

IFA INTERNATIONAL WORKSHOP on Effective Last-Mile Delivery

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DSCL'S SHRIRAM KRISHI VIKAS PROGRAM (SKVP)

B.C. MARWAHA

DCM Shriram Consolidated Ltd. (DSCL), India





DSCCL's Shriram Krishi Vikas Program (SKVP)

A Case Study

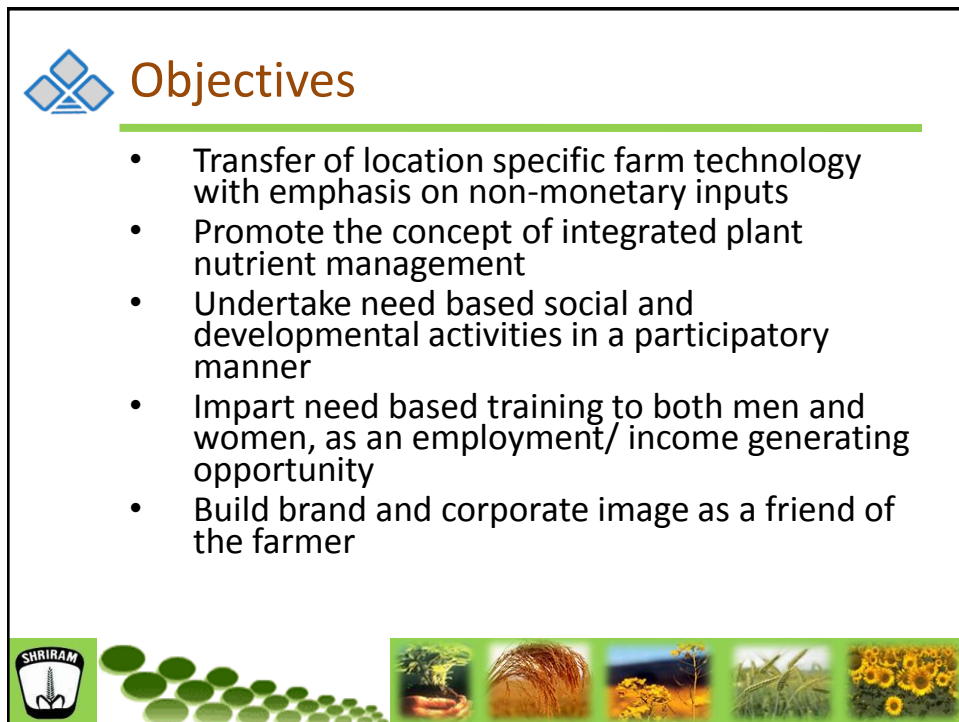
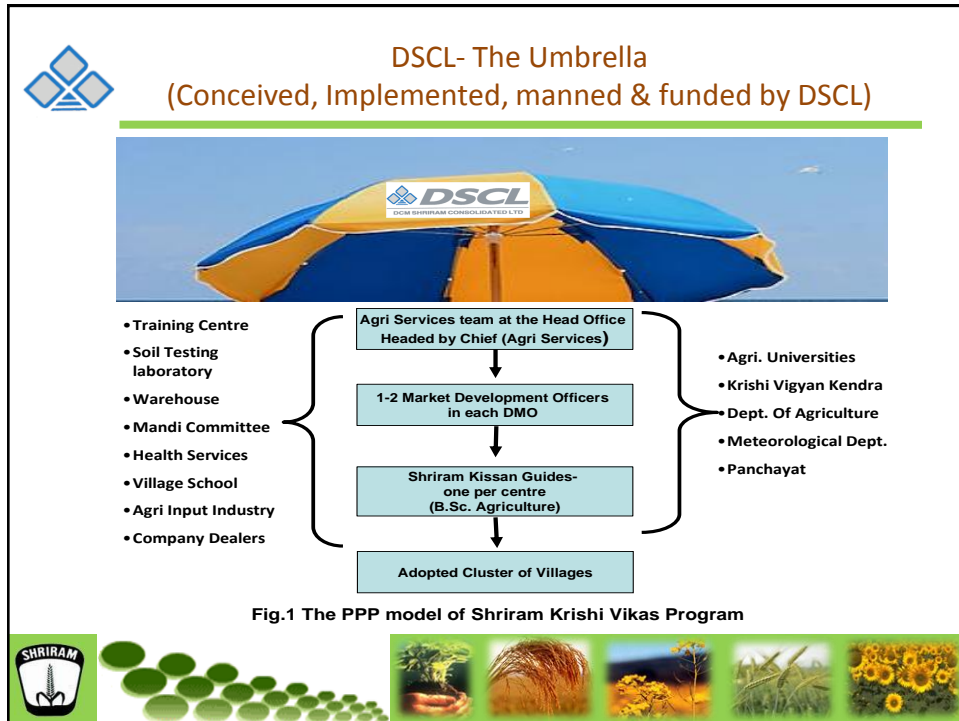
By: Dr B.C. Marwaha



What is SKVP?

- SKVP is a long term integrated rural development program based on the adoption of cluster of villages, for their wholesome development.
- The program is first of its kind in Public Private Partnership (PPP), but with a difference.
- SKVP is an umbrella program of DSCCL where other agencies are involved as knowledge partners as and when required (Fig. 1).







Vision and Philosophy

- **The vision:**
 - To increase farm productivity, profitability and quality of produce, while maintaining soil health.
- **The basic philosophy**
 - Service, help and guidance for the farmers for holistic development.
 - It proves to be a win-win situation for all the stake holders including the farmers



Benefits to the farmers

- **Improvement in seed replacement rate (SRR):** The SRR in case of pearl millet improved from 24.4 to 79.8%, wheat from 8.3 to 19.2% and mustard from 27.7 to 63.4%
- **Line sowing of crops:** Line sowing of wheat in a cluster resulted in net profit of Rs. 5750 per hectare.
- **Compost:** Till date, 17529 compost pits are prepared leading to on an average yield advantage of 7.4% in cotton, 7.7% in paddy and 8.5% in case of wheat with its use
- **Balanced nutrition:** Promoting soil test based balanced nutrition with special emphasis on Zn and K nutrition resulted in better productivity even under rain fed conditions.





Balanced fertilization on Wheat

No. of demonstration		50
Soil test based yield (q/ha)	Range	30-40
	Mean	35.9
Farmer's practice (q/ha)	Range	25-38
	Mean	31.7
Yield gain (q/ha)		4.2
% increase		13.25
Market price (Rs/q.)		1000
Benefit of soil test based fertiliser application (Rs/ha)		4200
Additional cost of application (Rs)		423.1
B.C. ratio		6.7



Illustrations

- **Introduction of specialty fertilizers:**
 - Foliar spray of Mono Potassium Phosphate (MKP) gave an average yield increase of
 - 7.9% in cotton (B:C ratio 11.7)
 - 11.9% in cauliflower (B:C ratio 9.0)
 - 5.8% in paddy (B:C ratio 4.6).
- **Promoting farm mechanization:**
 - Zero tillage for wheat sowing in paddy-wheat rotation
 - Seed drill for cotton sowing
 - Sprayers for pesticides and soluble fertilisers by adopting an innovative integrated approach





Sowing of Wheat with zero tillage

Items of cost (Rs/ha)	Control	Zero Tillage
Pre-sowing irrigation	625.0	Nil
Land preparation	3750.0	Nil
Sowing	625.0	1000.0
Seed	1375.0	1375.0
Seed treatment	125.0	125.0
Total Cost	6500.0	2500.0

- Impact
 - Saving of Rs 4000 per ha (Area covered – 32 ha)



Health Services

S No	Activity	Number
1.	Human health camp	392
2.	Animal health camp	589
3.	Blood group testing camp	140
4.	Hand pumps/water tanks	245
5.	Cow coats	7738

- Impact
 - Improved health and hygiene for human and animal population in the clusters





Education Support

S No.	Activity	Number
1.	School bag kits	29279
2.	Scholarship to girls	492
3.	Agricultural classes	3625
4.	Wall paintings with educational slogans	2802

- **Impact**
 - Motivation for girl students to continue studies



Developmental Activities

- **Vocational training**
 - Need based training both for men and womenfolk for business/ employment opportunity, for improving family income
- **Sports**
 - Farmers club created for organizing sport events and tournaments to divert attention of the youth from frivolous gossips and playing of cards towards healthy sports





Success Factors

- Long term (three years extendable to six years) integrated rural development program with the involvement of company's dealer
- Provision of whole time Agriculture Graduate at each center, to act as a guide and facilitator
- Innovative and flexible approach for the choice of activities
- Multi- disciplinary multi-agency approach for ushering need based and location specific technology
- Effective blend of means of communication for reaching the farmers
- Program is for all sects of the community of adopted villages
- The unqualified and whole hearted support of the management

