

**No. 3-14/2017-RKVY**  
**Government of India**  
**Ministry of Agriculture & Farmers Welfare**  
**Department of Agriculture, Cooperation & Farmers Welfare**  
**RKVY Division**

Krishi Bhawan, New Delhi  
Dated 14<sup>th</sup> December, 2017

To,  
Principal Secretary(Agriculture)  
All States/UTs

**Sub- Printing of Coffee Table Book on RKVY – reg.**

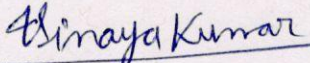
Sir/Madam,

It has been decided to bring out a Coffee Table Book depicting success stories on implementation of Rashriya Krishi Vikas Yojana (RKVY).

All States / UTs are therefore, requested to send success stories related to the implementation of RKVY in their State with good quality photographs (of above 300 dpi) in both hard and soft copy for inclusion in the Coffee Table Book on RKVY as per the guidelines and template (enclosed) by 15<sup>th</sup> January, 2018.

Yours faithfully,

**Encl: As above**



(V.K. Srivastava)  
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Copy to: Director(Agriculture), All States/UTs



## Guidelines and Template for Success Story under RKVY

Success stories highlighted should be specific, i.e., they should relate to specific challenges, actors, solutions, and outcomes and they should describe one compelling event or an interesting series of events. Stories can be of different types. They can show the impact of activities undertaken under RKVY, i.e., they can describe outcomes and how these were attained. The story should illustrate the benefits of a “systems approach” in bringing about tangible outcomes.

(Please do not cut and paste from technical documents. Write in your own words. Convey facts, figures and implications of the activity with passion and enthusiasm).

1. **Title** - (Title should be precise and to attract the readers' attention).
2. **Category-agriculture, horticulture, animal husbandry etc.**

Please indicate the type of “Most significant achievement/success story” as

Some areas could be- Food grain production, agri-infrastructure development, livelihoods , value addition, additional income, fruit production, vegetable production, soil and water conservation, natural resources management, gender empowerment, innovations, youth in agriculture, Private public partnership for Integrated Agriculture Development (PPPIAD), etc. this list is not indicative and not exhaustive.

### 3. **Challenge**

- Start with the challenge, problem, issue or opportunity that was to be addressed.
- What is the gap that required that specific intervention?
- Clarify who the story is about (e.g., farmer, FPO, State department, corporation, scientist, community, research partner, policy maker, etc.) by adding a human interest angle—who is experiencing this problem and how would they benefit if it was solved? In other words, what is at stake for a person, community or other group of people? **(150-200 words)**

### 4. **Initiative**

Describe what activity or activities have been taken up under RKVY to address the challenge. Showcase the implementation strategy and timeline adopted. How were different stakeholders or users consulted in the implementation process? Specify who benefitted from the activity and how the knowledge gained is being used by different beneficiaries (farmer, community, policy maker, private sector, university, etc.) to change their practices, policy, investments, etc - also mention the year of intervention, amount spent etc. **(300-350 words)**



## 5. Key result/insight/interesting fact

Describe the key result/insight/interesting fact stemming from the activity. What were the key activity outputs such as increased income/ employment/ production/ benefits/ infrastructure development. Provide evidence of this result/outcome – cost benefit analysis, photographs, video. **(150–200 words)**

6. **Impact** – Provide a short summary of the actual change (on knowledge, attitude, skills, practice, economic status, employment, or policy) that took place and how this could lead to large-scale impact at system level and significant progress towards the activity. Provide quantitative measures, where possible and use simple graphs or tables to illustrate a point. **(150–200 words)**

## 7. Lessons Learned

1. What did you learn in this process? What was difficult or challenging?
2. How did you overcome the challenges faced?
3. If you were to do it all over again, what would you do differently? **(100-150 words)**

## 8. Supporting Quotes and Images

First person accounts or account of a community or group: Please provide 3-4 quotes of 50-words each from different people that bring a different perspective to the story (including name of person, who they are/position, location). These could be from a single beneficiary or a group of people who speak about how that activity/project/ benefits has made a difference to their livelihood, community, behaviour/attitudes, policies, investment, etc. **Photo: Provide 4-5 quality photographs with a 10–20 word caption. The photograph should capture the person/people/landscape in the context of the story.**

## 9. Additional information

Please provide relevant additional information, such as:

1. List of all project partners and/or donors who supported the work.
2. Links to supporting materials, such as news items, photos on Flickr and presentations on Slide Share.
3. Contact person for this story (name, position, email address).
4. Other information you may want to add.



## 10. Checklist

No.	Question to consider	Yes	No
1	Is the story interesting to the target audience of the project/activity report?		
2	Does the story explain what new insights the project brings? What is the main lesson learned from this story? Does the story describe a key insight on what works and what doesn't and something that future projects could build On		
3	Does the story describe the outcomes the project produced and the people who are benefitting? What changes—in skills, knowledge, attitude, practice, or policy—has the project brought about and who is benefitting from these changes?		
4	Does the story make a compelling point that people will remember? Does the story show how the project makes a difference to improving livelihoods and lessening poverty?		
5	Does the story provide an interesting fact that people will remember? For example, how yields increased, how many hectares of land could become more productive from this innovation or technology?		
6	Does the story explain what kind of impact this innovation or technology could have if scaled up?		
7	Does the story show which partners contributed and how?		
8	Does the story include quotes from stakeholders or beneficiaries?		
9	Have I provided links to other media (journal articles, website news, newsletter, blogs, annual reports of other Programme/ project ) that also feature this story?		
10	Have I provided the contact details of people who can provide more information?		