

UPNRM CASE STUDY



Apr/16

"UPNRM helped me learn organic farming. Earlier I used chemical fertilisers spending nearly ₹6,000 monthly. Now I save that money by creating cow dung mixed soil mounds which I directly apply to the foot of the trees.

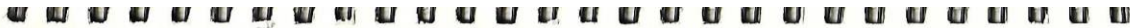
This saves my trees against falling due to high wind velocity found here in this region. I earn an average of ₹12,000 monthly through drumstick cultivation. Next I want to invest in drip irrigation by availing another UPNRM loan."

VELLMANI

38 years old; Siddyagoundan Patti, Theni, Tamil Nadu

Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30								

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Mar/16

"I took a loan of ₹43,000 and purchased 21 goats. Today they have multiplied to 45. I also got training on goat rearing. My goats sell for ₹5,000 each. I also sell goat droppings and earn an additional income.

Moreover, as the goat droppings are nutrient rich I use them in my own field. This has helped me save roughly ₹5,000 on chemical fertilisers. My economic condition has improved and now when my daughters visit me I am able to give them some money or gifts."

PANCHAVARNAM

50 years old; Pullimamcombal, Theni District, Tamil Nadu

Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31										

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Project Approach

- Focus on capacity building of the poor families on new livelihood opportunities. The project involved Krishi Vigyan Kendra (KVK) in the training of the farmers on sustainable farming practices.
- Promotion of Integrated Dairy, sheep rearing and vegetable cultivation by providing loan to women farmers.
- Rigorous hand-holding support to the women farmers in continuing their activities.
- Adopting Management Information System for transparency and improved operational efficiency.

Impacts of the Project

- Project has positively impacted 170 beneficiaries. They engaged in activities such as dairy, sheep rearing and vegetable cultivation to enhance their livelihood.
- Adoption of the sustainable farming practices led to reduced dependency on external inputs.
- Increased vermi compost production in the village improved soil health.
- Empowering women farmers by including them as loan-recipients and enabling their decision-making power on farm-related activities.

Mr. Maheshwaran, Secretary, Vaigai Mahalir Iyakkom (VMI) Society,
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