

# Green Innovation Centres in the Agriculture and Food Sector – India

## Food processing solutions



Implemented by



# The Project

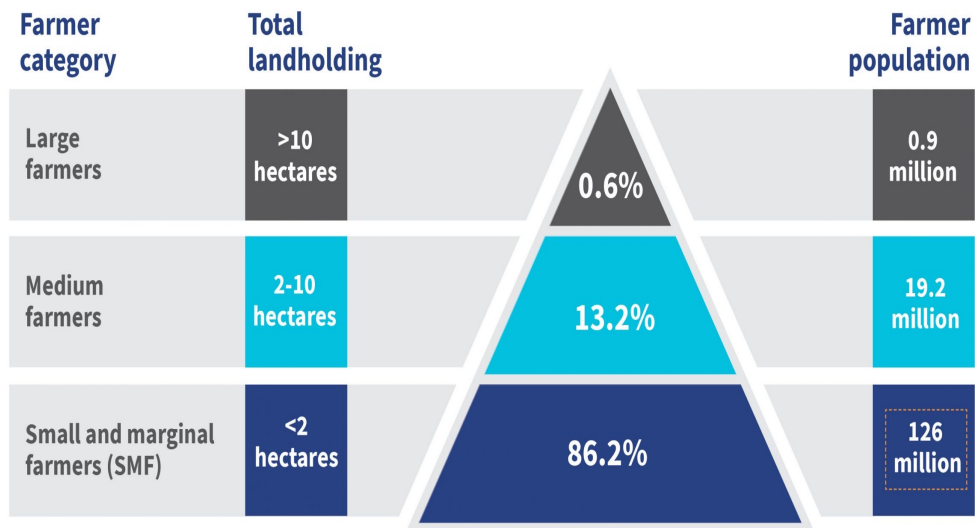
- Green Innovation Centres for the Agriculture and Food Sector is part of the special initiative “Transformation of Agriculture Food Systems” of Germany’s Federal Ministry for Economic Cooperation and Development (BMZ).

**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

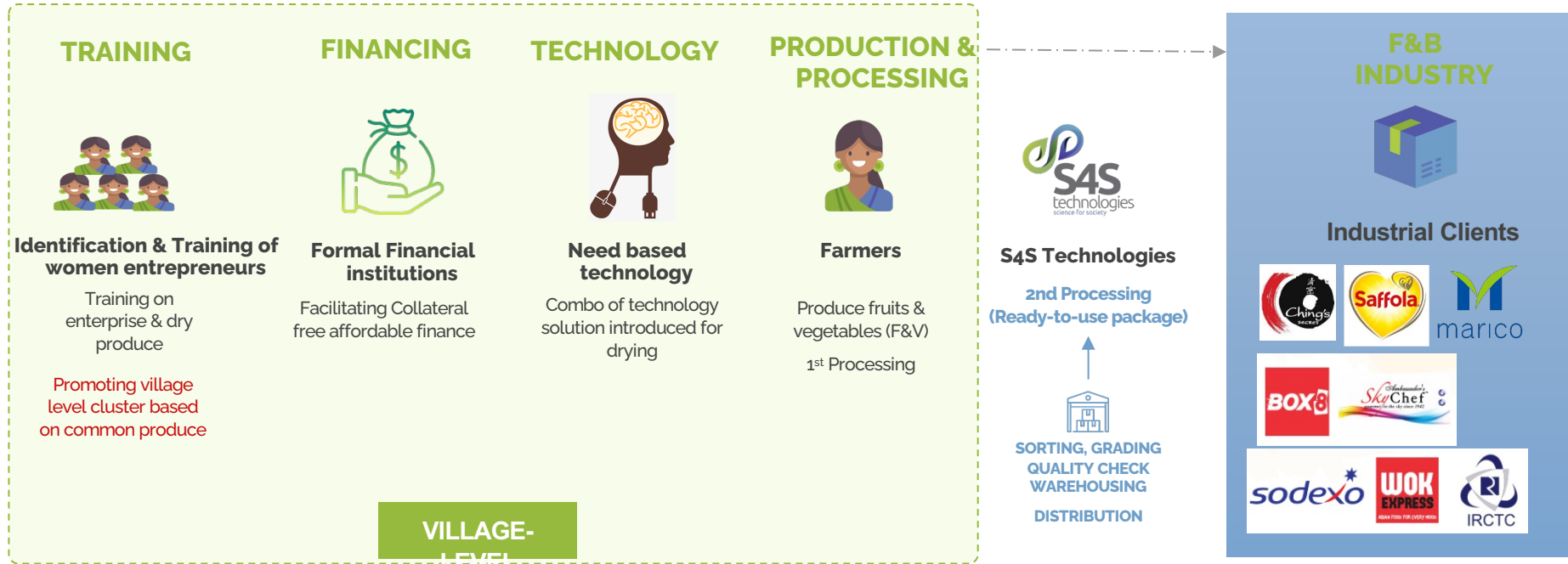
### Breakup of types of farmers w.r.t landholding



## Women in Indian Agriculture



# Working model



## Coverage

### 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

## Working model

### 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.

### **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

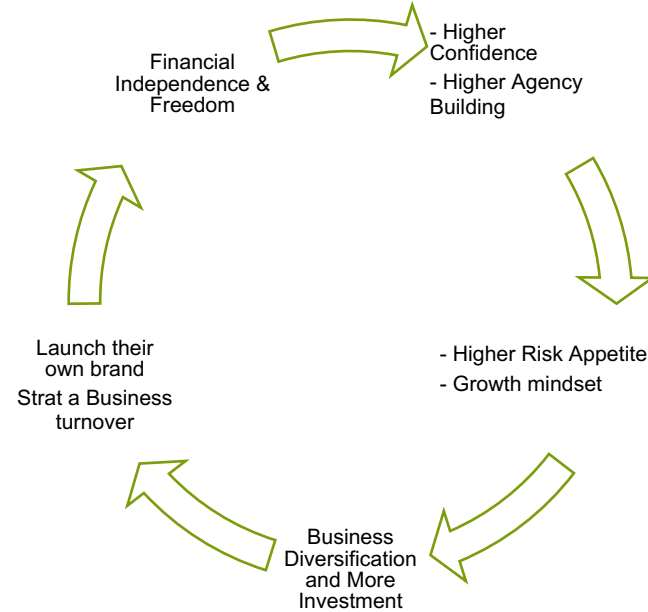


# DIGNIFIED WORK



## Co-Benefits of the Platform

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







**Thank You!**



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