

Mission Jeevika - Convergence of national/state flagship schemes through livelihood cluster development programme in Odisha

Introduction

The SC & ST Development Department, through Odisha Tribal Development Society (ODTS), aims to ensure access to improved and sustainable livelihoods for tribal people in the tribal sub-plan blocks through convergence of national/state flagship schemes. Based on local conditions, available resources and capacities of the tribal communities, livelihood interventions were taken up in clusters.

Intervention

Mission Jeevika programme, a livelihood cluster model, was conceptualized during 2019-20 to support individual tribal beneficiaries/SHG members for creation of community level assets incidental to livelihood promotion. The programme is being implemented in 22 Integrated Tribal Development Agencies. Funds received from Ministry of Tribal Affairs under SCA to TSS is leveraged along with other programmes like Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), National Horticulture Mission (NHM), Rashtriya Krishi Vikas Yojana (RKVY), Agriculture Production Cluster, etc.

Some of the indicative sectors for development on priority basis under Cluster Development Programme are:

- Agriculture and allied activities
- Livestock development
- Processing and marketing
- Small and micro enterprises in rural areas
- Traditional arts such as handicrafts and handlooms

Impact

Under this initiative, few identified activities for each Integrated Tribal Development Agency (ITDA) are being promoted only in clusters along with a number of related and supporting services, leading to holistic livelihood development. Tribal beneficiaries are facilitated to take up market-linked production of few identified livelihood interventions covering minimum of 50 acres for a farm-based cluster and minimum of 100 beneficiaries in case of any off-farm cluster in a contiguous patch.

Special emphasis is given for ensuring competitive advantage of the identified activities through introduction of better production practices, scale of production, better access to quality raw material, skill development, inputs support and marketing assistance. Cluster-based producer group are formed and registered under suitable Act to take care of their product collectivization, processing, value addition, social and economic needs including marketing, etc.

83,000 tribal beneficiaries were supported to take up various area specific farm and off-farm production clusters. 554 farm and off-farm clusters were promoted through provisioning of quality inputs, introduction of better production practices, irrigation sources and timely marketing linkage.

Source: KMPG's Key Informant Interview with tribal department officials of state of Odisha