

# **Potential Role of Women Farmers in Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)**

## **Gender Action Plan**

### **Background**

Women farmers play an important role in the agriculture sector and development of rural economy. Agriculture, the single largest production endeavour in India and contributing substantially to the GDP, is increasingly becoming a female activity. Agriculture sector employs 80% of all economically active women; they comprise 33% of the agricultural labour force and 48% of self-employed farmers. Women play a significant and crucial role in agricultural development including, main crop production, livestock production, horticulture, post-harvesting operations, agro/social forestry, fishing etc. Increasing percentage of female operational holders during different Agriculture Censuses indicates participation of more and more women in operation and management of agricultural holdings in the country.

National Policy on Farmers, 2007 has included “mainstreaming the human and gender dimensions in all farm policies and programmes” as one of the major policy goals. Accordingly, Gender Mainstreaming initiatives are being promoted in the Department of Agriculture, Cooperation & Farmers Welfare (DA&FW), Ministry of Agriculture & Farmers Welfare, by way of building their capacities and improving their access to inputs, technologies and other farming resources. Mainstreaming of gender concerns is being addressed by (i) earmarking 30% of funds for women under various major schemes/programmes and development interventions; (ii) taking pro-women initiatives to help women derive the benefits of beneficiary-oriented components of various programmes/ schemes and missions. Focus is also being given on formation of women Self Help Groups (SHGs), capacity building interventions, linking them to micro credit, enhancing their access to information and ensuring their representation in decision making bodies at various levels.

To fulfil the mission of gender mainstreaming in UPAGREES Project formation of 30 percent of the total FPGs of women FPGs have been targeted. Under this social inclusion and gender mainstreaming component, all gender related activities and issues will be addressed. Project aims at forging effective functional linkages with other related departments, agencies and institutions for women empowerment.

### **Why to involve Women in Agriculture**

Women play a significant role in Indian agriculture and allied activities, contributing to various stages of the agricultural value chain. Their participation is crucial for food security, rural development, and growth of the overall economy. Continuous efforts are ongoing to address the gender gap in agriculture and allied activities, recognizing the crucial role that women play in sustaining rural livelihoods and contributing to the overall development of the country.

Women's participation in Indian agriculture and allied activities is multifaceted, deeply rooted in socio cultural contexts, and influenced by various economic, political, and environmental factors. Women are already engaged in 65-70% agricultural tasks due to the reason that men are migrating to urban area due to unemployment and poverty

Women are already engaged in post-harvest management activities but they are not technically sound in agriculture practices. Crop residues are mostly wasted due to unawareness. Women can play an important role in crop residue management activities for Agri-enterprises and Agri-waste non-farm enterprises. Women are more environment friendly and more concerned for family's health hence can play positive role towards the objective of the project. Women can work more efficiently in groups and collectives (SHGs)

### **Workforce Contribution**

Women constitute a substantial portion of the agricultural workforce in India, actively participating in activities such as sowing, transplanting, weeding, harvesting, and post-harvest processing. In rural areas, women are often engaged in animal husbandry, poultry farming, and fisheries, which are important components of allied agricultural activities.

According to the Census of India, women constitute nearly 70% of the agricultural workforce, involved in various activities such as sowing (85%), harvesting (90%), and post-harvest activities. In states like Kerala, Tamil Nadu, and Andhra Pradesh, women's participation in agriculture is even higher, reflecting regional variations.

Percentage of female operational holdings by size classes in India as per results of latest Agriculture Census 2015-16 and 2010-11 is given in the following table

Sr.	Land holding size	Year 2010-2011 (%)	Year 2015-2016(%)
1	Marginal (Below 1.00 ha.)	13.63	14.68
2	Small (1.00-2.00 ha.)	12.15	13.44
3	Semi-Medium (2.00-4.00 ha.)	10.45	11.76
4	Medium (4.00-10.00 ha.)	8.49	9.76
5	Large (Above 10.00 ha.)	6.78	7.88
	<b>All size group</b>	<b>12.78</b>	<b>13.96</b>

Increase in percentage of female operational holders during the different Agriculture Censuses indicates participation of more and more women in operation and management of agricultural holdings in the country.

In Uttar Pradesh, 78 percent of women are employed in agriculture yet their participation in high value agriculture practices is very low. As per the Annual Periodic Labour Force Survey, 2021-2022, agriculture has the highest estimated female labour force participation of 62.9 per cent. They have very less ownership of land yet most of the drudgery related agriculture tasks are being done by the rural women. Female participation in case of Uttar Pradesh (NSSO 68th round), in various agricultural operations is just 17%. Participation share above average is observed in Animal Husbandry (72%), Plantation (25%), Harvesting (24%), weeding (22%), transplanting (19%) and sowing (18%).

## Challenges Faced by Women in agriculture sector

### Lack of Land Resource:

- Despite their significant contributions, women often face challenges in accessing agricultural resources such as land, credit, and technology and many agriculture schemes of the govt. Land ownership remains a major constraint for women in several parts of the country.
- Census 2011 also has reported low employment participation rate for Indian women in agriculture
- Despite their significant contributions, women own only about 13% of agricultural land in India, according to the National Sample Survey Office (NSSO) data.
- It is high time to recognize that the work participation of the different categories of women engaged in the farming is largely uncounted due to inadequate definition of farmers adopted under census and NSS.

### Lack of access to credit facilities:

- Women in agriculture face numerous challenges, including limited access to credit.
- Access to credit remains a challenge, with only 6-7% of agricultural credit disbursed to women farmers, limiting their ability to invest in inputs like seeds, fertilizers, and machinery
- Gender discrimination in credit markets makes it more difficult for women farmers to acquire labor-saving and innovative production inputs. This can impede women's participation in out grower schemes, although some investors facilitate credit access

### Low Wages:

- The wage differentials between men & women being averse to them due to they lack facilities of extension services being non land holders

### Poor Access to training, improved tools and agri-extension services:

- lack of proper training and extension services, and social norms that often restrict their mobility and decision-making authority.
- Women in agriculture face limited access to agricultural extension services (less than 5% receive training), inadequate infrastructure, and farm machinery.
- Lack of efficient drudgery reducing women friendly equipment

**Lack in Decision Making:** Studies indicate that women's involvement in decision-making processes related to agricultural activities varies across regions and communities. In some areas, women actively participate in farm-related decisions, while in others, traditional gender roles may limit their role in decision making

- In states like UP, Punjab and Haryana, patriarchal norms often limit women's involvement in farm-related decisions.

## Opportunities Available for Women Farmers

### Subsistence Farming:

- Many women in rural India are involved in subsistence farming, cultivating small plots of land for household consumption. They grow a variety of crops, including vegetables and fruits, to meet the nutritional needs of their families.
- Approximately 80% of women farmers in India are engaged in subsistence farming, cultivating small plots of land (less than 2 hectares) primarily for household consumption.
- Women are responsible for producing 60-80% of the food crops consumed domestically, emphasizing their critical role in ensuring food security at the household level.

### Post Harvest/Processing/crop residue management Activities:

- Women are extensively involved in post-harvest activities, contributing to 70% of the labor in sorting, cleaning, and processing agricultural produce like grains, fruits, and vegetables. They also play a crucial role in storage and marketing of agricultural products.
- There exist immense possibilities for women in crop processing, fruits processing, agri waste management and crop/fruits residue management activities in project area. Need based activities will be planned over the period in the project.
- The Indian government has implemented various schemes and initiatives to empower women in agriculture. These programs focus on providing financial support, training, and resources to enhance the productivity and income of women engaged in farming and allied activities.

### Government Schemes:

- The Government of India has launched several initiatives to promote women's empowerment in agriculture, including the Mahila Kisan Sahakian Pariyojana (MKSP) and the National Rural Livelihood Mission (NRLM).
- Under the MKSP, over 10 million women farmers have been organized into self-help groups, providing them access to credit, training, and market linkages.

### Technology Adoption:

- There is a growing emphasis on promoting the adoption of modern agricultural technologies among women farmers. This includes training them in the use of improved seeds, organic farming practices, and efficient water management techniques
- Despite advancements in agricultural technology, women farmers have limited access to mechanization, with less than 2% owning farm machinery and equipment.
- Efforts are underway to promote gender-responsive agricultural technologies, focusing on improving women's access to labor-saving devices like seed drills, water pumps, and post-harvest machinery.

### Legal Reforms:

- Legal reforms, such as the Hindu Succession (Amendment) Act, 2005, have sought to address gender disparities in landownership by granting equal property rights to women. It has sought to address gender disparities in landownership by granting equal property rights to women. However, implementation remains a challenge due to cultural and social barriers.

## Proposed Potential Activities for Landless and Women Farmers under the Project

- 1-Farming Activities
- 2-Manuring and Seeds preservation
- 3-Potential Areas in Post Harvest Management
- 4-Potential Areas in Crop Residue Management
5. Agri/Horticulture & processing Activities
6. Fisheries & processing Activities
7. Improved women friendly agriculture implements

## Potential Involvement of Women Farmers Producer Groups in the Project



### Objectives & Strategy

Main objective:

#### Under the social inclusion policy

- To enhance the productive participation of women/SC/ST/Landless in Agriculture
- To create sustainable agricultural livelihood opportunities
- Increase leadership and decision making capabilities in women.
- To improve the skills and capabilities of women in agriculture, fisheries and horticulture to support farm and non-farm-based activities.
- To improve the capacities of women in agriculture & allied areas to access the assets & services, resources of other institutions and Special Provisions (only for women)

### Proposed Implementation strategy:

The Project: "UPAGREES" is being implemented by PMU-UPDASP in partnership with Technical Institutions/Universities, NGOs/Support Agencies across 28 districts in U.P. These agencies are expected to support and nurture scalable climate resilient agriculture and allied sector livelihood models, increase income of the farmers and job creation in project intervention areas.

For formation and strengthening of WPGS in the project area, following activities/strategy will be adopted:

- Convergence and mapping of UPSRLM SHGs/beneficiaries in UPAGREES area
- Orientation of SO/UPSRLM Community staff
- Awareness and rapport building by SO Staff in project villages
- Ground truthing of UPSRLM Groups/ beneficiaries in UPAGREES area
- Baseline survey of the project villages to identify/map the beneficiaries and potential activities
- Collection of baseline data and analysis of status/data regarding HHs/prospect beneficiaries
- Preparation of Micro Plans for WFPGs through participatory method
- Preparation of annual action plan based on micro plan
- Capacity building of WFPGs on group functioning, management and financial literacy
- Linkage of WFPGs with banks and financial institutions
- Skill development training of WFPGs in identified micro-medium agri-allied businesses
- Capacity building for marketing and linkage with digital marketing platforms

- Implementation of Micro action plan



## Expected Outcomes

- At the end of the project, 9225-10000 exclusive women PGs/15000 (tentative number) UPSRLM SHGs (to be decided by APD/PD) will be supported by the project
- At the end of the project, at least 25 percent women led SMEs access credit from formal financial institutions
- Women's representation in leadership roles
- Women farmers reached with agricultural assets or services
- Women's increased access to financial services and credit

Sr. No.	Outcome Indicators to be monitored	Means of Reporting	Targets
1	No. of WFPGs formed No. of UPSRLM SHGs adopted	UPAGREES MIS	9225-10000 15000
2	% women farmers adopting improved Package of practices	UPAGREES MIS	200000
3	Exclusive women FPGs/SHGs supported and made functional from the project	UPAGREES MIS	9750-10000
4	% women trained in group O&M practices	UPAGREES MIS	100%
5	% women trained in agri & allied skills	UPAGREES MIS	80%
6	Women benefiting from increased resilience of livelihoods, jobs or firms (FPO/SME)	UPAGREES MIS	200000
7	Increase in women farmers income	UPAGREES MIS	25%
8	Increase in profitability of the women producer level	UPAGREES MIS	25%
9	Women farmers reached with agricultural assets or services	UPAGREES MIS	200000
10	Women farmers supported through Agri-cluster interventions	UPAGREES MIS	200000
11	Women farmers supported through fisheries interventions under the project	UPAGREES MIS	25,000
12	% women-led MSMEs accessing formal credit	UPAGREES MIS	25%
13	% women represented in leadership roles and participation in other FPG/FPO executive bodies	UPAGREES MIS	100000
14	Women farmers and women led businesses (SMEs) using financial services	UPAGREES MIS	25%
15	Women farmers onboarded on the digital registry	UPAGREES MIS	100000
16	% Adoption rate for women of digital market places	UPAGREES MIS	30%
17	Women using digitally enabled Agriculture, Fisheries, Horticulture, MSME, SRLM, MKSY, PMMSY and other Platforms/ services	Timely convergence with line departments	200000
18	WFPGs/WSHG social audit & compliance reports	Endline through Social & Environmental Audit	9750-10000
19	Beneficiaries satisfied with project interventions	End line Impact assessment	80%
20	Registered Grievances addressed	UPAGREES MIS	80%

### Proposed Beneficiaries:

- Approx. 9225-10000 Women/Landless PGs @2-3 WFPGs/WSHGs per village (covering 8 divisions, 28 districts, 123 blocks & 3690 villages)
- 15000 (tentative number) UPSRLM SHGs to be adopted
- Each WFPG/WSHGs will consist of 10-20 members.
- Approx. 1,50,000-2,00,000 women farmers/landless women will be benefitted at the end of the project.

### Expected Outcomes

- At the end of the project, 9225-10000 exclusive women PGs/15000 UPSRLM SHGs will be supported by the project
- At the end of the project, at least 25 percent women led MSMEs access credit from formal financial institutions
- Women's representation in executive committees of Farmer Producer Groups
- Women farmers reached with agricultural assets or services
- Increase in WPGs/SHGs' income by 15-25%
- Job creation for women PGs/SHGs
- Access of women PGs/SHGs to digital services
- Access of women PGs/SHGs to finance/credit and market

### Proposed Beneficiaries:

- Approx. 9225-10000 Women/Landless PGs @2-3 WPGs/SHGs per village (covering 8 divisions, 28 districts, 123 blocks & 3690 villages)
- Additionally, 15000 UPSRLM SHGs to be taken
- Each WFPG/SHG will consist of 10-20 members.
- Approx. 350000-500000 women farmers/ landless women will be benefitted at the end of the project.

### Details of New Women PGs to be formed/mobilized under the UPAGREES Project:

Division	District	Total Blocks (No.)	Selected Blocks (No.)	Net cultivated area (ha)	Selected area(ha)	Number of WFPGs	No. of Women Farmers (No.)
<b>Bundelkhand Region</b>							
Jhansi	Jhansi	8	4	316806	20000	300	4500
	Lalitpur	6	4	290669	20000	300	4500
	Jalaun	9	4	342768	20000	300	4500
	<b>Total</b>	<b>23</b>	<b>12</b>	<b>950243</b>	<b>60000</b>	<b>900</b>	<b>13500</b>
Chitrakoot	Chitrakoot	5	4	165019	20000	300	4500
	Banda	8	4	339729	20000	300	4500
	Mahoba	4	4	233147	20000	300	4500
	Hamirpur	7	4	289212	20000	300	4500
	<b>Total</b>	<b>24</b>	<b>16</b>	<b>1027107</b>	<b>80000</b>	<b>1200</b>	<b>18000</b>
<b>Eastern UP Zone</b>							
Vindhyanchal	Mirzapur	12	4	212130	20000	300	4500
	Sonbhadra	10	4	184732	20000	300	4500
	Bhadoi	6	4	64223	20000	300	4500
	<b>Total</b>	<b>28</b>	<b>12</b>	<b>461085</b>	<b>60000</b>	<b>900</b>	<b>13500</b>
Varanasi	Varanasi	8	4	101670	20000	300	4500
	Chandauli	9	4	135417	20000	300	4500
	Jaunpur	21	5	274778	25000	375	5625

	<b>Ghazipur</b>	<b>16</b>	5	260491	25000	375	5625
	<b>Total</b>	<b>54</b>	<b>18</b>	<b>772356</b>	<b>90000</b>	<b>1350</b>	<b>20250</b>
<b>Gorakhpur</b>	<b>Gorakhpur</b>	<b>19</b>	5	238244	25000	375	5625
	<b>Maharajganj</b>	<b>12</b>	4	190183	20000	300	4500
	<b>Deoria</b>	<b>16</b>	5	188646	25000	375	5625
	<b>Kushinagar</b>	<b>14</b>	5	212727	25000	375	5625
	<b>Total</b>	<b>61</b>	<b>19</b>	<b>829800</b>	<b>95000</b>	<b>1425</b>	<b>21375</b>
<b>Azamgarh</b>	<b>Azamgarh</b>	<b>22</b>	5	286990	25000	375	5625
	<b>Mau</b>	<b>9</b>	4	119795	20000	300	4500
	<b>Ballia</b>	<b>17</b>	5	216842	25000	375	5625
	<b>Total</b>	<b>48</b>	<b>14</b>	<b>623627</b>	<b>70000</b>	<b>1025</b>	<b>15375</b>
<b>Basti</b>	<b>Basti</b>	<b>14</b>	5	196080	25000	375	5625
	<b>SantKabirnar</b>	<b>9</b>	4	121056	20000	300	4500
	<b>Siddharthnar</b>	<b>14</b>	5	223367	25000	375	5625
	<b>Total</b>	<b>37</b>	<b>14</b>	<b>540503</b>	<b>70000</b>	<b>1025</b>	<b>15375</b>
<b>Devipatan</b>	<b>Gonda</b>	<b>16</b>	5	281460	25000	375	5625
	<b>Balrampur</b>	<b>9</b>	4	216240	20000	300	4500
	<b>Baharaich</b>	<b>14</b>	5	333396	25000	375	5625
	<b>Shrawasti</b>	<b>5</b>	4	121953	20000	300	4500
	<b>Total</b>	<b>44</b>	<b>18</b>	<b>953049</b>	<b>90000</b>	<b>1350</b>	<b>20250</b>
<b>Grand Total</b>		<b>319</b>	<b>123</b>	<b>6157770</b>	<b>615000</b>	<b>9225</b>	<b>138375</b>

Note: Apart from the above numbers, 30% women participation will be ensured in Fisheries activities also.

## Suggested Staff for ensuring Landless & Women Farmers participation

For Formation/adoption of 2-3 women PGs/SHGs in each village, total 9225-10000 WPGs/SHGs in 123 blocks of 28 districts in 08 divisions:

- Engagement of 2 Community/Social Mobilizer per block preferably women-Total 246 Community Mobilizers in 28 districts are proposed to be engaged through Support Organizations (suggested)
- Each Mobiliser will form/adopt 37-38 WPGs/SHGs
- On an average each Block will have 75-80 WPGs/SHGs
- On an average each village will have 2-3 WPGs/SHGs

## Year wise Plan of the Major Activities for WPGs/SHGs:

Sr.	Activities	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6
	Mapping of UPSRLM SHGs						
1	Project awareness and rapport building visits in villages						
2	Baseline survey of the project area to identify/map the beneficiaries and potential activities						
3	Collection of baseline data and analysis of status/data regarding HHs/prospect beneficiaries						
4	Preparation of village wise Micro-plans formats and capacity building of field staff on this						
5	Preparation of Micro Plans for WPGs/SHGs through participatory method						
6	Preparation of annual action plan based on micro plan						
7	Formation/adoption of WPGs/UPSRLM SHGs as per monthly plan						
8	Capacity building of WPGs/SHGs on group functioning, management and financial literacy						
9	Linkage of WPGs with banks and financial institutions						
10	Skill development training of WPGs/SHGs in identified micro-medium Agri and allied activities/businesses						
11	Capacity building for marketing and linkage with digital platforms						
12	Timely Implementation of Micro action plan of WPGS/SHGs of each village						
13	Monitoring and evaluation on project's gender disaggregated PDO & IR indicators						
14	Reports and documentation of success stories						

## Standard Operating Procedure (SOP)

### Women Farmers' Participation under Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

#### 1. Title

**SOP for Social Inclusion and Gender Mainstreaming through Women Farmer Producer Groups (WFPGs)/WSHG under UPAGREES**

#### 2. Purpose of the SOP

This SOP provides a standardized framework for planning, mobilization, formation, capacity building, convergence, implementation, monitoring, and evaluation of **Women Farmer Producer Groups (WPGs)/WSHG**s under the UPAGREES Project to ensure effective participation of women, SC/ST, and landless farmers in agriculture and allied sectors.

#### 3. Scope

This SOP applies to:

- PMU–UPAGREES-UPDASP
- DPIUs and Block Project Units
- Support Organizations (SOs), Technical Support Agencies
- Community/Social Mobilizers
- Women Farmer Producer Groups (WFPGs)/WSHG  
across **8 divisions, 28 districts and identified 123 blocks, and 3690 villages** in Uttar Pradesh.

#### 4. Policy and Programmatic Framework References

- National Policy on Farmers, 2007
- Gender Mainstreaming Guidelines of DA&FW
- NRLM and MKSP frameworks
- UPAGREES Social Inclusion Policy (Stakeholders Engagement Plan (SEP))
- Agriculture Census 2015–16
- PLFS 2021–22

#### 5. Definitions

- **WPG**: Women Farmer Producer Group consisting of 10–20 women farmers/landless members
- **Landless Women Farmers**: Women engaged in agriculture and allied activities with and without ownership of land
- **Micro Plan**: Participatory village-level livelihood and detail plan for WFPGs/SHGs aligning project objectives
- **Support Organization (SO)**: Partner agency engaged for community mobilization and capacity building

## **6. Objectives**

### **6.1 Overall Objective**

To enhance and ensure productive participation, income, skills, and institutional access of women farmers and landless households through organized collectives and climate-resilient Agri-allied livelihoods.

### **6.2 Specific Objectives**

- 30% participation of women farmers in project
- Formation of **at least 9225-10000 women PGs/SHGs** under UPAGREES
- Adoption of UPSRLM SHGs (Number to be decided)
- Improve women's access to financial credit, skills, technology, agri assets, services and markets
- Promote women-led agriculture, allied (Agri-processing, value chain, crop residue management, crop waste management) and non-farm enterprises
- Strengthen women's role in leadership, decision-making and governance

## **7. Institutional Roles and Responsibilities**

### **7.1 PMU–UPAGREES (UPDASP)**

- Overall planning, policy guidance, and fund allocation
- Supervision, Monitoring, evaluation, and reporting

### **7.2 District Project Implementation Units (DPIU)**

- Support TSA/SO for baseline survey in timely manner
- District-level Planning and implementation of project activities
- coordination and convergence with all line departments, TSAs
- Conduct District level coordination and orientation programmes for potential partners
- Conduct Interaction Sessions with financial institutions/Banks for financial linkages
- Ensure identification of small, medium businesses for women groups and
- Coordinate with FPO/SO/DPIU agencies in preparation of business plan for SMEs for at least 25% of WPGs/SHGs based on local feasibility
- Ensure targets achievement in a timely manner with the support of SO
- Monitoring and supervision of SO team on a continuous basis
- Periodic (monthly/quarterly/annual) Progress Reporting to PMU

### **7.3 Support Organizations (SOs)**

- Baseline data collection of each village and prepare a baseline status report
- Community mobilization and WFPG/SHG formation as per targets and guideline
- Identify existing UPASRLM Agri-based WSHGs in selected villages
- Prepare a village level micro action plan based on project targets
- Capacity building and enterprise development
- Coordinate & Converge with CPIT team/Agency to ensure participation of women PGs/SHGs in Agri-based value chain business activities of each commodity clusters
- Conduct regular consultation meetings with farmers/women on thematic subjects
- Prepare business plan for SMEs for at least 25% of WPGs/SHGs based on local feasibility
- Establish convergence with all line departments for linkage with relevant schemes

### **7.4 TSA-FPO Capacity Building**

- Identify, assess and rank good existing FPOs for linkage
- Federate Women PGs/SHGs into FPOs
- FPO Registration and Women FPOs' Capacity building on effective operation & management

- Assist in SMEs business plan development training on and enterprise development
- Prepare business plan for SMEs for at least 25% of WPGs/SHGs based on local feasibility
- Conduct regular consultation and guidance meetings with women FPOs on enterprise development issues
- Ensure market linkage of women FPOs and its sustainability

### **7.5 Community/Social Mobilizers**

- Two mobilizers per block (preferably women) (123 blocks x 2=246 mobilizers)
- Formation of 3 new WPGs in each selected village (3690 villages x 3 groups =11070 groups and 2,21,000 women farmers)
- Field-level consultation, facilitation for implementation and reporting

### **8. Target Beneficiaries**

- 9225-10000 WPGs (2–3 per village)
- Adoption of UPSRLM Agri-allied agriculture based SHGs (No. to be decided)
- Approx. 200000+ lakh women and landless women farmers
- WPG/SHG size: 15–20 members

### **9. Implementation Process**

#### **Step 1: Baseline Survey and Beneficiary Identification/mapping (Through SO/UPSRLM)**

- Conduct village-wise baseline survey (3690 villages)
- Identify women farmers, landless households, SC/ST groups as per guideline
- Map existing UPSRLM SHGs, skills, resources, and livelihood potential

**Output:** Beneficiary database and village profiles

#### **Step 2: Data Analysis and Micro-Planning (Through SO/DPIU)**

- Analyse household socio-economic data
- Crop and Fishery/pond data analysis for planning
- Identify viable Agri and allied activities for women groups
- Prepare participatory village-wise Micro Plans for women groups aligning project indicators

**Output:** Village wise /WPG/SHGs wise Micro Plans and Annual Action Plans

#### **Step 3: Formation/adoption of WPGs/UPSRLM WSHGs (Through SO/UPSRLM)**

- Form 2–3 new WPGs per village
- Ensure inclusivity of members (SC/ST, landless, marginal farmer, vulnerable women)
- Registration of each women farmer and WPG/SHG as per project norms on project dashboard

**Output:** Functioning of WPGs/SHGs with defined leadership

#### **Step 4: Capacity Building and Skill Development (Through SO/FPO Agencies, specialised business /training agencies)**

Training modules of WPGs/SHGs will cover:

- Group operation, management & governance (through SO)
- Financial literacy and bookkeeping (through SO)
- Agri-allied enterprise skills (Through specialised trainers/agency for selected enterprise)
- Climate-resilient agriculture practices (orientation & inventory of climate resilient package of agri-practices will be provided to farmers/women)
- Use of women-friendly farm implements (inventory to be prepared and scheme convergence)

**Output:** Skilled and confident WPG/SHG members and agri-entrepreneurs

### **Step 5: Livelihood and Enterprise Promotion in WPGs/SHGs (Through SO/line departments/KVKs, and specialised training agencies)**

Focus areas include:

1. Farming and subsistence agriculture
2. Manuring activities (from fruits/vegetable/crops waste)
3. Seed preservation activity
4. Post-harvest management (sorting, storage, packaging, branding and marketing)
5. Crop residue management enterprises (Rice, Wheat, Banana, Maze, Fisheries waste etc.)
6. Horticulture & food processing enterprises
7. Agri-waste management activities
8. Fisheries & fish processing enterprise
9. Use of Women-friendly agricultural and other implements for identified SMEs

**Output:** Women-led Agri/ fisheries activities and on-farm enterprises

### **Step 6: Credit and Financial Linkages (Through Banks and Government schemes)**

- Link WPGs/SHGs with banks and financial institutions
- Facilitate access to formal credit through banks and government and banks schemes
- Target: 25% women-led SMEs have access to credit

**Output:** Improved financial inclusion of WPGs/SHGs

### **Step 7: Market and Digital Linkages (Through CPIT Team/Digital agency/System Integrator/ FPO agency hired in project)**

- Training on value chains enterprises and pricing method of products
- Linkages with Digital marketing e-commerce platforms (e-NAM, Amazon, Flipkart etc.) and training on registration and its use for marketing
- Branding and packaging support and training

**Output:** Enhanced market access and increased income of women farmers

### **Step 8: Implementation of Micro Action Plans (Through SO/FPO Agencies)**

- Rollout planned on project's objectives and livelihood interventions
- Women led Enterprises (SMEs) establishment
- Asset distribution and service delivery plan
- Continuous handholding by Support Organizations and business development expert

**Output:** 25% of WPGs/SHGs involved in SMEs and increased income, increased access to agri-assets & services

### **Step 9: Monitoring, Evaluation, and Reporting**

- Regular field monitoring
- Outcome and PDO/IR Indicator based evaluation
- Gender-disaggregated reporting

**Output:** Reporting on project's gender disaggregated indicators

### **10. Year-wise Activity Framework (6 Years)**

Activities include:

- Baseline survey
- Micro planning
- WFPG formation
- Capacity building
- Enterprise development
- Credit & market linkages

- Monitoring and evaluation

(Implemented progressively from Year 1 to Year 6)

**Output:** Monthly reporting of progress

#### **11. Key Performance Indicators (KPIs)**

- Increase in women's income and household income
- Number of women-led enterprises and jobs created
- Financial Credit linkage coverage
- Access to women-friendly farm machinery and agri-services
- Participation in post-harvest and value addition activities
- Improved food and nutritional security
- Increased leadership and decision-making roles for women
- Increased access to digital services
- Increased Income and job creation

#### **12. Expected Outcomes**

- 9225-10000 exclusive women FPGs/SHGs supported
- 15000 (tentative number) UPSRLM SHGs adoption
- 25% women-led MSMEs access formal credit
- Increased women representation in FPG governance and leadership
- Enhanced access to agricultural assets and services
- Sustainable livelihoods for women and landless farmers

#### **13. Sustainability and Exit Strategy**

- Strengthening Women FPOs/federations and producer companies
- Institutional convergence with UPSRLM, MSME, NABARD, Line departments
- Promotion of women led -Agri/fishery led value chains
- Long-term capacity strengthening of WPGs/SHGs

#### **14. Compliance and Review**

- SOP to be reviewed quarterly /annually
  - Amendments may be done as per field's need and to be approved by PMU-UPDASP
  - Compliance mandatory for all implementing agencies/partners
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**MONITORING & EVALUATION****UPAGREES – Women Farmers Participation & Gender Mainstreaming****Project Development Objective (PDO – UPAGREES)**

To enhance productivity, resilience, market access and income of farmers, with special focus on women, SC/ST and landless households, through climate-resilient agriculture, value addition and enterprise development in Uttar Pradesh.

**LOGICAL FRAMEWORK MATRIX****1. IMPACT LEVEL****Impact Statement**

Improved livelihoods, income security, and socio-economic empowerment of women farmers and landless households in Uttar Pradesh through inclusive, climate-resilient and market-oriented agriculture.

<b>Elements</b>	
<b>Project Impact Indicators</b>	<b>Indicator Description</b>
<ul style="list-style-type: none"> <li>women benefiting from increased resilience of livelihood, jobs or firms (2,00,000)</li> </ul>	Indicator measures the number of women farmers adopting climate-resilient practices/set of climate-resilient practices introduced by the project
<ul style="list-style-type: none"> <li>Increase in profitability at the women producer level (25%)</li> </ul>	Indicator measures the increase in profit margins at the women producer level due to increase in the value of the commodities sold by the producer and /or reduction in the cost of cultivation
<ul style="list-style-type: none"> <li>Private Capital enabled for women FPGs</li> </ul>	Indicator tracks all private investments made as a result of project interventions
<ul style="list-style-type: none"> <li>Increase in women farmer's income (25%)</li> </ul>	Indicator measures the increase in farmers households' income in project area compared to control area
<b>Means of Verification</b>	<b>Responsibility</b>
<ul style="list-style-type: none"> <li>Base-line, Mid-line and End-line household survey</li> </ul>	<ul style="list-style-type: none"> <li>M&amp;E/ Survey Agency</li> </ul>
<ul style="list-style-type: none"> <li>UP-AGREES MIS Data</li> </ul>	<ul style="list-style-type: none"> <li>Data punching by Support Organization, DPIUs/FPO Agency</li> <li>Data management and report generation by MIS Agency</li> </ul>
<ul style="list-style-type: none"> <li>UPAGREES impact assessment reports</li> </ul>	External Impact Assessment Agency
<b>Source of Data</b>	<b>Frequency of data capture</b>
<ul style="list-style-type: none"> <li>Baseline/midline/endline Survey agency's reports</li> </ul>	<ul style="list-style-type: none"> <li>Project start, midterm and end of project term</li> </ul>
<ul style="list-style-type: none"> <li>UP-AGREES MIS Dashboard</li> </ul>	<ul style="list-style-type: none"> <li>Crop season wise</li> <li>Monthly, quarterly and annual</li> </ul>

## 2. OUTCOME LEVEL

### Outcome Statement

Enhanced productive participation, skills, and market integration of women farmers and women-led FPGs/SHGs across agriculture, horticulture, fisheries and MSME-linked value chains.

Sr. No.	Outcome Indicators to be monitored	Means of Reporting	Targets
1	No. of WFPGs formed		9225-10000
2	% women farmers adopting improved Package of practices	UPAGREES MIS	200000
3	Exclusive women FPGs/SHGs supported and made functional from the project	UPAGREES MIS	9750-10000
4	% women trained in group O&M practices	UPAGREES MIS	100%
5	% women trained in agri & allied skills	UPAGREES MIS	80%
6	Women benefiting from increased resilience of livelihoods, jobs or firms (FPO/SME)	UPAGREES MIS	200000
7	Increase in women farmers income	UPAGREES MIS	25%
8	Increase in profitability of the women producer level	UPAGREES MIS	25%
9	Women farmers reached with agricultural assets or services	UPAGREES MIS	200000
10	Women farmers supported through Agri-cluster interventions	UPAGREES MIS	200000
11	Women farmers supported through fisheries interventions under the project	UPAGREES MIS	25,000
12	% women-led MSMEs accessing formal credit	UPAGREES MIS	25%
13	% women represented in leadership roles and participation in other FPG/FPO executive bodies	UPAGREES MIS	100000
14	Women farmers and women led businesses (SMEs) using financial services	UPAGREES MIS	25%
15	Women farmers onboarded on the digital registry	UPAGREES MIS	100000
16	% Adoption rate for women of digital market places	UPAGREES MIS	30%
17	Women using digitally enabled Agriculture, Fisheries, Horticulture, MSME, SRLM, MKSY, PMMSY and other Platforms/ services	Timely convergence with line departments	200000
18	WFPGs/WSHG social audit & compliance reports	Endline trough Social & Environmental Audit	9750-10000
19	Beneficiaries satisfied with project interventions	End line Impact assessment	80%
20	Registered Grievances addressed	UPAGREES MIS	80%

### 3. OUTPUT LEVEL:

(Outputs are deliverables outlined quantitatively to provide a clear basis for measuring results)

#### Output 1: Women Farmer Producer Groups (WFPGs) formed and strengthened

Indicators	Means of Verification	Targets
• No. of WFPGs formed	• Group's Profile Register/MIS Dashboard	9225-10000+15000
• Members detail and profile	• Group registration records/MIS Dashboard	350000-500000
• Block-wise progress reports	• Community mobilization and support activities monthly report/MIS Dashboard	123

#### Output 2: Enhanced skills and capacities of women farmers

Indicators	Means of Verification	Targets
• % women trained in group O&M practices	Progress reports of SOs agencies//MIS Dashboard	100%
• % women trained in Agri & allied skills	• Training attendance sheets and report/MIS Dashboard	80%
• No. of women certified in value addition (SMEs)	• Progress reports of SOs/FPOs agencies/MIS Dashboard	25%
• Skill certification records	• Women's availability for training and participants list of skill-based training/MIS Dashboard	80%

#### Output 3: Improved access to finance, assets and technologies

Indicators	Means of Verification	Targets
• % women PGs accessing institutional credit for SMEs	Progress reports of SOs/FPOs agencies/MIS Dashboard	25%
• No. of women receiving Agri-assets	• Dept./Bank sanction letters/distribution record/MIS Dashboard	100000
• Credit distribution to women PGs	• Credit flow from banks & schemes/bank Pas-book of groups	80%

#### Output 4: Strengthened market access and enterprise linkages

Indicators	Means of Verification	Targets
• No. of women-led Agri/SME enterprises	• Progress reports of SOs/FPOs agencies /MIS Dashboard	25%
• % WFPGs linked to digital/physical markets	• Market linkage MoU/ Documents	25%
• WPGs SME wise sales & turnover records	• Products Marketing records registers/SO report/MIS Data	25%

#### 4. ACTIVITY LEVEL

##### Key Activities

##### A. Social Mobilization & Planning

- Baseline survey & beneficiary mapping
- Gap analysis and need assessment for identified women
- Village micro-plan preparation (for Agri/Fisheries and allied activities)
- Annual action plan development

##### B. Institution Building

- Formation/adoption of WFPGs/WSHGs
- Group Governance, bookkeeping & leadership training

##### C. Capacity Building & Skill Development

- Crop, livestock, fisheries & horticulture activity based technical training
- Post-harvest, processing crop residue/waste management & SME activity-based skill training

##### D. Convergence & Resource Access

- Women led Government Schemes mapping & beneficiary tagging
- Credit linkage with banks, MSME & NRLM
- Asset provision (women-friendly tools)

##### E. Market & Enterprise Support

- Branding, packaging & digital marketing platforms linkage
- Buyer linkages & value chain integration with specialised agencies

##### F. Monitoring, Evaluation & Learning

- MIS reporting & RAG reviews
- Third-party evaluations
- Social audits & grievance redressal

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#### CROSS-CUTTING GENDER & INCLUSION ALIGNMENT

- Minimum 30% women-exclusive PGs
- Priority to SC/ST, landless and single women
- Mandatory women representation in decision-making bodies (PGs/WFPOs)
- Gender-disaggregated indicators across all levels
- Dedicated grievance redressal for women beneficiaries

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#### ALIGNMENT WITH UPAGREES PDOs

UPAGREES PDO	Contributions to project objectives
Productivity, Income/job creation	Skill building, assets, enterprises
Climate Resilience	Sustainable practices, crop waste and residue management
Market Access	WPGs, SMEs & digital platforms
Social Inclusion	Women-led groups (including landless, SC/ST, marginal farmers etc)

## An Excel-based MIS & Monitoring Dashboard draft Template for UPAGREES – Women PGs is under development for gender component:

MIS template will include the following (sheet-wise)

### 1. WPGs/SHGs Master

- Village → Block → District → Division hierarchy
- WPG/SHG profile data, formation, membership, social category
- Bank linkage & primary activity tracking  
⇒ *Core master sheet for all reporting*

### 2. Beneficiary Register

- Individual women member details
- Landholding, skill training, asset receipt
- Scheme-wise beneficiary tagging  
⇒ *Ensures gender-disaggregated & no-duplication compliance*

### 3. Training Activities

- Training needs assessment
- Group functioning training
- Skill based Training & enterprise activities
- Sector-wise enterprise tracking (Agri / Horti / Fisheries / MSME)
- Costs, timelines, profit, completion status
- Follow-up

### 4. Finance Convergence

- Department-wise scheme convergence
- Sanction vs release tracking
- Credit linkage/disbursement & no-duplication verification

### 5. Indicators

- Impact / Outcome / Output indicators
- Baseline, annual targets, current achievement
- Data source & reporting frequency  
⇒ *Directly aligned with the UPAGREES Log frame*

### 6. RAG Dashboard Data

- District / Block-wise performance inputs
- Target vs achievement
- Auto-use for RAG (Red–Amber–Green) dashboards

### Data Process Flow:

- **Village → Block:** Data entry by SO Staff / Block teams
- **District:** Consolidation, validation and reporting by DPIUs
- **State:** Auto-linked RAG dashboard & PDO reporting
- **World Bank / GoUP :** ISR, M&E, audit-ready reporting

## RAG Dashboard Data Analysis:

### RAG = Red – Amber – Green Dashboard

It is a performance monitoring dashboard that uses traffic-light colours to quickly show the status. This can be applied across all project activities of each component.

#### What each colour means

Colour	Meaning	Typical Interpretation
Green	On Track	Targets likely to be achieved
Amber	At Risk	Needs attention / corrective action
Red	Off Track	Immediate intervention required

#### RAG dashboards are used (especially in government & World Bank projects)

- For Quick decision-making for Project Director level
- For Easy comparison across districts and blocks

#### RAG dashboards are Standard tool in:

- World Bank ISR & Results Framework
- State PMU monitoring
- Convergence reviews
- Project progress tracking

#### In UPAGREES context A RAG Dashboard shows:

- Physical progress (targets vs achievements)
- Financial progress (allocation vs expenditure)
- Compliance (GRM, audits, satisfaction)
- Convergence performance (Agri, Horti, MSME, NRLM, Fisheries)
- All summarized in **Red / Amber / Green** for fast review.
- District / Block-wise performance inputs

#### Auto RAG Formula (RAG Status)

The RAG status will be **auto-calculated** based on target vs achievement:

- **GREEN** → ≥ 80% achievement
- **AMBER** → 50% – 79% achievement
- **RED** → < 50% achievement

#### Conditional Formatting (Automatic Colours)

- **Green fill** for "GREEN"
- **Amber fill** for "AMBER"
- **Red fill** for "RED"

This will work automatically for all **data rows** and updates instantly when data changes.

#### This will help reviews in the following manner:

- **Block/District reviews:** instant performance flagging
- **State dashboards:** quick aggregation for PD/APD
- **World Bank ISR:** clean linkage with RF indicators
- **No manual colour marking** (audit-safe)