



To Improve Access to Nutritious Fruits for Landless and Marginalized Communities in Rural and Urban Landscapes through Community participation – District Kaushambi, Uttar Pradesh

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1. Introduction to project:

Project Title: Development of New Cultivation Methods through Community Participation to Improve Access to Nutritious Fruits for Landless and Marginalised Communities in Kaushambi, Uttar Pradesh

Lead Organization: Jan Evam Krishi Vikas Sansthan (JKVS)

Major Partners: KRISHI VIGYAN KENDRA, KAUSHAMBI

Target Area: Kaushambi (Rural, Peri-Urban, Urban)

Problem & Justification:

- Landless families lack access to fruits; high market cost.
- Low adoption due to lack of space & inputs.
- Selected species: guava, papaya, banana, moringa, lemon.
- Field evidence: strong SHG demand & KVK demonstration success.

2. Project Objectives:

- Improve fruit access for 2,000 vulnerable households.
- Promote low-input, eco-friendly fruit cultivation.
- Establish 2 nurseries, 10 orchards, 1,100 fruit units.
- Train 200 SHG women in nursery & orchard management.
- Conserve local, climate-resilient fruit diversity.

3. Methodology and implementation approach(1):

Target communities: women's groups, SHGs, FPOs, anganwadi clusters, tribal villages for prioritized project activities

Land-use models: homestead orchards, community orchards on Panchayat land, school/anganwadi nutrition gardens, mixed fruit agroforestry

Nurseries: establish grassroots nurseries to supply quality planting material locally

Selected species & propagation: guava, papaya, banana, moringa, lemon using appropriate methods (cutting, grafting, tissue/careful vegetative propagation)

Quality control & supply: standardized propagation protocols, local mother blocks, periodic health checks, community-managed supply chain

Community ownership & funding: matched funding, training women/youth as nursery managers and caretakers to ensure sustainability

3. Methodology and implementation approach(2):

Agroecological Practices:

- Composting, mulching, greywater reuse, bio-inputs.
- Low-water irrigation systems.

Training & Extension:

- 20 training programs + Farmer Field Schools.
- Demonstration plots in each block.
- School/Anganwadi fruit awareness modules.

Timeline:

- Year 1: Mobilisation, nurseries & 200 gardens.
- Year 2: 700 units expanded + 10 orchards.
- Year 3: Consolidation, sustainability & convergence.

5. Social and nutrition impact pathway – Project outcomes/Impact:



- 2,000 households growing fruits annually.
- Improved fruit intake among women & children.
- Reduced household expenditure on fruits.
- Women/youth as nursery managers & fruit ambassadors.
- Convergence with ICDS, Mid-Day Meal & Poshan Abhiyan.

Slide 6. Environmental and climate advantages



- Improved soil health & biodiversity via mixed species.
- Water-efficient cultivation (mulching, greywater use).
- Climate resilience: heat/drought-tolerant fruit species.
- Reduced chemical use; higher carbon sequestration.

7. Scaling, sustainability and cost efficiency:

Community Structures:

- SHG-led nurseries, orchard committees, youth monitoring.

Scaling Potential:

- Replicable in nearby blocks; demonstration hubs.

Cost Efficiency & Convergence:

- MIDH, MGNREGS, ICDS, SHM alignment.
- 30% community co-financing.

8. Budget summary and risk and mitigation strategy:

Budget Head	Year 1	Year 2	Year 3	TOTAL (in USD)
1. Nursery Establishment & Sapling Production	6,000	4,000	2,000	12,000
2. Household Fruit Garden Units (Rooftop/Container/ Backyard)	4,000	8,000	2,000	14,000
3. Community Orchards (10 Units)	2,000	5,000	3,000	10,000
4. Training, Capacity Building & Farmer Field Schools	3,000	4,000	1,500	8,500
5. Awareness, IEC & School/Anganwadi Nutrition Messaging	1,500	1,500	1,000	4,000
6. Monitoring, Evaluation & Documentation	2,000	1,500	2,000	5,500
7. Project Staffing & Management (Coordinator + Field Support)	1,500	1,500	1,000	4,000
8. Contingency & Risk Mitigation	1,000	1,500	500	3,000
TOTAL	20,000	25,000	15,000	60,000 USD

Leverage:

- PRI land, ICDS, KVK, SHM, CSR.

Risk Mitigation:

- Mortality: hardy species, follow-up.
- Drought: greywater, mulching.
- Grazing: fencing.
- Ownership: SHG committees.



Thanks