OP/ BP 4.36)		√
Safety of dams (OP/ BP 4.37)		√
Projects in disputed areas (OP / BP 7.60)		√
Projects on international waterways (OPBP 7.50)		√

### B. Risk related Issues (not covered 3 above but perceived to be important in the sub project)

In addition to the issues covered above in the table - 3,

- ❖ The intervention related to yield enhancement and value addition of specific three landraces covered in the project may lead the farm families to neglect certain other landraces. Therefore it is necessary to conserve other landraces at grass root level simultaneously.
- ❖ As the project is operated under rain fed conditions there could be variation in the quantity of the produce which may not be accepted by the marketing agencies. As soon as the produce is procured by the marketing agency immediate payment should be ensured to the farm families.

- ❖ Other major issues are illiteracy and Poverty as a result of which more time is required for mobilization.
- ❖ Timely corrective measures are planned to mitigate such exigencies.

**9. Impact Assessment (Annexure – I and II):**

The project mostly will have positive impact as it involves improving the natural resource management and enhancing the crop productivity through participatory approach. Wherever negative impact is perceived, midterm appraisal for detecting any adverse impact and evolving ameliorative measures for taking appropriate mitigation measures have been planned.

**10. Potential indirect and / or long-term impacts** due to anticipated future activities in the project areas (Assessment of conflict / complimentary with the likely anticipated activities current as well as proposed in the next five years)

The activities and initiatives proposed in the project are timely ones for improving agricultural productivity, sustaining the productivity gains through skill improvement, organizing cooperative farming and marketing of the produce and thereby enabling the communities to circumvent the prevailing economic poverty. This could well be a model building exercise with potential of being replicated in similar regions of the country.

**11. Identify the key stakeholders and describe mechanisms** for consultation/disclosure so far done (widely sharing the documents on the subproject, other mechanisms to get a buy-in with the stakeholders including the farmers)

Since the Gramasabha (village general body) and Panchayat Raj institutions (local self Governance) will be involved from the beginning in all the interventions, the possibility of conflicts within the community are minimum. Formation of registered cooperative society for marketing of the products will be continued even after the elimination of the Project. Involvement of State Government Marketing Agencies as one of the consortium partner will ensure continued market support to the communities in future. More land races and medicinal plants will be added later in the same model for replication in future.

**12. Chronology of meetings / activities held in connection with preparation of the concept note & full proposal**

Sl. No	Date & Location	Programme	Participations	Remarks
1.	17 <sup>th</sup> August 2008, MSSRF (Jeypore)	Brainstorming session on NAIP consortium for concept note preparation	IIMT, KVK,ORMAS	A good interaction with proposed consortium partner regarding concept notes and collected their view for addition
2.	30 <sup>th</sup> August 2008 (MSSRF, Jeypore)	Brain storming session on concept note finalization	Staffs of MSSRF, Chennai & Jeypore	The concept paper was finalized and submitted to NAIP

3.	8 <sup>th</sup> to 13 <sup>th</sup> September 2008 (NAARM, Hyderabad)	NAIP Interactive Training Workshop on Development of Wining Proposal	Director and scientists of MSSRF, Jeypore	The NAIP experts group provided some suggestion to rename the project title along with others for preparation of final research project proposal
4.	28 <sup>th</sup> September to 1 <sup>st</sup> October (MSSRF, Chennai)	Discussion with Chennai experts for submission of final research Project Proposal	Experts of MSSRF, Chennai and Staffs of MSSRF, Jeypore	Experts output included into the final research proposals
5.	18 <sup>th</sup> to 23 <sup>rd</sup> November (NAIP, New Delhi)	Presentation of project proposal to task force	Dr. KUK Nampoothiri, Consortium leader, MSSRF	Collected the guidelines and suggestion to revise our project proposal
6.	7 <sup>th</sup> to 8 <sup>th</sup> January 2009 (NAIP, New Delhi)	Meeting with Accounts committee	Dr. KUK Nampoothiri, Consortium leader, MSSRF	To present budget of NAIP to accounts committee for suggestion
7.	3 <sup>rd</sup> to 10 <sup>th</sup> February (NAIP, New Delhi)	Meeting with Project Management Committee	Mr. S. S. Chaudhury, CPI (NAIP-MSSRF)	To present final presentation of revised project proposal

### 13. Measures to address the issues:

- ❖ The local institutions like farmers Association, farmers club, Community seed and grain bank committees and Self Help groups will trained up on importance of conservation and will be conserved other than three landraces for their future use. The awareness campaign will be made to PRI leaders to take care their biological resources
- ❖ To satisfy the target of marketing agencies the area under cultivation will increase; so that the required amount will be procure by the agencies. The MoU will made in such a way that there is no middle man in the marketing channel and the immediate payment can be avail by the farm families as soon as they provide the produce to marketing agencies.
- ❖ More Audio visual programmes along with demonstration and street plays will be conducted to overcome the illiteracy issues.
- ❖ Periodically monitoring and Timely corrective measures are planned to mitigate such exigencies
- ❖ Awareness of risk related factors will be addressed to the stakeholders through orientation sessions on topics such as adoption of improved package of practices in a holistic way, using low cost appropriate technologies for yield enhancement.

**14. Consultation / disclosures in future** (Local disclosure through mechanisms such as launch workshop, interfaces during the implementation stage of the sub-project for sharing the results of the and soliciting the feedback)

Workshops, seminars and trainings are planned in such a way as to share information effectively with the concerned communities. Experts in the field will be invited to appraise the community on various aspects during the implementation of the projects. Mid term corrections are planned based on the feed back from the communities.

Preliminary discussions were held with few stakeholders and NGOs before organizing stakeholder's workshop. They were made aware of NAIP project, objectives and expected out puts and impact. The final modalities will be worked out after the project approval

The Project findings (brochures / CDs / videos / literatures) will be disclosed time to time and necessary feed back will be collected for further improvement and better implementation. Assistance of different related organizations will be taken.



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**Consortium PI**

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**National Coordinator**

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**National Director**

### Environmental Safeguard: Activities, issues, impact and mitigation measures

Activities	Issues	Anticipated Level of Impacts		Mitigation measures (Negative Impact)
		+ Ve	- Ve	
Developing implementation plan, formation of advisory committee and assessment of prevailing socio economic conditions		5		
Identification of target areas and farm families for large scale cultivation of Rice	Availability of required amount of FYM	4		
	Yield increase by adoption of improved method of cultivation package	5		
	Mobilization of large number of farm families towards cultivation of target crops		3	A group of social experts will be selected for Orientation
Pure seed Production (KALAJEERA, MACHHAKANTA, HALADICHUDI)	A number of farm families will follow pure seed production	4		Primary trainers from each village is to be created and periodic monitoring
Quality analysis of identified source material	Branding the product / Patent the product/ Export potential quality	3		Identifying the ways and means for patenting of products
Training on technology package, demonstration and large scale cultivation	Infrastructure development like low cost Agricultural implements, green house	4		
Technology for harvesting, storage and primary processing	Storage of grain, Seed and material for sale. involvement of Primary Processor	3		Storage structure can be established in a government lease land
Value addition	Promotion of branding in place, By product utilization is planned	4		
	Disposal of packaging material		3	Safe disposal of package materials will be planned
Market linkages	Exploring of national and international market	3		
Awareness, training & Capacity buildings	Lower literacy rate	4		
Impact Assessment	Environmental and Socio - Economical information in place	5		

## Annexure - II: Social Safeguard: Activities, issues, impact and mitigation measures

Activities	Issues	Anticipated Level of Impacts		Mitigation measures (Negative Impact)
		+ Ve	- Ve	
Developing implementation plan, formation of advisory committee and assessment of prevailing socio economic conditions	Difference in socio-economic conditions among tribal groups. Tribal-wise local governance	3		
Identification of target areas and farm families for large scale cultivation of Rice	Small & marginal / fragmented land holding among tribals	4		
Pure seed Production (KALAJEERA, MACHHAKANTA, HALADICHUDI)	Prevalence of traditional agricultural knowledge, Attitude & Practice	4		
Quality analysis of identified source material	Tribals are not used for quality standardization	3		
Training on technology package, demonstration and large scale cultivation	Lack of large-sized farm areas	3		
Technology for harvesting, storage and primary processing	No modern technology practiced by tribals	4		
Value addition	No value addition	3		
Market linkages	Unorganized market		3	Proper market linkage will be established by the experienced consortium partner in the project
Awareness, training & Capacity buildings	Detailed planning in place	3		
Impact Assessment	Periodic assessment envisaged	3		

