

## Village level campaigns

Village level campaigns on LEISA and NPM are organized in all the 240 project villages, under AF's capacity development program. The purpose of organising them is to sensitize farming community in particular and the public in general about the hazardous effects of chemical fertilizers and pesticides on human beings, flora and fauna, ill effects of mono cropping, and about bio-diversity etc. Awareness is being created among the farming community on how best they can utilize the locally available bio-ingredients as substitutes to chemical pesticides and fertilizers. Emphasis is also laid on introduction of new varieties and practices, reduction in cost of cultivation and increase in productivity.

### **Process of organising campaigns :**

- Planning of campaigns is done by SMGs and staff members jointly.
- The responsibilities are shared between the SMG members and staff.
- The education materials like audio, visual aids literature are used, to educate farmers.
- Exhibition of locally available materials like Neem products, local wild plants used for making decoctions etc., used for practicing NPM and bio-fertilizers is arranged.
- NPM rallies are organized in the villages involving women and men holding banners and placards with slogans.
- The farmers, who have followed NPM practices and adopted non-negotiables will share their experiences.
- Role plays are organized on NPM / LEISA.
- Awareness on Government schemes related to agriculture is also created in these campaigns.

During the project period 407 campaigns were conducted at village level covering 37,598 Farmers in all 240 villages among which 18,533 are women farmers. Awareness is given on LEISA/NPM practices like Border Crops, Pest traps, Bio-fertilisers, Bio-pesticides, crop diversification, seed multiplication etc.

Rallies were organized in each village with placards and banners on LEISA/NPM practices. In each village about 200 farmers (men and women) participated in these campaigns. NPM practicing farmers, village presidents (Sarpanchs), VO leaders and concerned I.K.P. staff also participated in the campaigns. Cultural programmes, Demonstrations and exhibitions on LEISA/NPM practices were organized. The farmers were very much impressed and expressed their willingness and commitment to adopt the practices and stop the usage of chemical fertilisers. However, the availability of green matter is expressed as a constraint for going in large scale composting.