

1. PROJECT TITLE: *Promotion of Banana Cultivation as a Sustainable Livelihood Alternative through up gradation of Cultivation Technology in Rudraprayag District (Uttarakhand).*

2. PROFILE OF THE PROJECT AREA: *Project is conceived for the Jakholi, Ukhimath and Agastyamuni Block of Rudraprayag district in the newly carved Himalayan state of Uttaranchal. The project area is situated in and around the altitude of about 1000 to 7000 feet's and the project is being benefited about 15 villages. The project is being carried out in 3 Hectares (150 Nalis).Schedule castes and BPL families form the major chunk of the population. The prime occupation of the community is agriculture and animal husbandry.*

3. TARGET GROUP: *Project is targeted to raise the annual income of 50 Scheduled castes, underprivileged women of the area and 100 BPL beneficiaries. The project will benefit 150 beneficiaries of 15 villages.*

4. APPROVED OBJECTIVES OF THE PROJECT:

- *Introduction of Banana as a cash crop.*
- *Formation of farmer groups and linking them to income generation activity.*
- *Demonstration and training of the appropriate technologies about latest agricultural practices to grow Banana and technical up gradation of the already existing ones.*
- *Grow disease free bananas by prevention and controlled methodology.*
- *Production, preservation and supply of good quality seedlings, rhizomes and seeds.*
- *Training on usage of bio-fertilizers, organic compost, post harvest technology, storage, packing and transportation.*
- *Providing marketing linkages.*
- *In field exposure by taking the beneficiaries to various research and extension centers and interactions with specialists.*
- *Provision of high Value Banana for the Consumers and proper technical input cum tools for the growers.*
- *Value addition of Banana by developing various diversified products by using each and every part of banana such as Banana Fibre, Banana bark etc.*

- 5. DETAILS OF THE IMPLEMENTATION SITE:** The project is being carried out in six villages in the Jakholi block of Rudraprayag district.

SNo	Name of Block	Name of Village	Area		Beneficiaries (No)	Remark
			Nali	Hectare		
A	Jakholi					The Beneficiaries comprises 50 SC and 100 BPLs. Majority of them are women.
1.		Maidanpur	10 Nali	1 hectare	10	
2.		Ghaigar	10 Nali		10	
3.		Kanda	10 Nali		10	
4.		Sisho	10 Nali		10	
5.		Tuneta	10 Nali		10	
B	Ukhimath					
6.		Kandara	10 Nali	1 Hectare	10	
7.		Jalai	10 Nali		10	
8.		Bhiri	10 Nali		10	
9.		Ukhimath	10 Nali		10	
10.		Chunni	10 Nali		10	
C	Agastyamuni					
11.		Bhains	10 Nali	1 Hectare	10	
12.		Tilwara	10 Nali		10	
13.		Chauki	10 Nali		10	
14.		Rampur	10 Nali		10	
15.		Timand	10 Nali		10	
Total		15 Villages	150 Nali	3 Ha.	150	

- 6. METHODOLOGY & SYSTEMS APPROACH ADOPTED:** (Survey, PRA Exercise, Community Mobilizations, Objective wise achievements and Modulation & Diffusion etc.)

- a. Survey:** Before the commencement of the project, survey was done for the need assessment of the area and beneficiaries. Based on the survey, three different area were selected altitude wise Dehradun (Low altitude), Rudraprayag district (mid altitude) and Chamoli (High altitude).
- b. PRA Exercise:** Various PRA techniques have been exercised like Resource mapping, Focused Group Discussion, Matrix Scoring method, Chapati method etc to assess the detail information about the various Resource available in the village (mainly to know the exact status of banana cultivation, to extract information about the economic status of the community and assess the capacity building needs of the target area. The PRA exercise helped in rapport building with the beneficiaries, planning action plan and strategy in a participatory manner. The action plan prepared were need based and the beneficiaries had full say in the process.

- c. **Community Mobilization:** Awareness camps and workshops were held in the area. The beneficiaries were later organized into SHG groups and imparted training on value addition of banana.

d. **Objective Wise Achievements:**

- Introduction of Banana as a cash crop.
- Formation of farmer groups and linking them to income generation activity.
- Demonstration and training of the appropriate technologies about latest agricultural practices to grow Banana and technical up gradation of the already existing ones.
- Grow disease free bananas by prevention and controlled methodology.
- Production, preservation and supply of good quality seedlings, rhizomes and seeds.
- Training on usage of bio-fertilizers, organic compost, post harvest technology, storage, packing and transportation.
- Providing marketing linkages.
- In field exposure by taking the beneficiaries to various research and extension centers and interactions with specialists.
- Provision of high Value Banana for the Consumers and proper technical input cum tools for the growers.
- Value addition of Banana by developing various diversified products by using each and every part of banana such as Banana Fibre, Banana bark etc.

7. **LINKAGES WITH S & T INSTITUTIONS / R & D AGENCIES FOR TECHNICAL BACK UP:**

It has a group of experienced women and youth. It also has linkages with HESCO, HARC, and G.B. Pant University of Agril. & Tech. (Ranichauri campus), KVK, Jalagam, U-COST, RUTAG, Y.S. Parmar University and various other research and extension institutions / units. The organization mainly works in the Jakholi block of Rudraprayag district.

8. **IMPROVEMENT IN TRADITIONAL TECHNOLOGIES, TECHNOLOGY PACKAGE DEVELOPMENT-NEW INNOVATIONS/OBSERVATIONS & RESULTS:**

- The organization has introduced improvised technology for value addition of Banana
- Latest processing plant has been installed.
- Experts in the related field has trained the beneficiaries in value addition.
- Various products such as Banana Fiber, Jam, Chips, Fertiliser, Chutney, Pickles, Dry Vegetables.
- Market oriented attractive packaging has been developed.
- The value addition is providing nutritious food at reasonable price.

9. **DISPOSAL OF BANANA PRODUCTS:**

- Banana Fibre
- Jam
- Chips
- Fertiliser
- Chutney
- Pickles
- Dry vegetable