



EAST-WEST SEED
FOUNDATION

KNOWLEDGE
TRANSFER

INDIA - Q4

QUARTERLY REPORT

2023 (October - December)



Rainy Season (Odisha)



Cold Season (Assam and Madhya Pradesh)



Section 1

NEWS & HIGHLIGHTS



KNOWLEDGE TRANSFER

- EWS-KT India continued to train farmers under the Good Farming, Good Food project (2019-2024), which is co-funded by the SDG Partnership Facility and implemented in partnership with Solidaridad. EWS-KT India is also implementing a green manure project (2023-2025), which is co-funded by the Dutch Ministry of Agriculture, Nature and Food Quality and implemented in partnership with Wageningen University & Research.

- The East-West Seed Managing Board and Supervisory Board visited EWS-KT operations in India.

- The entire EWS-KT India team gathered in Madhya Pradesh for a 2023 year-end reflection and 2024 planning meeting.

- On 23 October, 17 farmers visited the EWS-KT Center of Excellence learning farm in Odisha from different districts of the state, facilitated by the Agricultural Promotion and Investment Corporation of Odisha Limited (APICOL) and the Department of Agriculture and Farmers' Empowerment, Government of Odisha.

- On 10 November, 52 students from Utkal University who are pursuing MBAs in agri-business management visited the Center of Excellence in Odisha.

- EWS-KT India has started discussions with Dr. Gangadharrao Pathrikar College of Agriculture in Aurangabad, Maharashtra, and School of Agriculture at Sri Satya Sai University of Technology and Medical Sciences in Sehore, Madhya Pradesh, about enrolling agriculture students in EWS-KT's online General Vegetable Production programs.



DEMONSTRATION PLOTS

- A training for women farmers from the Madhya Pradesh State Rural Livelihood Mission was held at the Center of Excellence in Ujjain, Madhya Pradesh.

- EWS-KT India focused on comparing business plan projections with actual return on investment.



HIGHLIGHT IMAGES



The East-West Seed Supervisory Board and Managing Board with EWS-KT women farmers.



Year-end reflection meeting for the India team.



Women farmers from the Madhya Pradesh State Rural Livelihood Mission during a visit to the Center of Excellence in Ujjain.



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.)
Onion	26	Prerana	24	382
		Prema F1	2	394
Bitter Gourd	24	Pakhi F1	22	255
		Pragati 065 F1	2	225
Tomato	16	Shreya F1	14	275
		Other	2	341
Pumpkin	12	EW 137 F1	9	342
		Arjuna F1	3	473
French Bean	10	Vaishnavi	9	212
		Ayoka	1	212
Hot Pepper	9	Dhoom F1	9	257
Eggplant	9	Lalita F1	9	312
Ridge Gourd	8	Rama F1	6	161
		Mallika F1	2	213
Cucumber	6	Nazia F1	4	120
		Encounter F1	2	221
Yard Long Bean	5	Mary Green F1	4	235
		Reenu F1	1	180
Sweet Corn	4	Golden Cob F1	4	235
Cauliflower	4	Dhaval F1	3	203
		Other	1	180
Okra	3	Mukti F1	2	213
		Basanti	1	60
Coriander	3	Ramses	3	300
Watermelon	2	Red Velvet F1	1	456
		Other	1	300
Marigold	2	Orange Ball F1	2	300
Cabbage	1	Pulkit F1	1	98
Bottle Gourd	1	Anmol F1	1	200
Total	145		145	

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 Assam	Kamrup Rural	298	6	0	0
	Morigaon	282	8	0	0
	Nolbari	274	2	0	0
	Sonitpur	361	7	0	0
EWS-KT Odisha	Balasore	222	19	0	2
	Bhopal	375	1	0	1
	Keonjhar	144	4	0	0
	Khurda	150	3	0	0
	Mayurbhanj	246	32	0	3
Good Farming, Good Food	Agar Malwa	309	14	0	1
	Cuttack	320	3	0	0
	Dewas	297	18	0	0
	Sehore	365	21	0	0
	Ujjain	249	7	0	0
Total			145	0	7



Section 2 IMAGES OF DEMO PLOTS



Team Lead Vikas Singh discussing crop selection and business planning with farmers.



Key farmer Pinki Verma learning about the identification of pests and diseases from Technical Field Adviser Shweta in Hasnabad village, Sehore district, Madhya Pradesh.



Technical Field Adviser Biswaranjan training farmers in the field.



Cauliflower harvesting with the key farmer and with Technical Field Adviser Veeru Anand.



Incorporation of green manure into the soil at the Assam Center of Excellence as part of a green manure project supported by the Dutch Ministry of Agriculture, Nature and Food Quality.



Section 3

FARMER TRAINING

In this quarter, EWS-KT India conducted 346 trainings, reaching 7,216 farmers, and held 51 Field Days. 50% of the farmers attended 1 training, 25% attended 2 trainings, and 25% attended 3 or more trainings.

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	7	146	77	69	32%
	Kamrup Rural	Tulasibari	6	126	66	60	48%
	Morigaon	Laharighat	11	285	167	118	38%
	Nolbari	Barigog Banbhag	2	38	16	22	58%
	Nolbari	Nalbari	5	145	53	92	52%
	Sonitpur	Dhekiajuli	14	335	228	107	61%
EWS-KT Odisha	Balasore	Bahanaga	22	751	478	273	11%
	Balasore	Balasore Sadar	7	185	90	95	28%
	Balasore	Remuna	23	796	491	305	12%
	Cuttack	Niali	11	293	280	13	30%
	Keonjhar	Sadar Keonjhar	5	7	4	3	14%
	Khurda	Balipatna	11	242	208	34	24%
	Mayurbhanj	Bangriposi	28	663	367	296	40%
	Mayurbhanj	Karanjia	19	279	97	182	36%
	Mayurbhanj	Kuliana	17	317	200	117	50%
	Mayurbhanj	Samakhunta	4	73	35	38	44%
Good Farming, Good Food	Agar Malwa	Agar Malwa	12	152	147	5	44%
	Agar Malwa	Nalkheda	5	80	65	15	50%
	Agar Malwa	Susner	19	339	328	11	58%
	Bhopal	Phanda	5	86	78	8	26%
	Dewas	Bilawali	1	25	1	24	24%
	Dewas	Dewas	23	409	263	146	39%
	Dewas	Sonkach	4	60	32	28	22%
	Dewas	Tokkharad	6	86	71	15	33%
	Sehore	Bilkishganj	6	74	60	14	7%
	Sehore	Sehore	47	764	414	350	27%
	Sehore	Thunna	1	21	8	13	52%
	Ujjain	Makdon	9	159	159	-	53%
	Ujjain	Tarana	11	226	204	22	32%
	Ujjain	Ujjain	5	54	51	3	44%
Total			346	7,216	4,738	2,478	33%

Table 4 Notes

33% of the farmers trained were under 35 years old, and 34% were women.

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	Tulasibari	1	27	19	8	52%
	Morigaon	Laharighat	1	34	27	7	47%
	Nolbari	Nalbari	1	51	17	34	55%
	Sonitpur	Dhekiajuli	5	163	91	72	44%
	Ujjain	Tarana	3	79	79	0	38%
EWS-KT Odisha	Balasore	Bahanaga	3	140	106	34	7%
	Balasore	Remuna	1	131	105	26	0%
	Keonjhar	Sadar Keonjhar	3	154	73	81	30%
	Khurda	Balipatna	1	20	18	2	45%
	Mayurbhanj	Bangriposi	2	80	52	28	36%
	Mayurbhanj	Karanjia	4	209	93	116	30%
	Mayurbhanj	Kuliana	4	310	198	112	47%
Good Farming Good Food	Agar Malwa	Agar Malwa	3	111	106	5	48%
	Agar Malwa	Susner	8	584	442	142	42%
	Dewas	Bilawali	1	60	25	35	47%
	Dewas	Dewas	3	87	70	17	45%
	Dewas	Tokkhrad	1	40	38	2	40%
	Sehore	Sehore	3	64	56	8	38%
	Ujjain	Ujjain	3	99	98	1	40%
Total			51	2,444	1,714	730	37%



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	2,892
Country Facebook Group (Members)	9,029	9,336	9,781	10,107
Country Instagram (Followers)	257	555	780	3,088
WhatsApp Group (Members)	544	560	589	759
Messenger Group (Members)	308	369	415	463

Country Digital Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions	
103	49,567	401	2,300	Facebook
34	-	-	170	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	49,567
EWS-KT YouTube (Views)	14,817	13,790	16,622	16,513
EWS-KT GrowHow (Users)	1,014	993	1,444	1,463
Country Instagram (Reach)	783	79,439	187,121	163,579

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.



Post on 95-year-old farmer Lakshman Chouhan

Reach

1,877

Comments

30

Shares

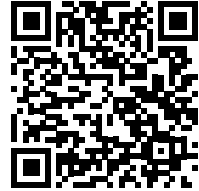
0

Likes

57

Reactions

6



VIEW POST



Slide show of happy farmers with their harvest

Reach

569

Comments

3

Shares

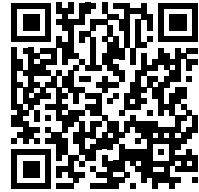
1

Likes

17

Reactions

3



VIEW POST



Post on former key farmer in Odisha

Reach

1,718

Comments

2

Shares

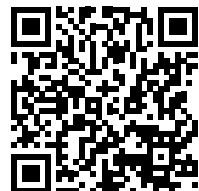
1

Likes

14

Reactions

2



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, October to December 2023 (average price per kilo, in INR)								
	Madhya Pradesh			Odisha			Assam		
	October	November	December	October	November	December	October	November	December
Bitter Gourd	45	42	42	45	48	52	52	38	20
Bottle Gourd	35	40	40	42	42	42	27	35	20
Cabbage	32	32	25	45	32	30	41	30	19
Cauliflower	37	34	27	65	35	42	73	32	13
Cucumber	36	35	35	40	42	35	42	18	12
Eggplant	42	34	24	50	41	65	30	26	32
Hot Pepper	55	47	39	97	100	120	90	46	38
Marigold	43	43	43	110	80	100	-	-	-
Melon	-	-	45	32	32	32	-	-	-
Okra	46	42	35	22	32	60	21	22	25
Onion	55	55	55	32	47	48	46	58	54
Pumpkin	35	35	35	44	18	29	20	19	18
Ridge Gourd	-	-	-	40	42	42	-	-	-
Sponge Gourd	31	45	50	-	-	-	32	22	18
Tomato	16	35	35	25	45	55	26	31	35
Watermelon	-	-	-	-	-	-	-	27	-
Yard Long Bean	35	43	50	45	45	46	30	35	20