



KNOWLEDGE TRANSFER

INDIA - Q1

QUARTERLY REPORT

2023 (January - March)



Dry Season





Section 1

NEWS & HIGHLIGHTS



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Internal technical training program by Deputy Technical Specialist in Odisha.



DIGITAL & OTHER

- Training of Digital Media Coordinators in India and Bangladesh
- Using Pinterest and Quora to expand brand awareness



DEMONSTRATION PLOTS

3 Mega Field Days organized, with more than 80 farmers participating in each.



HIGHLIGHT IMAGES



Farmer showing his tomato produce at a Field Day.



Technical team training in Odisha.



Section 2



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DEMONSTRATION PLOTS

Distribution of Crops

Table 1: Demonstration plots managed by key farmers in this quarter.

Sr. No.	Vegetable Crop	No. of Demos	Crop Variety	No. of Demos per Variety	Avg. Land Size (sq. m.)
1	Bitter Gourd	19	Pakhi F1	17	261
			Maya F1	1	200
			Pragati 065 F1	1	400
2	Okra	15	Mukti F1	11	266
			Beendiya F1	2	250
			Basanti	1	150
			Brigadier F1	1	250
3	Cucumber	10	Saira F1	6	263
			Nazia F1	2	170
			Encounter F1	1	494
			Other	1	420
4	Yard Long Bean	10	Mary Green F1	10	240
5	Watermelon	7	Red Velvet F1	7	390
6	Hot Pepper	6	Dhoom F1	4	264
			Demon F1	2	330
7	Ridge Gourd	6	Rama F1	4	288
			Mallika F1	1	504
			New LU730 F1	1	450
8	Pumpkin	5	EW 137 F1	3	376
			Arjuna F1	2	341
9	Sponge Gourd	5	Devika	3	283
			Anushka	2	350
10	Sweet Corn	3	GoldenCob F1	3	360
11	Wax Gourd	3	Suruchi F1	2	420
			Benyue F1	1	506
12	Bottle Gourd	1	Anmol F1	1	210
13	Coriander	1	Ramses	1	150
14	Eggplant	1	Lalita F1	1	320
15	French Bean	1	Vaishnavi	1	162
	Total	93		93	

Table 1 Notes

The focus in the first quarter was to train farmers on cucurbit crops, since the season was favorable. Farmer demos covered 15 crops, with 29 varieties.



Section 2 DEMONSTRATION PLOTS



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Demos Associated with Projects

Table 2: Details of major projects during this quarter. Plots <80 square metres are considered home gardens. Plots >80 square metres are considered semi-commercial.

Project Name	Project Area	Average Land Size (sq. m.)	No. of Demos		
			Ongoing	Completed	Terminated
EWS-KT - Assam	Assam-Kamrup Rural	379	9	0	0
	Assam-Morigaon	240	5	0	0
	Assam-Nolbari	155	2	0	0
	Assam-Sonitpur	312	8	0	0
Good Farming Good Food	Madhya Pradesh-Agar Malwa	331	8	0	0
	Madhya Pradesh-Bhopal	150	1	0	0
	Madhya Pradesh-Dewas	290	8	0	0
	Madhya Pradesh-Sehore	340	3	0	0
	Madhya Pradesh-Ujjain	66	1	0	0
EWS-KT - Odisha	Odisha-Balasore	224	20	0	0
	Odisha-Cuttack	268	5	0	0
	Odisha-Keonjhar	138	2	0	0
	Odisha-Mayurbhanj	360	21	0	0
Total			93	0	0

Table 2 Notes

This table shows data from crops grown in Q3 and Q4 of 2022 where the last harvest date falls in Q1 of 2023. All of the plots established in Q1 of 2023 are still in progress. The average demo size was 250 square metres, showcasing both traditional techniques and EWS-KT techniques and highlighting the promising difference.

Demo Profits and Productivity

Table 3: Average demo costs and profits. All results are calculated per 250 square metres.

Crop (Variety)	No. of Demos	No. of Plants	Costs (Rupee)	Returns (Rupee)	Profits (Rupee)	Productivity per Plant (kg)	EWS Reference	
							Productivity per Plant (kg)	Plant Population
Hot Pepper	2	580	3,469	15,096	11,628	0.7	0.25 - 0.5	667
Dhoom F1								
Pumpkin	2	64	829	3,767	2,938	2.6	15 - 20	61
EW 137 F1								
Tomato	2	441	1,460	5,998	4,538	0.5	2.25 - 3	667
Other								
Bottle Gourd	1	117	5,711	13,738	8,027	3.9	13 - 17	111
Anmol F1								
Eggplant	1	575	4,809	31,902	27,094	3.3	3 - 4	444
Lalita F1								
Eggplant	1	442	3,292	11,423	8,131	1.0	3 - 4	444
Meghana F1								

Table 3 Notes

Based on the market price and the production volume, farmers received an average profit of over 300%.



Section 2 IMAGES OF DEMO PLOTS



Baidyanath Pradhan, a key farmer who produced yard long bean.



Technical Field Advisor training farmers on identification of pests and diseases.



Land preparation and mulching for cauliflower at key farmer demonstration plot.



Hot pepper production by our key farmer, who is happy with the production volume.



Farmer preparing raised beds and using both plastic and organic mulch to understand the difference.



Technical Field Advisor training farmers in Madhya Pradesh on hot pepper.



Section 3

FARMER TRAINING



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Each farmer training had around 20 farmers, who were given both hands-on and theoretical training on various vegetable production techniques.

Training Sessions

Table 4: Number of farmers trained by region in this quarter.

Project	Demonstration Location (District)		No. of Trainings	Total Farmers	Male	Female	Youth %
	District	Village Tract					
EWS-KT - Assam	Kamrup Rural	Rangia Development	18	373	219	154	46%
	Morigaon	Mayong	7	393	269	124	40%
	Nolbari	Madhapur	5	85	74	11	25%
	Sonitpur	Dhekiajuli	9	215	110	105	64%
Good Farming Good Food	Agar Malwa	Agar Malwa	30	657	463	194	53%
	Bhopal	Phanda	1	21	21	0	48%
	Dewas	Dewas	33	557	379	178	53%
	Sehore	Sehore	20	384	185	199	57%
	Ujjain	Ujjain	8	160	137	23	53%
EWS-KT - Odisha	Balasore	Bahanaga	36	890	456	434	30%
	Cuttack	Niali	3	132	109	23	43%
	Keonjhar	Sadar Keonjhar	6	132	41	91	33%
	Mayurbhanj	Bangriposi	44	840	441	399	45%
TOTAL			220	4,839	2,904	1,935	45%

Table 4 Notes

Covering 13 villages, the training sessions were organized around 7 topics of vegetable production.

Field Days

Table 5-1: Field Day location and attendance.

Project Name	Demonstration Location		No. of Field Days	Total Farmers	Male	Female	Youth %
	District	Village Tract					
EWS-KT - Assam	Kamrup Rural	Rangia Development	2	66	45	21	48%
	Morigaon	Mayong	1	30	30	0	24%
	Nolbari	Madhapur	1	63	16	47	30%
Good Farming Good Food	Dewas	Dewas	2	239	185	54	53%
	Sehore	Sehore	4	197	163	34	51%
EWS-KT - Odisha	Balasore	Bahanaga	5	291	162	129	22%
	Mayurbhanj	Bangriposi	4	336	224	112	45%
Total			19	1,222	825	397	39%



Section 5

DIGITAL MEDIA



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Digital Platform Members or Followers

Table 6: Number of members/followers at the end of each quarter.

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Group (Members)	9,029			
Country Instagram (Followers)	257			
WhatsApp Group (Members)	544			
Messenger Group (Members)	308			

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions	
84	29,256	178	1,753	Facebook
21	783	3	257	Instagram

Digital Outreach

Table 8-1: Number of digital platform users, viewers, or views.

Digital Platform	Quarter 1	Quarter 2	Quarter 3	Quarter 4
EWS-KT YouTube (Views)	14,817			
EWS-KT GrowHow (Users)	1,014			

Non-Digital Indirect Outreach

Table 8-2: Outreach through printed guides, radio, and other non-digital means.

Type of Outreach	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Guides Distribution (Sheets)	3,500			

Top 3 Facebook Posts

Facebook posts with the most engagement.



Farmers from Odisha produced hot pepper and got a good profit

Reach

38,330

Comments

6

Shares

15

Likes

58

Reactions

2



[VIEW POST](#)



Digital training on mulching and the benefits of mulching

Reach

7,508

Comments

9

Shares

1

Likes

42

Reactions

1



[VIEW POST](#)



Training farmers on how to use mulching effectively

Reach

1,360

Comments

7

Shares

1

Likes

27

Reactions

0



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