

Expression of Interest (EOI)

EOI is invited from experienced firms and NGOs having expertise in conducting PRA at village level. Kindly quote rates per PRA. The PRA is to be conducted at village level in the states of Jarkhand, Madhya Pradesh, West Bengal, Andhra Pradesh, Pondichery, Kerala, Maharashtra, Haryana, Uttarakhand, UP, Punjab, Arunachal Pradesh, Meghalaya, Assam.

They should have exposure to the latest Information and Communication Technology (ICT) tools and techniques that are being used in agriculture sector and rural development.

Interested parties having above expertise may kindly get the details from the website: <http://www.nird.org.in/> and can apply to Dr. V Madhava Rao,

Prof. & Head, CGARD, NIRD, Rajendranagar, Hyderabad - 30 on or before

02-06-2010.

Details of EOI

Firms and NGOs, having thorough knowledge on the mentioned areas, are advised to quote technical and financial bids separately indicating the number of PRAs completed, the department for which it was conducted, the areas covered along with the amount sought per PRA. All total The 50 PRAs to be executed in the first year and 25 in the third year. The PRA work should be completed within a maximum period of 1-2 months and report furnished. The bids may be sealed and sent to the Prof and Head, C-GARD, National Institute of Rural Development, Rajendranagar, Hyderabad-500030 on or before 02-06-2010 and to conduct and report on PRA in the four regions of India.

About the Project

The proposed project “*Development of a set of alternative ICT models based on a study and analysis of the major ICT initiatives in agriculture in India to meet the information need of the Indian farmers*” is intended to study the impact of the existing ICT based knowledge dissemination systems in India in the context of agriculture and allied sectors. The study will be carried out to understand the agriculture related ICT needs and problems of the farmers in using ICT, with a special focus on the small and marginal farmers in the rural areas of India.

A primary survey using structured schedules / questioners will be conducted along with multiple PRAs to elicit the felt need of the farmers, prioritize their perceptions and bring out the reality of the issues involved in development of ideal ICT applications for agriculture sectors. The PRA exercise will be carried out in five regions (North, South, East, West and North-East of the country. And the report on PRA should include the following techniques/tools.

Format of the PRA Report

PRA Techniques / Tools

Some of the important PRA tools with descriptions and applications are presented below.

1. **Transacts Walk:** Transacts are used as pre-requisite for mapping. It is an observatory walk of PRA team along with the villagers. They walk not only in village living area but also in the outskirts of a village like agricultural fields, hillocks, forests, grazing lands, ICT gadgets, technology used in agriculture sectors, etc. It helps to locate and pinpoint various physical aspects of the village.

Application

- ✓ In this exercise, the PRA team can identify land usage, cropping pattern, drinking water and sanitation facilities, personal hygiene, prevalence of diseases, indigenous technologies, technology outsourced, etc. In this walk, the PRA team can also discuss with villagers about their knowledge regarding ICT and how far they have been benefited by it.

List of Participants

Lessons Learnt

Action Points

2. **Social Mapping:** Social map is a residential map of a particular village. The villagers draw this map by using *rangoli* colour powders or chalk on a flat surface in their village.

Application

- ✓ This exercise gives an understanding of the village layout, especially, housing pattern (pucca, Kutcha and hut) with occupation-wise caste groups, drinking water and sanitation facilities, schools, religious structures (temples, mosques and churches) and other infrastructure facilities in a village.
- ✓ It is possible to build on to different types of information such as animal and human census, education status and many other items of interest by placing tamarind seeds, custard apple seeds, maize seeds etc on the map. Similarly, different *rangoli* colours are used to indicate irrigated landowners, dry land owners, landless etc.

- ✓ It serves as a guiding instrument during the process of planning interventions and also as a monitoring and evaluation tool.

List of Participants

Lessons Learnt

Action Points

3. **Resource Mapping**: The villagers draw this map by using *rangoli* colour powders or chalk on a flat surface in their village.

Application

- ✓ This map is used to locate the natural resources like forest, water flowing areas/water logging areas, rivers/rivulets, cropping land (wet/dry), soil type, fertility and erosion, cropping pattern in and around the village.
- ✓ Based on the available natural resources in the village, the PRA team can utilise the local wisdom to plan for watershed development, forest protection, improving drinking water facilities, protection and improving common properties etc. The resource mapping can also be used to prepare treatment plans for soil and water conservation etc. In addition, resource map is used as monitoring and evaluation tool.

List of Participants

Lessons Learnt

Action Points

4. **Timeline**: Timeline is a chronological development event that has taken place in a village. It is also an entry point exercise in PRA, which encourages the participation of people for other PRA exercises like social mapping, resource mapping, seasonal calendar etc. The timeline is also called as 'Father Chart' as the PRA team members discuss with the fathers/mothers and grandfathers/grandmothers regarding development events that have taken place in a village over a period of time.

Application

- ✓ The timeline tool can be applied to find out the background of a village or history of the village. For example, the timeline for agriculture indicates not only the adoption of new cropping patterns, high yield varieties and hybrids, fertilizer usage but also drought occurrences in the recent years. Another example is on animal husbandry practices such as introducing cross-breeds animals, artificial insemination, installation of veterinary infrastructure, occurrence of major diseases to milch animals etc.
- ✓ To generate discussions on changes with respect to issues example – education, health, gender relations, economic conditions etc.

List of Participants

Lessons Learnt

Action Points

5. **Venn diagram**: Venn diagram is one of the commonly used tools in PRA to study relationships of various institutions or individuals. It is popularly known as ‘*Chapati* diagram’. The tool is carried out by using of circles (made with paper), which indicates the relative importance or unimportance of a particular institution or individuals. The bigger the circle, the more important is the institution or individual. The distance between circles represents the degree of influence between institutions or individuals. The placement of circles with reference to the community by its distance will also indicate the distance of relationship and performance of the institution.

Application

- ✓ In general, this tool is used to establish the villagers’ relationship with different institutions such as milk cooperatives, agriculture cooperatives etc.
- ✓ The villagers' felt needs or priorities can also be found out with this tool.

List of Participants

Lessons Learnt

Action Points

6. **Seasonal Diagram**: The seasonal diagram is also called as seasonal calendar. It is used for analysis of annual cycles with seasons as the basic unit. Seasons are to be in terms of local festivals like deepavali, sankranti etc or

local seasons like Chaitram, Vaisakam etc. It reflects the perceptions of the local people regarding seasonal variations on a wide range of items.

Application

- ✓ The seasonal diagram has a wide range of applications. It can be used to indicate season-wise rainfall agricultural operations, food security, livelihood patterns, employment, fodder availability, grazing patterns, milk yields, breeding periods, animal and human diseases etc. These will help in identifying appropriate interventions at the most needed time.

List of Participants

Lessons Learnt

Action Points

7. **Matrix Ranking**: The villagers give the scores by giving points to each item by placing seeds/pebbles/sticks and they compare with merits and demerits of items.

Application

- ✓ Matrix ranking can be used to study a wide range of subjects with comparison for example - types of cattle and their breeds, crops and their varieties, soil types and their yielding capacities, etc.
- ✓ Pair wise ranking is another technique, which helps to identify specified preferences of people in the given options.

List of Participants

Lessons Learnt

Action Points