



# NILGIRIS DEVELOPMENT SOCIETY (NDS)

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## ANNUAL REPORT 2022-2023



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## 1. ABOUT US

Nilgiris Development Society (NDS) is a registered catholic NGO with Reg.No.148/2008, working for the upliftment of the rural and marginalized people who are residing in the Nigiri district of Tamil Nadu in South India. It does undertake various social welfare programs for the rural women and children and youth, working in the Tea Estates in the Nilgiris District. The functioning of the society began in 2008 under the direct patronage of the Bishop of Mananthavady Diocese. This society is the social service wing of the Catholic Diocese of Mananthavady, operating in the Nilgiris district of Tamilnadu in South India. The society is situated in Gudalur 100 kms away from the diocesan headquarters and is in the state of Tamilnadu. The area of operation of the society is rural and marginalized poor people working in tea estates and backward women and children. The mission of the organization is socio-economic, educational and cultural advancement of poor people, marginalized and disadvantaged section in the society, who are working in the tea plantations in Nilgiris. We support to enable them to achieve their full potential through self-help promotion, entrepreneurship training and development interventions. The Bishop of the Diocese of Mananthavady is the patron of this society and Vicar General of the diocese is the president.



## 2. VISION

We affirm the worth and dignity of all, realizing their potential by doing quality human development regardless of their cast, creed, colour and economic status.

## 3. MISSION

NDS share in the Catholic mission to reach out, by giving and sharing our personal and financial resources to serve people in need, act for peace and justice, protect mother earth, participate in nation building, in partnership with local and national Government, international institutions and structures as well as other organizations with solutions that permanently improve life of most vulnerable people in our society.

## 4. APPROACH

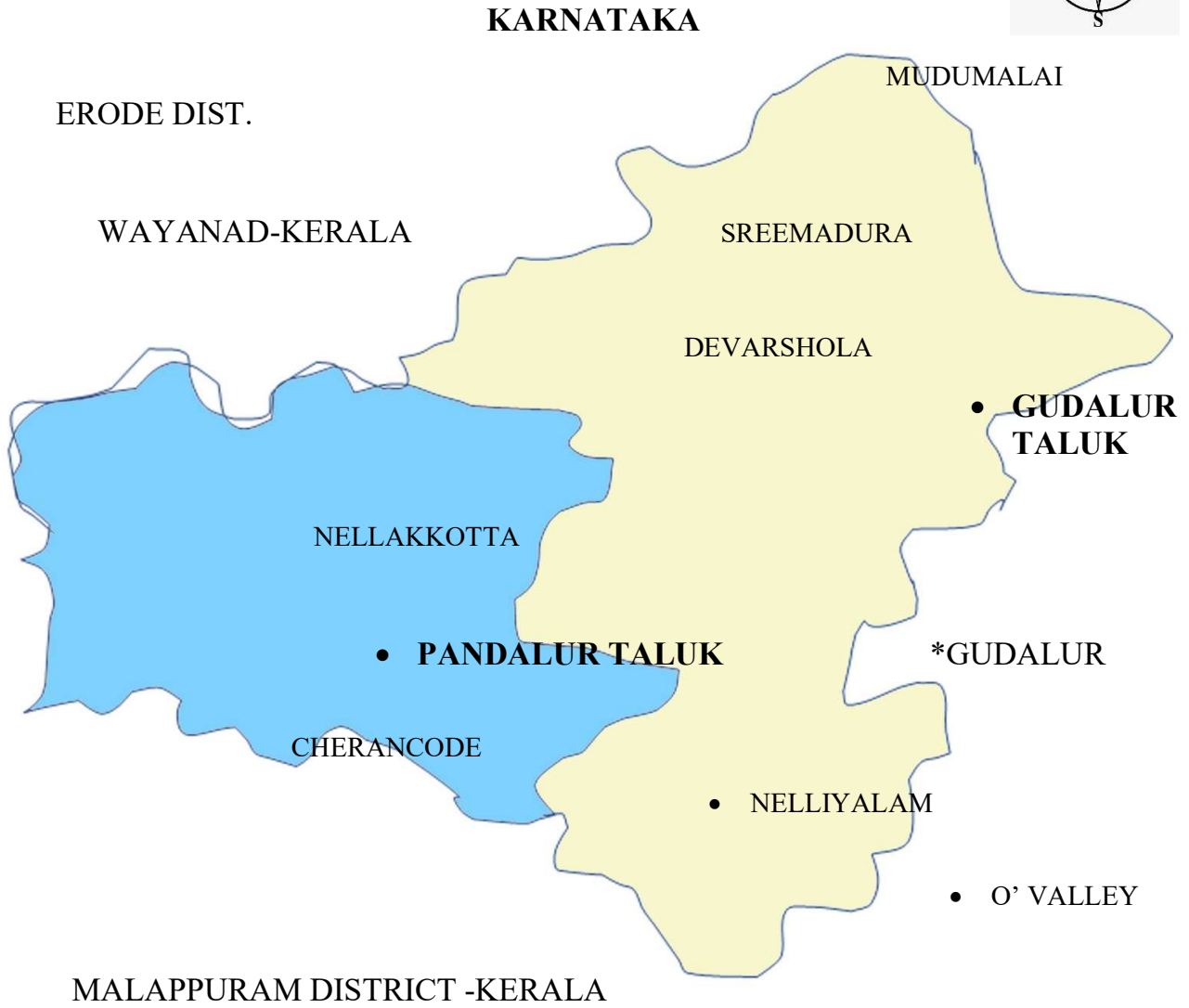
NDS is applying a participatory integrated development approach.

## 5. GOAL

To eradicate poverty among the most deprived communities, empower people through a step-by-step development process towards a sustainable society and total self-reliance, with the main focus on sustainable agriculture, bio diversity and basic Human rights.



## 6. TARGET AREAS



## 7. WORKING HAMLETS

### O' Valley Town Panchayath

- Bharathinagar
- Dharmagiri
- Arottuparai
- Mattam
- Subhash Nagar

### Sreemadurai Grama Panchayath

- Manvayal
- Ambalamoola
- Vadavayal
- Kammathi
- Chemundy
- Koravayal
- Ozhalamoola
- Kanjikolly

### Gudalur Muncipality

- Vimalagiri
- Arulnilayam
- Thorappally
- Makkamoola
- Puthoorvayal
- Nambalakottai
- Thakaramoola
- Killoor
- Mothavayal
- Chullikkunnu

### Devarshola Town Panchayath

- Bospara
- Puzhampatty
- Police Mattam
- Machikolly

### Nelliyalam Muncipality

- Uppatty
- Chelakunnu
- Nelliyalam
- Kunilkadav
- Punchavayal
- Pannipuzha
- Olimada

### Nellakottai Grama Panchayath

- Kalpra
- Karukutty
- Panthakappu
- Kunnalady
- Anjambalam
- Orkkadav
- Pakkana
- Ponnani, Bekky
- Kadalakolly
- Moonnanad

### Cherangode Grama Panchayath

- Kaduckacity
- Palavayal
- Mangamvayal
- Pothukolly
- Panamchira
- Kayyunni
- Vettuvadi
- Pulinkunnu
- Chapputhod
- Poothamoola
- Kottad



## 8. OBJECTIVES OF THE ORGANISATION

- To perform works of charity for those in need irrespective of consideration of caste, race community or creed.
- To engage in social service and developmental works aimed at improving the living conditions and general welfare of the people as well as poor indigenous people.
- To engage in rural community development activities aimed at accelerating the overall development and progress of the people through education, awareness creation, trainings, people based participatory research and social action and thus helping the people to help themselves in their socio- economic and personal development.
- To promote thrift and savings among the people through formation and promotion of their Self-Help Groups and to promote micro- finance activities aimed at the socio-economic development of the poor.
- To promote formation of ‘Community Based Organizations (CBOs’) to ensure peoples’ participation in development activities.
- To engage community development activities aimed at the welfare of the farmers and farming communities with special focus on small and marginal farmers.
- To promote and propagate eco-friendly and sustainable agriculture and organic farming and to generate awareness on the need and relevance of organic farming and conservation of nature and eco-systems.
- To capacitate and educate the people on sustainable agriculture technologies and eco-friendly life-style concepts.
- To engage in activities promoting the capacities of the people so as to enable them to be better partners and partakers in the development activities of both Government and Non -Governmental agencies.
- To mobilize peoples’ action by all legitimate means against any or all social problems and issues that hamper human development.
- To undertake and implement various projects, programs, schemes of either Government or Non- Government agencies that are aimed at poverty reduction, social welfare, employment generation and economic advancement of the people.
- To do services of advocacy and lobbying and networking to promote peoples’ welfare
- and to protect their civil rights; and to provide legal aid to the poor and needy people and to promote legal literacy awareness among the public.
- To organize seminars, training programs, workshops, symposiums and such other relevant educational and learning programs to create awareness and to build capacities on different topics.
- To promote public health and sanitation and family welfare through promotion of

alternative life-style, health-care, sustainable livelihoods and alternative learning.

- To promote the welfare of senior citizens and aged to establish and maintain or grant aid to homes for aged, orphanages or other such establishments for the relief and help to the poor, needy and destitute people, orphans, People Living with Disabilities, widows and aged persons.
- To support development and welfare of indigenous people through conservation and promotion of their values and culture, indigenous and traditional practices, economic support for sustainable development and through education and development of tribal children.
- To establish, organize and support community organizations like Self Help Groups, Credit Unions, Farm Clubs etc. and to promote micro finance, micro credit and micro enterprises through savings and thrift programs and through bank-linkages in order to accelerate socio-economic development of the poor especially that of rural areas.

## 9. FOCUS AREAS/INTERVENTIONS

Nilgiris Development Society (NDS) may be specially noted for its pioneering roles and coherent activities in an exclusive geographic contingent not acceded by any other NGO ever before and the multi-dimensional undertakings primarily dealing with agricultural development giving thrust to organic farming practices, natural resource enhancement, rural & alternative technology development, etc. Women's empowerment and integration in to the mainstream with equity is held in due importance with their organization as Self-Help Groups (SHG), effectively participating in rural micro credit dynamics and micro enterprises, income generation activities propelled by it. Health also remains one of the main concerns of the NDS having revived and promoted a unique indigenous health management system sustained through natural and participatory process. Tribal constituting 15% of the area's population living isolated at the forest fringes in extreme conditions of deprivation and impoverishment, the Society has been running special programs for this segment since its inception in 2008 with particular reference to their social mainstreaming through community organization, animation, children's education, skills orientation, basic infrastructure development, health and nutrition accessibility etc. To sum up, the different activities of NDS can be streamlined under the following broad sectors of development: Community based Organizations, Women empowerment, Sustainable Agriculture Development, Promotion of Scientific Livestock Farming, Natural Resources Development & Management, Community Health, Family & Social Welfare Activities.



## 10. COMMUNITY BASED ORGANISATIONS

### a) SOCIAL WELFARE SOCIETIES (SWS)

Social Welfare Societies (SWS) are democratically driven community organizations established by the people for the purpose of pooling the resources, gathering information, offering mutual support, services and care. SWS are also functioning as the federation of Self-Help Groups. Social Welfare Societies (SWS) carry out various developmental activities in the area like income generation, social development activities and village awareness program. Maintaining a strong and disciplined micro finance and credit system, it encourages to save the capacity and credit behavior of poor people.

### OBJECTIVES

- To build self-reliance among the people by mobilizing resources, capacity building, creating employment opportunities, increasing assets and ensuring economic security.
- To promote savings and micro finance
- To promote income generation programs
- To address issues on food security, nutrition, health and poverty
- To conserve medicinal plants and promote traditional knowledge
- To encourage human resource development and leadership
- To promote live-stock development
- To promote organic farming and kitchen garden.
- To promote community health and allied activities
- To promote social and family welfare activities

### b) PEOPLES ORGANIZATION AT A GLANCE

Sl. No	Particulars	No's/Units
01	Social Welfare Societies (SWS)	11
02	Self Help Groups (SHGs)	253
03	Membership Families	2150
04	Total Savings	1.10 CRORE
05	Savings in Credit Union	95 LAKHS

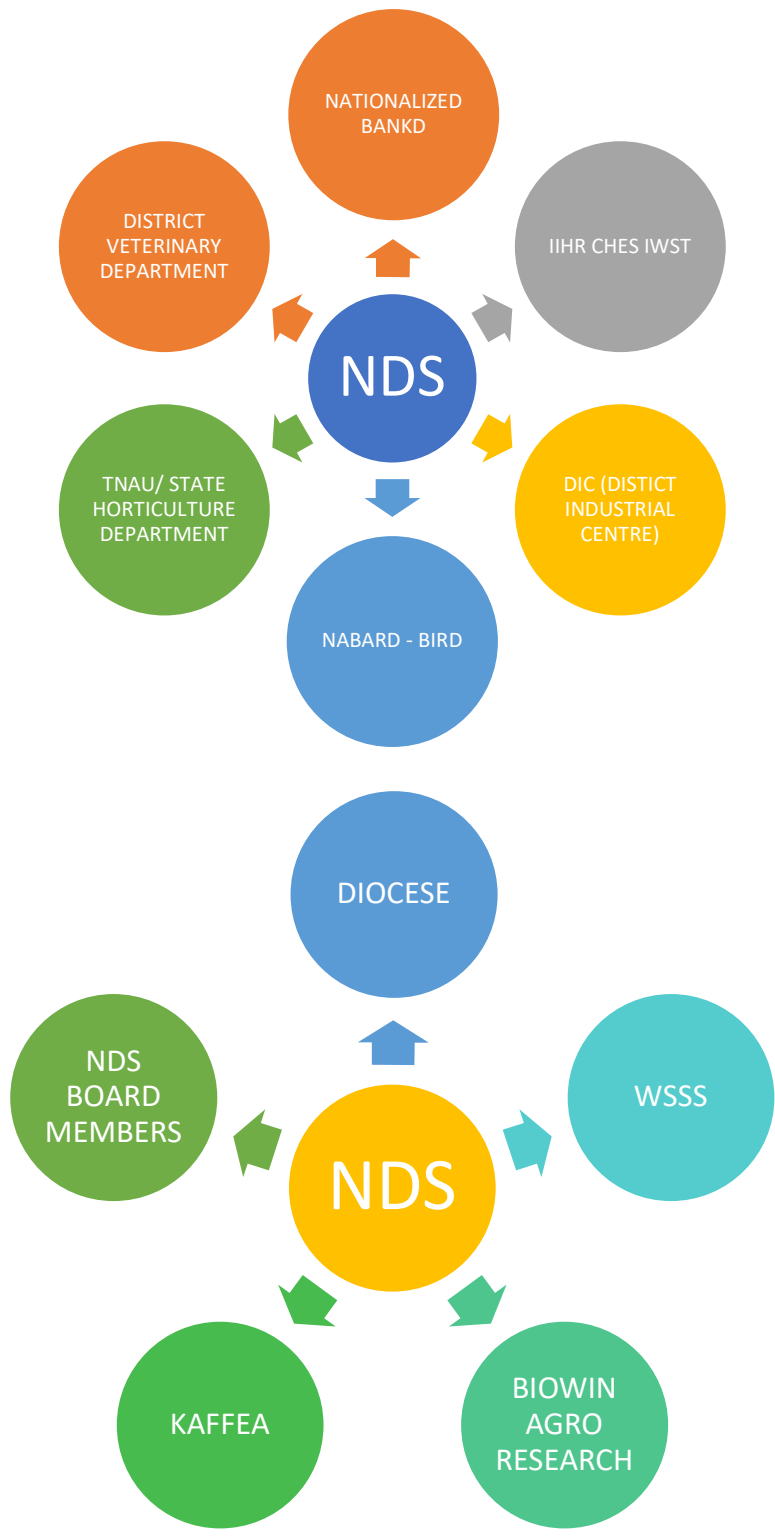
### c) SELF HELP GROUPS (SHG'S)

Self-Help Groups (SHGs) are community-based organizations that consist of individuals who come together to address common challenges, learn from one another, and support each other's personal and collective development. These groups can be found across various contexts, including social, economic, and health-related areas. This organization has established 12 people-based organizations and is working in collaboration with other government and non-government organizations with the principle of gender equality and progress. For the past one year we have formed 35 new Self Help Groups and are implementing them by connecting them with this system. At present there are a total of 285 self-help groups and we are continuing to implement new self-help groups with people's organizations. Through this system, the amount obtained through savings and internal credit is Rs.3841242.00. We are also promoting The Government subsidy loans and other economic development projects in collaboration with banks and other departments Through financial support the SHG members are promoting income generation program also they fulfill their basic needs like education, medical, infrastructure, agriculture, foot rearing, self-employment, cottage industries etc.





**11. NET WORK IN COLLABORATION WITH GOVERNMENT DEPARTMENTS AND STAKE HOLDER'S**



## 12. CREDIT UNION

Credit union is a micro financing program, functioning under SWS in villages. A member can avail loan as per the volume of his/ her saving or with guarantee of another member in this program. More than 36 lakhs rupees have been mobilized by 12 SWS's and the same amount is disbursed as loan among the members. It is very helpful in meeting the urgent and immediate credit needs of the members.

## 13. ORGANIC FARMING PROMOTION/ ORGANIC VILLAGE FARM CLUBS

In order to achieve the goal of 'Organic Nilgiris' and 'Save Nilgiris' projects introduced by the Government of Tamilnadu, we are earnestly working with the farmers in the Nilgiris biosphere. In 7 Panchayaths and 2 Municipalities we are having more than 2250 organic farmers and 1650 active certified farmers.

Through organic agriculture practices, NDS aims to promote sustainability of small and marginal farmers and their livelihood, eco-friendly life style and sustainable farms. With an integrated approach to the entire farming system and with focus on all aspects of production, processing and value addition and marketing, a new awareness and learning is being generated among the farming community, enabling them to avail the opportunities in the context of a global market-economy even amidst persisting agricultural crisis.

The society has many collection centers and a factory and processing unit of Bio-Win Agro Research Centre in Wayanad district in Kerala do the marketing of these Organic products. The Society with the help of Biowin Agro research Centre, gives certification for the farmers group.

Organic certified products are collected from farmers in higher margins than from the market rate. Also, we provide field-based inspection and certified organic manure for the registered farmers in a subsidy base. Farmers are registered in government schemes so that they may get aids from Tamil Nadu Horticulture department, Tea board and Coffee board respectively. For easy functioning and better result of the program, farmers are divided in to groups according to the Panchayaths.

The certification is being done by different agencies like Indocert and Lacon. The organic agriculture production under the ICS (Internal Control System) is in compliance the National Organic Program of United States Department of Agriculture (USDA), Japan Agriculture standard (JAS), and National Program for Organic Production (NPOP), Govt. of India. Apart from the above-mentioned organic certifications our farmers are also certified by Rainforest Alliance (RA) certification and Fair-Trade certification from FLOCERT, Germany. All these certifications help

our farmers to sell their products as premium products and they are getting a fair value.

The Nilgiris Development Society organizes programs for the small and marginal farmers including tribals by conducting awareness about organic farming, operating Internal Control Systems to provide international certificates to farmers, procuring farmers products at high price, maximize value in products through processing and value addition and deliver products to international and domestic markets.

The Organic Agriculture promotion program of NDS with the help of Biowin Agro Research for extending organic farming ensures the safety of the environment and availability of safe food.

#### 14. KEY ACTIVITIES IN ORGANIC FARMING IN 2022-23

- 150 New farmers
- 1450 farmers get organic certification
- 650 farmers newly registered in the clusters
- 1450 farmers get trade certification
- 195 farmers get organic certificate
- 110 UT's, RA Certified
- Formed 6 newly ICS (Internal Control System)
- Formed 114 New Village Farm Clubs

#### Certifications

##### Certification by LACON

- a) Fair Trade
- b) Organic

##### Certification Through Indocert:

- a) Utz
- b) Rainforest
- c) Dimiter





## 15. SAVE A FAMILY PROGRAM

In close collaboration with the social service center of the Diocese of Mananthavady NDS is implementing “Save a Family Program” (SAP) to support very poor families in the region. This is a family sponsorship program to financially support very poor families. The families are selected for support from among the SHGs irrespective of cast or creed. During the period 21 families were supported in a project called “Samrudhakudumbam”. The help has been provided to poor families to start supplementary income generation activities like goat-rearing, dairy farming, textile printing etc. The Save a Family program will extend to other Panchayaths from this year too.



## 16. JEEVAS MEDICAL INSURANCE

Jeevas philanthropic medical insurance project is a part of humanitarian programs of Mananthavady diocese undertaken by NDS and WSSS in association with Star Health Insurance Company. This policy intent to introduce amidst the people with low financial background for the whole family with low premium (3000/-). It aims to extend a supportive hand to the general populace having no health insurance of their family.

The policy ensures to include six members from a family from the age limit of 5 months to 70 years and also pledge to provide the claim from the day of registration. The policy assures to credit the hospital expenses up to one lakh in the account of the policy holder after submitting the bills and discharge details. Jeeves Medical Insurance program is well received and appreciated by people today.

## 17. ANTI-DRUGS CAMPAIGN

According to the order of Honorable Chief Minister of Tamil Nadu, NDS has conducted drug awareness camps Kalpra, Kayyunni, Manvayal, Gudalur and Kunnalady. Awareness on the grievous effects of alcoholism and drug addiction was given to the public through these camps. Special campaigns were arranged for school, college students on these topics in order to enlighten them on these social evils.



## 18. EDUCATION AID TO THE POOR

Education aid worth Rs. 2,75,000/- was given to economically poor children from remote areas. The children were selected for financial aid by the SHG's. This program was very helpful for the poor students in the targeted areas.



## 19. PROJECT FOR ENSURING THE LIVELIHOOD OF THE WOMEN LIVING WITH DISABILITIES & DEVELOPMENT OF CHILDREN WITH DISABILITIES

One of the outstanding projects that was completed by NDS aimed at the advancement of women and children with disabilities in the Nilgiris. The project, funded by the Italian Bishops' Conference, includes a variety of trainings, distribution of equipment for the disabled, and a revolving fund for the purchase of cows as a revenue-generating program. The scheme also included financial assistance to Nilgiris Development Society to set up its own training center. Financial assistance was provided for the purchase of milking cows for 100 families.



## 20. PROGRESS OF TRIBAL SHG's UNDER NDS

Nilgiris Development Society (NDS) is the social service wing of the Catholic Diocese of Mananthavady, working in the rural areas of Nilgiris district of Tamilnadu. There are more than 285 Self Help Groups working under the coordination of NDS. As part of tribal development program in Nilgiris, we have formed 5 Tribal (Paniya) SHGs and this group is progressing slowly.



## 21. IMPLEMENTED PROJECTS OF NABARD

### a. NABARD – MEDP Project on “Paper and Cloth Bag Making for Women”

Nilgiris Development Society (NDS) in association with NABARD successfully completed the first project on “MEDP Training on Paper and cloth Bag Making for Women” at Arattupara Village, Ovalley Panchayath, Gudalur, the Nilgiris. The inaugurations ceremony of the training program was conducted on 03.02.2021 at 3.30 pm at Arattupara St. Mary's Parish training hall. NDS Director Fr. Binoy welcomed every one to the meeting. NABARD AGM Mr. C. Thirumala Rao inaugurated the ceremony by lighting the lamp. Mr. Sathyaraja, LDDM, Canara Bank and Mr. C Selvaraju, Director, CBRSETI, Ooty interacted with the trainees and NDS members of Arattupara unit. The training program was for 30 women SHG members for 15 days. NDS chief trainer Mr. Jude Martin, Technical trainer Mr. Antony, Mrs. Bindhu John, Project Co Mr. Joshy conducted the trainings. Training certificates were given to the trainees at the end of the training.



## **b. CAT- Capacity Building for Adoption of Technology-CHES-Chettalli,**

NABARD Coimbatore has provided a Capacity Building for Adoption of Technology (CAT) Training to Nilgiris Development Society (NDS). NDS selected 25 Avocado farmers from Gudalur and Pandalur taluk. The training was held on 10<sup>th</sup> to 14<sup>th</sup> July 2022 in CHES Chettalli- a Govt. Of India Institute for horticulture research in Coorg District in Karnataka State. Farmers got 5 days intensive training on scientific cultivation of Avocado fruit, followed by the syllabus like, nutritional value and health benefits, types of soil and Climate, Genetic Diversity, Propagation planting and Spacing Nutrient management, Method of Fertilizer Application, Water management, Flowering, Pollination and Fruiting, Harvesting and yield, Post-harvest, Handling and Storage, Pest management and Disease management. Dr. Rajendran, Dr. Madhu and other scientists were given the sessions. After the training both officers from CHES-Chettalli visited and monitored the farmers and the field in Gudalur and Pandalur. Dr. MADHU & Dr. Deekshith) did some Practical inspection on the field and found some infectious insects from the avocado plant and they send the insects to the lab for research and analysis purpose. Suggestions and some precautions were given to the farmers.



Findings of post training field visit by Scientists from Central Horticulture and Experiment Station (CHES)-Chettalli:



A healthy avocado plantation and a new avocado nursery by Shaji Kayyunni

### **c. Livelihood and Enterprise Development Programme (LEDP) on “Goat Rearing” for tribal women in Gudalur, Nilgiris District.**

LEDP (Livelihood Enterprise and Development Programme) is a skill training for women that helps to engage women in economic activity which in turn can create jobs and wealth and would contribute to improve the position and condition of women in the society. As skill upgradation trainings alone have limited impact on livelihood creation among the SHG members, it was thought prudent to create sustainable livelihoods among SHG members and to attain optimum benefit out of skill upgradation and a new scheme titled Livelihood and Enterprise Development Programme (LEDP) was launched in December 2015. It envisages conduct of livelihood promotion programs in clusters. There is provision for intensive training for skill building, refresher training, backward-forward linkages and handholding & escort supports. It also encompasses the complete value chain and offers end-to-end solution to the SHG members. It is to be implemented on a project basis covering 15 to 30 SHGs in a cluster of contiguous villages where from SHG members may be selected.

The skill upgradation training is provided in batches of 25-30 members and covers Agri & allied activities as well as rural off-farm sector activities. LEDP will not only facilitate promotion of sustainable livelihoods but also derive full advantage from promotional assistance. In this program there is provision for intensive training for skill building, refresher training, backward and forward linkage, handholding and escort supports. It also encompasses the complete value chain and offers end to end solution to the SHG members.

#### **Objective of the Programme:**

The objective of this programme is to create Sustainable livelihood among self-help groups (SHG) members, by giving them valuable training on major livelihood activities along with this program we do bank linkage which is a major plank of the strategy for deriving financial services to the poor for building financial capabilities and self confidence among the rural poor. With the grant assistance of NABARD Nilgiris Development Society (NDS) has implemented Livelihood and Enterprise Development Program (LEDP) in Gudalur and Pandalur Project areas in Nilgiris district.



## 22. LEDP Exposure visit to Kerala Veterinary & Animal Sciences University (KVASU) Pookode, Wayanad Kerala

The Exposure visit of the LEDP Goatary beneficiaries were conducted for 50 selected key trainees from the 150 trainees who is deliver the message to the others at Kerala Veterinary and Animal Sciences University (KVASU), Pookode, Lakkidi, Wayanad Kerala. The Exposure visit and the training were started at 10.00 A.M, was presided over by Prof. (Dr.) M.K. Narayanan, Dean, CVAS Pookode. Dr. Bimal Basheer, Assistant Professor & Head, Dept. Of Veterinary and AH Extension, welcomed the gathering. Prof. (Dr.) M.K. Narayanan, Dean, CVAS Pookode. Delivered the presidential address and interacted with the audience. Jude Martin, Chief Trainer, Nilgiris Development Society, Tamil Nadu, elaborated on the Nilgiris Development Society (NDS), their objectives, functioning, etc. Dr. John Abraham, Professor & head, Dept. of LPM, Dr. Deepak Mathew, head, ILFC, Pookode, and Dr.S. Senthil Murugan, Head, University Goat farm, Pookode felicitated the function Mr. Subin Jose, the Training Coordinator expressed a vote of thanks to all the people assembled.

The core training session started at 11.00 A.M and it included two sessions. The first session was handled by Dr. Deepak Mathew D K, head, ILFC, Pookode on “Goat Rearing”. The session covered different topics like scientific goat farming, feeding, housing, management, breeding, marketing, etc... The second session was dealt by Dr. Vishnu Savanth, Assistant Professor, ILFC, Pookode. It was a practical session and the members visited different farms under Instructional Livestock Farm Complex (ILFC), Pookode. The visit was coordinated by the Department of Veterinary and Animal Husbandry Extension.



Exposure visit, indoor class and outdoor model farm visit

### 23. Prime Minister Employment Guarantee Program: PMEGP

After completing ten days LEDP training and exposure visit, out of 150 trainees 96 trainees were applied for PMEGP subsidy bank loan through different banks (Canara bank, Union bank, State bank of India, South Indian bank, Catholic Syrian bank, Indian bank) through District industrial Centre Ootty. After the field inspection from the concerned bank managers with NDS staffs, bank provided the loans so that all beneficiaries brought different varieties of goats like Malabari, Jamnapyari, Beet etc. Some of the beneficiary's officially received Loan sanction letter directly from the district collector Thiru S.P. Amrith IAS in a mass contact day.



PMEGP Subsidy loan issued by the Hon.Dist. Collector



Meeting of NDS staff with Bank Managers & Lead Bank District Manager Mr. Sathya Raja.



## 24. SUCCESS STORY OF NABARD MEDP PROGRAMME

### NABARD MEDP CLOTH BAG MAKING UNIT INAUGURATION

The participants of NABARD MEDP Training on “Paper and Cloth Bag Making for Women”, started a new cloth bag making unit at Bharathinagar, Newhope Post, Ovalley, The Nilgiris on 10.07.2023. The unit is functioning at Bharathinagar under the leadership of Mrs. Hemalatha and Mrs. Indumathi the president and secretary of the Gayalika SHG under Nilgiris Development Society (NDS) Bharathinagar Unit.



## 25. SUCCESS STORY OF LIVELIHOOD ENTERPRISES DEVELOPMENT PROGRAM – NABARD

### Name of Regional Office: NABARD- Coimbatore, Tamilnadu

#### **Project Title:**

Livelihood and Enterprise Development Programme (LEDP) on “Goat Rearing” for tribal women in Gudalur, Nilgiris District.

#### **Challenges:**

Nilgiris Development Society (NDS) conducted LEDP on scientific goat rearing for the unorganized women in Nilgiris district, with the help of NABARD, Coimbatore, after 10 days training, financial support, and monitoring for the last four months, this is the feedback we got from one of the SHG member Mrs. Janaki, from Vettuvady, I have experience in rearing goats, but due to lack of knowledge of proper scientific methods of goat rearing, I have suffered many losses and become distressed, as well as not getting proper sales profit. Now I have 4 local variety of goats, it's not sufficient for my basic needs.

#### **Intervention:**

In this case, NABARD provided 10 days of scientific goat rearing LEDP training arranged by Nilgiris Development Society (NDS), This training was conducted by several govt. veterinary doctors cum skilled community development trainers, encouraged all to become better entrepreneurs. Also, in this training I learned goat selection methods, sheepfold making, fodder and feeding methods, diseases and symptoms, dosages and drugs etc. were well explained in the training. Through that, with the recommendation of the district Lead bank, I got a subsidized loan through the district industrial center (PMEGP Scheme) and through that financial support I bought 9 goats of high breeds like Jamnapiari, beet and Malabari. Before I do not have a permanent work and income but now through this, I got a secondary income as well as milk for household needs. Also, NDS assured to helps me in regular marketing.

#### **Impact:**

- I got an excellent scientific goat rearing training from the Veterinary Doctors through LEDP program by NABARD.
- It provides an additional income instead of taking a loan for the emergency needs of the family.
- I got an accessible regular marketing.

- I have reached the foothills where doctors are accessible. I became a scientific goat rearing trainer.
- It provides an additional income instead of taking a loan for the emergency needs of the family. No difficulty in marketing.

### Way Forward:

And since it is running profitably, I have decided to set up a scientific goat farm employing two or three persons in the near future and continue this business. I decided to make a Fodder field in my own land, in future I will share my experience and knowledge for the visitors. I am well aware that my target will be achieved after one or two years, NDS has assured a regular market tie-up with Brahmagiri Development Society Wayanad and Good shepherd farm Gudalur, where we can sell our goats.



Mrs. Janaki one of our SHG member with happy environment.

## 26. SUCCESS STORY OF CAPACITY BUILDING FOR ADOPTION OF TECHNOLOGY

### (CAT) Program – NABARD

Name of Regional Office: NABARD- Coimbatore, Tamandu

#### **Project Title:**

Capacity Building for Adoption of Technology - CAT Training Program for Avocado Farmers in Nilgiris District.

#### **Challenges:**

Being a member of Nilgiris Development Society' organic farming program, we are conducting organic key farmers meeting once in a month. During one of such meeting, most of the framers request to implement scientific avocado plantation as an intercrop in their field.

Based on that request, NDS planned to arrange a scientific training in Avocado cultivation through the help of NABARD, Coimbatore. After the training, followed by field visit and 5 months monitoring a feedback writeup given by one of the farmers Mr. Thomas, from Manalvayal, Pandalur taluk, is taken as a success story.

My name is Thomas and I am living in Nilgiris. I have intercropped avocado trees in my farmland. But because I did not know proper maintenance methods, I did not know about the pests and diseases that attack it and the fertilizers and medicines required for it, I did not get much yield or income. Sales remained a major obstacle. Coming from a cheap selling environment, the biggest hurdle for me was not being clear about the benefits like nutrients, medicinal properties, and other benefits of avocados.

#### **Intervention:**

In this case, NABARD provided 5 days of scientific Capacity Building for Adoption of Technology - CAT Training Program arranged by Nilgiris Development Society (NDS), This training was conducted at CHES (Central Horticulture Experiment Station) Chettalli in Coorg district Karnataka under ICHR Bangalore. They provide the scientific training like Nutritional Value and Health Benefits, Uses, Types, Genetic Diversity and the varietal of Wealth, Propagation, Planting and Spacing, Nutrient Management, Method of Fertilizer Application, Water Management, Flowering, Pollination and Fruiting, Harvesting and Yield, Pest Management, Disease Management. Encouraged all to become better technical farmer. Later we had an exposure program at KVK Ambalavayal and three months after training, a group of scientists from CHES Chettalli named Dr. Madhu and Mr. Dheekshith visited avocado farmers in Nilgiris include my farm and identified the insecticide that caused the diseases to the avocado trees.

**Impact:**

- I applied the CAT training methods in my field through that
- I planned 65 new variety of plants. Named Hass, Kodaikanal, Reem, Polock.
- I got better yield in last year around 1 tone of yield.
- Per kg I have got 60-80 Rs.
- I get market tie-ups in Kerala.
- I have applied the fertilizers and pesticides as I Learned from the CAT training. It reduces the fungal and other plant diseases.
- Now the fruits are in export quality level.

**Way Forward:**

- Plant more avocado trees.
- Make an avocado farmers producer company in future with the 25 trained farmers.
- To form a collection center.
- Made buyback agreement with regular buyer.



**Mr. Thomas in his avocado garden**

## 27. TRAININGS AND PROGRAMMES 2022-23 IN AND OUT

S.NO	PARTICULARS	NO. OF TRAININGS	PERSONS ATTENDED
1	Goat Rearing	5	150
2	Marketing	3	34
3	Credit Linkage and Banking	5	150
4	SHG Concept	4	45
5	Organic Farming	11	340
5	Herbal garden and Medicines	5	150
6	Administration and book keeping	4	53
7	Leadership and Gender	4	103
8	SWOT analysis	3	32
9	Personality Development & Good Governance	4	26
10	Basic health & Hygiene	5	133
11	Animal Insurance	2	96

### OUTSTATION TRAININGS:

S.NO	PARTICULARS	VENUE	NO. OF TRAININGS	PERSONS ATTENDED
1	Sandalwood Cultivation & its Prospects	IWST-Bangalore	1	3
2	Capacity Building for Adoption of Technology (CAT)	CHES-Chettalli-Kodagu, Karnataka	1	28
3	Watershed Management Training	TNAU-Coimbatore	1	125
4	Goat rearing & Exposure	KVASU-Pookode Kerala	1	52
5	Post-Harvest & Organic farming	TNAU-Coimbatore	1	5
5	Preparation of a Comprehensive Regional Masterplan for the Nilgiris district	SADP-Ooty Nilgiris	1	2
6	Programme on Emerging Areas in Agro-horticulture and post-Harvest water management and	BIRD-Mangalore, IIHR-Bangalore	1	2

## CONCLUSION

The Nilgiris Development Society (NDS) continues its triumphant journey by shining a golden light of hope on the migrant farmers and marginalized people of the Nilgiris. During this period society could do many things in collaboration and support of various organizations and agencies, especially with the support of WSSS the official social work organization of the diocese. When we enter in to the 15<sup>th</sup> year, the society is moving forward to achieve new heights with its new Training and administrative block in Athikarivayal in Gudalur town. Certain formalities have to be completed in order to undertake projects and programs in collaboration and support of national and international agencies. We hope to complete it soon.



**Binoy K Sebastian**

Director

Nilgiris Development Society (NDS)

