

**Report on Progress for last 3
Months- Rural Development programme Padra**

Submitted to

**FINOLEX
PIPES & FITTINGS**

CSR PARTNER

Mukul Madhav
—— Foundation ——
Established 1999

Mukul Madhav Foundation

Submitted by



**BAIF Institute for Sustainable Livelihoods and Development
Gujarat
(BISLD Gujarat)**

Introduction

Over the last three months, the MMF Rd and FICCI Flow (Women Empowerment Project) has made significant strides in AI coverage across villages like Masar, Gametha, Gavasad, and Kural, with a total of 100 conventional and 7 SSS AIs, focusing on impact tracking through surveys and upcoming Pregnancy Diagnosis (PD). The Creeper and Non-Creeper Projects have been rolled out, targeting women from SHGs and marginalized communities with crops like ivy gourd, bottle gourd, brinjal, and okra. The Entrepreneurship/SHG initiative has empowered women through skill development, financial literacy, and small-scale enterprises, while employee engagement activities are planned for the next three months.

Objectives

- Promote diversification in cropping system,
- Enhance vegetables production,
- Enhance the wellbeing and income of farmers in the targeted villages by improving
- Empower women farmers through training and skill enhancement activities.
- To create improved and alternative livelihood opportunities through improved livestock management practices.
- To ensure that the farmers adapt package of practices resulting in improved milk & Agricultural productivity.
- To ensure holistic development of participants through convergence approach.
- To increase HH's income.

Detailed breakdown of the points for the MMF Rd and FICCI Flow (Women Empowerment Project):

1 Artificial Insemination Coverage Per Village, Future Planning, and Impact Tracking:-

- **Current AI Coverage:** The AI provision currently targets specific villages followed by Masar 80, Gametha 11, Gavasad 14, Kural 2. From starting onward, we have visited and distributed our card to the people in all five villages. As we have office presence in the Masar we able to meet highest AI in the masar village, for other villages we are conducting meetings to create awareness focus group discussion for the same. – 100 conventional & 7 SSS
- **Future Planning:** Aim to create strong presence through the AI by the end of the three month the Pregnancy diagnosis will happen so the impact will flex by our results.
- **Impact Tracking:** Impact is being tracked through periodic surveys which is like PD, measuring AI adoption, increased productivity, and feedback from local leaders and participants . Key metrics include changes in income, digital literacy levels, and social inclusion improvements. AI-based analytics tools will help in real-time monitoring.



Artificial Insemination



**Animal Husbandry
Training for women
farmers**

2. Creeper and Non-Creeper Projects: Coverage and Participants, Criteria Duration, Timeline, and Product Cycle for Creeper and Non-Creeper Projects Types of Vegetables for Creeper and Non-Creeper Projects

- **Coverage:** These projects will be rolled out in phases, initially covering villages with high agricultural productivity potential. For both Creeper and Non-Creeper projects, the focus is on leveraging local farming knowledge and integrating technology-driven farming solutions.
- **Criteria for Shortlisting Participants:** The primary participants will be women from SHGs, marginalized communities, and those already engaged in farming activities. Shortlisting criteria include landholding size, prior agricultural experience, willingness to adopt modern farming techniques, and economic vulnerability.



**Agricultural Training for
women farmers**

In creeper vegetable two type seasonal (4-5 month crop) and perennial (>1 1 yr crop) those farmers have year round water source we provide them IVY gourd crop (Tindola / giloda) and those have not we provide the seasonal crops like (Bottlegourd(dudhi), Sponge gourd(galka) Bittergourd(Karela) ,Cucumber (Kakdi) etc.

and case of Non-mandap vegetable (3-4 month cycle) crop like Brinjal, Orkra, chilli , cowpea etc start production in both crop after 60 day of plantation till end of crop.

3. Plans for the Entrepreneurship/SHG Project

- **Key Activities:** The SHG project will focus on skill development, financial literacy, and setting up small-scale enterprises (e.g., organic farming, craftwork)Activities include leadership workshops, product development training, and market linkage programs.



**Entrepreneurship
Training for women
farmers**

4. Employee Engagement Activity

- As per the project agreement, the employee engagement activity is planned to be organized within the next 3 months.

Conclusion

Over the past three months, the project has focused on expanding AI coverage across key villages, including Masar, Gametha, Gavasad, Abhol and Kural. Starting with community visits and distributing cards to the local population, the initiative has successfully laid a foundation for AI integration. Masar, where the office is located, has shown the highest AI adoption, driven by regular interaction and engagement. In other villages, meetings and focus group discussions were held to create awareness and introduce the technology. As part of future planning, the next three months will see a focus on pregnancy diagnosis (PD) impact tracking is ongoing, utilizing periodic surveys to assess AI adoption rates, productivity improvements, and feedback from local leaders. This data will be vital in monitoring progress and making real-time adjustments, ensuring that the project continues to benefit participants in terms of income.