



National Institute of Agricultural Extension Management (MANAGE)

(An Organization of Ministry of Agriculture,

Govt. of India)

Rajendranagar, Hyderabad – 500 030

Centre for Women, Household Food & Nutritional Security, Urban Agriculture and Edible Greening

Training

- Gender Mainstreaming
- F & N Security of the Rural Households
- Urban Agriculture & Edible Greening
- TOT on Gender Budgeting for Mainstreaming Women in Agriculture
- MDP for Women Executives in Development Sector
- Leadership Skills for Women Executives

Research

- A study on Women Headed Households
- Women and Land Rights
- Impact of ATMA Interventions on Women Farmers



Background

- Nutrition extension is done mostly by Ministry of Women and Child Development (MWCD), Govt. of India.
- Nutrition extension is not a compulsory activity of agricultural extension, but has the potential for integrating nutrition extension through its network
- Farmer knows only the production and marketing techniques, but ignorant about his food and nutritional requirements.
- Women farmers–produce, prepare and provide food..
- Women, women headed households – vulnerable and suffer from mal-nutrition and food insecurity.



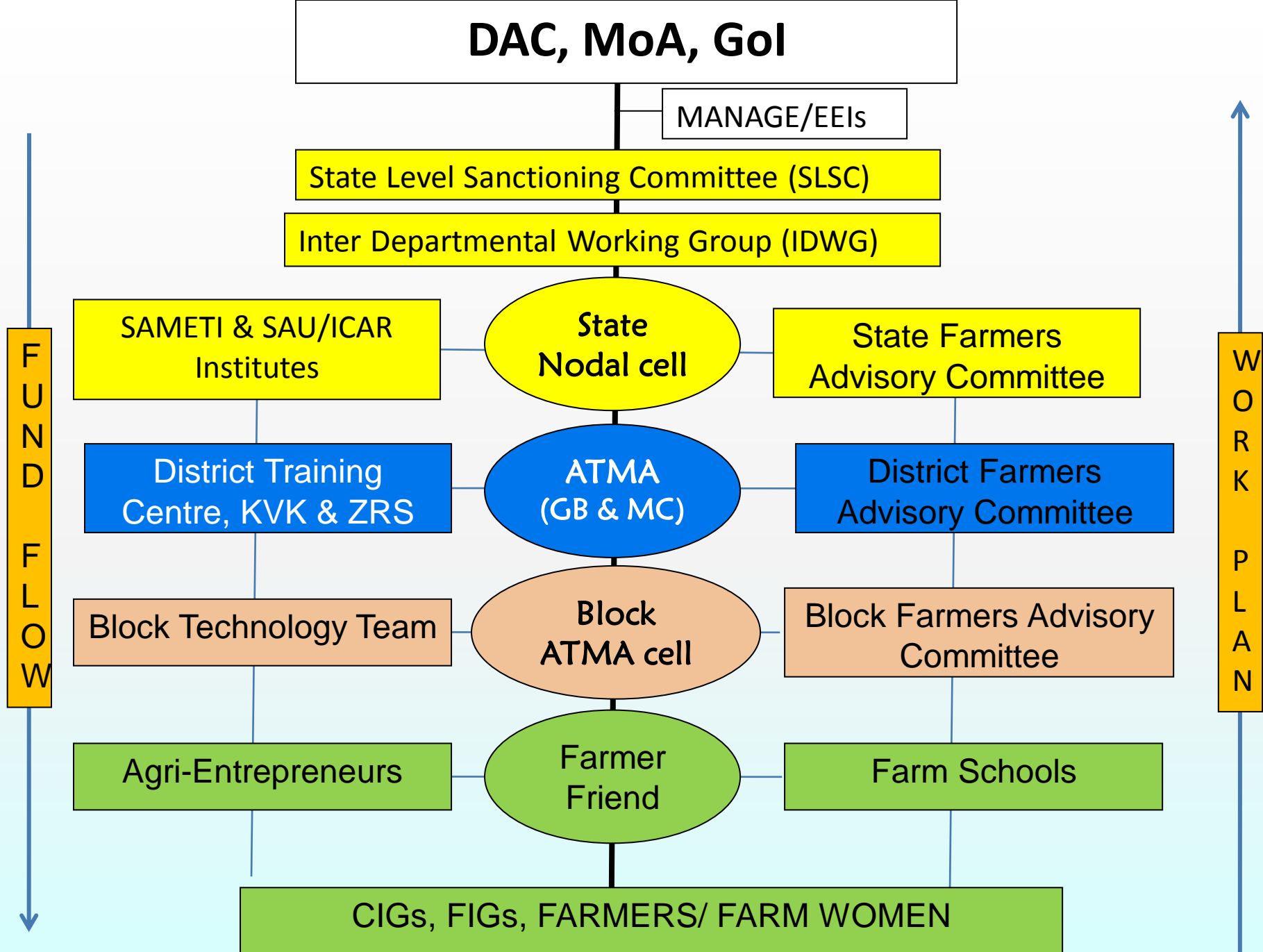
- Nutritional security is possible from foods which are locally grown by the households and the community supplemented by appropriate harvest, storage, transport practices and also appropriate eating preferences and cooking practices.
- Household food and nutritional security requires an integrated approach involving agriculture extension, agriculture planning, urban farming, edible greening and empowering women in farming sector.

Support to State Extension Programs for Extension Reforms (ATMA) Scheme

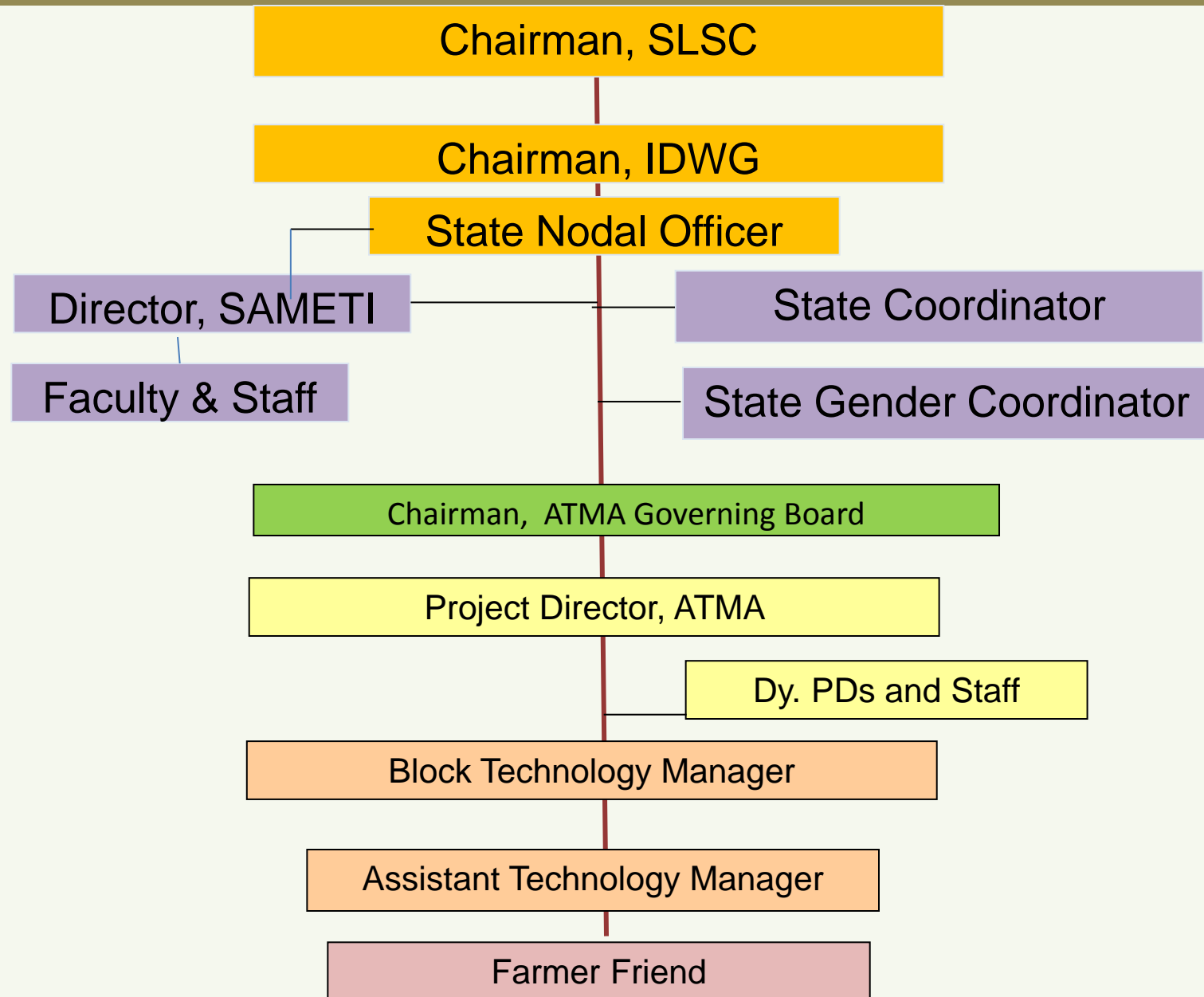
The scheme focuses on the following key extension reforms

- Providing innovative, restructured and autonomous institutions for extension delivery.
- Encouraging multi-agency extension strategies involving public/ private extension service providers.
- Ensuring an integrated, broad based extension delivery mechanism consistent with farming system approach
- Adopting group approach to extension in line with the identified needs and requirements of the farmers in the form of CIGs and FIGs.
- Facilitating convergence of programs in planning, execution and implementation
- Addressing gender concerns by mobilizing farm women into groups and addressing their needs.





Institutional Mechanism at different Levels



Farmer Friend

- One of the progressive farmers in the village is identified as Farmer Friend
- One Farmer Friend / two villages
- Serve as a vital link between extension system and farmers at village level
- FF will be provided an opportunity for up-gradation of his skills through trainings, study tours and visits to SAUs.
- Will be available in the village to advise on matters of agriculture and allied sector
- Mobilize farmers into groups and facilitate dissemination of information to such groups/ individual farmers.



Block Farmers Advisory Committee

- Shall consist of 20-25 farmers within the block representing all sectors - Agriculture / Horticulture / Livestock etc.,
- Eight women farmer representatives
- BTT + BFAC will meet once in a month during the season and quarterly in lean season.
- BFAC provides feedback, identifies extension priorities in different sectors and facilitate preparation of Block Action Plans (BAPs)
- Review key extension activities/efforts in their respective jurisdiction & render necessary advice/feedback



Opportunities for Nutrition Extension through ATMA

Extension facilitators at field level:

- Agril. and veterinary extension functionaries
- BTMs, ATMs and farmer friend
- Progressive farmers
- Group leaders (SHGs and FIGs)
- Input dealers
- Agri-preneurs
- KVK – Scientists
- State Gender Coordinator

Opportunities for Nutrition Extension through ATMA

Capacity building

- SREP Preparation
- Nutrition GAPs
- Nutrition training to SAMETI faculty who in turn trains agriculture and allied sector functionaries at the district and block level
- Nutrition education to farmer friend
- Simple nutrition modules for training the women groups, FIGs and progressive farmers

Opportunities for Nutrition Extension through ATMA

Channels for Integrating Nutrition Extension:

- Kisan Call Centre (KCC) - 1800 180 1551
- Diploma in Agricultural Extension Services for Input Dealers (DAESI)
- Agri Clinics and Agri Business Centres (AC ABC)
- Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
- Farm Information Dissemination (15% of total budget)
- Farmer Portal (farmer.gov.in)



Training program on “Food and Nutritional Security of the Rural Households - Role of Women”

Objective:

- To sensitize the extension functionaries about the importance of Food and Nutritional Security of the households and individuals.
- To create awareness on the role of women in achieving F & N Security of the rural households
- To orient the extension functionaries on strategies for promoting nutrition education for ensuring food and nutritional security.

Content

Technical

- Concept of Food and Nutritional security (FNS)
- Foods group and nutrients, balanced diet
- Nutritional deficiencies and prevention
- Safe storage and post-harvest methods
- Food Safety (Farm to table), Water, Sanitation and Hygiene
- Role of Urban Agriculture and Edible Greening
- Role of Women in ensuring F & N Security of the Rural Households
- Right cooking practices, Nutrition Gardening
- Low cost food processing technologies for women/ women groups
- **Group work** - identifying the crops and livestock grown locally and planning a menu
- **Group work** – developing messages for nutrition extension by the BTMs and ATMs.



Soft Skills

- Inter personal skills
- team building
- leadership
- communication
- stress management,
- motivation

(4 days on technical subject and two days on Soft Skills)

Methodology for Nutrition Extension

- Participatory methods for analyzing the existing nutritional status of the community – nutrition mapping
- Identification of deficiency disorders, vulnerable groups
- Analysis of resources - crops, fruits and vegetables, livestock – community and individual level
- Understanding the myths, cultural / local food preferences
- Identifying the local groups and leaders – SHGs, FIGs, Farmers organizations, mothers committee, progressive farmers etc.,

- Developing simple modules with messages on Nutrition Education to different categories of community
- Training the nutrition facilitators- a cadre of “Community Hunger Fighters”
- Promoting traditional foods with good shelf life.
- Promoting collective farming by women groups – Red Gram, Jowar, Bajra, Ragi etc., sharing and utilizing the produce for household consumption
- Competitions for women farmers in preparation of nutritious recipes using the local foods



Gender Perspective in Nutrition Extension

- Nutrition Education should not be just for women
- Training to both male and female farmers in a mixed group
- Organizing nutrition societies at the community level with male and female farmers
- Tree plantation – choice of variety – teak vs bear, subabul vs guava, taking care of gender needs....
- Promoting Group Lunch among SHGs – monthly once by contributing different crops grown by them (Akshaya patra, ICDS)
- Increasing women's income and control over it
- Program for women empowerment (in terms of knowledge , skills, self – confidence, economic independence) is the key for achieving food and nutritional security at the Household level.



Way forward

- Nutrition messages through mobile - text messages
- Use of community radios
- Nutrition education through mobile van
- Incorporating nutrition education in Krishi Darshan, Kisan vani programs
- Developing video films on nutrition education and spreading the message through nutrition facilitators
- Using Kisan Call Centre – Nutritionists (tele-advisors) answering the calls and giving advice, FAQs

- Displaying the nutrition charts and messages in public places
- Nutrition gardening [Seed Calendar](#)– model developed by KGVK, Jharkhand
- Introducing sessions on nutrition in the curriculum of input dealers course
- Training sons and daughters of farmers as nutrition facilitators
- Popularizing the local nutritious products through mobile van sales
- Massive nutrition campaigns (in the lines of pulse polio program)
- Involving private partners

Thank you

Home Garden Nutritional Calendar



Cost Rs. 500/Kit

- Developed by KGVK with Quality and Basic Nutrition along the lines of WHO/AVRDC recommendations.
- All seeds grown in KGVK farms in Ranchi.
- Kit available with operational guidelines and quick manual for usage.
- Untrained people with very little farming experience can use it easily in their home garden or farm.
- Up to 9 different nutrients offered through 19 vegetables.
- Reduces pesticide poisoning cases due to adaptation of new techniques.
- Kit will help reduce 70% Vegetables cost and increase 40% Nutritional support for small families.
- Over 2300% return on investment from Kit over a one-year period.
- Can be hung in the wall
- Supplementing complete nutrition for 5 family members for a year
- With 19 kind of H.Q. seeds in 21 Packets.
- Area required 10X10 meter into Backyard or Front yard
- No issue/problem of Irrigation and Grazing
- Costing Rs. 1.37/Day & Rs. 500/1 year(365Days)
- High quality all OP variety seed are available in required size pocket.



Nutritional Value

S.No.	Calendar Kit Input		Nutritional Value								
	Crop Name	Quantity per Packet	Moisture	Protein	Crude Fibre	Energy	Calcium	Phosphorus	Iron	Carotene	Vitamin C
	<i>Generic</i>	<i>Grams</i>	<i>Grams</i>	<i>Grams</i>	<i>Grams</i>	<i>Kcal</i>	<i>Milligrams</i>	<i>Milligrams</i>	<i>Milligrams</i>	<i>Micrograms</i>	<i>Milligrams</i>
1	Amaranthus	1	0.82	0.05	0.06	0.38	3.30	0.52	0.19	55.20	0.99
2	Basella	10	9.08	0.28	0.00	3.20	20.00	3.50	1.00	744.00	8.70
3	Bitter gourd	3	2.77	0.05	0.02	0.13	0.60	2.10	0.02	3.78	2.64
4	Bottle gourd	3	2.88	0.01	0.02	0.08	0.60	0.30	0.01	0.00	0.00
5	Brinjal	1	0.93	0.01	0.01	0.04	0.18	0.47	0.00	0.74	0.12
6	Chilli (2 packs)	1	0.86	0.03	0.01	0.44	1.84	0.71	0.01	69.18	1.35
7	Coriander	20	17.06	0.70	0.40	9.60	14.40	11.80	0.50	112.80	2.80
8	Cowpea	40	36.56	0.68	0.72	10.40	20.00	11.20	0.24	52.80	9.60
9	French bean	50	42.85	1.45	3.40	14.50	15.00	40.00	2.20	87.50	55.50
10	Kang Kong	20	16.40	0.54	0.00	0.00	12.00	0.00	0.50	0.00	9.00
11	Fenugreek	10	8.60	0.40	0.20	4.80	21.00	6.80	0.10	18.70	0.90
12	Lab lab bean	50	46.70	1.05	0.25	10.50	25.00	14.00	1.20	495.00	5.00
13	Lettuce	0.5	0.43	0.02	0.01	0.25	1.98	0.26	0.01	11.70	0.26
14	Okra	20	17.92	0.38	0.24	7.00	13.20	11.20	0.07	10.40	2.60
15	Palak	10	9.21	0.20	0.06	2.60	7.30	2.10	0.11	558.00	18.00
16	Radish	5	4.72	0.04	0.04	0.85	1.75	1.10	0.02	0.15	0.75
17	Ridge gourd	3	2.86	0.02	0.02	0.51	0.54	0.78	0.01	0.99	0.15
18	Sponge gourd	3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
19	Tomato (2 packs)	1	0.93	0.02	0.01	0.23	0.20	0.36	0.02	1.92	0.31