



Stakeholder mapping of the Andhra Pradesh Engagement Landscape



Acknowledgements

RySS and ICRAF would like to thank the stakeholders from across Andhra Pradesh (AP) for engaging with the state and district landscape facilitator team and their time to respond to the interviews and surveys. The participation, extensive expertise and the input from a wide array of stakeholders is critical to the ambitions of the project and wider vision to work at landscape scale to achieve intended impacts from Andhra Pradesh Community-managed Natural Farming (APCNF).

Suggested citation:

Christine Magaju, Mieke Bourne, Sonia Sharma, Mary Crossland, Bala Subramanyam, Sandhya Godehalu, Tejendhar Teja, Ratna Katari, Raji Varalakshmi, Rini Caroline, Dhulipala Tejaswini, Zakir Hussain and Leigh Winowiecki. 2023. Stakeholder Mapping in the Andhra Pradesh Engagement Landscape. Bogor, Indonesia: Centre for International Forestry Research (CIFOR) and Nairobi: World Agroforestry (ICRAF).

Stakeholder Mapping Report compiled by CIFOR-ICRAF and RySS Team



April 2023

Contact

Leigh Winowiecki, CIFOR-ICRAF

L.A.Winowiecki@cifor-icraf.org

Zakir Hussain, RySS

ZAKIR HUSSAIN zakiradvisor71@gmail.com

Compilation and Layout

Sabrina Trautman and Debra-Jean Harte

Additional project resources



This Stakeholder Mapping Report forms part of the project outputs - From Fields to Landscapes - Establishing the Resilient Productivity of APCNF.



[Project Website](#)



[Illustrated Workshop Report \(2019\)](#)



[Planned Comparison Protocol](#)



[Exemplar Landscape Report](#)



[Blog on the first engagement landscape workshop in November 2019](#)



[Blog on the concept of Engagement Landscapes](#)



Contents

Project objectives	1
Introduction	2
Results	3
Area of focus with respect to natural farming	4
Engagement with natural farming	6
Motivation for promoting natural farming	7
Stakeholder influence regarding promotion of natural farming practices	9
Organization planning period regarding natural farming	11
Successful approaches for promoting natural farming	12
Barriers to realizing natural farming principles	13
Awareness of organisations working for and against	15
Awareness of policies working for and against natural farming	16
Influence on policy around natural farming	17
Stakeholder mapping	18
Stakeholder mapping in the ASR Ananthapuramu exemplar landscape	19
Stakeholder mapping in the West Godavari exemplar landscape	20
Stakeholder mapping in the Alluri Sitharama Raju (ASR) exemplar landscape	21
Stakeholder interaction information	22

Project objectives

2021



To establish **three 'Exemplar Landscapes'** that brings together multiple stakeholders around APCNF

Landscape scale – using Engagement Landscape Approach as a participatory living laboratory

2022



To **test the premises of APCNF** at scales sufficient to discern emergent properties and impacts at scales relevant to claims of the approach being actually Climate Resilient

Understanding agronomic and ecological response

- Across a gradient of agroecologies and intensity of APCNF
- Generation of evidence

2022



Co-learning and adaptation for the contribution to iterative improvement in **evidence-based APCNF scaling**, including contextual improvements of the system.

Wide stakeholder engagement and development of knowledge products

- Nested stakeholder groups
- Engagement with evidence
- Generation of evidence

2023



Knowledge sharing and interrogation of evidence generated within and across the landscapes

District-level and State-level engagement with the evidence

- Data analysis
- Co-development of decision dashboard
- Stakeholder engagement with evidence



Introduction

The stakeholder mapping survey was conducted between December 2021 and March 2022 in the Exemplar Landscapes of **Ananthapuramu, West Godavari** and **Alluri Sitharama Raju (ASR)** to understand the stakeholders working on natural farming or restoration in the landscape including how they relate to each other.

Specifically, the objective of the surveys were to:



Identify key stakeholders working in the exemplar landscapes and understand their connections and influence.



Understand stakeholder perspectives on the barriers and opportunities to scaling natural farming.



Identify key levers and entry points for effecting and sustaining system change.



Initial stakeholders interviewed were selected by the state level facilitator, starting with staff from RySS and lead farmers and other actors known to be working on natural farming.

Additional stakeholders working on natural farming were then identified via snowball sampling based on the organisations/ individuals people reported communicating/working with on natural farming.



When **conducting the survey**, the interviewers said they were carrying out this survey for **ICRAF and RySS** and their partners to help them understand more about the stakeholders working on natural farming or restoration in the area including how they relate to each other. **Stakeholders were asked:** *are there any organizations or individuals that you/your organization is currently communicating or interacting with on working with on natural farming, or restoration issues in the area?*



Landscape level facilitators conducted the surveys (in-person and over phone) and collected the responses using electronic data capture on Open Data Kit (ODK).



Data was tidied and analysed using R statistics. Descriptive data analysis was conducted using the tidyverse package while the stakeholder maps (or sociograms) were developed using the R-Studio igraph package (Csardi and Nepusz, 2006).

Results

95 stakeholders across Ananthapuramu, ASR and West Godavari exemplar landscapes were interviewed.

Of these 33% were female and 69% were from an organisation or group. Majority of the stakeholders interviewed were from government (44%) and farmers and farmer organisations (36%). Other stakeholder groups represented included NGOs, private sector and business and the Self-Help Groups (SHGs).

Characteristics of the interviewed stakeholders (n=95)

District

Ananthapuramu

19 (20%)



West Godavari

44 (46%)



ASR

32 (34%)



INDIA

Andhra Pradesh



Stakeholder group

Gender



Female
31 (33%)



Male
64 (67%)



Farmer/farmer organisation
34 (36%)



NGO
16 (17%)



Government
42 (44%)



Self Help Group
1 (1%)



**Private sector/
Business**
2 (2%)

Area of focus with respect to natural farming

In terms of where their work focused on, overall, most of the interviewed stakeholders focused on multiple topics with respect to natural farming.

Topics provided for selection in the survey included:

- Financing
- Scaling
- Monitoring
- Research
- Policy
- Value chains
- Implementing

Figure 1 below shows the distribution of stakeholders whose work focused on each topic across the engagement landscape.

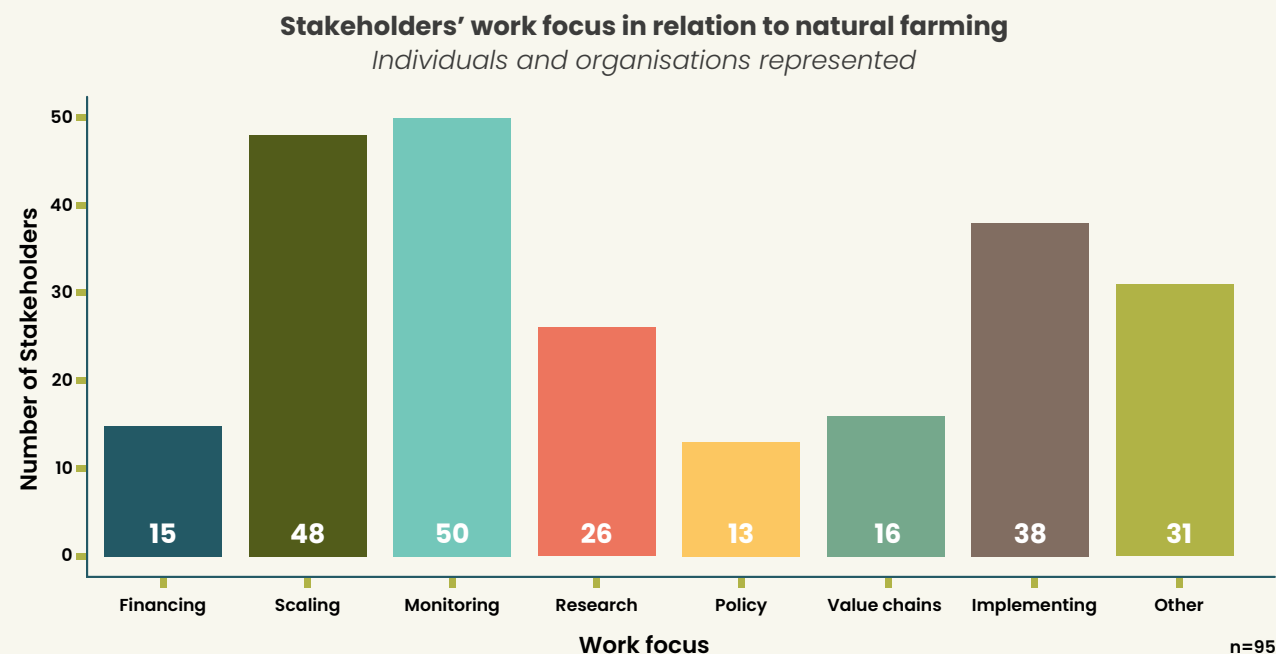


Figure 1: Individual and/or organisations' area of focus with respect to natural farming.





Area of focus with respect to natural farming in each exemplar landscape

Below shows the number of stakeholders in each exemplar landscape whose work focused on each of the topics mentioned in Figure 1. Most of the interviewed stakeholders in **Ananthapuramu** reported that their work focused on **monitoring natural farming or restoration** while in **West Godavari** and **ASR** it was **scaling natural farming or restoration** and **implementing natural farming or restoration** respectively.

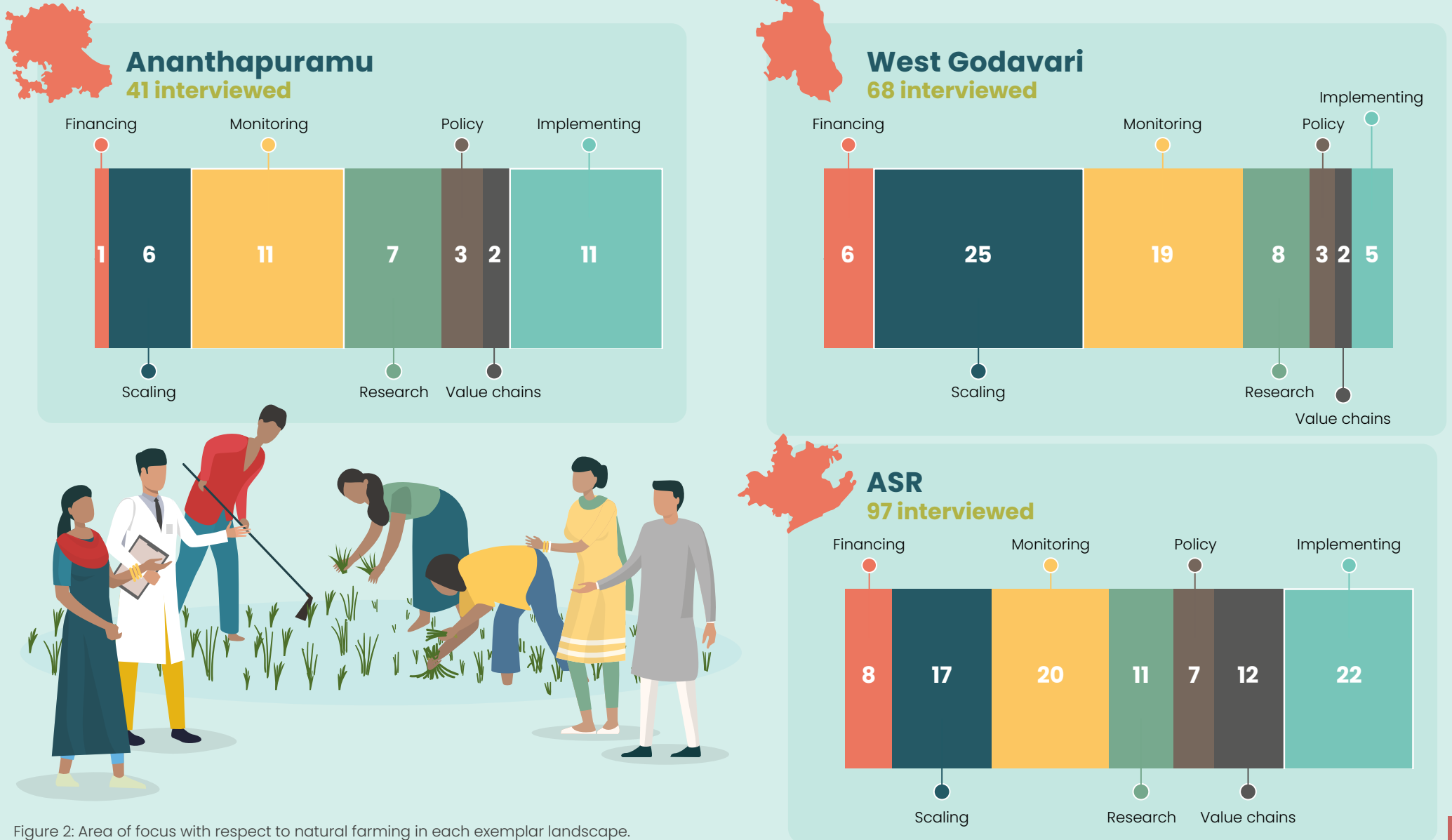


Figure 2: Area of focus with respect to natural farming in each exemplar landscape.

Engagement with natural farming

Majority of the stakeholders (68%) reported that they themselves or the organisation they represented worked on natural farming. ASR had the highest percentage of interviewed stakeholders reporting that they worked on natural farming (Figure 3).

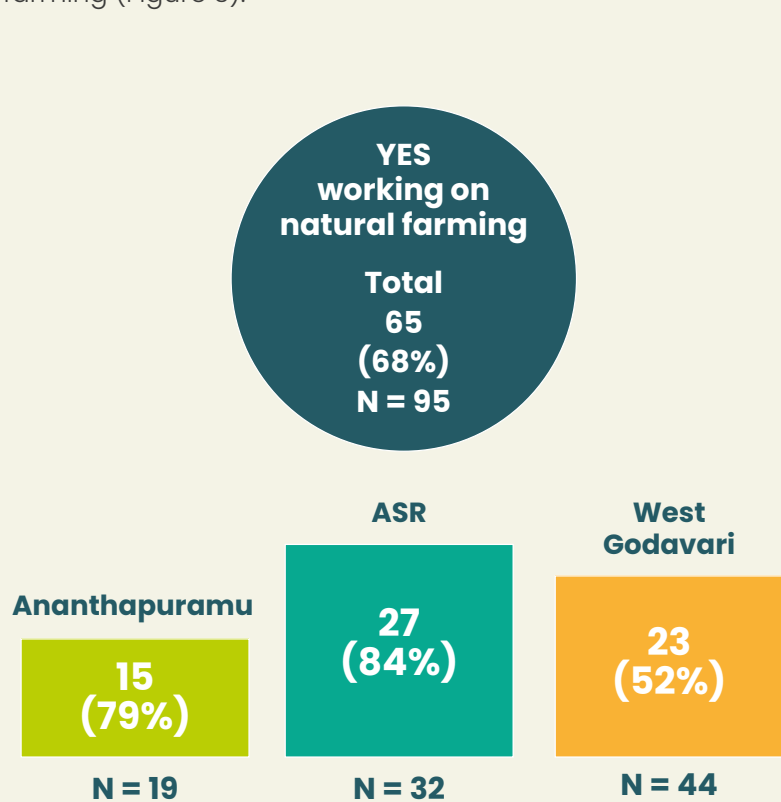


Figure 3: Stakeholders working on natural farming or natural farming.

In terms of the stakeholder groups, 64% of the stakeholders from farmer/farmer organisations reported working on natural farming compared to 56% from government and 88% from NGOs (Figure 4).

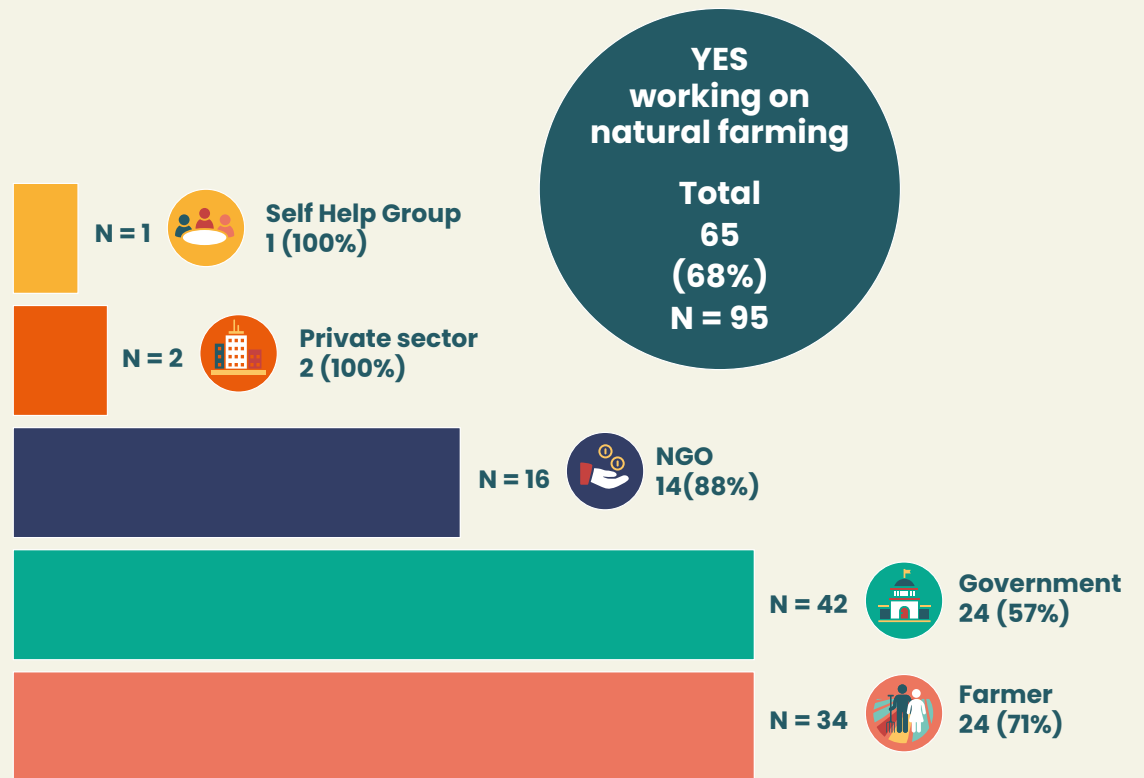


Figure 4: Stakeholders working on natural farming by type of organisation or designation.

Selection of quotes by stakeholder group in response to "What is the motivation for you or your organisation for promoting natural farming?"



Farmer/farmer organisation

Health and Good quality in produce and less cost of cultivation."

Cost of cultivation will be less, productive yield, improves soil health."

Good yield, improves soil health, cost of cultivation will be reduced."

Through anganwadi schools kitchen garden promoting for the sake of children's health and Less cost of cultivation."

Due to the impact of chemicals on soil health and human health and high cultivation cost."

Own field variation. Although the yield is same as chemical, but cost of cultivation is less, the produce is at least used for home."

Improves soil health and cost of cultivation is less with good yield which leads to good health."

Reduces health issues and also gives productive results and improves soil health."



Government

Reduces health issues, gives productive results, and improves soil health."

Improves soil health and cost of cultivation is less with good yield which leads to good health."

Motivation from Non Pesticidal Management program and ZBNF program."

To provide the healthy food for the people and provide the seeds of Kitchen and nutri-garden through the RYSS."

I got curious towards natural farming methods by listening from ZBNF staff previously. Then we have provided information and trainings regarding natural farming by our senior staff."

Reported motivation for promoting natural farming



NGO

To facilitate the farmers with good income and to enhance the productivity of the crops in eco friendly manner."

To increase the income of the farmers."

Farmers facing issues due to impact of chemicals. Promote sustainable agriculture and provide chemical free food."

Due to the impact of chemicals on soil health and human health. And high cultivation cost."

To address issues of climate change and global warming and promote sustainable healthy food production."



Stakeholder influence regarding promotion of natural farming practices

Most stakeholders (46%) reported that the organisations they represented were moderately influential regarding promotion of natural farming practices (Figure 5). This was highest in West Godavari where 82% of the 22 stakeholders reported that their organisations were moderately influential.

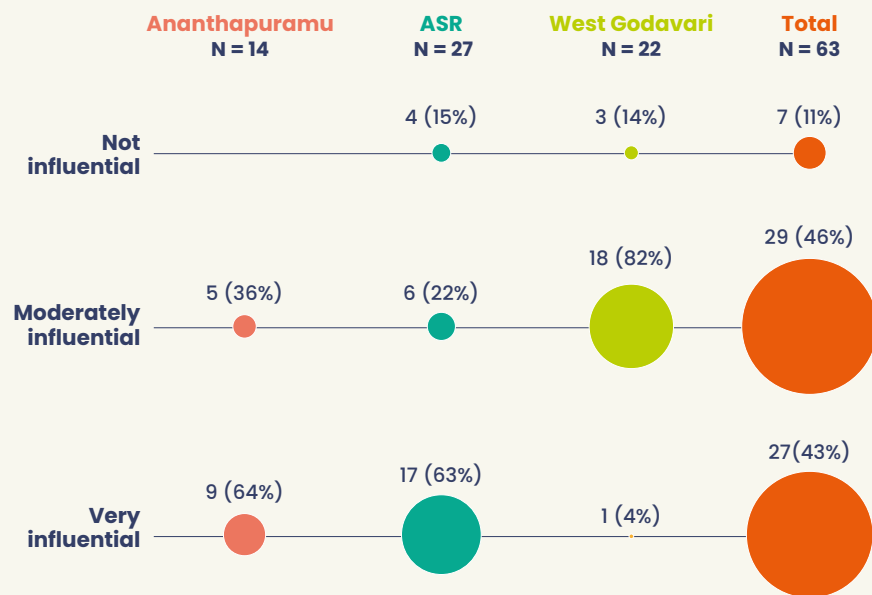


Figure 5: Reported influence with respect to the promotion of natural farming practices (only asked to stakeholders representing an organisation).

When categorised by the type of organisation, 52% of the stakeholders representing the government reported being moderately influential with regard to promotion of natural farming practices while 36% reported being very influential and 12% not influential (Figure 6). On the other hand, 50% of stakeholders representing farmers and farmer organisations reported being moderately influential and very influential respectively.

Among stakeholders representing NGOs, 56% reported that they were very influential with respect to promoting natural farming practices while 38% and 6% of the stakeholders reported that they were moderately influential and not influential respectively.

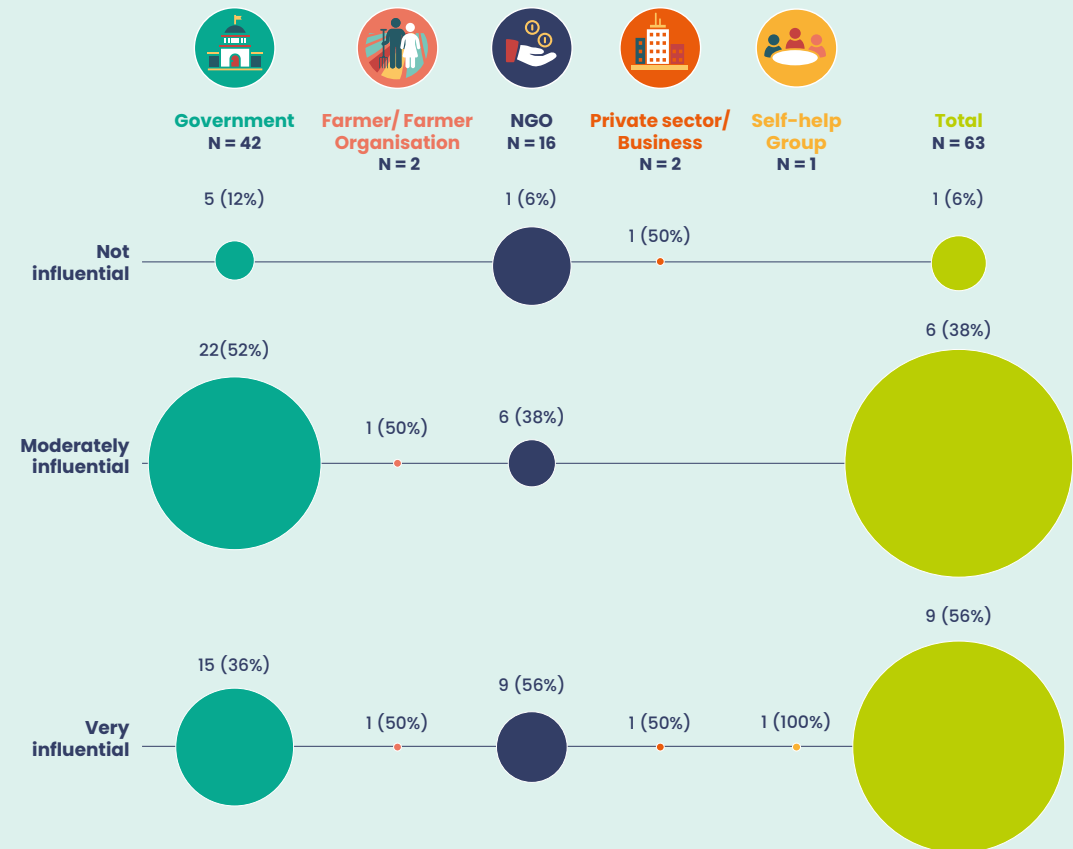


Figure 6: How influential do you think your organisation is with respect to the promotion of natural farming practices? *Question only asked to stakeholders representing an organisation.



When asked which stakeholders they had influence with, 58% of those interviewed reported having influence with farmers, 19% with government officers, 11% with researchers and 8% with donors. 3% of the stakeholders reported having influence with other types of stakeholders. Figure 7 shows the distribution of stakeholders different stakeholder groups reported being influential with.

Stakeholder groups and the stakeholders they are influential with

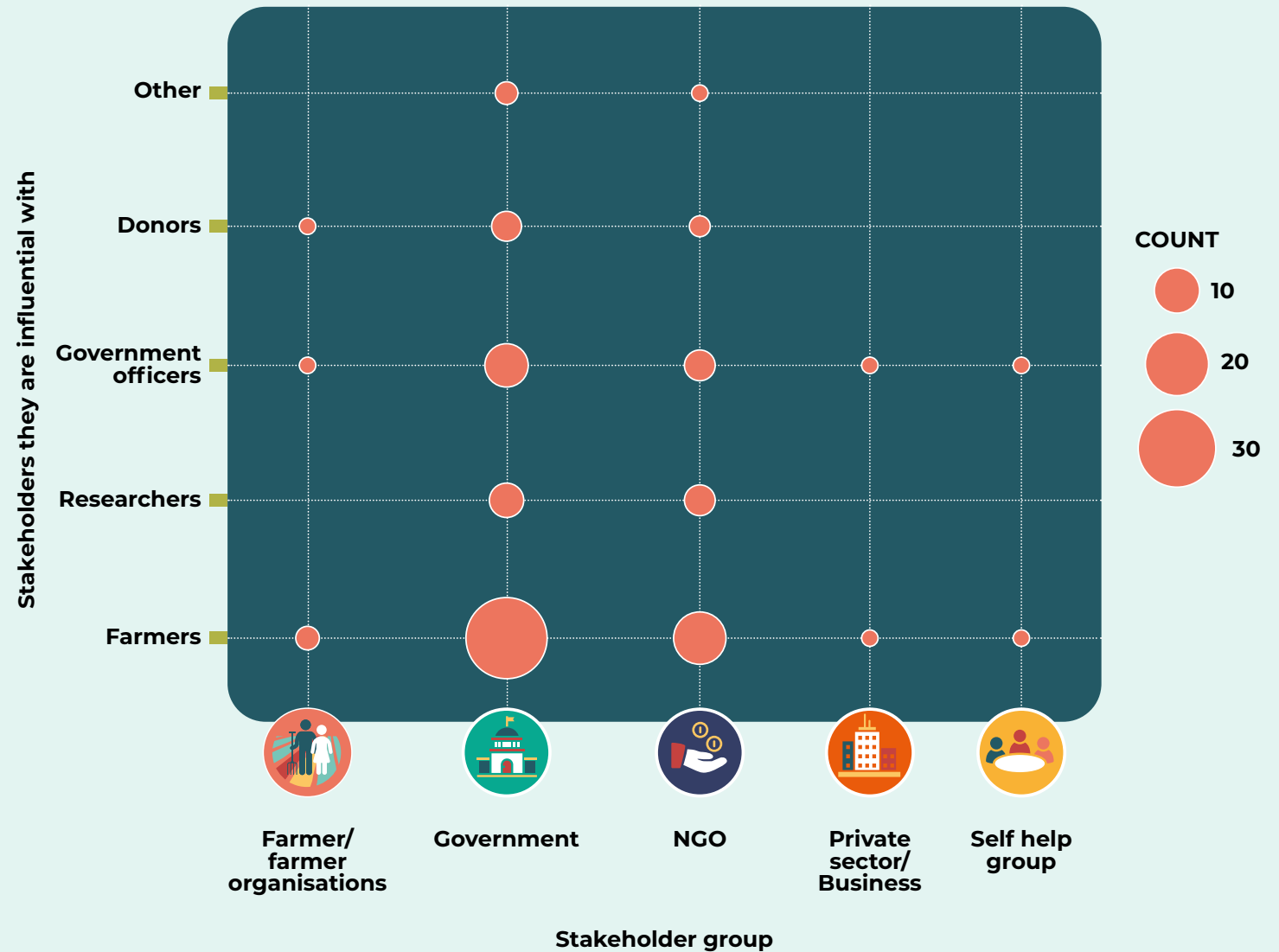
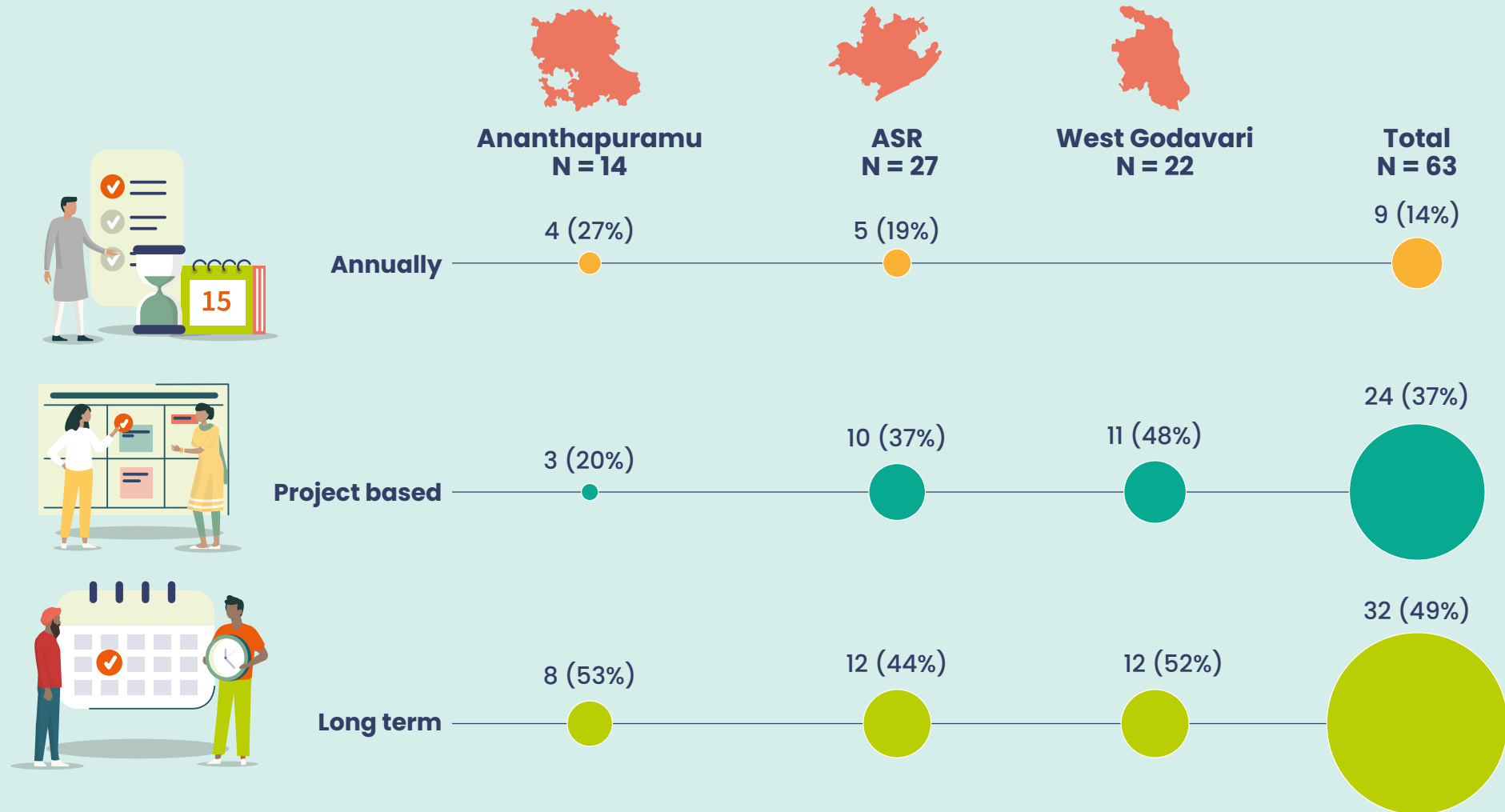


Figure 7: Stakeholders that different stakeholder groups have influence (with respect to promotion of natural farming practices).

Organization planning period regarding natural farming

Overall, 49% of the stakeholders reported that their organisations' planning period regarding natural farming was long term while 37% reported that it was project

based (Figure 8). In West Godavari however, majority of the stakeholders reported that planning regarding natural farming was project based.



**Only asked to stakeholders that reported that they or their organisations worked on natural farming.

Figure 8: Organizations' planning period regarding natural farming.

Successful approaches for promoting natural farming

Conducting meetings, working with farmers directly, kitchen gardens and demonstration plots were commonly reported as the most success approaches to promoting natural farming for the organisations interviewed (See below).



“What have been your successful approaches to promoting natural farming?”



Farmer/farmer organisation:

Providing kitchen garden kits through self help groups and with the help of department staff, conducting meetings at village level.

Farmer/farmer organisation:

Pico dissemination, providing inputs in little quantity.

Farmer/farmer organisation:

We are conducting trainings for the farmers.

Farmer/farmer organisation:

Approaching farmers directly and providing trainings.

Government:

PMDS, kitchen garden kits distribution, group meetings, mass preparation of inputs.

Government: Through Self help groups meetings and promoting kitchen garden and PMDS kits.

Government: Implementing different best models of natural farming at field level and doing research on best models and suggesting best models to the farmers.

Government: Making demonstration plots, by conducting meetings.

NGO: Organising farmers into groups, supplying seed material, conducting meetings and demonstrating the preparation of inputs.

NGO: Better results from pilot initiatives and building confidence among farmers.



What are the top 3 barriers achieving the realisation of the natural farming principles?

Farmers don't follow the methods regularly, Lack of availability of water, less availability of inputs.

Farmers don't get inputs in required quantity for preparing khashayas/Jeevamrutham. Agency farmers won't accept the changes they will prefer conventional methods. The effectiveness in natural farming is very low.

Behavioural and attitudinal changes of farmers. Lack of inputs availability, marketing.

Selection of quotes by stakeholders in response

Farmers won't accept the change initially. Lack of Desi cows and buffaloes. Lack of proper inputs.

Input preparation takes a lot of time and also desi cows are available in very low number in the area.

Research will take lot of time to prove new technologies. Farmers won't follow the methods, even though we show them practically.

Some farmers lack interest in natural farming also there is water scarcity.

Labour intensive, initial reduction in the yield per acre, input preparation, no sufficient marketing and premium price for NF products.

Lack of marketing and storage facility for NF produce, also land tenancy rate is very high and thus farmers can not take risk.

Desi cows are not available in the agency area. So, getting cow urine is more difficult. Non availability of inputs. It takes lot of time to prepare ghanajeevamrutham.

Lack of inputs; lack of knowledge on making inputs; easy availability of chemical fertilizers and pesticides.

Lack of inputs; easily availability of chemical inputs; Lack of cattle population.

Not directly approaching the farmers. Change in the farmers livelihood is very slow, implementation by farmers is very slow.

Farmers doubt the effectiveness of kashayams and it takes time to build the trust, also initially farmers find it hard to make kashayams, with proper training they slowly become accustomed to it. Kashayams do not show immediate results but farmers expect instant results.

Selection of lead farmers is very difficult. Converting farmers from conventional method to natural farming methods is not easy. Many of the farmers won't listen until they see the results.

Farmers are not interested towards natural farming; Lack of inputs.

Awareness of organisations working for and against

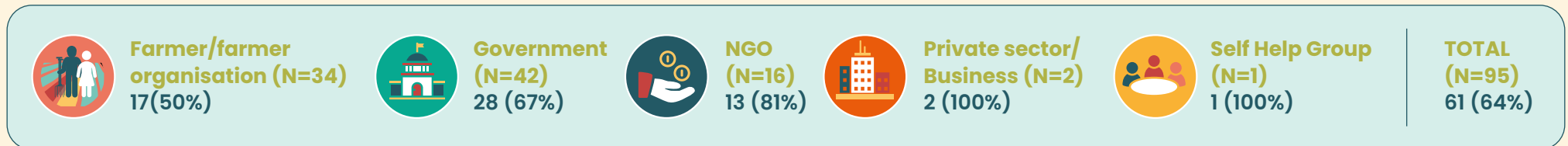
Overall, more stakeholders in the engagement landscape are aware of organisations working for natural farming (64%) than those against. This is the case in the Ananthapuramu and ASR exemplar landscapes where 74% and 81% of the stakeholders interviewed respectively reported being aware of actors acting for natural farming compared to 21% and 13% respectively of those against it.

More stakeholders in West Godavari however are more aware of organisations working

against natural farming (89%) than they were of those working for natural farming (48%). When organised by stakeholder groups, stakeholders from farmer and farmer organisations are aware of more organisations working against natural farming (65%) compared to awareness of organisations working for natural farming (50%). All the other stakeholder groups were more aware of stakeholders working for natural farming than those working against it (Figure 9).



Aware of organisations working for natural farming



Aware of organisations against natural farming

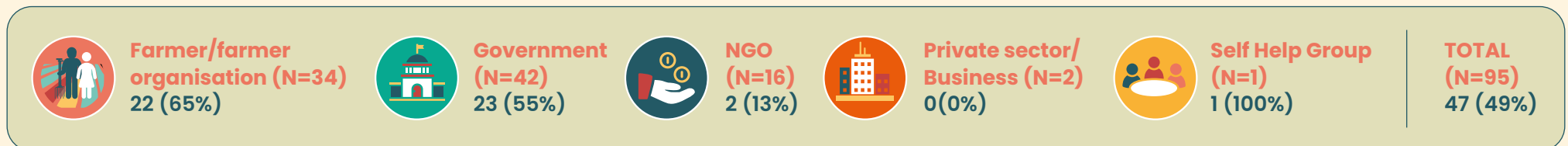


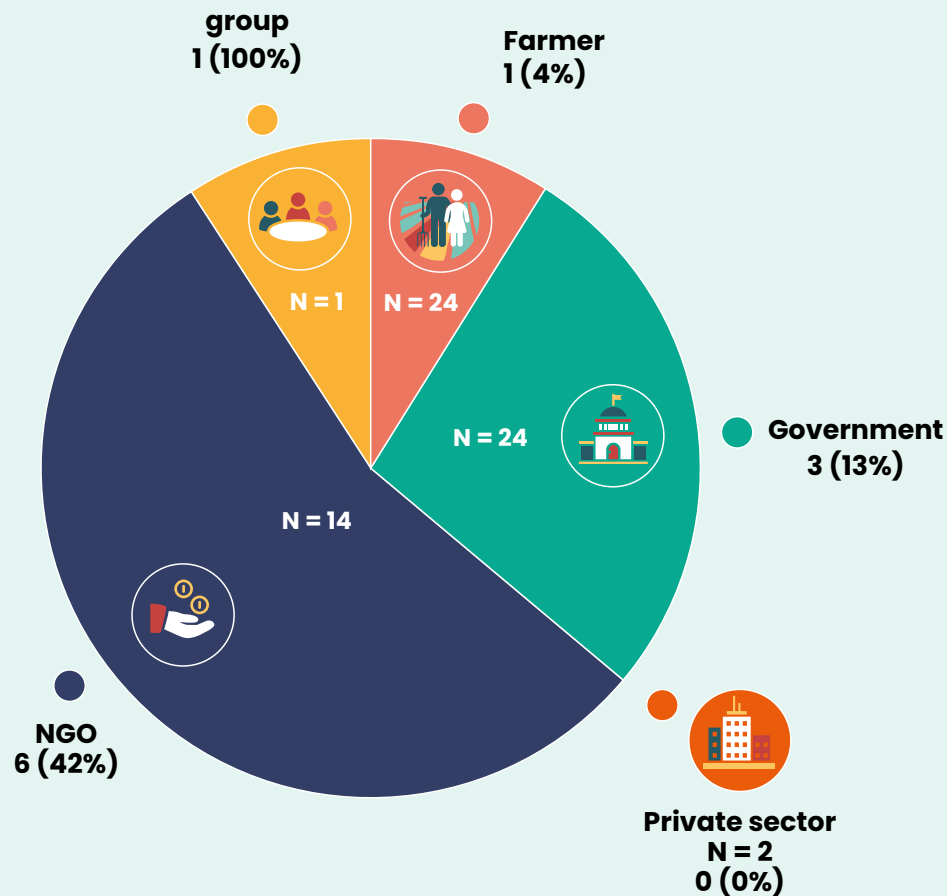
Figure 9: Awareness of organisations working for or against natural farming by stakeholder group.

Awareness of policies working for and against natural farming

Overall, more stakeholders were aware of policies working against natural farming (18%) compared to those aware of policies supporting natural farming (11%) especially amongst farmers (Figure 10). All the stakeholders reporting awareness of policies

working against natural farming were from West Godavari exemplar landscape. Interestingly, most common policy reported to work against natural farming was overwhelmingly reported to be 'crop damage subsidies' not fertilizer subsidies.

Aware of policies working for natural farming



Aware of policies against natural farming

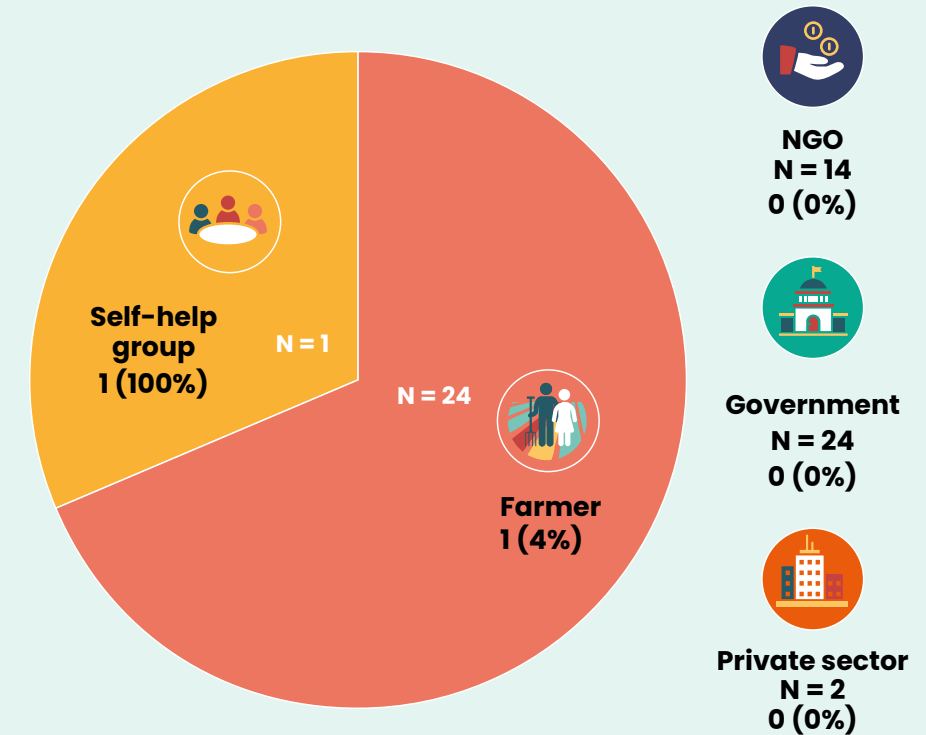


Figure 10: Awareness of policies working for and against natural farming.

Influence on policy around natural farming

Do you or your organisation influence policy?

Overall, only 20% of the stakeholders working on natural farming reported that they or their organisations influenced policy on natural farming. ASR had the highest number of stakeholders (37) reporting that they influenced policies compared to Ananthapuramu (13%) and West Godavari (4%).

Stakeholders reported influencing policy mainly through conducting meetings with farmers, providing training, promoting natural farming, supporting farmers through technical assistance, and facilitating inputs.



Farmer/farmer organisation
(N=24)
Influenced policy
3 (13%)



Government
(N=24)
Influenced
policy
6 (25%)



NGO
(N=14)
Influenced
policy
4 (28%)

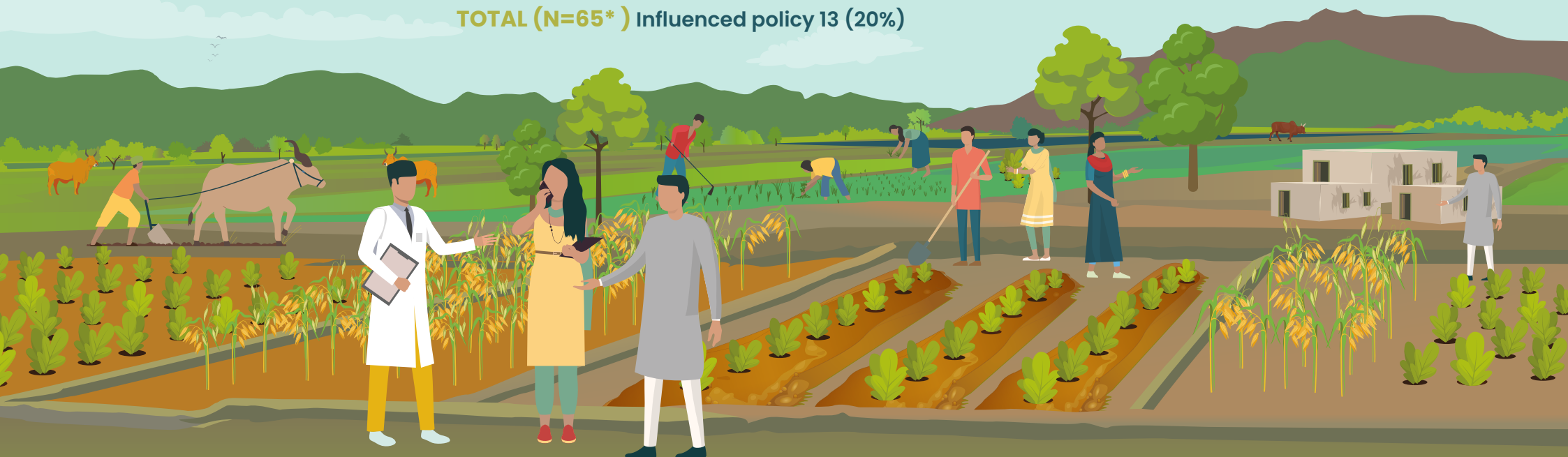


**Private sector/
Business**
(N=2)
Influenced policy
0(0%)



Self Help Group
(N=1)
Influenced policy
0 (0%)

TOTAL (N=65*) Influenced policy 13 (20%)



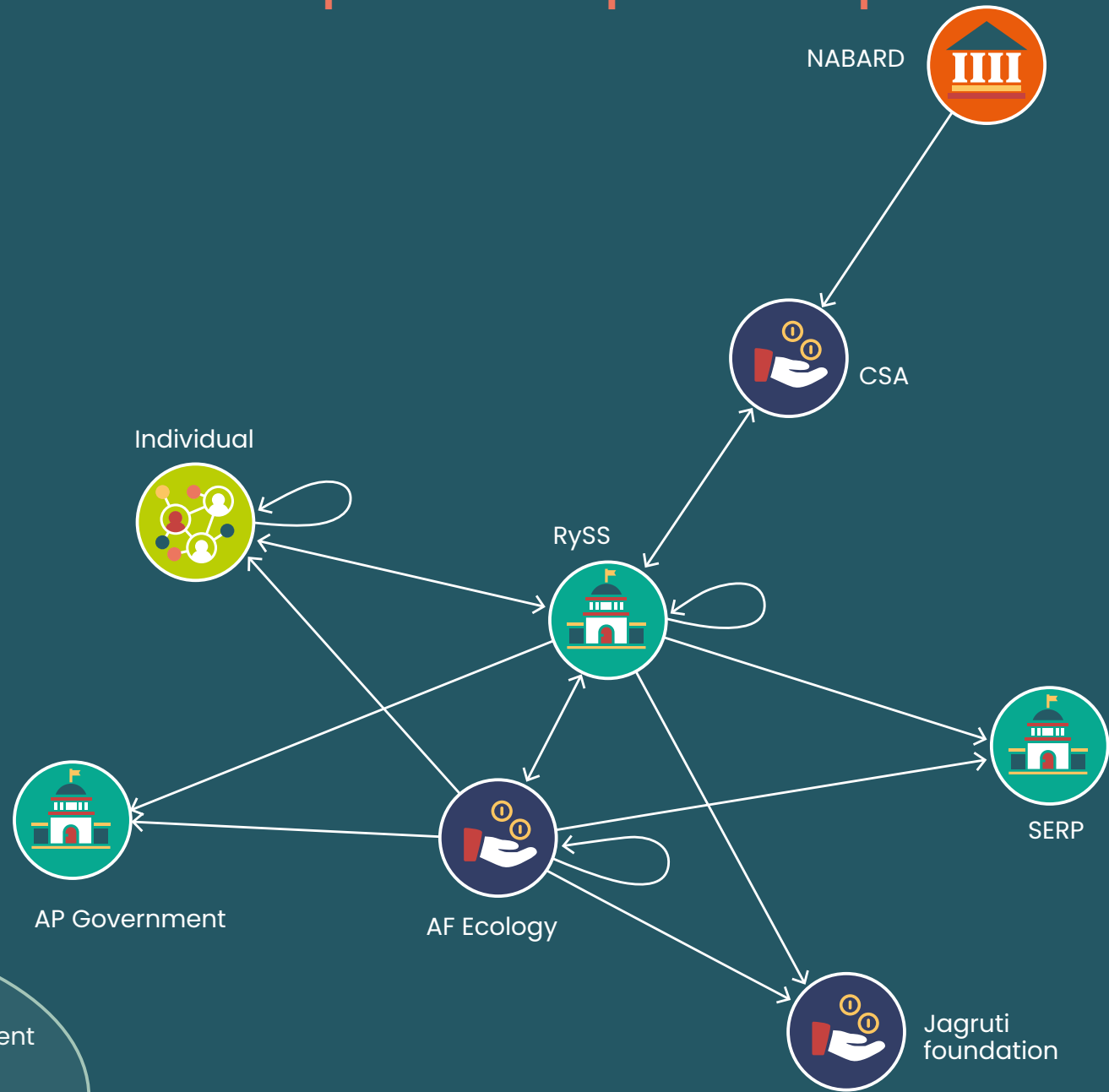
* Question only asked to stakeholders who reported that they or their organisation worked on natural farming.



Stakeholder mapping

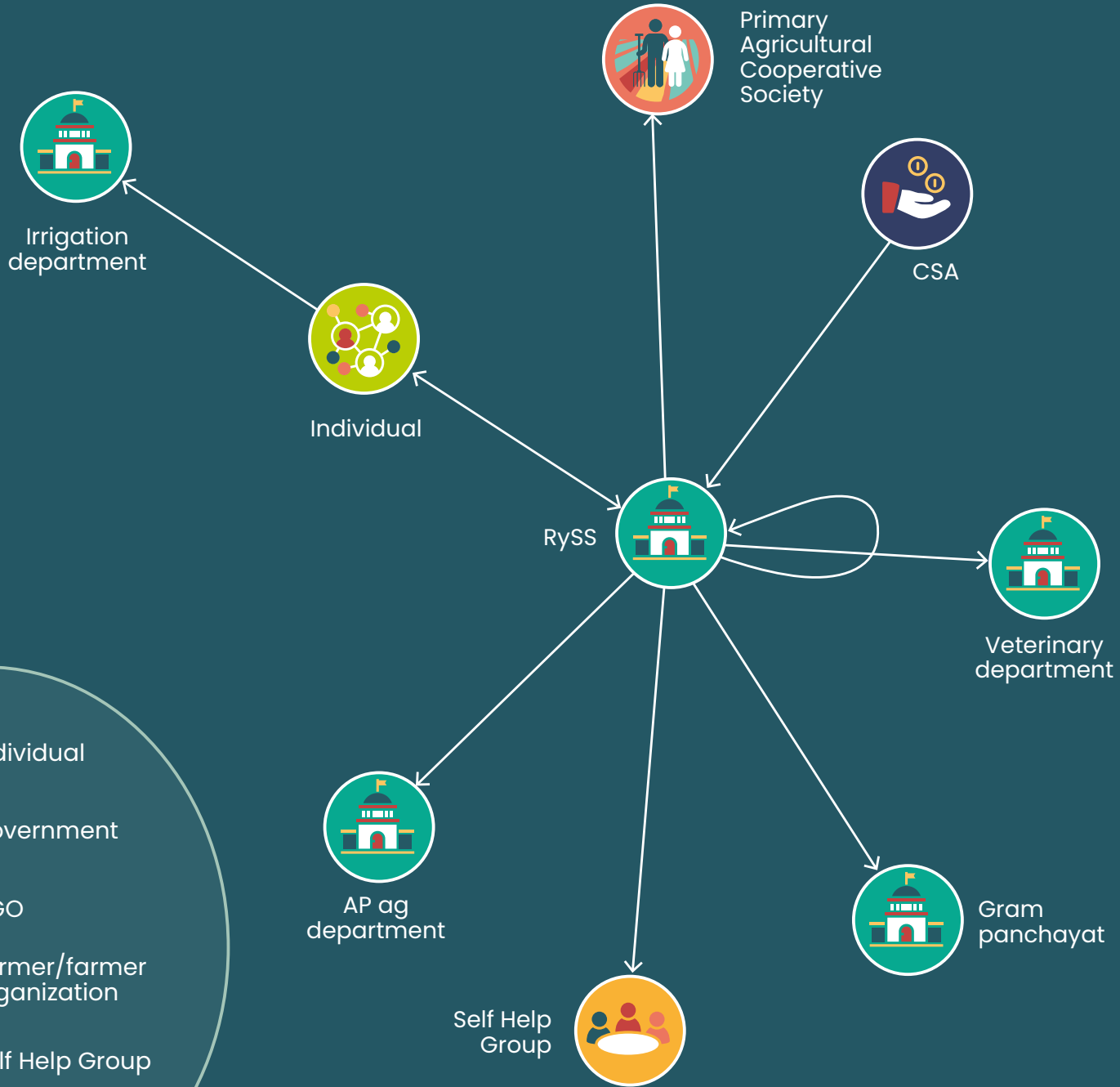
In stakeholder maps (sociograms), each stakeholder (also called an actor or node in social network analysis) was either left with a name or the name of their organisation. Information including respondent and actor gender and the value, frequency and mode of interaction was also collected. The connection between two nodes is called a tie and the nature of that interaction was captured.

Stakeholder mapping in the ASR Ananthapuramu exemplar landscape



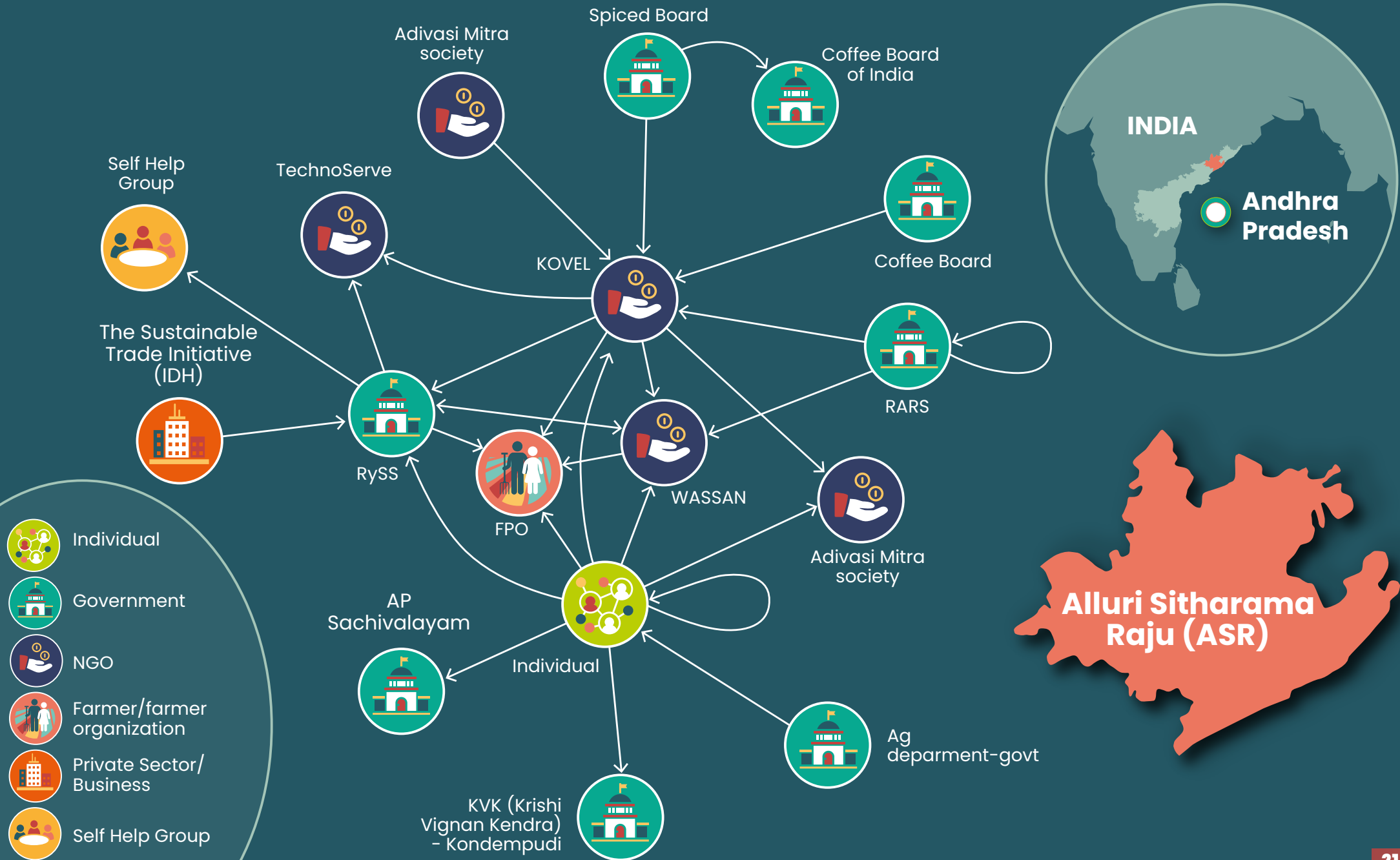
- Development Bank
- Government
- Individual
- NGO

Stakeholder mapping in the West Godavari exemplar landscape



- Individual
- Government
- NGO
- Farmer/farmer organization
- Self Help Group

Stakeholder mapping in the ASR exemplar landscape

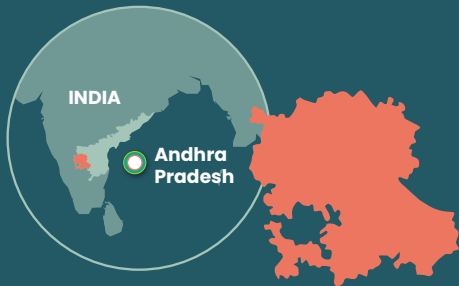


Stakeholder interaction information

Across all the landscapes, practices and monitoring were the basis of many of the interactions between stakeholders. All landscapes had diverse interaction topics (See below). Most of the interactions were considered very valuable. In terms of frequency of interactions, stakeholders in ASR and West Godavari reported mostly daily or weekly interactions while in Ananthapuramu, stakeholders mostly

interacted once a month. This indicates that the survey may have only captured the stakeholders most often engaged and not those that interact with the stakeholders less frequently. Interaction between stakeholders was mostly reported as being both ways suggesting that information exchange rather than just knowledge transfer or reporting.

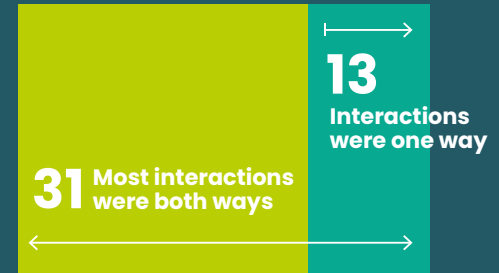
Ananthapuramu 44 interactions



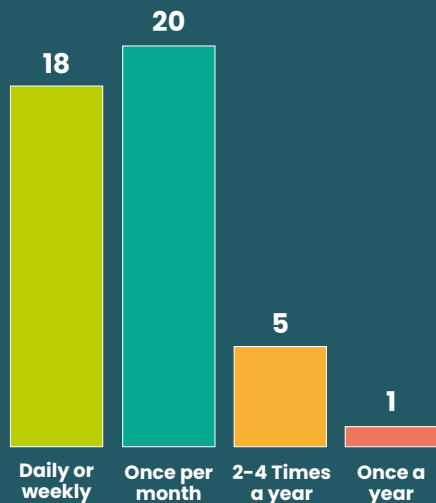
VALUE OF INTERACTION



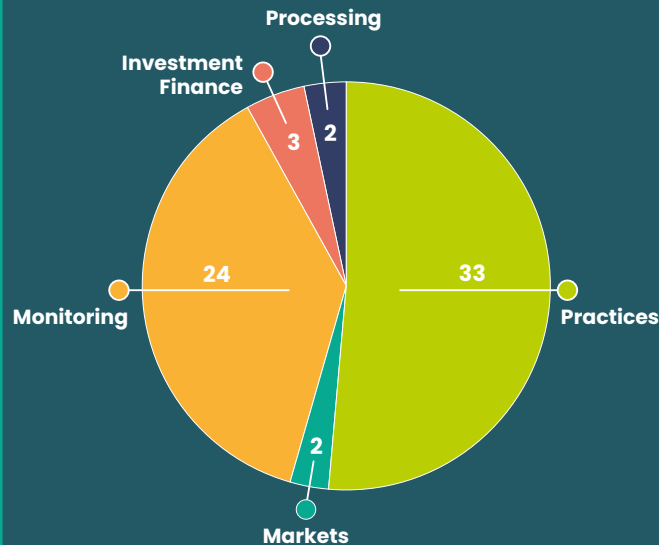
DIRECTION OF COMMUNICATION



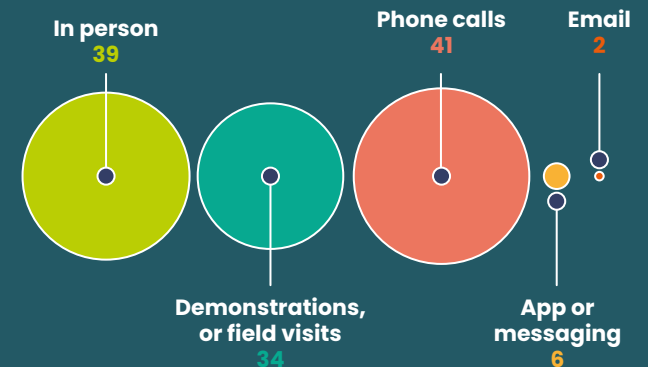
FREQUENCY OF INTERACTION



INTERACTION TOPIC

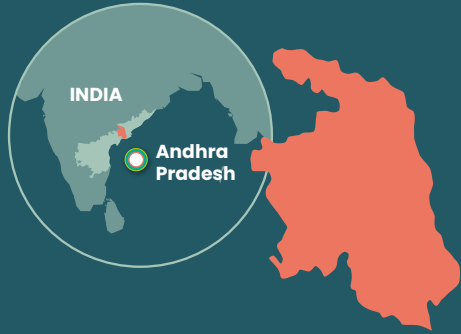


MEANS OF COMMUNICATION

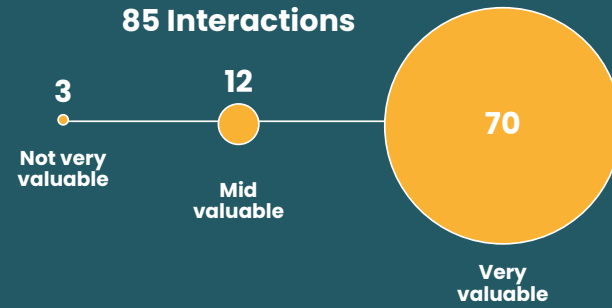


West Godavari

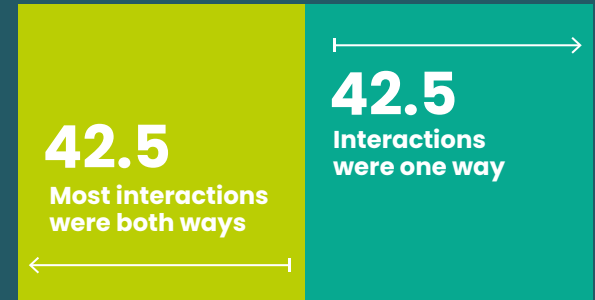
85 interactions



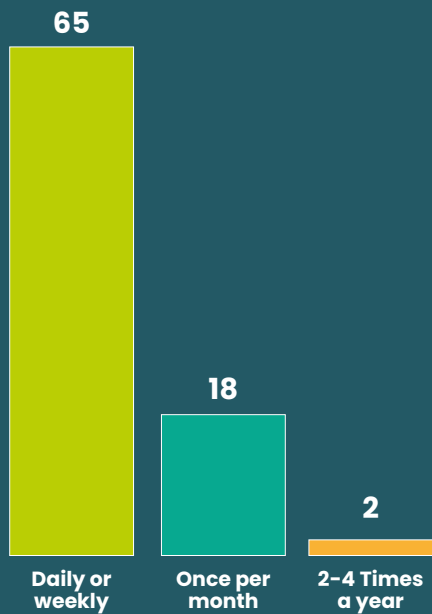
VALUE OF INTERACTION



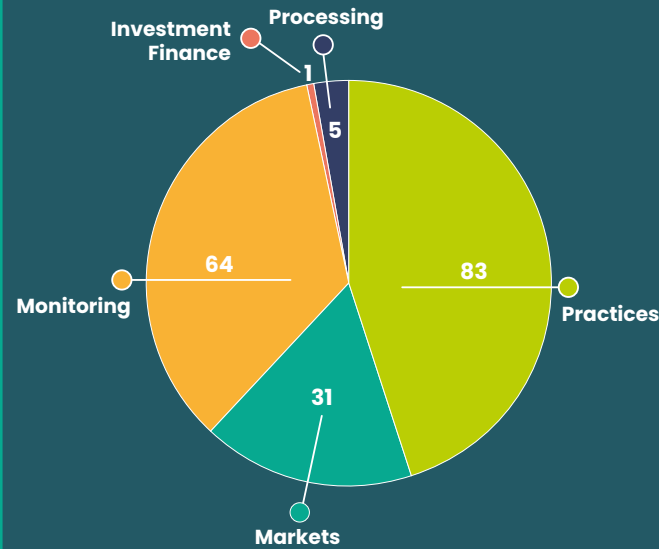
DIRECTION OF COMMUNICATION



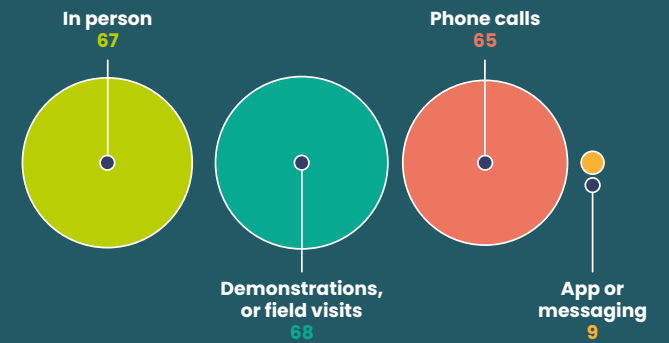
FREQUENCY OF INTERACTION



INTERACTION TOPIC

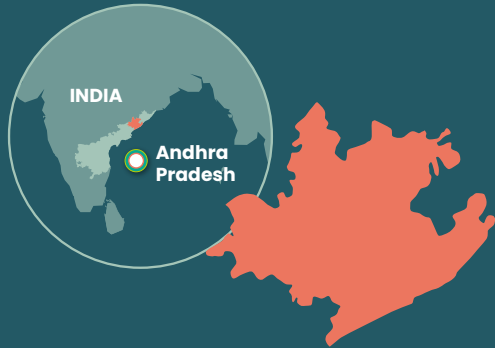


MEANS OF COMMUNICATION



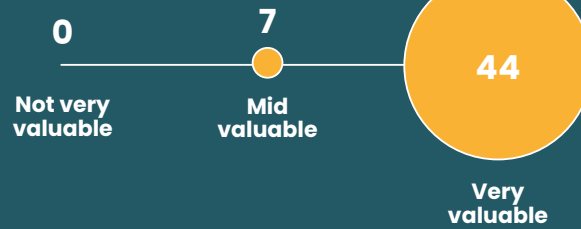
ASR

51 interactions

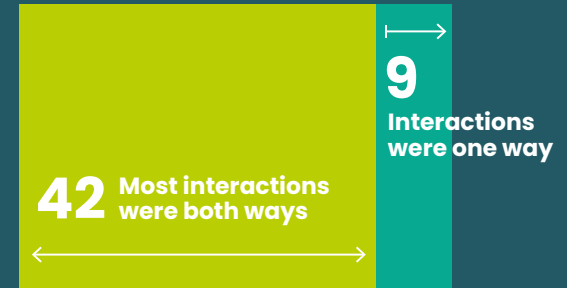


VALUE OF INTERACTION

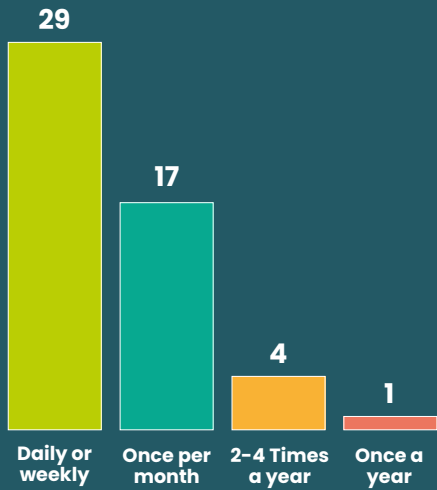
51 Interactions



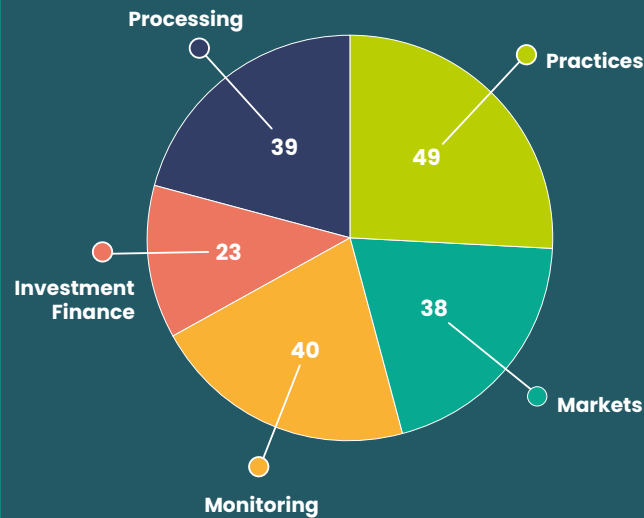
DIRECTION OF COMMUNICATION



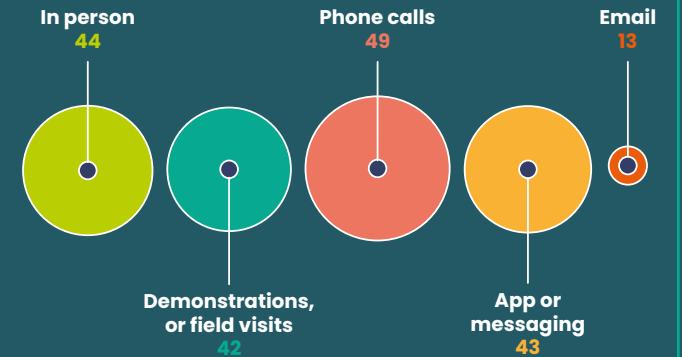
FREQUENCY OF INTERACTION



INTERACTION TOPIC



MEANS OF COMMUNICATION





Climate and
Land Use Alliance



CIFOR



World
Agroforestry



climateworks
FOUNDATION