



# **Bharat-India Jodo (BIJ) Key Elements**



# What is RF BIJ or Bharat-India Jodo?



**Bharat-India Jodo\* (BIJ) is Reliance Foundation's umbrella program for its Rural Transformation initiatives across the country**

\* Jodo is the Hindi equivalent for "connect"



**RF BIJ aspires to establish a holistic, self reliant, and sustainable model of rural transformation through de-risking livelihoods of marginal farming community of India**



**To Make Farming a First Choice Profession**



- **Rural transformation through Sustainable Agriculture interventions**
- **Focus on marginal farmers and marginal lands**
- **Operation in remote; least developed; and previously untouched areas**
- **Resources commensurate to actual constraints**
- **Organising farmers into VFA which will promote Producer Company as institutional strategy**
- **Five year handholding and exit plan pre- determined**



## First Principles

- **Direct Action**
- **Participatory Approach**
- **Sustainable Development**



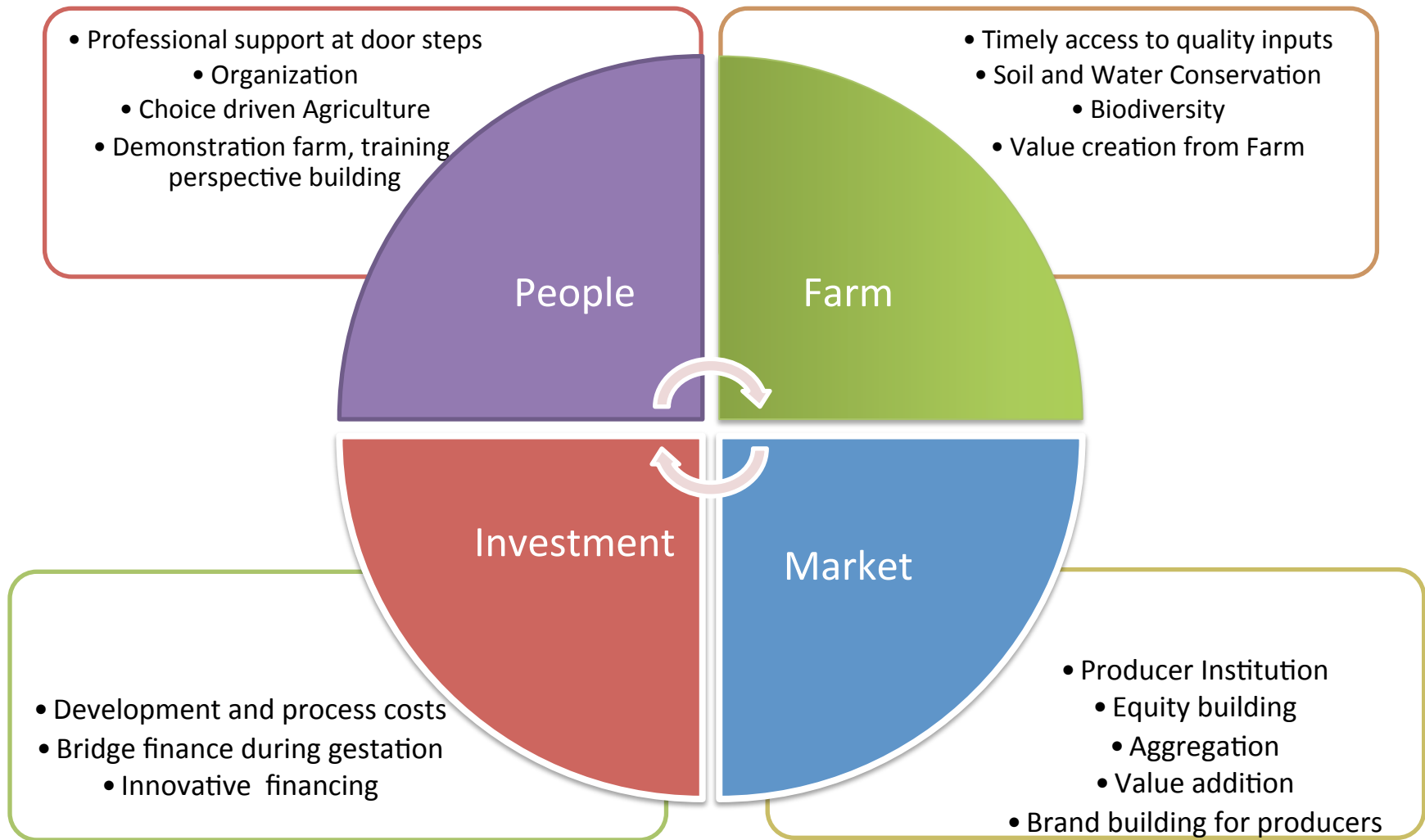
- 1. Relationship as main driver**
- 2. Professionals at doorstep of farmers**
- 3. Outcome based interventions**
- 4. Leveraging technology for efficiency and optimisation**
- 5. Creating long term stakes of the Community**



- **Feed fish for immediate survival**
- **Teach fishing for self reliance**
- **Hand Hold for confidence building**
- **Stay around for conflict resolution**
- **Be offered fish back from self sufficiency**



# Salient features





- 1. Nutrition self sufficiency of 2500 Kcal for one million rural people**
- 2. Secure livelihood ensuring income of at least Rs. 150,000 per household**
- 3. Protect and nurture local micro climate**
- 4. De-risk 0.5 million ha of marginal farmers through establishing Sustainable Agriculture practices**



# Key Accomplishments

- Reaching 24 poorest districts in 10 States over 2 years
- First in sector to obtain ISO certification for programme
- Rain Water Harvesting capacity of 1.5 billion litres created
- Emerging as largest rural transformation programme in a short period
- “Young Development Professionals Programme” (YDPP) successfully launched with 56 YDPs completing the first programme in July 2013



# BIJ Impact: 16,000 kitchen gardens

- Her family's food basket had no nutritive value.
- She became a part of the Village Farmers
- Association under BIJ
- Started a kitchen garden or a
- Reliance Nutrition Garden
- Now produces enough vegetables for her family.



*"Farmers from villages all around Chitalda also have benefited from BIJ. Small farmers are learning new techniques. Productivity is increasing... Financially also we are all getting better."*

**VajaBen Vasava, Gujarat, India**



# BIJ Impact: 1.5 billion litres of rain water harvesting capacity created in four years

*This year, heavy rainfall damaged our Kharif crop. Our work on water harvesting has enabled storing of ample water. 17 farmers have for the first time sown Rabi crops like wheat and gram. We will now be able to meet our families' requirement with a good production in Rabi*

**--- Bipinbhai Vanjibhai Vasava**



VFA members of Amalidabara village in Gujarat built a check dam which now holds more than 18000 cubic metres of water supporting drinking and irrigation needs of 200 families in 5 hamlets



# Impact of RF Information Service

(Another RF Rural Transformation initiative that uses technology to enhance info & knowledge base of marginal farmers)



*I contacted the Reliance Foundation Information Service helpline. Through mobile conferencing scientists discussed and solved my farm problems. I'm now getting a much higher yield than before. Cultivating the same crop in the same season every season only brings down the price in the market. I now grow seasonal varieties in different times so that I can get a better price. The Foundation has been helping us to earn a better income."*

**-- Dudala Veeraswami, AP, India**



Hundreds of thousands of Veeraswamis have benefited from the Reliance Foundation's Information System helplines in 5500 villages



# BIJ Impact: Other examples

1550 VFA Members out of total 2240 members enrolled in Gangakhed cluster got their farms insured under recently launched crop insurance scheme of ***Rashtriya Krishi Bima Yozana*** , this is one more step towards de risk farms

Bhumitra Producer Company at Yavatmal raises Rs 3.5 million authorised capital and Rs. 3.059 million paid up capital from its 24 shareholders (VFA) through voluntary contribution

Social initiatives such as Night school, health program, community radio, Maasik Ekta sabha and reach women through SHGs are initiated using VDF in 16 VFAs of Bidar

Nabhapur VFA in Gadag registers itself as an alcohol and tobacco free village. Established milk collection center selling 100 ltrs milk collected from 25 families to Karnataka Milk Federation earning a net profit of Rs 9000 in 1.5 months

Haldipali VFA constructed a cemented meeting hall utilizing Rs 40000 from the profits earned through fishery activity in renovated water harvesting structure, they also started a coaching center for 40 students hiring a teacher @1000/month.

Shagoti VFA in Gadag installed a digital Education platform providing quality education to 118 students by pooling funds from VDF and convergence with Selco foundation, Menda Foundation and CTL.

Exercising their right to property, two women of Ishanpur Village in Netrang get the land registered in their names.

Sant Janabai Shetkari Samiti of Khadgaon in Gangakhed cluster negotiated with MAHABEEJ Seed Company for compensating against inferior quality *Rabi* seeds worth Rs 300,000.

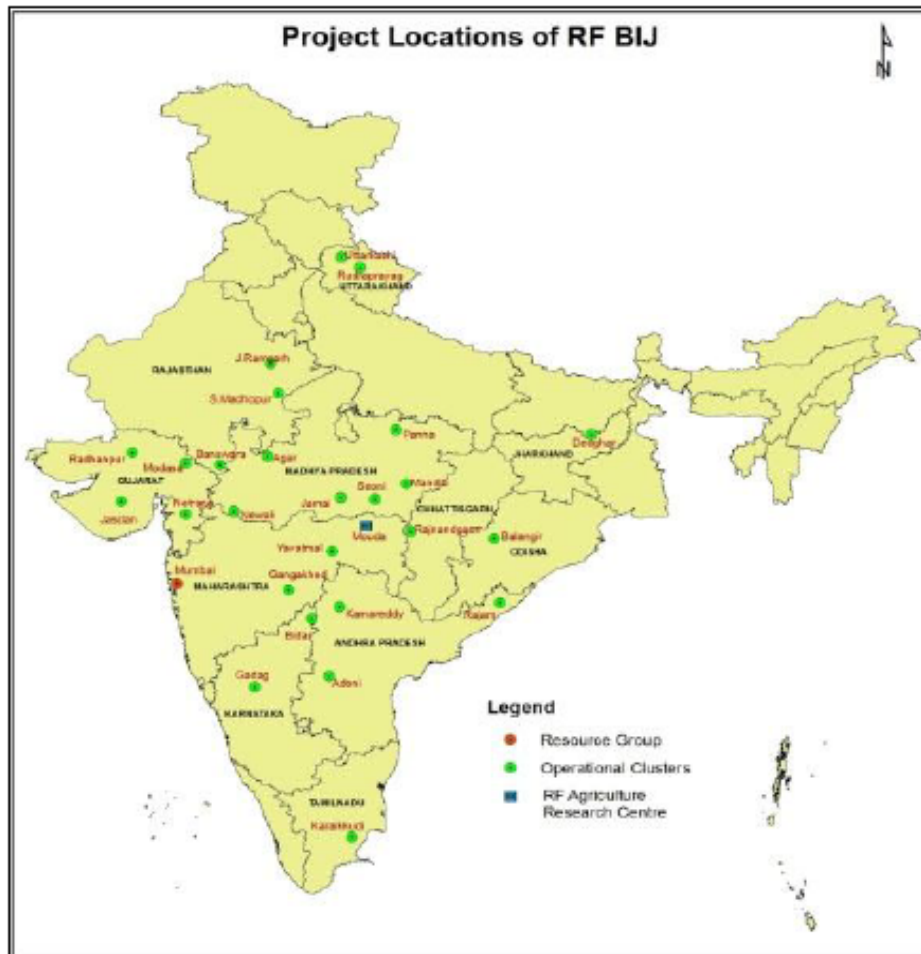
Women of Umradi VFA in Jamai coming forward to improve governance in VFA by removing a VFA leader of his position and taking charge.



# RF BIJ Foot Prints till now

## PROGRAM STATUS – JOURNEY SO FAR

Reach of “RF BIJ” towards reaching the unreached



No. of States: 12

No. of Agro-ecological sub-regions: 19

No. of Clusters Operating: 26

No. of VFAs organized: 475

No. of Producer Households enrolled in VFAs: 44,422

No. of RNGs established: 20,182

Dharti Farm Area (ha.) in process: 47,258

Facility created for Rain Water Harvesting (lakh cum): 422.86

No. of training programs organized for producers: 4,749

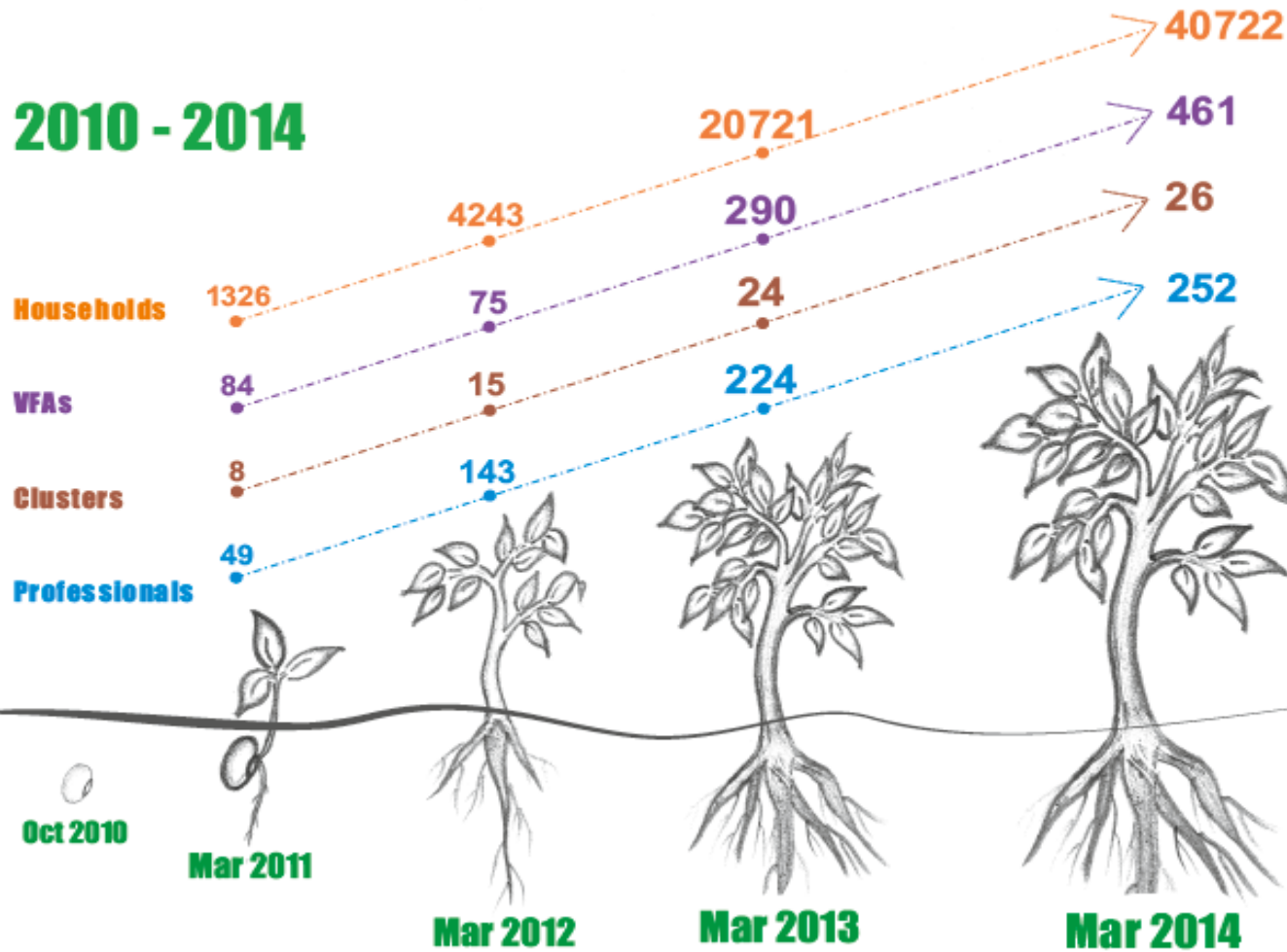
No. of training man-days for capacitating producers: 2,52,297

*\*All figures as of 15<sup>th</sup> Aug 2014*



# RF BIJ is on way to become a banyan tree!

2010 - 2014





# Lessons learnt so far

- Earnings from Agriculture continue to be a fundamental source of livelihood for 90 per cent of rural households
- Poor productivity and extremes of weather conditions keep even their basic sustenance of the marginal producers under threat.
- Water (lack of it) is evidently the most crucial cause of marginality
- Ability of marginal farmers to comprehend their need and aspirations is challenged.
- Releasing the potential of the marginal farm lands offers a unique opportunity to reduce poverty and advance food security
- Active participation of Women and vulnerable groups in the developmental processes is still a farfetched dream.



# Long term perspective

- **De-Risk Farming and make it a desirable profession – dependable capable of bearing the swings of nature and market**
- **Secure livelihood by enhancing options both with On Farm and Off Farm initiatives**
- **Focus on Self Reliance of community beyond the hand holding phase of RF**
- **Establish models providing the base for replicability and scalability across rest of the relevant region**





# Thank You