PARTNER for RURAL VILLAGE GROWTH to

Achieve more stable, healthy and prosperous communities
Bring rural communities out of poverty
Attain environmental sustainability
Improve livelihood options
Adapt to climate change

Take a holistic and community driven approach that is science-backed.

Steps to achieve this:
1. Analyze the village to identify issues and opportunities
2. Set up a community and local authority consortium
3. Prioritize the low hanging fruit with best impact
4. Work across the whole agricultural value chain to fill the gaps

ICRISAT’s holistic approach
along the agricultural value chain

ICRISAT’s holistic approach means working across the whole agricultural value chain from achieving sustainable intensification on farm to building agribusiness.

Sustainable intensification requires focus on:
- Managing the soil and water for more and sustainable use
- Crop improvement to achieve higher yielding, drought and pest tolerant and more nutritious varieties
- Seed access by setting up seed systems to ensure seeds are available and of high quality
- Diversifying farms to ensure less risk, more incomes, a more diverse diet and healthier soils
- Developing on-farm practices and technologies for better yields and profits as well as safer and healthier practices.

Building agribusiness focuses on:
- Introducing processing techniques as labor saving devices and for income earning opportunities
- Facilitating market access for the farmers
- Driving market development to build opportunities for all.

All of this is done by understanding and integrating the social dimension.

Approach for Adoption
- Participatory approach and partnering – working side by side
- Building capacity – at a national and local level
- Integrating communications – to build awareness and share knowledge
- Monitoring and evaluation – for feedback and adjustment
- Policy support – work closely with governments to encourage the needed policies

Cross-cutting issues
- Mainstreaming nutrition
- Empowering women – women are consulted, involved and supported to lead
- Attracting youth to agriculture
Two of the projects ICRISAT undertook with SAB Miller included:

- **Ground Water Management initiative in Rajasthan**

  Result is encouraging with water saving in agriculture at 80,340 kilolitres on 193 ha area covered under crop demonstration trials. Crop productivity has been enhanced by over 20%.

- **Improving livelihoods through water management in community watershed in 4 villages in Telengana.**

  **HIGHLIGHTS**
  - Water storage capacity of more than 30,000 m³ leading to groundwater recharge of about 75,000 m³
  - Increase in moisture content by 10% in the case of black soils and 5% in case of red soil.
  - Increased crop yield - Chickpea by 35%, Cotton 12%, Paddy Grain 15%, Sugarcane 8%.

  ▪ farmers’ average income increased 3 times
  ▪ Increased water availability year round: 5-8 times the water storage capacity created.

Hari Bai from Siyalwada village in Madhya Pradesh, India, knows how to deal with a fickle monsoon. The holistic approach of the watershed initiative equips her to help herself and others in her community too.

There was not enough water earlier and therefore the yield was not enough to feed us all. Ever since ICRISAT helped us build a check dam we have water now. The yield has increased, almost double.

For the full story see http://www.icrisat.org/womenleaders-haribai.htm

### The impact of the efforts led to

- Minimizing crop losses
- Doubling the yield of crops and vegetable patches
- Growing new crops like vegetables
- Increase in production (tons per hectare):
  - Wheat: 2.1 to 2.9
  - Chickpea: 0.6 tons to 0.9 tons
  - Soyabeans: 1.5 tons to 1.95 tons
- Cropping intensity increased from 115% to 160%
- Empowering women to generate income by setting up flour mills, raising goats, etc
- Instilling confidence
- Grooming women for leadership roles in the community
- Daily wage rate increased and men and women getting equal pay
- Earlier, women used to dig pits in river beds during summer to get drinking water, now they fetch water from hand pumps

SAB Miller Annual Report 2012-13

ICRISAT’s scientific information: EXPLOREit.icrisat.org

INDIA, August 2015