Chapter 16

RACP Communication and Project Disclosure Strategy

RACP Communication Strategy

RACP project aims at bringing livelihood security and higher income through adoption of new technologies which include use of HYV, improved management practices including soil test based fertilizers recommendation, IN&WM, IPM and post-harvest management. Strategy is aimed at increasing productivity, profitability and income of the farming community by efficient use of water resources, end to end value chain development in addition to generating on farm and off farm employment opportunities. The strategies include improving crop and small ruminants productivity per unit of water, promoting horticulture for higher income and employment, reducing post-harvest losses, use of improved crop production, protection technologies and promoting green agriculture. Capacity building for entrepreneurship and skill development and federating farmers into Producer Company for input management and marketing including value addition form the core activities. Conceptually the project aims at providing sustainability, stability and robustness of the farming system so as to have regular income ultimately leading to higher access to food and better quality of life. Primary aim is to optimize the use of irrigation water so that under canal irrigation there are enough savings of water for diversion to other uses. Under ground water scenario the aim is to bring a balance between discharge and recharge for sustainability of agriculture. In rain fed areas the focus is on conservation of rainfall water and optimizing production through water harvesting and its efficient utilization in order to have higher income. The concept to conserve soil moisture is to utilize the intermittent water, between ground water level and ground surface i.e. in vadose zone, in agricultural activities to increase the production and to augment ground water reserves by surplus soil moisture & it may also convert influent stream to effluent stream. Since livestock play an important role in drought proofing as well as livelihood security small ruminants which form main stay for small and marginal farmers will receive priority for enhanced income through breed improvement, increase production through better health and nutrition and increase income through alternate market and processing of milk.

The project has four components given below

1 Climate Resilient Agriculture
   (a) Improvement of water-use efficiency
   (b) Technology transfer and market led advisory services
   (c) Livestock strengthening and management

2 Markets and Value Chains
   (a) Agribusiness promotion facility
   (b) Reinvestment Advisory Support.
   (c) Information and market infrastructure.
   (d) Agri-business support.
   (e) Market Information and Intelligence Services and
   (f) Warehouse Receipt Development and Virtual markets.

3 Farmer Organization and Capacity Building
   (a) Farmer groups & participatory planning
(b) Institution strengthening
(c) Capacity building through training visits and workshops.

4 M&E and Project Management.
(a) Project management,
(b) M&E, convergence
(c) Production risk management tools

After project approval, one major launch workshop will be organized at Jaipur where in the concepts objectives and activities plan will be informed to the various stake holders with a view to engaging them in a dialogue and to be partner in implementation process and to role out horizontal expansion of the successful technologies. In this launched workshop different stake holders, i.e private sector, civil society including press and media will be invited. The articulation of the concept the design and implementation of different components to stake holders will be explained for a dialogue on water efficient, sustainable and profitable agriculture development. This will be followed by launched workshop at district level in each of the 10 Agro Eco zones where cluster programme has been under taken. In these cluster level launched workshop the major activities planned and rationale for various interventions and the outcome will be explained. The major objective of this communication strategy would be to inform various stake holders of the efforts made under RACP and the outcome of project interventions on sustainable agriculture and income enhancement. Since the project has for the first time weaved together a number of distinct strategic approaches for increasing production per unit water and bringing higher income through value chain, the consultations will encourage engagement with different stake holders and ensure broader buy in for the kind of new policies and approaches issued under CACP. The PMU at state level and DPMU at district level will make major efforts for development of success stories and its dissemination to stake holders during the project period. Exhibitions and regular press briefings will be organized with a view to convey the outcome of efforts under RACP at different stages.

Disclosure on the Project Website and RACP Website

The disclosure policy of the project envisages that all information, except such information which is likely to pre-empt the bidders to quote close to the estimate or as per estimated cost, will be made available to the community at the State, District and the IA level. To deliver this policy, the project plans to put all information on RACP web site “www.rajasthankrishi.gov.in” in English and in local language, which shall have all information relating to the commencement of the Project, its objectives, departments involved, project design, the implementation plan, procurement plan, and all assessment study reports. Apart from these, copies of all Govt. orders which have bearing Agri. Marketing System and various project activities shall also be put on the website in English and Hindi. The strategy would be to provide quarterly information like:

i. Project component and sub-components,
ii. Procurement plan excluding the details of costs,
iii. Details of tender notices,
iv. Award of contracts and value thereof,
v. Details of the contractor,
vi. Details of the officials implementing the project at various level,
vii. Their roles and responsibilities,
viii. Details of Grievance Redressal Mechanism and Contact Nos.
ix. Powers and functions, the procedures as per the PIP,
x. Details of civil works undertaken and work in progress,
xi. Stipulated period of completion of work,
 xii. Details of civil works completed.
 xiii. IESA Report and Annexures.

The suo-moto disclosure matrix gives the details of information that will be provided at the various levels and the method of dissemination.

The project will develop an Integrated Project Portal to strengthen project MIS systems. This will include the development of external and internal websites. The information from any project related document likely to pre-empt the bidder to quote close to the estimated cost or at estimated cost will not be disclosed on the website.

**External website:** Information in external website will include Project information, components details with activities and budgeted funding, details of target beneficiaries under each component, details of procurement progress, details of physical progress, details of financial status under each component, details of targets and performance indicators, details required under RTI, complaint management & grievance reporting.

**Internal website:** Information in internal website will include: Internal MIS Reports for component activity planning and monitoring, Reporting on M&E Indicators, Procurement and Financial Management Systems including the use of Budget Distribution System (BDS), Asset Management System for all assets created under RACP.