



NABARD as Catalyst for Agroecological Transition through JIVA

Rationale..,



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Thrust for Agro-ecology (Natural Farming)



Initiatives by Government of India

Bhartiya Prakratik Krishi Paddhati since 2019-20

Sanctioned: 4.09 lakh ha area in eight states , now integrated with NMNF

National Mission on Natural Farming

4 years (2022-23 to 2025-26); ₹ 2481.00 crore to develop 15000 clusters targeting to cover 7.5 lakh ha area

Mission LiFE

75 individual LiFE actions across seven categories and “Natural Farming” is one among them

International Context

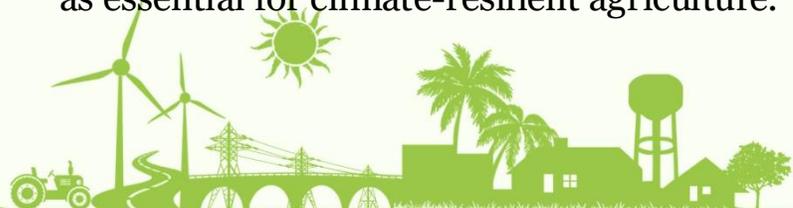
- 2021-2030 United Nations Decade on Ecosystem Restoration
- Agroecology Elements - Food and Agriculture Organization of the United Nations
- Joint Declaration of Intent: JIVA - lighthouse project for Indo-German cooperation
- Major global institutions — FAO, IFAD, UNEP, IPCC, WWF endorse agroecology as essential for climate-resilient agriculture.

“The time has come to save Agriculture from mono culture.

We need to shift to chemical-free **natural farming** and **reduce dependence on fertiliser imports**”- Prime Minister (11 November 2022)

“India to show the path of **natural farming** to the world and bring about a green revolution for natural farming...”- Union Minister of Home Affairs. (12th August 2023)

“**Chemical-free farming** with a focus on five-km wide corridor along river Ganga in the first stage would be promoted”-Union Minister of Finance (1st February 2022)



Major functional areas in NRM



NABARD's NRM portfolio & Context for JIVA Agro-ecology Programme



01 Watershed Development

02 Tribal Development



4801

Projects



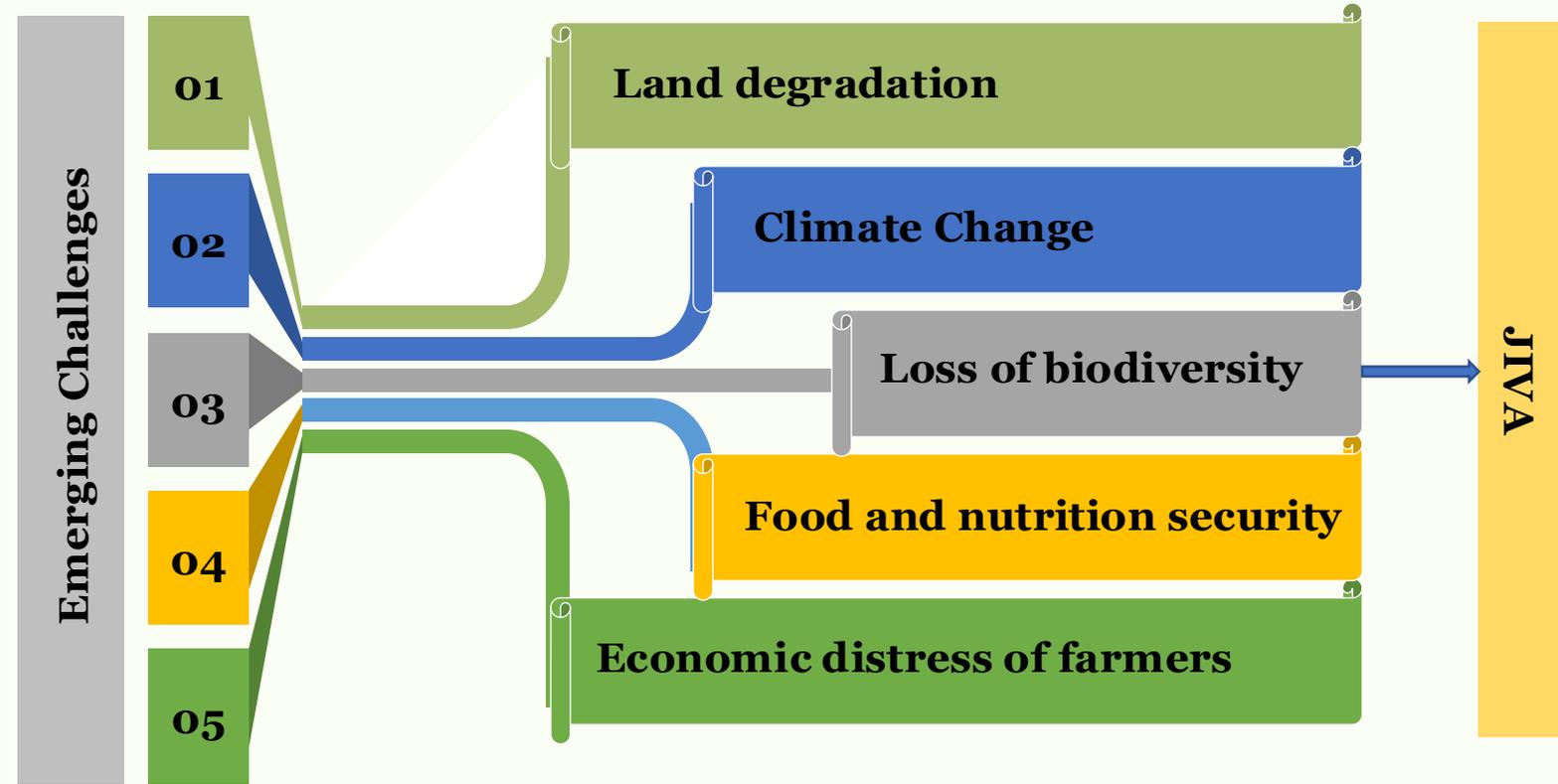
3.29 million ha

Area Covered



1.8 million

Families Covered



Data is as on 30th September 2025

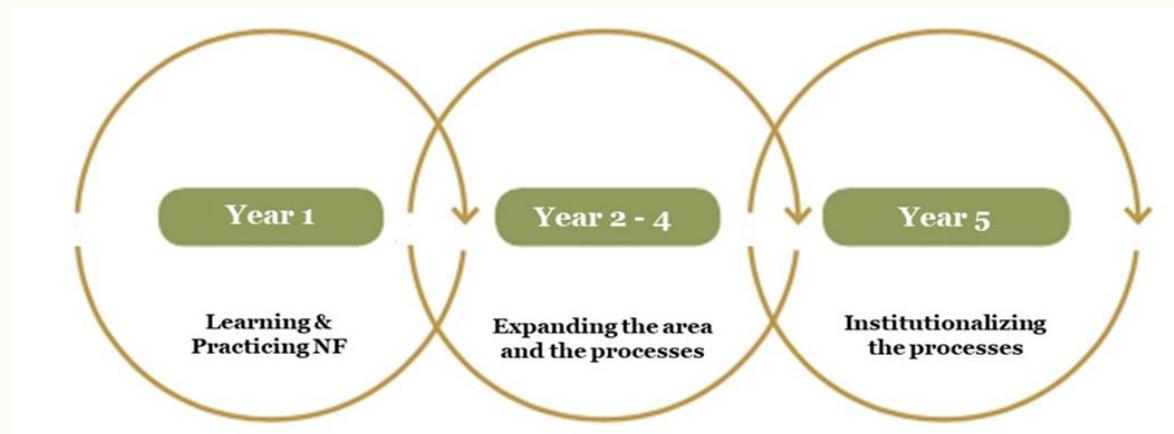


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JIVA

“a living being or an entity imbued with a life force”

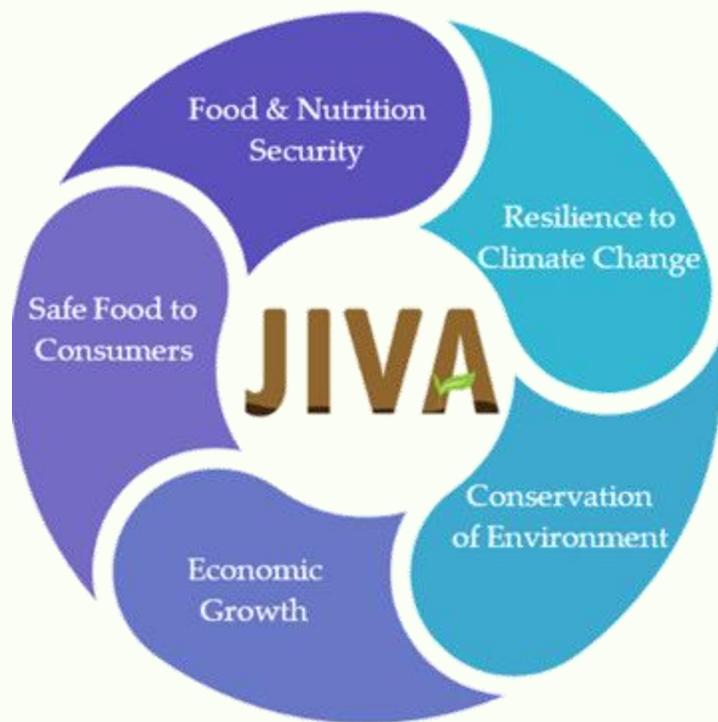
Implementing Phases of the JIVA programme



Framework



Goals



3 M's & 3 R's

Principle

Soil as a living entity

Organic Matter

Soil Moisture

Microbial Activity

Reducing External Inputs

Recycling

Resilience to Climate Change

Components

Farmer Led Extension & Capacity Building

Crop diversification & Intensification

Soil Regeneration & Moisture/water conservation

Strengthening & Integrating Livestock Systems

Support systems

Nutrition sensitive agriculture & homesteads

Value addition & Marketing

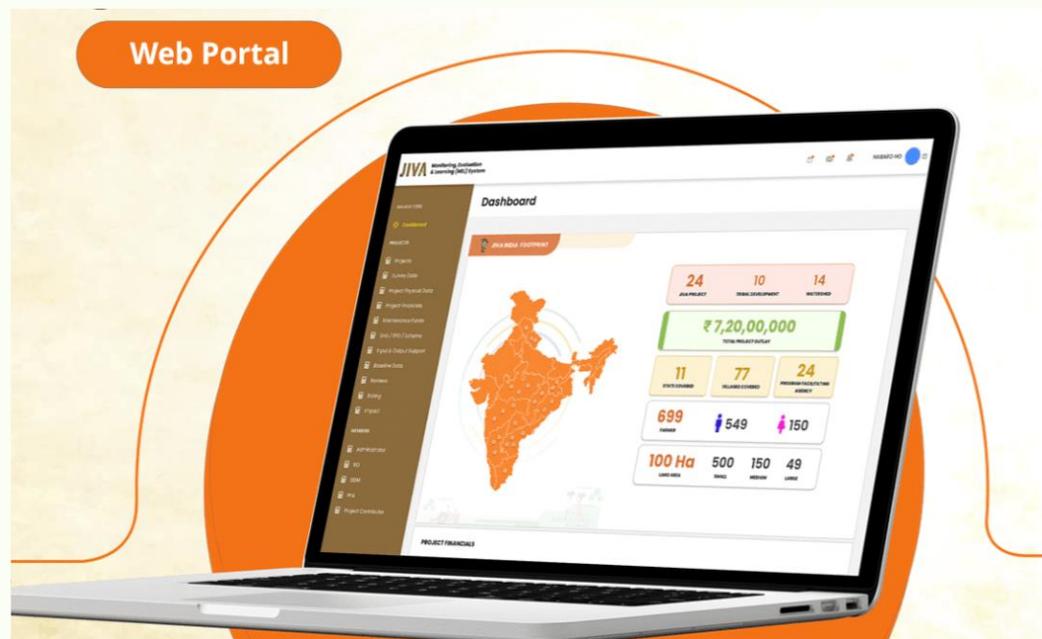
Local innovations

Monitoring & Evaluation



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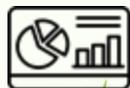
Monitoring, Evaluation & Learning System (MEL)



Web portal for monitoring field interventions



Physical & financial progress monitoring



Analytical Dashboard



Knowledge Repository for research & policy inputs



Mobile application for data input from the field



Collection of spatial and non-spatial field data



Field evidences on agroecological transformation



Track farmer progression



JIVA - Glimpse of Field Activities



Farmers Exposure visit



Planning of the project activities



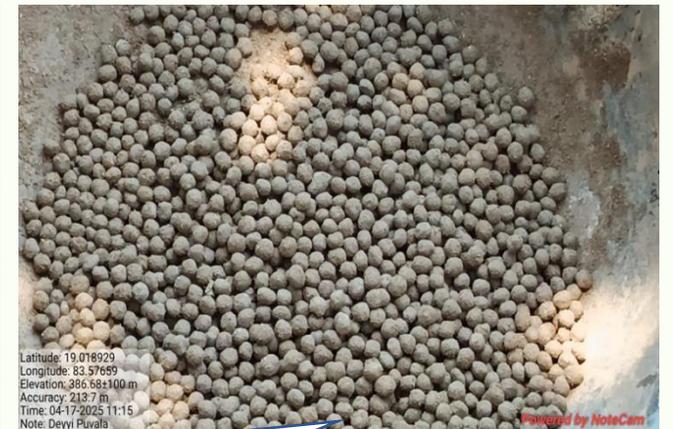
Lead Farmers Training



SRI technique for Rice Cultivation



Suryamandal Model



Seed Balls



JIVA - Glimpse of Field Activities



Kitchen garden



Community mobilization



Preparation of bio-inputs

Poultry farming



Mixed crop farm



Use of bio-inputs in field



Mixed cropping in Banana farm

Traditional Seed Mela,



JIVA - Glimpse of Field Activities



Cow urine collection platform



Latitude: 23.278657
Longitude: 83.701148
Altitude: 789.9±13.8 m
Accuracy: 100.0 m
Time: 09-10-2025 09:57



Time: 10-01-2024 12:20
Note: Janki kumra cuitivated Azola, Maa durga PG

Powered by NoteCam

Azzola Unit

Brooding Unit



Kitchen Garden



Time: 02-02-2025 09:14
Note: Sulochana, pragoniyv

Powered by NoteCam



Latitude: 21.791312
Longitude: 85.040088
Elevation: 274.52±40.8 m
Accuracy: 153.4 m
Time: 09-10-2025 16:42
Note: Bijaghat Nursery

Powered by NoteCam

Nursery Development

Poultry Unit



ambharwadi

Powered by NoteCam



JIVA - Glimpse of Field Activities



Latitude: 17.340193
Longitude: 81.172207
Elevation: 145.85±71.1 m
Accuracy: 5.1 m
Time: 06-04-2025 10:05
Note: ಸಿಕ್ಕಿಮಾಂಸ

Powered by: *tanvi.com*

Egg incubation unit

Primary Coffee Processing Unit



Custom Hiring Centre



Seed Banks



Bio-Resource Centre



Latitude: 21.743576
Longitude: 84.935046
Elevation: 158.47±4.0 m
Accuracy: 21 m
Time: 07-07-2025 14:22
Note: ಕಾರ್ತಸೇ



Pond rejuvenation and fish production



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Strategic measures and Commitments

01

Strategic Measures

- Project Implementing Agencies (PIAs) for effective field execution.
- Specialized Resource Support Agencies (RSAs) for technical support
- Peer to peer learning – External Farmer Resource Persons (**EFRP**)
- Implementation in two phases:
 - **learning phase** - tests practices, builds farmer capacity, early evidence
 - **upscaling phase** - successful practices are scaled up to more farmers and clusters, enabling adaptive and risk-reduced implementation.

02

Commitments

- NABARD launched the JIVA programme to promote natural farming, focusing on soil health, biodiversity, and climate resilience.
- The programme emphasises community-led approaches and institutional strengthening for a sustainable, low-input, farmer-centric transition.

Key Challenges in implementing JIVA programme

01

Regional Variability in implementation

02

Challenges in impact measurement at scale

03

Standardized quality of natural inputs

04

Market Linkages and resource Constraint

05

Challenges in comprehensive documentation

06

Constraints for certification



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Thank You

