

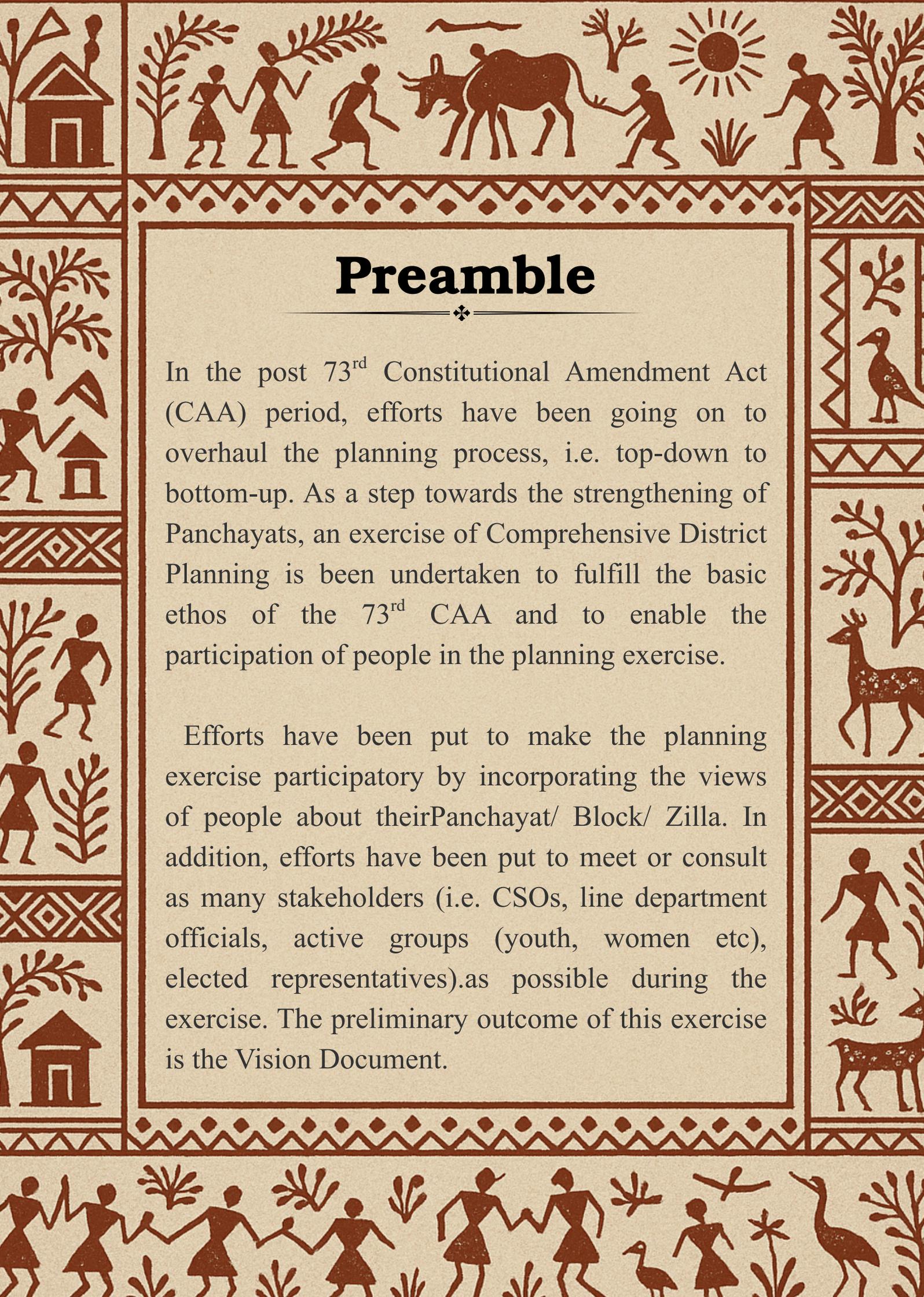


DHENKANAL VISION

2036-2047

DISTRICT ADMINISTRATION
DHENKANAL





Preamble

In the post 73rd Constitutional Amendment Act (CAA) period, efforts have been going on to overhaul the planning process, i.e. top-down to bottom-up. As a step towards the strengthening of Panchayats, an exercise of Comprehensive District Planning is being undertaken to fulfill the basic ethos of the 73rd CAA and to enable the participation of people in the planning exercise.

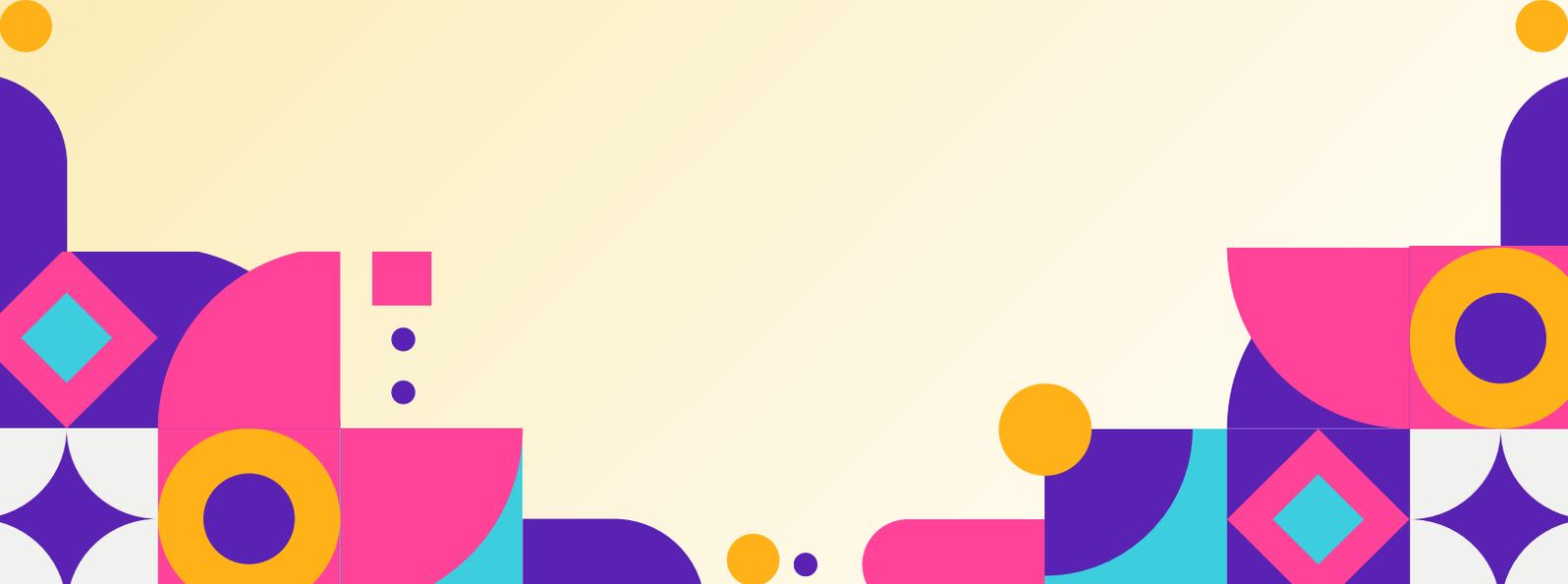
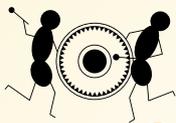
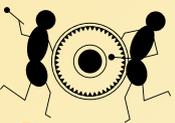
Efforts have been put to make the planning exercise participatory by incorporating the views of people about their Panchayat/ Block/ Zilla. In addition, efforts have been put to meet or consult as many stakeholders (i.e. CSOs, line department officials, active groups (youth, women etc), elected representatives) as possible during the exercise. The preliminary outcome of this exercise is the Vision Document.

Table of Content

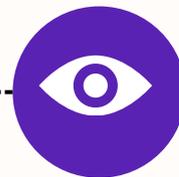


Topic

- **Vision and Mission**
- **An Overview of Dhenkanal District**
- **SWOT Analysis**
- **Elements of Dhenkanal District Vision 2047**
- **Strategies to achieve future development goals**
- **Case study**
- **References**



Vision



Vision of Dhenkanal is to transform the district into a self-reliant, inclusive and sustainable economy, promoting harmony between people, resources and the environment

Key Focus Areas

- Human Development:
 - Emphasis on improving education, healthcare, livelihood opportunities and skill development. Special attention will be given to women, Scheduled Castes, and Scheduled Tribes to ensure inclusive growth and social equity.
- Infrastructure Development:
 - Strengthening connectivity through better roads, power supply, irrigation facilities and digital infrastructure to support rural and urban linkages, trade and essential services.
- Development in the Productive Sector:
 - Promoting sustainable agriculture, industrial growth and micro, small and medium enterprises (MSMEs). Efficient use of land, forest and mineral resources will be encouraged while maintaining ecological balance.



Kapilash Temple

Mission



- To create a shared vision among government departments, community organizations, and citizens for integrated development.
- To design strategies for the optimal use of natural resources like forests, minerals, and water for economic prosperity.
- To empower women and marginalized groups, ensuring their participation in the development process.
- To provide a foundation for preparing realistic and goal-oriented five-year and annual plans aligned with the long-term vision.



Sapua Dam, Hindol Block

Background

.1 Location

Dhenkanal is centrally located in Odisha, lying between 85°58'E to 86°2'E longitude and 20°29'N to 21°11'N latitude. It is bordered by Keonjhar in the north, Cuttack in the south, Jajpur in the east and Angul in the west.

2. Area and Population

The district covers 4452 sq km with a population of 11.93 lakh (2011 Census). It accounts for 2.86% of the state's area and 2.84% of its population. Population density is 268 persons per sq km. It includes 1208 villages, 8 blocks, 8 tahasils, and 3 subdivisions. The literacy rate is 78.8%.

3. Climate

The climate is hot and humid in summer and cool in winter. The annual rainfall in 2024 was 1496.2 mm, above the normal 1429.2 mm.

4. Agriculture

In 2023–24, the net sown area was 98,000 hectares. Major crops include paddy, maize, pulses, groundnut and sugarcane. Fertilizer use was 32.63 kg per hectare.

5. Irrigation

Irrigation potential covered 28,252 hectares in Kharif and 15,389 hectares in Rabi seasons through various sources.

6. Co-operation

There are 116 agricultural cooperative societies with 2.01 lakh members. Loan advances totaled Rs. 44,919.52 lakh and outstanding loans were Rs. 5,03,903.42 lakh.

7. Forest

Forests cover about 42.96% of the district's geographical area.

8. Veterinary Services

In 2023–24, milk production was 75.90 thousand MT, eggs 3190.56 lakh, and meat 12.76 thousand MT. The district has 18 hospitals, 137 livestock aid centers, and 108 AI centers.

9. Industry and Mining

A total of 14,316 MSMEs were established in 2023–24 with investments of Rs. 28,200.04 lakh generating over 1 lakh jobs.

10. Power

All 1208 villages (100%) are electrified as of March 2024.

11. Transport and Communication

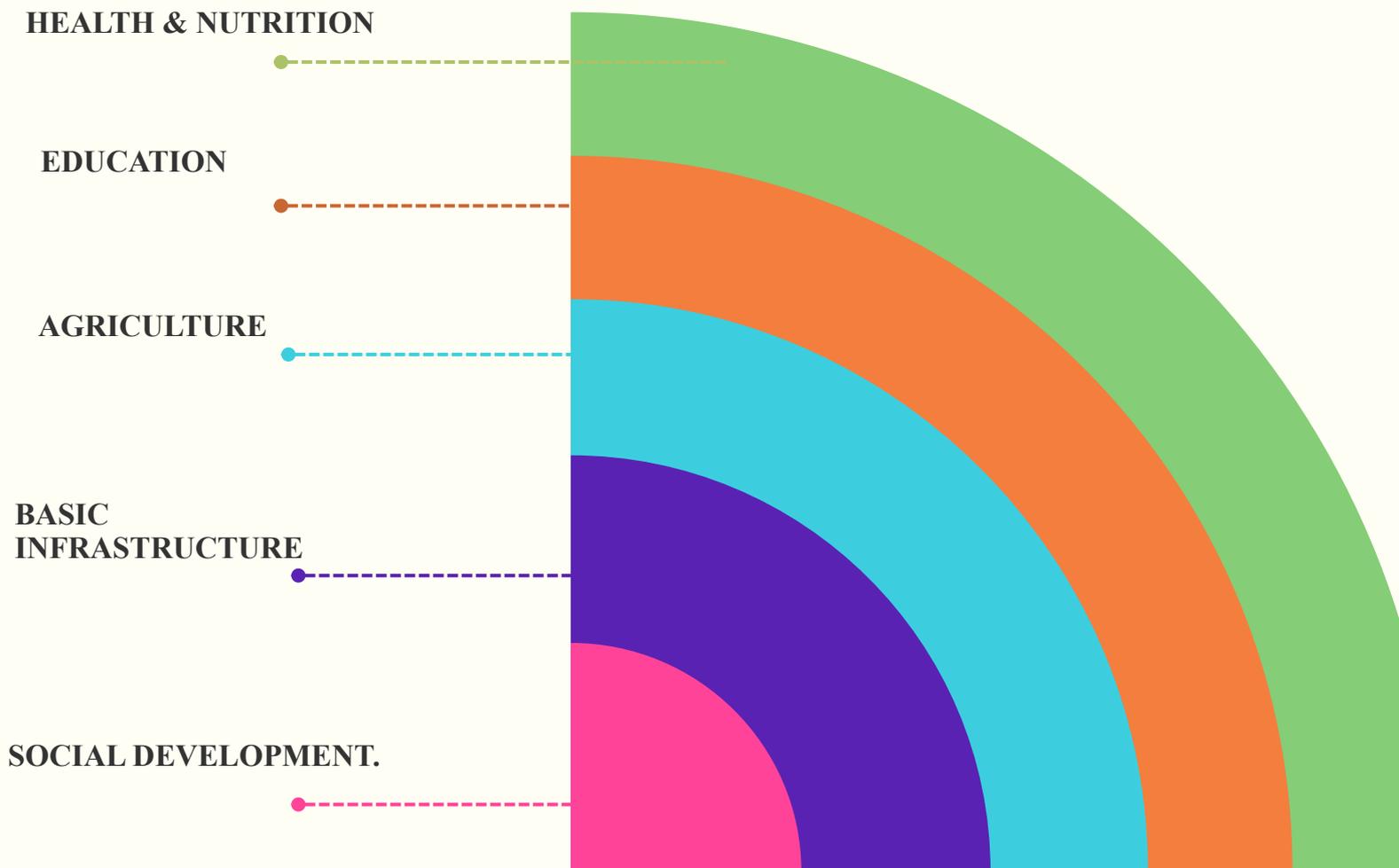
The district has 217.64 km of national highways, 10.79 km of state highways, 101.55 km of major district roads, and 2130.03 km of village roads.

12. Education

There are 638 primary schools, 671 upper primary schools, 285 secondary schools, 58 colleges, 3 polytechnics and 3 engineering colleges. Teacher-pupil ratios: 20 (primary), 13 (upper primary) and 31 (secondary).

SWOT Analysis

I various sectors such as agriculture, industry, infrastructure, education, health, environment, and tourism. The objective is to identify the key factors influencing the district's overall development and to highlight areas that require strategic intervention. This analysis will provide essential inputs for formulating the core elements of the district vision, guiding future planning and policy formulation to achieve balanced, inclusive, and sustainable growth in Dhenkanal district.



HEALTH



STRENGTHS

- Strong community health network (ASHA, AWW, ANM).
- Free Pregnancy Test Kits and accessible ANC services at VHND.
- Improved maternal and neonatal health outcomes through PMSMA.
- Incentive support for ASHAs and adequate nutrition supply.
- Availability of government funds and human resources.
- Development partner (like Piramal and TATA foundation)

OPPORTUNITIES

- Presence of illegal practitioners (quacks).
- Prevailing old beliefs and superstitions in remote areas.

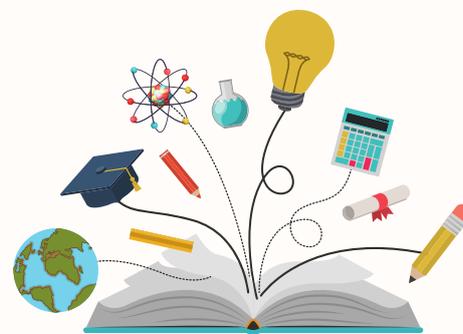
WEAKNESSES

- Low awareness on early registration and maternal care.
- Socioeconomic and cultural barriers limiting healthcare access.
- Poor infrastructure, internet, and connectivity in remote areas.
- Early pregnancies and reluctance for PTK testing.
- Shortage of supervisory staff and inadequate technical skills

THREATS

- Partnerships with GKS, VHSNC, and line departments.
- Use of 108 ambulance, mobile health teams, and teleconsultation.
- Integration of maternal health education in schools.
- Improved monitoring and collaboration with foundations.

Education



S

Strengths

1. Flexible syllabus promoting self-learning.
2. Development of organizational knowledge and self-dependence.
3. Awareness generation among girl students ensuring equal opportunities.
4. Active participation of parents and community through government schemes.
5. Regular monitoring of student improvement.

Weaknesses

W

1. Shortage of subject-specific teachers.
2. Seasonal migration and early child marriage.
3. Poor economic background of parents.
4. Inadequate internet and mobile connectivity.
5. Low parental awareness of education's importance.

O

Opportunities

1. Introduction of vocational and technical education (ITI, Diploma).
2. Implementation of self-reliant and skill-oriented courses.
3. Proper execution of government initiatives.
4. Smart classrooms, e-libraries, and digital learning expansion.
5. Health, hygiene, and stress-free environment promotion.
6. Teacher training and parent awareness programs.

Threats

T

1. Engagement of girl students in household and cultivation work.
2. Socio-economic and cultural barriers leading to dropouts.

Agriculture

STRENGTHS

1. Availability of soil testing labs and mobile soil testing vans.
2. Use of digital tools like Ama Krushi and Umang App for guidance and soil health card access.
3. Experienced staff for soil sample collection and report distribution.
4. Good manpower support through AOS, VAWs, and Krushak Saathis.
5. Strong extension network and experience with similar schemes (.CM kishan, MKUY)



OPPORTUNITIES

1. Free soil testing and distribution of Soil Health Cards (SHC).
2. Government schemes to promote 10,000 FPOs by 2023–24.
3. Funding support for FPO handholding and capacity building.
4. Potential for diversified crop cultivation.
5. Collaboration with various government and private stakeholders (OLM, ORMAS, NGOs).



S

W

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t

WEAKNESSES

1. Majority of farmers are tribal, landless, or sharecroppers.
2. FRA land ownership limits formal benefits.
3. Timely renewal of soil testing every three years is a challenge.
4. Incorrect sampling techniques can lead to wrong results.



THREATS

1. Crop loss due to wild animal attacks, especially elephants.
2. Natural calamities and other unforeseen events impacting agricultural productivity and FPO sustainability



SOCIAL DEVELOPMENT

S STRENGTHS

1. Wide banking network coverage under PMGDY with significant account openings.
2. Strong enrollment in PMJJBY, PMSBY, and PMAY schemes.
3. Availability of dedicated manpower including MBKs, CRPs, GPLF members, and EC members.
4. Functional Village Level Institutions and active SHGs.
5. Adequate funding support for livelihood and financial inclusion activities.

O OPPORTUNITIES

1. Strengthening SHG financing and promoting social security schemes like Sukanya Samridhi.
2. Identification and inclusion of left-out households under government schemes.
3. Door-to-door mobilization to improve coverage and participation.
4. Capacity building of community support staff and village leaders.

W WEAKNESSES

1. Low awareness among SHGs about the Atal Pension Yojana (APY).
2. Loan defaults under KCC (crop loans) and limited cyber security awareness.
3. Inadequate mobilization of households in some areas.
4. Language barriers in PVTG-dominated regions.
5. Incomplete or missing documentation (Aadhaar, voter ID, bank passbook).

T THREATS

1. Seasonal migration affecting continuity of financial and community programs.
2. Geographical and infrastructural challenges limiting access to formal banking services.

BASIC INFRASTRUCTURE

Strengths

1. Availability of high-speed internet enabling digital operations.
2. Cooperative officials and active beneficiary participation.
3. Effective use of mobile applications and functioning CSCs for online services.
4. Two major natural surface water sources (Dandadhar & Rengali Dams) ensure reliable drinking water supply under the ongoing Mega PWS project.
5. Implementation of SCADA system for efficient monitoring of the PWS system.
6. Formation of VWSCs in every village.
7. Adequate funding support through Jal Jeevan Mission and state schemes.

Weaknesses

1. Interrupted power supply affecting online and construction activities.
2. Fund diversion by beneficiaries for personal use.
3. Inadequate and delayed availability of construction materials and masons.
4. Transportation difficulties in remote areas like Putipal, Kote, and Ekul villages.
5. Seasonal migration disrupting labour availability.
6. Water quality issues due to high iron content in tube wells and bore wells.
7. Water scarcity in summer due to laterite soil conditions.

SWOT

Opportunities

1. Promotion of online governance and e-services at GP offices.
2. Awareness generation for poor and PVTG families left out of PMAY-G.
3. Adoption of new technologies like SCADA and solar energy systems.
4. Capacity-building through training on field testing kits for MBKs, CRPs, SHGs, and SEMs.
5. Promotion of rainwater harvesting and water conservation practices.

Threats

1. Cost escalation in implementing projects in hard-to-reach areas.
2. Natural and geographical challenges affecting infrastructure completion and service delivery.

Elements of Dhenkanal District Vision 2047

1. Agriculture

- Seed Replacement Rate (SRR) increased upto 40 percent through production of quality seeds in own farmlands through seed village and other programmes.
- SRI (System of Rice Intensification) is adopted in most of the potential areas, reducing the cost of rice cultivation and also ensuring an environment friendly agricultural practice.
- Organic farming is promoted. Certification of organic products is subsidized and ensured with necessary market linkages with due advantage to export. Expansion of organic villages is promoted.
- Production and productivity of pulses is increased through agro-technological interventions.
- Area under aromatic rice is increased in feasible areas for better returns from small landholdings.
- Preservation of agricultural produce is ensured through low-cost storage structures at farmers' level and establishing large cold storages at community level.
- Germplasm of indigenous varieties is preserved.

2. Horticulture

- Sufficient production of quality planting material is ensured through establishment of model nurseries both under public and private initiatives.
- Floriculture of economic species like rose, tuberose, gladioli, and marigold is promoted and increased in area.
- Protected cultivation in deserving areas is ensured through green houses, shade net houses, and mulching.
- National Horticulture Mission's broad objectives are fulfilled.

3. Irrigation

- Overall irrigation potential is increased to cover 50% of the agricultural land, and judicious use of irrigation water practiced. Micro-irrigation through sprinklers and drip irrigation systems is promoted.

Soil conservation

- The ground water table is rationally increased, and percentage of moisture in 'Top soil' or 'sample soil' is developed to about 20 percent.
- Productivity of the soil is coupled, and degraded cropping intensity is increased in the erratic rain-fed areas.
- Food, fodder, fuel, fibre, and forest materials are non-migrated.

Animal husbandry

- Indigenous breeds of cattle are upgraded through cross breeding by artificial insemination.
- Sustainability of the local stocks of goateries is ensured.
- Local indigenous breeds of fowls (if any) are identified and preserved.

Sericulture

- Per capita allotment of sericultural plantation is increased to 1 hectare.
- Number of tassar farmers and endi farmers are increased upto 1250 and 1100 respectively through substantial increase in plantation activities.
- Seed infrastructure is increased.
- Marketing infrastructures as well as linkages are improved, and farmer's cooperatives are strengthened with non-erodable revolving fund.
- Weavers' cooperatives are adequately tied up with farmers' cooperatives.

Pisciculture

- The production of inland fishery is increased to 12,000 MT through development of tank fishery and reservoir fishery.
- Fish landing sheds are nearer to each primary fishermen co-operatives.
- All active fishermen of BPL category are provided with low cost house, boat, and nets.

Industry and mining

Industry

All the large scale industries utilize their own bi-products and wastes. All the periphery villages are well connected with roads, and all the growth centers are connected with railways. Pollution control measures are efficiently implemented by all the units, and carbon credit is generated by the large scale industries.

Mining

- Only socio-ecologically proportionate mining activities are allowed to sustain minimum requirement of agricultural and forest land.
- Abandoned mines are properly filled with ecologically suitable materials, under the monitoring of local municipal and citizen's bodies.
- Water bodies created in abandoned open cast mines are scientifically managed for public benefit.
- Mineral beneficiation is practiced through ecologically sound mechanism.

Panchayati Raj

- The three-tier Panchayati Raj system is strengthened through better infrastructure, community involvement, capacity building of PRIs and policy changes.
- Service delivery by panchayats are very satisfactory with the involvement of local SHGs/NGOs etc.
- Block-offices are adequately placed and staffed so as to oversee the developments in the area under their jurisdiction.
- Kendu leaf grant is judiciously utilized with primary focus on the benefit of pluckers.

Rural Development

- Each GP is connected with fair weather road. A full-time executive office is posted in each GP to monitor multifarious works operated at village level.
- Each GP has adequate drainage, safe drinking water, and sanitation facility.
- Disaster-mitigation cell operates at GP level to provide quick relief to the victims.
- Disaster relief centres are established at GP level, and managed by women's SHGs.
- Asset creation and employment generation through NREGS and other schemes substantially improves the living standards of village people.
- No villager is homeless, and deserving people get houses as per government scheme.

Health and sanitation

Reduction in Mortality Rates:

Achieve a reduction in Infant Mortality Rate (IMR) to 25 per 1,000 live births and Maternal Mortality Ratio (MMR) to below 2 per 1,000 live births through improved maternal and child health services.

Control of Communicable Diseases:

Ensure effective control and near elimination of malaria, leprosy, filaria, and AIDS, with enhanced public awareness and preventive measures against HIV/AIDS and other infectious diseases.

Strengthening of District Hospital:

Upgrade the 250-bedded District Headquarters Hospital with specialty departments in medicine, pediatrics, gynecology, general surgery, and orthopedics, along with super-specialty services in neurosurgery, cardiology, and nephrology.

Upgradation of Block-Level Hospitals:

Ensure that all block-level hospitals have qualified specialists in medicine, pediatrics, gynecology, orthopedics, and surgery to provide comprehensive healthcare at the sub-district level.

Diagnostic and Laboratory Facilities:

Establish pathology laboratories at the Gram Panchayat (GP) level to strengthen disease diagnosis and early detection.

Infrastructure and Human Resources:

Ensure that all health institutions are adequately staffed, well-equipped, and provided with uninterrupted electricity and essential infrastructure to deliver quality healthcare services.

Primary Health Care Strengthening:

Upgrade Primary Health Centres (PHCs) and ensure health-supporting units are available for every 1,000 population, enhancing access to basic health services.

Hygiene and Waste Management:

Maintain complete hygiene in and around all healthcare institutions through community participation and effective medical waste management systems.

Regulation and Quality Assurance:

Enforce strict regulations to prevent the sale of fake and substandard medicines through regular inspections and monitoring.

Integration of AYUSH and Capacity Building:

Strengthen and integrate AYUSH services, ensuring capacity building and recruitment of AYUSH practitioners, thereby eliminating unsafe practices by local quacks and promoting safe, traditional healthcare options

Education

- Literacy level is increased to 80 percent.
- Good quality education is available, accessible, and affordable at primary, secondary, higher secondary and university level.
- Sarva Sikshya Abhiyan meets its objective satisfactorily.
- Schools and colleges are adequately placed in different localities with good infrastructure and teaching staff.
- Vocational training centres are established at block level.
- Educational institutions have special considerations/facilities (hostels, toilets etc.) for girls, socio-economically backward students, and physically challenged students.
- Residential schools are established for blind, dumb and deaf students.

Social welfare and SC/ST development:

Social welfare

- Social security deserving persons/groups ensured through optimum utilization of the potential of various welfare schemes.
- Malnutrition in children reduced to minimum.
- Overall development of women, children and adolescent girls is ensured through fully and effectively functional Anganwadi centres.
- All Anganwadi centres have their own building, and necessary infrastructure including meeting hall and electrification. The District Social Welfare Office also has its own building with adequate infrastructure including meeting hall and garage.
- Targets of individual household latrines and institutional latrines are fulfilled.

ST & SC development

- Each GP has residential schools for SC & ST students.
- Training institute exclusively for SC/ST students helps for their self-employment.
- Pre-matric scholarship helps students of the disadvantaged groups in secondary education.

Law and order

Civil & criminal courts

- A district court and a vigilance court operate at the district headquarter.
- Two family courts are established.
- Circuit courts of District Consumer Forum operate at sub-divisional level.
- Voluntary organizations provide legal aid to the poor.

Police, crime and jail

- Dhenkanal has the lowest crime rate in the state.
- Police stations are adequately staffed and are provided with adequate infrastructural facilities alongwith internet connection.
- Four women police stations are established, and one industrial police station is opened to deal with industrial law and order problems.
- One juvenile observation home is established at Dhenkanal, and existing jail facilities are improved in terms of health & hygiene, education and other reformative measures for the prisoners.
- Sufficient recruitment of traffic police helps in better traffic control.
- Community policing meets its objective satisfactorily.
- The strength of the Reserve battalion at Dhenkanal is adequately increased

Culture

- Ethnic cultural identity of the district is protected with special focus in tribal areas and artisan's areas.
- Tourist places are improved, and new tourist attractions are identified.
- Monuments and/or sites of historical importance are protected and managed properly.
- The district library is upgraded alongwith internet facility.
- A district museum is established at Angul to focus on the heritage, culture, and other identities of the district.
- Multi-purpose community centres are established at block level having library, TV, internet, indoor games, meeting hall and an open stage.

Information and public relations

Integrated awareness camps are organized to keep the district people well-informed about various developmental activities and schemes, etc.

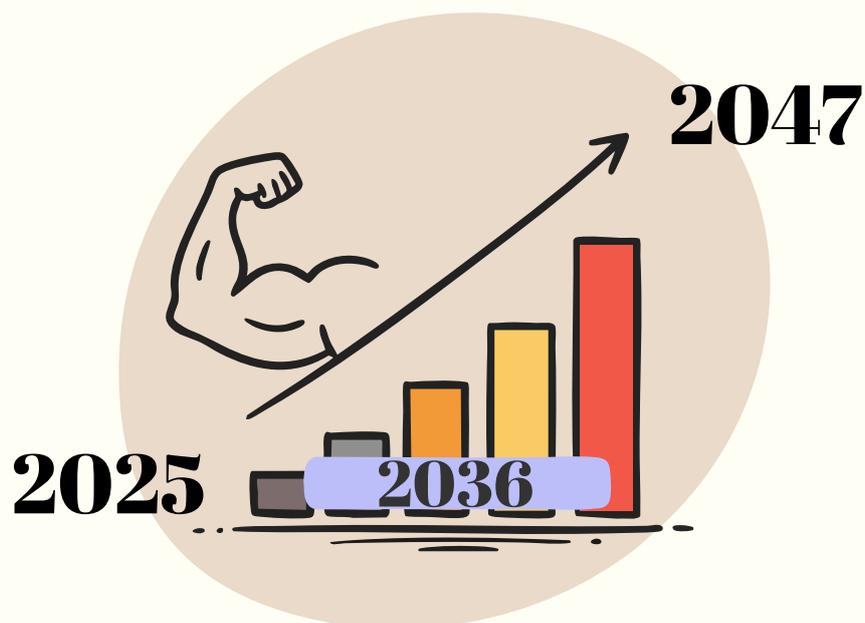
The Information and Public Relations Department is adequately strengthened to carry out its activities efficiently for public benefit. Branch offices of the Department are operational at block level.

Sports

- Play-field is developed in each gram panchayat.
- Each block has a mini-stadium.
- Sports tournaments are organized at GP, block and ward level. Attractive prizes are given to encourage sports activity.
- Stipend and other kinds support are provided to deserving candidates.

Rural works

- Core networking system in all blocks ensures better and systematic implementation of the projects.
- Various departments get their required buildings and staff quarters in the rural areas.
- PMGSY project meets its target in the district.



Dhenkanal Vision



Strategies to achieve future development goals

Agriculture and horticulture

Land Reclamation:

Undertake scientific reclamation of degraded or environmentally affected lands (e.g., areas impacted by industrial effluents) to make them suitable for productive agricultural use.

Irrigation Development:

Enhance the current installed irrigation potential by 100 percent.

Promote micro-irrigation systems, including sprinkler and drip irrigation, to ensure efficient water use.

Seed Development:

Increase the Seed Replacement Rate (SRR) to 40 percent through local quality seed production under Seed Village and similar programmes.

Encourage the adoption of improved and climate-resilient crop varieties.

Crop Management:

Promote the System of Rice Intensification (SRI) to improve paddy productivity.

Increase fertilizer consumption from 30 kg/ha to 60 kg/ha in suitable areas.

Organic and Sustainable Farming:

Promote organic farming through awareness campaigns and supply of bio-fertilizers such as Azospirillum, Azotobacter, and Phosphate Solubilizing Bacteria.

Encourage green manuring and vermi-composting practices.

Facilitate affordable organic certification for farmers.

Pulse Production Enhancement:

Boost pulse production and productivity by adopting seed treatment with suitable chemicals, rhizobium inoculation, and application of phosphatic fertilizers at sowing.

Horticulture Development:

Implement promotional schemes for horticulture suitable for small and marginal farmers.

Encourage the cultivation of fruits, vegetables, and plantation crops.

Diversification & Allied Sectors:

Promote floriculture and cultivation of medicinal, aromatic, and other non-traditional cash crops on marginal or less-suitable lands.

Farm Mechanization:

Encourage collective farm mechanization through cooperatives and farmer producer groups to address labor shortages and improve efficiency.

Soil Conservation

Integrated Soil Conservation Measures:

Implement contour bunding, run-off management, and soil erosion control techniques.
Maintain and conserve existing water bodies using rain-fed technologies.
Undertake scientific reclamation of non-forest and non-agricultural degraded lands.

Irrigation Development and Management:

Develop new irrigation sources and manage existing potential to enhance water availability and ensure efficient utilization.

Awareness and Capacity Building:

Conduct training and awareness programmes for farmers on soil conservation, watershed management, and sustainable land-use practices.

Animal Husbandry

Breed Improvement:

Promote cross-breeding of indigenous cattle through artificial insemination to improve milk yield and animal productivity.

Fodder Development:

Establish fodder plantations and promote cultivation of green fodder crops to support cattle and goat rearing.

Poultry Development:

Strengthen backyard poultry farming by supplying dual-purpose poultry birds from departmental hatcheries.

Encourage poultry as a supplementary livelihood option for small and marginal farmers.

Forest and environment

Forestry

- Increase in the area under community forest management
- Settlement of tenurial rights of forest dwellers and forest protecting villages
- Effective implementation of compensatory plantation activities with local participation and micro-planning
- Effective implementation of regular forest management/silvicultural activities with community involvement.
- Development of the NTFP sector through R&D work
- Increase in procurement of grower's kendu leaf
- Improvement of ecotourism facilities and identification of new sites of tourist attraction
- Minimization of diversion of forest land with local support

Environment

- Active involvement of citizen's groups and NGOs in pollution control measures
- Strict enforcement pollution control measures
- Enforcement of comprehensive environmental impact assessment prior to establishment/opening of new industries/mines
- Ensuring solid waste management and hospital waste management

Industry and Mining

- Establishment of new industrial estates
- Promotion of consuming units for industrial waste material like fly-ash and clinker
- Proper filling of abandoned mines
- Carrying out scientific rehabilitation of dumping yards through plantations
- Ensuring state-of-art mineral beneficiation process
- Kalyani Steels Ltd., Waaree Energies Ltd. and Inox Solar Ltd. have already been allotted land to set up their plant, which will improve socio-economic condition of people by providing them employment opportunities.

Rural Development

- Connection of all villages with all-weather roads
- Provision of safe drinking water and electricity to all villages
- Promotion of low-cost, indigenous herbal methods of water purification
- Optimum utilization of the scope of asset creation in NREGS for sustainable livelihood

Panchayati Raj

- Capacity building of PRI members
- Increase in participation/collaboration of local NGOs/SHGs, etc.

Health and sanitation

- Increase in infrastructural facilities
- Recruitment of adequate staff
- Skill development of AYUSH doctors for emergency care
- Increase in the frequency of mobile unit services in remote areas
- Medical College & Hospital is being set up to provide better health care to its people.

Education

- Provision for adequate infrastructure and boundary walls to all schools
- Recruitment of adequate and trained teaching staff



Kalyani steels, Gajamara



“Empowering Mango Farmers of Kankadahad A Journey from Local Struggles to Global Markets”

Mango farming in the Kankadahad block of Dhenkanal district has long been practiced by small and marginal farmers who faced multiple challenges such as low productivity, pest infestation, poor quality management, and heavy dependency on middlemen. Farmers were forced to sell at low prices without transparency or fair payment, limiting their profits and motivation.

To address these issues, the APC Team and KFPCL (Krushak Producer Company Limited) implemented targeted interventions focusing on both production and marketing improvements.

Key Interventions:

Introduction of Kairamone Traps: Installed 5–6 traps per acre to control fruit fly infestation, increasing marketable mango yield by 20–30%.

Collective Marketing: Farmers were aggregated under the Producer Company, enabling bulk sales and better price negotiations.

Market Linkages: Direct connections established with wholesale markets in Bihar, Jharkhand, Uttar Pradesh, and exports to the UK, France, and Italy.

Elimination of Middlemen: Ensured transparent weighing, immediate payments, and fair pricing.

Training on Quality Management: Farmers were trained in sorting, grading, and post-harvest handling.

Impact:

Productivity increased by 20–30%.

Price realization improved threefold compared to sales led by middlemen.

Farmers gained confidence through direct and fair market access.

Farmer’s Story – Tulasi Soy:

Tulasi Soy from Sahala village once sold mangoes for ₹10–15/kg with 30–40% pest losses. With KFPCL’s help, she earned ₹30–35/kg and increased her annual income from ₹50,000 to ₹1,50,000.

Conclusion:

The Kankadahad model demonstrates how collective action, improved pest control, and market linkages can transform mango farming into a profitable and sustainable enterprise for rural farmers.



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4. District Website of Dhenkanal, Government of Odisha – <https://dhenkanal.odisha.gov.in>
5. Newspaper Reports (The Hindu, Times of India, etc.) – for recent updates and district-level developments.
6. Various Sectoral Documents and Government Reports – relating to health, women empowerment, power, and rural development.



Thank you!

