

KPMG Assurance and Consulting Services LLP

Building No. 10, 8th Floor, Tower- B
DLF Cyber City, Phase - II
Gurugram - 122 002 (India)

Telephone: +91 124 307 4000

Fax: +91 124 254 9101

Internet: www.kpmg.com/in

Email: indiawebsite@kpmg.com

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The Nature Conservancy

1818 H Street, N.W.

Washington, DC 20433

Date: 14th January 2023

Subject: Second Progress Monitoring report

Dear Matthew A. Brown,

This refers to the Request for Proposal dated 30th December 2021 issued by you, our proposal for services dated 31st January 2022, and the final contract executed on 4th May 2022 (collectively 'the Contract').

We appreciate the opportunity to assist The Nature Conservancy ("you") by serving as the Monitoring Evaluation and Learning Partner for Project PRANA as identified under the final contract ('Services').

This report contains the Second Progress Monitoring Report. The performance of our Services and the report issued to you pursuant to the Services are based on and subject to the terms of the Contract.

This report is solely for your benefit and information and is not to be referred to in communications with or distributed for any purpose to any third party without our prior written consent. We have been engaged by you for the Services and to the fullest extent permitted by law, we will not accept responsibility or liability to any other party in respect of our Services or the report.

It has been our privilege to work with you, and we look forward to continuing our relationship with you.

For KPMG Assurance and Consulting Services LLP

Signature



Name: Eshita Gupta

Title: Technical Director

Date: 14th January 2023

Disclaimer and Notice to Reader:

- This Progress Monitoring report has been prepared exclusively for The Nature Conservancy (“Client”) based on the terms of the Request for Proposal issued by The Nature Conservancy, KPMG Assurance and Consulting Services LLP’s (“KPMG” or “we”) proposal for services dated 31st January 2022 and the contract dated 4th May (collectively ‘Contract’).
- The performance of KPMG’s services and this report issued to the Client are based on and subject to the terms of the Contract.
- This Progress Monitoring report is confidential and for the use of management only. It is not to be distributed beyond the management nor is to be copied, circulated, referred to or quoted in correspondence, or discussed with any other party, in whole or in part, without our prior written consent.
- This Progress Monitoring report sets forth our views based on the completeness and accuracy of the facts stated to KPMG and any assumptions that were included. If any of the facts and assumptions is not complete or accurate, it is imperative that we be informed accordingly, as the inaccuracy or incompleteness thereof could have a material effect on our conclusions.
- While performing the work, we assumed the genuineness of all signatures and the authenticity of all original documents. We have not independently verified the correctness or authenticity of the same.
- We have not performed an audit and do not express an opinion or any other form of assurance. Further, comments in the Progress Monitoring report are not intended, nor should they be interpreted to be legal advice or opinion.
- While information obtained from the public domain or external sources has not been verified for authenticity, accuracy, or completeness, we have obtained information, as far as possible, from sources generally considered to be reliable. We assume no responsibility for such information.
- Our views are not binding on any person, entity, authority, or Court, and hence, no assurance is given that a position contrary to the opinions expressed herein will not be asserted by any person, entity, authority and/or sustained by an appellate authority or a Court of law.
- In accordance with its policy, KPMG advises that neither it nor any of its partner, director or employee undertakes any responsibility arising in any way whatsoever, to any person other than Client in respect of the matters dealt with in this report, including any errors or omissions therein, arising through negligence or otherwise, howsoever caused.
- In connection with our Progress Monitoring report or any part thereof, KPMG does not owe duty of care (whether in contract or in tort or under statute or otherwise) to any person or party to whom the report is circulated to and KPMG shall not be liable to any party who uses or relies on this report. KPMG thus disclaims all responsibility or liability for any costs, damages, losses, liabilities, expenses incurred by such third party arising out of or in connection with the report or any part thereof.
- By using our Progress Monitoring report, the user of the Progress Monitoring report shall be deemed to have accepted the terms mentioned hereinabove.
- The report is based on data till 15th of November as is available in the web app during the preparation of this report.

**MONITORING, EVALUATION AND LEARNING
(MEL) FOR PROJECT PRANA**

Second Progress Monitoring Report



The Nature Conservancy

Submitted by:

KPMG Assurance and Consulting Services LLP

To

The Nature Conservancy



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Verification Plan

- 1) The verification activity was carried out in the first week of January
- 2) The verification of IPs for MCIA was conducted in two districts, with one district being selected randomly for each of them. Barnala district was selected for RGR and Sangrur for SFI.
- 3) Patiala district was selected for verification of HIAC owing to data related concerns faced during the preparation of the HIAC farmers' list
- 4) 2 blocks were selected from each of the districts surveyed with 5-7 villages covered from each of the blocks.
- 5) GreyMatters' activities were verified through semi structured telephonic interviews conducted with the district coordinators of Bathinda, Mansa, Sangrur, Barnala, Ferozpur, Moga, Muktsar, Faridkot and Tarn Taran

Greymatters' Key Activities

- The communication partner is responsible for development of the collaterals, WhatsApp messages, graphics, editorials, success stories, press releases, corporate short films, wall painting content, etc. to be used by the implementation partners during the awareness activities planned to be conducted by them.
- They will also facilitate stakeholder mapping via listing out key stakeholders of the project whose list would be revised at regular intervals.
- They will reach out district administrators, BDOs, Agri officers, etc. to sensitize them about PRANA through workshops and round table meetings. In addition, they will also provide the required social-media support to PRANA.
- They will also conduct on-ground awareness activities like Street Plays, identification of wall painting spots, provision of logistical support for mobile van activities, setting up of no-burn Kiosks, deployment of cycles with no-burn messages, school outreach, onboarding radio stations, social media posts etc. at the village level.

Greymatters' Progress till 15th November

Subject	Progress
WhatsApp messages developed	31
Pamphlets developed	45
Banners developed	7
Short corporate films developed	0
Graphics developed	43
Press releases issued	9
Media workshops conducted	5
Special stories developed to facilitate branding and leadership push to TNC	0
Editorials drafted	1
Radio stations onboarded to run specialized programs on no-burn agriculture	1
State-level round table meets with ecosystem enablers conducted	5

Human resources recruited by the communication partner for on-ground deployment across project rollout districts	24
Punjabi awareness songs have been produced	2
CRM Ecosystem workshops	0

The data from Greymatters' on ground activities was not received in the dashboard, till the date of preparation of this report.

Observations from Greymatters' verification

- 1) Some field staff could not be surveyed because of several reasons such as the phone number being unreachable or wrong. They reported to have resigned in a week, but the phone number existed in the database.
- 2) The field staff reported that they were part of various farmer outreach activities and they acknowledged conducting activities like drawing competitions in schools, Nukkad Nataks in villages, School lectures, Champion Kisan visits, identification of spots for wall paintings, meetings with DC, DEO, and Mobile Van activity.
- 3) The field staff reported obtaining permissions from DCS and DEOs to conduct activities on the ground.
- 4) Nukkad Nataks were reported to be a lucrative communication medium among the farmers. Some suggestions regarding nukkad nataks as obtained from the different field staff are:
 - a. The duration of nukkad natak should be increased from their current average duration of 15-20 mins to 30-40 mins.
 - b. The contents of the nukkad natak can be customized as per the relevant village
 - c. School kids should be also made to participate in the nukkad nataks.
 - d. There was a mixed response among field staff regarding the demarcation of blocks across the district coordinators.
- 5) **The field staff raised issues regarding the remuneration received with most of them reporting delays in payment and some reported that the amount received was insufficient for conducting the activities.**

Summary of RGR'S Activities

- Pre-enrolment campaigning in the intervention villages (PRA/RRA/village profiling) which involves interactions with relevant stakeholders in the villages (Sarpanch, KVK, co-operatives, etc.) to get village level details like number of paddy farmers, their landholding, etc.
- Conducting awareness activities like rallies and poster making competitions among the school children, announcements through public address systems, village level mobilizations, establishment of SMSKs, etc.
- Conducting village camps, demos and field days, personalized support visits, etc.
- Establishing Straw Management Sewa Kendras (on an average one in a cluster of 12-13 villages for MCIA and in every intervention village in HIAC) for farmers.
- Gap assessment of CRM Machinery in the intervention villages to facilitate linkages of farmers to the service providers/machinery owners and ensure access to machinery during the peak season. Conducting trainings of SPs and CHCs
- Collaborating with relevant agricultural departments and other stakeholders at regional and state level.
- All these activities are being conducted by Kheti Doots at village level (1 Kheti doot managing 12-13 villages in MCIA and 2 villages in HIAC). Field Assistants will further manage the activities of

Kheti Doots (26 villages to be managed per Field Assistant in HIAC and 36 villages per field assistant in MCIA) and who will be further managed by Area Manager at district level.

RGR's Progress under HIAC till 15th Nov 2022

Inputs:

- 1) The target number of recruitments have been achieved for all the resources under HIAC (26 Kheti Doots, 2 field assistants and 1 Manager have been recruited).
- 2) Furthermore, 2 trainings were conducted at PAU for Kheti Doots against a target of 1, however the targeted 1 training for Kheti Doots at village level KVKs has not been conducted yet.
- 3) Training manual for Kheti Doots is developed, and relevant training was given to them in training sessions conducted at PAU and a manual on POPs was shared with them.

Outputs:

- 1) Around 52 villages were covered under the HIAC intervention
- 2) All the villages were covered under the PRA/RRA exercise
- 3) Machinery mapping is complete for all 52 HIAC villages and 15 additional villages
- 4) 7 meetings have been conducted with DOA and KVK of Moga district.
- 5) 52 Local stakeholders like District Admin, KVKs, local NGOs, Sarpanch, FPOs, unions, cooperatives, corporates & int'l research institutes, PAU have been collaborated with
- 6) The target number of 44 SMSKs (Straw Management Sewa Kendras) are operationalized
- 7) Around 5 farmers were serviced through SMSKs per village, with a total of 326 farmers being serviced
- 8) On average 2 slogans/wall paintings were done in every village, with around 163 wall paintings done in total
- 9) In total 140 campaigns were conducted through mobilization of VLIs, with an average of 2 campaigns conducted per village
- 10) 24 Kharif demos have been conducted across three technologies namely, Short Duration Rice Variety, Crop Diversification and DSR against a target of 20 demos. However, soil testing was not done on Kharif Demo plots due to delay in kickstart of the project implementation, as sowing was already done in around 70% of the Kharif demo plots.
- 11) Field days were conducted on 80% (16) of the Kharif Demo plots, whereas only 6% of the field days were attended by experts
- 12) On an average 23 farmers attended a field day, with a total of 372 farmers attending field days conducted on Kharif demo plots.
- 13) 1 Rabi demo plot is present in every village. In total, 52 rabi demos have been conducted in Rabi, against a target of 52 demos and soil tests have been conducted on all of them. The purpose of these demos was to educate farmers on Crop Residue Management and machines like Happy Seeder, Super Seeder, Smart Seeder, Baler, Mulcher, were used on these demo plots
- 14) In total 21 awareness rallies were conducted with school children, with around 1 rally being conducted per 3 villages
- 15) Around 1 announcement through public address system was conducted per village, with a total of 67 announcements being conducted

- 16) Around 3 village camps were conducted per intervention village, with a total of 206 village camps being conducted against a target of 312 camps
- 17) Average attendance of a village camp was around 18 farmers, and in total 3604 farmers attended village camps
- 18) On average 41 farmers were provided personalized support per village, with a total of 2862 farmers being reached out through personalized support
- 19) On average 35 farmers were reached out through mobile advisories from a village. In total 2339 farmers were reached out through these advisories
- 20) Formal trainings for SPs were not conducted. Due to delay in inception of the project and engagement of AEMs in the mobile van awareness activity
- 21) Awards and incentives have not been given yet; they will be given at the end of the Year 1 on the basis of observed adoption
- 22) No experts visited the village camps which were conducted
- 23) Poster making and speech competition were not conducted in schools

RGR's progress under MCIA till 15th Nov 2022

Inputs:

- 1) The target number of recruitments have been achieved for all the resources under HIAC (68 Kheti Doots, 23 field assistants, 3 Area Managers, and 5 AEMs have been recruited.
- 2) 4 trainings were conducted for Kheti Doots, 1 at district level KVKs, against a target of 1, whereas 2 trainings were conducted for them at PAU, against a target of 1 training.
- 3) Training manual for Kheti Doots is developed, and relevant training was given to them in training sessions conducted at PAU and a manual on POPs was shared with them.

Outputs:

- 1) Around 800 villages were covered under the activities of MCIA
- 2) Machinery mapping was done in 800 MCIA villages and some other additional villages
- 3) 25 meetings have been conducted with various departments like AIO, ATMA, CAO, FASS, KVK and DoA in the districts of Amritsar, Gurdaspur, Taran-taran, Barnala, and Ferozepur.
- 4) The target number of 68 SMSKs (Straw Management Sewa Kendras) are operationalized
- 5) Around 5 farmers were serviced through SMSKs per village, with a total of 4075 farmers being serviced
- 6) 30 Kharif demos have been conducted against a target of 30 across three technologies namely, Short Duration Rice Variety, Crop Diversification and DSR. However, soil testing was not done due to delay in kickstart of the project implementation, as sowing was already done in around 70% of the demo plots.
- 7) Field days were conducted on 80% (20) of the Kharif Demo plots and on 50% of the field days were attended by agricultural experts
- 8) On average 40-45 farmers attended a field day on Kharif demo plots, with a total of 931 such farmers who attended them.
- 9) 158 Rabi demos have been conducted across technologies like Happy Seeder, Super Seeder, Smart Seeder, Baler, Chopper, Mulcher, Zero Drill, Disc Harrow and Rotavator were used on these demo plots. However, soil testing was done on 95% of the plots

- 10) In total 555 awareness rallies were conducted with school children, with around 2 rallies being conducted per 3 villages
- 11) In total 133 poster making, and speech competitions were conducted with school children, in around 1 school per 5 villages
- 12) Around 1-2 announcements through public address system were conducted per village, with a total of 1234 announcements being conducted
- 13) Around 2 village camps were conducted per intervention village, with a total of 1312 village camps being conducted against a target of 3200 camps. However only 7% of the village camps were attended by agriculture experts
- 14) Average attendance of a village camp was around 16 farmers, and in total 26083 farmers attended village camps.
- 15) On average 35 farmers were provided personalized support per village, with a total of 28186 farmers being reached out through personalized support
- 16) On average 18 farmers were reached out through mobile advisories from a village. In total 14679 farmers were reached out through these advisories
- 17) Formal training was not conducted for service providers. Due to delay in inception of the project and engagement of AEMs in the mobile van awareness activity
- 18) Awards and incentives have not been given yet; they will be given at the end of the Year 1 on the basis of observed adoption

Observations from Field verification of RGR cell's intervention in Barnala

Observations from the demo field farmers and farmers who attended field days

- 1) A Kharif demo plot from Kaleke village of Barnala block was visited, where the demo plot farmer acknowledged that a demo of short duration paddy variety was conducted on his plot. In addition, he also acknowledged that field was conducted on his plot and around 10 farmers and 1 expert attended the field day
- 2) A Rabi demo plot was visited from Karamgarh village of Barnala block, the demo plot farmer acknowledged that a demo related to CRM was conducted on his plot
- 3) Farmers who attended field days confirmed the technology on which the field day was conducted, and they mentioned that it was beneficial
- 4) **The surveyed demo plots were not demarcated by any sign boards indicating that it was a demo plot. However, the demo plot farmers reported that boards were placed on their plots at the time of demos, and they were removed while harvesting/sowing activities**

Observations from the Sarpanch of the villages visited

- 1) 7 villages were visited from Barnala block whereas 7 from Mehal Kalan
- 2) Sarpanch of all these villages acknowledged that training camps and awareness activities regarding no-burn CRM have been conducted in their villages. However, only 14% of the Sarpanch surveyed acknowledged that they know about PRANA, and only 7% of them acknowledged that know about RGR cell. They were majorly of the impression that PAU is doing these awareness activities and village camps in their villages. This might be due to the fact that RGR cell is based out of PAU.
- 3) While all the Sarpanch believed that there are sufficient number of service providers and CRM machines available, the major challenges faced by the farmers in accessing CRM machines were:

- a) Favoritism in provision of machinery leading to unavailability at peak season
- b) The high cost at which the machines were available
- c) Condition of the CRM machineries available was not up to the mark.

Observations from field staff

- 1) The surveyed Kheti Doots reported that they are aware of Project PRANA and RGR cell
- 2) They reported that they have received around 2 days of Physical training conducted by RGR cell and they have been provided with training manuals
- 3) They reported that they have been doing farmer extension through village camps, one to one meetings and they have been conducting school level outreach activities
- 4) They reported that they cater to around 13 villages each, which is difficult to manage under the purview of an individual Kheti Doot. In addition, they also reported that they had to **face backlash from Kisaan Unions while conducting training camps in villages**
- 5) Surveyed field assistants and Area Manager were well aware of PRANA and RGR cell. The field assistants reported that they conduct monthly meetings with Kheti Doots, whereas the Area Managers supervises the farmer meetings, demo activity and school activities at a broader level. For instance, they were admins managing WhatsApp groups of farmers

Observations from the SMSKs visited

- 1) Among the three SMSKs visited, **1 SMSK manager mentioned that the SMSK is usually not open during the day**, but the SMSK manager provided services and information to the farmer personally through 1 to 1 meetings.
- 2) All SMSK manager mentioned that the most popular service provided by them was provision of contacts of CRM providers, whereas 75% of them also said that farmers inquired about the benefits of no-burn CRM from them
- 3) 75% of the SMSK managers mentioned "Insufficient demand for services as a challenge faced" by them, whereas 100% of them mentioned low awareness among farmers as a challenge

Observations from farmers who took services from SMSKs

- 1) Among the farmers who took service from SMSK, 100% of them mentioned that the SMSK provided contacts of CRM Machinery service providers to them whereas 33% of them also mentioned that they enquired regarding benefits of no-burn CRM from it
- 2) Among the farmers who took services from SMSK, 66% of them reported lack of credible information as a challenge faced while receiving services from SMSK, whereas 66% also mentioned that SMSK manager was not reachable via phone or physically

Observations from the farmers who attended village camps

- 1) Among the surveyed **none of them were aware about project PRANA**, whereas **only 15% of them were aware about RGR cell**.
- 2) The **surveyed farmers were of the impression that PAU has conducted training camps** in their villages.
- 3) **Few farmers from the village camps attendance list denied that they have attend any camp or training and were even unaware about their names being listed**. Hence, **3-4 farmers were called to identify one such farmer acknowledged attending the camp**.

- 4) Farmers who reported that they attended training camps on no burn CRM acknowledged that they were provided information about CRM machinery usage, crop diversification and government schemes related to no-burn CRM.
- 5) 51% of the farmers surveyed reported that they were provided with personalized support whereas 100% of them reported that they were provided with mobile advisories after the training camp

Observations from Service Providers

- 1) Surveyed SPs acknowledged that they possessed the machinery as mentioned in the mapping database and they provided these machinery on rental
- 2) 40% of the surveyed SP's mentioned that the area serviced by the CRM machinery they provide has increased since last year, whereas 60% of them reported that the area serviced has decreased since last year

Summary of SFI's Activities

- SFI is responsible for conducting Pre-enrolment campaigning through PRA/RRA activities in HIAC and village profiling in MCIA.
- In the area of awareness activities, SFI will be conducting skits, street plays, travelling seminars, social media posts, gurudwara announcements, co-operatives outreach, school level meetings and influencer outreach at the village level.
- Farmer trainings through training sessions, demo sites, and field days will also be conducted.
- To ensure smooth access to machinery, a machinery mapping database will be built up which will contain details of the machinery available at the village level among the intervention villages and details of the farmers/CHCs/Co-operatives with whom these machineries are available.
- Agri-entrepreneur(AE) model for on-ground implementation of the project will be followed whereby on average 2 trained youth with interest in agriculture and business aptitude are selected as AEs from each village.
- Activities conducted by the AEs will be managed by the AEMs who will manage a cluster of 13 villages cluster for HIAC and 20 villages for MCIA.
- AEMs will further be managed by the Project Co-ordinators who are responsible to look after the implementation of the project at the district level. In addition to awareness activities.
- AEs will conduct farmer trainings at the village level single handedly as well as with support of AEMs. Furthermore, they will also conduct personalized visits to farmers to address farmer issues at a more granular level.
- AEMs alongside conducting farmer trainings are also responsible to conduct awareness camps and provide support in other awareness activities. Stakeholder interactions with district HQ, KVKs, Agriculture department officials, PAU, etc. shall also be conducted among the intervention villages to facilitate efficient scaling of the programme.

SFI's Progress under HIAC till 15th Nov 2022

Inputs

- 1) The target number of recruitments have been achieved for all the resources under HIAC (4 AEMs, 104 AEs).
- 2) 16 of the 64 AEM-AE trainings were conducted.
- 3) The target for 3 exposure visits of AEs has been achieved
- 4) Only 1 out of 3 online trainings for AEs have been completed

Outputs

- 1) Around 51 villages were covered under the HIAC intervention
- 2) 5 cooperatives were reached out across the Patiala district. However, this number has not been verified due to lack of contact details in supporting documents list provided
- 3) 2 meeting were conducted with district KVK and DoA of Patiala. However, this number has not been verified due to lack of contact details in supporting documents list provided
- 4) Around 40 WhatsApp groups were created to spread awareness regarding no burn CRM. However, this has not been verified due to lack of supporting documents.
- 5) Machinery mapping has been done in all intervention villages.
- 6) 20 demos were targeted for this season however only 14 of them have been conducted on which technologies like DSR and Short Duration paddy were tested
- 7) Field days were conducted on the (70%) 10 of Kharif demo plots, and 33% of the field days were also attended by agricultural experts
- 8) On average 10 farmers attended a field day, with a total of 90 farmers who attended field days conducted on Kharif demo plots
- 9) 52 demos were targeted for Rabi season and 42 of them have been conducted on which technologies like Happy Seeder, Super Seeder, Smart Seeder, Baler, Chopper, Mulcher, Zero Drill, Disc Harrow and Rotavator were deployed.
- 10) Soil testing activity has been done on 10% of the demo plots
- 11) Around 10 wall paintings were done across 9 villages.
- 12) 31 schools were reached out across 25 villages.
- 13) A total of 105 Gurudwara announcements regarding no-burn CRM were conducted, with an average of 2 announcements per village
- 14) Around 4 trainings on no-burn CRM were conducted per intervention village by AEs, with a total of 228 trainings being conducted across 52 intervention villages
- 15) Average attendance of each training was around 5 farmers, and in total 760 farmers attended trainings given by AEs
- 16) Around 8 trainings on no-burn CRM were conducted per intervention village by AEMs, with a total of 414 trainings being conducted across 52 intervention villages
- 17) Average attendance of each training was around 5 farmers, and in total 1854 farmers attended trainings given by AEMs
- 18) On average 36 farmers were provided personalized support per village, with a total of 1826 farmers being reached out through personalized support
- 19) On average 23 farmers were reached out through mobile advisories from a village. In total 1162 farmers were reached out through these advisories
- 20) Skits and street plays were not conducted
- 21) Awards and incentives have not been given yet; they will be given at the end of the Year 1 on the basis of observed adoption

SFI's Progress under MCIA 15th Nov 2022

Inputs

- 1) The target number of recruitments have been achieved for AEMs, Project Coordinators and AEs (38 AEMs, 4 Coordinators and 1500 AEs).
- 2) 88 of the 760 AEM-AE trainings were conducted.
- 3) 11 exposure visits of AEs has been achieved out of a target of 40 visits
- 4) 9 out of 30 online trainings for AEs have been completed
- 5) Training manual was also developed for AEs

Outputs

- 1) Around 729 villages out of 800 were covered under the MCIA intervention
- 2) 214 cooperatives were reached out across the Patiala district however this number has not been verified due to lack of their contact details in supporting documents list provided
- 3) Around 379 WhatsApp groups were created to spread awareness regarding no burn CRM. However, this has not been verified due to lack of supporting documents.
- 4) 35 meetings were conducted with district KVK and DoA of Patiala. However, this has not been verified due to lack of their contact details in the supporting list provided
- 5) Machinery mapping has been done in all intervention villages.
- 6) 30 demos were targeted for this season, 29 of them have been conducted on which technologies like DSR and Short Duration paddy were tested
- 7) Field days were conducted on the 22 Kharif demo plots (76% of the Kharif demo plots) and 40% of these field days were also attended by agricultural experts
- 8) On average 59 farmers attended a field day, with a total of 1293 farmers who attended field days
- 9) 160 Rabi demos were targeted for Rabi season and 91 of them have been conducted (56%) on which technologies like Happy Seeder, Super Seeder, Smart Seeder, Baler, Chopper, Mulcher, Zero Drill, Disc Harrow and Rotavator were deployed.
- 10) Soil testing activity has been done on 96% of the demos which were conducted
- 11) Around 126 wall paintings were done across 125 villages.
- 12) 246 schools were reached out across 241 villages.
- 13) A total of 1329 Gurudwara announcements regarding no-burn CRM were conducted, with an average of 2 announcements per village
- 14) Trainings on no-burn CRM by AEs were conducted in only 299 villages (40% of the intervention villages), with a total of 490 trainings being conducted with an average of 1-2 trainings per village
- 15) Average attendance of each training was around 4 farmers, and in total 1887 farmers attended trainings given by AEs
- 16) Trainings on no-burn CRM by AEMs were conducted in only 178 intervention villages (25% of the intervention villages), with a total of 442 trainings conducted.
- 17) Average attendance of each training by AEM was around 7 farmers, and in total 3007 farmers attended trainings given by AEMs
- 18) On average 55 farmers were provided personalized support per village, with a total of 39959 farmers being reached out through personalized support
- 19) On average 13 farmers were reached out through mobile advisories from a village. In total 10015 farmers were reached out through these advisories

- 20) Skits and street plays were not conducted
- 21) Awards and incentives have not been given yet; they will be given at the end of the Year 1 on the basis of observed adoption

Observations from Field verification of SFI's intervention in Patiala

Observations from Demo plots

- 1) A demo plot from Kakrala village of Nabha block was visited, both Kharif and Rabi demos were conducted on his plot.
- 2) The demo plot farmer acknowledged that a demo of short duration paddy variety was conducted on his plot. In addition, he also acknowledged that field was conducted on his plot and around 15 farmers and 1 expert attended the field day
- 3) He reported that, a Rabi demo related to CRM via super seeder was conducted on his plot
- 4) **The surveyed demo plots were not demarcated by any sign boards indicating that it was a demo plot. However, the demo plot farmers reported that boards were placed on their plots at the time of demos, and they were removed while harvesting/sowing activities**

Observations from the Sarpanch of the villages visited

- 1) Sarpanch of all villages acknowledged that they knew about SFI and sarpanch of 93% villages acknowledged that they about PRANA. They reported that they were aware of the awareness activities regarding no-burn CRM have been conducted in their villages. acknowledged that know about RGR cell. They were majorly of the impression that PAU is doing these awareness activities and village camps in their villages
- 2) While all the Sarpanch believed that there are sufficient number of service providers and CRM machines available, the major challenges faced by the farmers in accessing CRM machines were:
 - a) Favoritism in provision of machinery, high cost of the machines and unavailability at peak season were reported by all of them
 - b) Condition of the CRM machineries available was not up to the mark was reported by 43% of them

Observations from farmers who attended AE trainings

- 1) **54% of the farmers surveyed said that they don't know about PRANA** but all of them knew about SFI
- 2) **Some farmers whose names were present in the farmer list shared by SFI, refused to accept that that they participated in any meeting or trainings conducted**
- 3) Farmers who attended reported that they were trained about CRM machinery usage, whereas 32% farmers also reported that information on crop diversification was provided to them
- 4) Around 71% of farmers trained, reported that they were provided information about government schemes in the training which was conducted
- 5) All of farmers surveyed reported that they were provided with telephonic support after the training whereas 7% of them also reported that they were provided with telephonic support alongside personalized physical support after the training

Observations from AEs

- 1) 14 villages were visited from Patiala, 7 villages from Ghanaur and 7 from Nabha block
- 2) **85% of the surveyed AEs knew about SFI, where 71% of them also knew about PRANA**
- 3) Around 85% of the AEs surveyed acknowledged that they have attended trainings provided by SFI.
- 4) 92% of the AEs who attended trainings reported that they have attended physical training and exposure visits. In addition, they also reported that they were provided with training manuals by SFI
- 5) All of the AEs who attended trainings reported that they were provided information regarding various subsidies related to agriculture, whereas none of them acknowledged that SFI has provided any support in facilitating connections to input companies, farm machinery companies, and financial institutions
- 6) **All of the AEs who attended trainings reported that they were communicated about incentives by SFI**
- 7) All of the AEs who attended trainings reported that they were doing farmer extensions through one-to-one meetings, and telephonic advisory, whereas 83 % of them also reported that they were doing extension through group meetings
- 8) Among the AEs who attended trainings, 64% reported that AEMs visited them monthly, whereas 21% of them reported the frequency to be once in two months

Observations from Field verification of SFI's intervention in Sangrur

Observations from farmers who attended AE trainings

- 1) 12 villages were visited from Sangrur, 5 villages from Sherpur and 7 from Dhuri
- 2) **13% of the farmers surveyed said that they don't know about PRANA** whereas 97% of them knew about SFI
- 3) **Some farmers whose names were present in the farmer list shared by SFI, refused to accept that that they participated in any meeting or trainings conducted**
- 4) Farmers who attended trainings reported that they were trained about CRM machinery usage, whereas 7% farmers also reported that information on crop diversification was provided to them
- 5) Around 76% of farmers trained, reported that they were provided information about government schemes in the training which was conducted
- 6) 93% farmers surveyed reported that they were provided with telephonic support after the training, whereas the remaining farmers reported that no support was provided to them

Observations from AEs

- 6) **45% of the surveyed AEs didn't knew about SFI, where 81% of them also didn't knew about PRANA**
- 1) Around **55% of the AEs surveyed reported that they have not attended any trainings** provided by SFI.
- 2) AEs who attended training mentioned that it covered topics like CRM machinery usage and crop diversification

- 3) **Only 18% of the AEs surveyed reported that they were provided information regarding various subsidies related to agriculture**, whereas others reported that no support was provided to them via SFI
- 4) Only 18% AEs surveyed reported that they were communicated about any incentives from SFI
- 1) **Only 27% of the AEs surveyed reported that they were doing extension** with farmers through One-to-one meetings and mobile advisory and whereas the remaining AEs reported that they were not doing any extension
- 2) Only **36% of the AEs mentioned that SFI AEMs met** with them

Observations from Demo plots

- 1) A demo plot from Sherpur Sondhia village of Dhuri block was visited.
- 2) The demo plot farmer acknowledged that a demo of short duration paddy variety was conducted on his plot. In addition, he also acknowledged that field was conducted on his plot and around 12 farmers and 1 expert attended the field day
- 3) A Rabi Demo plot was visited from Sherpur Sodhia village of Dhuri block, the demo plot farmer acknowledged that CRM via super seeder was conducted on his plot. He also acknowledged that soil testing was done on his plot.
- 4) **The surveyed demo plots were not demarcated by any sign boards indicating that it was a demo plot. However, the demo plot farmers reported that boards were placed on their plots at the time of demos, and they were removed while harvesting/sowing activities**

Observations from the Sarpanch of the villages visited

- 1) Sarpanch of all villages acknowledged that they knew about SFI and **sarpanch of only 50% villages acknowledges that they about PRANA**. All of them reported that they were aware of the awareness activities and gurudwara announcements regarding no-burn CRM being conducted in their villages.
- 2) While all the Sarpanch believed that there are sufficient number of service providers and CRM machines available, the major challenges faced by the farmers in accessing CRM machines were:
 - a) Favoritism in provision of machinery was reported by 58% of the sarpanch
 - b) High cost of the machines and unavailability at peak season were reported by all of them
 - c) Condition of the CRM machineries available was not up to the mark was reported by 50% of them

Observations from Service Providers

- 1) Surveyed SPs acknowledged that they possessed the machinery as mentioned in the mapping database and they provided these machinery on rental
- 2) 77% of the surveyed SP's mentioned that the area serviced by the CRM machinery they provide has increased since last year, whereas 23% of them reported that the area serviced has decreased since last year

Observations from AEMs

- 1) The surveyed AEM reported that he has conducted online AE trainings and meets with the AEs at a monthly frequency
- 2) He reported that he has been doing farmer extension through group meetings with farmers and has reached out around 500 farmers this year.

Key conclusions about on ground implementation

- ❖ It is evident that the branding of PRANA is not apparent to the farmers since very few farmers are aware of project PRANA. Furthermore, the boards were also removed from the demo plots. Given this, it might be challenging to evaluate the impact of the project activities. Furthermore, it will also cause implication towards the planned Net Promoter Score assessment.
- ❖ It has been observed that significant proportion of AEs have not attended any trainings and were unaware of Project PRANA in Sangrur. This situation might pose a hindrance to the project's success and should be further investigated.
- ❖ Farmers in the farmers' lists, reported that they have not attended camps/trainings. This might be due to several reasons like the content of training not being impactful and rigorous, phone numbers of family members of the attendees being mentioned in the list or false responses, this should be further investigated
- ❖ It has been observed that SMKS are not attended by a Kheti Doot throughout the day. Given this, pamphlets/posters bearing the contact details of the Kheti Doots and timing of SMSK can be put at Panchayat Offices and other places of high footfall in villages.
