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JEEVANA SRAVANTHI DROUGHT ASSOCIATION

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BRIEF REPORT FROM 2010 - 2016

Jeevana Sravanthi Drought Association (JSDA) is implementing Eco Farming and Organic Farming (EFOF) project in 15 villages spread across three Mandals i.e. Bukkapatnam, Puttaparthi and Kothacheruvu Mandals. Eco Farming and Organic Farming project, is broadly congruent project with two factors i.e. Community organizing factor as well as Business Factor. As JSDA is implementing the project since 2010 on wards major focus was on Farmers Organizing Element and minimum efforts were on Business Element.

JSDA is implementing Eco Farming and Organic Farming project in its project area with the support of Anahata Stiftung, Germany, with guidance of Ms. MONIKA ANNA MUELLER. Eco Farming and Organic Farming project is with self relevance project on its own way, in the context of regional economy. The project rationale connects macro and micro connectivity, as agriculture plays a vital role in Indian economy and in regional economy as well.

PROJECT GOAL:

Accomplish self sufficient, intrusive economic growth with socio economic and politically empowered farmers in Bukkapatnam, Puttaparthi and Kothacheruvu Mandals in Anantapur District.

2010 - 2011 to 2012 - 2013: Jeevana Sravanthi Drought Association initially started Eco Farming and Organic Farming project as Awareness project, to change mindset of poor farmers towards Organic farming in 15 villages at Bukkapatnam, Puttaparthi and Kothacheruvu Mandals in Anantapur District. Farmers are influencing by the Chemicals and pesticide companies through vide publicity and promotions for their self sustenance. The project implemented from 2010-2011 to 2013-14 as Awareness project through Cultural programs, wall writings, Awareness meetings and campaigns, Intellectual discussions, conducted rallies, continues interactions with farmers at field level by conducting Farmer Field Schools and model Demonstration Plots.



Incentives like Natural manure, Neem cake and Neem oil, Pheromone traps, Coconut and Neem plants distribution and plantation, Soil and water testing with free of cost was promoted as to encourage farmers towards Organic Farming concept.

2013 - 2014 to 2014 - 2015: By the motivation, Jeevana Sravanthi Drought Association Organized Organic Farmer Clubs in 9 villages at Bukkapatnam, Puttaparthi and Kothacheruvu Mandals in Anantapur District. Regularly interacted with farmers, guided and trained them towards implementation of organic techniques at field level. Farmers started Monthly money savings and opened their Savings Bank Accounts for Bukkapatnam Farmer Clubs at State Bank of India, Bukkapatnam Branch, for Puttaparthi Mandal Farmer Clubs at Brahmanapalli Branch and for Kothacheruvu Farmer Clubs at Andhra Bank in Kothacheruvu Branch.

Also Registered, Swakrushi Organic Farmers Co- Operative Society with 15 Directors and 20 Members i.e., 35 active representatives from 9 Farmer clubs from Bukkapatnam, Puttaparthi and Kothacheruvu Mandals for their self sustenance, self planning and financial management. Neem Pulvarizer machine was handed over for their financial sustenance as well as to replace chemical fertilizers with Neem production.



2015 - 2016 as well as 2016 - 2017: Farmers are well motivated and as the result, 5 active Organic Farmers from each village were identified as Organic Concept oriented dedicative farmers. Also found the gaps in marketing and Farmers became failure in the promotion of Organic products. JSDA made a demonstration on “Organic Tomatoes Marketing” and generated a big craze up on Organic products. Also proved that proper planning and promotions makes the marketing very easy. Mr. K. Bhaskara Reddy, active Organic farming farmer from Jeevana Sravanthi Organic Farmers Club, Rasimpalli village, Bukkapatnam Mandal experienced that Organic farming techniques

are low cost and high quality productivity. The profits from his Tomatoes field doubled his confidence.



the end result of 5 years project brought clarity to JSDA that local Marketing strategy is only the way for the sustenance of farmer and as well as project.

2016 - 2017: Jeevana Sravanthi Drought Association planning to fulfill the gaps between Farmer and local market. Awareness is needed for consumers about the values and need of Organic food. Through Awareness, the group of 5 - 10 people will form as “Consumer Group” to adopt a farmer and his family for Healthy and Organic food as well as to protect their health.

S . N o	Name of the Farmer/ Producer	Name of the village	Name of the Mandal	Surve y No.	Extent in Acres	Name of the Organic Product	Expected Period	Expected Quantity in Kilogram s
1	Y. Ashok Kumar Reddy	Gunipalli	Bukkapatna m	41	2.00	Paddy	1 st to 8 th of December 2016	1200 Kgs
2	Y. Brahmananda Reddy	Gunipalli	Bukkapatna m	96-2	4.00	Red Gram	25 th to 30 th of December 2016	200 Kgs
3	B. Sathyanarayana Raju	Rasimpalli	Bukkapatna m	65-2 65-4	2.08 1.92	Groundnut	5 th to 9 th of November 2016	1100 Kgs
4	K. Suneetha	Rasimpalli	Bukkapatna m	18-1	1.00	Paddy	1 st to 8 th of December 2016	600 Kgs
5	M. Adi Murthi	Kovelaguttapalli	Puttaparthi	59	0.50	Paddy	1 st to 8 th of December 2016	250 Kgs
6	S. Kristappa	Munimadugu	Penukonda	228	1.00	Red gram	25 th to 30 th December 2016	50 Kgs
7	K. Bhaskar Reddy	Rasimpalli	Bukkapatna m	18	0.50	Sun Red Tomatoes	10 th to 15 th of October 2016	200 Kgs
8	JSDA	Bukkapatnam	Bukkapatna m			Neem Powder Productions Starts from	6 th to 10 th of July 2016	5000 Kgs

