



EAST-WEST SEED  
FOUNDATION

KNOWLEDGE  
TRANSFER

INDIA - Q3

# QUARTERLY REPORT

2023 (July - September)



Rainy season



## Section 1

# NEWS & HIGHLIGHTS



## KNOWLEDGE TRANSFER

On 28 August, local organization Mart came for an exposure visit to the Center of Excellence (COE) learning farm in Keonjhar.

On 10 September, final-year students studying for their bachelor's degree in agriculture came for an exposure visit to the COE.

A Field Day was organized at the COE in September, attracting 400 participants.

The Odisha government's Agriculture Entrepreneurship Promotion Scheme provides training to farmers, and they reached out to EWS-KT for part of the training. This quarter, 14 farmers were provided with technical training at the COE under this program.



## DIGITAL & OTHER

There was a 123% increase in viewership on Facebook, and we have also created a state-based Facebook group to reach our target audience.

We achieved our Q3 goal for GrowHow, with more users in the country accessing this resource.

The September Field Day at the COE was covered by *The Prameya*, a newspaper in Odisha state.



## DEMONSTRATION PLOTS

During this quarter, we reached 5,007 farmers.

Business planning exercises added extra impact to our work. After getting training on business plans, farmers are interested in vegetable cultivation using EWS-KT practices. For example, one farmer who has a demo plot now for bitter melon, Satyanarayan Satpathy, in Cuttack, Odisha, joined us after attending the business plan training.

In Assam, flooding affected our intervention areas, but no demos were terminated.





## HIGHLIGHT IMAGES



After seeing the market demand for marigolds in the Ujjain district, many farmers tried to cultivate marigolds but did not get good results. Seeing the marigold demo plot of Ritesh Ratore of Ambodiya village, 14 farmers connected with Technical Supervisor Sagar Patil, and they are in the process of starting a demo plot for marigold.



Technical Field Advisor Ramcharan Ahirwar showing farmer Badrilal Gurjar how to properly dispose of a pesticide bottle after using it. Badrilal, who lives in Madhya Pradesh, learned EWS-KT techniques from a former key farmer.



Media coverage of the September Field Day at the COE by *The Prameya*, an Odisha newspaper.



Training on business plan strategy in Cuttack, Odisha.



# DEMONSTRATION PLOTS

## Distribution of Crops

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

Vegetable Crop	No. of Demos	Crop Variety	No. of Demos per Variety	Average Land Size (sq. m.)
Bitter Gourd	45	Pakhi F1	25	262
		Pragati 065 F1	12	233
		Nitika F1	6	270
		Palee F1	1	300
		Praneeta F1	1	250
Okra	29	Mukti F1	29	249
Hot Pepper	22	Dhoom F1	18	352
		Tejita	2	371
		Demon F1	1	500
		Daiya F1	1	216
Cucumber	19	Nazia F1	12	240
		Muskan	5	255
		Encounter F1	1	500
		Saira F1	1	300
Tomato	17	RIA-834 F1	7	285
		Shreya F1	7	285
		EW 815 F1	2	250
		Other	1	420
Sweet Corn	13	GoldenCob F1	13	359
Pumpkin	12	EW 137 F1	10	513
		Arjuna F1	2	276
Yard Long Bean	11	Mary Green F1	10	332
		Reenu F1	1	200
Coriander	9	Ramses	9	228
Ridge Gourd	8	Rama F1	7	250
		Mallika F1	1	252
Bottle Gourd	8	Anmol F1	6	306
		Gadda F1	2	255
Cauliflower	7	Dhaval F1	4	298
		White Angel F1	3	183
Sponge Gourd	6	Anushka	6	305
Eggplant	6	Lalita F1	6	317
Marigold	5	Bengal Orange 368 F1	2	300
		Super Orange	2	200
		Apsara Yellow 324 F1	1	300
Onion	1	Prema F1	1	500
<b>Total</b>	<b>218</b>		<b>218</b>	

### Table 1 Notes

The demand for bitter gourd Pakhi F1 variety is high in Odisha, as the farmers think that it competes with a local variety but is better than the local one and produces a good yield.



## Section 2 DEMONSTRATION PLOTS

### Demos Associated with Projects

Table 2: Details of major projects during this quarter.

Project Name	Project Area	Average Land Size (sq. m.)	No. of Demos		
			Ongoing	Completed	Terminated
EWS-KT Odisha	Balasore	232	33	4	0
	Cuttack	313	3	4	0
	Keonjhar	254	4	0	0
	Mayurbhanj	305	36	1	0
	Khurda	449	4	0	0
EWS-KT Assam	Kamrup Rural	362	7	0	0
	Nolbari	314	7	0	0
	Sonitpur	322	9	2	0
	Morigaon	284	6	1	0
Good Farming, Good Food	Agar Malwa	293	21	6	0
	Bhopal	340	2	0	0
	Dewas	295	20	8	0
	Sehore	280	30	0	0
	Ujjain	392	9	1	0
Total			191	27	0

### Table 2 Notes

As this quarter falls under the rainy season, demos were affected by the heavy rainfall. In Assam, a flood hit in our intervention villages, which affected ongoing plots.

### Demo Profits and Productivity

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

Crop (Variety)	No. of Demos	No. of Plants	Costs (IDR)	Returns (IDR)	Profits (IDR)	Productivity per Plant (kg)	EWS Reference	
							Productivity per Plant (kg)	Plant Population
Sweet Corn (GoldenCob F1)	8	1,124	2,385	13,531	11,146	0.41	0.3 - 0.4	467
Okra (Mukti F1)	4	810	2,682	9,831	7,148	0.46	1.5 - 2	374
Coriander (Ramses)	4	8751	1645	8616	6,971	-	-	211

### Table 3 Notes

ROI (return on investment) is 467% for sweet corn, 266% for okra, and 423% for coriander. However, the number of plots for these results is small, so the data should be viewed with caution.





## Section 2 IMAGES OF DEMO PLOTS



Farmer training on pest and disease identification and management at the marigold demo plot of Dhannalal Choudhary in Baledi, Ujjain.



Training on cucumber transplanting at the demo plot of Fajila Khatun in Barguli, Assam.



Bamboo installation and trellising for cucumber at the demo plot of Atabur Rahman in Dhekiajuli, Assam.



Rural Extension Worker Gandari Patra visiting the bitter melon demo of Faghu Majhi Plot in Keonjhar, Odisha.



Key farmer Dulari Baskey at her ridge gourd plot in Mayurbhanj, Odisha.



### Section 3

# FARMER TRAINING

## Training Sessions

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

Project	Demonstration Location		No. of Trainings	Total Farmers	Male	Female	Youth %
	District	Village Tract					
Good Farming, Good Food	Agar Malwa	Agar Malwa	15	216	176	40	38%
	Agar Malwa	Susner	17	229	200	29	45%
	Bhopal	Bhopal	2	12	1	11	83%
	Bhopal	Phanda	3	52	38	14	40%
	Dewas	Bilawali	6	134	96	38	54%
	Dewas	Dewas	14	236	105	131	51%
	Dewas	Tokkhurad	9	108	93	15	22%
	Sehore	Bilkishganj	8	114	52	62	1%
	Sehore	Sehore	14	273	156	117	30%
	Sehore	Thunna	3	74	55	19	39%
	Ujjain	Tarana	12	167	141	26	35%
	Ujjain	Ujjain	11	179	155	24	54%
EWS-KT Assam	Kamrup Rural	Rangia Development	5	129	67	62	53%
	Kamrup Rural	Tulasibari	3	66	37	29	53%
	Nolbari	Digheli	3	76	38	38	51%
	Nolbari	Nalbari	5	97	52	45	46%
	Sonitpur	Dhekiajuli	14	308	209	99	54%
	Morigaon	Laharighat	8	233	187	46	32%
EWS-KT Odisha	Balasore	Bahanaga	23	708	460	248	9%
	Balasore	Balasore Sadar	7	174	100	74	31%
	Balasore	Remuna	23	412	246	166	16%
	Cuttack	Niali	5	120	115	5	28%
	Keonjhar	Sadar Keonjhar	12	156	67	89	31%
	Khurda	Balipatna	7	75	75	0	28%
	Mayurbhanj	Bangriposi	12	115	81	34	15%
	Mayurbhanj	Karanja	11	233	115	118	30%
	Mayurbhanj	Kuliana	11	203	126	77	52%
	Mayurbhanj	Samakhunta	3	91	48	43	30%
Mayurbhanj	Suliapada	2	17	11	6	53%	
<b>TOTAL</b>			<b>268</b>	<b>5,007</b>	<b>3,302</b>	<b>1,705</b>	<b>33%</b>

## Field Days

Table 5-1: Field Day location and attendance.

Project	Demonstration Location		No. of Field Days	Total Farmers	Male	Female	Youth %
	District	Village Tract					
Good Farming, Good Food	Agar Malwa	Agar Malwa	5	202	161	41	52%
	Agar Malwa	Susner	2	128	110	18	39%
	Dewas	Dewas	4	150	123	27	33%
	Dewas	Tokkhurad	2	120	94	26	46%
	Sehore	Bilkishganj	3	82	54	28	10%
	Sehore	Sehore	3	75	75	0	52%
	Ujjain	Ujjain	3	177	163	14	48%
EWS-KT Assam	Morigaon	Laharighat	3	162	111	51	22%
	Sonitpur	Dhekiajuli	3	94	59	35	54%
EWS-KT Odisha	Balasore	Bahanaga	3	285	208	77	12%
	Balasore	Remuna	2	168	114	54	28%
	Cuttack	Niali	2	89	84	5	28%
	Mayurbhanj	Karanja	1	23	3	20	9%
	Mayurbhanj	Samakhunta	2	92	56	36	50%
	Mayurbhanj	Suliapada	2	206	108	98	41%
	Keonjhar	Jhumpura	1	60	26	34	38%
	Keonjhar	Sadar Keonjhar	3	4	4	0	0%
<b>Total</b>			<b>44</b>	<b>2,117</b>	<b>1,553</b>	<b>564</b>	<b>34%</b>

## Third-Party Trainings

Table 5-2: Trainings provided by a third party trained by EWS-KT. Third-party trainers can range from key farmers to agro-input dealers to government officials.

Project	Location	Third-Party Trainer	Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
Agriculture Entrepreneurship Promotion Scheme	Center of Excellence Learning Farm, Keonjhar	University Staff	Farmers	-	14	8	6	-
<b>Total</b>					<b>14</b>	<b>8</b>	<b>6</b>	



## Other Value Chain Highlights

Vikas Singh, Team Lead for Madhya Pradesh, and Technical Field Advisor Ramcharan Ahirwar visited vegetable dealers in Indore to understand the changing market prices in the region and to help the dealers connect with farmers trained by EWS-KT.





## Section 4

# DIGITAL MEDIA

## 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
EWS-KT Main Facebook Page (Followers)	-	2,349	2,807	
Country Facebook Group (Members)	9,029	9,336	9,781	
Country Instagram (Followers)	257	555	780	
WhatsApp Group (Members)	544	560	589	
Messenger Group (Members)	308	369	415	

## Country Digital Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions	
114	46,112	176	2,049	Facebook
46	187,121	16	3,505	Instagram

## Digital Outreach

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

Digital Platform	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Group (Viewers)	29,256	48,927	46,112	
EWS-KT YouTube (Views)	14,817	13,790	16,622	
EWS-KT GrowHow (Users)	1,014	993	1,444	
Country Instagram (Reach)	783	79,439	187,121	

## 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 Distributed (Guides)	2,700	-	-	

## Top 3 Facebook Posts

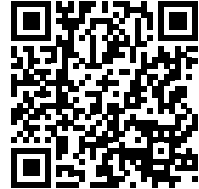
Facebook posts with the most engagement.



A technical message about the nursery house

**Reach**  
672  
**Comments**  
8  
**Shares**  
0  
**Likes**  
9

**Reactions**  
0



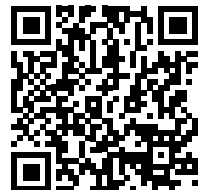
VIEW POST



Facebook Live from the field

**Reach**  
926  
**Comments**  
11  
**Shares**  
5  
**Likes**  
57

**Reactions**  
4



VIEW POST



Demo plot photos and simple information about farmer activities

**Reach**  
10,955  
**Comments**  
2  
**Shares**  
3  
**Likes**  
39

**Reactions**  
5



VIEW POST



## Fresh Vegetable Market Prices

Table 9: Retail vegetable prices during the quarter, by state. This data was collected once a week by field staff and then averaged for the month.

Crop	Vegetable Price Fluctuation, July to September 2023 (average price per kilo, in INR)								
	Madhya Pradesh			Odisha			Assam		
	July	August	September	July	August	September	July	August	September
Bitter Gourd	70	60	30	80	60	60	35	45	40
Bottle Gourd	45	50	60	70	60	40	35	33	30
Cabbage	40	30	30	50	45	40	40	40	50
Cauliflower	60	50	30	90	80	50	40	55	80
Cucumber	30	20	15	40	50	30	45	40	40
Eggplant	50	30	15	33	60	80	25	30	35
Hot Pepper	120	80	40	70	260	200	170	140	80
Marigold	70	40	60	40	55	50	-	-	-
Melon	-	-	-	-	-	-	25	30	30
Okra	40	20	30	40	35	40	35	50	30
Onion	20	30	30	22	70	40	40	50	66
Pumpkin	28	24	27	19	30	40	25	35	20
Ridge Gourd	40	30	30	37	80	80	40	35	35
Sponge Gourd	70	30	20	35	55	50	35	40	40
Tomato	100	80	30	26	140	180	80	60	60
Watermelon	40	45	40	21	50	50	40	45	48
Yard Long Bean	30	30	28	38	80	60	40	50	50