



ग्रामीण विकास मंत्रालय
ग्रामीण विकास विभाग
7वीं मंजिल, एनडीसीसी. बिल्डिंग-- II
जय सिंह रोड़ जंतर मंतर, नई दिल्ली-110001
MINISTRY OF RURAL DEVELOPMENT
Deptt. of Rural Development
Government of India
7th Floor, NDCC Building-II,
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New Delhi-110001
Dated 27th April 2020

F.No.K-11060/01/2019/NRLM (Livelihoods) (e-366609)

To

The State Mission Director / CEO of SRLMs
All States / UTs

Sub: Advisory on measures under farm livelihoods interventions due to the lock down situation during COVID19 situation.

Madam / Sir,

In view of the lock down, the Mission needs to make significant efforts to ensure that our PGs and PEs are able to extend the required marketing support to both SHG members and other poor non-SHG members alike. In the current scenario the mahila kisans who are small and marginal farmers may face difficulties in accessing the market and thus not been able to realize remunerative prices for their farm produces. Many SRLMs have promoted Producer Groups (PG) and Producer Enterprises (PE) under Farm Livelihoods interventions to enable mahila kisans access remunerative markets through collective efforts. During this tough time these producer collectives promoted under DY NRLM may be supported to the fullest extent so that the marketing services reach the small and marginal farmers. Besides, efforts should be made by SRLMs to ensure that various extension services provided by Pashu Sakhi and Krishi Sakhi may also reach the community members without delay.

The SRLMs may take the following steps to help in mitigating some of the constraints faced by our rural producers and SHG members. These steps are to be taken without any violation of the guidelines issued on Covid-19 by the competent authority including maintaining social distancing and use of mask among other precautionary measures:

- 1. Facilitating extensive functioning of existing PGs:** All existing PGs should be provided necessary support so that they continue running their operations smoothly and more effectively. This includes provisioning of working capital from respective funding sources if required. On a related note, it is also advised that SRLMs may place a special emphasis on PGs engaged in marketing of Fruits and Vegetables (F&V) since these commodities are highly perishable and thus, the F&V farmers are quite vulnerable during these times.
- 2. Easing the Business Process:** SRLMs may also expedite the rolling out of new PGs already planned in the AAP for 2020-21 and make them functional at the earliest by providing working capital and infrastructure like weighing scale, crates, tarpaulins among others. A deviation from the guidelines issued in this regard is being recommended during this period of lockdown due to Covid 19. As suggested earlier, all SRLMs are required to estimate the working capital required for the proposed PGs in NRETP/NRLM areas and transfer the funds to the CLF's account. Subsequently, the

SRLMs may take up a quick feasibility assessment for these PGs before releasing fund to the PG. The VO book keeper or CRP-EP has to help the krishi sakhi in the beginning in handling the business operations. The CLFs will be required to conduct a thorough appraisal of business plans once the lockdown is lifted. It is also advised that SRLMs place a special emphasis on promotion of new PGs to be engaged in marketing of Fruits and Vegetables (F&V) since these commodities are highly perishable and thus, the F&V farmers are quite vulnerable during these times. The template for quick feasibility assessment is as below:

Condition	Y/N	Remarks
Krishi Sakhi or krishi Udyog Sakhi has been positioned		
SRLM has prior experience of handling the commodities		
Handling protocols for commodity are established		
Adequate space available in the village suitable for the PG to function		
The CLF is willing to set up the PG		

If all conditions are fulfilled the PG may be set up immediately in the village.

3. **Providing working capital Support to existing Producer Enterprises (PEs):** Under NRLP a special fund was created to promote farm based value chains by setting up Producer Enterprises under which several SRLMs were funded. SRLMs may review the operations of PEs **promoted under special fund of NRLP** and assess the availability of working capital with them. SRLMs may take suitable measures for provisioning working capital to these Producer Enterprises.
4. **Facilitating Pashu Sakhi to function effectively:** SRLMs may take adequate steps to ensure that the livestock resources of the poor SHG members are protected and no animal should be lost in the absence of timely primarily animal health care. The pashu sakhis positioned under DAY NRLM may be guided properly to extend animal health care services to the SHG members. Wherever possible the supply of medicines and vaccines are to be ensured for the pashu sakhi. A strong coordination process may be initiated with Animal Husbandry department to ensure this. The availability of medicines, vaccines etc should be made available with PASHU Sakhi in this regard.
5. **Training and CB –** Training and capacity building activities should be judiciously planned keeping in mind the forthcoming kharif season. A detailed advisory on conducting training of farmers, NTFP collectors and animal rearer are being issued separately on how to conduct such activities during this period.

Hope that all the above steps would help in significantly help in minimizing the distress of the SHG members and the poor non members alike.

Yours faithfully,



(Leena Johri)

Joint Secretary to Government of India