



Mukhyamantri Janajati Jeevika Mission (MMJMM)



“ MMJMM is one of the Largest Livelihood promotion initiatives directed specifically for Tribal people of Odisha”

Shri. Naveen Patnaik
Chief Minister of Odisha



Goal

Enhancing household income of the Tribal Households in Odisha through Farm, Off-farm and Non-farm initiatives focusing on regenerative livelihood practices by working with the community institutions in all the Tribal areas of the State, in phases.





Objectives



Collectivisation of tribal farmers through their institutions for economy of scale and sustainability



Encouraging farmers in diversifying to agri-horti crops, livestock fisheries through cluster approaches.



Creation of irrigation infrastructures for ensuring round the year crop production to enhance cropping intensity .



Promotion of Tribal youth as micro-entrepreneur and support vulnerable households under income generating activities.



Enhancing tribal income through forest based livelihood with essential value addition



Support for Branding, Marketing, value chain interventions of On farm, Off farm and Non farm activities



Enhancing skill and capacities of farmers on improved agriculture practice as well as other livelihood activities.



Convergence with other line departments for resource mobilization to establish production clusters.



Operational Areas



13 Districts

22 ITDAs

119 Blocks

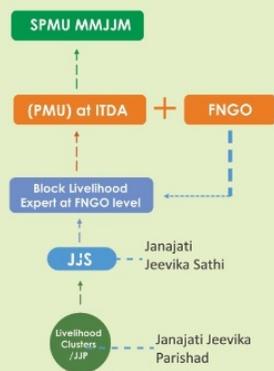
964 GPs



Institutional Arrangements



Organogram



Major Activities

Promotion and strengthening of Janajati Jeevika Parishad (JJP)

as the Community level grassroot institution and establishing the Livelihood production clusters

Entry Point Activities

to build the confidence of Community

Development of farm clusters

through critical input support and following regenerative agriculture and non- synthetic approach of crop production

Creation of suitable irrigation infrastructures

to enhance cropping intensity

Development of livestock and fisheries clusters

through critical support including ethno-vet practices of animal care

Promotion of micro entrepreneurs

for employment and income enhancement of tribal youth

Promotion of Income Generating Activities

for poor and vulnerable households

Promotion of forest-based livelihood

through collection and essential value addition of NTFPs

Market linkage, Value addition and Branding

of produces to get competitive market price

Training and capacity building

of target beneficiaries and community institutions





Outcomes

The program proposed for 3 years is expected to result into the following measurable deliverables/outcomes:



Doubling of farm income of 100% beneficiaries over a period of three years.



Intervened crop's Area under cultivation will be doubled.



100% of the farm families adopting a better package of practices due to project intervention.



50% increase in productivity of the crops taken under cluster development programme.



50% of the cluster areas will be irrigation.



50% increase in area under cultivation in both Rabi & Summer season.



Doubling of cropping intensity



40% of Wasteland/fallow lands/FRA lands of the clusters villages are brought under cultivation.

Partner NGOs at ITDA Level

ADI, CCD, CYSD, DULAL, IGS, IMTS, HARSHA TRUST, MANTHAN, SIDI, OPDAC, PREM, RCDC, SEWAK, SWATI, YAVARD, WOSCA

PRADAN at State PMU

