



GLOBAL PARLI

A MISSION TO TRANSFORM
INDIA BY INCREASING
FARMERS' INCOME TO 1 LAKH
PER ACRE PER ANNUM

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डॉ. बाळासाहेब सावंत कोकण कृषि विद्यापीठ, दापोली -
जि. रत्नागिरी
DR. BALASAHEB SAWANT KONKAN KRISHI VIDYAPEETH, DAPOLI, DIST. RATNAGIRI.
(Agricultural University)



S.M. Dnyandeo Mohekar Mahavidyalaya

Dnyan Prasarak Mandal
Kalamb, Dist. Osmanabad
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FROM MY HEART



Dear friends,

As you know our mission is to increase farmers' income to over ₹ 1 lakh per acre, per annum from the existing range of ₹ 10,000-40,000 per year. In the month of April 2021, our primary focus was to ensure that despite Covid challenges we were able to complete pending distribution of Papaya and undertake training activities.

As was mentioned, we have now launched our big initiative to help farmers in market linkage through our AGRIGate start-up challenge. It is a program to create an ecosystem of startups for market access to 7000 small and marginal farmers. It's a first of its kind program at this scale.

In the meanwhile, our on-ground team is engaged in farmer mobilization. We are confident of achieving our targets but the second pandemic and its subsequent lockdown has hampered our outreach activities to a large extent. We are however committed to overcome these challenges while taking the utmost care and protection. I am very proud of my whole team as well as motivated by their hard work and dedication towards the cause of nation-building. Our farmer training app on android has proved to be successful in this time of COVID. With such a scale of operations and systems, we aim to become the go-to solution for farmers across India.

Love,
Mayank

OUTREACH PLANNING DURING COVID - 19

The second wave of COVID is upon us and has hit us severely. The effects are expected to be extensive. The losses in the agriculture sector are going to be enormous. The vulnerable sections of the society including the small and marginal scale farmers will be badly hit by this situation.

India is home to about 14 crore farmers, who contribute over 40% of the country's crop, vegetable and fruit production. Every year, Indian farmers faces some pre-existing risks such as low rainfall, price volatility, debts etc. But due to the risk of the pandemic & the resultant lockdowns and curfew, new challenges are arising in front of the sector which is already under threat.

Although the setback caused by the pandemic will plunge the rural economy, the farmers, however, have not given up the hope for serving the nation with their proactive participation. They are coming up with innovative measures in learning new techniques that will prove to be fruitful to get them out of this crisis. Despite the pandemic & its restrictions, our Global Parli ground team too has been reaching out to and training many enthusiastic farmers. The capacity building training will improve their performance, refine and strengthen their skills over a period of time.

Crisis not only creates problems but also opens up many opportunities, which can be turned into unique solutions. We are confident that the Indian farmer is already adapting to changing scenario and will overcome these challenges as well.

The Global Parli team would also like to thank all the Covid warriors who are serving the nation at the cost of their own lives. We will be forever grateful to these warriors.

Launching a comprehensive guidebook for farmer covering different aspects about plantation.

Using social media campaign for targeted outreach.

Online capacity building sessions to keep farmers prepared for upcoming challenges.

Mobilization through farmer calling and planning online farmer meets.

Use of technology such as electronic-tablets to simplify and digitalize mobilization.



ACTION POINTS - APRIL 2021



CREATING FORWARD LINKAGE OPPORTUNITIES

We currently intend to promote the development of forward-linkage units. Global Parli was instrumental in getting Ninjacart to open its procurement centre at Parli. Thereby creating easy access for the farmers to sell their produce.



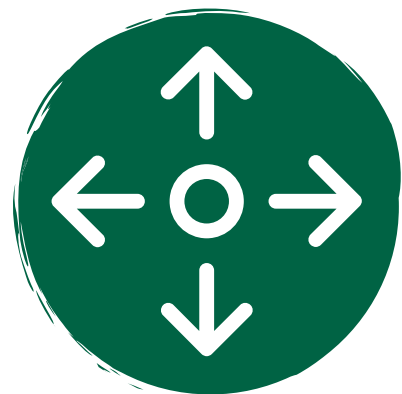
REJUVENATION OF WATER BODIES IN PALGHAR

Due to farms being located in hilly areas water supply has been a challenge and to mitigate the same a few measures were proposed such as community-based models, farm ponds, transporting water through pipes and solar motors.



PROMOTING STRONG LIVELIHOODS IN MP

MP farmers have been following traditional cropping pattern for a long period of time, We are encouraging more and more farmers to adopt the modern horticulture practices which will help them in their income elevation.



SCALING UP IN AKOLA AND AMRAVATI

STL-GARV (Not for profit initiative of Sterlite group) came forward with the same motive of fulfilling Mayank Gandhi's vision to scale our rural economic transformation model to benefit farmers in Akola and Amravati.



WE WORK IN

2 States

15 Districts

1500+ Villages

7500+ Farmers



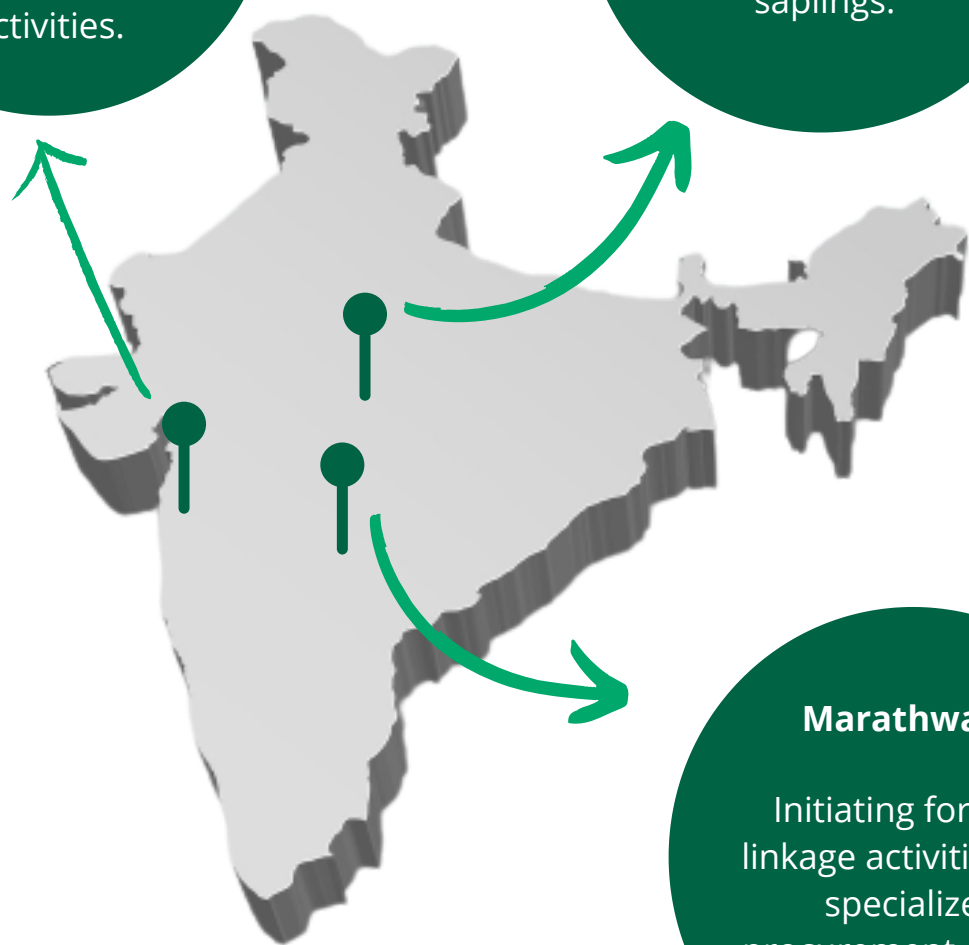
4.45 Mn+

Fruit trees planted till
April 2021

REACH IN THIS SEASON (JAN-APRIL 2021)

Palghar
Brainstorming sessions for better watershed management activities.

Madhya Pradesh
Distribution of Papaya saplings and crop cover for the sustenance of the saplings.



Marathwada
Initiating forward linkage activities with specialized procurement entities (eg. Ninjacart)



16,42,082 Plantation



1,045 Farmers



1,502 Acres



FARMERS' OUTREACH

On ground mobilization is central to Global Parli's engagement with the rural community. Through this outreach we aim to ensure that maximum farmers benefitted.

The mission of the outreach program is to evoke a positive response from the farmers and help create a database of new information and agricultural knowledge. Our outreach activities currently are being carried out through a combination of online as well as offline modes,



Our team has been continuously reaching out to the farmers, to encourage them for joining our project in order to increase their income which will take us closer to our goals of nation building.

SPOTLIGHT

Our farmer Ms Anita Sambhaji Munde, hailing from a remote village in Parli Taluka, Beed, Maharashtra was caught in a vicious cycle of spiralling debt. Her traditional cropping pattern was not enough to even sustain her daily family needs.

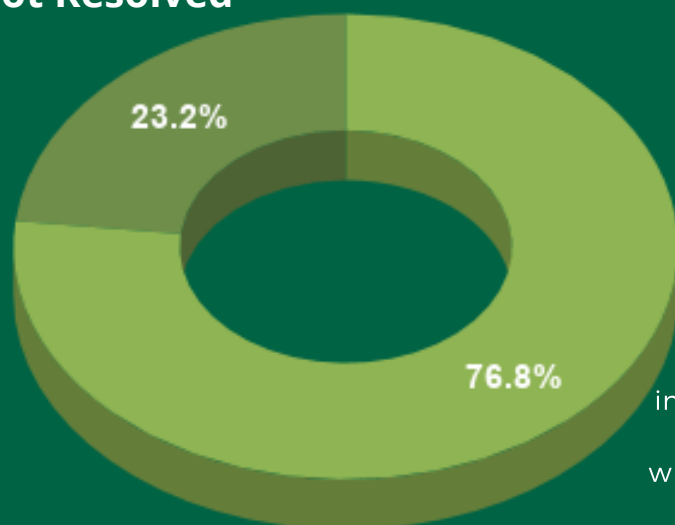
She soon got to know about the Global Parli mission. In 2019, after conducting her due diligence, she realised how Global Parli was ensuring complete farmer hand-holding right from providing best quality of saplings to assisting them in forward linkages. She took 480 saplings of Guava and planted them in the month of June, 2019. Recently this month, Anita Tai was able to harvest her Guava produce in a span of two years of plantation.

She was inspired by our mission of increasing farmers incomes. Anita tai is currently motivating other farmers in her own village to switch to horticulture.



**INSPIRING STORY OF
ANITA TAI**

Not Resolved



TILL APRIL 2021

Resolved

FARMERS' COMPLAINT REDRESSAL MECHANISM

Separate whatsapp groups are created for each fruit, region-wise for a better understanding of individual farmer issues and resolving the same. A robust farmer complaint mechanism is in place which ensures that all farmer issues are addressed by our senior advisors and technical experts.



BHAUSAHEB'S EXPERIENCE WITH COMPLAINT REDRESSAL

One of our farmer who was into lemon plantation found that his plants were attacked by larvae. Bhausahab posted his query on the Global Parli lemon whatsapp group on 15th April 2021.

As soon as our representative got Bhausahab's complaint it was addressed by our team of technical experts. He was then prescribed the requisite medicine. Making the best use of technology, the entire complaint was resolved through online mechanism.

The medicines have started showing its effect and today the plants are healthy and growing well.

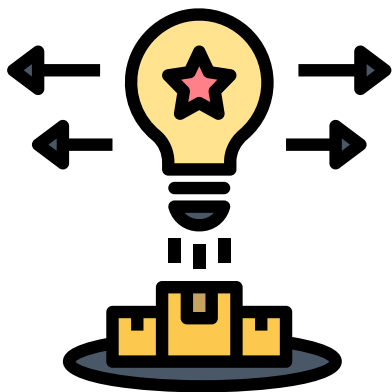


FORWARD LINKAGE OPPORTUNITIES FOR STARTUPS

AG ₹IGATE



AGRIgate is a first of its kind partnership between a progressive NGO and a premier Incubator.



The increase in farmer incomes is a complex issue, an ecosystem of innovative solutions working in tandem is likely to expedite the process of economic growth.

AGRIgate attempts to create a startup ecosystem through rigorous assessments to support farmers.

THE LARGER PICTURE

Population drives the volumes, but not sufficient for everyone.

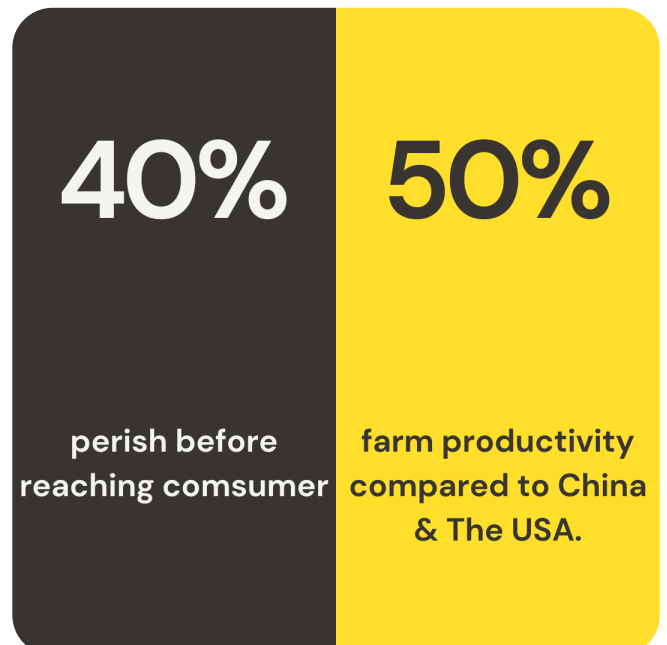
42 MN TONNES

Estimated shortage by 2030

Waste reduction & productivity enhancement will drive farmer incomes.



The demand-supply gap will drive rapid growth in horticulture.



**30TH APRIL
2021**
LAUNCH OF
THE CHALLENGE



**30TH APRIL TO
31ST MAY
2021**
APPLICATION
SUBMISSION

**15TH JUNE
2021**
SHORTLIST
ANNOUNCEMENT



**22ND TO 23RD
JUNE 2021**
COHORT OF
SHORTLISTED
SOLUTIONS

**24ND TO 30RD
JUNE 2021**
DUE DILIGENCE



**FIRST WEEK
OF JULY 21**
COMMENCEMENT
OF THE
PROGRAM

T I M E L I N E



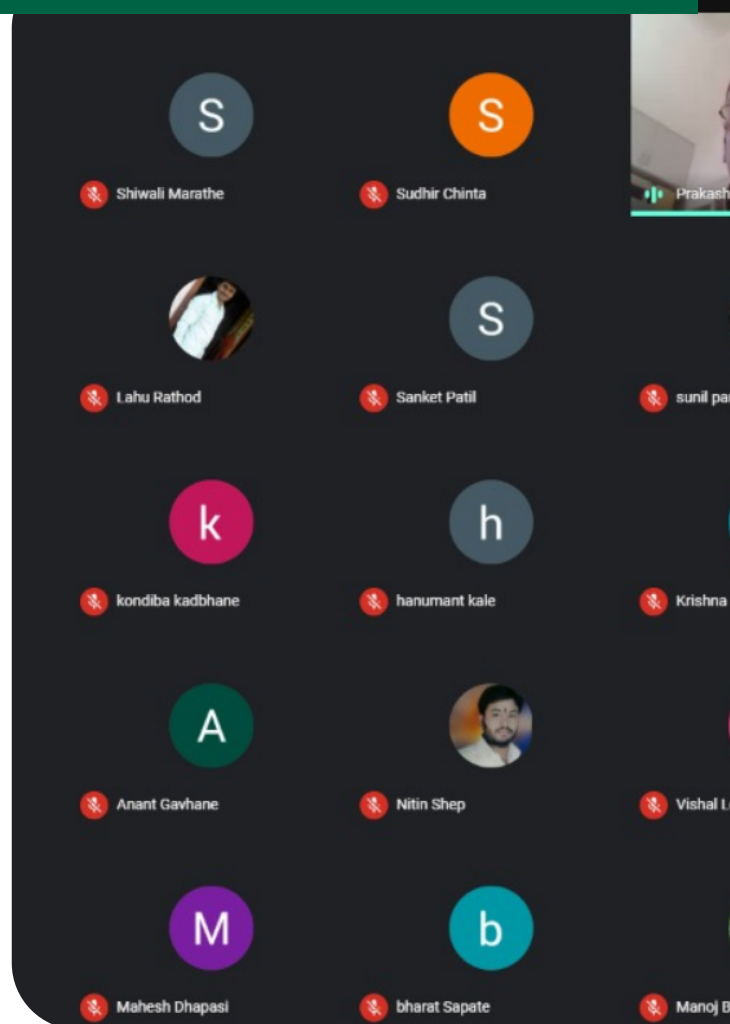
On 1st April, we organized a virtual soil health training session for our on-ground staff in Parli and Palghar.

In his address, Mr Prakash Kulkarni, a soil and plant health nutritionist, with his expertise emphasized the importance of soil health and its role in food security and environmental safety. He insisted that healthy soil is directly linked to the healthy life of the soil-plant-animal system. Thus, maintaining it is crucial for higher production to meet the demand of the rising population.

With a goal to sharpen the farmer's knowledge and skills and to make them experts in their own field, our ground teams participated in the session.

We at Global Parli believe that soil health and water management is a prime aspect to sustainable production for economic viability.

Soil health training session for staff



Project review by Mayank Gandhi - Palghar

As part of our vision to ensure that farmers across the nation earn at least ₹ 1 lakh per acre per annum, we began the replication of our mission in 4 talukas of the Palghar district of Maharashtra. Given its unique challenges and conditions, we have collaborated with several NGOs in the Palghar region to ensure that the water crisis is addressed simultaneously while encouraging farmers to shift to horticultural practises.

15 different NGOs are coming together under the banner of **Global Palghar**, to solve the water shortage crisis in tandem with the government for farmers. Organizations such as Rotary International, Keshavsrushti Gram Vikas Yojana, ISKCON among others are collectively taking the responsibility to address issues faced by the farmers.





Press conference on water conservation and fruit tree plantation

A press conference was held on 5th April at Wada regarding water conservation and mass plantation in Palghar. The press conference addressed issues such as plans to solve the water shortage crisis in tandem with the government. It also laid a roadmap that was to be followed to ensure the mission of increasing farmer income is achieved. Over 15 different non-profit organizations came together under the banner of Global Palghar. It was supported by Rotary international, Keshav Srushti, Gram Vikas Yojana, ISKCON among others.

The press coverage for the event was featured in the local daily newspaper "Rayetecha Vaali" in Palghar and "Tufan Kranti".



रयतेचा वाली



शैक्षणिक समृद्धीसाठी कटिबद्ध डिजिटल दैनिक

संपादक :- श्री. शाहू संभाजी भारती (९९७५७३८३२९) वर्ष दुसरे - अंक १९९ बुधवार दिनांक ०७/०४/२०२१ पान ०४

पालघरमधील शेतकरी ग्लोबल व्हावे यासाठी आयोजित केलेली
पत्रकार परिषद वाडा येथे संपन्न

वाडा / पालघर : दि.०६ (रयतेचा वाली, प्रतिनिधी मनोज बुधे) जिल्ह्यातील शेतकरी ग्लोबल व्हावे या हेतूने जलसंवर्धन आणि फळबाग लागवड बाबत वाडा येथील केशवसुधी कार्यालयात आयोजित केलेली पत्रकार परिषद विविध सामाजिक संस्था व पत्रकार यांच्या उपस्थितीत कोविड १९ चे नियम पाळून संपन्न झाली. कार्यक्रमाच्या सुरुवातीला मयंक गांधी यांनी मराठवाड्यात केलेल्या स्त्रोबल परळी येथील शैतीविषयक कार्याची विस्तारीत दाखविण्यात आली. पत्रकार परिषदेसाठी केशवसुधी, इस्कॉन, रोटरी पलब, साबली चॅरिटेबल ट्रस्ट, राह फाऊंडेशन, MAD फाऊंडेशन, एकलव्य स्वावलंबन ट्रस्ट, सिनेटा


फाऊंडेशन, युवा परिवर्तन, दिव्य विद्यालय, स्त्रोबल विकास ट्रस्ट या संस्थांसोबतच टीव्ही ९, डहापू मित्र व रयतेचा वाली या वृत्तपत्रांचे प्रतिनिधी उपस्थित होते. "ग्लोबल पालघर" या नावाने आणि उद्देशाने सर्व एकत्रित येवून काम करू शकतो असे मत केशवसुधीचे मार्गदर्शक किमलजी केडिया यांनी व्यक्त केले.

पालघर मध्ये काम करणाऱ्या सर्व संस्थांनी एकत्र येऊन सर्वांनी एका चळवळी प्रमाणे काम करूया असेही मत मयंक गांधी यांनी व्यक्त केले. आपापची संस्था काम करत राहणारच आहे परंतु "ग्लोबल पालघर" या संकल्पनेने आपण सर्वांनी एकत्रित काम करूया असे उपस्थित सर्व संस्था प्रतिनिधींनी ठरविले. स्त्रोबल पालघर ही संकल्पना प्रत्यक्षात रुजविण्यासाठी




एकत्रित आलेल्या सर्व संस्थांपैकी कोणत्यातरी एका व्यक्तीला नेतृत्व करणे गरजेचे आहे आणि ते नेतृत्व कोण करेल याविषयी लवकरच निर्णय घेतला जाईल असेही पत्रकार परिषदेत सांगण्यात आले. यानंतर उपस्थितानी विविध प्रश्न विचारले आणि एक संवाद कार्यक्रम पार पडला. कार्यक्रमाचे सूत्रसंचालन केशवसुधी ग्रामविकास योजनेचे मुख्य कार्यकारी अधिकारी संतोष गायकवाड यांनी केले.


Recording You are viewing Dr. Pankaj Srivastava's screen View Options



Collaboration with Global Vikas Trust, Mumbai



- Field Monitoring of Horticulture project running in Bhopal, Sehore and Raisen (M.P).
- Technical Support on Inter-cropping for the Farmars of Bhopal, Sehore and Raisen (M.P).
- Development of Fruit Park (Guava, Mango, Papaya, Blackberry etc.) at SAGE University Campus.



Dr. Pankaj Srivastava

Unmute Start Video
Security Participants 25 Chat Share Screen Record Reactions
Leave

Interaction with Agri-university

On 14th April, we had a virtual interactive session with representatives from SAGE University, Bhopal, Madhya Pradesh. The agenda of the session was to discuss the collaboration and partnership between us to benefit the farmers across Madhya Pradesh.

They will assist us in our mission with their technical expertise. We are soon to sign a MoU with them.

This partnership will increase agricultural productivity through sustainable production and help in combating climate change, starting with the farmers of Bhopal, Sehore and Raisen (MP) to be extended further across the nation.




An Interactive Session
Between
Global Vikas Trust, Mumbai and SAGE University Bhopal



Speaker
Mr. Mayank Gandhi
Chief Trustee
Global Vikas Trust, Mumbai



Advisor
Dr. Pankaj Srivastava
Professor & Head
SAGE School of Agriculture



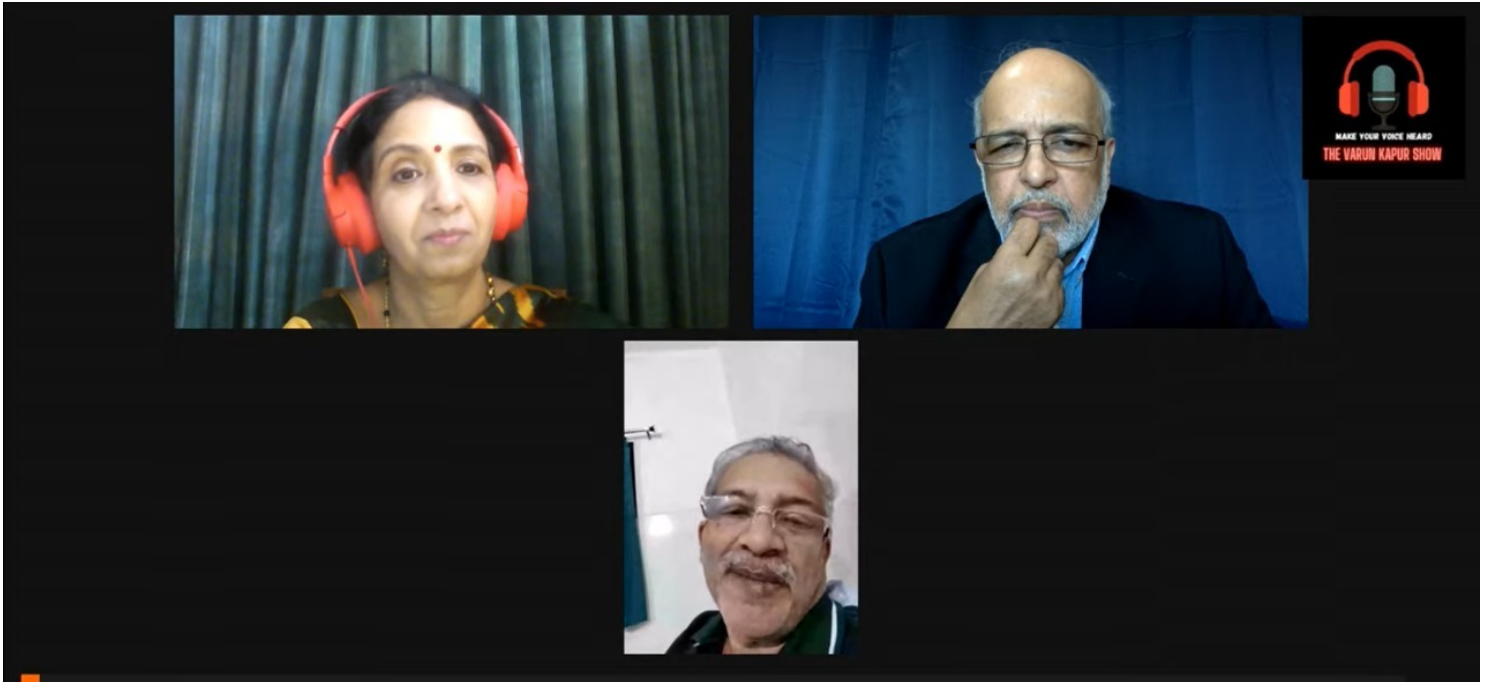
Moderator
Dr. Govind Gupta
Assistant Professor
SAGE School of Agriculture

14th April 2021 | 01:30 pm

ID: 847 0378 8330 Password: 466987

www.sageuniversity.edu.in

Webinar on farmer's upliftment in India



A webinar was organized on 8th April, to discuss the advancement in agriculture and the upliftment of rural India. It was a live webinar, which was streamed on Youtube. The session was a discussion between Ms Girija Deshpande and Mr Vibhuti Jha and espoused by Mayank Gandhi. He acquainted them with the goals and objectives of Global Parli. He reflected on his profound journey and highlighted how important it was to establish an organization that worked towards the development of farmers and rural prosperity.

An exalting demonstration of the model to achieve increment in farmer's income engrossed the speakers and the viewers. It was followed by another discussion on significant topics like making Global Parli's way of making farming viable, how did Global Parli tackle the issue of water scarcity and alcohol consumption, etc and how it triggered into thinking innovative solutions to these problems.

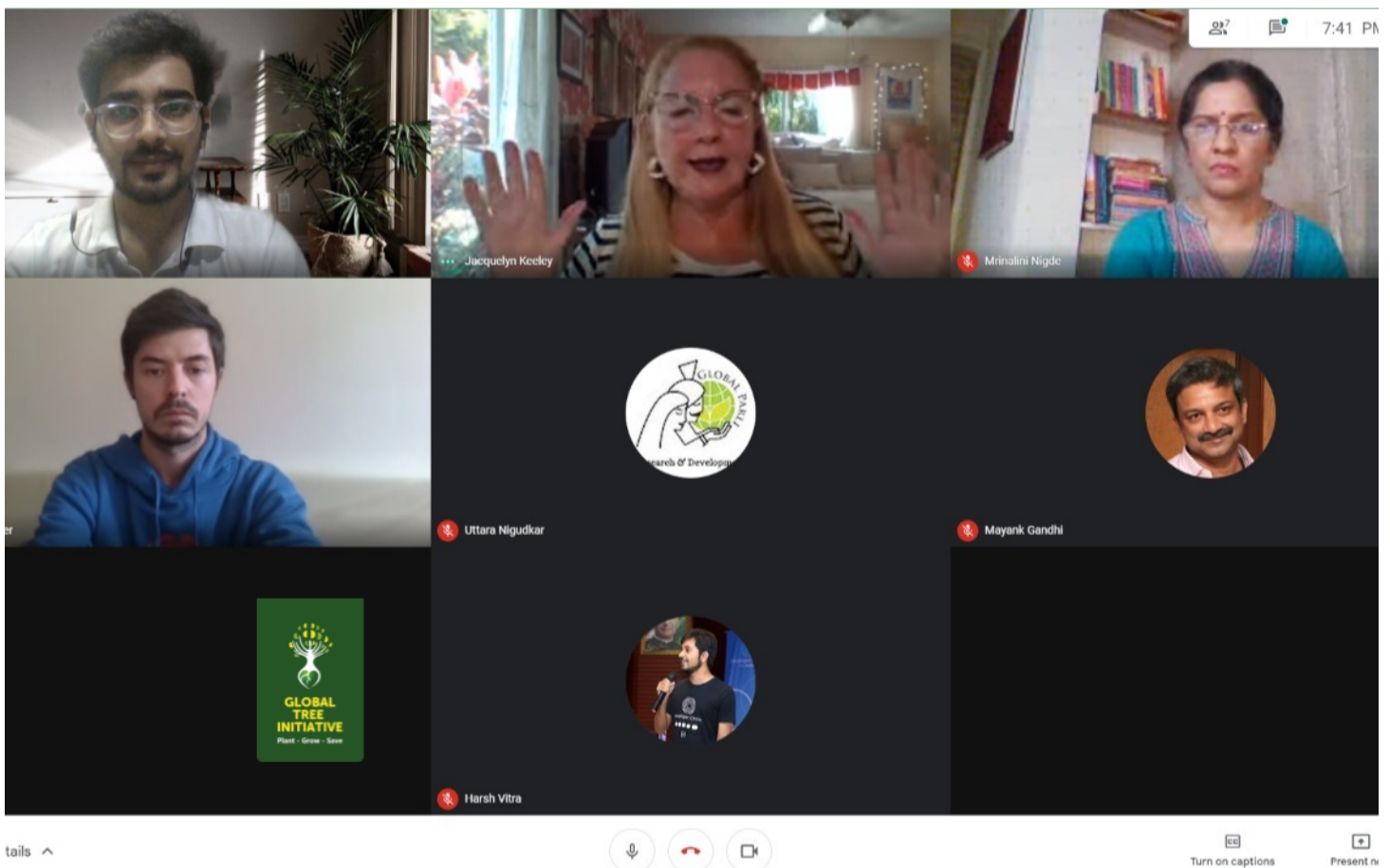
An interactive symposium ignited the inquisitiveness of the speakers and viewers. The informative session culminated with the guests' congratulation on Mayank Gandhi and their team for their work.

Collaboration step with Global Tree Initiative

We had a meeting with the representatives of the Global Tree Initiative (GTI), where we discussed possible ways in which we can together make progress on our shared goal of saving our environment and boost the rural economies.

GTI's vision: Together we can create a conscious, wise, warm-hearted world of peace, where people respect and live in harmony with animals and the environment.

During this introductory session, the representatives discussed the mission undertaken by their organisations where we have understood the common grounds where both of us can come together to make a difference in the world.





Sapling Distribution

Our first lot of G9 Tissue culture variety of banana saplings was distributed in Parbhani, Parli.

Along with this Papaya distribution also took place in various regions of Madhya Pradesh. Due to the rapid increase in temperature, farmers' face a high mortality rate of saplings. To overcome this challenge, over horticulturist have suggested distribution of crop protection.

With this, we are also sharing a comprehensive guidebook to our farmers which includes information on all aspects of plantation.



SOCIAL MEDIA STATISTICS



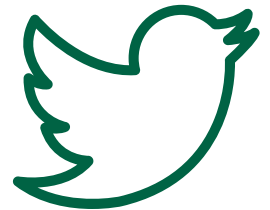
FACEBOOK

6,531 

<https://www.facebook.com/globalparli>

TWITTER

13,500 



<https://twitter.com/GlobalParli>



YOU TUBE

24,042 

https://www.youtube.com/channel/UCbKexsKmesybTT_afHkqC0g

THANK YOU



You can connect with us at

 connect@globalparli.org

**To know more,
watch the Transform India
short film on Youtube.**