




CONSORTIUM FOR TRAINING RESEARCH & DEVELOPMENT (CTRD)



Market-led Livelihoods Intervention

Annual Report 2008-09



Our Vision

*Social Development through
Livelihood Networking*

Our Mission

*Helping the Poorest Community of the
Society to Prosper Through Livelihood
Networking*

CTRD Governance

Sasthi Chandra Chakraborty **President**

Retired Corporate Executive Mechanical Engineer

38 J/23, Maharaja Tagore Road, Kolkata – 700031, West Bengal.

Jyotirmoyee Roy **Secretary**

Social Worker

32, Ramakrishna Palli, Kalna Road. 713101

Dilip Kumar Sardar **Treasurer**

Advocate

Village Noapara, Po. + P.s. Sonarpur. kolkata-150.

Ranjan Majumdar **Member**

Corporate Executive
B.Tech (IIT), MBA (IIM Kolkata)

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Kolkata - 700052

Amit Roy **Member**

Associate Professor, B.C.K.V

6 Hem Day Lane, Kolkata-700050

Suhirta Chakraborty **Member**

Assistant Professor

A-9/21, Kalyani, Nadia -741235

Tarun Das **Member**

Social worker

From the Secretary's Desk

It's a great moment to share my views and experiences of CTRD during the last one year. Establishing market based livelihoods intervention is always a challenging task. From the beginning CTRD is working tirelessly for improvement of life & means of livelihood, increase in skills, Institution building, tactics and ideas of participation and assimilation of data (printing and photography) etc.

In the year 2008, with financial help from NABARD, CTRD has trained 187 voluntary organisations, 421 workers & organizers of 'Krishak Sangha' & the formation of SHG, bank linkages, formation of Activity Cluster, Federations etc.

This year with financial help from DRDC, we have trained 6383 SHG members in 12 GPs of 8 Blocks in 5 Districts of West Bengal, in production of Vermi Compost and Networking. We are also working towards forming 220 Producers Groups and 11 Activity Clusters.

With the sincere efforts of 2008 in mind, I would like to take this opportunity to thank all and especially to everybody whose support and involvement actually motivated us and helped us to reach out to the poor families.

It's a great moment to mention our heartiest thanks to all

- The people and communities of with whom we have worked through partners and others.
- Officials of NABARD, DRDC, who have believed in CTRD in providing quality services in the area of livelihoods.
- Individuals and well-wishers whose involvement and constant encouragement were with us through out the year.
- And lastly but not the least, all our staff and team members at our Head office and Field Offices who have worked relentlessly together braving all odds and helped to reach the goals.

I understand there are innumerable agendas of action that is in store for us to redress the societal situation. But we believe, the benchmark that CTRD has set out for itself, it is geared to take the plunge ahead and carve out a niche for itself as one of the cutting edge Institutions, which will be able to establish market-led livelihoods' intervention to give a smiling face to the teeming million in the country.

Best Wishes,

Institutional Background

Consortium for Training, Research and Development (CTRD) is a non-profit organization working in the backward area with disadvantaged community. Established in 1993, CTRD is a Technology Driven Livelihood Networking Institution, registered under West Bengal Societies Registration Act 1961. It presently works with more than 6000 poorest women in the backward villages of West Bengal.

Registered Office:

38J/23, Maharaja Tagore Road,
Kolkata-31

Corporate Office:

44/24 B.T Road, Kolkata-50 (Tel:
9836403230).

Registration Details

CTRD is registered under West Bengal Society Registration Act. Reg. No: S/72875. It has FCRA registration No 147120814, dated 07.07.2008.

The institution is committed to establish market-led livelihoods intervention, where the producers will have access to the mainstream market and the quality of products and process will create demand in the private sector. The approach have already been recognized by various stakeholders

Our strength:

- ✓ A strong network of grassroots livelihood activists.
- ✓ A strong team of grassroots Trainers.
- ✓ A pool of dynamic and experienced social development professionals.

Our assurance:

- Quality Service.
- Transparency in operation.
- Networking People and Organization.
- Sharing Experiences.

What we do?

Livelihoods Networking

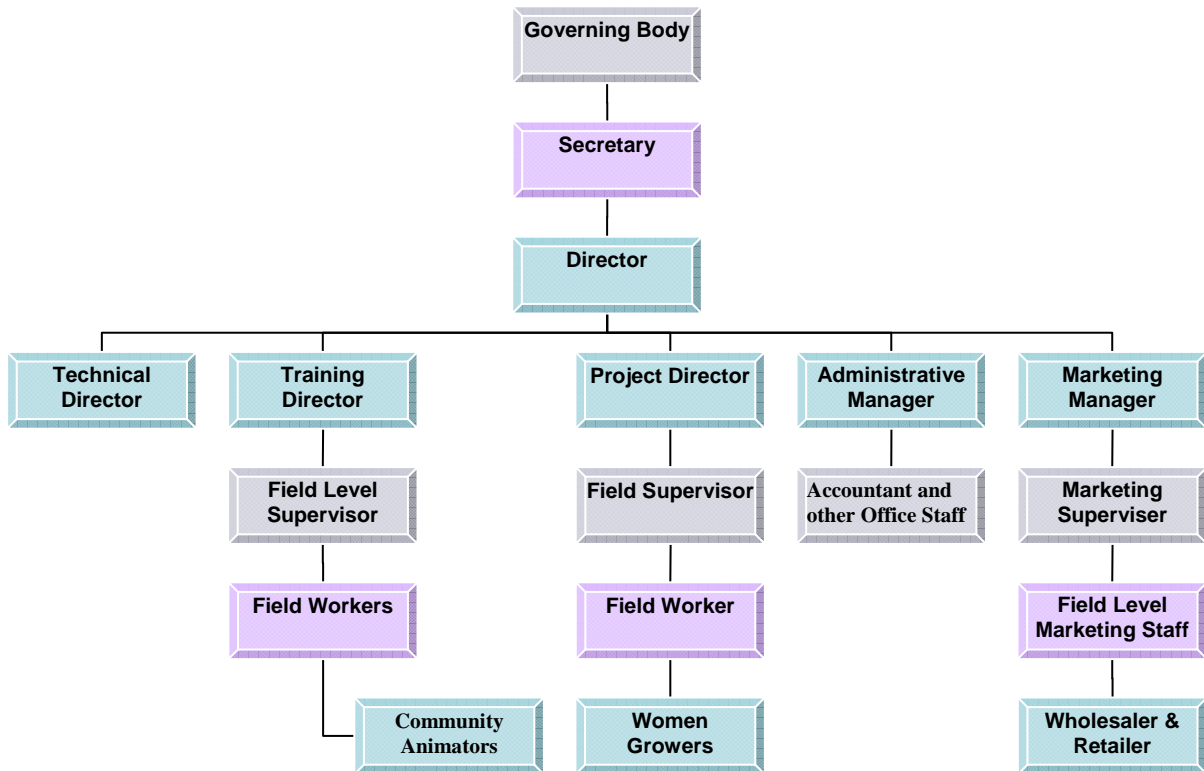
Market-led livelihoods' intervention through networking of producers, where the end to end solution has been provided both in production and marketing aspect.

Participatory Planning

CTRD is well versed and equipped in facilitating Participatory Planning process and that has been applied in training, Monitoring and Evaluation, planning process.

Study and Research

Organogram



Human Resources

The organisation is governed by a group of experienced and qualified professionals from diverse backgrounds. The members represent a cross section of Corporate professionals, Advocate, Academician and the like.

Sl. No	Key Staff	Number
1	Management	7
2	Administrative	6
3	Field	28
4	Trainer	60
5	Total	101



Activity Profile

CTRD has designed a bouquet of offerings for the social sector in the areas of program and project management. The years of experience in different hierarchies of consultation in social sector has made us believe that grassroots level implementations offers the toughest of challenges and demands the widest of skills. We clearly specialise in implementation at the grassroots level and offer all our products and services for implementation at the grassroots level.

(A) Livelihood Networking

- Livelihood Networking Project in Vermi compost in five Districts of West Bengal with the target growers of more than **6000 SHG women - Funded by DRDC**
- Establishment of Vermi compost as a micro enterprise for Below Poverty Line (BPL) women in urban slums. **-DFID-India project under ICF of KUSP**

(B) Participatory Planning

- ‘Cluster Formation’ and ‘Cluster Leaders’ Training for Hooghly and South 24 Parganas District.- Funded by **DRDC**
- Preparation of First Generation Draft Development Plan (DDP) in Urban Local Body (ULB)-of Kalyani , Garulia and South Dumdum, in West Bengal
- Training of Participatory Monitoring and Evaluation (PME) for federation Members in five districts - Funded by – **P&RDD**
- SHG Bank Linkage Training Programme in 14 districts - Funded by **NABARD**

(C) Study & Research

- Impact assessment of Swarna Jayanti Gram Swrojgar Yojana (SGSY) in **Tripura-** Identified the shortcomings in implementation of SGSY in the hilly state **with 3 million rural population** and abundant natural resources. The Study was engineered by Government of Tripura & Society for Professional Action in Development (SPADE).
- Evaluation of Women empowerment through Credit and Savings for household enterprise (CASHE) intervention - **Fund: CARE, India**
- Participatory Impact Assessment to enhance the effectiveness of Swarna **Jayanti Sahari Rojgar Yojana (SJSRY) in** Urban Local Body (ULB) in Kolkata - funded by Ministry of Urban Affairs

- Impact assessment of **10 year long project 'Swamsidha'** - **Fund: CARE, India**
- Participatory Impact Assessment of Urban Health Care Interventions (IPP-8) - Urban Local Body, India.
- Participatory Impact Assessment of the project 'Empowerment of women through Self Help Groups (SHGs)' - **Fund: Catholic Relief Society, India**
- An impact assessment of the activities of Women Cooperative Credit Society (CCS) as sustainable micro finance institution - **Fund: CARE, India**
- Identifying livelihood options for Training of Rural Community on Farm Based Livelihood.
- Impact Assessment of Farm Level Technological Intervention on Women's Livelihood - **Fund: Gana Unnayan Parishad**
- Mentoring of Commercial sex worker (CSW) project - **Fund: State Aids Control Agency (SACs), west Bengal, India, funded by DFID**
- Identifying livelihood options for Training of Rural Community on Farm Based Livelihood - **State Agriculture University, West Bengal, India**
- An Impact Assessment of the evolution of Micro Finances Institution (MFI) - under Credit and Savings for household enterprise (CASHE) **Program of CARE India - Fund: CARE, India**

LIVELIHOOD NETWORKING THROUGH VERMICOMPOST

CTRD for last 2 years has implemented Livelihood Networking through Vermicompost involving more than 5700 poorest women in the backward villages of West Bengal. CTRD has extended its activities in Sundarbans and Purulia Districts of West Bengal. The women vermicompost growers have been able to produce quality vermicompost and their product was linked to the market. The women growers are earning on regular basis through selling Vermicompost. “Growers Institution” was developed in the form of “Activity Cluster”



Key Features

- Simplified technological inputs based on available natural resources.
- Efficient and Productive utilization of locally available natural resources.
- Transferring skill and knowledge to SHG women.
- Implementing ‘Doing Business in collectives’ with women community.

- Ideas about formulating Business Development Plan.
- Creation of niche production zone of vermicompost.
- Creation of Activity Cluster at GP level.

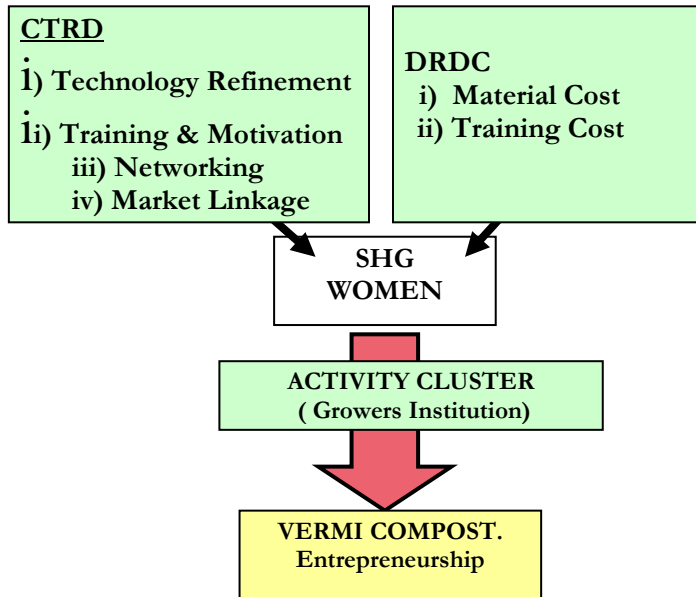


Approach

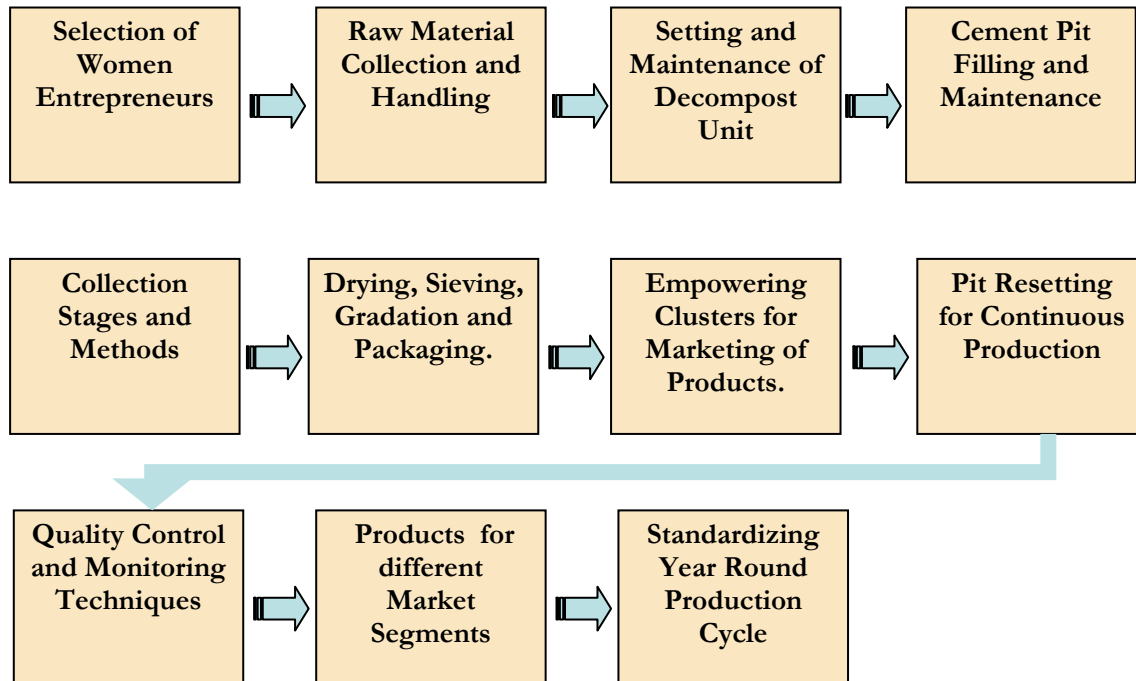
- Decentralized mode of production system with women working at home
- Specialized portable cement pit designed by CTRD and vermi (earthworm) supplied to each grower
- Grower produces 100-150 kg vermicompost per month depending on the access to and her ability to collect raw materials
- CTRD arranges market linkage with the grower for six months to trigger initial incentives.
- Empowering ‘Activity Cluster’ to undertake marketing on behalf of community through focused training.

Delivery Model & Process Flow

The concept of establishing livelihood network through vermicompost has the ultimate goal of developing entrepreneurship at the Growers level. The model in which CTRD has established the network is given in the following diagram



Process Flow Chart



Area of operation

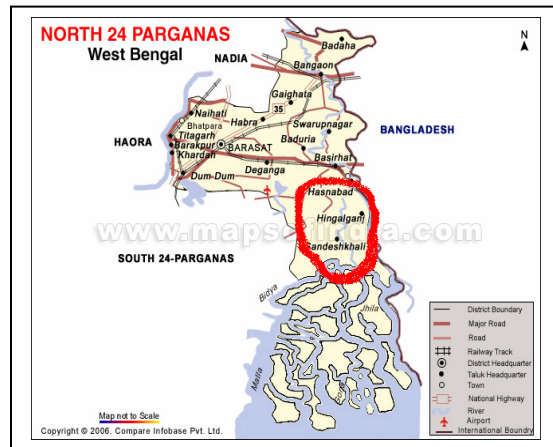
CTRD has intervened through its Livelihood Networking Project in Vermi compost in five Districts of West Bengal with the target growers of more than **5700** SHG women. District wise details are given below –

District	Block/GP	Beneficiaries
Purulia	Purulia-1	527
Hooghly	Uttarpara, Srirampur	250
	Haripal	1000
Nadia	Haringhata Block, Haringhata-1 GP	233
	Haringhata Block, Birohi-2 GP	267
North 24 Parganas	Sandeshkhali, Khulna GP	1060
	Hasnabad Makhalgacha	550
	Amlani	615
	Hingalganj	650
South 24 Parganas	Namkhana, budhakhali	564
Total		5716



“Sundarban”, CTRD’s Special Focus Zone

CTRD’s livelihoods intervention in Natural Resource Management has been developed with a special focus on Sundarban, in both South and North 24 Parganas in West Bengal. 50 % of the outreach in the livelihoods network is covered in Sundarban Area.



Sundarbans

Area of operation: 24 P (North)
Sandeshkhali-2, Hasnabad and Hingalganj Block

Number of growers: 2875

Special features:

Activity Cluster named “*Ujjwal Bhavishat Vermicompost Activity Cluster*” has been formed.

Area of operation: 24 P (South)
Namkhana

Number of growers: 564



Future Plan

Activity	No of GP (48)	Number of Block (6)	Number of Growers.
Creation of Growers	500 members each X48	4000members each X6	24000
Producer Group Formation	16 each X48	128 each X6	768
Activity Cluster Formation	51 each X48	8 X6	48
Formation of Producer company	-	One	6 (six)

SWOT Analysis of Livelihood Networking through Vermi Compost

Strength	Weakness	Opportunity	Threat
Technology customizations & Flexibility in application.	Growers capacity Building – Production level low	A good Livelihood option through which each woman can earn Rs.200-500/- per Month	Elite capture- Vulnerable to exploitation by locally powerful people specially in market linkage
Availability of Resource Persons.	Activity Cluster.	Enhancement of Quality and Quantity Production	Maintaining Consistent Brand value of Vermi compost.
Trained Staff	Capacity and Staff Turn-over	Enhancing Individual Production level	Growers losing interest due to poor Market Linkage
Market Linkage	Quality adherence of the product.	Other Bio-product related Livelihood option can be linked like Homestead Enterprise, Nursery, Medicinal Plants and SRF.	Migration and other Livelihood option forcing growers to neglect Vermi Compost production

Resources available with CTRD in Vermicompost Networking Project

Leaflet :

Vermicompost preparation at homestead (“*Gharoa Padbatite KechosarTairi*”)

Quality and Uses of vermicompost. (“*Jaibo sar hisabe vermicompost kano babohar karbo*”)

Marketing Supports to be provided by CTRD (“*Kecho sar bikray sankranto guruttapurna niyamabali*”).

Information to be provided by CTRD through Vermicompost Networking Project (“*vermicompost prokolper madhyame proshikhartider je bishoyguli samparke abahito kara hobe*”).

Wallpaper :

Quality and uses of Vermicompost. (“*Jaibo sar hisabe vermicompost kano babohar karbo*”)

Photograph kit : Preparation of vermicompost.

Audio CD/cassette : Vermicompost preparation at homestead (“*Gharoa Padbatite KechosarTairi*”)

Video CD : CTRD and Vermicompost networking Project.

Activity cluster through Vermicompost.

Booklet : Manual for the Facilitators engaged in Vermicompost Networking Project (“*Gharoa Padbatite Kecho sar tarir khetre niyojito sahayakder Sahayika*”).

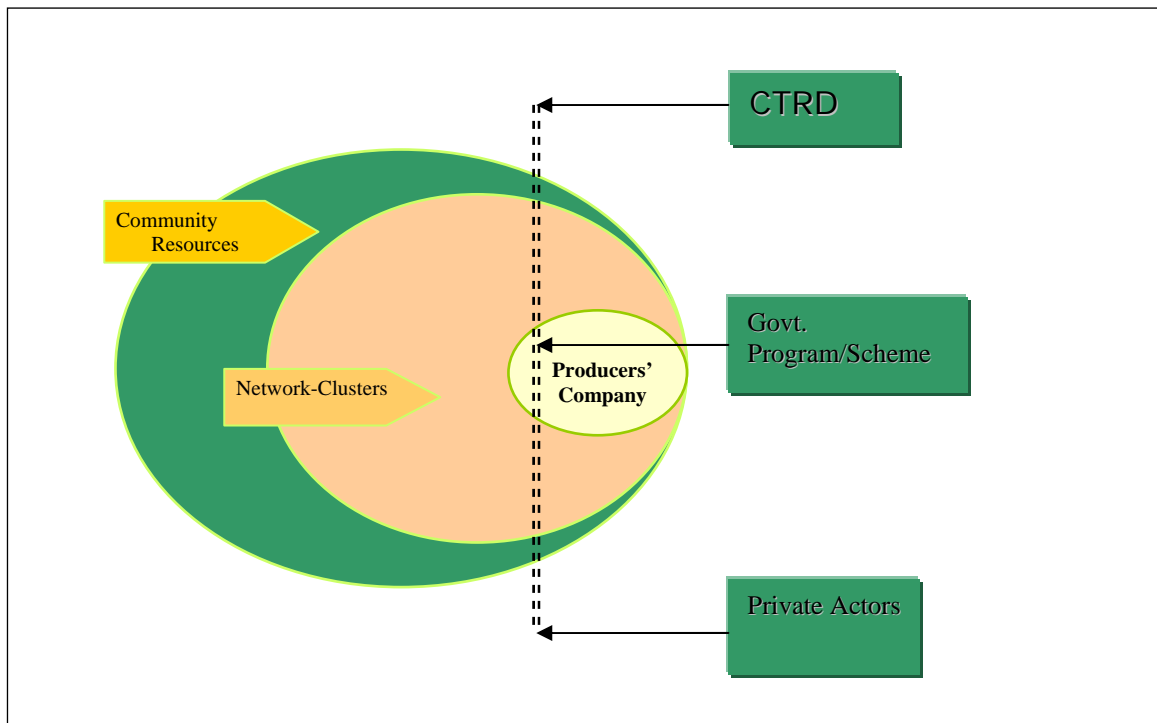
: Manual for Implementation, Monitoring, MIS and Evaluation of Vermicompost Networking Project (“*Vermicompost prokolpo porichalona, tadaroki, MIS o mulyan bishayak sahayika*”).

: Marketing Manual of Vermicompost Networking Project (“*Vermicompost Baponon bishoyok Sahayika*”).

Future plan of CTRD

CTRD envisioned itself as state level resource centre on Natural Resource Management, where market integration of the poor women community through networking is the prime focus. CTRD' market based livelihood models primarily encourage people to use their resources to develop a marketable product which will facilitate the process of ensuring livelihood security to the poor women.

The livelihood models based on Natural Resource Management has the following mechanism.



The proposed mechanism would establish the following :

1. Simplified Technology to ensure participation of poor women
2. Decentralization of the production process
3. Optimum use of local natural resources
4. Networking of producers at the cluster level
5. Aggregation of produces and setting quality standard
6. Establishing producers owned and managed Company
7. Making private sector interested in marketing livelihood products
8. Developing new supply chain for the products
9. Linkage with Govt. Program and schemes.

CTRD has planned to implement its Natural Resource based program in Livelihood regenerations in disaster affected Sunderbans:

The recent cyclone “Aila” in the Sundarban area has washed out the resources, and the saline water inundation has left little hope for agriculture in next two three years. Now it’s a challenge for everyone to revive the agriculture land from the salinity. CTRD has committed for intervening in disaster affected Sunderbans for restoring the livelihoods of the people through Natural Resource Management, use of organic resources, Homestead enterprise, fisheries and program in Rice.

Success story from Sunderban

“SITALLA” is a village in the deep interior of SANDESHKHALI and is within the Khulna village Panchayat of No. 2 Block. In this inaccessible locality where communication does hardly exist. 1060 women of Self help group (SHG) are engaged in production of vermicompost. One of them is Bina Barman. In the year 2003, Bina Barman joined a self help group named “Jagaran”. In 2008, she started production of vermicompost with nine members. In the beginning CTRD workers have imparted training to them regarding vermicompost. After going through practical training for six months, Bina herself now produces more than 150 kg manure and earns regularly near about Rs.450/- every month. Bina has earned Rs. 1800 in last four months by selling manure. From this sales produces, Bina is herself continuing her own studies at higher secondary level. She is also providing financial help to her family. She is also the Cashier of vermicompost based cooperative of “Ujjal Bhabisyat”. Due to the initiative taken by Bina this cooperative could arrange 3 godowns, various equipments e.g. sewing machine, scaling machine, weighing machine etc. with the help of D.R.D.C., North 24-Parganas.

Case Study

Salema Bibi, wife of Jinna Gaji, a poor farmer who lives at ‘Khulna’ village in Sunderban. In the year 2000, she came under the umbrella of self help group named “modern” after overcoming all resistances and obstacles faced by her as a member of muslim family. It was almost impossible to run her family from the wages earned by her husband as an agricultural labourer. In this situation, she heard about vermicompost project of CTRD. Like members of other group she along with ten (10) member of her group started receiving training in vermicompost production. In the first month her production (of vermicompost) was less than 100 kg. Salema Bibi did not get disheartened by that. In her second attempt she accumulated more food for worms, arranged for rotting them and could produce 130 kg manure. Thereafter he collected another tub by her own initiative and engaged herself in producing more manure. At present she is earning Rs. 350 – Rs.450/- per month on a regular basis. After this, she has producing manure four (4) times. In her family of privation, she could bring some prosperity by this income. Now, she is able to buy books for her children. To-day she is happy.

Sabita Mandal wife of Bibbuti Mondal is a poor housewife of Khulna Sunderban locality. In the year 2000 she became an member of self help group named “Modern”. In the year 2008 she started producing vermicompost after taking training from the workers of C.T.R.D. At present she has collected 4 tubs in place of one tub at her own responsibility. Every month she produces 300 kg manure on an average. Her monthly income is now more than six hundred (Rs. 600/-) rupees. On one hand she is applying vermicompost manure in her own land, on the other she is selling surplus manure and collecting cash. Yield and quality of the products of her land remains unaltered. At the same time regular income is bringing prosperity to her family.

Success story from Nadia

Aparna Mondal who lives in village Uttar Rajput of Birobi-2 Gram Panchayat situated in Haringhata Block of Nadia district, joined self help group named "Jagarani" in the year 2005. In the year 2007 when CTRD started vermicompost training in the above named Panchayat, Aparna Mondal participated in that training with 12 members of her group. Thereafter Aparna Mondal started producing 100 kg manure every month regularly. After 2 turns, she prepared two more tubs at her own responsibility. At present from these three tubs she produces 300kg manure every month. Aparna Mondal is applying this manure in her own land and also selling the surplus. From sale proceeds of manure she is earning around Rs. 500/- every month on an average. She is now the Secretary of a Co-operative formed by integrates of 500 vermicompost producers named "EKSATHE" based on vermicompost related work. Let it be known that Sreemati Aparna Mondal has gifted 3.5 kathas of land for infrastructure of above Co-operative.

Anwara Bibi, wife of Abadali Mondal who lives in village Narayanpur, Panchayat "Birobi", is a very poor farmer. In the year 2004 she became member of "Rokea" self help group. In a family of 4 children poverty was her regular companion. As they had no continuity of work for the whole year, both husband and wife spent their days in uncertainty. In this situation in the year 2007, she took her training from CTRD regarding production of vermicompost and started producing manure. All twelve members of the group were engaged in this work. CTRD supplied one tub per member from which it was possible to produce 120 kg of manure. Anwara Bibi has purchased two more tubs from her hard earned money and is producing manure regularly. At present she produces on an average 350 kg of manure per month from which her income is Rs. 1500. She is a leader of workbased cooperative. At her example many have been inspired to



Name: Madhabi Mondal

Village: Bahir Sonakhali Gram

Present production capacity: 400 kgs

Monthly Income: 1000/-



Name: Bharati Mondal

Village: Bahir Sonakhali Gram

Present production capacity: 950 kgs

Monthly Income: 2325/-



Name: Nishibala Mondal

Village: Bahir Sonakhali Gram

Present production capacity: 800 kgs

Monthly Income: 2000/-



Name: Shyamali Mondal

Village: Bahir Sonakhaki Gram

Present production capacity: 250 kgs

Monthly Income: 625/-