



**i-Concept Initiatives**

# **Annual Report 2023-24**

**i-Concept Initiatives  
Bhubaneswar**

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## 1. From the Managing Director's Desk.....

It is with immense enthusiasm and dedication that we reflect on our endeavors throughout the **Financial Year 2024-25**. As a 3rd Millennium Support Service Organization, i-CI embarked on a diverse range of activities, primarily aimed at uplifting the small and marginal farmers within our operational areas. Addressing the multifaceted agricultural challenges faced by this segment was indeed a formidable task. However, through persistent effort and innovative solutions, we successfully accomplished this by encouraging the adoption of Pedal Pumps (PEP) alongside **Agro-ecological Farming practices**.

Our approach involved continuous engagement with farmers through educational initiatives and regular discussions, fostering a deep understanding and ultimately motivating them to embrace agro-ecological principles. Furthermore, we extended our support by assuring the marketing and sale of their farm produce through our channels. This commitment led to a strong focus on facilitating the formation of Producer Groups (PGs) and Farmers Producer Organizations (FPOs), empowering them collectively. Our experience in navigating a multitude of issues and engaging with diverse individuals has profoundly enriched our organizational ideas, knowledge, and perception.

This Annual Report serves as a snapshot of our journey and the impact of our activities. Our endeavors have, in essence, forged a stronger bond with the community. We attribute our ability to reach and serve the community to their unwavering faith and trust in our organization. This would not have been possible without the invaluable guidance of our esteemed Mentors, Advisors, and Trustee Members, to whom I extend my profound gratitude.

Equally instrumental in our success are my dedicated **colleagues and co-riders**. Their relentless efforts have been pivotal in elevating the organization to its current standing, and their commitment is truly commendable. They deserve immense appreciation. Last but certainly not least, the wholehearted acceptance and striking support of the **community members** have made our work seamless and effective. We are sincerely beholden to them.

My sincere wishes and acknowledgements are also extended to our External Consultants, who have been vital in providing their invaluable time and support as and when required. They undoubtedly merit a significant share of the "Success" we celebrate.

I trust this document will be well-received and serve its purpose effectively.

**Mr. Prabodha Kumar Mohanty**  
Managing Director,  
i-Concept Initiatives  
Bhubaneswar.

## 2. Introduction

The contemporary global development paradigm has undergone a profound conceptual evolution, shifting from rudimentary, short-term interventions to a more sophisticated, long-term, and knowledge-centric approach. This transformation emphasizes qualitative growth and the cultivation of an enriched knowledge base, fundamentally encapsulating the essence of empowerment. In this evolving landscape, the imperative for communities and individuals to acquire and assimilate comprehensive knowledge, pertinent information, and adaptable skill sets has become paramount, enabling them to independently forge pathways to sustainable self-reliance.

i-Concept Initiatives is firmly rooted in a pioneering philosophy cantered on creating a conducive and enabling environment. This foundational principle is designed to empower deserving communities by equipping them with the requisite means and capabilities, thereby allowing them to autonomously define their trajectory of development. In the current socio-economic climate, strategic facilitation plays a pivotal role. It is through such targeted support that societies can effectively evolve and implement strategies capable of sustaining growth, optimally leveraging available resources, and fostering resilience.

Our organizational commitment to program design is meticulously cantered around three interconnected pillars: the specific needs and dynamics of the **society** we serve, the overarching considerations of **climate resilience** and ecological balance, and the judicious utilization of all available **resources**. This integrated approach ensures that our initiatives are not only responsive to immediate challenges but also contribute to long-term, equitable, and environmentally sound development outcomes. This comprehensive framework guides every facet of our engagement, ensuring our interventions are both impactful and enduring.

### Our Vision

Excel as a support service institution for creating learning atmosphere and healthy environment among the civil society organizations; enable them for imparting quality service to communities as well.

### Our Mission

Develop model villages in the areas of Natural Resource Management in both coastal and hinterland, Disaster Management, Water & Sanitation, Child Centered Community Development, Education and Geriatric care etc., keeping in view the ambitious Millennium Development Goals (MDG).

## 3. About I-Concept Initiatives

i-CI is an implementing and development research-based organization committed to delivering sustainable, inclusive, and community-driven solutions. Founded by a team of seasoned professionals with decades of experience at grassroots, managerial, and policy levels, the organization works at the intersection of practice, policy, and research to support transformative rural development..

With a strong focus on agro-ecological solutions, climate-resilient agriculture, and institutional Building and strengthening, i-Concept Initiatives specializes in designing and implementing field-based programs tailored to local needs. It works closely with communities, self-help groups, community-based organizations (CBOs), and Panchayati Raj Institutions to promote ecological sustainability, economic resilience, and social equity.

The organization has crafted several strategies in the sphere of women's empowerment, enabling rural women to access resources, build skills for financial sustainability and lead local development processes. Capacity building, mentoring, and handholding remain central to its approach, complemented by efforts to leverage appropriate technologies and inclusive methodologies.

As a trusted partner of national and international development agencies, i-Concept Initiatives integrates the farming systems to scale up farmer's income visa-a- vis meet the adverse situations and research-based learning into its implementation efforts, ensuring both relevance and scalability. Its commitment to professionalism, community participation, and timely, client-focused delivery has positioned it as a respected actor in the development ecosystem.

#### **4. Our Approach**

i-Concept Initiatives follows a research-led implementation approach, wherein development interventions are first piloted in select areas in an action-research mode. These pilot initiatives serve as testing grounds to understand the local context, assess feasibility, and refine strategies through evidence and continuous learning.

Throughout the implementation process, the organization places strong emphasis on systematic documentation—capturing processes, outcomes, challenges, and innovations. This documentation not only informs adaptive learning but also serves as a valuable resource for policy dialogue and program improvement.

Following successful validation, the refined models are replicated and scaled across other operational areas in collaboration with local institutions, and community-based organizations. This phased and evidence-driven methodology ensures that interventions are context-specific, participatory, and scalable, ultimately contributing to more effective and sustainable development outcomes.

#### **5. Broad Objectives of the Organization**

- To develop model on Land, water and forest management for wider replication inside as well as outside the state;
- To develop the capacity of the civil society organization so that they can feel and act empowered;
- To undertake area and issue specific social research to decode the causes that lie beneath many social issues;
- Advocacy with different stakeholders for enactment and enforcement of pro-poor policies in different socio-economic regimes;
- Promote indigenous, easy to use and low-cost technology for bringing lasting change in the lives of millions who are marginalized either because of birth or social position;
- To Promote pro-poor and pro people natural resource management initiatives through participatory process;
- Support for the protection and promotion of Child Rights for creating an enabling environment where the child can grow and perform;

## 6. Strength of the Organization

**I-Concept Initiatives** is a specialized rural development organization built on the foundation of decades-long experience of professionals who have worked at grassroots, managerial, and policy-making levels. The organization has successfully implemented and advised on projects in diverse thematic areas such as forest and water resource management, livelihoods, disaster resilience, WATSAN, e-governance, early childhood education, and agro-ecological farming. Drawing strength from this multidisciplinary expertise, i-Concept Initiatives adopts an ecosystem-based approach, engaging communities, community-based organizations, panchayati raj institutions, and local governments to co-create sustainable and inclusive solutions.

A defining strength of the organization is its ability to liaise effectively with government departments at various levels, as well as with international and national development agencies. These collaborations enable the organization to bridge global development priorities with local needs through participatory models and context-driven innovations. In addition to implementation, i-Concept Initiatives serves as a learning platform for young professionals, offering mentorship, field-based learning, and skill development, fostering a professional culture grounded in knowledge sharing and empathy in the sphere of agro-ecological, indigenous seed preservation and promotion. I-Concept has emerged as a potential learning platform for the agriculture departments of Odisha based educational institutions. Recognized for its contributions to agro-ecological transformation and green skilling, the organization has carved a distinct identity in promoting sustainable agriculture and eco-friendly livelihoods. Its work is widely respected for aligning grassroots realities with institutional frameworks, ensuring timely, cost-effective, and impactful development outcomes.

## 7. Organisational Structure

In alignment with its Vision, Mission, and Strategic Objectives, the organization has adopted a structured, functional approach to ensure effective implementation and coordination of its activities. The institutional framework is designed to foster specialization, accountability, and synergy across its core domains of work.

The organization operates through **four major functional units**, each playing a pivotal role in achieving the overarching goals. These units include:

- **Research & Documentation**

This unit is responsible for conducting action research, policy analysis, needs assessments, impact evaluations, and systematic documentation of field learnings and innovations. It plays a key role in generating evidence to inform programming and advocacy strategies.

- **Training & Capacity Building**

Tasked with strengthening human resources, this unit designs and delivers training modules, workshops, and exposure visits to enhance the knowledge, skills, and capacities of internal staff, community leaders, partner organizations, and other stakeholders.

- **IEC Material Development**

This unit focuses on the development of Information, Education, and Communication (IEC) materials tailored to diverse audiences. It ensures effective messaging, awareness creation and behavioral change communication by producing culturally relevant and context-specific materials across multiple media formats.

- **Field-Based Program Implementation**

This unit undertakes the direct implementation of projects and interventions at the grassroots level. It works closely with communities, local institutions, and stakeholders to translate plans into action, ensuring community engagement, ownership, and sustainability.

Each of these units is led by a Director, who is also a member of the Board, ensuring strategic oversight and accountability. To ensure seamless coordination and internal efficiency, one Director is designated to oversee the day-to-day operational management of the organization. This role includes facilitating inter-unit collaboration, supervising administrative functions, ensuring adherence to internal controls, and supporting the effective delivery of programs.

## **8. Geographical Areas of Operation**

Our **Regional Office in Bhubaneswar, Odisha**, serves as a pivotal hub, strategically complementing our seven **Project Offices** located across the state to ensure deep local engagement and effective project delivery. These include key presences in Pipili and Nimapara (Puri); Ranapur, Nuagaon, and Daspalla (Nayagarh); Turekela and Bangomunda (Bolangir); Kankadahad (Dhenkanal); Gupti and Boulakani (Kendrapara); Harabhanga (Boudh); and Khajuripada (Kandhamala). This robust state-wide network is further amplified by our extensive national reach; our experienced team has successfully executed complex assignments across diverse geographies including **Chhattisgarh, Andaman and Nicobar Islands, West Bengal, Jharkhand, Bihar, Madhya Pradesh, Kerala, and Assam**, demonstrating our versatile capabilities across India.

## **9. Broad contours of our work**

- We conceive ideas and translate it into concepts, provide solution depending on the location and topography with latest available scientific practices and linking it with traditional know-how on land, water and environment management programs;
- It is a potential support group to organizations, civil society entities and action groups in Orissa and outside in Organizational Development and Change Management, Land and Water Management, Natural Resource Management (NRM), Organic Farming, Forestry, Wasteland Development, Disaster Management, Child Right, Climate Change, Early Childhood, Women Empowerment and Primary education;
- The Organization is a technical support unit to many organizations on issues like water, sanitation, education, organic farming, health and disaster management;
- Facilitate the micro planning process to develop the comprehensive village development plan with collaboration of local bodies/institutions and community;
- Develop cost effective, easy to understand and easy to monitor management systems and procedures for organizational growth and program quality;

- Adoption of village as a model unit for practice of Conventional / Appropriate Technology in rural management;
- Develop Training module, Guidelines, Materials for organizing training programs on different domains of development;
- Facilitate and undertake Research & Documentation, Evaluation, and Impact Assignments as per the organization strength.

### **Key Values**

While pursuing the mission and executing the activities, it is guided by values which strongly determine the quality and process of its interventions.

#### **Transparency & Accountability**

Enhancing the transparency and accountability in management practices in the organization and ensure the same among the communities of operational villages;

#### **Gender Equity**

Strongly advocate for the gender equity inside the organization as well as in the Community Based Organizations;

#### **Secularism**

The organization always strives to ensure religious tolerance in its own work and in those whom it supports. All religions and staff members irrespective of their religious beliefs and practiced value are treated with equal respect. This also includes respect for traditional institutions and indigenous knowledge that are in tandem with the values of the organization;

#### **Learning**

Consolidating and enhancing organizational learning's based on experience and incorporating such learning's as a major input for sustained organizational dynamism;

#### **Participatory Action**

Consolidating and enhancing organizational learning's based on experience and incorporating such learning's as a major input for sustained organizational dynamism;

#### **Sustainability**

The organization continues to foster improvement among the communities to initiate and sustain the process with the external help.

#### **Experience & Expertise**

The members of iCI have worked for various International Agencies, National Government and Non-Government Organizations successfully. They have proved their mettle in research, training, documentation, project evaluation, monitoring etc.

The Organizations who have been largely benefited with these band of professionals include DFID, Oxfam, Aqua Alimenta, CARE, Practical Action, PLAN International, CIDA, UN Agencies, DANIDA, European Commission, Child Fund India, Save The Children, CIF, CSIR (Centre for Scientific and Industrial Research), and different agencies of Govt. of India and Odisha.

## **10. Background**

Agriculture in Odisha, with a 20% share in Gross State Domestic Product, still remains a priority sector in terms of employability, inclusiveness and sustainability. However, it ranks 21 among the 30 states of India in terms of economic development. Agricultural productivity is low due to limited access to irrigation and inputs, insufficient investments by small farmers, unsustainable agronomic practices and want of marketing facilities. Hence, sustainable farming methods and farmers collectivization can help in producing required crops in the small fragmented lands and backyards. The proposed project looks at possible opportunities of sustainable farming practices as an alternative for the small and marginal farmers in the targeted operational districts.



## 11. Operational Areas

The project got implemented in 5 districts (Puri, Nayagarh, Bolangir, Dhenkanal and Kendrapara) which are comprised of 163 villages of 10 blocks.

District	Block	No of Villages
Nayagarh	Ranpur	25
	Daspalla	11
	Nuagoan	12
Puri	Nimapara	23
	Pipil	13
Kendrapara	Rajnagar	12
	Mahakalpara	17
Bolangir	Bangamunda	16
	Tureikela	14
Dhenkanal	Kankadahad	20
<b>Total</b>		<b>163</b>

## 12. Activities

### Training, Capacity Building and Exposer

- **Empowering Communities through Comprehensive Training and Capacity Building.**  
Our project is dedicated to fostering self-sufficiency and economic empowerment within rural communities by not only establishing Producer Groups (PGs) and Farmer Producer Organizations (FPOs) but also by implementing targeted training programs and infusion of various capacity building critical inputs. The major thrust is to empower women within these groups and enhance the knowledge of all FPO members, particularly in critical areas like marketing and grading of agricultural produce. To achieve this, we've provided extensive training on management, finance, and record keeping.
- **Tailored Capacity Building for Diverse Stakeholders**  
Banking on the assessment of varied needs of our beneficiaries, we've organized specialized training programs on diverse themes. These sessions are specifically designed for PG members, Boards of Directors (BODs), CEOs of FPOs, and project staff, ensuring that each group receives relevant and impactful knowledge upliftment. Furthermore, the organization has conducted training programs on organic farming practices and the preparation of various organic manures. These sessions, held both centrally and at the village level, empower farmers with practical knowledge to understand and harness the benefits of sustainable agricultural methods. Along with the marketing and promotion of the produce carried out with market research and peoples need planned.
- **Promoting Nutritional Awareness and Sustainable Practices in Schools**  
With a long term and visionary agenda of not only feeding the school children the nutritious foods but also educating them the nutritious values of vegetables and the process production inculcated with their participation. During the current year, our efforts extended to educational institutions, where we organized training programs for School Management Committees, parents, and school children. These sessions focused on the nutritional value of vegetables and highlighted the crucial differences between agroecological and conventional farming. To further engage and inspire younger generations, we organized essay, debate, and painting competitions among school children, recognizing their participation with prizes and certificates.

Our primary goal through these initiatives is to raise awareness among parents and children about healthy food values, encourage young individuals to consider farming as a positive path, and inspire them to become catalysts for change in society. We actively encourage parents to adopt agro ecological farming methods, contributing to a chemical-free environment for a healthier and more prosperous future.

### **13. Research and Documentation**

#### **Solid and Liquid Waste Management**

The organization has conducted a Baseline sample survey under UNICEF – funded research study Title “**Dhenkanal Pilot Project for Solid and Liquid Waste Management (SLWM)**”.

The organization has conducted an **End line Evaluation Resilient WASH, Resilient Children** in Bhadrak district, project was funded by Water Aid.

#### **Sensor Based Irrigation Management in Odisha**

In Collaboration with one of the leading universities in Agriculture, Zurich Sensor Based Irrigation Management in Odisha (SIMO) has been installed in Maa Mati in a demonstration basis in tomato field, the objective of this experiment is to know the quantity of water required for this crop. First of all, total plot divided into 21 sub plots, out of that in plot sensor will not be placed but in rest 20 plot sensors has been installed, in this way we are able to make a comparison between manual and sensor-based irrigation. During the experiment two types of sensors has been installed one is 4 inches and another one is 6 inches, to know the moisture of the land in different depth accordingly farmer will irrigate his land.

### **14. Action and implementation**

#### **➤ Institutional Building**

##### **• Formation of Producer Group**

In the project adequate importance has been given to Women Empowerment, as without development of women it is not possible to achieve the objectives of the project. Hence, the project has formed Producer Groups by involving women only and capacitated them with various training programs.

##### **• Registration of FPOs**

Prior to the implementation of the project, farmers were not getting the right price for their produce, because the farmers were not organized. For a better implementation and to achieve the project goals we focused on Community-Based Organizations rather than individuals. Hence, Organization has registered 11 Farmer Producer Organizations in our operational areas. Now farmers are willing to be a shareholder of the organization, because they are well aware about the benefits of FPO.

#### **➤ Agroecological Farming**

Organic farming is an alternative agricultural system which involves conversion of land from conventional to organic with the use of alternative sources of nutrients for crop production such as organic manure and biological inputs. For showcase and better understanding of the organic process the project has set up Farmer Field Schools (FFS). During the project period 36 FFS have been established in all operational districts to demonstrate the production of organic manures, pesticides and plant supplements. Astral models (gravity-based irrigation system) were installed to disseminate organic practices and



water management. In the FFS all practices are replicated that have been tested and demonstrated in the Maa Mati Campus. Apart from that project has given importance to set up individual demonstration sites and home gardens of the progressive farmers (Bhala Chassi).

The major practice of demonstration consists of the following basic components of organic farming such as seed treatment; preparation of liquid bio manure; preparation of liquid bio pesticides, liquid plant growth solutions and vermin-compost. Material supports were provided for vermin-pit, vermin for vermin compost and drums for the preparation of liquid manures. Season wise crop plans have initiated with selected Bhala Chassi which included crop rotation, residue management, weed and pest management and maintenance of livestock. Apart from this, exposure visits to other fields as well as to Maa Mati Campus have conducted for wider dissemination of organic practices.

Farmers dependency on market, along with that we promote crop diversity, farmers prefer to cultivate one crop in one land at that time farmers have no idea about the risk ,in our intervention keeping in view agroecological farming our organization emphasized on crop diversity that means in same plot more than one crop can be grown that not only benefited for farmer only but more important that will help to increase soil fertility.



#### ➤ Irrigation

During this year total 220 numbers of small-scale irrigation (PEP) has been produced and installed in the field of small and marginal farmers. By using the PEP, a farmer can irrigate the land throughout the year and able to produce vegetables without any interruption and make functional for the benefit of small and marginal farmers.



### 15. Lobby and advocacy

- **NABARD** is the main partner in the project and supports the promotion of 10 FPO in the operational districts. NABARD not only supported the registration of those companies, but also provided support for capacity building of Board of Directors and CEO. Additionally, FPO members and CEO could go for exposure within and outside the state of Odisha with support of NABARD. An awareness campaign and exhibition for promotion of FPO was organized.

- **Department of Agriculture and Horticulture** is running various subsidy schemes for upliftment of small and marginal farmers and PG. During the project period resources were mobilized not only for individual farmers, but also for PG. Producers Group have been linked to develop nurseries, flowery culture and vermin unit in their locality. Through the department seeds and seedlings have been mobilized for individual farmers.
- **OUAT** is the primary institution to certify and enlist the pedal pump as agriculture equipment and to include the pump into a Government subsidy program for small farmers. After an interface meeting with the technical scientist of OUAT the project team has submitted all relevant documents. OUAT has carried out experiments on the pedal pump's efficiency and technique in their laboratory. On the basis of that report the pedal pump was accepted for the subsidy project.
- **Krishi Vigyan Kendra (KVK)** is an extension agricultural centers found in all districts of Odisha. The project has installed irrigation systems in their campus for demonstration purpose. Trainings on agriculture and fishery were conducted and technical knowledge was given to the farmers.
- **International Rice Research Institute (IRRI)** is the world's premier research organization dedicated to reducing poverty and hunger through rice science; improving the health and welfare of rice farmers and consumers; and protecting the rice-growing environment for future generations. IRRI provides a series of training on climate resilient crop varieties and seed support to farmers.
- **Centre of Horticulture and Experiment Station (CHES)** is a regional branch of Indian Institute of Horticultural Research (ICAR). The Station has developed different varieties and technologies to suit the agro-climatic conditions and propagates these varieties to different parts of the State of Odisha. The project has established a partnership with CHES for the production of good quality vegetable seed. CHES will provide seed and technical support to the farmers in regular intervals.
- **Odisha Millet Mission** has an objective to revive millet cultivation in tribal areas and in low rain fed areas and to increase the household consumption and productivity through organic input. FPO will play a vital role for the marketing of their produce. Nowadays the Government includes millet in different schemes like PDS and ICDS as millet has high nutritional value.

### **Collaborative Partnerships Driving Agricultural Innovation and Farmer Resilience**

During the project period, a strong network of partnerships with both governmental and international organizations significantly enhanced our activities and impact. These collaborations have been instrumental in demonstrating innovative agricultural practices, improving food security, and creating future business opportunities for local communities.

#### **Government and International Collaborations:**

- Odisha Millet Mission: The Odisha Millet Mission partnered with us to demonstrate millet cultivation at the Maa Mati Campus, subsequently replicating these successful models in Bolangir and Nayagarh districts. This collaboration not only promotes the nutritional benefits of millets but also paves the way for Producer Groups (PGs) and Farmer Producer Organizations (FPOs) to establish future processing units and seed distribution centers, creating new business avenues.
- **International Rice Research Institute (IRRI):** IRRI played a crucial role by demonstrating climate-resilient paddy varieties (both flood and drought-tolerant) at the Maa Mati Campus. These varieties were then successfully replicated across all operational districts. IRRI also provided essential climate-resilient paddy seeds and technical support directly to farmers, bolstering their ability to adapt to changing climatic conditions.
  - **Centre of Horticulture Experiment Station (CHES - ICAR):** As a regional center of the Indian Institute of Horticultural Research, CHES has been pivotal in training our farmers on vegetable seed production. On an experimental basis, CHES provided seeds and technical support during both the Kharif and Rabi seasons. Furthermore, they facilitated a buy-back agreement with the farmers, ensuring a market for their produce. The plan is to scale up this highly beneficial activity across all operational areas.



- **International Crops Research Institute for the Semi-Arid Tropics (ICRISAT):** ICRISAT, a leading research organization, demonstrated the sustainable valorization of water hyacinth biomass through aerobic composting at the Maa Mati Campus. This "waste-to-wealth" initiative helped farmers understand the practical usability of water hyacinth, transforming a common nuisance into a valuable resource for rural enterprises.
- **International Center for Agricultural Research in the Dry Areas (ICARDA):** For over four decades, ICARDA has been dedicated to providing science-based agricultural solutions that enhance the livelihoods and resilience of dryland communities. Currently, ICARDA is supporting our efforts to promote pigeon pea cultivation by adopting Direct Seeded Rice (DSR) techniques across 400 acres of dry land. This initiative is directly aligned with our objective to secure nutrition for small and marginal farmers while simultaneously enhancing their income.

These strategic partnerships are fundamental to our mission of fostering resilient agricultural systems and empowering farming communities in the region

## 16. Our Programme

### The Center of Excellence Maa Mati.....

The concept behind the Maa Mati Campus is to form a demonstration and training center to revitalize the land, increase soil fertility and to serve as a model for the project. Its main purpose is to practice and demonstrate innovative ideas and knowledge and to bring individuals, NGOs and Governmental departments together to share perspectives and therefore create an added value. Other visitors like farmers, research scholars and students are now visiting frequently to learn and share ideas on organic farming methods.

#### ➤ Agroecological Farming Demonstration

During the period the project could season-wise demonstrated different varieties of crops in the Maa Mati demonstration field.

- In summer season the cultivation of vegetables like ivy gourd, ridge gourd, cucumber, green leaves, watermelon, zucchini, brinjal, long bean, arum and others were demonstrated.
- During rainy season paddy, okra, cucumber, ridge gourd, marigold, maize, papaya, bitter gourd was cultivated and demonstrated.
- During winter season different vegetables like cabbage, cauliflower, beans, okra, marigold, cluster bean, long bean, maize were cultivated at Maa Mati land.
- Additionally, some high value crops were demonstrated like parbal, capsicum and lettuces that are called "exotic" varieties which generate high market value.



### ➤ **Black Rice Demonstration**

This year witnessed for the first time the demonstration of Black Rice in 1 acre of land. Then it has been replicated in farmer's field of Nayagarh and Kendrapara with input support of seed and bio fertilizer in 3 Ac of land of 6 farmers. They opined that production of black rice is good and they harvested in an average of 4.5 quintal from .5 acres of land. That shows a new path for our farmers to have an enterprise and diversify the farming practice.

### ➤ **Paddy Cafeteria**

With the support of CSISA we have developed a paddy cafeteria in Maa Mati Campus, where 38 varieties of paddy were demonstrated. Cafeteria means that in small patches of land different varieties of seed are grown and as a result it can be seen which variety is suitable for which climate. In that cafeteria both flood and drought resilient varieties were demonstrated. Along with the paddy cafeteria, CSISA also has organized six training programs on paddy cultivation for our farmers from all four districts. CSISA has also demonstrated three types of transplantation processes for paddy cultivation: Manual Transplantation, Drum Seedling and Broad Casting method, if we compare both the methods then mechanical is better than the conventional methods of farming.



### ➤ **Demonstration and replication of Climate Resilient paddy:**

In collaboration with IRRI, the project has replicated flood resilient paddy variety in Puri and Kendrapara, drought variety paddy in Nayagarh and Bolangir. Both seeds and bio fertilizers as input support were provided to the farmers. In the coming year, this variety of paddy will be replicated with more farmers.



### ➤ **Millet Cafeteria**

In collaboration with the Odisha Millet Mission a millet cafeteria has been developed, where 36 varieties of millet were demonstrated. Out of that four varieties of seeds have been procured by seed corporation of Odisha and replicated in 36 Blocks in western Odisha to know the yield, henceforth those seeds will be distributed and cultivated in large scale.





### ➤ Workshop for the production of irrigation systems

A fully functional workshop for the production of the irrigation systems has been set up with experienced technicians by the organization. Our intention is to produce quality PEPs and provide service to farmers as and when require.



### ➤ Demonstration of Direct Seeded Rice

This year in Maa Mati, project has been demonstrated Oil seeds, Green Gram and Black Gram and New High yield variety of Maize in One acre each in collaboration with Cereal Systems Initiative for South Asia (CSISA), machine transplanted has been done first time in Odisha, CSISA experimented the cost of production and quantity of harvest. Dr. Arbindo Padhi Principal secretary of Department of Agriculture visited Maa



Mati, during his visit he has interacted with farmers those are doing DSR cultivation of Paddy under the guidance of CSISA. He expressed his happiness that Maa Mati is such a place where a farmer can learn integrated farming through organic methods of farming, also he said PEP can be medium of income for farmers by restrict them invest to irrigate their land.





### ➤ **Demonstration of Aerobic Manure**

In Maa Mati, Aerobic Manure has been demonstrated to share and enhance the skills of farmers. Those manures are prepared from water hyacinth., cow dung and waste paddy straw. In Agriculture nothing is waste, all agriculture green residue can be used to produce good quality manure. In this manure nitrogen percentage is high that means a farmer can get sufficient amount of nitrogen easily without harm to climate. This experimentation and demonstration are going on in collaboration with ICRISAT.



### ➤ **Internship Program through Participatory Research**

SOA and Sree Sree university sent their 4<sup>th</sup> year agriculture students for three months internship program, students will involve in all the process of integrated organic farming. Total 10 days orientation program has been organized in Maa Mati, after completion of orientation team has been divided in to five groups, each group consists of 2 member and sent them to Nayagarh, Puri and Dhenkanal to involve themselves in farmers field and record their experience about the application on Soil health, Seed treatment, Plant and Fruit growth etc, and one team will stay in Maa Mati to make an experiment inside and outside of Maa Mati in farmers' field. Lastly a two days program has been organized to share their experience and develop a consolidate report on integrated organic farming in odia for farmer's benefit.





## 17. Participation in State Agri Fair

Concept Initiatives participated in State Agri Fair where organization has been demonstrated a model based on Integrated organic farming System. That model was a show case for small and marginal farmers where they got the information and knowledge on the model and in a small patch of land a farmer can earn more than the conventional farming, also farmers got the information on utilization of farm waste and naturally available resource as well.



## 18. Seed Mela

i-Concept Initiatives organized a Desi Seed Mela in Kankadahad, Dhenkanal, Odisha, to promote the exchange of knowledge about traditional seed varieties and their benefits in terms of climate resilience and nutrition. The event brought together over 1000 farmers to discuss seed production, preservation, and commercial viability.

The event focused on sensitizing farmers to the importance of local seed varieties and fostering knowledge exchange among them. The discussions highlighted how desi seeds can contribute to climate resilience and improve nutritional aspects of agriculture. More than 1000 farmers participated in the mela, exchanging knowledge on seed production, preservation, and commercial viability. i-Concept Initiatives collaborated with the National Rice Research Institute and the Department of Agriculture for a bio-fertility model training and demonstration camp. The training camp was held in Kalda village, Kankadahada block, Dhenkanal district.





## 19. Appreciation

i-Concept Initiatives has been awarded by Odisha University of Agriculture and Technology (OUAT) and ANANYA one of the civil society Organization for an excellent contribution for promotion of Organic Integrated Farming System and encourage youth mass to build their career in the field of Agriculture in Odisha.



ICARDA awarded our organization for an excellent contribution for promotion of agroecological farming and nutritional security of small and marginal farmers, also promote pigeon pea cultivation in dry lands along with paddy in kharif. Where a farmer not only enhance the income but also one pulses variety available in the food plate that indicates the nutritional security of a farmer.





## **i-Concept Initiatives**

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