



CCDP-Utthan

(It is an ongoing project)



Name of the Project:

“MCL-BAIF Comprehensive Community Development Programme” named as ‘CCDP-Uthan’, A CSR initiative of MCL.

About the organisation:

BAIF is a voluntary Organisation based in Pune. It was founded in 1967 by late Dr Manibhai Desai, a disciple of Mahatma Gandhi, as Bharatiya Agro Industries Foundation, with the mission of creating opportunities of gainful self-employment for the poor rural families, especially the disadvantaged section and ensuring their sustainable livelihood.

Scope of work:

Project covers following components-

1. Cattle development Programme through breeding services.
2. Goat development programme
3. Backyard poultry farming
4. Fodder development programme.
5. Agro-Horti* (WADI**) Development Programme
6. Awareness Creation & Capacity Building Programme

**Agro-Horti Forestry: involves*

- a) Selection, plantation and care of one or more species of fruit trees in Wadi plots*
- b) Plantation of a large number of multipurpose tree species along the boundary of plots*
- c) Cultivation of food grains, vegetable or flowers between fruit trees, atleast till the fruit trees reach maturity*

***Wadi: is a Gujarati word that means small orchard which is actually a tree based farming system that consists of a combination of fruit trees with forestry trees on the periphery of the land holding.*

Broad Objective:

To uplift the economic status of the rural households by providing sustainable livelihood opportunities.

Project Location:

Households in 40 villages of Angul, Jharsuguda, Sambalpur & Sundargarh districts.

Project Cost:

Rs. 20.29 Crore

Implementation Strategy:

The program is implemented by establishing one cluster in each district. Villages covering each cluster are within 10-15 km from the cluster office. There are five numbers of cattle development centres and one centre for other activities in each cluster.

Time line:

Project period is five and half years commencing in 2018-19. Initial six month will be preparatory phase and rest five years is implementation phase.

CSR admissibility:

The project is covered under point no. 2 of Schedule VII appended to the Companies Act i.e. promoting livelihood enhancement projects.

Beneficiaries:

6174 families.

Project components

1. Cattle development Programme through breeding services

Main Activities: Breed upgradation of local/ non descriptive cattle through artificial insemination (AI). Breedable cows and buffaloes are operated in each cluster. Infertility camp, Dairy training, Synchronisation camp.

Impact:

- a) Development of interest towards dairy farming
- b) Increase in milk production
- c) Upliftment of economic status
- d) Enhancement of nutritional status of family members

2. Goat development programme

Main activities: Breeding buck distribution, Development of goat husbandry practices, Vaccination, health camps, Goat housing

Impact:

- a) Increase in flock size
- b) Higher price realisation on selling goat
- c) Early weight gain of goats
- d) Increase in income of farmers

3. Backyard poultry farming

Main activities: Poultry feed support, Procurement & distribution, vaccination & primary health care

Impact:

Alternative income generation for vulnerable group

4. Fodder development programme

Main activities: Cultivation of fodder crop. Seed and planting material is supplied for multiplication of cultivation of fodder crops and perennial grass. The program is implemented in the land of those farmers who are participating

on cattle development program.

Impact:

- a) Production of good quality fodder for nutritional requirements of cattle
- b) Technology intervention in fodder development

5. Agro-Horti (WADI) Development Programme

Main activities: Plantation and aftercare of fruit and forest trees, Cultivation of suitable intercrop e.g. flower, vegetable, Post plantation care, Improved agri practices, Pest management, Soil conservation

Impact:

- a) Boost in socio-economic status
- b) Improvement in family nutritional values
- c) Better environment of the surroundings

6. Awareness Creation & Capacity Building Programme

Main activities: Working on bringing changes in behavioural aspects with respect to safe drinking water, health awareness, Clean kitchen, sanitation, use of toilets

Latest photographs



Health card Distribution at Kamposola village



Application and uses of fungicides and micronutrients delivered to farmers



Kuremal Village Wadi Pit Filling Material Distribution.