



MANAGE Agricultural Extension “Evening4Learning (E4L)” Webinar Series



Theme: “Community Sustainable Extension Systems”



Topic: "Community Led Extension System for Transforming Farm Livelihoods”



Schedule:

30-08-2024, 19:00-20:30 PM



About the Program

The MANAGE Agricultural Extension “Evening4Learning” Webinar Series is aimed at enhancing knowledge and professional engagement in the field of agricultural extension. The four day series is structured with each day focusing on a distinct topic under a common theme, allowing participants to gain comprehensive insights into key areas of extension. The programme is intended for a diverse audience, including postgraduate and doctoral students, agricultural faculty, and industry professionals. It covers broad themes ranging from entrepreneurship and sustainability to emerging technologies in agriculture.

MANAGE
मनज
MANAGE
Agricultural Extension
“Evening4Learning”
Webinar Series
Aug 27-30, 2024
19.00-20.30 pm (IST)
Theme: Community Sustainable Extension Systems



Speaker

Mr. Jayaram Killi

National Mission Manager
(Livelihoods) at NRLM
jayaram.killi@gmail.com

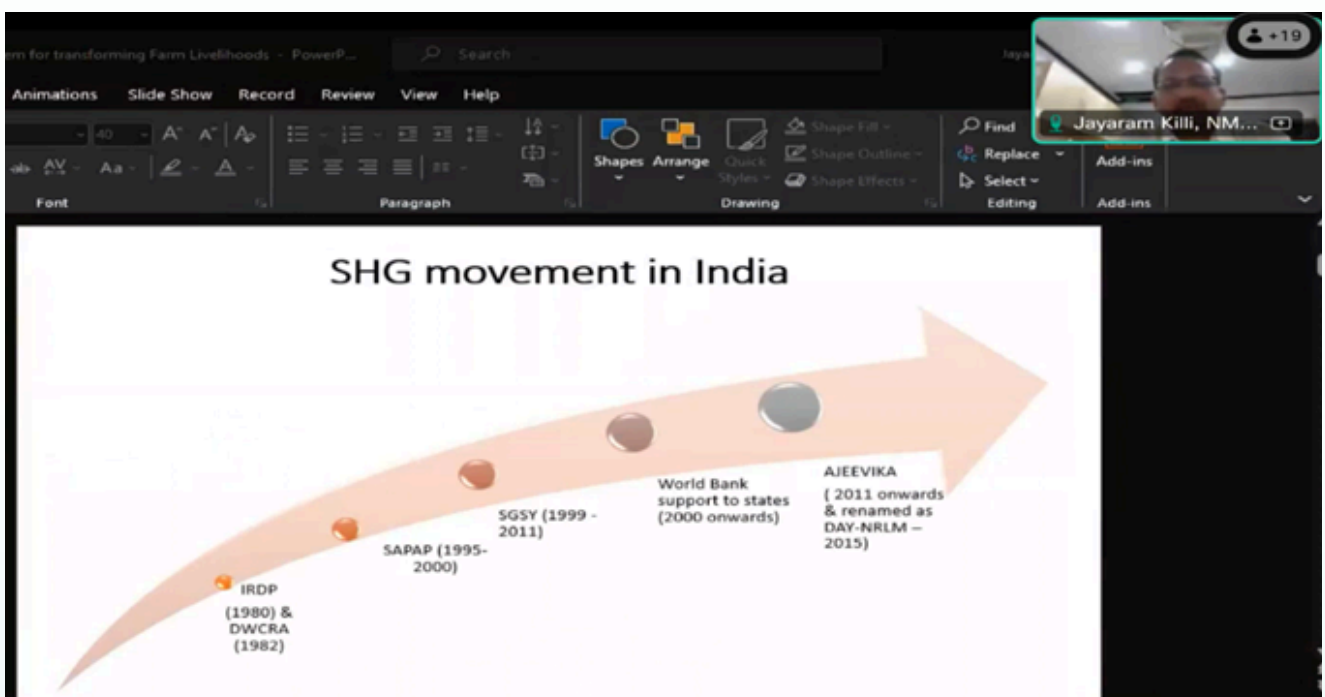
 Jayaram Killi

About the Speaker

Mr. Jayaram Killi is currently serving as National Mission Manager (Livelihoods) at the National Rural Livelihoods Mission (NRLM) and has extensive experience in sustainable agriculture, farm-sector livelihoods, women's empowerment, and the promotion of Farmer Producer Organizations (FPOs). He has played a key role in the design, implementation, and scaling-up of major internationally supported programmes such as Community-Managed Sustainable Agriculture (CMSA), Andhra Pradesh Rural Inclusive Growth Project (APRIGP), Mahila Kisan Sashaktikaran Pariyojana (MKSP), and Andhra Pradesh Drought Mitigation Project (APDMP). His professional expertise encompasses grassroots community development, organic and natural farming, value chain development, policy formulation, and the execution of World Bank-funded livelihood initiatives.

Genesis and Evolution of the SHG Movement

- The Self-Help Group (SHG) movement in India evolved through successive poverty alleviation initiatives, beginning with the Integrated Rural Development Programme (1980), followed by DWACRA (1982), and the South Asian Poverty Alleviation Programme (1995–2000).
- Learnings from state-level poverty reduction programmes, particularly in Andhra Pradesh and other progressive states, led to the formulation and launch of the National Rural Livelihoods Mission (NRLM) in 2011.
- SHGs typically comprise 10–20 rural women who collectively mobilise savings, access credit, and invest in livelihood and income-generating activities.

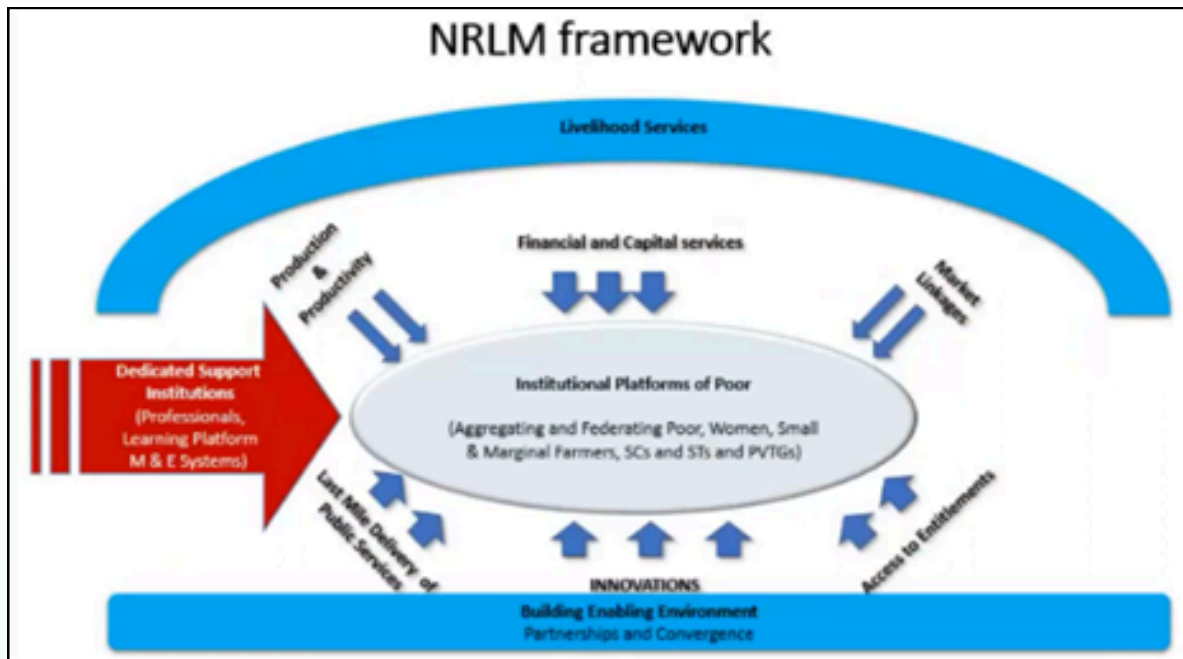


Institutional Structure of SHG Federations

- SHGs are federated at multiple levels to strengthen institutional capacity and collective action.
- At the village level, SHGs form Village Organisations (VOs), which are further federated into Cluster Level Federations (CLFs), and in some states, District Level Federations.
- CLFs play a critical role in facilitating convergence with line departments and ministries, leveraging government schemes, and facilitating financial inclusion and livelihood support.

National Rural Livelihood Mission Framework

National Rural Livelihood Mission follows a phased, four-step approach encompassing SHG formation, financial inclusion, livelihood promotion, and interventions in health, nutrition, and social security which mobilises poor rural women into SHGs, which are federated into Village Organisations (VOs) and further into Cluster Level Federations (CLFs). These institutions facilitate convergence with line departments, and social development interventions. Substantial credit linkage has been achieved through bank partnerships, supported by community-based mechanisms.



Features of NRLM

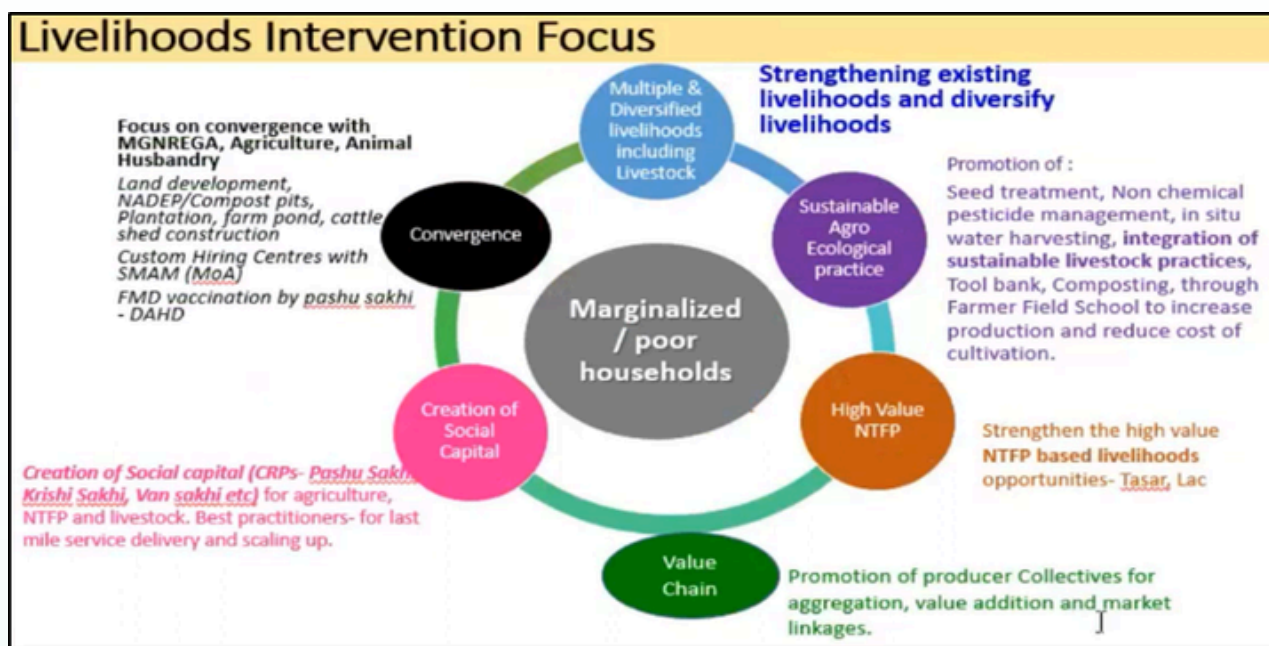
- Demand based approach to achieve outcomes in a 'time-bound' manner
- Dedicated support organizations with reach up to community level
- Promotion and nurturing of higher order Community structures for last mile service delivery and market access
- Creation of Social Capital
- Addressing multiple dimensions of poverty
- Convergence

Livelihood Approach of NRLM

Livelihood promotion follows a phased, three-tier, household-centric approach focusing on small and marginal women farmers.

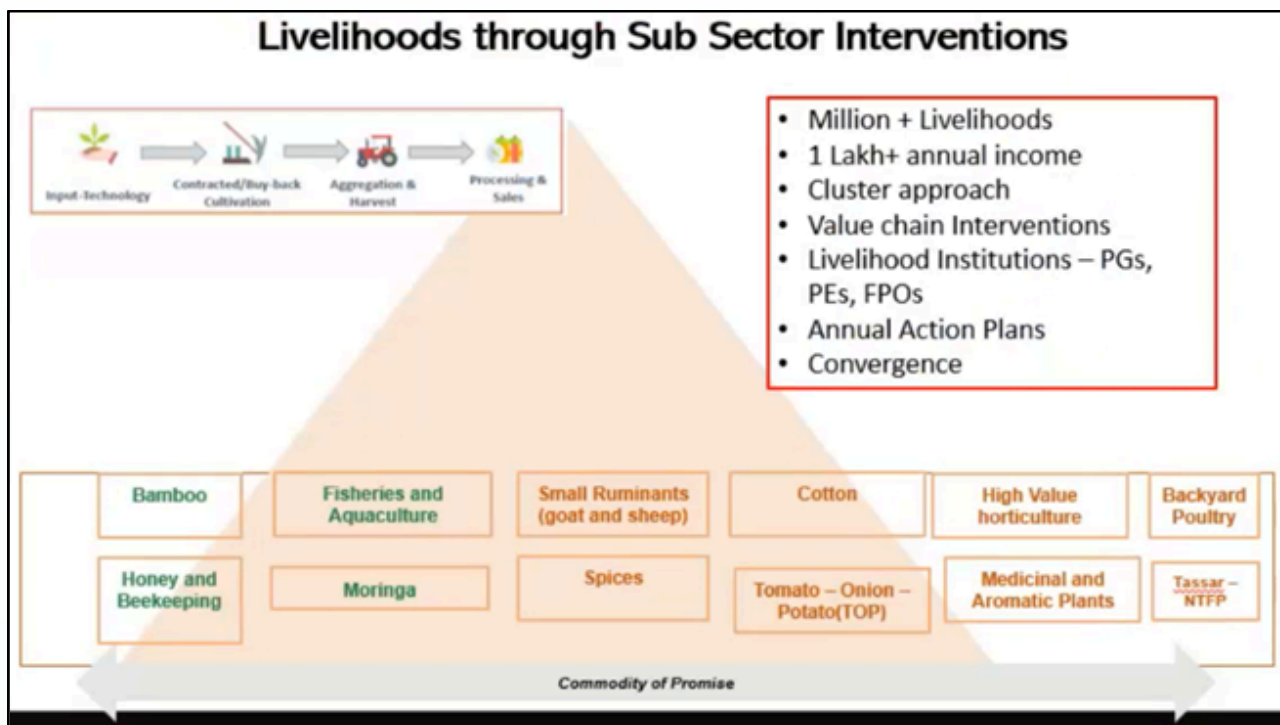
1. **Assets** include land, water resources, and equipment.
2. **Skills** include enhancing existing capabilities and developing new ones.
3. **Access** include access to knowledge, information, markets, entitlements, technology, and resources.

Livelihood interventions primarily target small and marginal farmers, with focused attention on socially and economically marginalised groups, including SC/ST households, forest fringe communities, and populations residing in rain fed and resource-constrained regions. They are based on the belief that sustainable poverty reduction requires diversified and resilient livelihoods at the household level through convergence with programmes, creation of social capital, promotion of multiple and livelihoods, and value chain development



The approach emphasises multiple livelihoods, leading to risk mitigation, cost reduction, productivity enhancement, increased income, and long-term sustainability, particularly for small and marginal farmers in rainfed, tribal, and forest-fringe areas through various livelihood baskets such as agro-ecological practices, NTFPs, value chain activities, livestock activities, and skill-based enterprises.

A cluster-based approach was adopted with the objective of increasing the annual income of one million farmers to more than ₹1 lakh. The strategy focuses on supporting poor and vulnerable households by promoting multiple sources of livelihood instead of dependence on a single income source. Under this approach, 12 key sub-sectors were identified for livelihood development and income enhancement.



Value chain development strategy of NRLM

The value chain development strategy aims to improve rural livelihoods by organizing farmers into producer collectives and strengthening market linkages. It focuses on developing complete value chains beyond farm production, including processing, value addition, storage, and marketing. The approach promotes producer enterprises to help farmers earn better incomes and gain stronger market access. It also emphasizes stakeholder ownership, capacity building, and support services such as training, credit, technology, and marketing. Overall, the strategy seeks to create sustainable, end-to-end rural value chain systems for long-term livelihood enhancement.

Formal Extension System

India's formal agricultural extension system faces a significant human resource gap, with only about 1.2 lakh extension professionals compared to China's much larger workforce. The Doubling Farmers' Income Committee recommends an extension worker-farmer ratio of 1:400 in hilly areas, 1:750 in irrigated areas, and 1:1,000 in rainfed areas. However, India falls short of the recommended national norm of 1:750, indicating inadequate extension coverage for farmers. This shortfall has led to the increased reliance on community resource persons.

Community Resource Persons (CRPs)/ Krishi Sakhis

Community Resource Persons (CRPs), also called Krishi Sakhis, are active Self-Help Group (SHG) members who have successfully implemented agro-ecological practices in their own fields for two to three crop seasons. They are identified and selected through a structured process that includes a written examination, field verification, and interviews.

The selection process is carried out by Block Project Managers with support from the Cluster Level Federation (CLF). Once selected, CRPs work at the grassroots level to support and guide farmers by demonstrating improved agricultural and livelihood practices during field visits. The livelihood subcommittee at the CLF, along with Block Mission Managers, monitors the work and performance of CRPs. They are also provided with honoraria by the CLFs based on the tasks and responsibilities completed.

CRPs are increasingly recognised as para-extension workers, with certification and training supported through MANAGE and Krishi Vigyan Kendras. The model has demonstrated large-scale outreach, effective technology adoption, enhanced incomes, and women-led transformation of rural livelihoods. Overall, CRPs play an important role in promoting sustainable farming practices, peer learning, and community-based agricultural extension services among rural households.

Types of CRPs/Sakhis

There are four types of Sakhis based on the livelihood sectors they support.

Krishi Sakhis deal with agriculture-related activities.

Pashu Sakhis deal with animal husbandry related activities.

Madhu Sakhis deal with honey bee related activities.

Matsya Sakhis deal with fisheries related activities.

Responsibilities of CRPs/Sakhis

- Adopting agro-ecological practices in their own fields
- Assisting the Block Mission Management Unit
- Establishing NPM (Non-Pesticide Management) shops and custom hiring centres
- Participating in training programmes, SHGs/VOs and community meetings
- Attending, briefing and debriefing sessions
- Establishing nutritional gardens / Poshan Vatikas at the household level
- Supporting awareness creation and demonstration of sustainable farming practices
- Acting as community-level agricultural extension workers

Capacity Building System of CRPs/Sakhis

A multi-tier capacity building system is implemented in which National Resource Persons train State Resource Persons, who further train Community Resource Persons (CRPs), and the CRPs subsequently train SHG members. A comprehensive 56-day capacity-building plan was designed covering eight structured modules, including livelihood perspectives, agri-nutri gardens, soil health management, pest and disease management, seed systems, facilitation skills, soil and moisture conservation, and farmer field schools.

Capacity Building of Mahila Kisan

- Capacity Building is the key component
- Well designed Capacity building plan
- Capacitate Women farmers by triggering their aspirations
- Technical and managerial capacity building of women in Agriculture
- Structured training modules
- Capacity building to improve the skills of women farmers and create social capital
- Extension services by Krishi Sakhis and Pashu sakhis

- Method demonstrations
- Result demonstrations
- Front line Demonstrations
- Farmer Field Schools
- Exposure visits
- Farmer – Scientist interactions

Key Highlights

- The evolution of Self-Help Groups (SHGs) and National Rural Livelihoods Mission (NRLM) helped in mobilising rural women into community-based institutions for financial inclusion, livelihood development, and social empowerment.
- NRLM uses a household-centric livelihood approach that encourages multiple and diversified income sources through agriculture, livestock, fisheries, agro-ecological practices, value chain development, and skill-based enterprises to strengthen resilience and reduce rural poverty.
- Community Resource Persons (CRPs), including Krishi Sakhis and other Sakhis, facilitate in technology dissemination, promote sustainable farming practices, encourage peer learning, and support community mobilisation at the village level.
- A structured multi-tier capacity-building mechanism involves National Resource Persons, State Resource Persons, and CRPs which emphasises the role of continuous training and skill development in strengthening women-led extension and livelihood systems.
- Value chain development and market-oriented approaches focus on producer collectives, market linkages, value addition, processing, storage, and enterprise promotion to enhance income generation and support sustainable rural livelihood development.

Interactive discussion

1. What is the process for becoming a Community Resource Person (CRP)?

To become a Community Resource Person (CRP), the individual must first be an active member of a Self-Help Group (SHG), as only SHG members are eligible for selection. The SHG member should have successfully adopted and implemented the livelihood practices recommended under NRLM and demonstrated sustained results at the field level. Eligible candidates are then identified and selected by the local Cluster Level Federation (CLF) through a structured process that includes field verification, an interview, and a written test.

2. “Which fish species are considered most suitable for aquaculture under Indian agro-climatic conditions, and what government schemes facilitate fisheries and aquaculture development in India?”

For successful fish cultivation, popular species include Indian major carps (rohu, catla, mrigal), tilapia, pangasius, and freshwater prawn. The major government schemes include:

A. Pradhan Mantri Matsya Sampada Yojana (PM-MSY)

- Focuses on doubling the income of fishers and fish farmers.
- Supports pond/tank construction and renovation, hatchery development, seed and feed production, and market infrastructure.
- Provides subsidy support (40–60%) for eligible aquaculture activities, with higher rates for women, SC/ST beneficiaries.
- Includes support for Biofloc and RAS (Recirculatory Aquaculture Systems), ornamental fish farming, seaweed cultivation, and cold chains for post-harvest management.
- Aims to reduce post-harvest losses and create employment opportunities in the fisheries value chain.

B. Blue Revolution – Integrated Development & Management of Fisheries

This scheme aims to boost overall fish production, strengthen inland and marine fisheries through pond development, cage culture, hatcheries, brood banks, and training.

C. Pradhan Mantri Matsya Kisan Samridhi SahYojana (PM- MKSSY)

A sub-scheme under the Department of Fisheries

Provides performance-linked incentives to fisheries and aquaculture micro-enterprises

Focuses on improving efficiency, competitiveness, and value chain development in the fisheries sector

YouTube Link:
https://youtu.be/_gsOajRLVftU?t=2

E4L Report Prepared by:
Dr. Vavilala Priyanka
MANAGE Fellow

MANAGE - Center for Agricultural Extension Innovations, Reforms and Agripreneurship (MANAGE- CAEIRA)
National Institute of Agricultural Extension Management (MANAGE)
Rajendranagar, Hyderabad- 500 030, INDIA