

Proceedings of the ‘Consultation on the formation of Andhra Pradesh Consortium for promotion of SRI’ held on 9-7-2010

A consultation meeting on the formation of Andhra Pradesh Consortium for Promotion of SRI was held on 9-7-2010 in the Seminar Hall-I of Directorate of Rice Research, Rajendranagar. The consultation was chaired by Dr.G.S. Prasad, Project Director i/c, DRR and Dr. L. G. Giri Rao, Director Extension, ANGRAU. A total of 32 members representing DRR, ANGRAU, WALAMTARI, DOA, NABARD, WASSAN, WWF and CSOs have attended the meeting, the list of which was appended. After self introduction of the participants, Dr. G. S. Prasad, Directorate of Rice Research, Rajendranagar in his Introductory remarks expressed his happiness for organizing this kind of AP Consortium for Promotion of SRI and assured full technical support for SRI which is required for increasing Rice Productivity and thereby food security.

Sri. A. Ravindra, from WASSAN in his introductory remarks said that different players who are actively engaging in SRI and are having different experience have to come together, it will help in SRI scaling up. Many felt that sharing platforms like SRI symposium is needed to share and learn from each other. AP state government is taking up SRI in large scale; there is a need to pool already existing experiences at one point which can be useful for scaling up. Some promising results are coming from SRI, unsolved issues are there and substantial proof from research is now available. In this context we felt that there is a need of having a consortium with different institutions like research institution, training institutions, agriculture department and NGOs. This consortium will enhance the discussions with multi stakeholders and leads to information / knowledge sharing. “A consortium is an association of two or more individuals, companies, organizations or government (or any combination of these entities) with the objective of participating in a common activity or pooling their resources for achieving a common goal”. There is a need to pool up the resources available with WWF-ICRISAT, ANGRAU, Research Organizations, Government Departments, WALAMTARI NABARD, NGOs and Farmers to Promote SRI on a large scale in the State of A.P. All the partners put together are required to identify the gaps and technical problems and strategically design the programme to address the identified gaps for SRI promotion. Therefore, the idea of forming a ‘Andhra Pradesh SRI Consortium to Promote SRI’ was moved and hence we are gathered here to operationalize the objectives, functions, structure etc. of the Consortium.

Dr. V. Vinod Goud from WWF-ICRISAT Project, while explaining the need for a SRI Consortium, he said that SRI was for the first time in A.P was introduced in to the Farmers Fields during 2003-04, subsequently NGOs have learnt the SRI Process, Weeders & Markers have been sent from AP to other States, but not much area was brought under SRI. It is happy that the State Department of Agriculture Government of A.P has taken a decision to cover 3.50 lakh ha of area with SRI under tanks, bore wells during Kharif, 2010, under NFSM. In view of the previous experiences and problems, now there is a need to go with a new approach, new thinking and on a consortium mode to achieve the above target of Department of Agriculture. He further stated that initially SRI consortium was formed during 2006 with 25 members representing Research Organizations, Government Departments, NGOs and farmers. However, that Consortium was used only to share the experiences of various stakeholders. But this consortium will be useful to support the State Department of Agriculture to promote SRI on a large scale. Since the existing traditional, formal methods / approaches are not useful for SRI promotion, we need to go with new strategy considering the manpower, budget and other resources / limitations of individual institutions. Consortium can collaborate with government to share knowledge, mobilizing the resources if needed and innovations. So let us share our skills and move forward to promote SRI. He also mentioned that during 2005, the then Chief Minister of Andhra Pradesh has announced 4 crore package for SRI Promotion in the State, but afterwards, not much progress. Therefore there is a need to have an active working force in the secretariat and Consortium to do follow up action. He requested all participants to discuss in detail on functions, structure and where should be located etc

Sri. Lingaiah from crops, while narrating his experiences, he strongly, felt that since scientific method of SRI is to be explained and convince the farmers, there is a dire need to engage the village level as well as Mandal level field support / personnel for not only technical support but also hand holding support. Still in many places farmers are facing the problems with working weeders availability and they do not know about new models of weeders which are available. He has suggested involving more NGOs in SRI promotion and all field level implementation works should be allotted to the NGOs, while Government organizations should extend their technical support to the NGOs. NGOs require inputs, administration, implements and training support besides support for Exposure visits.

Dr.L.G.Giri Rao, Director of Extension, ANGRAU in his remarks stated that to achieve the agricultural growth rate of 4%, SRI need to be promoted. SRI results are visible and more in drought time (yield increase 34-38%) when compared to normal rainfall. Public Private Partnerships are required to promote SRI. For easy facilitation, the experience of custom hiring of implements followed by WASSAN may be adopted by other partners. The SRI skills are to be imparted to farm labour on weeder operation and village level weeding force should also be developed. The subsidized weeder and markers are to be given to the farm labour / groups, not to the SRI farmers. Group weeding promotes easiness in operation. For this kind of Consortium, role specifications are important and State Department of Agriculture should take lead in Consortium. He said that the existing website www.sri-india.net needs to be continued with the updated farmers experiences and innovations.

Mr. Maruthi Ram from NABARD said that about 10,000 ha of SRI in 500 villages in AP is being promoted by NABARD this season, and there is a provision to farmers, some amount for NGOs for providing support. One lakh ha are targeted country wide. NABARD would consider funding for capacity building programmes on SRI and to the NGOs. He further added that under the programme of Agriculture Enhancement Scheme of watersheds of NABARD, SRI can be introduced. He expressed his happiness to be the part of the SRI Consortium. Dr. L. G Giri Rao suggested NABARD that take block approach in their proposal.

Sri. A. Ravindra added that RD department agreed to take encourage SRI in IWMP watersheds, but NGOs don't have the capacities to cater the 5% of the area. Challenge is that building the capacities of large scale. We have to put state requirements at one point and think that how to develop the training pool, developing decentralized resources and program designing capacities. Some M&E expertise is needed to identify the gaps and connecting the gaps like if SRI fails because of genuine technical reasons, can we establish feed back mechanism to extension and research institutions and ask for action. These mechanisms can happen when we all come to one forum. Purpose was not served earlier with discussions forums as said Dr. Vinod, need to have some sort of action forum also. Today we have to discuss on it to finalize

Sri. Chandrasekhar from WALAMTARI felt that CADA and Department of Agriculture are major departments to up scale the SRI. Still some of the Officers in the CADA are having same doubts like SRI is with set of procedures and possible in bore well irrigation systems only and needs to clarify their doubts on SRI. Experiences like SRI under

tanks etc are not reached to officers; consortium can compile all these experiences and share with the officials. Since problem solving individually is difficult, there is a need to develop a confidence among the stakeholders to approach the SRI Consortium for any assistance. CADA's experience is that individuals are not holding the implements, now CADA is willing to give it to service centers, consortium should think what support is needed/given to service centers. He conveyed that DG, WALAMTARI is willing to work with consortium in imparting trainings to irrigation engineers and agriculture department officer on SRI.

Sri. Rajaiah, Additional Director of Agriculture, felt happy to initiate action towards formation of SRI Consortium. He said that the proceedings of this meeting would be taken to the notice of the Special Chief Secretary (Agril.) in the ensuing meeting on 13-7-2010 in the Secretariat.

Later Sri. Ravindra has thrown light on the objectives and functions of the Consortium.

Objective: To synthesize and pool experiences, expertise and other resources on SRI, accumulated over time with various associate organizations and individuals for the purpose of providing active support to promote SRI on a large scale in Andhra Pradesh

He facilitated to list the *functions of consortium*

1. Support organisations involved in the implementation of SRI programs
2. Expand the institutional base and capacities for promotion of SRI
3. Promote collaborations, partnerships and convergence among various organisations
4. Identifying research needs and to further research on SRI in collaboration and partnership with farmers
5. Provide Monitoring & Evaluation of mainstream programs and to serve as a learning platform for various actors
6. Enhance the institutional capacities in training & capacity building, particularly the base of practicing farmer-trainers; develop modules and communication materials (films, print and other media material)
7. Development of trainers and other resource persons and linking them with the programs
8. Engaging and involving media (print, television and radio)

9. Enhance the capacities in the private sector for manufacturing and innovating on SRI tools and implements.
10. Support various funding organisations and government departments in the design SRI programs and in the formulation of projects drawing from the rich experience of associate organisations.
11. Documentation, Dissemination and Communication
12. Mobilizing financial resources and large programs for SRI

He also deliberated on the *Members of the Consortium* and have consensus to include members from following categories.

Type of organisations	Indicative List	CRITERIA
1. Implementing/ Facilitating Agencies	Various NGOs, KVKs, Govt depts.	Having involved in SRI programme
a. Field implementation	NGOs, CBOs, Cooperatives,	<ul style="list-style-type: none"> • two years of demonstrated experience in SRI • Regional representation (2 per region)
b. Secondary level	NGOs, KVKs, Dept Offices,	One each for institution having 2 years experience
2. Research	DRR, ANGRAU, WWF- ICRISAT,	one representative from each organization
3. Extension	ANGRAU(DAATT centres), KVK, Dept of agriculture, CADA	one representative from each organization
4. Training and Capacity building	WALAMTARI, KVKs, WASSAN, CSA, CROPS, DRR	one representative from each organization
5. Support Organisation	WASSAN, CSA	one representative from each organization
6. Funding / donor	Rural Development, NABARD, Dept of Agri, WWF, etc	one representative from each organization
7. Media and communication (print / TV / Radio)	AIR, DD, TV Channels, News papers,	Representative from each type of channel
8. Interested people’s representatives		To be explored. (two members)
9. Experts (including experienced farmers)	Scientific; Social	2 to 3 members

Can a Government Order make consortium formal? We have to explore in future

Structure of SRI consortium

- Size of the Consortium would be about 25 representing from implementing agencies, Research, Extension, Training Institutes, support organisations, funding / donar agencies, media, interested peoples representatives and experts (including farmers).
- Open wider group membership into google group for APSRI
- A **Consortium Secretariat** with full-time professionals will be established (persons on deputation from associate organisations and/or sourced from open market). It will operationalise all decisions of the consortium. Physical location of the consortium secretariat at ANGRAU (to be decided by 13th July)
- The Consortium can provide resource persons (on deputation / from open market) to the SRI CELL being established at Agriculture Department to support the department in promotion of SRI
- A working group is formed for AP SRI Consortium with a tenure of 6 months to give a proper shape to the consortium and also to evolve collaborative programs:
- Working group of the AP SRI Consortium consists of :
 - Dr. Mahendra Kumar, DRR
 - Dr. Punna Rao, ANGRAU
 - Additional Director (Agrl Dept)
 - Dr. Vinod Goud, WWF-ICRISAT
 - Sri. Maruthi Ram, GM, NABARD
 - Ms. Bhagya Laxmi, WASSAN
 - Member from Centre for Sustainable Agriculture
- WASSAN will be the Convener of the consortium for the period

At the end Dr.R.Mahendra Kumar, Principal Scientist (Agronomy), Directorate of Rice Research while concluding the major points of discussion, he emphasized the need for formation of SRI Consortium. He concluded the meeting with heartfelt thanks to each and every participant.

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Consultation on the formation of Andhra Pradesh Consortium for Promotion of SRI

Venue: Directorate of Rice Research, Hyderabad

Date: 9th, July 2010

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Evolving an Innovation Platform for Strengthening SRI in Andhra Pradesh:

Draft Proposal for Supporting Mainstreaming Efforts through AP- SRI Consortium (4th Oct 2010)¹

Introduction:

System of Rice Intensification (SRI) has gained momentum in the country. Though Andhra Pradesh was the first to start large scale promotion of SRI in the country, no substantial area could be achieved during the last few years. In 2005, the then Chief Minister of Andhra Pradesh announced Rs. 4 crore packages for 10000 demonstrations in SRI, @ one demo per each Gram Panchayat in the State. However, there was not much progress due to lack of focused approach. Producing about 10 to 25% more grains with less water and substantially lower seed and other inputs makes SRI more sustainable. About 30% saving in water opens up possibilities of stabilizing and extending area under irrigated rice under tank, canal and bore well irrigation systems. It can thus help the state achieve its targets on improving production of rice to meet the national food security.

SRI, unlike other technologies, is more skill and management oriented method of cultivation of rice. Experience has proven that it needs a focused and longer time extension strategies. Considering the not so successful attempts earlier, it is envisaged that the program be taken forward with sound strategy and concerted efforts.

Program of the Government of Andhra Pradesh:

Department of Agriculture, Government of A.P has taken a decision to cover 3.50 lakh ha of area with SRI under tanks, bore wells during Kharif and Rabi, 2010, under NFSM. The Agriculture Department has taken up two streams of programs to promote SRI.

Stream 1 program is taken up by the Agriculture Department through its own staff, FTCs and KVKs.

Stream 2 program is proposed to be taken up by the Agriculture Department in collaboration with NABARD and anchored by experienced NGOs in the state and the AP State SRI Consortium consisting of civil society organizations, ANGR Agriculture University, Directorate of Rice Research, WALAMTARI, WWF-ICRISAT, NABARD and others.

Strategic Shifts and Key features in Stream 2:

1. *Compact block/ area approach in contiguous blocks of 100 ha* in a cluster of villages in place of isolated individual demonstrations. This will be taken up in a phased manner over a period of three years with village as an operational unit.
2. Working with *all the farmers* in a compact block through *farmers' organizations*.
3. Field level facilitator to hand-hold and give confidence to the farmers, and to liaison with Agriculture Department and the facilitating organization.
4. Focused work for a period of 3 years: The agencies in collaboration with Agriculture Department will handhold the farmers through their organization for three years.
5. Regular FFS in the compact block of 100 ha on SRI methods and on pest, water and nutrient management, which are much easier in SRI.
6. Training of labour & farmers in SRI skills and management.

¹ AP SRI Consortium consists of : Civil Society Organisations, ANGR Agrl University, Directorate of Rice Research, WWF-ICRISAT, WALAMTARI, Dept of Agriculture, NABARD – and is anchored by WASSAN: wassanmail@gmail.com
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7. Incentive for two weedings in the initial year to all farmers to attract labour to SRI.
8. Establishing custom hiring centers for SRI implements instead of providing subsidized implements to individuals.
9. Soil amendments in the form of organic manure and focus on improving soil fertility.
10. Establishing farmer managed quality seed systems.
11. Improving irrigation systems and drainage in convergence with other government programs of irrigation and rural development departments.

Experience has shown that with this shift in the approach, the dis-adoption rate can be substantially reduced as there will be a helping hand for farmer to 'settle-down' in SRI method of rice cultivation. And, blocks of SRI practicing nodes will emerge around which the conversion to SRI over time spreads.

Recently, three experiences have shown greater promise of promotion of SRI in blocks of area (as against isolated demonstrations).

1. The experience of AP Drought Adaptation Initiative ² in convergence with the Agriculture Department (ATMA) in Mahabubnagar district (about 700 acres) – under bore wells and Tank irrigation systems anchored by WASSAN.
2. The experience of WWF-ICRISAT with CROPS in Janagaon in Warangal district (about 680 acres – 1400 farmers) - under bore wells and to small extent on Tank irrigation systems.
3. The Muralinagar experience of the Agriculture Department in Ranga Reddy district (about 100 acres) - under bore wells and wells situation.

These experiences have re-kindled the SRI movement in A.P. These experiences suggest that SRI can be positively scaled up if promoted with intensive efforts focused in a specific area for about three years with and without incentives. With these emerging principles, it is proposed that the Agriculture Department works in close collaboration with a consortium of organizations with long-standing experience in SRI to *convert selected Mandals completely to SRI in both bore well and tank irrigation systems*

AP State Consortium on SRI:

AP state government is taking up SRI in large scale; there is a need to pool already existing experiences at one point which can be useful for scaling up. Some promising results are emerging from SRI and substantial proof from research is now available. However, there are some unsolved issues also. In this context, different players actively engaged in SRI felt the need for a consortium with different agencies like research institutions, training institutions, Agriculture Department and NGOs. This consortium will enhance the discussions with multi-stakeholders and lead to information/ knowledge sharing. Together, the partners should identify the gaps and technical problems and strategically design the programme to address the identified gaps for SRI promotion. Therefore, the idea of forming an 'Andhra Pradesh SRI Consortium to Promote SRI' was put forth. Past experience shows that the purpose will not be served with discussions forums, and that there is a need to have an **action forum**.

In a meeting on 9th July at the Directorate of Rice Research (DRR) the consortium has formally taken shape with ANGRAU, DRR, WALAMTARI (from Irrigation Department), WWF-ICRISAT, CROPS, civil society organizations such as CROPS, Accion Fraterna, WASSAN, NABARD and Department of Agriculture. **(See the Annexure 1 on the consortium)**.

The Consortium will extend its membership to implementing agencies, Research, Extension, Training Institutes, support organisations, funding/ donor agencies, media, interested peoples' representatives and experts (including farmers). The SRI Consortium would require a SRI Secretariat, preferably located at ANGRAU. A requisition to this extent was given to the Director

² AP Drought Adaptation is the World Bank funded program, implemented through Department of Rural Development ; WASSAN was the lead technical agency to the APDAI

of Extension, ANGRAU. SRI working committee was formed with five members, till the establishment of SRI Secretariat, for official communication and for follow up. WASSAN will be the Convener of the consortium for the period. Review meetings are being organized on SRI at the Principal Secretary and Commissioner, Agriculture Department with the Consortium to provide overall direction to the state level SRI program.

Department of Agriculture is targeting 3.5 lakh ha to be converted to SRI. But the NGOs don't have the capacities to reach the scale on their own. Building institutional capacities on a large scale is a challenge to the Consortium. Consortium has to consolidate the state requirements and should work on how to develop the training pool, decentralized resources and program designing capacities. Some M & E expertise is needed to identify the gaps and bridging them. It will establish feedback mechanism to extension and research institutions and ask for action. The consortium will also draw media and produce relevant communication material.

The Stream-2 program is in collaboration with Department of Agriculture, NABARD and NGOs. For the first time Department of Agriculture is opening up a stream to work with NGOS and the State SRI Consortium in AP. The program has evolved and refined in several meetings of the consortium members with the Principal Secretary and Commissioner, Agriculture Department and the state NFSM team. In the proposal presently under consideration with NABARD, Department of Agriculture will provide funds for inputs and capacity building, while NABARD is requested to provide financial support for additional inputs, part capacity building costs and facilitation costs for implementing agencies at project level and cost for support organisation at district level. Initially the program will be implemented in 8 districts where experienced NGOs are available. Each district will cover 1000 ha over a period of three years, spread over eight blocks over a compact area of 100 ha per block (contiguous area). The 100 ha area of each block is covered in a phased manner over a three year period (30+30+40 ha). The area covered in previous years, will be continued during subsequent years.

The implementing agency will be located at project level (at a common place within ten blocks) which will be assisted by 5 cluster coordinators @ one for every 2 blocks and 10 activists @ one per block. SRI secretariat of stream-2 will extend the support to implementing agencies and monitor the program. The above state level consortium will work very closely with SRI cell in the Department of Agriculture. The overall progress of SRI program (Stream -1 and 2) will be jointly reviewed at the state level by the steering committee specially established for up scaling SRI in A.P – consisting of members from the SRI Consortium.

Proposal for Supporting State SRI Consortium:

Objective of consortium

The state level AP SRI Consortium is formed with the following objectives:

To synthesize and pool experiences, expertise and other resources on SRI, accumulated over time with various associate organizations and individuals for the purpose of providing active support to promote SRI on a large scale in Andhra Pradesh

The Proposal:

To make the consortium effective in action, it is proposed that it must have a full-time secretariat with dedicated human resources. A clear program of action has already emerged. The AP SRI Consortium secretariat will provide regular inputs in consultation/ collaboration with the members to both Stream 1 (within Agrl dept) and Stream 2 (in collaboration with NGOs) programs of the Agriculture Department.

As its functions clearly indicate, it provides a feed-back and learning loops for the mainstream programs interms of not only program implementation but also, the lessons learnt. This will be regularly shared in the State Review Meetings on SRI being organized monthly by the Department in partnership with the Consortium. Regular field visits, sharing meetings in the districts, communication and coordination across various partners, identifying good emerging lessons and mainstreaming them, backstopping the field organizations and department functionaries in linking with experienced farmers and problem solving, documentation etc. are the main functions of the SRI Secretariat.

One of the major areas of work for the AP SRI Consortium and its secretariat is in spreading SRI into various government programs such as watershed development, tank renovation, and poverty alleviation programs. In addition, the Consortium will promote research around SRI by linking researchers with practitioners and encouraging more Agriculture and Social science researchers to join the effort. With all major actors in the state being represented in the Consortium, it can potentially lay a good foundation for SRI in the state for a long time.

In this proposal the AP SRI Consortium is seeking NABARD's financial support for the AP SRI Consortium for a period of 3 years. This is the first ever attempt at Institutionalized Convergence in the country among various Government Departments (Agriculture, Rural Development and Irrigation), research and extension organizations, bankers and civil society for the promotion of civil society, and thus much have institutional learning.

Consortium Secretariat:

The AP SRI Consortium will be serviced by a full time Secretariat. The Consortium Secretariat will be physically located in the ANGR Agriculture University and will be anchored by WASSAN till the time the Secretariat is formally established. It will be closely supported and monitored by the Core Group of the consortium. It will provide monitoring reports to the monthly SRI review meetings at the Department of Agriculture. The annual SRI symposium will be an event of all stakeholders, where the progress is presented and reviewed among all the consortium partners.

Time frame

October 2010 to October 2013 (Rabi to Rabi)

Functions of Consortium:

1. Support organisations involved in the implementation of SRI programs
2. Expand the institutional base and capacities for promotion of SRI
3. Promote collaborations, partnerships and convergence among various organisations
4. Identifying research needs and to further research on SRI in collaboration and partnership with farmers
5. Provide Monitoring & Evaluation of mainstream programs and to serve as a learning platform for various actors
6. Enhance the institutional capacities in training & capacity building, particularly the base of practicing farmer-trainers; develop modules and communication materials (films, print and other media material)
7. Development of trainers and other resource persons and linking them with the programs
8. Engaging and involving media (print, television and radio)
9. Enhance the capacities in the private sector for manufacturing and innovating on SRI tools and implements.
10. Support various funding organisations and government departments in the design SRI programs and in the formulation of projects drawing from the rich experience of associate organisations.
11. Documentation, Dissemination and Communication
12. Mobilising financial resources and large programs for SRI

Specific Tasks:

1. Liaison with all the AP SRI Consortium members – regular meetings of the Core Group of the Consortium and larger member meetings, preparation of agenda, minutes and action on the decision taken.

2. Identify, liaison and coordinate with the Stream 2 implementing agencies with support from Agriculture Department and NABARD.
3. Preparing half yearly reports to NABARD through Department of Agriculture
4. The consortium will liason with the Department of Rural Development, Tribal Commissiner, Command Area Development Authority and various other agencies to mainstream SRI in their programs.
5. Provide regular interface – learning and feed-back loop into State level review and planning meetings being organized by the Principal Secretary and Commissioner, Agriculture – based on the field experiences. Raise and follow up on various policy issues and operational/ coordination issues.
6. Organising regular monitoring and sharing of experiences meetings in the districts.
7. Identifying and developing Mandal based farmer trainers on a large scale, maintaining a data based and linking them with capacity building programs. Enabling pooling of capacity building resources from various programs like ATMA, watershed development etc.
8. Developing resource material – communication, training and experience sharing including a quarterly news letter.
9. Organizing media visits to successful farmers and promotion of SRI in the Media Slots available for the Agriculture department (radio and TV) and in private channels.
10. Backstopping the implementing agencies and Agriculture Department officials in technical problem solving – if necessary – linking them with experienced farmers or research stations.
11. Providing linkage between researchers and practitioners and encourage more research on SRI practice and to promote innovations.
12. Providing M & E support to mainstream programs and serve as a learning platform for different sctors

Outputs:

1. Synthesizing SRI communication and training material, making them available to all field functionaries in Stream 1 and stream 2 programs.
2. Training 200 farmers and labour on SRI skills and training of trainers - and establishing district level mechanisms to link them to the field level agencies in Stream 1 and Stream 2.
3. Providing liaison and backstopping to the field organisations taking up SRI in 8000 ha area over a period of three years
4. Mainstreaming SRI as a specific program in watershed development and irrigation development (CADA) programs to reach out to a larger area.
5. Monitoring reports on the progress of the stream 2 program at half yearly (frequency) and maintaining the data bases.
6. Random monitoring of the Stream 1 program and providing feed back and suggesting policy changes in the monthly meeting of the SRI Consortium and the Dept of Agriculture.
7. Organizing learning events in liaison (linking scientists with field) with ANGR Agriculture University and DRR in the field - these will be agency or cluster-wise events for enhancement of experiential learning - farmer to farmer and science inputs. These will also be platforms for scientists to interact with farmers and build any research agenda.

8. Look for innovations on weeders, markers and practices - test them in field with farmers and scientists, generate test-documents/ results, assessment and sharing of this information widely with all agencies and practitioners. creating and strengthening this innovation spaces in the field
9. Organizing annual 'innovations fair' and practitioners' symposium on SRI - in collaboration with the agriculture dept - with participation of Agriculture Minister - instituting awards etc.
10. At least 10 media visits per year (print and TV) - providing media with material and inputs to spread SRI

Budgets for three years (2010-2013):

Personnel	Units	Unit cost	Total units (months/number)	1st yr	2nd yr	3rd yr
- senior coordinator	1	40000	12	480000	480000	480000
- program coordinators	2	25000	12	600000	600000	600000
- secretary	1	12000	12	144000	144000	144000
Field Travel	3	10000	12(months)	360000	360000	360000
Internet & communication		10000	12	120000	120000	120000
AP SRI CONSORTIUM MEETINGS	5	5000		25000	25000	25000
State level review meetings of SRI quarterly	4	1000	40	160000	160000	160000
District level review meetings - monthly	8	4000	12	384000	384000	384000
Sharing Workshop	1	100000	Lumpsum	100000	100000	100000
Communication Material development	4	50000	Lumpsum	200000	100000	50000
Press meets, exposure visits to media teams	4	10000	Lumpsum	40000	20000	10000
Training of trainers (25trainers/ dist)	8	5000	25	1000000	500000	250000
documentation and publications			Lumpsum	100000	50000	25000
Web site development and management			Lumpsum	100000		
Infrastructure (computers + furniture)			Lumpsum	250000		
Research back up for season long			Lumpsum	500000		
Host organisation / admin expenses		12000	12	144000	144000	144000
Total				4707000	3187000	2852000
Grand Total for three years				10746000		

The Consortium Secretariat will mobilize complementary human resources – farmers, civil society organizations, researchers and administrators etc. from its Consortium partnership. It will also make efforts to generate additional resources for the larger scale scaling up of SRI in the state.

AP SRI Consortium

Formed on 9th July, 2010 at
Directorate of Rice Research,
Hyderabad

AP SRI Consortium

“AP SRI **consortium** is an association of interested civil society, research, extension, media, funding organizations, individuals and government departments formed with the objective of pooling of experiences, expertise and resources for the promotion of System of Rice Intensification in the state of Andhra Pradesh”.

Objective of AP SRI

- To synthesize and pool experiences, expertise and other resources on SRI, accumulated over time with various associate organizations and individuals for the purpose of providing active support to promote SRI on a large scale in Andhra Pradesh.

Functions of AP SRI

1. Support organisations involved in the implementation of SRI programs
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Membership

Type of organisations	Indicative List	CRITERIA
1. Implementing/ Facilitating Agencies	Various NGOs, KVKs, Govt depts.	
a. Field implementation	NGOs, CBOs, Cooperatives,	<ul style="list-style-type: none"> • two years of demonstrated experience in SRI • Regional representation (2 per region)
a. Secondary level	NGOs, KVKs, Dept Offices,	* One each for ANGRAU and NGO KVK representative with 2 years experience
2. Research	DRR, ANGRAU, WWF-ICRISAT,	* one representative from each organization
3. Extension	ANGRAU (DAATT centers), KVKs, Dept of Agrl. CADA,	* one representative from each organization

Membership.. contd

Type of Organisations	Indicative List	CRITERIA
4. Training and Capacity building	WALAMTARI, KVKs, WASSAN, CSA, CROPS, DRR	* one representative from each organization
5. Support Organisation	WASSAN, CSA,	* one representative from each organization
6. Funding / donor	Rural Development, NABARD, Dept of Agri, WWF, etc	* one representative from each organization
7. Media and communication (print / TV / Radio)	AIR, Doordarshan, TV Channels, News papers,	To be sought Two members from each type of channel
8. Interested people's representatives		To be explored.. (two members)
9. Experts (including experienced farmers)		2 to 3 members

Structure of AP SRI Consortium

- General representation from various associate organisations / individuals
- Open wider group membership into google group for APSRI
- A **Consortium Secretariat** with full-time professionals will be established (persons on deputation from associate organisations and/or sourced from open market). It will operationalise all decisions of the consortium.
- Physical location of the consortium secretariat at ANGRAU (to be decided by 13th July)
- The Consortium can provide resource persons (on deputation / from open market) to the SRI CELL being established at Agriculture Department to support the department in promotion of SRI
- A working group is formed for AP SRI Consortium with a tenure of 6 months to give a proper shape to the consortium and also to evolve collaborative programs:
- Working group of the AP SRI Consortium consists of :
 - Dr. Mahendra Kumar, DRR
 - Dr. Punna Rao, ANGRAU
 - Additional Director (Agrl Dept)
 - Dr. Vinod Goud, WWF-ICRISAT
 - Sri. Maruthi Ram, GM, NABARD
 - Ms. Bhagya Laxmi, WASSAN
 - Member from Centre for Sustainable Agriculture
- WASSAN will be the Convener of the consortium for the period.

Functions of the Working Group

- Firm up the members in each category and send invitations on behalf of consortium
- Finalise venue for physically hosting the consortium secretariat
- Discuss about SRI CELL; also about structure, functioning with the Agriculture Department
- Explore possibilities of funding from various sources
- Operationalisation of consortium functions
- To provide all required support till the consortium gets a formal shape