



GOOD FARMING- GOOD FOOD

Solidaridad

News Letter

AUGUST - 2022



"Teamwork begins by building trust"

Our team dreams to work in a sustainable environment by reducing the cost of cultivation and increasing the benefits of farmers by providing them with quality input products, improving their lifestyle and helping them to grow and earn better.

With the vision of "Change that Matters", our team have fueled themselves through effective planning with support of team members.

OUR PARTNERS



Netherlands Enterprise Agency



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FROM THE PROGRAM COORDINATOR'S DESK



GREETINGS TO OUR ESTEEMED READERS!

It gives me utmost pleasure to share with you the August month Newsletter of Good Farming Good Food Project. The month of August is the time for peak monsoon and heavy rainfall in the state of Madhya Pradesh and it was no different this year. This year's rainfall has exceeded the normal value and the state has received 36% more rainfall from actual.

***Soybean, the major Kharif crop of the state, is currently in its flowering stage.
Incidences of different insects and pests attack are quite prevalent at this stage.***

Aphids are the common pests identified for the crop this month. To combat the same, our field team and experts have suggested several Integrated Pest Management (IPM) practices: yellow sticky cards, pheromone traps, and set up of solar light traps; to the project farmers during field trainings and meetings. Our team has also promoted inter-cropping (cultivation of seasonal vegetables) with the soybean crop. Timely agri-advisory and knowledge about GAPs have also been provided to the farmers through weekly *Krishi Choupals* conducted by Solidaridad subject experts.

Additionally, to promote good health and address malnutrition among the rural households, promotion of soy food products and vegetables, to enrich the dietary diversity for women and children, has been made by our nutrition team and experts. Together with Women and Child Development Department, MP, World Breastfeeding Week was celebrated to raise awareness on importance of breastfeeding among the rural families. In our *weekly Poshan Choupals*, sessions on good health and nutrition habits are conducted by Nutrition experts for women farmers and adolescent girls.

We would continue to update our readers on the different activities of our Good Farming-Good Food project through our monthly Newsletters

Wishing good health and prosperity to all our readers.

**Thank You
Dr. Suresh Motwani**



GOOD FARMING

The month marked its beginning, with an intensive and extensive approach of training and demonstrations at the cluster and village level.

Farmers in the project districts are encouraged to reduce their dependence on toxic chemicals for insect and pest control, and adopt different IPM methods namely; pheromone traps and yellow sticky cards.

The pheromone trap method is used to capture the target insects/pests, which can cause damage to the crop, using the pheromones of the female insects/ pests for attracting the male ones.



In the Newsletter

- **Enhanced livelihood of farmers through sustainable farming**
- **Improve agricultural practices**
- **Weekly Choupal(s)**
- **Celebration of World Breastfeeding Week together with Women and Child Development Department, MP**
- **Special Highlights of the Month.**



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GOOD FARMING

Solidaridad is promoting sustainable agriculture in Soy integrated farming system in the state of Madhya Pradesh and implemented frontline demonstrations on farmers' field for adoption of research emanated technologies involving good agricultural practices (GAPs) aiming at promotion of sustainable and climate smart agriculture.

ACTIVITIES CARRIED OUT IN FRONTLINE DEMONSTRATION (FLD)

FLD is meant to showcase other adjoining farmers the relative advantage of GAPs over traditional production practices. It includes adoption of scientifically recommended practices which has critical importance to improve crop yield and productivity

Front Line Demonstrations of Soybean has been set up in the project districts, this year. For setting up of FLDs; selected farmers have been provided with required agri- inputs. This year, the farmers have been provided with Certified Soy Seed of Improved Varieties (namely; JS 2034, JS 2069) possessing characteristics of resistance to major insect and disease attack, good branching & pod formation, and drought tolerance. Furthermore, biopesticides like Trichoderma, and biofertilizers namely; PSB and Rhizobium have also been provided to the farmers for undertaking seed treatment and in soil application before sowing.

Small demonstrations have also been organised for farmers on how to undertake germination test to arrive at a correct seed rate and, seed treatment methods with bio pesticides and bio fertilizers to avoid pest and disease incidences.

This month, major emphasis was given on sowing, sowing method, weed management and insect and pest management, With the help of a team of experts, Solidaridad has prepared training modules and crop training calendar. The module has been prepared to provide knowledge and information on GAPs (Good Agriculture Practices). On farm and off farm training programmes had been conducted in all FFS (Farmer Field Schools) and associated link villages. The farmers having adopted BBF method or having left one row after every sixth or seventh row were in better footing as the crop was able to draw moisture from the conserved soil moisture in the furrow. The unpredictability of monsoon, its skewed distribution and heavy rains is now being seen as effects of climate change and necessity to develop coping mechanism to adapt and mitigate these effects is the need of the hour for the farmers





GOOD FOOD

"Pleasure in the job will put perfection in the work"

SOLIDARIDAD under its Good farming Good Food programme striving to build collective community awareness on good agricultural practices and good eating habits. Thus, nutrition becomes a focal point of its awareness approach. Similar sessions would feature under the programme in the coming future.



This month our Nutrition team has worked for the betterment of the community in the aspects of health and nutrition.

Under the training session, various facts were shared related to importance of Breast feeding and problems faced by lactating mother and kind of food required during lactation etc.

The meetings have seen participation by MDM, ASHA, Aanganwadi workers and women farmers. The participants were provided training on different soy-based food products, which can be prepared by them at households or schools.



Highlight of Meeting with Partners

Solidaridad and ICAR-CIAE, Bhopal are conducting a two months health experiment to study the health benefits of soy food on rural women, by distributing soy *laddoos* (Indian Sweet) to 30 women in selected villages of Sehore district.

Team Solidaridad and CIAE conducted a meeting with 12 women of Sehore village, in which information was collected on the beneficial effects of soy *laddoos* that were distributed among the selected women. The women have been given two soy *laddoos* for daily consumption and they reported that post consumption of the *laddoos*, they feel more energetic than before.





GOOD FOOD



“Diet is the essential key to all successful healing”.

Our Nutrition Team consisting of *Nutri Sakhis* and Para workers raise awareness about different facets of good nutrition among the rural women in the project villages through conducting household meetings and trainings.

The team is also responsible for bringing dietary diversity and change in rural families and encourage the rural households to include a balanced number of cereals, pulses, soy food products, vegetables and fruits in their regular diet.

During the training sessions, interested women were briefed about the role of soy food and vegetables in dietary diversification for good health. A healthy diet contains adequate amount of energy, protein, vitamins and minerals, obtained through the consumption of a variety of soy foods, green vegetables, cereals, pulses and fruits. Soy food can be a healthy part of dietary diversification. Soy food is highly nutritious, and it is power-packed with essential nutrients like; iron, magnesium, fiber, omega-3 fatty acids, vitamin K, manganese, phosphorus, and copper.

Under Good Farming – Good Food Project, the nutrition team of Agar district visited 21 villages and provided nutrition related information to 587 farmers. Health check-up, preparation of different soy food recipes and farmers' interaction were also held from time to time. About 28 MDM school cooks along with Anganwadi workers, Sarpanch members and Asha Workers were also oriented about preparation of different soy food recipes. A total of 39 nutrition gardens were set up this month in which seeds of 8 types of vegetables, fruits, herbal plants were planted.



FARMER PRODUCER ORGANIZATION

Solidaridad and its partners encourage FPOs and assist farmers in materializing their resources to emerge as self-sustaining FPOs in their areas. In the month of July 2022, many capacity building trainings and meetings were organized for the Board of Directors' (BOD) and FPO members across the project districts of Madhya Pradesh. Rural Entrepreneurs have been trained to provide support in the programme activities of the project villages and promote advisory services within the groups of farmers. In this month about 60 rural entrepreneurs have extended training support to farmers on good agriculture practices.



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AI Quad Camera

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Solidaridad has been consistently supporting the Rural Entrepreneurs (RE), who are the first line of extension functionary, working as a link between Farmer Produce Company and the farmers for providing agri-business services and advisories.

Farmers have shown immense hope and desire to be associated with FPO and leverage the benefits as it seeks to deliver as a primary goal. The team's focus is of increasing membership and share capital in FPO. Solidaridad is continuously mobilizing the farmers for promotion and formation of FPOs. About 133 new farmers have been enrolled as members in various FPO's.

The members had detailed discussion and brainstorming on topics like process adopted in forming FPOs, their working and role & responsibility, share capital mobilization, primary processing, market players, existing commodity and future plan. The deliberation also touched upon on the necessity of business plan for sustainability.



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WORLD BREASTFEEDING WEEK

The school students participated in the painting /essay competition, where the theme was to draw or to write on importance of breastfeeding. A total of 411 children from 15 schools participated in the competition.



Our Team also extended their participation in the week by writing slogans on the walls of Aanganwadi centers to raise awareness on importance of breastfeeding in the villages.



World Breastfeeding Week is an annual celebration which is held every year from 1 to 7 August in more than 120 countries World Breastfeeding Week (WBW) campaign that aims to inform, anchor, engage and galvanise action on breastfeeding and related issues and to generate public awareness and support for breastfeeding.

World Breastfeeding Week is celebrated every year across the world from August 1 — August 7. This global campaign aims to raise awareness about breastfeeding and its advantages. **Step Up for Breastfeeding: Educate and Support**, is this year's World Breastfeeding Week theme.

World Breastfeeding Week awareness program was celebrated with the initiative of Department of Women and Child Development, Madhya Pradesh and Solidaridad jointly under which effective awareness campaign was run throughout the week in the villages on importance of breastfeeding, where not only rural women participated but also school children participated with great enthusiasm.





Special Highlights of the month

Team meeting is to share information efficiently and to provide scope for discussion around what is being shared. A team meeting helps teams align on the topics of discussion, air any concerns or obstacles, and have clarity on future actions

Solidaridad Bhopal team organised a three days (3rd August to 5th August 2022) residential team meeting at Dewas district, Bhopal.

The meeting was graced and made noteworthy by the presence of our Country Manager, "Ms. Monica Khanna".



This team interaction has helped to understand the impact of the project in the districts via experience sharing and farmers' stories. It has made us all smile by listening to such impactful stories owing to the interventions that has not only helped farmers to overcome their economic problems but has also changed their life into a healthy one.

Along with our different interventions, our team also showcased their work aspects on ongoing themes such as; Good Farming, Good Nutrition and Farmer Producer Company.

Farmer's impact stories, Inclusion of Soy in rural communities, differences in farm yield and many countless achievements were covered during the presentation sessions



More from the Event

This Team interaction successfully witnessed an overall 45 Presentations in two days!!!



Netherlands Enterprise Agency



EAST-WEST SEED INTERNATIONAL

Solidaridad





Special Highlights of the month

Capacity-building activities of an organizations focus on ensuring sustainability, improving governance, encouraging collaboration, or reinforcing facilities. All have the same goal: to improve the skills, assets, and strengths that enable an organization and its employees to grow and thrive.

Nutrition Team Meet was organized for our Nutrition experts who are working restlessly for the betterment of the community in aspects of Health and Nutrition. Our Nutri sakhis (Trained cadre of Nutrition Volunteer) and lead women farmers are taking initiatives in spreading awareness on



These discussions were held for the effective planning of the coming months with each district by our Project leads who helped our team in better understanding and as well in their professional development.

Nutri *Sakhis* and Para workers were given information on balanced diet, pregnant woman's diet, kitchen garden set up, register maintenance etc., through interactive sessions and power point presentations.

After the meeting completion, the team members participated in a small cultural programme, organised for the participants.



More from the Event

Our Nutrition team made this meet a memorable one by presenting their talents in singing and performing arts.





Weekly Choupal(S)

“WEEKLY KRISHI CHOUPAL”

“Weekly *Krishi Choupal*” is an online platform for farmers to obtain timely information and knowledge on Good Agriculture Practices (GAPs) for sustainable soybean-based farming system in Madhya Pradesh. Through this platform we are able to directly connect with our program farmers online for sharing all agricultural related knowledge and guidance/support for field activities. The foremost purpose of the *Krishi Choupal* is to inform and empower the farmers on sustainable agriculture methods, subsequently improving agricultural productivity and quality of life of the farmers. This concept has created a massive awareness among the farmers, with-in a very short span of time. The initiative is well appreciated by farmers and local stakeholders as it intends to implement an integrated programme to bring about the change by leveraging technology in agriculture to move it from subsistence to enterprise in the dominant production system of soy in the state of Madhya Pradesh. With such training/ interactive activities, which now been conducted over online communication platforms, our team is well connected with the program farmers.

**Training on
Inter Cultural Operations and Weed Management in
Kharif Crops**
खरीफ फसलों में अंतरसस्य क्रियाएँ एवं खरपतवार प्रबंधन

Online Training
Session Organized by
*Smart Agri Knowledge
and Information Hub*

Date : 7th July, 2022
(Thursday)
Time : 3:00 to 4:30 pm

HOW TO JOIN
A MEETING

**Training on
Interculture Operations, Weed Management and
Integrated Approach for Balanced Nutrition in Soybean**
सोयाबीन में अंतरसस्य क्रिया, खरपतवार प्रबंधन एवं संतुलित पोषण के लिए एकीकृत दृष्टिकोण

Online Training Session Organized by
Smart Agri Knowledge and Information Hub

15th July, 2022 (Friday)
3:00 to 4:30 PM

HOW TO JOIN ?
Click on the link below after installing Google Meet
<https://meet.google.com/cal-dvyr-sfx>

For more Information Please contact
Mr. Namita Bhanwaria Mr. Anil Khare

Selected Sessions from *Krishi Choupal*

- Inter culture operations and weed management in Kharif crops
- Inter-culture operation, weed management and integrated approach for balanced nutrition in Soybean
- Insect and disease management in Soybean





Weekly Choupal(S)

“POSHAN CHOUPAL”

“*Poshan Choupal*” is an online platform for women farmers to get timely information and knowledge on good health and nutrition. The sessions are conducted by nutrition experts who share their expertise and guide the rural women and adolescent girls on good health, nutrition, good hygiene practices and ways to fight malnutrition. The weekly online training sessions discuss in detail the daily nutritional requirements for a family and the proper nutrition intake that a family should follow.

GOOD FARMING – GOOD FOOD

Nutrition Choupal

16th July, 2022
Saturday
(4:00 to 5:30 PM)

Role of Soy food and Vegetables during Pregnancy
गर्भावस्था के दौरान, सोया फूड एवं सब्जियों का महत्व

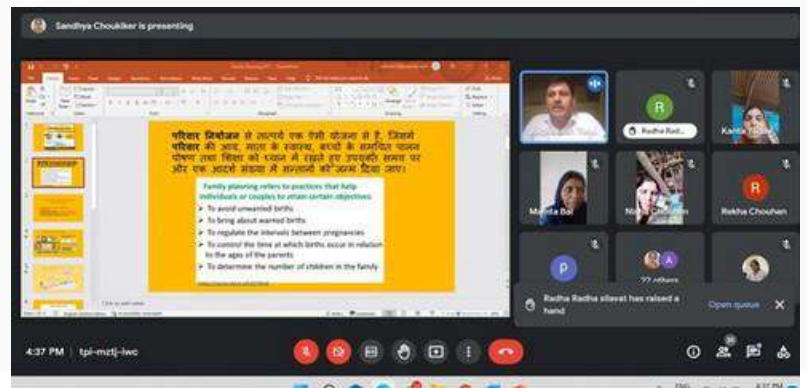
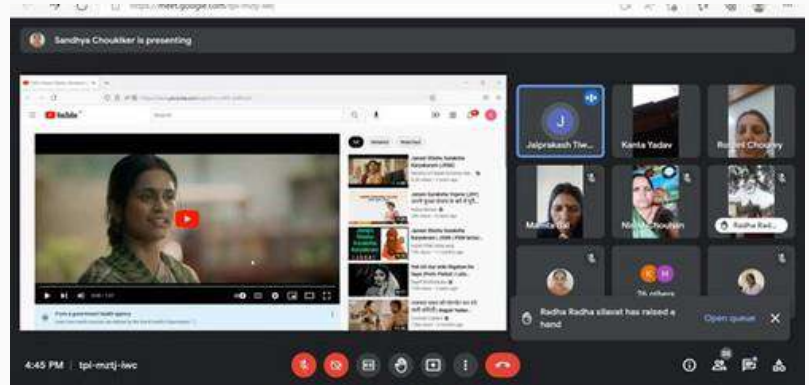
Expert
Ms. Roshani Chourey
Ex-Dietitian
Arihant hospital, Indore

Agenda

- > What is pregnancy and problems faced during different stages
- > Nutrition management by soy food and vegetables during pregnancy
- > Different stages of pregnancy and care to be taken

How to Join ?

Click on the link below after installing Google Meet
<https://meet.google.com/nsh-xobn-mox>
For more information please contact



Selected Sessions from *Poshan Choupal*

- Impact of family planning on Women Health
- Role of Soy food and Vegetables during Pregnancy

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