



ITC Limited Social Investments Programme

Impact Studies Executive Summary

Theme	Social Forestry
Title	Impact Assessment of ITC's Social Forestry Programme
State (s)	Andhra Pradesh, Telangana
District (s)	Prakasam, East & West Godavari, Krishna, Nellore, Khammam, Warangal, Nalgonda
Evaluation Agency	TransGraph Consulting Services Pvt. Ltd.
Period of Study	April – September 2016

Executive Summary

Objective(s):

Assess the total impact on net incomes earned in agro-forestry (AF) model vis-à-vis traditional field crop cultivation and pure block model of tree cultivation.

Key Findings:

1. Agro-forestry model allows small & marginal farmers to utilise their field for tree plantations but brings in dual benefits of regular income from field crops and the steadier and lumpsum income from tree crops. Average per hectare annual net returns from agro-forestry was Rs. 36,000/- compared to Rs. 25,000/- from pure block plantations and Rs. 21,000/- from pure field crops cultivated in the area.
2. It was observed that ECP with Chilli & Tobacco intercropping gives highest returns, of more than Rs 50,000/- per year per acre.
3. Hardly any farmer cultivated two or more seasonal crops in all the season within a year. However, very less number of farmers repeated the cultivation of inter crop over the years and not more than 2 years after plantation.

Areas for Improvement:

1. Farmers & NGOs should have sufficient knowledge about the standard cultural practices of intercrop under AF model. Hence ITC should engage services of Agri Scientists from Agri University, Local Agri Department for conducting training program on crop and its cultivation. Such an action plan will help farming community & NGO to understand the importance and selection of intercrop for AF Plot and its management. Training of farmers & NGOs may improve the confidence level of stakeholder to increase the area under intercropping.
2. A three tier monitoring system for first 6 months is must to ensure the compulsory plantation and intercropping. These three tier system will comprise of ITC- NGO-Farmer Leader (preferably women). This monitoring system will provide control on the activity of each stakeholder for first six months till AF plot developed. This system will help in reduction of mortality rate of sapling by 10%-15% and increase the intercropping intensity by another 50%.
3. ITC should introduce target based incentives schemes for implementing agencies and beneficiaries against survival of more than 90% plantation and continuous intercropping for 3 years in AF Plot. The incentive should be in terms of kinds like Computer System, Fees for Beneficiary Child, Award for best farmers, ITC plant visit, Gift of Dairy Animal etc. For implementing agencies, Award & Rewards system for field staff and team against capacity building and book keeping against proof.
4. ITC should identify at least one village in each district as Model Village where recommendations on crop and cultivation is followed properly. Such Model villages will help to increase the confidence for other villages to follow the same pattern.

In case you would like to know more on the study please write to us at: itcmsk@itc.in