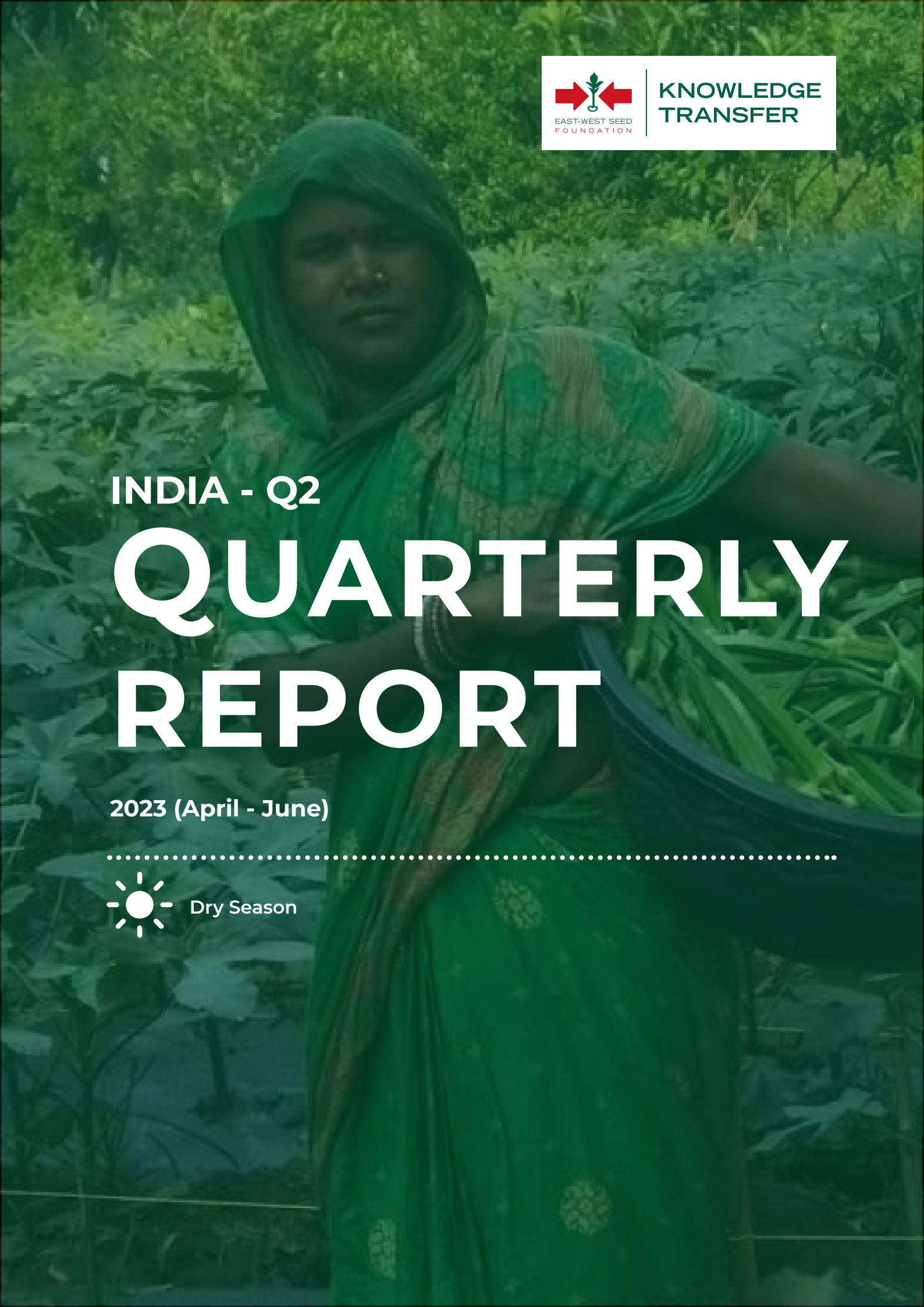


EAST-WEST SEED FOUNDATION

KNOWLEDGE TRANSFER

INDIA - Q2

QUARTERLY REPORT

2023 (April - June)

Dry Season

Section 1

NEWS & HIGHLIGHTS

KNOWLEDGE TRANSFER

Management meeting to discuss new initiatives
The team leads from Assam, Madhya Pradesh, and Odisha gathered in the Bengaluru office with Sathiyabama Baskaran, Head of Knowledge Transfer India, to discuss ongoing projects and strategic changes. Several new ideas were brought forward by the team to enhance their field operations and increase farmers' knowledge of vegetable production. In addition, more digital initiatives were proposed to reach farmers and provide them with more support.

Plastic waste awareness programs and collection
To create awareness on plastic waste disposal and safe use of plastic materials, the EWS-KT India team organized training programs for farmers in multiple locations in Assam, Madhya Pradesh, and Odisha. Farmers were trained how to identify and buy quality plastic and how to dispose of plastic waste. A total of 19 kilograms of plastic waste were collected from the farmers' fields and properly disposed of. Farmers were also educated about the harmful effects of disintegrating plastic on soil quality.

DEMONSTRATION PLOTS

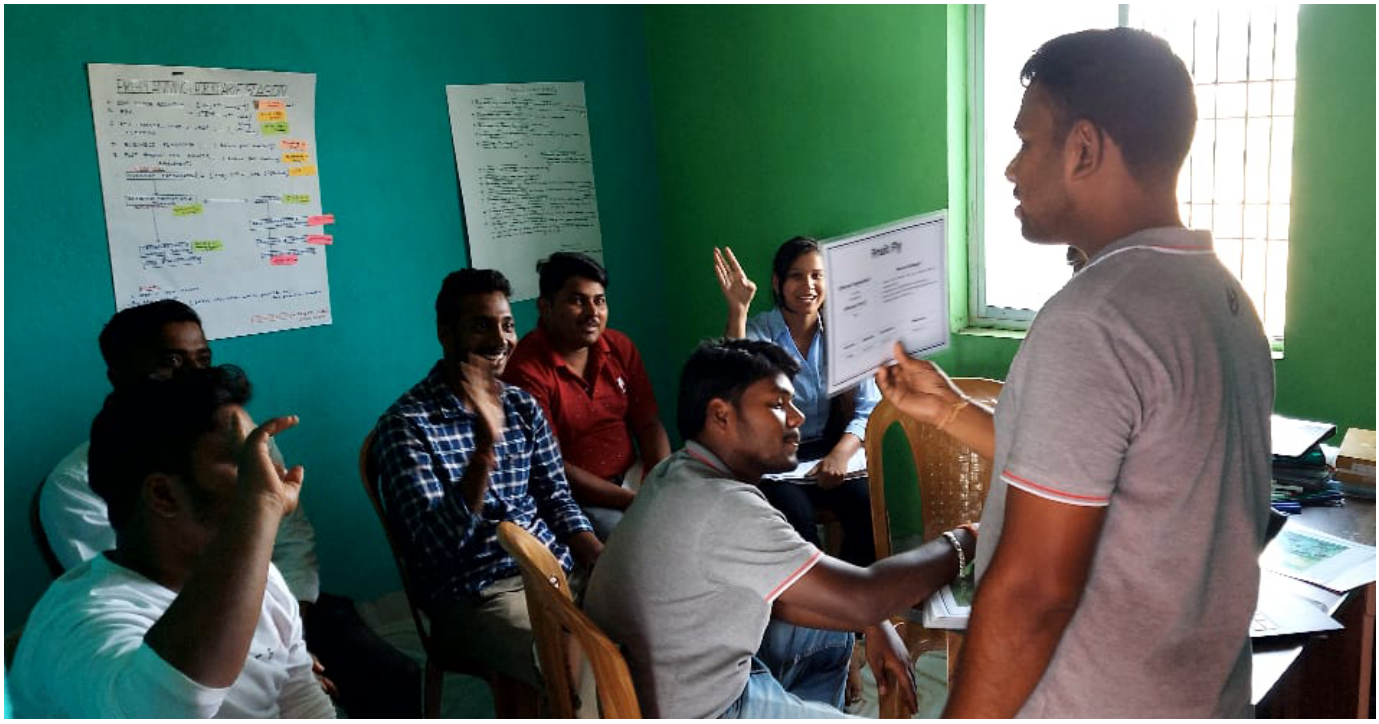
EWS-KT India has begun training farmers in business planning. This quarter, farmers were given practical training on the input variables that are required to create a business plan for growing vegetables. The training was coupled with practical demonstrations of vegetable production, and the farmers were trained how to calculate cost and returns for the demonstration plots. The business training program is gaining traction among farmers who are enthusiastic about understanding the business aspects of vegetable production to create a fruitful harvest.

DIGITAL & OTHER

As new additions to the growing list of digital tools to train farmers on vegetable production, the EWS-KT India team has begun to explore Pinterest and Quora. Both platforms are designed to answer queries asked by users and provide them with graphical and text-based information. EWS-KT India has created a strategy to provide technical and scientific information regarding vegetable production on demand using the Quora platform. Pinterest has been used to provide graphical information on vegetable production methodologies in a simple format. With the addition of these two tools, the team aims to reach more farmers and other enthusiasts in vegetable production.

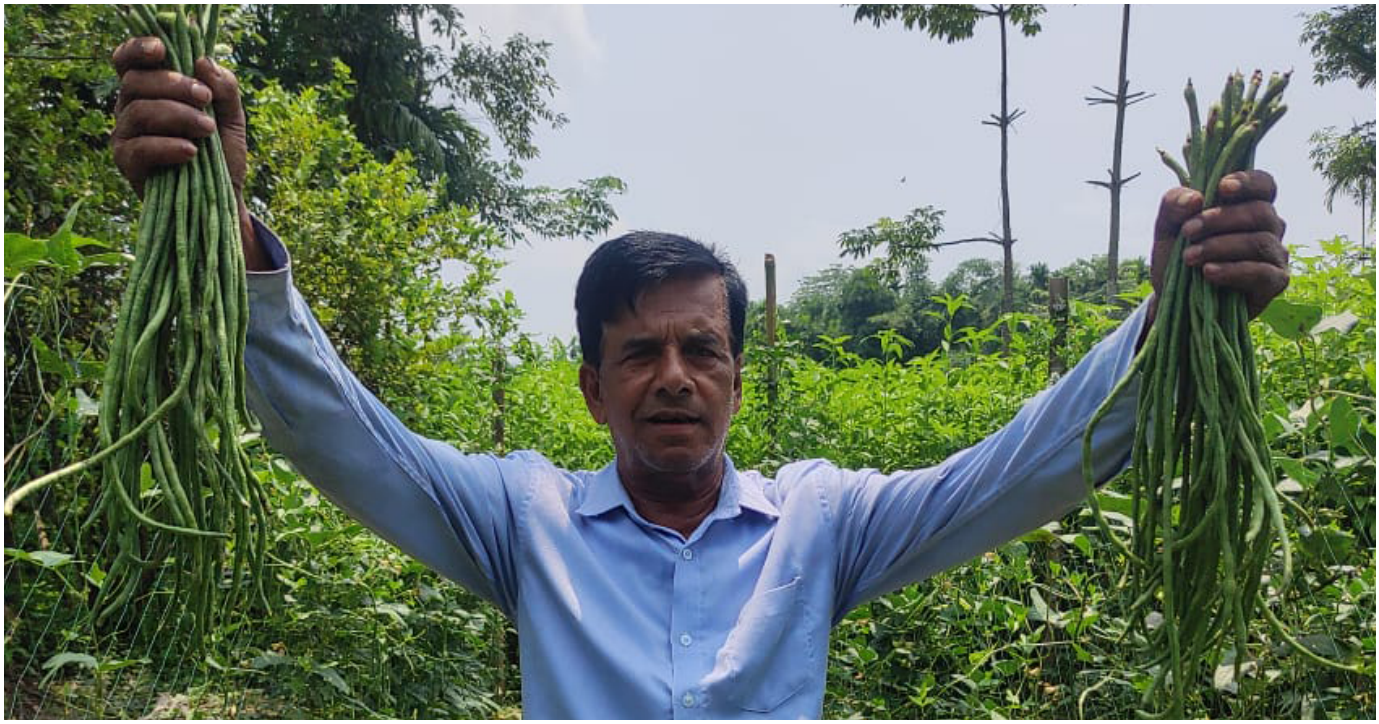
HIGHLIGHT IMAGES

India team meeting with state heads, technical specialist, and digital specialist to discuss plans for future growth and expansion.

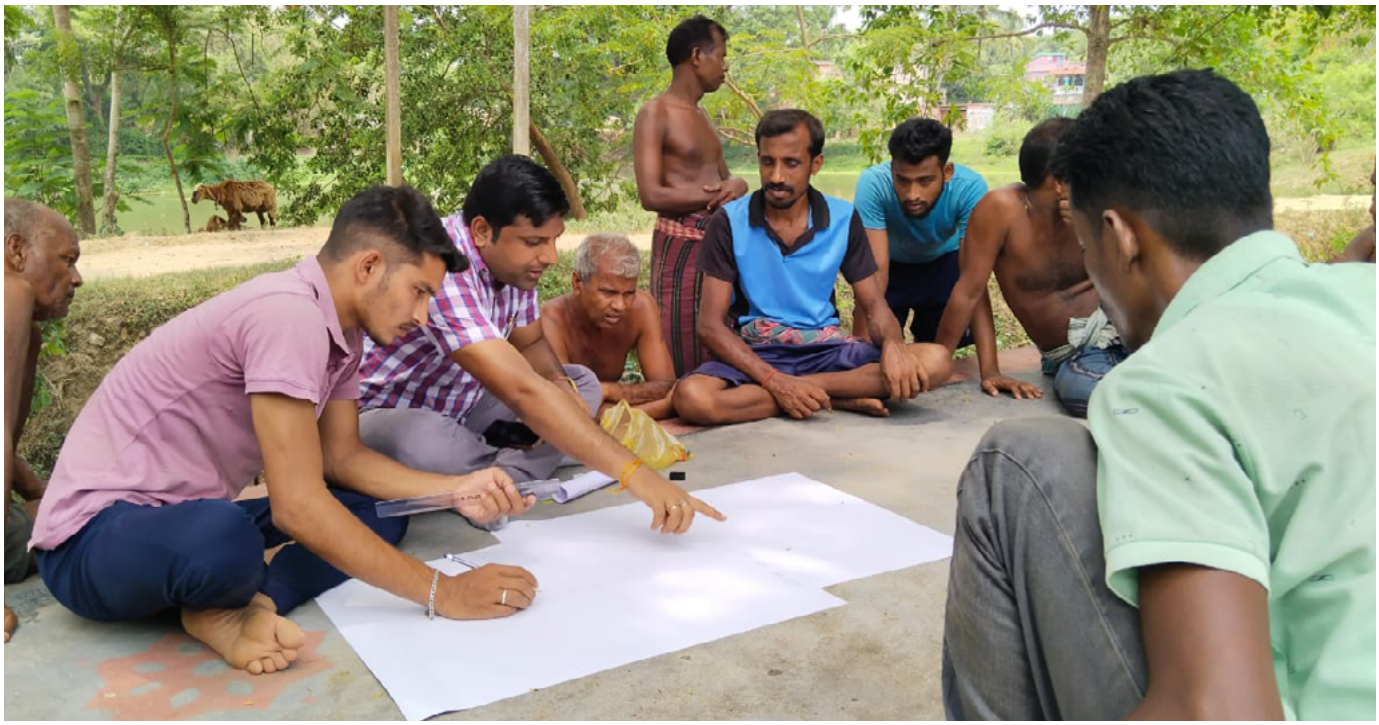


Team training on diseases and pest management through flash cards and interactive materials in the Center of Excellence learning farm, Odisha.

HIGHLIGHT IMAGES



Mahadev Mandal, a key farmer from Assam, showing his yard long bean harvest after successfully implementing the techniques he learned with EWS-KT India.



Farmers learning how to prepare a business plan for vegetable production and future planning.

Section 2

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.)
Okra	22	Mukti F1	19	263
		Beendiya F1	2	250
		Basanti	1	150
Bitter Gourd	21	Pakhi F1	8	238
		Pragati 065F1	6	228
		Nitika F1	5	284
		Maya F1	1	200
		Palee F1	1	300
Cucumber	15	Saira F1	5	255
		Muskan	4	286
		Nazia F1	4	156
		Encounter F1	1	494
		Other	1	420
Hot Pepper	12	Dhoom F1	10	305
		Demon F1	1	500
		Tejita	1	342
Ridge Gourd	9	Rama F1	7	242
		Mallika F1	1	263
		New Lu730 F1	1	450
Sweet Corn	9	Goldencob F1	9	337
Coriander	7	Ramses	7	193
Bottle Gourd	6	Anmol F1	5	270
		Gadda F1	1	225
Sponge Gourd	6	Anushka	5	298
		Devika	1	380
Yard Long Bean	6	Mary Green F1	5	270
		Ande	1	108
Tomato	5	Ria-834 F1	4	285
		Rassam F1	1	200
Pumpkin	4	Ew 137 F1	4	542
Watermelon	4	Red Velvet F1	4	296
Eggplant	2	Lalita F1	2	350
Marigold	2	Apsara Yellow 324 F1	1	300
		Super Orange	1	200
Cauliflower	1	White Angel F1	1	168
Onion	1	Prema F1	1	500
Total	**132**		**132**	

Table 1 Notes

Quarter 1 data is also included because of the spillover of the production cycle to Quarter 2. 36 varieties covering 17 crops were introduced to the farmers of the regions where we work. The varieties were chosen based on the climatic conditions and market requirements.

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	250	22	2	0
	Cuttack	350	5	0	0
	Keonjhar	230	1	0	0
	Mayurbhanj	239	15	3	0
EWS-KT Assam	Kamrup Rural	285	2	7	0
	Nolbari	150	0	1	0
	Sonitpur	355	4	3	0
Good Farming, Good Food	Agar Malwa	293	16	6	0
	Bhopal	275	1	1	0
	Dewas	293	16	7	0
	Sehore	300	14	1	0
	Ujjain	245	4	1	0
		Total	100	32	0

Table 2 Notes

Most of the 32 completed plots were started in Quarter 1.

Demo Profits and Productivity

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

							EWS Reference	
Crop	No. of Demos	No. of Plants	Costs (Rupees)	Returns (Rupees)	Profits (Rupees)	Productivity per Plant (kg)	Productivity per Plant (kg)	Plant Population
Cucumber (Saira F1)	6	661	7,090	16,793	9,703	1.40	2 - 3	667
Watermelon (Red Velvet F1)	5	180	1,964	8,567	6,603	3.10	4 - 5	182
Okra (Mukti F1)	4	582	2,470	9,080	6,610	0.50	1.5 - 2	444

Table 3 Notes

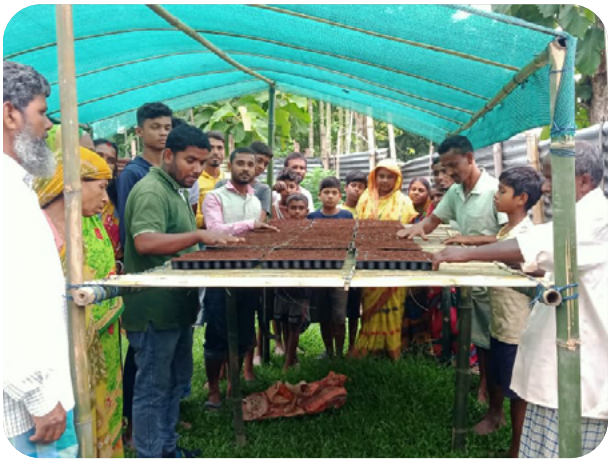
Saira was the most suitable cucumber variety for the period. Though the conditions were unfavorable due to the changing climatic conditions, the cucumber demos yielded a combined 5.5 tons due to the production techniques used. Across all 32 completed demonstration plots this quarter, farmers earned an average 170% profit.

Section 2
IMAGES OF DEMO PLOTS

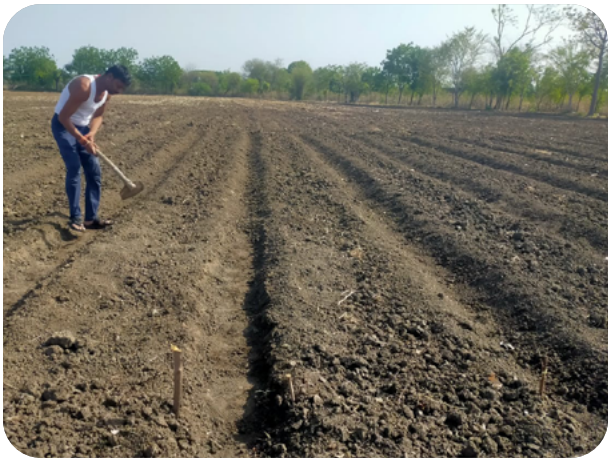
Farmer training on the safe use of pesticides in Dumuda village in Odisha, as part of integrated pest management (IPM) training at the okra demonstration plot of key farmer Pravakar Mahal.

Key farmer Parvati Malika harvesting her okra, which was produced with the support of the EWS-KT India team.

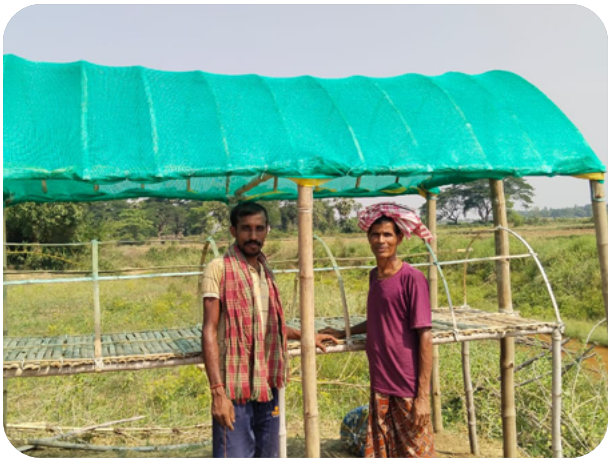
Key farmer Shanker Lal Parmar from Sehore, Madhya Pradesh, engaging in land preparation and fertilizer application activities.



Farmers from Dekiajuli village, Sonitpur, Assam, learning about seedling production of hot pepper.



Sanjay Sharma, key farmer from Dewas, Madhya Pradesh, preparing his demonstration plot for sweet corn production.



Key farmer Manasg Chandra from Odisha constructed a nursery house for producing healthy chili seedlings that he plans to grow this season.

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					
EWS-KT Assam	Kamrup Rural	Rangia Development	13	259	172	87	41%
	Morigaon	Laharighat	4	158	58	100	23%
	Morigaon	Mayong	1	29	6	23	31%
	Nolbari	Benekuchi	1	19	4	15	42%
	Nolbari	Madhapur	1	55	42	13	75%
	Sonitpur	Dhekiajuli	9	305	184	121	55%
EWS-KT Odisha	Balasore	Bahanaga	13	411	240	171	34%
	Balasore	Balasore Sadar	13	209	126	83	27%
	Balasore	Remuna	10	196	115	81	39%
	Cuttack	Niali	12	285	271	14	44%
	Keonjhar	Sadar Keonjhar	3	46	21	25	35%
	Mayurbhanj	Bangriposi	4	94	66	28	72%
	Mayurbhanj	Karanjia	5	108	3	105	82%
	Mayurbhanj	Kuliana	10	161	122	39	39%
	Mayurbhanj	Samakhunta	4	42	22	20	31%
Good Farming, Good Food	Agar Malwa	Agar Malwa	8	179	169	10	59%
	Agar Malwa	Susner	14	260	187	73	46%
	Bhopal	Phanda	2	35	34	1	94%
	Dewas	Bilawali	9	146	95	51	60%
	Dewas	Dewas	21	368	267	101	54%
	Dewas	Sonkach	1	14	0	14	36%
	Dewas	Tokkhurad	1	20	20	0	55%
	Sehore	Bilkishganj	6	99	62	37	71%
	Sehore	Sehore	15	288	111	177	70%
	Sehore	Thunna	2	28	14	14	54%
	Ujjain	Ujjain	7	102	97	5	47%
		Total	**189**	**3,916**	**2,508**	**1,408**	**43%**

Table 4 Notes

Nearly 4,000 farmers were trained on seedling production, land preparation, mulching, harvesting, and post-harvest practices this quarter, and 36% of the farmers trained were women.

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					
EWS-KT Assam	Kamrup Rural	Rangia Development	2	91	50	41	45%
	Sonitpur	Dhekiajuli	5	146	104	42	51%
EWS-KT Odisha	Balasore	Bahanaga	3	221	129	92	30%
	Balasore	Balasore Sadar	1	51	24	27	35%
	Balasore	Remuna	3	111	69	42	35%
	Cuttack	Niali	2	98	86	12	49%
	Keonjhar	Sadar Keonjhar	1	58	22	36	45%
	Mayurbhanj	Bangriposi	3	312	167	145	54%
	Mayurbhanj	Jashipur	1	44	31	13	14%
	Mayurbhanj	Karanjia	2	127	31	96	35%
	Mayurbhanj	Kuliana	4	310	198	112	39%
Good Farming, Good Food	Agar Malwa	Agar Malwa	5	561	463	98	60%
	Agar Malwa	Susner	1	129	107	22	42%
	Bhopal	Phanda	1	75	75	0	60%
	Dewas	Bilawali	1	106	48	58	63%
	Dewas	Dewas	3	147	110	37	44%
	Dewas	Sonkach	1	70	38	32	34%
	Sehore	Bilkishganj	1	67	62	5	88%
	Sehore	Sehore	2	115	92	23	62%
	Sehore	Thunna	1	152	91	61	61%
	Ujjain	Ujjain	2	197	155	42	52%
Total			**45**	**3,188**	**2,152**	**1,036**	**49%**

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
Country Facebook Group (Members)	9,029	9,336		
Country Instagram (Followers)	257	555		
WhatsApp Group (Members)	544	560		
Messenger Group (Members)	308	369		

Country Digital Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions	
89	48,927	83	1,558	Facebook
24	79,439	13	1,703	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		
EWS-KT YouTube (Views)	14,817	13,790		
EWS-KT GrowHow (Users)	1,014	993		
Country Instagram (Reach)	783	79,439		

Non-Digital Indirect Outreach

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

Digital Platform	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Guides Distributed (Guides)	2,700	-		

Section 4
Digital Media

Top 3 Facebook Posts

Facebook posts with the most engagement.

Sadashiva Parida, key farmer from Odisha, harvesting bitter gourd with his wife

Reach
5,337
Comments
5
Shares
9
Likes
33

Reactions
0

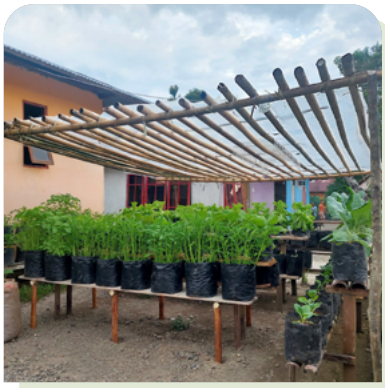
VIEW POST

Baidyanath Pradhan, a farmer from Odisha, smiling with his yard long bean produce

Reach
5,262
Comments
9
Shares
18
Likes
47

Reactions
4

VIEW POST



Tips on how to improve kitchen gardens using container gardening

Reach
1,495
Comments
0
Shares
1
Likes
16

Reactions
0

VIEW POST

Fresh Vegetable Market Prices

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

Crop	Vegetable Price Fluctuation, April to June 2023 (Average Price per Kilo, in Indian Rupees)								
	Madhya Pradesh			Odisha			Assam		
	April	May	June	April	May	June	April	May	June
Bitter Gourd	49	33	40	44	39	54	33	19	24
Bottle Gourd	22	23	18	40	21	28	-	-	-
Cabbage	15	15	20	29	30	39	15	25	35
Cauliflower	20	18	23	33	28	34	22	39	48
Cucumber	23	20	23	31	29	28	20	13	18
Eggplant	23	22	26	33	30	40	26	20	20
Hot Pepper	42	40	46	70	78	73	28	22	47
Marigold	38	33	38	40	80	33	-	-	-
Melon	20	30	32	20	40	40	-	-	-
Okra	43	25	31	40	34	33	27	11	17
Onion	12	11	17	22	21	23	24	25	25
Pumpkin	28	24	27	19	21	21	17	9	25
Ridge Gourd	30	33	30	37	37	34	29	18	19
Sponge Gourd	43	26	31	35	33	30	20	16	13
Tomato	18	18	43	26	24	36	16	20	23
Watermelon	23	13	20	21	29	50	25	27	35
Yard Long Bean	30	33	37	38	43	38	26	11	16