



JIVA is an innovative programme funded by NABARD, supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, under the Indo-German Development Cooperation Project *Support to Agroecological Transformation Processes in India (SuATI)*



JIVA Components

Components
• Enabling natural farming transformation through practicing farmers and capacity building of the community
• Crop diversification and intensification
• Regeneration of soil and water/moisture conservation
• Strengthening and integrating livestock systems and fish production
• Support systems and bio-inputs
• Nutrition-sensitive agriculture and homesteads
• Value addition, participatory guarantee system (PGS) certification, marketing/strengthening and stimulating local circular economies
• Local innovations
• Management, planning, monitoring and evaluation



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Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



About the Programme

What is JIVA?

JIVA is a landscape-based agroecological programme that supports farming communities to adopt natural farming through farmer-to-farmer learning. It promotes practical and sustainable farming methods that work with local conditions.

The programme aims to improve soil health, diversify crops, and integrate livestock and fishery systems to strengthen farm and landscape productivity, resilience, and livelihoods.

Sustainability is central to JIVA. The programme builds community-led support systems and local enterprises so that natural farming can continue and grow beyond the project period.

Objective

The objective of the programme is to facilitate a major shift in agriculture—from an input-intensive, market-dependent farming model to a regenerative, and locally rooted natural farming system that enhances soil health, farm productivity, climate resilience, livelihoods, and ecosystem services.



The Strategic Core of JIVA

FARMER-LED INNOVATION

Experienced farmers generate location-specific solutions and serve as resource persons. By extending proven practices to others within the project, they create a credible, peer-driven change process.

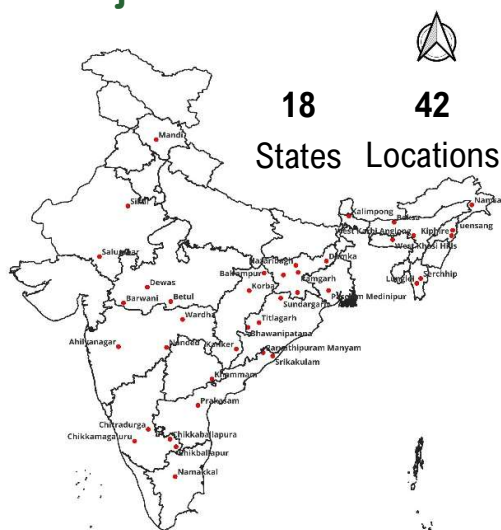
WOMEN AT THE CENTRE

Women's Self-Help Group (SHG) collectives play a key role in mobilisation, enterprise work, nutrition gardens, and governance of commons.

ACCESSIBLE SUPPORT SYSTEMS AND ENHANCING LOCAL CIRCULAR ECONOMY

Establish community-run local enterprises for providing inputs, services, and value added for local consumption.

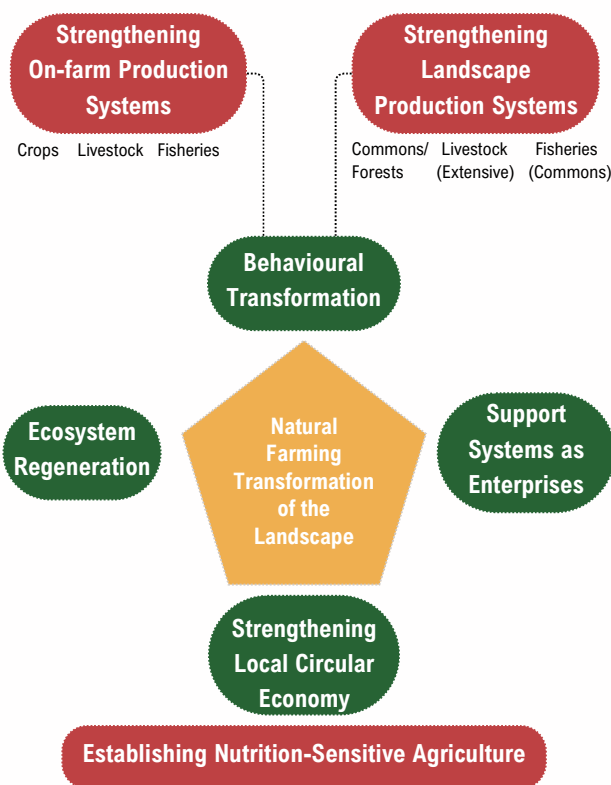
Project Locations



Map disclaimer: The map is for informational purposes only and does not constitute recognition of international boundaries or regions; GIZ makes no claims concerning the validity, accuracy or completeness of the maps nor assumes any liability resulting from the use of the information therein.

The JIVA Framework

JIVA works through five connected pillars, with behaviour change at the centre. It strengthens farm and landscape production systems, supports ecosystem regeneration, develops community-owned support systems, and promotes a local circular economy. Together, these efforts help build nutrition-sensitive agriculture and long-term sustainability for natural farming.



Roadmap

Five-Year Implementation Journey

Phase 1: Pilot Phase

Year 1: Learning and practicing natural farming

- Enable farmers to learn, practice, experiment and observe natural farming methods.
- Develop a resource farmer's pool with the handholding support of external farmer resource persons.

Phase 2: Upscaling and Consolidation Phase



Years 2 to 4: Expanding the area and the processes

- Engaging with more farmers and supporting their transition to natural farming practices.
- Scaling up of Pilot Phase Crop Models.
- Initiation of establishment of support system enterprises.

Year 5: Institutionalising the processes

- Enterprises launched in full business mode for bio-inputs, seed systems, equipment rental, and processing.
- Governance structure in place for Farmer Producer Organisations (FPOs) and SHGs.
- Community institutions attain self-sufficiency.
- Internal and external market development.
- Facilitating agency transitions to a support role.

Expected Outcome

- At least 75% of targeted households transitioned to natural farming.
- Regenerated fallow lands, commons, forests and water bodies with stronger management systems.
- Established local enterprises for inputs, services and value addition.

Expected Impacts

- Improve sustainable use of natural resources.
- Increase and stabilise farm income.
- Strengthen ecosystem services and natural regeneration.
- Support local economic growth and employment.
- Improve health and nutrition through better food.