Green Innovation Centres in the Agriculture and Food Sector – India
Food processing solutions
The Project

- Green Innovation Centres for the Agriculture and Food Sector is part of the special initiative “Transformation of Agriculture Food Systems” of Germany’s Federal Ministry for Economic Cooperation and Development (BMZ).

Objective: Innovations in the agriculture and food sector have contributed to sustainable rural development in selected rural areas.

- **Focus on VC Tomato, Potato, Apple (since 2019)**
  - **Income and productivity increase** in 111,300 smallholder farms by an average of 30%.
  - **Employment** through at least 2,300 newly created jobs along the value chain
  - **Education and training** for 139,000 smallholder farmers.
  - **Extension Modules:** NRM and Renewable Energy

- **Target groups:** (Market-oriented) smallholder farms & Enterprises along the value chains – especially women and youth

- **Project duration:** 11/2014 – 03/2025

- **Political partner:** - Ministry of Agriculture and Farmers’ Welfare (MoAFW) - National level
  - Mission for Integrated Development of Horticulture (MIDH) (since 2020)
The Status

Breakup of types of farmers w.r.t landholding

<table>
<thead>
<tr>
<th>Farmer category</th>
<th>Total landholding</th>
<th>Farmer population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large farmers</td>
<td>&gt;10 hectares</td>
<td>0.6% 0.9 million</td>
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<tr>
<td>Medium farmers</td>
<td>2-10 hectares</td>
<td>13.2% 19.2 million</td>
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<tr>
<td>Small and marginal farmers (SMF)</td>
<td>&lt;2 hectares</td>
<td>86.2% 126 million</td>
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</tbody>
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Women in Indian Agriculture

- 78% of India's employed women work in agriculture
- 70% of farm work is led by women
- 50% of rural women are agricultural labourers
- 60% of world food volume is grown by women
Identification & Training of women entrepreneurs
Training on enterprise & dry produce
Promoting village level cluster based on common produce

Formal Financial institutions
Facilitating Collateral free affordable finance

Need based technology
Combo of technology solution introduced for drying

Farmers
Produce fruits & vegetables (F&V)

1st Processing
2nd Processing (Ready-to-use package)

Sorting, Grading
Quality Check
Warehousing
Distribution

Industrial Clients

F&B Industry

S4S Technologies

Working model
Women entrepreneurship promotion
• 835 women farmers trained on dry produce
• Clustered the village level agriculture produce
• 750 women entrepreneurs were promoted

Access to Finance
• 750 women entrepreneurs availed asset finance
• Minimal rate of interest since the finance is from Banks
• Euro 800,000/- leveraged through finance

Technology Inclusion
• Solar Conduction dryer technology is distributed through asset financing
• Plug and play and easy use technologies introduced

Private sector participation
• Overall responsible for supplying raw materials
• Ensuring quality check and grading
• Assuring buy back from women entrepreneurs and marketing
Farmer Engagement
- Landless/small & marginal Women Farmer identification
- Clustering them based on the agriculture produce
- Graduating Women farmers as Women entrepreneur (WE) through skill development

Asset Financing
- Capacity development of financial institutions
- Unlocking government program - “Pradhan Mantri Formalization of Micro Food Processing Enterprise”
- Onboarding formal financial institutions

Technology inclusion
- Combo technology introduction like vegetable cutter, fixed bed dryer and Solar powered conduction dryer.

Private Sector engagement
- A private sector like Science for Society engages in facilitating finance / Technology/ sourcing raw materials for dry produce/ procurement of dry produce from WE assuring buy back / Further grading and marketing.
Traits of a Transformed Women Entrepreneur -

I. Technical Knowledge of Food Processing
- Understands market requirements
- Equipped to manage the quality parameters
- Can train other micro-entrepreneurs in food processing
- Has new product ideas

II. Financial Know How & Decision Making
- P&L Drafting for the business
- Understands the cash flow cycle
- Can do resource planning

III. Market Development
- Understands the customer’s needs
- Can communicate the value proposition to the customers
- Understands brand guidelines
- Can sell directly to customers through exhibitions
- Manages customer experience and support
Co-Benefits of the Platform

- Bank Account Opening
- Credit Linked from the Bank
- Food Security & Nutrition—Rich Food
- Social Welfare Schemes Integration

- Higher Confidence
- Higher Agency Building

Financial Independence & Freedom

Launch their own brand
Strat a Business turnover

- Higher Risk Appetite
- Growth mindset

Business Diversification and More Investment

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