



Village Adoption Programme

In the year 2005 the Vardhman led Consortium of Textile Mills along with State bank of Patiala (SBOP) and Punjab National Bank (PNB) adopted 25 villages spread over 5 clusters consisting of 5 villages each.

Due to this initiative the average yield in the villages is estimates to be 873 kg of cotton per hectare. Average yield of cotton in the entire State of Punjab for the year 2005 is expected to be 587 kg of cotton per hectare. Therefore, the yields in the adopted villages are higher by 50% over the average yield of the State.

The monetary value of this increase in yield for an average farmer having almost 10 acres of land under cotton will be about Rs. 68,000 (incremental gain of about Rs. 6,800 per acre).

The total land under cotton cultivation in these 5 clusters is about 18,879 acres or 7643 hectares. On these 7643 hectares of land, the additional income generated as result of higher yield would be around Rs. 13.00 crores approximately.

Excerpt from Press Trust of India coverage of President A P J Abdul Kalam's visit to one of the villages covered under the Village Adoption Programme –

*“Next green revolution should cover food processing:
Kalam”*

Gehri Butter (Punjab), Dec 10 (PTI) President A P J Abdul Kalam today asked farmers for their cooperation in making possible, a second green revolution that is not only about growing wheat and paddy, but one that covers aspects like food processing and marketing.

“The first green revolution was regarding wheat and paddy (cultivation). The second is different”, he told farmers at a function in this village near Bhatinda to mark the adoption of a village by a consortium of textile industry and banks.

The need now is soil characterization, then seed matching, followed by value-addition like agro food processing and marketing the produce, the president said, noting that the country's foodgrains would grow to 400 million tonnes by 2020.

He also congratulated farmers of this village for achieving what he called a cotton revolution by producing 400 kg of seed cotton per acre.

Lauding the role of cotton growers in cotton belt of Malwa region, especially in adopted villages, Kalam said the partnership of farmers, agricultural scientists and extension personnel of Vardhman Group has been very effective and the model should be replicated across the nation.

He said Vardhman Group Chairman S P Oswal had informed him during a meeting earlier that one such adopted village turned into a cluster of 25 villages. He hoped that when he visits the area next time, it would multiply to 250 villages.

Earlier, in his welcome address Oswal said Vardhman Group launched the village adoption programme in 2003 adopting Naya Pind and it proved to be a success story.

The entire programme has been successfully implemented with close coordination and participation of specialists from Punjab Agricultural University and State Agriculture Department.



Village Adoption Programme' was launched in 2003 for the first time by Vardhman Group when it adopted 'Nava Pind' on experimental basis. The entire programme was carried out with the help of the specialists from Punjab Agricultural University and the Department of Agriculture, Government of Punjab.

Results were very encouraging. The average yield in the villages increased to 800 kg of cotton per hectare, while the average yield in the State of Punjab was 400 kg of cotton per hectare in that year.

In the year 2004, a consortium was formed and ten villages were adopted. The adopted villages had a yield of 828 kg of cotton per hectare against the average yield of Punjab of 584 kg of cotton per hectare. In 2005, Punjab National Bank joined the consortium and the number of villages adopted, as stated earlier were increased to 25.



HE The President of India with Mr. S P Oswal

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How Village Adoption Works

A scout is recruited for every village. He is trained by experts of Punjab Agricultural



University on cotton cultivation and extension activities. The programme also includes appointing an agricultural graduate to supervise every cluster consisting of 5 villages. The specialists from Punjab Agricultural

University visit the villages on scheduled dates, advise the farmer and look into the problems faced by them from time-to-time till harvesting.

Roles Performed by Key People

Role of Scouts

- *To have first hand information regarding village area, population, cropping pattern, area under cotton etc*
- *Daily visits and interaction with cotton farmers*
- *To have details of various agronomic practices adopted by cotton farmers*
- *Ensuring IPM practices on cotton crop in adopted village*
- *Understanding the farmers fields problem and conveys it to the respective cluster in charge at the earliest*
- *Maintenance of Kissan Sewa Kender and holding group meetings*
- *Impart training to farmers regarding best Picking, Storage and Transportation Practices.*
- *Advising the farmers to maintain "Bahi Khatas" so as to make judicious use of funds*

Role of Cluster In-charge

- *Supervising the work of scouts*
- *Regularly visiting the villages*
- *Arrange free of cost Bt cotton seed testing , Soil and Water testing etc*
- *Arranging and coordinating the visits of Subject Matter Specialists; ADO, Scientists from PAU and DOA to solve the farm problems*



- *Providing the farmers latest Literature on cotton cultivation practices*
- *Arranges to provide the information regarding Banking facilities to the farmers*

Kissan Sewa Kender (Farmers Field Schools)

- *Acts as an extension centre*
- *All kind of literature on farm practices are provided here*
- *Farm meetings are held at this common point*



Role of Subject Matter Specialists from Punjab Agriculture University and Department of Agriculture

- *Guiding the farmers to adopt right practices and techniques*
- *Demonstrating field trials, IPM*
- *Guide the farmers to test the water and soil from time to time and accordingly providing them the guidance on application of fertilizers and micronutrients*
- *Providing the solution to farm problems*

Role of Banks

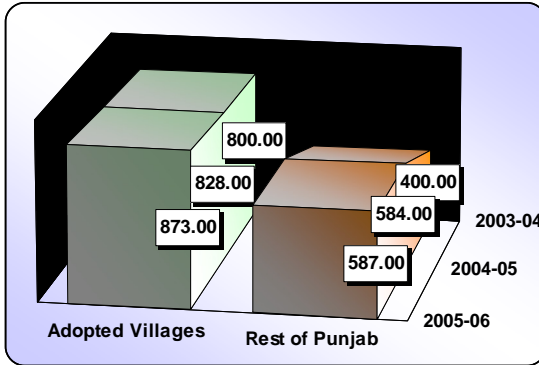
- *Providing Financial Assistance to farmers at minimum interest rates*

Role of Participating Mills

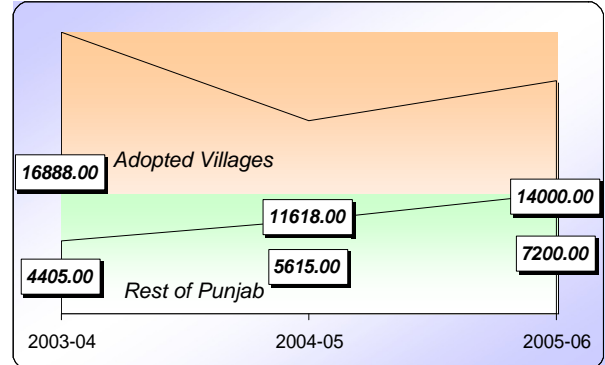
- *Adoption of villages right from the sowing of cotton till harvesting of cotton crop*
- *Imparting time to time training to Cluster In-charge and Scouts*
- *Co-ordinating the adoption programme to accomplish objectives*
- *Appreciating the farmers by awarding the best farmers with cash awards*
- *Arranging time to time meetings with PAU and DOA scientists, Supporting Banks officials to facilitate the adoption Programme*
- *Recruiting of B.Sc. Agriculture in every cluster and Scouts in every adopted villages*



Comparison of yield/acre and expenses/acre between adopted villages and villages of rest of Punjab

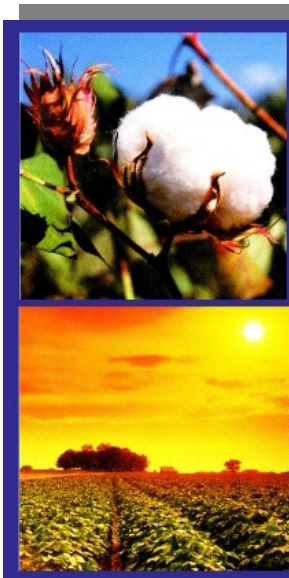


Comparison of yield/acre in Kg



Comparison of profit/acre in INR

Snapshot of the Village Adoption Programme					
Season	Villages	Farmers	Area under Cotton Cultivation (in acre)	Extra Profit (in Rs./acre)	Total Extra Profit (in Rs. Cr.)
2003-04	1	121	1241.50	12483.00	1.55
2004-05	10	1982	13445	6003.00	8.07
2005-06	25	2947	18879	6800.00	13



Mr. Oswal interacting with farmers

For further info, please contact – Dhuria, I.J. (ijdhuria@vardhman.com)