

Krishi Aajeevika Kendra – A step towards CRPs livelihood Sustainability

PANI has been implementing the SWERA and Sujalam Sufalam programmes in Balrampur district from 2019 with the help of TATA TRUSTs and HUF. The journey began with the common goal of improving the lives of small and marginal farmers by improving productivity, lowering cultivation costs, and maintaining soil health and natural resources, particularly water, in a sustainable manner.

From the start, the project's design guided it along the road of sustainability. The project trained 300 girls and young women in the district to serve as community resource people (CRPs). The Gram Panchyat's agriculture innovation and development is currently centered around CRPs. Syngenta India Foundation trained 150 CRPs as Agriculture Entrepreneurs, and they are now embarking on their business path and establishing "Krishi Aajeevika Kendra" in their villages of residence.

The "Krishi Aajeevika Kendra" is a hub-and-spoke model (the hub is the Farmer Resource Centre) that caters to the agricultural input requirements of farmers in a certain village and beyond. CRPs are starting this enterprise on their own, with no funding from the initiative. This Kendra will provide CRPs with the chance to continue working with farmers after the project has ended.

Product and services available at Krishi Aajeevika Kendra

- 1- Seeds – vegetable, cereals, pulses, oil seeds
- 2- Organic inputs - Organic manure and crop protectants
- 3- Advisory services
- 4- Nursery equipment and knowledge support
- 5- Soil and water testing services
- 6- Agriculture implements and farm tools
- 7- Marketing linkage services (aggregation)
- 8- Digital banking
- 9- Crop Insurance
- 10- Need based farmer linkage with Agriculture experts

Support system for input supplies:

