



Targetting Strategy



Ministry of Agriculture and Plantation Industries

Smallholder Agribusiness and Resilience Project

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1. Project Background

2. Scope

The targeting strategy for SARP involves identifying and prioritizing specific groups of smallholders who will benefit the most from the interventions. This strategic approach addresses the unique needs of small-scale farmers and agribusinesses, acknowledging the diverse challenges they face, such as climatic uncertainties and market access limitations. The selection of targeted beneficiaries is based on a nuanced understanding of their unique circumstances, ensuring alignment with long-term sustainability goals.

3. Overview of Targeting Strategy

The targeting strategy for SARP is multifaceted, comprising:

1. **Geographic Targeting:** Selecting the poorest or most vulnerable areas within the region.
2. **Self-Targeting:** Providing goods and services aligned with the priorities, assets, capacities, and livelihood strategies of the identified target groups.
3. **Direct Targeting:** Establishing eligibility criteria to channel services and resources to specific individuals or households.

Geographic Targeting

A key pillar of the targeting strategy involves a detailed analysis of geographical data to identify the distribution of smallholders. The focus will be on areas where the impact of the Agribusiness Resilience project will be most significant, particularly around the Malwathu Oya, Deduru Oya, and Mee Oya cascades.

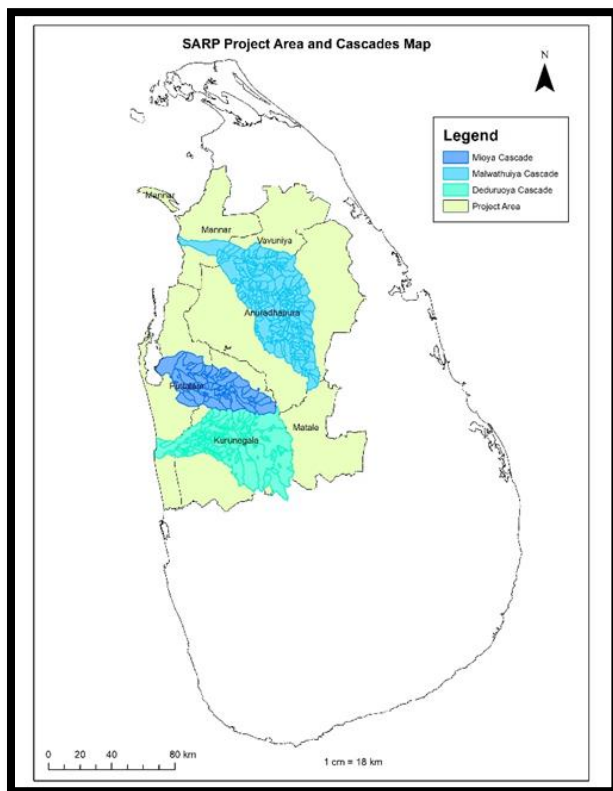
- Provinces Covering the mentioned cascades;
 - North West Province
 - North Central Province
 - North Province
 - Central Province

Project Areas covering the above three cascades are;

- Kurunagala District
- Puttalam District
- Anuradhapura District
- Mannar District
- Vavuniya District
- Matale District

- Identified 173 tanks for the project implemented within the above cascades and districts;

- Kurunagala District - 48 tanks
- Puttalam District - 22 tanks
- Anuradhapura District- 37 tanks
- Mannar District - 30 tanks
- Vavuniya District - 31 tanks
- Matale District - 5 tanks



3.1.1 Beneficiary Selection Criteria within the Geographical Area,

Criteria 1: The beneficiary should be a household member residing in the designated district and within the selected tanks.

Criteria 2: Each beneficiary should be a family member of the Grama Niladhari Division (GND) associated with each tank.

Criteria 3: Through the cascade/tank targeting process:

- Farm households (HHs) located in the command area of the tanks - approximately 16,000.
- Farm households (HHs) located in the upstream locations and adjacent areas - approximately 18,300.
- Farm households (HHs) located outside the catchment areas - approximately 5,700.

Targeting

One of the main objectives of IFAD is "To invest in rural people to enable them to overcome poverty and achieve food security through remunerative, sustainable, and resilient livelihoods." In line with this development goal, the slogan for SARP should be "leaving no one behind."

IFAD's Targeting Approach

The achievement of the 2030 Agenda and the Sustainable Development Goals (SDG) targets related to extreme poverty, poverty, and vulnerability is monitored through various instruments, including international and national poverty lines and multidimensional indices. These targets also address vulnerability to poverty and its drivers, such as climate change, natural disasters, and social, political, and economic shocks and crises.

Targeting Principles:

1. Targeting the poorest of the poor.
2. Women and youth-centered, focusing on gender, nutrition, food security, environmental, and climate issues.
3. Addressing vulnerability issues in society.
4. Aligning with government poverty reduction priorities, policies, and strategies.
5. Collaborating with relatively better-off stakeholders to support poor groups.
6. Implementing innovative targeting approaches.
7. Adopting participatory methods for beneficiary selection.
8. Empowering and building capacities.

This process ensures opportunities for social inclusion and minimizes marginalization.

Targeting Methods

3.2 Direct Targeting (As per the PIM)

3.3 Smallholder Farmers (Poor with Potential):

The primary livelihood of over 70 percent of the rural population in the proposed districts is small-scale farming, associated with high climatic risks. These households are characterized by:

- Low production and productivity of main crops (e.g., rice, maize).
- Vulnerability to climate change.
- Limited access to production factors (land, improved inputs, water, capital).
- Limited access to mechanization.
- Weak organizational capacity.
- Low income levels.

The objective for these farmers is to increase production for home consumption and sales in local markets through adapted production technologies, improved access to water and inputs, and enhanced income generation.

3.4 Commercially Oriented Smallholder Farms: These farmers, representing about 10 percent of the farming population, have diversified and commercially oriented farming systems. Some households have up to 2 hectares of land and can produce for the market, accessing agricultural inputs and mechanization. The goal for this group is to stabilize production through efficient water use and climate-smart technologies, enhancing market linkages through consistent quality and volume of production.

Women

Women, who make up about 51 percent of the population, are heavily involved in agricultural production and small livestock keeping. They face challenges such as unequal access to resources (land, water, credit), lack of business and management skills, and limited leadership capacity. SARP will support women through:

- Group-based processing, marketing, and service provision activities.
- Training to enhance empowerment and participation in activities and household welfare.
- Nutrition-related activities, emphasizing women's central role in food preparation.

Approximately 45 percent of the beneficiaries will be women.

Youth

Youth are leaving agriculture due to its unattractiveness and lack of incentives. To address this, SARP will:

- Develop an incubation system for technical and entrepreneurial skills.
- Prepare business plans for implementation with potential financing.
- Educate about ownership and inheritance rights.
- Conduct gender awareness training and set up self-help groups for youth.

Approximately 25 percent of the beneficiaries will be youth.

Extreme Poor

3.4 Self-Targeting

Direct targeting will focus on specific activities for women, youth, ex-combatants, the disabled, and other vulnerable groups, using:

- Government social registries and scorecards.
- Asset-based indicators or an asset index.
- Membership in organizations of the rural poor.
- Socio-demographic poverty markers (e.g., woman-headed households).
- Community-based targeting, with local criteria for identifying the poorest.

Following the PIM, additional methodologies will be used to identify the most at-risk/vulnerable communities as beneficiaries. The key elements include targeting the poorest, most food-insecure, and nutritionally vulnerable individuals with limited access to basic services, land, and income, addressing their immediate needs and promoting food and nutrition security, resilience, and income generation.

Poverty Pyramid

Dedicated components and sub-components will address the needs of the poorest and most vulnerable, fostering food and nutrition security, resilience, and income generation through activities like vegetable gardens, cash/food-for-assets schemes, graduation packages, small livestock components, household mentoring, and vocational training for women and youth.

All villagers are beneficiaries, but as SARP officials, we must prioritize the extreme poor and the most vulnerable communities while also assisting other groups. Additionally, we need to engage the well-off group to support the poorest communities.

Defining the Criteria to Target Households and Groups of People

Direct targeting criteria channel resources and services to specific households or groups. Eligibility can be based on various categorizations, such as:

- Government social registries and scorecards
- Asset-based indicators or an asset index
- Quality-of-life index
- Membership in organizations of the rural poor
- Easily verifiable socio-demographic poverty markers or proxies (e.g., woman-headed households, household dependency ratio)
- Community-based targeting, where the poorest are identified and selected based on criteria set by local communities

Community participation in defining eligibility criteria is always recommended. Accordingly, the SARP team has developed the following methodology for selecting beneficiaries in each category. This involves a gradual approach that helps the poorest groups under Scenario 1 transition into main development components and activities, enabling them to actively participate in social networks and rural institutions.

Targeting Types and Thematic Areas

Targeting by Project Components of SARP

	Targeting Type		
Thematic area	General	Specific	Description
Natural Resources management (NRM)	General / cross cutting		All the villagers including entire area
Agriculture & livestock		Specific	With experience and minimum level of other infrastructure to continue the activity.
Agriculture & value Chane		Specific	
Social Inclusion & Institutional development	General /cross cutting		To include all the needy, poorest. disabled, and the most vulnerable community groups.
Rehabilitation of tank	General /	Specific	Although the tank water using by the entire villagers for bathing and other activities, the water for agricultural purposes using by the owners of paddy lands .
Nutrition component	General	Specific	Pregnant, lactating, mothers with children under 5 r

FFS beneficiaries		Specific	Farm clusters growing other field crops /vegetables
Women participation 50%		Specific	For all the activities
Youth Participation 20%		Specific	For all the activities

Proposed Targeting Strategy of SARP

The SARP targeting strategy employs a combination of measures in developing and implementing the targeting strategy. Beneficiaries will be identified at the cascade, GA division, DS division, GN division, and village levels. "Leaving no one behind" is the primary concept of our targeting strategy, focusing on poverty reduction and ensuring food security.

7.1 Criteria for Geographical Targeting at the Project Level

- River basin/cascade system/tank-based/village level
- Existing poverty data
- Government priority areas
- Results of PRA programs

7.2 Rationale for Selected Interventions and How They Will Bring Beneficiaries Out of Poverty

- Based on target groups' needs, outlining the specific pathway out of poverty, informed by the project's PIM
- Targeting the poorest, most food insecure, and nutritionally vulnerable individuals with limited access to services, land, and income through various project components
- Gradual process where beneficiaries' basic needs are addressed, leading to participation in value chain activities and social networks

7.3 Selection of Target Beneficiaries and Eligibility Criteria

- Government social safety network beneficiaries
- Asset-based indicators – ownership of assets
- Information from Grama Niladari (village-level government officer)
- Membership or representation in farmer organizations, cooperative societies, producer groups, self-help groups
- Disabled persons
- Ex-combatants
- Single-parent families

7.5 Measures to Foster a Pro-Poor Institutional and Policy Environment

- Collaboration with government institutions and private sector organizations
- Capacity identification and technical support for government officials, including gender-segregated data analysis
- Development of MIS and comprehensive poverty information systems
- Removal of barriers to enable poor people's participation
- Digitization of government procedures
- Right to information
- Removing procedural and cultural barriers
- Grievance handling mechanisms
- Citizen participation in development activities
- Provision of facilities and access for people with disabilities

7.6 Partnering to Target the Most Vulnerable

- Identification of local partners to address the needs of the most vulnerable
- Engagement with line ministries, UN agencies, and civil society organizations to reach the most vulnerable
- Networking with informal groups to reach hard-to-reach populations, especially youth and marginalized women

7.7 Capacity Needs Assessment and Capacity Building Measures

- Identifying less powerful individuals and groups with limited opportunities to voice concerns
- Strategies to motivate active participation throughout the project cycle, including decision-making
- Empowering individuals to participate in dialogue and decision-making
- Training in collective action and negotiation
- Capacity assessment on life skills, resource mobilization, etc.

7.8 Implementation Arrangement

- Social inclusion strategy
- Implementation partnerships – DMSC, DCC
- Development of project and sectoral action plans
- Mechanisms to enhance transparency, accountability, and community ownership
- Stakeholder feedback mechanisms
- Allocation and mobilization of resources for the target strategy

7.9 Monitoring Methodology for Targeting Performance

- Community monitoring through Community Development Forum
- Village-level government officers
- Divisional Coordination Committees (DCCs)
- District Multi-Stakeholder Committees (DMSCs)
- National Steering Committee (NSC)
- Baseline surveys
- Development of indicators
- Inclusion of individuals or communities in target populations based on valid grievances

Selection Criteria of Target beneficiaries for SARP related Development Activities .

1.Basic Eligibility Criteria for all the groups

1. Geographic Targeting
 - a. Should be a registered family member in the SARP Project area based on Cascade, district , Divisional Secretary area, ASC division and the GND
 - b. Should be a farming family in the GND.
 - c. Should have a land to grow at least quarter acre (own, rented ,parents , husband or wife or crown land)
 - d. Should be a member of a farming/ value chain. Or any other group
 - e. Should be a participant of the orientation , PRA or any other awareness program conducted in the GND to get the clear understanding about the program.
2. 50% women participants will be identified and selected from the community Women make up about 51 percent of the population and in rural areas they are mainly involved in agricultural production and the keeping of small livestock. Women do farm work such as till age, planting, harvesting, transportation and processing, and also take care of the family nutrition as well as the reproductive roles. Women heads of household, widows and young women are socially, culturally and economically disadvantaged but are responsible for ensuring the wellbeing of their families and agricultural activities. Many women-headed households regard farming as an important option. They, however, face the following challenges: (i) unequal access to resources (land, water, credit); (ii) lack of business development and management skills; and (iii) limited voice, leadership and decision-making capacity in farmer organizations and other groups. SARP will promote specific activities for women organized into groups for processing (using labour saving technologies), marketing and service provision. Specific training to enhance women' empowerment and effective participation in activities and household welfare will be

included in the FBS curricula. Other activities targeting women concern nutrition, where women are at the center of food preparation for the family.

3. 50% of women targeted for all/any other activities promoted by SARP

Selection criteria beneficiaries for Agriculture

1. Land for the agricultural purposes / own /leased (prioritized if leased)/ /Government (prioritize those who work on public land)
2. Personal skills/experience / time for the activity (prioritizing full time farming)/
3. /participate meetings / awareness programs / trainings in outside the village etc;
Commitment to participate in project activities

4. Selection criteria beneficiaries for livestock

- Available infrastructure for the purpose / cattle shed / shed for chicken etc
- Enough land for cultivation of grass etc'
- Access and availability of water resources

6. Eligibility criteria for selecting youth for SARP development activities

- a. Age 18 – 29 (TBC) (According to the Youth act and youth policy in Sri Lanka , The youth age is under 29 years ,But the Government is considering youth as under 35 years .However since most of the youth have left the country , due to economic and political unrest in the country. As such participation of for agriculture related activities in rural area are very poor , therefore , it is difficult to select 20% of youth participation although it is compulsory.
- b. parents' employment type(Government employees/ retired/ private /business/farming/unemployed / vulnerable)
- c. underemployed /unemployed /
- d. Business/or not
- e. Financial capital resources (dependency on parents, loan takers, etc.)
- f. Basic educational qualification (prioritize those with lower education levels)

- g. special skills if any (prioritize those who may have skill but lack assets, productive resources, services)
- h. Marital/family status .
- i. land ownership to the parents.
- j. Whether they benefitting by the tank rehabilitation.
- k. Have they participated orientation/PRA or special awareness programs /

7. Eligibility criteria for selecting defiantly abled

- 1. Type of disability
- 2. Age
- 3. Family size / background
- 4. Participation or invitation for SARP activates
- 5. Vulnerability level (1,2,3,4)
- 6. Receiving Government assistance

8. Eligibility criteria for selecting widows / single parent families /

- A. Duration of single parent situation.
- B. Number of children/ dependent/
- C. Government assistance
- D. Present income (pension/ from properties / parents . No income)
- E. Vulnerability level

9. Eligibility criteria for selecting Most vulnerable communities for grants facilities of SARP project.

- A. Registration in the Government records.
- B. Duration of the vulnerability situation.
- C. Number of children/ dependent/
- D. Obtaining the Government assistance

- E. Present income (pension/ from properties / Government / from parents support . No income)
- F. Age of the applicant
- G. Family size / background/ Children under 5 years / pregnant/ lactating / malnourished?
- H. Participation or invitation by SARP activates
- I. Marital status.
- J. Vulnerability level Type of disability
- K. Environmentally susceptible
- L. CDF identification/Recommendation

Process:

- Step 1: Community Mobilization and awareness
 - Outreach Resources (leaflets, radio,
 - PRA
 - Distribution of community needs identified through PRA process among other specialists
- Step 2: Screening
 - Who does the screening?
 - CDF to do first identify and submits to DCC
 - DCC has a selection of screening
Composition of the selection committee (1 vc officer, 1 social \ inclusion, 1 agribusiness
 - Ranking Forms:
- Step 3:DMSC
- Step 4: SC SARP PMU final decision

