



STAKEHOLDER ENGAGEMENT PLAN (DRAFT) OF KERA

Kerala Climate Resilient Agri Value Chain
Modernization Project

Department of Agriculture Development and Farmer's
Welfare, Government of Kerala

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List of Abbreviation and Acronyms

ABC	Agri Business Centres	IPNM	Integrated Pest and Nutrient Management
ABP	Agri Business Player	IRRI	International Rice Research Institute
ADA	Assistant Director of Agriculture	JLG	Joint Liability Group
AEU	Agro-ecological Units	KAICO	Kerala Agro Industries Corporation Ltd
AEZ	Agro-Ecological Zone	KAU	Kerala Agriculture University
AO	Agriculture Officer	KERA	Kerala Climate Resilient Agri Value Chain Modernization Project
ASHA	Accredited Social Health Activist	KILA	Kerala Institute of Local Administration
ATMA	Agricultural Technology Management Agency	KINFR A	Kerala Industrial Infrastructure Development Corporation
AWD	Alternate Wetting & Drying	KVK	Krishi Vigyan Kendra
AWW	Anganwadi Workers	LMP	Labour Management Plan
CBO	Community-based Organizations	MoFPI	Ministry of Food Processing Industries
CC	Climate Change	MoIC	Multiple on Invested Capital
CE	Citizens' Engagement	MSME	Ministry of Micro, Small and Medium Enterprises
CERC	Contingent Emergency Response Component	NABARD	National Bank for Agriculture and Rural Development
CHS	Community Health and Safety	NGOs	Non-governmental Organization
CPCRI	Central Plantation Crops Research Institute	ODOP	One District One Product
CSA	Climate Smart Agriculture	OHS	Occupational Health and Safety
CSC	Common Service Centers	PACS	Primary Agriculture Co-operative Society
CSO	Civil Society Organization	PAPs	Project Affected Persons
DAF	District Agricultural Farm	PD ATMA	Project Director, ATMA
DDA	Deputy Director of Agriculture	PES	Payment for Ecosystem Services
DoADF W	Department of Agricultural Development and Farmer's Welfare	PG	Producer Group
DoIC	Department of Industries and Commerce	PIP	Project Implementation Plan
DoLSG	Department of Local Self Governance	PMIS	project monitoring information system
E&S	Environmental and Social	PMU	Project Management Unit
ESCP	Environmental and Social Commitment Plan	PoP	Package of Practices
ESF	Environment and Social Framework	PO	Producer Organization
ESHS	Environment Social Health and Safety	PPT	Project Preparation Team
ESMF	Environmental and Social Management Framework	PRG	Partial Risk Guarantee
ESS	Environmental and Social Standard	PRI	Panchayati Raj Institutions
FGD	Focus Group Discussion	R&D	Research and Development
FIG	Farmer Interest Group	RAMP	Raising and Accelerating MSME Performance
FPC	Farmer Producer Company	RPMU	Regional Project Management Unit
FPO	Farmers Producer Organisation	RPS	Rubber Producer Society
GAP	Good Agricultural Practices	RTI	Right to Information
GBV	Gender-based Violence	SAMET I	State Agricultural Management and Extension Training Institute
GDP	Gross Domestic Product	SC	Schedule Caste
GHG	Greenhouse Gases	SEA- SH	Sexual Exploitation and Abuse and Sexual Harassment
GoI	Government of India	SEP	Stakeholder Engagement Plan
GoK	Government of Kerala	SHG	Self-help Groups
GP	Gram Panchayat	ST	Scheduled Tribes
GPDP	Gram Panchayat Development Plan	SWC	State Warehousing Corporation
GRM	Grievance Redress Mechanism	TA	Technical Assistance
GRO	Grievance Redressal Officer	ToRs	Terms of Reference

IAs	Implementing Agencies	VAAM	Value Added in Agriculture Mission
ICRI	Indian Cardamom Research Institute	VC	Video Conference
ICT	Information and Communications Technology	VFPCK	Vegetable and Fruit Promotion Council Keralam
IEC	Information, Education & Communication	WSHG	Women SHG

CHAPTER - I: INTRODUCTION AND PROJECT DESCRIPTION

1.1 Background

Kerala is at the forefront of India's revolution in structural transformation, having the highest human development index (HDI) among all Indian states, low poverty rate of 10.8% which is much lower than the national average of 21.9%, highest female literacy rate in India at 94.2%, high investment in infrastructure and high level of entrepreneurship. The state is now moving from an agrarian economy to a knowledge-based economy and is driven largely by services, with agriculture accounting for a relatively small share (12% of GDP). About more than 22% of the workforce is employed in the agriculture sector, however, value addition is at best stagnant.

The wide range of agro-ecological conditions in Kerala present both opportunities and challenges. On one hand it allows for the cultivation of a wide variety of crops, whereas on the other hand, it can also make it difficult to manage the agricultural sector. This is because different crops and agricultural activities require different conditions, such as different soil types, water availability, and climate. The state government of Kerala has a long history of investing in human capital. This investment has helped to create a well-educated labour force, which is one of the state's key strengths. This has resulted in highest daily wage rates in India. Together with immensely fragmented land holdings and smallest average land size (0.13 ha), it has provoked agricultural competitiveness and hence made gross margins insufficient to support a living.

To maintain the state-level food self-sufficiency, Kerala would require to preserve conventional agricultural production methods and maintain current cropping patterns based on small-holder multi-cropping production systems. With minimal attention to value addition and processing and significant state investment in the wider agriculture and food economy, there is a possibility that other States may surpass Kerala in terms of structural development, which will likely be expensive and eventually ineffective. Hence, to build on value addition and processing, agriculture and food economy should be able to meet higher wage demands. In order to capitalise private investments on value addition and processing, establishment of economies of scale at the production level is required to lower the risk and uncertainties within the private agriculture sector. These systems will be climate proofed and resilient to the greatest extent to support India's mitigation efforts. The launch of the Value Added in Agriculture Mission (VAAM) is a major step in this direction.

1.2 Project Development Objective

The project development objective is to promote resilience and commercialization of Kerala's food and agriculture sector for small-scale farmers and MSMEs with focus on agri-food. The initiative will assist in establishing and growing investments and innovations in:

- ▶ The upgradation of agriculture supply chains and value chains
- ▶ Empowerment of agri-food based MSMEs and FPOs
- ▶ Market infrastructure and services
- ▶ Promotion of regenerative agriculture practices to revive natural ecosystems, biodiversity, soil health and build climate resilience

The KERA project will also modernise agricultural offices (Krishi Bhavans) for simpler farmer access and improve agricultural service delivery through a solid Information and Communications Technology (ICT) - based infrastructure which may include the development of digital platforms, mobile applications, and online resources to facilitate farmer-government interactions, provide agricultural information, and

manage agricultural data efficiently. Through proper investments in agriculture and industries, implementation of climate-smart agricultural practises, elevated land and labour revenues, economically viable MSMEs, decreased GHG emissions especially from Paddy, greater possibilities of employment, and increased climate resilience, the project will strengthen the local economy.

1.3 Summary of Project Components

The project comprises five components aimed at enhancing climate resilience and agricultural sustainability in Kerala.

Component 1: Climate Resilience and Mitigation in Agriculture: This component focuses on strengthening the agricultural production base in the face of climate change across all 14 districts in Kerala. It aims to implement an innovative Agro-Ecological Zone (AEZ)-based approach, aligning Climate Smart Agriculture (CSA) practices with AEZs and farmer preferences. The component includes activities such as scaling up the adoption of CSA, updating existing Package of Practices, strengthening the capacity of extension services, and integrating digital technology for extension and advisory support. It also supports low carbon rice production, weather information infrastructure, and agromet systems.

Component 2: Enhancing Small-holder Commercialization for Value Addition: This component focuses on commercializing market-based agricultural production systems. It supports the formation of productive alliances between farmers and agribusinesses, providing grants and investments in critical value chain infrastructure. The component also includes subcomponents for supporting low carbon paddy production, replanting of climate-resilient varieties of coffee, cardamom, and rubber, and addressing land-related issues through context-specific measures.

Component 3: Strengthening Agribusiness, Agri-Tech Start-ups, and Food and Agriculture SMEs: This component aims to support value addition, technological innovation, and sustainability in agribusiness. It includes subcomponents for enhancing competitiveness and growth of agri-MSMEs, supporting technology incubation and agri-based start-ups, and establishing food parks to address land constraints and promote network economies.

Component 4: Project Management: This component finances project management costs for the central Project Management Unit (PMU) and regional sub-PMUs, as well as subsidiary Project Implementation Units (PIUs) within relevant agencies. It ensures effective implementation and coordination across components, including environment and social management.

Component 5: Contingent Emergency Response Component: This component establishes a Contingent Emergency Response (CERC) with zero allocation at project approval. It allows for rapid project restructuring in the event of a disaster in Kerala, enabling quick recovery support from the World Bank.

The overall goal is to enhance climate resilience, promote sustainable agriculture, and strengthen the agribusiness sector in Kerala through a comprehensive and integrated approach.

Kerala state has a total 14 districts representing five (5) Agro-Ecological Zone (AEZs) and 23 AEUs. KERA project is planned to encompass AEZ-represented areas, districts with a significant presence of market-oriented farmers, and agricultural value chains with the highest prospect of productive collaborations. Project activity specific exact geographical location for intervention is not yet determined at this initial phase of project formulation. However, Project Preparation Team (PPT) in coordination with different line/implementing departments has tentatively identified probable intervention location for few of the proposed activities.

Project activities are planned to be implemented in phase wise manner over a period of 5 year starting from financial year 2024-25 to 2028-29. Detail phase wise implementation plan is given in Project Implementation Plan (PIP) which is under the process of preparation at this stage.

1.4 Project Beneficiaries

The main project beneficiaries are (i) participating farmers benefiting from climate resilient cropping systems and increased incomes from productivity improvements and/ or value addition; and (ii) entrepreneurs and employees of agribusinesses along the value chain. Direct beneficiaries will be located in all 14 Districts in Kerala, including 140,00 farmers benefiting from advisory services in CSA practices; farmers within the 20,000 ha. benefiting from low carbon rice, agribusiness staff and FPC members engaged in the 150 PAs, employees of the 150 start-ups and 250 MSMEs assisted under the project as well as employees of the agribusinesses established in the food parks, CPCs and ABCs.

Secondary beneficiaries are (i) farmers benefiting from the application of technology fostered by the start-ups and farmers supplying the MSMEs and food park tenants created by the project; and (ii) participating government agencies with mandates for promoting CSA practices, agricultural value chains and agro-processing.

1.5 Implementing Agencies

The project will be implemented primarily by DoA with DoI playing a substantial role and other agencies also having important implementation responsibilities. The PMU will be headed by a Project Director (PD) as assigned by the DoA with responsibility "for day-to-day management, procurement as well as monitoring of all physical and financial progress of the project activities and for coordination between involved parties and thus ensure that the overall objectives of the project are achieved. The project will be overseen by a high-level steering committee (HLSC) chaired by the Chief Secretary (CS) and including the Agriculture Production Commissioner (APC), Secretaries of the Departments of Finance (DoF), Industries (DoI), Water Resources (DoWR), Law (DoL), and Electronics and Information Technology (DoE&IT), the Vice Chancellor of the Kerala Agriculture University. The PD is the Convenor. The HLSC is expected to meet every six months and provide approval for "all policy matters and all operational matters. A project executive committee (PEC) will be established with authority to approve "all operational matters coming above the powers of the Project Director [and] will have overall responsibility for the implementation of the project [including] conformity with sound financial and technical practices in compliance with Environmental and Social standards and Sustainability". The PEC is chaired by the APC and includes: Secretary, Finance Expenditure, DoF; Director, Industries, DoI; Chief Engineer, Irrigation, DoWR; Director, Plantation, DoI; Director, DoA. The KERA PD is the Convenor; the Additional PD is a member. The PEC "will establish standard operating procedures (SOP) stipulating clear roles and responsibilities for KERA PMU.

CHAPTER - II: PURPOSE OF STAKEHOLDER ENGAGEMENT PLAN

The Stakeholder Engagement Plan (SEP) for the KERA project aims to promote information, consultation, participation, satisfaction, and ownership among key stakeholders. The plan seeks to institutionalize regular and meaningful engagement throughout the project cycle. It emphasizes adopting a systematic, transparent, and participatory approach, maintaining positive stakeholder relationships, monitoring feedback, and implementing a responsive grievance redressal mechanism.

The SEP outlines strategies for communication with stakeholders, providing a mechanism for raising concerns, feedback, or complaints related to project activities. It is an integral part of the environmental and social assessment documentation, guiding communication and engagement between KERA and its diverse stakeholders.

The SEP includes identifying stakeholder categories, understanding engagement requirements, creating opportunities for effective participation, providing a roadmap for engagement strategies, disclosing information, establishing grievance mechanisms, defining roles and responsibilities, and recommending reporting and monitoring measures. Overall, the SEP aims to enhance decision-making, facilitate understanding, and actively involve stakeholders in a timely manner, ensuring their opinions and concerns influence project decisions.

CHAPTER - III: STAKEHOLDER IDENTIFICATION AND ANALYSIS

3.1 Methodology

To develop an effective engagement, it is necessary to determine who the project stakeholders are and understand their needs and expectations for engagement, and their priorities and objectives in relation to the Project. This information is then used to customize engagement to each type of stakeholder. As part of this process, it is particularly important to identify individuals and groups who may find it more difficult to participate and those who may be differentially or disproportionately affected by the project because of their marginalized or vulnerable status. It is also important to understand how each stakeholder may be affected or perceives they may be affected - so that engagement can be tailored to inform them and understand their views and concerns in an appropriate manner.

Project stakeholders are defined as individuals, formal or informal groups and organizations, and/or governmental entities whose interests or rights will be affected, directly or indirectly by project, both positively and negatively, who may have an interest, and who have the potential to influence to the project outcomes in any way. Stakeholders have been and will continue to be identified on a continuing basis by identifying:

- ▶ Various stakeholder categories that may be affected by, or be interested in the project
- ▶ Specific individuals, groups, and organizations within each of these categories
- ▶ The expected project area of impact, that is the geographical area over which it may cause impacts (both positive and negative) over its lifetime, and therefore the localities within which people, their environment and businesses could be affected,
- ▶ The nature of impacts that could arise and therefore the types of national/local government entities, NGOs, academic and research institutions, and other bodies who may have an interest in these issues and who could play a role in influencing these impacts.

In order to meet best practice approaches on Stakeholder Engagement , the KERA project will apply the following principles for stakeholder engagement:

- ▶ *Openness and life-cycle approach:* Public consultations for the project(s) will be arranged during the whole life cycle, carried out in an open manner, free of external manipulation, interference, coercion, or intimidation.
- ▶ *Informed participation and feedback:* Information will be provided to and widely distributed among all stakeholders in an appropriate format; opportunities are provided for communicating stakeholder feedback, and for analysing and addressing comments and concerns.
- ▶ *Inclusiveness and sensitivity:* Stakeholder identification and engagement process will be transparent, inclusive and sensitive, and emphasis will be on providing equal access to information
- ▶ *Vulnerability.* Special attention is given to vulnerable groups that may be at risk of being left out of project benefits, particularly women, the elderly, persons with disabilities, displaced persons, and migrant workers and communities, and the cultural sensitivities of diverse ethnic groups.
- ▶ *Flexibility:* Project will adopt multiple modes of engagement, including web, social media and mobile phone-based platforms

3.2 Affected Parties and Other Interested Parties

In accordance with ESS10, Project Stakeholder has been categorized into the following groups to ensure a more efficient and effective stakeholder engagement:

Affected parties include local communities, community members, and other parties that may be subject to direct impacts from the Project. Persons, groups, and other entities within the Project Area of Influence (PAI) that are directly influenced (actually or potentially) by the project and/or have been identified as most susceptible to change associated with the project, and who need to be closely engaged in identifying impacts and their significance, as well as in decision-making on mitigation and management measures. For the KERA project, the following individuals and groups fall within this category:

- ▶ Small and Marginal Farmers in project areas
- ▶ Farm and Plantation Owners and Title holder
- ▶ Farmers Groups (agriculture, water, rubber, agriculture services)
- ▶ Small and Medium Enterprises and Start Ups in Agriculture and Food Processing Sector
- ▶ Workers in Agri Food Parks, MSMEs, Food Processing Centres and Markets

Other Interested Parties (including government departments): those interested in the project because of its location, its proximity to natural or other resources and may be local government officials, community leaders, and CSOs particularly those who work in or with impacted communities and may have a role in project preparation or be in a community affected by the project. The projects' stakeholders also include parties other than the directly affected communities, including

The projects' stakeholders also include parties other than the directly affected communities, including [add list of other possible stakeholders. Examples include NGOs or civil society groups at the local and national levels, business owners and providers of services within the project area, other government officials].

- ▶ Dept. of Agriculture, Irrigation, Industries, Department of Food Processing Industries (DoFPI)
- ▶ Tribal Development, Renewable Energy
- ▶ Commodity Boards (Coffee, Rubber, Spices, Coconut)
- ▶ Support Agencies (SFAC, VFPCCK, KVK, SAMETI, RATTTC, IRRI, KAU,CPCRI, NABARD, ICRI)
- ▶ Kerala Start up Mission
- ▶ KINFRA, KVK, KAICO, INKEL, VFPCCK, State Warehousing Corporation (SWC),
- ▶ KILA
- ▶ Haritha Karma Sena,
- ▶ Elected Members and Officials of PRIs
- ▶ Local NGOs and TSAs working in agriculture and food sector

3.3. Disadvantaged/vulnerable individuals or groups¹

Disadvantaged & Vulnerable individuals or groups: vulnerable individuals or groups who often do not have a voice to express their concerns or understand the likely project impacts.

¹ It is particularly important to understand whether project impacts may disproportionately fall on disadvantaged or vulnerable individuals or groups, who often do not have a voice to express their concerns or understand the impacts of a project, and to ensure that awareness raising and stakeholder engagement be adapted to take into account such groups' or individuals' particular sensitivities, concerns, and cultural sensitivities and to ensure a full understanding of project

- ▶ Farmers from scheduled and other backward castes;
- ▶ Tenant Farmers;
- ▶ Women Farmers
- ▶ Farmers with disability, Elderly farmers
- ▶ Tribal Farmers, including particularly vulnerable tribes (PVTG)
- ▶ Migrant Farm Labour working in agriculture and plantations
- ▶ Women led MSME

Adversely affected households (Potential adverse impacts): At this stage, the project does not identify any population groups to be negatively affected any land acquisition or the potential to cause involuntary physical resettlement or relocation. The ES Screening of specific subprojects will identify the potential for any such adverse risks and impacts. Local Communities may experience inconveniences and adverse impacts on account of construction work. This will be mitigated through implementation of ESMPs which will include risk mitigation measures related to pollution, waste management and traffic management.

activities and benefits. Engagement with vulnerable groups and individuals often requires the application of specific measures and assistance aimed at the facilitation of their participation in the project-related decision making so that their awareness of and input into the overall process are commensurate with those of other stakeholders.

CHAPTER - IV: STAKEHOLDER ENGAGEMENT PROGRAM

4.1 Summary of Stakeholder Consultations done during project preparation

Stakeholder consultation is an integral part of the environmental and social assessment which provides inputs for the preparation of Environment and Social Management Framework (ESMF). During project preparation, the KERA project preparation team and the ESMF consulting team supported by district agriculture teams undertook multiple rounds of public consultations which are summarised below. The overall objective of such consultations was to document the feedback, concerns and suggestions of the stakeholders with specific reference to the planned interventions of the KERA project. The consultation meetings were organized basically to a) share project objectives and proposed project interventions with the identified stakeholder groups and b) to consult with the stakeholders and document their concern, with particular reference to social and environmental impacts of the proposed project interventions.

The ESMF team conducted two rounds of community-level stakeholder consultation, following a step-by-step process.

In the first round, which took place from 8th October to 14th October, 2023, the team conducted focused group discussions (FGDs) with small groups. The ESMF consulting team was divided into two groups to facilitate FGDs in nine (9) blocks across the nine (9) project districts. In the second round, a larger audience representing different stakeholder groups was invited to a single platform at the Gram Panchayat (GP) level for detailed consultation. This round of community-level consultation occurred in 15 Gram Panchayats/locations spread across seven (7) blocks in the four (4) target districts, from 26th October to 2nd November, 2023.

September 2023. Initially, The ESMF preparation team consulted with the Project Preparation Team (PPT), Project Management Unit (PMU), and the Department of Agriculture and Farmers Welfare (DoADFW) to gain an understanding of the KERA project interventions. Subsequently, a reconnaissance visit was conducted on September 9th, 2023, to two locations. During the visit, consultations were carried out with one Farmer Producer Organisation (FPO) and several individual farmers to gather their inputs and insights.

From 4th to 7th October, 2023, the ESMF team conducted initial consultations, FGDs and KIs with key implementing agencies at the state level, including the Department of Agriculture, KINFRA, Department of Irrigation, Soil Survey & Soil Conservation Department, and NABARD Office. The ESMF team was divided into two groups and mobilized to different directions to carryout field visit and community level consultation at project locations. Each team had local language translators to facilitate effective communication with the stakeholders. During their visits, the teams covered a total of nine (9) blocks from the nine (9) project districts and conducted focused group discussions (FGDs) with various community groups, including ten (10) farmer/grower groups, five (5) Farmer Producer Organizations (FPOs), two (2) Self Help Group (SHG) groups, one (1) Rubber Producer Society (RPS), and three (3) trader/supplier/Agri-entrepreneur groups. Additionally, the ESMF team also consulted with relevant district/block level offices and research institutes as part of their data gathering process. Annexure 2 of the report includes a summary of the discussions along with photographs of the participants attending the consultations.

Details of the meetings, including stakeholder feedback is provided in **Annexure 2**.

26th October to 2nd November, 2023, The ESMF team, along with three field researchers, carried out community-level consultations in selected four (4) project districts. These districts were chosen based on

key criteria, including representing 1) various agro-ecological zones & agro-ecological units, 2) tribal-dominated and non-tribal areas, 3) different crop cultivation areas (paddy, coffee, cardamom, coconut, rubber), and 4) diverse geographical features (coastal, hilly, plain). Additionally, districts with proposed physical infrastructure like agri-parks, Agri-business Centres, Common Processing Centres and canal repairing were considered. Prior to the consultations, stakeholders were provided with information about the meeting time, place, visiting team, and agenda. Respective district-level agriculture offices were communicated with via email to ensure smooth functioning of the consultations. A total of eight (8) stakeholder consultations with larger groups and seven (7) consultations with vulnerable/marginalized groups were conducted in fifteen (15) Gram Panchayats/locations across seven (7) blocks in the four (4) target districts. Each sample GP had two (2) stakeholder consultations, **one** with a larger group consisting of farmer groups, Primary Agriculture Co-operative Societies (PACS), Panchayati Raj Institution (PRI) members, Farmer Producer Organizations (FPOs), and Farmers Interest Groups (FIGs). The **other** consultation was specifically with vulnerable and disadvantaged groups, including agricultural laborers, *Kudumbashree* groups, women land titleholders, SC/ST households, tenant farmers, labour cooperatives, and the elderly. Additionally, the ESMF team conducted separate focused group discussions with various stakeholders, including the Kerala Institute of Local Administration (KILA) and ATFAM Farmer Producer Organization (FPO) running a millet processing centre in Agali, Palakkad; Agri-entrepreneurs and traders/suppliers at the Wayanad Market area and KINFRA Small Industries Park in Kalpetta, Wayanad, as well as the Mayyil Rice Producer Company FPO in Irikkur, Kannur.

Details of the meetings, including stakeholder feedback is provided in **Annexure 1**.

4.2 Stakeholder's Engagement Need and Methods of Engagement

Understanding the information and engagement needs of identified stakeholders is an important part of successful project implementation, which will lead to framing of appropriate modes of communication. The engagement needs of the stakeholder have been assessed based on the nature and magnitude of impact of project interventions, their role in ensuring an interface for the project with the citizens as well their vulnerability to participate in and benefit from project investments. The table below summarises the information on engagement needs of different categories of stakeholders and recommendations on the preferred mode of engagement to be adopted by the project based on an assessment of their characteristics and the likely project impacts.

Table 1: Stakeholder's engagement needs (information/ communication)

Stakeholder Group	Information Need	Mode of communication/ Engagement	Medium of Communication
Farmers and members of Farmer Groups, and Companies	<ul style="list-style-type: none"> ▶ Project information ▶ Extension and Advisory Services on packages of practices and climate resilient agriculture methods and technologies; ▶ Market information ▶ Agriculture Innovations and Experience in other states/districts ▶ Government Schemes and programs that meet key stakeholder needs; 	<ul style="list-style-type: none"> ▶ Gram Sabhas/Village meetings ▶ Farmers Group Meetings ▶ Farmers Field Schools and Demonstrations ▶ Training and Exposure Visits ▶ Monthly meetings (of FPOs/FPCs/SHG, traditional farm collectives) ▶ Social media, WhatsApp, project website, SMSs ▶ Scheme specific mobile Apps ▶ Notices and displays at facilitation centres ▶ Training material/ flyers, scheme specific pamphlets ▶ Project helpline/ portal 	Malayalam

Stakeholder Group	Information Need	Mode of communication/ Engagement	Medium of Communication
Agri-entrepreneurs	<ul style="list-style-type: none"> ▶ Project information, planned value chain & market infrastructure improvement ▶ Likely benefits & ways to access benefits ▶ Inputs to needs/ gap assessment on schemes, Agri services, market infrastructure 	<ul style="list-style-type: none"> ▶ Meetings with small ag-traders & local associations, commodity specific players ▶ Departmental social media-website/SMS/ WhatsApp, Mobile apps 	Malayalam/English
Landless Labourer/ Tenant, Marginal & Tribal farmers	<ul style="list-style-type: none"> ▶ Project information, planned activities & support ▶ Likely benefits, eligibilities, process & support available to access benefits ▶ Inclusive & safety measures under the project 	<ul style="list-style-type: none"> ▶ Targeted FGDs and Group Meetings; ▶ Pictorial/ graphical communication /project helpline/ portal 	Malayalam/Tamil
Women headed HHs; Women farmers	<ul style="list-style-type: none"> ▶ Project information, planned activities & likely benefits, eligibilities ▶ Process & support available to access benefits ▶ Inclusive & safety measures, SEA- SH and GBV prevention & mitigation measures 	<ul style="list-style-type: none"> ▶ Targeted FGDs and Group Meetings facilitated by women officials ▶ Monthly meetings of CBOs & WSHGs ▶ Group and individual consultations with frontline workers like ASHA and AWW 	Malayalam/Tamil
Elderly people, HHs with Differently abled members	<ul style="list-style-type: none"> ▶ Project information, planned activities & likely benefits, eligibilities ▶ Process & support available to access benefits ▶ Inclusive & safety measures 	<ul style="list-style-type: none"> ▶ Targeted FGDs and Group Meetings facilitated by women officials ▶ Monthly meetings of CBOs & WSHGs ▶ Group and individual consultations with frontline workers like ASHA and AWW 	Malayalam/Tamil
Local Labourers / Community workers	<ul style="list-style-type: none"> ▶ Health and safety, Community Health and Safety (CHS) ▶ Labour laws, LMP provisions ▶ Labour and environmental Code of Conduct ▶ SEA-SH provisions, worker's GRM 	<ul style="list-style-type: none"> ▶ ESHS and OHS trainings and mock-drills, toolbox talks ▶ Notice boards & signages ▶ Project helpline/ portal, complaint box at site ▶ Through Contractors- Verbal or pictorial communication at construction site 	Malayalam/Tamil
Migrant Labourers	<ul style="list-style-type: none"> ▶ Health & safety, CHS ▶ Labour laws, key provisions of LMP ▶ SEA- SH provisions and Labour ▶ Environmental Code of Conduct at worksite & camps ▶ Worker's GRM 	<ul style="list-style-type: none"> ▶ Through Contractors, Verbal and pictorial communication at worksite and labour camps ▶ ESHS and OHS trainings mock-drills and toolbox talk ▶ Project helpline/ portal, notice boards & signages, complaint box at site 	Their native language/ Hindi
Contractors/ Suppliers/ Consultants/ Consulting Agencies	<ul style="list-style-type: none"> ▶ Clearly defined roles, responsibilities, reporting requirements & available support ▶ E&S related measures, esp. those related to ESS1, ESS2, ESS3 & ESS7. 	<ul style="list-style-type: none"> ▶ Formal contracts & ToRs ▶ Written-official communication ▶ ESHS Audit, review meetings, monthly reporting and feedback. 	English/Malayalam/ Hindi

Stakeholder Group	Information Need	Mode of communication/ Engagement	Medium of Communication
Extension Workers/ Community Cadres (<i>Kudumbashree, Krishikoottam Padasekhara, Haritha Karma Sena</i>)	<ul style="list-style-type: none"> ▶ Project information, planned activities & likely benefits, eligibilities & process to link or help farmer ▶ Farmers access and benefits ▶ Inputs to needs/ gap assessment related to- scheme, service, market, infrastructure 	<ul style="list-style-type: none"> ▶ Monthly meetings (of FPOs/FPCs /SHG/ extn workers, traditional farm collectives) ▶ Training and Orientation Sessions ▶ information pamphlets ▶ Formal departmental communication. 	Malayalam
PRI Members, Elected Representatives, Traditional leaders	<ul style="list-style-type: none"> ▶ Project information, planned sector specific activities & support ▶ Likely benefits & steps to access them and ensure inclusion ▶ Role of LSGs in alignment-area-beneficiary selection-design finalisation ▶ Inputs on needs/ gap assessment for sector-specific & leadership development trainings ▶ Measures for CHS, minimizing service disruptions & pollution ▶ Location of key operations-camps, yards, sourcing & disposal sites ▶ Contractor obligations & Code of Conduct 	<ul style="list-style-type: none"> ▶ Consultations & meetings with PRI members/ traditional leaders ▶ Village development & GPDP planning meetings ▶ Training workshops and learning material 	Malayalam/ English
PMU, RPMUs (incl. DoADFM, DoIC, KAU, KINFRA, DoLSG and etc.)	<ul style="list-style-type: none"> ▶ Project information, planned activities ▶ Role of sector specific & regulatory agencies ▶ Role in E&S risk management, information disclosure, operationalising & monitoring E&S compliance ▶ Setting up of project GRM 	<ul style="list-style-type: none"> ▶ Project coordination & review meetings ▶ Project Operations Manual ▶ Trainings and workshops, training material ▶ Formal contracts 	Malayalam/ English
Govt. support and training agencies (Tribal Development Board, RATTC, IRRI, SAMETI, ICRI, CPCRI etc)	<ul style="list-style-type: none"> ▶ Project information ▶ Role in implementation & capacity building, target stakeholders ▶ Inputs on training needs assessment and course content development 	<ul style="list-style-type: none"> ▶ Project coordination & review meetings ▶ Project Operations Manual, trainings and workshops, training material 	Malayalam/ English
CSOs/ NGOs	<ul style="list-style-type: none"> ▶ Project information ▶ Likely benefits, eligibilities, process for accessing benefits ▶ Inclusive & safety measures under the project, their role in social mobilisation. 	<ul style="list-style-type: none"> ▶ Public Consultations and village level meetings ▶ Project documents, pamphlets/flyers, department website, portal, social media handles. 	Malayalam/ English

4.3 Stakeholder Engagement Plan

Table 2: Stakeholder Engagement Plan

Stakeholder Group	Tools of Engagement, Information Sharing	Timing/ Frequency	Responsible Parties
Small and Marginal Farmers, Padasekhara Samithi	<ul style="list-style-type: none"> ▶ Gram Sabha /VC / Community meetings ▶ Wall paintings, pamphlets Mobile apps, Portals, GRM ▶ Information display at farm facilitation centres ▶ Workshops & Trainings 	<ul style="list-style-type: none"> Annual and monthly Need based Need based Need based 	RPMU/ DoADFW/ Irrigation Dept
Extension Workers / Community Cadres	<ul style="list-style-type: none"> ▶ Orientation workshop & Trainings ▶ Community & Cluster level review meetings ▶ Formal Communication - guidelines, circulars 	<ul style="list-style-type: none"> Project initiation & monthly Monthly Need based 	RPMU, DoADFW, Irrigation Dept, KVK, SAMETI
Vulnerable Groups: Landless Labourer/ Tenant, Marginal & Tribal farmers, Women farmers	<ul style="list-style-type: none"> ▶ FGD, community consultation ▶ Pictorial messages/ wall paintings/ flyers ▶ Community Consultations facilitated by CSOs 	<ul style="list-style-type: none"> Project initiation Need based Need based 	PMU, RPMU, DoADFW & Irrigation Dept., CSOs
Project Affected: Local & Migrant Labourers	<ul style="list-style-type: none"> ▶ ESHS trainings, drills ▶ Safety talks & meetings ▶ Orientation trainings on CoC & working conditions 	<ul style="list-style-type: none"> Monthly/ Daily Weekly Work initiation & upon induction 	Contractor, RPMUs
Vulnerable Groups: Old aged, differently abled	<ul style="list-style-type: none"> ▶ FGDs, group consultations ▶ Pictorial messages ▶ Facilitated discussions using CSOs 	<ul style="list-style-type: none"> Project initiation Need based Need based 	PMU, RPMU, DoADFW & Irrigation Dept., CSOs
Project Affected: Individual Farmers/ Growers and Members of FPO, FPC, Krishikoottam group/ Agri-prenuers/ Processors/ Other value chain actors	<ul style="list-style-type: none"> ▶ Gram Sabha /VC / Community meetings ▶ Wall paintings, pamphlets Mobile apps, Portals, GRM ▶ Information display at farm facilitation centres ▶ Workshops & Trainings 	<ul style="list-style-type: none"> Annual and monthly Need based Need based Need based 	RPMU/ DoADFW
Project Affected: Extension Workers / Community Cadres	<ul style="list-style-type: none"> ▶ Orientation workshop & Trainings ▶ Community & Cluster level review meetings ▶ Formal Communication - guidelines, circulars 	<ul style="list-style-type: none"> Project initiation & monthly Monthly Need based 	RPMU, DoADFW, KVK, SAMETI
Vulnerable Groups: Landless Labourer/ Tenant, Marginal & Tribal farmers, Women farmers, Kudumbashree Group	<ul style="list-style-type: none"> ▶ FGD, community consultation ▶ Pictorial messages/ wall paintings/ flyers ▶ Community Consultations facilitated by CSOs 	<ul style="list-style-type: none"> Project initiation Need based Need based 	PMU, RPMU, DoADFW, CSOs
Project Affected: Local & Migrant Labourers	<ul style="list-style-type: none"> ▶ ESHS trainings, drills ▶ Safety talks & meetings 	<ul style="list-style-type: none"> Monthly/ Daily Weekly 	Contractor, RPMUs

Stakeholder Group	Tools of Engagement, Information Sharing	Timing/ Frequency	Responsible Parties
	▶ Orientation trainings on CoC & working conditions	Work initiation & upon induction	
Vulnerable Groups: Old aged, differently abled	▶ FGDs, group consultations	Project initiation	PMU, RPMU, DoADFW, CSOs
	▶ Pictorial messages	Need based	
	▶ Facilitated discussions using CSOs	Need based	
Project Affected: Agri-prenuers/ Processors/ Other value chain actors	▶ Gram Sabha /VC / Community meetings	Annual and monthly	RPMU/ DoADFW/ PD ATMA
	▶ Wall paintings, pamphlets Mobile apps, Portals, GRM	Need based	
	▶ Information display at farm facilitation centres	Need based	
	▶ Workshops & Trainings	Need based	
Project Affected: Extension Workers / Community Cadres	▶ Orientation workshop & Trainings	Project initiation & monthly	RPMU, DoADFW, PD ATMA, KVK, SAMETI
	▶ Community & Cluster level review meetings	Monthly	
	▶ Formal Communication - guidelines, circulars	Need based	
Vulnerable Groups: Women led MSME, Trader/ Supplier (Women);	▶ FGD, community consultation	Project initiation	PMU, RPMU, DoADFW & PD ATMA, CSOs
	▶ Pictorial messages/ wall paintings/ flyers	Need based	
	▶ Community Consultations facilitated by CSOs	Need based	
Project Affected: Local & Migrant Labourers	▶ ESHS trainings, drills	Monthly/ Daily	Contractor, RPMUs
	▶ Safety talks & meetings	Weekly	
	▶ Orientation trainings on CoC & working conditions	Work initiation & upon induction	
Vulnerable Groups: Old aged, differently abled	▶ FGDs, group consultations	Project initiation	PMU, RPMU, DoADFW & PD ATMA, CSOs
	▶ Pictorial messages	Need based	
	▶ Facilitated discussions using CSOs	Need based	
Other Interested Parties: Elected Representatives, PRI Member, & Traditional leaders	▶ Meetings and Consultations	Quarterly	RPMU, DoADFW & Irrigation Dept.
	▶ Village planning meetings	Annual	
	▶ Trainings and Workshops	Need Based	
Other Interested Parties: PMU, RPMUs (incl. DoADFM, DoIC, KAU, KINFRA, DoLSG and etc.)	▶ Depot & Project meetings	Monthly	DoA
	▶ Guidelines, circulars, trainings	Need Based	
	▶ Progress reports	Quarterly	
Other Interested Parties: Contractors/ Suppliers/ Consultants/ Consulting Agencies	▶ Bid documents/ tenders	On contract initiation	PMU, RPMU, DoA
	▶ Formal contracts		
	▶ ToRs		
	▶ Orientation, induction workshops	Monthly/ Quarterly	
	▶ Review meetings		
Other Interested Parties: Govt. support and training agencies (Tribal Development Board, RATTC, ICRI, SAMETI, CPCRI, KILA, Haritha Karma Sena)	▶ Orientation Workshop	Project initiation	PMU, RPMU, DoA
	▶ Project review meetings	Monthly	

4.4 Mechanisms for Information Disclosure

Stakeholders will be kept informed as the project develops, including reporting on project environmental and social performance and implementation of the stakeholder engagement plan and Grievance Mechanism, and on the project's overall implementation progress. A summary of mechanisms for reporting back to stakeholders is summarised below.

Table 3: Mechanism for Information Sharing and Process

Process	Mechanism
Correspondences (Phone, Emails)	<ul style="list-style-type: none"> ▶ Distribute project brief/information and relevant communication with Government officials, NGOs, Local Government, and other public and private organisations/agencies ▶ Invite stakeholders to meetings and follow-up
Community Meetings (Formal meetings, Public meetings, Focus group Meetings)	<ul style="list-style-type: none"> ▶ Present the Project related information to a group of stakeholders ▶ Allow group to comment - opinions and views and take collective decisions ▶ Build impersonal relation with high level stakeholders ▶ Disseminate technical information (as required)
	<ul style="list-style-type: none"> ▶ Present Project information to a large group of stakeholders, especially communities ▶ Allow the group to provide their views and opinions ▶ Build relationship with the communities, especially the vulnerable ▶ Distribute non-technical information (as required) ▶ Facilitate meetings with presentations, PowerPoint, posters etc.
	<ul style="list-style-type: none"> ▶ Present Project information to a group of with similar stakes ▶ Allow stakeholders to provide their views on targeted information ▶ Build relationships with specific communities/ collectives/ interest groups
Project website and disclosure	<ul style="list-style-type: none"> ▶ Present project information and progress updates for greater transparency ▶ Disclose documents like ESMF, ESMP, SEP, ESCP, LMP, Contract Progress that have implications for community or environment ▶ Implementation progress, status of grievances and its redress and other relevant documentation.
Project leaflet/ Posters/ Pamphlets/ Flyers/ wall paintings/ notice board/ Information Displays	<ul style="list-style-type: none"> ▶ Brief and specific project information targeted at specific stakeholders ▶ Site and group specific project information.
Transect walk/ participatory site visits	<ul style="list-style-type: none"> ▶ Location of Agri-park, Common Processing Centre, Agribusiness Centre location, canal repairing site. ▶ Ensure participation of local community including women, representatives of user community.
Trainings and Workshops	<ul style="list-style-type: none"> ▶ Intervention specific information for specific set of stakeholders- duty bearers for a sector/ scheme or elected representatives ▶ Steps to improve awareness, access, outreach and more inclusive and equitable benefit distribution ▶ Improved capacity to better deliver on mandate, project benefits
Bid Documents/ ToRs/ Contracts	<ul style="list-style-type: none"> ▶ Provide clarity on scope of work, eligibilities, and clear roles & responsibilities ▶ Clarity on conditions of employment or engagement
Grievance Redressal Mechanism	<ul style="list-style-type: none"> ▶ Provide avenues to register feedback, complaints and suggestions ▶ Creates an accountable and responsive mechanism

CHAPTER - V: GRIEVANCE REDRESS MECHANISM

Grievance Redress Mechanism is a critical tool for promoting transparency, accountability, enhancing operational efficiency towards ensuring beneficiary and citizen awareness/ engagement in the project. An effective GRM also considers principles of participation and social inclusion, ensuring transparency about the grievance procedure as well as options for mediation and appeal.

The KERA Project will establish a Grievance Redress Mechanism (GRM) with the aim to respond to queries or clarifications or complaints about the project and address complaints/concerns and grievances of the stakeholders. The GRM will focus on corrective actions that can be implemented quickly and at a relatively low cost to resolve identified implementation concerns, GRM will also serve as a channel for early warning, helping to target supervision to where it is most needed and identify systemic issues.

5.1 Existing public grievance redress channels

Grievance Redress Mechanism (GRM) and Citizens' Engagement (CE) are two important aspects of SEP. Kerala Government has existing system where people can lodge complaints through a State-wide toll-free number (1076) and get resolution through a time-bound redressal mechanism. The Project will attempt to strengthen this public grievance system, by making it more transparent, accessible and participatory as well as create a separate dedicated project level GRM to respond to the grievances raised by different project stakeholders. At project initiation, simultaneous efforts will be made to create awareness about the existing public GRM as well as the mechanism being developed for the project.

For grievance redressal, Govt. of Kerala has introduced e-District project. This intend to provide Government services to citizens through Common Service Centers (CSC) which are easily accessible. Public grievance redressal services are provided through the e-District portal.

There is also Public Grievance Redressal System where each District Magistrate and / Collector is given charge to take care of grievance. Complaints can be lodged through the web portal cmo.kerala.gov.in to the Chief Minister's Public Grievance Redressal System. In case of non-receipt of information from the Charge Officer, aggravated person may contact the Chief Minister's Office on Toll Free Number 1076.

In addition, like in other states, Kerala has a CM Helpline service where citizens are able to make call to a Toll-Free number (1076) to lodge their grievances related to public authorities or services on any subject related to service delivery or entitlement. The grievances of the citizens are recorded at the CMs helpline and transferred to concerned level, division of relevant departments. Nodal Officers are appointed at all levels in the departments including Tribal Welfare, Agriculture, Irrigation and Labour to look into the complaints registered by the public.

Project related grievances received from these existing public grievance mechanisms will be tracked and redressed as part of the project grievance mechanism. In addition, a project GRM will also be set-up to specifically look at grievances of stakeholders due to project investments. The architecture and implementation of this mechanism is presented in the next section.

Linkages will also be created between this state-wide and the project grievance mechanism to capture all complaints and feedback related to the project interventions under a common dashboard. These project grievances will be periodically collated, analysed and the number of grievances received, redressed, pending and the thematic- geographic areas drawing maximum grievances will be reported in the quarterly E&S progress reports by the PMU. If required, corrections will be made in the design & implementation strategies based on the feedback received through

For KERA, a 3-tier grievance redress mechanism is proposed. At the PMU Level the grievance system will be headed by the Project Director and will be responsible for the overall functionality of the Project GRM. The GRM's at the R-PMU level will have Deputy/ Asst. Director, Deputy/ Asst. Director, and Principal Agriculture Officer/ PD ATMA as Grievance Redressal Officers. The lowest level of GRM will be in the project GP and will be the responsibility of Agriculture Officer. The concerned Grievance Redressal Officer will be responding to grievance/query through phone calls, meetings and letters, in order to resolve issues. If needed, site visits will be undertaken to appraise the exact nature of stakeholder concerns. The Complainant will be made part of the grievance resolution process and kept updated of the resolution process through phone calls and formal letters. Information material on GRM will also inform the stakeholders about grievance escalation hierarchy that would help the complainant to escalate any unresolved issues to higher level officers, as well as the existing state level GRM channels of government portal and grievance committee chaired by the district collectors. The grievance redress process will be a continuous, transparent and participatory process that would be an integral part of the project's accountability and governance agenda. The GRM mechanism will be notified within three months of project effectiveness.

The project level GRM will be headed by the Project Director (PMU). Social Safeguard Expert at the PMU will act as convenor for GRM. Social Safeguard Expert at PMU shall assist the PD to monitor the overall Project GRM and co-ordinate with all the R-PMUs. The project website will also have a link where grievances can be filed by the citizens.

GP level GRO's in consultation with the Asst. Director, DaDFW (Block) will directly address all grievances related to the project affected persons (PAPs), project workers and community members. Grievance Registers will be maintained at District/Block levels and also at each worksite to record, track and report on the inflow of stakeholder grievances, enquiries and feedback. Status of Grievances received and resolved will be track through the project MIS as well as monthly progress reports from the Districts and Blocks. All unresolved grievances will be escalated to the PMU level GRM. The aggrieved will have the option to send their grievances to the project GRM or to the state level public GRMs.

In addition, separate site level grievance mechanism will also be created aimed at local communities and workers. These will include complaints and suggestion boxes, complaint registers at site for workers, site level display of contact numbers of local, nodal persons from the contractor and the implementing agency.

Roles of Grievance Redressal Officers (GRO) at different levels

- ▶ Take steps to create awareness about the project and state-wide GRMs that can be accessed by citizens and stakeholders.
- ▶ Organise trainings of all frontline staff on the GRM and measures to create public awareness about the same
- ▶ Responsible for monitoring all grievances submitted manually through drop box, online or physically (ear marked) and entering it in the GRM register with a reference number in a specific format.
- ▶ Addressing the grievances following detailed procedures within the stipulated service delivery time.
- ▶ Ensure the completion of monthly reporting on grievances in the project monitoring information system (PMIS).
- ▶ Ensure all grievances received from different sources are collated and reflected in the overall project GRM.
- ▶ Ensuring that all grievances received are closed within specified timeframes and the aggrieved informed about the action taken or reasons for delay/inaction.
- ▶ Time-bound escalation of all unresolved grievances.

Nature of Grievance

Given the diverse typologies of grievances/beneficiary feedback, project will use the initial classification to reflect the components of the project including Procurement, Quality of Services, Construction, Access to Services & Entitlements, Financial, Social & Environmental, and Labour/ Worker related. This will then be sub-classified according to the type of grievance: Comments/Suggestions, Queries, Non-performance of Project Obligations, Violations of Laws/Corruption and Complaints of Project Staff/Service Providers involved in project management.

Conflict of Interest

Grievances against district level implementing agencies or personnel, will be forwarded to state level department to handle conflict of interest within stipulated working days of receipt of grievances. If the grievances require further investigation at district level, Department (state level) will forward the grievance to the DoADFW/ PD ATMA for impartial investigation within three working days from the receipt of grievances. District GRO should send the report of the investigation to the State level department within stipulated working days. Based on the investigation report, State level department will prepare a reply and send to the aggrieved person within stipulated working days from the date of receipt of investigation report.

Confidentiality-If any beneficiary or citizen seeks confidentiality, name and address of the person will not be disclosed. There will be an option for maintaining confidentiality in the design of the web based GRM.

Accessibility of the Aggrieved Person-Any beneficiary or citizen who has successfully submitted a grievance can verify the status of their grievance(s) at any time by referencing the acknowledgement number/unique tracking ID code provided to them at time of submission. PMU/R-PMUs will ensure non-disclosure of all personal information, especially those related to workers or SEA/SH-GBV grievances. This will extend to additional arrangements for maintaining confidentiality at the request of the individual or where matters are sensitive.

5.3 Awareness and Training on GRM

A comprehensive set of trainings on the GRM will be conducted covering the PMU, RPMUs, State Level Department, District Level Department, as well as at the GP level. The training will be as part of the Social Safeguards Training module to be given to all the implementers. The project will be developing and using newsletters and communication campaigns/products to create awareness on the GRM and SEP status. Social Development Specialist (PMU) shall ensure these trainings are designed and delivered to key stakeholders within 6 (six) months of project effectiveness.

CHAPTER - VI: IMPLEMENTING ARRANGEMENT AND MONITORING MECHANISM

6.1 Roles and Responsibilities for Implementing Stakeholder Engagement Activities

Table 1: Roles and Responsibilities of staff for implementing SEP

Level	Official Responsibility	Roles and Responsibility
GP	Agriculture Officer, DaDFW	<ul style="list-style-type: none"> ▶ Community to be mobilized and consulted during various stages of the sub project preparation through community consultations. ▶ Conduct consultations near the sites proposed to seek opinions/suggestions of the communities involved. ▶ Document the outcome of the consultations ▶ Share the outcome of the consultations with the Block level team ▶ Take feedback from the community on the project implementation and grievances
District	Principal Agriculture Officer/ PD ATMA	<ul style="list-style-type: none"> ▶ Principal Agriculture Officer/ PD ATMA shall be supporting implementation of SEP specially with respect to communities, beneficiaries in project areas ▶ Engage with implementing agency to incorporate as appropriate community feedback in the designs. ▶ Present the draft plans and explain to the community on the content and process of the implementation of the plans. ▶ Engage with the block level officials of concerned line department for information dissemination and collaboration measures. ▶ Prepare minutes of the meeting and disseminate the same ▶ As first level of contact for any grievances, report grievances to safeguard in charge (district level)
Department (State)	Deputy/ Asst. Director	<ul style="list-style-type: none"> ▶ Deputy/ Asst. Director shall be supporting implementation of SEP specially with respect to communities, beneficiaries in project areas ▶ Engage with the district level officials of concerned line department for information dissemination and collaboration measures ▶ Prepare minutes of the meeting and disseminate the same ▶ Assist District team lead in resolution of grievances.
R-PMU	Deputy/ Asst. Director	<ul style="list-style-type: none"> ▶ Provide overall guidance and monitoring supervision to the SEP process ▶ Prepare and provide appropriate IEC and communication material, information required to be disclosed to different stakeholder categories ▶ Finalise the timing and duration of SEP related information disclosure and stakeholder engagement ▶ Orient the PIU staff on SEP and requirements for its operationalization ▶ Prepare and customize to filed wise requirements the IEC and communication material provided by the PMU and the information required to be disclosed to different stakeholder categories ▶ Participate either themselves, or identify suitable representative, during all face-to face stakeholder meetings ▶ Review and sign-off minutes of all engagement events; Maintain the stakeholder database. ▶ Communicating with Government entities and the media throughout the Project's lifecycle ▶ Assure participation/ inclusion of stakeholders from vulnerable groups.
PMU	Social Specialist/Safeguard	<ul style="list-style-type: none"> ▶ SEP - design, implementation and reporting

Level	Official Responsible	Roles and Responsibility
	Specialist of RPMU	<ul style="list-style-type: none"> ▶ Engage with the state level officials of concerned line department for information dissemination and collaboration measures ▶ Prepare minutes of the meeting and disseminate the same ▶ Project Director of KERA in resolution of grievances. ▶ Identifying and ensuring that information needs of all vulnerable and disadvantaged groups are addressed. ▶ Provide guidance to contractors, consultants, PIUs on engagement process and provisions of the SEP ▶ Supervising and coordinating all activities associated with stakeholder engagement and management ▶ Ensure that all material/ strategies developed are culturally appropriate and available in an easily comprehensible form to stakeholders (based on their profile and their information needs). Finalise the timing and duration of SEP related information disclosure and stakeholder engagement ▶ Ensure access to and effectiveness of the grievance redress mechanism developed for the project ▶ Liaise with PIUs and other PMU staff to ensure that stakeholder engagement requirements/protocols are understood ▶ Escalate unmanaged stakeholder related risks for higher level decision making ▶ Ensure that various managers/ subject specialists and other project staff are included and kept informed on the stakeholder engagement process
PMU	Environment Management Specialist at PMU	<ul style="list-style-type: none"> ▶ Provide support to preparation of additional material on environmental aspects for disclosure to stakeholders based on requirement ▶ Support to guide contractors, consultants, PIUs on engagement process and SEP and in coordinating related activities

6.2 Monitoring and Reporting

It is important to monitor and evaluate the ongoing stakeholder engagement process and GRM to ensure that consultations, disclosure efforts and GRM functions are effective, and stakeholders have been meaningfully consulted throughout the process and are responded through GRM process. This will facilitate to respond to identified issues and alter the schedule and nature of engagement activities to make them more effective. Adherence to the following characteristics/ commitments/ activities will assist in achieving successful engagement:

- ▶ Sufficient resources to undertake the engagement.
- ▶ Inclusivity (inclusion of key groups) during interactions with stakeholders.
- ▶ Promotion of stakeholder involvement.
- ▶ Sense of trust in the implementing agency by all stakeholders.
- ▶ Clearly defined approaches; and
- ▶ Transparency in all activities.

Quarterly reports on major stakeholder engagement events shall be collated by PMU staff and their outcomes shall be reported to the senior management. A number of Indicators shall be monitored and reported by the project on a regular basis, including:

- ▶ Number of public hearings, consultation meetings and other public discussions/ forums conducted;

- ▶ Number and types of IEC materials developed and used;
- ▶ Number of project events published/broadcasted/ covered by local, regional media;
- ▶ Geographical coverage of public engagement activities - number of locations and settlements covered by the consultation process;
- ▶ Number and type of grievances received within a reporting period (e.g., monthly, quarterly, or annually) and number of those resolved within the prescribed timeline;

The R-PMU will be providing regular updates on implementation of the SEP based on information received from block level officials and endorsed by district level. The SEP will be annually revised and updated as necessary in the course of capacity building program implementation in order to ensure that the information presented herein is consistent and is the most recent, and that the identified stakeholders and methods of engagement remain technically and culturally appropriate and effective in relation to the project context and specific stages of implementation. Any major changes to the project related activities and to its schedule will be duly reflected in the SEP.

Reporting: The main instrument for reporting on SEP implementation will be the quarterly ESMF implementation progress report, which would cover implementation of ESMF, ESCP as well as SEP. The quarterly report will be based on regular monthly updates from the district and R-PMU units, and these will include public grievances, enquiries and related incidents, together with the status of implementation of associated corrective/preventative measures.

CHAPTER - VII: ESTIMATED BUDGET

Implementation of SEP in letter and spirit is essential for maintaining the connect with the multiple stakeholders. The expenditure towards preparation of IEC materials, and for the workshops, trainings and consultative meetings are included in the budget. The overall budget estimate is INR 19 million. This estimate is for regular and consistent interactions with stakeholders, intervening every quarter during project cycle of approximate five years.

Table 2: SEP implementation budget

Items	Tentative Budget (in INR)
Project website and disclosure	20,00,000
IEC materials	20,00,000
Setting up of GRM and its maintenance	20,00,000
Publications in local language: Pamphlets, booklets, short films etc.	20,00,000
SEP related Workshops, Trainings, Meetings and Campaigns	50,00,000
Hiring consultants and agencies for SEP implementation and support	50,00,000
TOTAL	1,80,00,000

ANNEXURES

Annexure 1: Details of Stakeholder Consultations conducted during project preparation

District - Palakkad

CD Blocks - Attapadi & Alathur

Panchayats Covered - Agali, Cheerakuzhy, Alathur, Chithali

Stakeholders Consulted - Farmers, FPO Members, Women, Tribal, PRI members, WSHG, Kudumbasree, Padasekhara

Department Consulted - Kerala Institute of Local Administration (KILA), Agriculture Dept.

The KERA-associated interventions have garnered positive reception among Women Groups, SC, ST Farmers, and PRI members. Farmers and women groups have emphasized the imperative for a secondary processing unit dedicated to millets. The farmers involved in Millet cultivation in the Attapadi region refrains from the utilization of synthetic fertilizers and pesticides. The traditional agricultural practices adopted by farmers involve a deliberate avoidance of chemical inputs, aligning with organic farming principles and seeking organic certification. The majority of farmers, particularly small and marginal ones, express a collective need for a centralized collection and procurement centre. There is a strong inclination among farmers to engage in direct millet sales, bypassing intermediaries. In the rainfed areas of the Attapadi region, there is a pressing need for irrigation facilities. A significant portion of farmers adheres to traditional agricultural methods, underscoring the necessity for specialized technical training tailored to specific crop cultivation. Farmers perceive no environmental or social risks associated with the KERA project interventions. However, the region grapples with a substantial man-animal conflict, resulting in the 30-40% of crops loss by wild animals like elephants, monkeys, peacocks, and wild boars etc. Shortage of rainfall and water scarcity emerges as a major issue, compounded by limited penetration of government-provided crop insurance for crop loss by wild animals. Labour scarcity persists, as farmers, who are also landholders, rely on alternative livelihood schemes such as the Mahathma Gandhi Thozhilurappu Scheme, displaying a reluctance to engage in farming. Additionally, the lack of access to bank loans poses a hindrance to agricultural activities. Within the framework of the tribal Kudumbashree unit, which operates three value addition units, including mills, a shortage of business orders is observed, indicating a need for strategic interventions to address multifaceted challenges. Malampuzha canal system is the main irrigation system, so repair of the canal system will really help them. The small canals (cada) within the paddy fields are in a state of disrepair and have suffered damage.

District - Idukki

Block - Azutha, Kattapana

Panchayets Covered - Kannadi, Vendiperiyar

Stakeholders Consulted - Farmers, FPO Members, Women, Tribal, PRI members, SHG, Krishikuttam, Elderly Farmers, Karmasena

The interventions led by KERA were warmly received/welcomed by Women Groups, PRI Members, and FPO groups. Farmers perceive no environmental or social risks associated with the KERA project interventions. In Vallakadavu, farmers have taken the initiative to establish Eco Development Committees (EDC) consisting of forest officials and tribal farmers. These committees have a dual objective of preserving the forest ecosystem and fostering the development of the tribal community. Notably, farmers face a challenge due to the absence of marketing facilities, particularly concerning coffee and cardamom replantation. Furthermore, for availing subsidies provided by the Coffee Board and Spice Board for coffee and cardamom

replantation, farmers are required to possess a minimum of 1 acre of plantation for each crop without any inter-cropping. The prevalence of whiteflies poses a significant challenge in this area, with a notable absence of available pest control measures. There is a pronounced requirement for the implementation of micro-irrigation facilities, particularly the utilization of sprinklers, specifically during the flowering stage of coffee cultivation. Farmers express a need for the modernization of the value chain, improvement in irrigation infrastructure, access to training in good agricultural practices, and active participation in capacity-building programs, including those focused on value addition. Additionally, the region experiences heightened man-animal conflict, with elephants, monkeys, tigers, peacocks, and wild boars causing considerable challenges. Even cattle rearing is impeded due to the prevalence of tiger attacks.

District - Kannur

Block - Irikkur & Irittu

Panchayats Covered - Mayyil, Aralam

Stakeholders Consulted - Women, SC, PRI, Elderly Farmers, FPO, Kudumbasree, Mayyil Rice Producer Company, Women Labourers, CEO, Farmers

The KERA project interventions have received a positive reception from women groups, PRI members, FPOs, and elderly farmers. Farmers perceive no environmental or social risks associated with the KERA project interventions. Farmers exhibit reluctance to cultivate dwarf varieties of coconut due to their susceptibility to pests. Challenges arise in the form of Primary Agricultural Credit Societies (PACS) refraining from providing financial support to Farmer Producer Organizations (FPOs), focusing solely on individuals and groups, compounded by insufficient funds allocated by the Rubber Board. The agricultural department's follow-up and timely interventions, including subsidy provision and limestone supply, are deemed essential, along with the establishment of agro-clinics, timely procurement of produce, and the assurance of a minimum support price. Additionally, there is a pressing need for cold storage, godown facilities, and improved infrastructure. Inefficient coconut harvest equipment and the prevalence of high pest attacks, particularly the Red Palm Devil, further compound challenges. The absence of Micro Irrigation Facilities like Drip and Sprinklers poses a significant hurdle, requiring urgent attention. Farmers express the demand for need-based training on Integrated Nutrient Management (INM) and Integrated Pest Management (IPM), as well as capacity-building sessions on value addition, processing, and good agricultural practices. Addressing discrepancies in labor wages between male and female laborers is also crucial in ensuring equitable practices in the agricultural sector. The farmers collectively emphasize the imperative for value chain modernization and the implementation of micro-irrigation facilities

Mayyil Rice Producer Company - The FPO welcomed the KERA led interventions, Notably, the farming practices adhere to a chemical-free approach, following recommended agricultural practices, and applying fertilizers based on soil testing reports. The FPO stressed the requirement of improved processing facilities for value-added products, as well as the establishment of market linkages and a need for promoting and marketing these value-added products, enhancing productivity, and addressing water scarcity concerns during the months of May, June, and July. To mitigate this, the FPO wants micro-irrigation equipment. Cold storages, equipment for creating value addition products is required by the FPO. There were some discrepancies in labour wages of men and women labourers.

Farmers are seeking the implementation of Minimum Support Price (MSP) for their agricultural products. They require access to long-term credit facilities with low-interest rates and they emphasize the importance of ongoing supervision and follow-up on activities following the implementation of government initiatives.

District - Wayanad

Block - Sulthan Bathery

Panchayats Covered - Ambalavayal, Noolpuzha

Stakeholders Consulted - Women, Haritha Karma Sena, Women, ST, SC, Padasekhara, Elderly, Tribal Women Farmers (Kudumbshree)

Stakeholders Consulted - KINFRA Food Processing Centre (Women Labourers, Migrant Labourer, CEO, General Staff), Rural Agriculture Wholesale Market Sulthan Bathery, KVK Ambalavayal

The respondents express positive reception towards the interventions led by KERA. Insufficient irrigation infrastructure, inadequate subsidies for agricultural inputs and fertilizers, and difficulties in marketing agricultural produce and value-added services are notable issues. In Wayanad, the soil's inherent acidity necessitates limestone application. The establishment of soil testing laboratories is advocated for providing free services, particularly considering the existing cost at KVK, which is relatively high at 510 rupees, especially for larger land holdings requiring samples from multiple locations. Farmers highlight the necessity for Panchayat-oriented storage facilities, cold storage units, and post-harvesting machinery for coffee. The marketing of produce and value addition services poses substantial challenges, with the rural wholesale agricultural market in Sulthan Bathery not functioning optimally. The region experiences a heightened man-animal conflict involving tigers, elephants, and wild boars. Farmers are in need of collection and procurement centres for coconut and coffee, emphasizing the requirement for low-cost irrigation facilities and improved storage infrastructure, including cold storage and drying facilities. Direct marketing of produce without intermediaries is emphasized. Challenges such as limited access to credit facilities, absence of irrigation infrastructure, unavailability of land titles (pattayam) leading to difficulties in securing crop insurance, and a lack of insurance coverage for livestock are prevalent. The market prices are low, and farmers often sell their produce in local markets. High man-animal conflict necessitates the establishment of fencing facilities. Despite these challenges, a noteworthy 80% of women actively participate in agricultural and allied activities, including livestock and poultry farming. Landownership patterns vary, with some farmers holding land titles (pattayam) and others relying on leased land, and a significant proportion of farmers possess less than or exactly 1 acre of land.

The quality control lab is currently situated in Kozhikode, leading to elevated transportation costs. To address this issue, there is a need for the establishment of a Quality Control laboratory within the KINFRA Food Processing Centre in Wayanad.

Annexure 2: Detailed Community Consultations

Place: Asst. Director Agriculture office, Attapadi

Date of Consultation/ Visit - 26.10.2023

Group/ Participants - Farmers, FPO Members, women, Tribal, PRI members

No. of Respondents: Total 67 [Women- 42, ST- 24, SC-10, PRI-03, WSHG-42]

- Women Groups, SC, ST Farmers, PRI members welcomed the KERA related Interventions
- Need of secondary processing unit for millets stressed by the farmers and women groups
- Most of the farmers are small and marginal farmers, and they require a common collection centre and procurement centre.
- Farmers desire the direct sale of millets, bypassing intermediaries.
- Rainfed areas in Attapadi region requires irrigation facility.
- Many farmers are adhering to traditional agricultural methods, indicating a requirement for specialized technical training tailored to specific crop cultivation.
- The primary products include millets, Puttu powder, Dosa batter, and various other millet-derived products, with distribution exclusively to educational institutions only.
- No Environmental and social risks were perceived from KERA project interventions by the farmers
- Man-animal conflict is very high, that is about 30-40% crops have been destroyed by attack of wild animals (elephant, monkey, peacock & wild boars)
- Shortage of rainfall and water scarcity is one of the major issues
- Government is providing crop insurance for the croplands destroyed by wild animals. But the issue is penetration of crop insurance among the farmers is less.
- Lack of labour availability (farmers landholders depend on Mahathma Gandhi Thozhilurappu Scheme for their livelihood, not interested in farming practice.)
- Banks are not providing loans.
- Within the framework of the tribal Kudumbashree unit, they operate three value addition units, which include mills. However, they are encountering a shortage of business orders.



Latitude: 11.06640
Longitude: 76.65377
Elevation: 542.163342 m
Accuracy: 4.70 m
Time: 26-10-2023 11:22:43
Note: Attapadi, Agali Gp.



Latitude: 11.06603
Longitude: 76.65377
Elevation: 542.163342 m
Accuracy: 3.54 m
Time: 26-10-2023 11:16:55
Note: Attapadi, Agali Gp.

Place: ADA office, Attapadi

Date of Consultation/Visit - 26.10.2023

Group/ Participants - Tribal women, Women, Tribal Farmers

No. of Respondents: 30 [Women- 27, ST- 23, WSHG-27]

- Women Groups, Tribal Farmers welcomed the KERA related Interventions
- Region specific cultivation practices need to be adopted.
- Animal husbandry is also a major practice, it also needs to be promoted as suggested by the farmers
- The farmers suggested that the procurement and marketing of millets, coconut be promoted
- Cold storage facilities required. Most of the farmers are small and marginal farmers, so they require a common collection centre and procurement centre.
- Direct marketing of millets from farmers is required without any middleman.
- Rainfed areas in Attapadi region requires irrigation facility.
- No Environmental and social risks were perceived from KERA project interventions



Place: Krushi Bhawan, Alathur

Date of Consultation/Visit - 27.10.2023

Group/Participants - Farmers

No. of Respondents: Total - 32 [Women-10, SC-02, PRI- 03]

- Most of farmers deals with paddy. Implementation of AWD welcomed by farmers
- Malampuzha canal system is the main irrigation system, so repair of the can system will really help them.
- Animal husbandry is also a major practice, they want it to be promoted under this project
- Water use association was formed but is inactive.
- Repair work on sluice did not last long.
- Water security for second crop is a major issue.
- Erratic rainfall due to climate change affects paddy cultivation.
- Crop insurance is required.
- Farmers stressed the requirement of check dams
- Follow up by govt. officials after implementation of project activities is needed as suggested by farmers
- The small canals (cada) within the paddy fields are in a state of disrepair and have suffered damage
- The utilization of water from the Malampuzha dam for irrigation is essential, and there is a requirement for both storage facilities and rice mills



Figure 1: Consultation with farmers in Alathur GP, Palakkad district 27.10.2023)



Figure 2: Consultation with farmers in Alathur GP, Palakkad district 27.10.2023)

Place: Krushi Bhawan, Alathur

Date of Consultation/ Visit - 27.10.2023

Group/ Participants - Vulnerable Groups

No. of Respondents: Total-22 [Women-11, SC-02, PRI-01, Kudumbasree -04, Padasekhara-05]

- Most of the farmers deals with paddy. Implementation of AWD welcomed by farmers
- Malampuzha canal system is the main irrigation system, so repair of the can system will really help them.
- Coordination from Irrigation department is needed.
- Silt removal from canals is required.
- There are no plantations
- Irrigation - canals are not in good shape, waste is dumped in the canals by households
- No MSMEs/FPO active here.
- Agri input facilities available.
- No marketing facilities.



Figure 3: Consultation with Vulnerable groups at Alathur



Figure 4: Consultation with Vulnerable groups at Alathur

Place: Krishi Bhavan Hall, Vandiperiyar, Idukki

Date of Consultation/ Visit - 28.10.2023

Group/ Participants - Farmers, Women, tribals, PRI members, FPO members, SHG, FIG

No. of Respondents: Total -27 [Women- 07, SC-03, PRI-04, FPO-08, Krishikuttam-05]

- Women Groups, PRI Members, FPO groups welcomed the KERA led interventions
- Farmers have established Eco Development Committees (EDC) in Vallakadavu, comprising forest officials and tribal farmers. These committees aim to safeguard the forest and contribute to the advancement of the tribal community.
- Community participation, consultation and encouragement of farmers is needed.
- No marketing facilities available for farmers
- For coffee and cardamom replantation the subsidy provided by the coffee board and spice board is availed only if they have atleast 1 acre of coffee plantation or cardamom without any inter-cropping.



Figure 5: Stakeholder Consultation at Vandiperiyar



Figure 6: Stakeholder Consultation at Vandiperiyar

Place: Krishi Bhavan Hall, Vandiperiyar, Idukki

Date of Consultation/ Visit - 28.10.2023

Group/ Participants - Farmers, Women, tribals, PRI members, FPO members, SHG, FIG

No. of Respondents: 19 [Women- 08, SC-06, ST- 02, Elderly-01, Labor-06]

- Women Groups, Elderly farmers welcomed the KERA led interventions, however they had concerns regarding selection of beneficiaries.
- In this area, there are 200 families belonging to various communities, with the predominant ones being Oorali, Malayarian, and Malambandaram. Malambandaram is a marginalized community within the Scheduled Tribe (ST) category, and they currently lack educational facilities.
- In the Vandiperiyar region, there is a Karmasena comprising 70 members. However, the Karmasena is presently inactive due to the absence of employment opportunities for its members.
- With just 50 laborers available for a 98-acre farmland, there is a need to enhance and optimize the vegetable farm operations by engaging additional labor.
- There are extensive areas of wasteland in this region, necessitating the reclamation and restoration of these unused lands



Figure 7: Consultation with Vulnerable Groups, Vandiperiyar GP, Idukki district 28.10.2023)



Figure 8: Consultation with Vulnerable Groups, Vandiperiyar GP, Idukki district 28.10.2023)

Place: Krishi Bhavan Hall, Kattapana, Idukki

Date of Consultation/ Visit - 29.10.2023

Group/ Participants - Farmers, Women, tribals, ULB members, FPO members, SHG, FIG

No. of Respondents: Total-31 [Women- 05, ST- 01, FPO- 11, Elderly - 08]

- Women Groups FPO's, ST's, Elderly farmers welcomed the KERA project led interventions.
- The number of women members in Farmer Producer Organizations (FPOs) is limited.
- Furadan is used for banana plantation
- Whiteflies is an issue here. No pest control available for controlling it.
- There is a need for micro-irrigation facilities, specifically the use of sprinklers, especially during the flowering stage of coffee cultivation.
- Farmers are in need of modernizing the value chain, improving irrigation facilities, receiving training in good agricultural practices, and participating in programs for capacity building, including training in value addition.
- Man-animal conflict is very high, (elephant, monkey, tigers, peacock & wild boars) even cattle rearing is difficult because of tiger attack



Figure 9: Stakeholder Consultation with farmer Groups, women, ULB Member, Kattapana , Idukki district 29.10.2023)



Figure 10: Stakeholder Consultation with farmer Groups, women, ULB Member, Kattapana , Idukki district 29.10.2023)

Place: Vellam Public Library, Mayiill, Kannur

Date of Consultation/Visit - 30.10.2023

Group/ Participants - Farmers, Women, FPO members, SHG, FIG

No. of Respondents: 42 [Women-08, SC-02, PRI-03, Elderly-13, FPO- 25]

- Women groups, PRI members FPO, Elderly farmers welcomed the KERA project interventions
- Major crops are Paddy, Coconut, Rubber, Pepper, Cashew, Arecanut
- Farmers are reluctant to grow dwarf varieties of coconut as they are low resistant to pests.
- The Primary Agricultural Credit Societies (PACS) are not extending financial assistance to Farmer Producer Organizations (FPOs). They are only considering support for individuals and groups. Furthermore, the funds allocated by the Rubber Board are inadequate.
- Need follow up and timely interventions of agricultural department (in providing subsidy, supply of limestone at the right time), Need of agro-clinics, timely procurement of produce and minimum support price is required, Need of cold storage and godown facilities, Infrastructure facilities
- The equipment used for harvests of coconut are not efficient, Pest attack in coconut trees are very high (Red Palm Devil),
- Need based training on INM & IPM, Micro Irrigation Facilities like Drip, Sprinklers etc absent which poses a major challenge
- Capacity building training on value addition, processing and good agricultural practices required by farmers
- Value chain modernisation & micro-Irrigation facilities are demanded by the farmers



Stakeholder Consultation with farmer Groups, women, Myiil, Kannur district 30.10.2023)



Figure 11: Stakeholder Consultation with farmer Groups, women, Myiil, Kannur district 30.10.2023)

Place: Vellam Public Library, Mayiill, Kannur

Date of Consultation/Visit - 30.10.2023

Group/ Participants - Farmers, Women, FPO members, SHG, FIG

No. of Respondents: 42 [Women-08, SC-02, PRI-03, Elderly-13, FPO- 25]

- Women groups, PRI members FPO, Elderly farmers welcomed the KERA project interventions
- Major crops are Paddy, Coconut, Rubber, Pepper, Cashew, Arecanut
- Farmers are reluctant to grow dwarf varieties of coconut as they are low resistant to pests.
- The Primary Agricultural Credit Societies (PACS) are not extending financial assistance to Farmer Producer Organizations (FPOs). They are only considering support for individuals and groups. Furthermore, the funds allocated by the Rubber Board are inadequate.
- Need follow up and timely interventions of agricultural department (in providing subsidy, supply of limestone at the right time), Need of agro-clinics, timely procurement of produce and minimum support price is required, Need of cold storage and godown facilities, Infrastructure facilities
- The equipment used for harvests of coconut are not efficient, Pest attack in coconut trees are very high (Red Palm Devil),
- Need based training on INM & IPM, Micro Irrigation Facilities like Drip, Sprinklers etc absent which poses a major challenge
- Capacity building training on value addition, processing and good agricultural practices required by farmers
- Value chain modernisation & micro-Irrigation facilities are demanded by the farmers



Figure 12: Stakeholder Consultation with farmer Groups, women, Myiil, Kannur district 30.10.2023)



Figure 13: Stakeholder Consultation with farmer Groups, women, Myiil, Kannur district 30.10.2023)

Place: Velam Public Library, Mayyil, Kannur

Date of Consultation/ Visit - 30.10.2023

Group/ Participants - Vulnerable Groups

No. Respondents: 09 [Women-07, Kudumbasree-02, Elderly-02, FPO-01]

- Time bound distribution of subsidies is received from the department
- Wild animal attack on crops are prevalent in the area.
- Around 25% of women labourers contribute in Agriculture, Processing and Marketing
- Discrepancies in labour wages of men and women labourers
- Women groups, Kudumbasree groups, Elderly farmers, FPO welcomed the KERA led interventions



Figure 14: Consultation with Vulnerable Groups, women, Myil, Kannur district 30.10.2023

Place: Mayyil Rice Producer Company (FPO)

Date of Consultation/Visit - 30.10.2023

Persons Consulted - Sudha K, Bindhu TK, Janardanan U (CEO Mayyil FPO)

- The FPO welcomed the KERA led interventions
- Mayyil Rice Producers Company Limited offers a range of value-added products, including 14 varieties of rice, Poha, Steam Cake Powder, and mango juices. They also make use of husk and bran as byproducts, which serve as cattle and poultry fodder. Women play a significant role in the processing centers, which provides their livelihood. The FPO has 163 women members and is associated with 26 Self-Help Groups (SHGs). Notably, the farming practices adhere to a chemical-free approach, following recommended agricultural practices, and applying fertilizers based on soil testing reports.
- However, there are disparities in payment between men and women. The FPO stressed the requirement of improved processing facilities for value-added products, as well as the establishment of market linkages and a need for promoting and marketing these value-added products, enhancing productivity, and addressing water scarcity concerns during the months of May, June, and July. To mitigate this, the FPO wants micro-irrigation equipment.
- Cold storages, equipment for creating value addition products are required by the FPO



Place: Aralam Panchayat Meeting Hall, Aralam, Kannur District

Date of Consultation/ Visit - 31.10.2023

Group/ Participants - Women, SHG

No. of Respondents: 65 [Women -30, ST-35, SC-03, SHG -20]

- Farmers are seeking the implementation of Minimum Support Price (MSP) for their agricultural products. They require access to long-term credit facilities with low-interest rates and they emphasize the importance of ongoing supervision and follow-up on activities following the implementation of government initiatives.
- Women farmers operate a processing unit known as "Cocos" for producing coconut oil. They are seeking to enhance the capacity of this unit and require marketing infrastructure for their coconut oil products.
- The population comprises 80 percent Scheduled Tribes (ST) and 20 percent Scheduled Castes (SC). The main crops grown include millets like little millets and foxtail millets, as well as flower crops such as marigold. Women workers participating in the NREGA Scheme are required to engage in various fields each year. However, this proves challenging for the ST community due to the associated high costs.
- The women groups welcomed KERA led interventions



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Longitude: 75.726489
Elevation: 88.08±6.00 m
Accuracy: 3.54 m
Time: 31-10-2023 12:18:01
Map: Kerala State Government

Place: Krishi Vigyan Kendra (Ambalavayal), Sulthan Bathery, Wayanad District

Date of Consultation/ Visit - 01.11.2023

Group/ Participants - Farmers, FPO Members, Women Farmers, Tribal, PRI members

No. of Respondents: 24 [Women-04, Kudumbashree-03, FPO-07, Elderly- 12]

- The respondents welcomed the KERA led interventions
- Insufficient irrigation infrastructure, insufficient subsidies for agricultural inputs and fertilizers, as well as challenges in marketing agricultural produce and value-added services. The soil in Wayanad exhibits acidity, necessitating the application of limestone.
- Irregular rainfall patterns have adverse effects on coffee plantation yields, and the rural wholesale agricultural market in Sulthan Bathery is experiencing operational issues.
- The principal crops in Wayanad encompass coffee, cardamom, coconut, paddy, and various vegetables. There is a need for value addition in the case of pepper and coffee. Although 15 Farmer Producer Organizations (FPOs) are registered, only 3 are affiliated.
- Soil testing laboratories should be established to provide free services, as the existing cost at KVK is 510 rupees, which is relatively high, particularly for land exceeding 5 acres where samples are needed from multiple locations.
- Panchayat-oriented storage facilities and cold storage units are required by farmers.
- Farmers stressed on the need of coffee post harvesting machineries and equipments
- Marketing of produce and other value addition services is very difficult for the farmers
- Rural wholesale agricultural market is not functioning properly in Sulthan Bathery.
- Man animal conflict is very high(Tiger Elephant Wildboar)



Place: Krishi Vigyan Kendra, Ambalavayal, Sulthan Bathery, Wayanad

Date of Consultation/ Visit - 01.11.2023

No. of Respondents:05 [Women-05, Haritha Karma Sena]

- The respondents welcomed KERA led interventions
- Female wages are low
- Harida Karma Sena members - they are also in kudumbashree, total there are 40 members, Clean Kerala Scheme. The main activities are - take a break - place provided by the panchayet where people can take rest during travel. It is maintained and run by Haritha Karma Sena, Kiayosk - Unit for selling milk products, egg and other value added products
- There are 40 members who are part of the Harida Karma Sena, and they are also associated with Kudumbashree. Their primary involvement is in the Clean Kerala Scheme. They are engaged in various activities, including: "Take a Break" - This initiative offers travelers a designated place, provided by the panchayat, where they can rest during their journeys. The maintenance and operation of these rest areas are overseen by the Haritha Karma Sena. "Kiosk" - This unit is responsible for the sale of milk products, eggs, and various value-added products.



Place: Agriculture Office, Noolpuzha, Sulthan Bathery, Wayanad

Date of Consultation/ Visit - 02.11.2023

Group/ Participants - Farmers, PRIs, Padasekharam, ST, Elderly farmer

No. of Respondents: 32 [Women-02, ST-03, SC- 04 Padasekhara- 05 Elderly-11]

- The respondents welcomed the project led interventions
- Major crops are paddy, arecanut, coffee, vegetables, pepper, coconut samithi,
- Farmers stressed the need of collection centre and procurement centre for coconut and coffee, Need of low cost irrigation facilities,
- Storage facilities are not functioning properly and cold storage and drying facilities are required.
- The requirement of direct marketing of produce without middleman is stressed by the farmer



Place: Manimund Village area, Noolpuzha, Sulthan Bathery, Wayanad

Date of Consultation/ Visit - 02.11.2023

Group/ Participants - Vulnerable Groups (Tribal women farmers)

No. of Respondents: 17 [Tribal Women Farmers- 14 all are members of Kudumbshree]

- The respondent welcomed the KERA led interventions
- The farmers Lack of access to credit facilities, absence of irrigation infrastructure, unavailability of land titles (pattayam), leading to the inability to secure crop insurance, and a lack of insurance coverage for their livestock.
- Market price is low, apart from their own purposes, they sell them in local market
- Man, Animal conflict is high and fencing facilities are required
- 80 %of women are participating in agricultural and allied activities(livestock, Poultry farming)
- A significant number of farmers possess less than 1 acre or exactly 1 acre of land. Land ownership varies, with some farmers holding land titles (pattayam) while others have leased land. For educational purposes, they benefit from transportation services provided through the Godhra Samiti Scheme, which has been renamed as Vidya Vakini. Within the NREGA Scheme, tribal women participate in work activities, with the working hours spanning from 8:30 am to 5 pm. In the Noolpuzha region, both the Kurumba and Kattunaikar communities are present.



Place: United Food Products; Rubiyan Food Factories Pvt. Ltd, KINFRA Food Processing Centre, Wayanad

Date of Consultation/Visit - 01.11.2023

No. of Respondents: 8 (Women - 3, Men - 5)

- United Food Products Company manages the disposal of packaging materials through the municipal waste system. The workforce includes female employees who receive equal pay. The company demonstrates environmental responsibility by incorporating solar panels and utilizing electric vehicles for a portion of its fleet. Additionally, a female assistant General Manager is part of the leadership team. The company provides health insurance coverage for its employees. Quality control measures are implemented for the assessment of food products. The facility is equipped with both baking and diesel ovens, with firewood being utilized for frying processes. However, the quality control lab is currently situated in Kochikode, leading to elevated transportation costs. To address this issue, there is a need for the establishment of a Quality Control laboratory within the KINFRA Food Processing Centre in Wayanad.
- Rubiyan Food Processing Pvt. Limited manages the disposal of packaging materials through municipal waste services. The company utilizes a Diesel Generator and a Burner for the incineration of packaging materials. Notably, the workforce comprises both local and migrant laborers, with provisions in place for their restroom and dining facilities. However, it is noteworthy that the workforce does not include female employees.



Figure 15 - Consultation with officials from Rubiyan Food processing PVT. Limited



Figure 16 - Consultation with officials from United Food Products



Figure 17 - Consultation with women workers from United Food Products



Figure 18 - Use of Firewood for frying in United Food Products Pvt. Limited