

Campaign Concept Note- 'Krushi Kranti'

Background of the campaign

The Odisha government has taken significant steps to uplift farmers and promote second-crop cultivation in the state, where the government provides financial assistance to farmers, including subsidies for seeds and fertilisers needed for the second crop. The government has also invested in irrigation infrastructure such as farm ponds, dug wells, and check dams. Another significant step the government has taken is launching the Krushak Portal. This digital platform serves as a one-stop solution for farmers, providing vital information and services.

Recently, a survey was conducted by Atmashakti in collaboration with Odisha Shramajeebee Mancha (OSM) and Mahila Shramajeebee Mancha, Odisha (MSMO) to assess the impact of seeds received for second crops and the benefits it reached to the farmers with zero irrigation. The survey covered 4,003 farmers across Gajapati, Boudh, Nabarangpur, and Deogarh districts in Odisha and examined major seed crops such as Green Gram, Black Gram, Arhar, Horse Gram, Mustard, and Chickpea.

The survey results highlight the significant potential for farmers in Odisha to increase their income and improve their livelihoods through second-crop cultivation. Green Gram, Arhar, and Black Gram are identified as profitable crops, indicating the opportunities for farmers to reap financial benefits by engaging in this practice. To know the detailed study findings, please [click here](#).

While these efforts have yielded positive results, some challenges must be addressed to harness the potential of second-crop farming fully.

1. Irrigation facilities:

- a. According to the 2019 NSO survey, Odisha has the second-lowest average monthly income for agricultural households, despite 59% of rural households depending on agriculture. The state's irrigation potential remains low, achieving only 24% in five years, per the CAG audit. Farmers earned a net profit of Rs-20,000/- per acre through

limited or zero irrigation last year. So, the Odisha government aims to cultivate pulses on 15 lakh hectares of rice fallows this year. The second crop benefit equals the wage of 80 days of work in MGNREGA, and this crop requires minimal irrigation compared to the Kharif crop. However, inadequate irrigation facilities continue to hinder farmers from pursuing a second crop. The Agriculture and Farmer's Empowerment department should also provide dug wells and farm ponds to eligible farmers in converging with the MGNREGA scheme to tackle this.

2. Seeds for Second-crop:

- a.** Demand-supply gaps in seed provision: The study reveals that only 60% of farmers receive seeds from the government, 6.6% rely on NGOs, and 33.4% source locally. This limited availability of quality seeds, especially through local sourcing, leads to challenges in terms of seed quality, consistency, and access to improved and certified varieties. So, the government should focus on increasing the availability of quality seeds by strengthening seed production and distribution networks.
- b.** Timely supply of seeds: Farmers' experience from the previous year indicates that those who received seeds in October achieved higher profits, while delayed seed distribution resulted in reduced production. Farmers receiving seeds in January tended to use them for consumption or save them for the next year. So, the government should develop efficient seed distribution mechanisms, including pre-planning and pre-positioning seeds, and collaborate with local agricultural extension services to facilitate early distribution, preferably before the 15th of October.

3. Hurdles in registration under Krushak Portal

- a. Limited mobile coverage and teledensity in rural Odisha:** Approximately 4,549 out of 51,176 villages in Odisha need mobile coverage, and rural teledensity is significantly lower at 62%. Given this scenario, pushing technology-based platforms for farmers may not be justifiable, as accessibility remains a significant hurdle.
- b. Low computer literacy among rural people:** According to the NSSO report on education, only 13.4% of people in rural Odisha possess computer operating skills. With such limited digital literacy, expecting farmers to register and navigate the Krushak Portal website becomes unrealistic. Secondly, why can this facility not be available in the Gram Panchayat Offices?

These challenges extend beyond internet infrastructure and digital literacy. The study also revealed a need for more awareness among farmers regarding the portal's existence, making it imperative to improve both awareness and eligibility for farmers to benefit from various government schemes.

To highlight the challenges faced by farmers regarding second-crop cultivation and advocate for government intervention, Atmashakti Trust, along with OSM and MSMO, will launch a comprehensive statewide campaign for three months, starting from July 6th to September 30th. This campaign will cover 5.8 lakh households and 5800 villages under 830 GPs across 88 blocks in 17 districts of Odisha. The primary goal is to influence policy decisions, resource allocation, and program implementation, creating a supportive environment for farmers to engage in second-crop cultivation. The campaign is driven by the vision of *Krushikranti, Krushak Pragati* (in English-*Agricultural Revolution translates Farmer's Progress*), respectively, signifying the aspiration for a transformational change in the agricultural sector.

Campaign Objectives

Components	Objectives
Provision of Seeds	<ul style="list-style-type: none"> • Demand the Odisha government to ensure the availability of seeds to farmers before 15th October (before the Rabi season). • Advocate for providing diverse seeds, including Green Gram, Black Gram, Arhar, Horse Gram, Mustard, and Chickpea, to cater to farmers' specific needs and preferences.
Registration in Krushak Portal	<ul style="list-style-type: none"> • Demand the Odisha government's Department of Agriculture and Farmer's Empowerment include registration of 54% of left-out farmers in the Krushak Portal. • Advocate for increasing awareness among farmers about the benefits and services offered by the portal.
Creating Irrigation Assets	<ul style="list-style-type: none"> • Demand the development of irrigation assets such as farm ponds, tube wells, check dams and distribution channels. • Improve irrigation facilities and enhance water availability for over 7.5 lakh farmers in

Odisha.

Strategies/ techniques to engage stakeholders and expected outcomes

Stakeholders	Strategies and techniques to engage	Key Performance Indicators (KPIs)
Farmers in Odisha	<ul style="list-style-type: none"> • Conduct field-level meetings and outreach and awareness activities to interact with farmers, understand their challenges and communicate campaign objectives. • Share study findings and ground stories highlighting the benefits of second-crop cultivation, showcasing successful case studies, and addressing any concerns. • Encourage farmers to participate actively by sending postcards expressing their demands and concerns to the Hon'ble Chief Minister of Odisha. 	<ul style="list-style-type: none"> • 5800 field-level meetings with villagers and farmers conducted • Farmer participation rate: participation of over 5.8 lakh farmers ensured • 200 case studies (100 on the success stories/testimonies of second-crop cultivation and 100 testimonies are showcased through the social media campaign • 5 lakh postcards were sent to the Hon'ble Chief Minister from farmers from 17 districts of the state
Field-level agricultural officers and extension workers, Krushi Mitras, Krushak Sathis	<ul style="list-style-type: none"> • Recognise the valuable contributions of these individuals as "sahayaks" (supporters), and acknowledge their efforts in supporting farmers. • Collaborate with them in organising stakeholder meetings and gram sabha to gather valuable insights and recommendations. 	<ul style="list-style-type: none"> • Over 800 sahayaks (Krushi Mitras and Krushak Sathi) were engaged. Out of that best four sahayaks were selected for recognition • District-level network of sahayaks (Krushi Mitras and Krushak Sathi) formed. A WhatsApp group of those sahayaks is created
PRI members CSOs, NGOs, Networks, and Forums on	<ul style="list-style-type: none"> • Conduct advocacy campaigns to raise awareness among these stakeholders about the importance of second-crop cultivation and its 	<ul style="list-style-type: none"> • About 5 lakh stakeholders participated in the campaign's workshops, seminars, and consultations.

<p>Agriculture:</p>	<p>potential impact on farmers' progress.</p> <ul style="list-style-type: none"> ● Seek their active participation and collaboration in organising workshops, seminars, and consultations to discuss policy recommendations and implementation strategies. ● Engage with them through social media platforms, encouraging them to share campaign messages and amplify the campaign's reach. 	<ul style="list-style-type: none"> ● Engage over 5000 individuals and encourage them to share campaign messages, thereby amplifying the campaign's reach through social media handles.
<p>Government Officials, Departments, Corporations, and Policy Makers:</p>	<ul style="list-style-type: none"> ● Establish communication with key government officials and legislators to discuss campaign objectives and seek support in prioritising second-crop cultivation. ● Organise high-level meetings and consultations to present evidence-based recommendations, highlighting the potential benefits of supporting second-crop cultivation in Odisha. ● Form expert panels and engage in policy discussions to provide valuable insights and expertise, ensuring the campaign's recommendations are considered during Policy-making. 	<ul style="list-style-type: none"> ● Over 150 meetings (88 blocks level+17 district level+ and 20 state-level meetings are held with government officials and legislators to discuss campaign objectives and seek support for prioritising second-crop cultivation. ● Inclusion of campaign recommendations in policies: <ul style="list-style-type: none"> ○ Government agrees to supply seeds on or before 15th October ○ Government brings notification/declaration to Create irrigation assets ○ Government promises to include left-out farmers in the Krushak portal ○ Government considers doorstep and offline registration processes for registration in Krushak Portal, especially in areas with poor or

		<p>no internet infrastructure.</p> <ul style="list-style-type: none"> • Recommendations and insights from expert panels are considered for implementation by the Odisha government.
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How various portfolios of Atmashakti will work to ensure campaign objectives are realised

Name of the portfolio	Campaign responsibilities
Campaign team	<ul style="list-style-type: none"> • Overall coordination and management of the campaign. • Developing campaign objectives, strategies, and action plans. • Engaging with stakeholders and collecting feedback. • Advocacy efforts to influence policymakers.
Communications team	<ul style="list-style-type: none"> • Developing campaign messaging and materials. • Coordinating media engagements. • Managing media relationships and coverage. • Managing the campaign's online platform.
Social media team	<ul style="list-style-type: none"> • Executing social media strategy. • Creating engaging content. • Managing social media accounts and engagement. • Running social media #hashtag campaigns.
Training and Capacity Building team	<ul style="list-style-type: none"> • Delivering training/orientation sessions. • Developing training materials. • Monitoring and evaluating training effectiveness
Field team	<ul style="list-style-type: none"> • Conducting field-level meetings and workshops with farmers. • Interacting with farmers to understand their challenges.

	<ul style="list-style-type: none"> ● Communicating campaign objectives and gathering feedback. ● Sharing success stories and addressing concerns. ● Encouraging active participation through activities like sending postcards. ● Collaborating with agricultural officers and extension workers. ● Engaging with farmers at the grassroots level to gather insights.
Research, M&E (Monitoring and Evaluation) Team	<ul style="list-style-type: none"> ● Developing a framework for monitoring and evaluating campaign progress and impact. ● Collecting data and conducting assessments to measure the campaign's effectiveness. ● Analysing data and generating reports on key performance indicators. ● Identifying areas for improvement and suggesting adjustments to campaign strategies. ● Collaborating with other teams to ensure data collection and reporting are integrated into campaign activities. ● Tracking the achievement of campaign objectives and milestones.
Volunteer Engagement Team	<ul style="list-style-type: none"> ● Providing orientation and training to volunteers. ● Assigning tasks and responsibilities to volunteers based on their skills and interests. ● Facilitating regular communication and coordination with volunteers. ● Recognising and appreciating volunteers for their contributions. ● Ensuring effective volunteer coordination and collaboration with other campaign teams.

Key activities and timeline

The broad campaign timeline is from 6th July to 30th September. Please [click here](#) to learn about the key activities and their respective timelines.

Resources to be used for the 'Krushi Kranti' campaign:

Resources	Link
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Campaign toolkit (includes logo, social media plan, government schemes and reports, route chart, training plan, volunteer engagement plan, campaign reporting plan, sample messages to be used in the social media, communications collaterals, M &E tools, event calendar, etc.)

[Click here](#)

To know more about the campaign, please e-mail us at communications@atmashaktitrust.com or visit our website www.atmashaktitrust.com