GLOBAL PARLI

MONTHLY REPORT - AUGUST 2021

A mission to transform India by increasing farmer income to 1 lakh per acre per annum

Index

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FROM MY HEART

India has achieved significant progress since independence with regard to food safety and general livelihood security. In India, rice, wheat, pulses, fruit, vegetables, milk and other commodities have grown to be a leading producer. In the previous 5 decades, the population of the country has almost tripled while the production of food grains has quadrupled, boosting considerably the per capita availability of food grains. GDP contribution from agriculture, on the other hand, has fallen substantially.

I believe that the move from non-remunerative to remunerative crops is crucial to India's re-emergence on the world market. The whole model of the Global Parli's rural economic transformation is founded upon the same idea and has succeeded in raising the income of farmers from 20-30,000 per acre to over 1 lakh per acre.

We attempted to emphasize why we need to change cropping patterns and how the whole process is being conducted in the report this month. Please read it and give us your feedback.

From love,
Mayank


1 CRORE +
FRUIT TREES PLANTED
IN LAST 2.5 YEARS
IMPACTING 8000+
FARMERS

WE ARE NOT PLANTING TREES, WE ARE PLANTING LIVES

Global Parli has undertaken a transforming journey that looks almost unbelievable during the last three years thanks to a constructive mass movement of farmers. In the last two and a half years, we have planted 1,00,00,000 (one crore) fruit trees in thousands of farmer fields throughout 15 of Maharashtra's and Madhya Pradesh's worst-affected districts. Annual revenues of farmers have improved from Rs 10,000 to 40,000 to over 2,00,000 INR (Rs two lakhs) per acre.

India is on its way to reclaiming its former status as "Sone ki Chidiya."

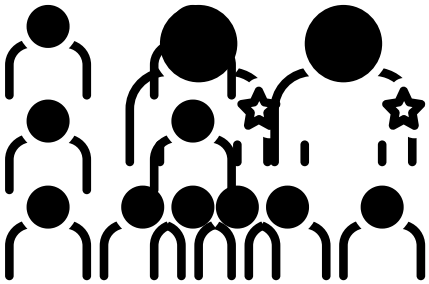
OUR PROGRESS

WORKED IN

3,000+ Villages **16** Districts **2** States

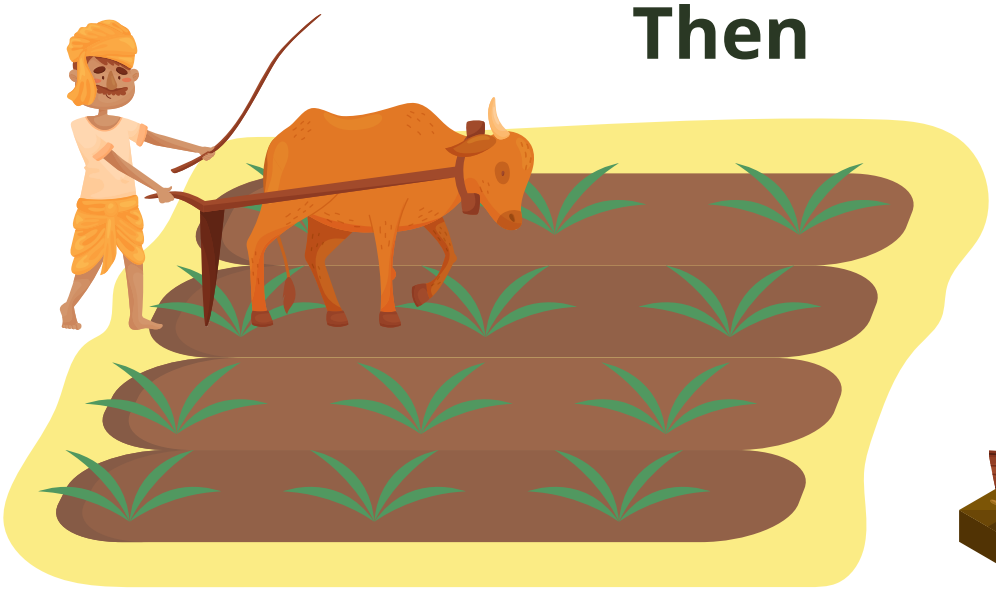
IMPACTED

32,000+ Individuals **8,000+** Households



Problem statement of India's farming community

Then



Now

The most significant element contributing to the farming community's deteriorating status is farm fragmentation. As families become larger and land is divided among each generation, revenues become insufficient to support their families. The fragmentation of land should be compensated with Increased production per acre and better pricing have offset agricultural division all over the world.

Indian agriculture diversifies into high-value commodity production, with small farmers playing an ever greater role. The urgent requirement for increased productivity of the farm leads to the idea of charging cropping patterns that give significantly more output than traditional crops per acre of production.

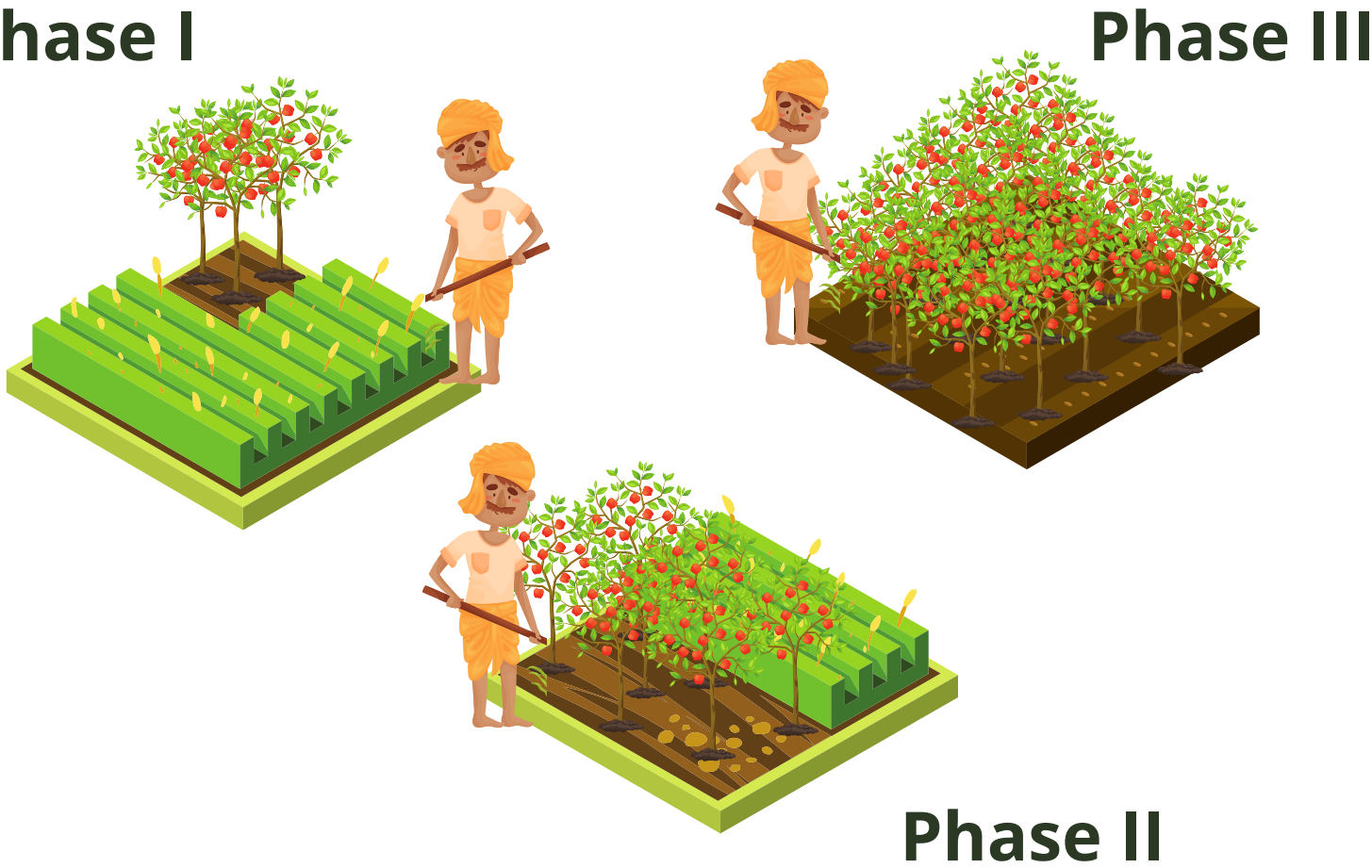
In particular, the shift of crop pattern here means a move from the non-remunerative crop to remunerative crops, such as fruit tree plantations and vegetables as an intercropping. The farmers can generate their income from the intercrop until the main crop is ready for harvest. The use of cutting edge technology and innovative farming techniques will increase productivity.

Balancing act of the farmer

Partial shift from one crop to another

A farmer never switches from one traditional crop to modern remunerative crop totally at once. He does this on the basis of a trial and error. In the first few years, he would never place his entire land under fruit cultivation. The whole process takes time to review. He may give a little section of his land under fruit cultivation in the first year. Only then will he plan more and more if he succeeds.

We only saw elite investment companies and other entities taking decisions on the basis of risk diversification, but farmers are not less than them. That balancing act of the farmer demonstrates the farmer's ability to make minds and decisions.



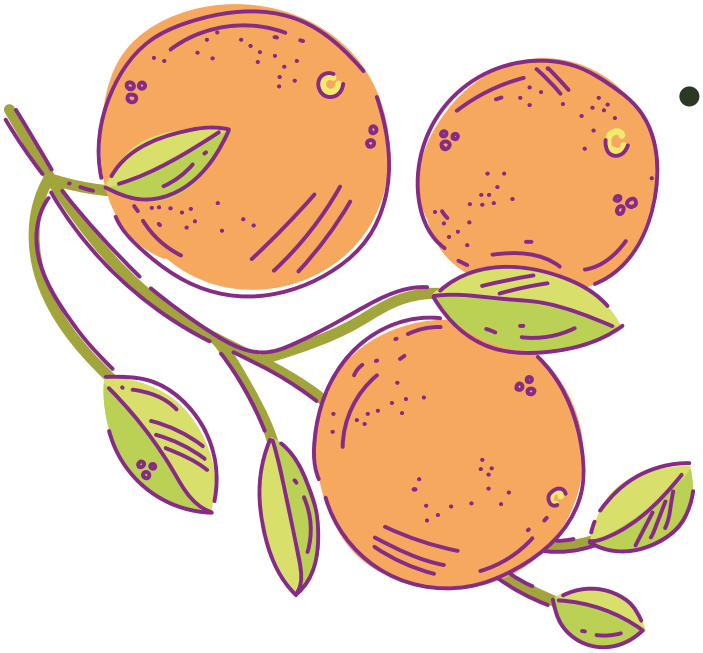
Seeing is believing

When the success of the model plot is seen, a farmer is able to investigate this initiative with many other farmers. The truth of its occurrence or presence can no longer be questioned when it is approved and tested by multiple farmers.

The Global Parli model was presented in practice. In the first stage of the project, 95 farmers came on board and in the next stage rocketed up to 400 more farmers. After several interventions in order to establish concept evidence, an eagerness to adapt horticulture was shown as a chain reaction. We established a cluster of 20 villages at the beginning, which subsequently grew to 200 in 2020. In 2021 it will be elevated to 5 times.

Remunerative crops

- Average Income: More than 2 lakhs per acre
- Can be grown within limited area
- Substantial input in country's GDP



- Average income: 20,000 INR – 30,000 INR
- Requires huge land involvement
- Less input in country's GDP

Non-remunerative crops

SPOTLIGHT

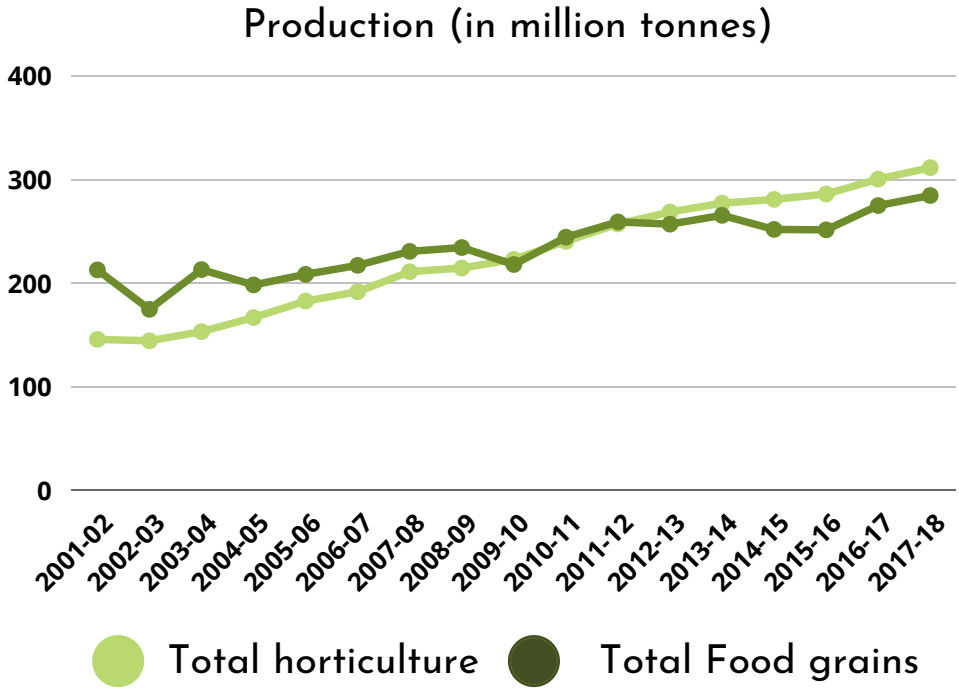
"The cotton crop gave me no income and it was becoming impossible for our family to survive through it", said Prahlad Munde a farmer hailing from a small village of Rewali in Maharashtra. As a traditional crop growing farmer the problems which he faced were not much different from the other farmers in the village. But the problem, however big or small, leaves a grim tale behind. His tale might sound similar but his story is no less overwhelming.

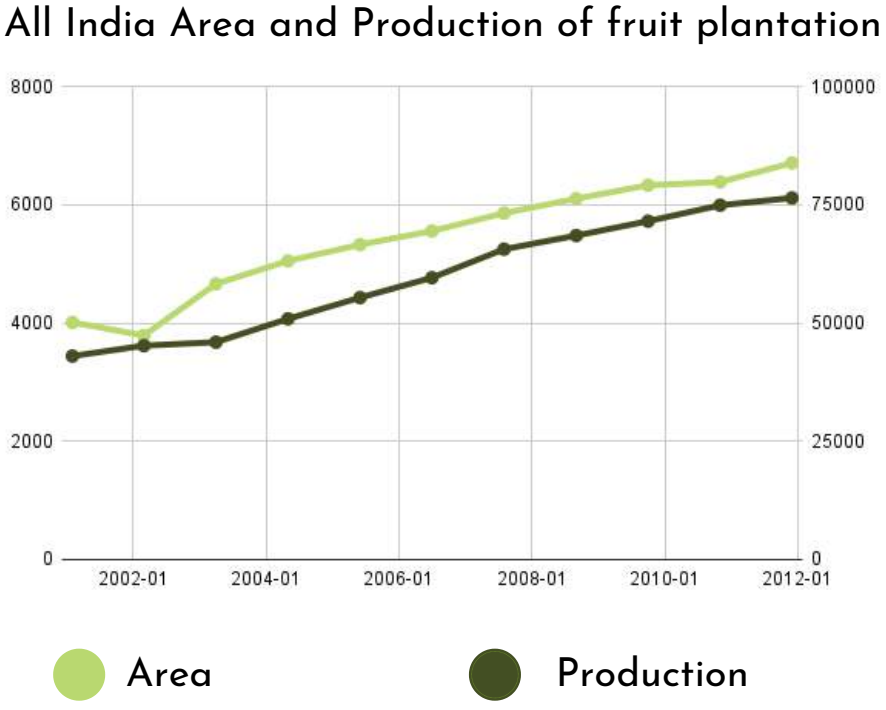
"I had invested Rs 20,000 in cotton and after around 6 months the amount I got in return was exactly the same", he said in disappointment. The losses also were substantial in number for his land. The monsoon season has always been worse, he recalled. Now, he profits upto Rs 1.5 lakhs within the same land.

Back in 2019, he was in massive need to change his farming practices and have a practical approach towards his agricultural techniques. Global Parli has provided him with saplings at subsidized rates and advised him through the process of cultivation.

He now has the plantations of Papaya, Lemon and Pomegranate and he expects to have a total profit of more than 5 lakhs rupees annually.

HORTICULTURE TRENDS IN INDIA





Source: Horticulture statistics at glance 2018

Over the years, there has been a steady increase in area under horticulture cultivation, production of fruits and productivity derived by farmers. Based on the data presented in the Handbook of Horticulture 2018, we have presented the trend in increasing adoption of horticulture across the country over the years.

This reflects the awareness amongst farmers to adopt horticulture and realise the benefits from increased farm output and income. For instance, as per the 2018 data, the productivity (yield) of horticulture is around 14.96 MT per hectare and a typical yield of wheat is 3.5 MT per hectare.

Now, as far as the value of the commodity is concerned, fruits will definitely attract higher value in comparison to most staple crops.

CRITICAL INTERVENTIONS TO ELEVATE FARMER'S INCOME

Whilst we know that agriculture is the backbone of this country with 58% of the working population engaged in the agriculture sector, it is a matter of national concern that the sector contributes a mere 16.5% to the GDP. The size and scale of the problems faced by farmers across the country makes it a complicated and a chaotic topic to discuss and work on. In this article we set aside all that has been written till date with regards to solving farmer issues and present a simple case of how we managed to increase the annual income of a farmer from Rs 30,000 per acre to over Rs 1,00,000 per acre.

Over the past three decades, the number of people leaving agriculture related activities in search of different income sources has been on a rapid rise and the situation is alarming as it will have a direct impact on the country's dynamics with regard to food production. Today, 86% of farmers who are classified as small and marginal farmers control only 47.3% of the agricultural land. For poor farmers, often with small land holdings or holdings with unirrigated conditions and living along the poverty line, a small climatic shock imposes large and irreversible losses, plunging them into permanent and irreversible destitution. They are stuck in the vicious cycle of poverty due to their inability to increase output and productivity. This has been the case with the majority of farmers across the country, especially in Vidharbha and Marathwada region of Maharashtra.

So, the two main problems faced by small and marginal farmers are,

1. Impact of climate variability on availability of water
2. Inadequate resources to improve farm productivity and poor cropping patterns

More than 70% of the annual rainfall is concentrated between the months of June and September. While a good monsoon ensures good harvest for food crops, a deficient monsoon results in yield loss and reduces economic security. Majority of farmers in India have very little ability to respond adequately to these weather fluctuations simply because they do not have the financial resources to address these challenges. Climate variability has been the main source of problems for Maharashtra as well as most of rural India. Essentially, lack of critical agricultural infrastructure such as drip irrigation systems and water storage systems has resulted in inefficient and ineffective usage of water, the core problem of all the poor farmers in this country.

The second issue is poor choice of cropping pattern. Most farmers do not have access to water supply throughout the year and rely solely on rainfall for their farm output. At best they are able to get one crop harvest and two if the rainfall has been good. Given their small land holding, they share a great deal of apprehension towards changing their cropping pattern. Today, their choice of crops to be taken in their land is mainly governed by their year long financial need that their harvest will support. So they do not go beyond the obvious choices like paddy, sugarcane, soya, cotton, etc. None of these crops fetch them enough income to sustainably continue with farming throughout the year and neither do they get considerable yield from the land due to poor quality of soil. On an average, a farmer earns between Rs 10,000 and Rs 40,000 per acre annually across the country. So this vicious cycle of poor choice of crop and low productivity farming has completely derailed the prospects of the farmers to improve their farm income.

To address these interconnected problems we at Global Parli came up with a three part solution that takes a progressive step towards addressing the need of the hour. We focus on water, soil and cropping patterns, working towards increased farm output that results in better farm income and overall prosperity.

1. Our starting point is water management. Enable efficient storage and effective usage of water that can solve a number of issues for the farmers resulting in increase farm output and improve productivity. Improving water productivity would enable farmers to combat climate variability and sustain their farm output throughout the year. Fixing the water usage in the farm has the potential to triple the output from the farm within a year. We support our farmers to increase their water productivity by helping them install drip irrigation systems and water storage infrastructures such as farm ponds.

2. Improve soil health - we support, guide and encourage adoption of good agricultural practices and provide necessary resources to improve soil fertility and soil nutrient management to improve the quality of the soil and thus the yield from the farm.

3. Change to remunerative cropping pattern - By convincing farmers to adopt horticulture, along with intercropping, we have managed to improve their farm output by over 3X. In our fruit plantation program that we have conducted over the past 3 years across 16 districts of Maharashtra and Madhya Pradesh, we have encouraged 8,000+ farmers to adopt fruit tree such as papaya, banana, custard apple, mango, guava, etc. as their main crop along with their traditional crops as intercropping like soya, lemon, etc. The change in cropping pattern has resulted in multifold increase in output and subsequently an increase in their farm income. A testament to this is the growing number of farmers who wish to participate in our program and over 1 crore fruit trees that have been planted till date. Farmers who were earlier earning less than Rs 30,000 per acre every year are currently earning well over Rs 1,00,000 per acre.

In conclusion, the core problems faced by farmers can definitely be solved. Our systematic approach of addressing water, soil and cropping patterns results in improved farm productivity and output, which in-turn leads to increase in farm income. We have innovated a credit structure where we have accorded a mechanism to secure irrigation loans with Government subsidy which enables the lenders to give loans to marginal farmers. This is a replicable model that can be implemented across the country, uplifting millions of farmers from their current state of hopelessness to farming driven prosperity.

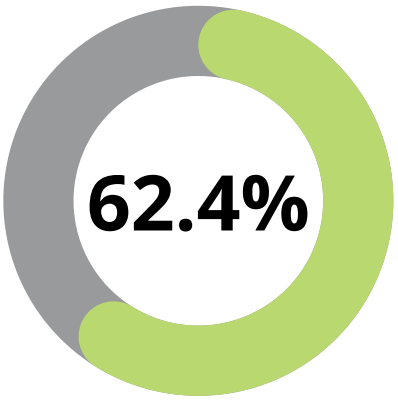
By Kartik Iyer
The author is the Founder and CEO of a social financing firm Human Ventures Pvt Ltd, which specialises in community based credit lending for farmers and nano entrepreneurs.

NITESH DESHMUKH'S EXPERIENCE WITH COMPLAINT REDRESSAL

On July 27, 2021, a farmer named Nitesh Deshmukh filed a complaint about pests contaminating his fruit plantation. It been just 20 days that he planted saplings.

As soon as the complaint was received, our expert Mukteshwar Kadbhane began to work on his problem and found a solution. He was assured that this technique worked 100 percent for the trees as soon as he received it on a whatsapp group for farmers. After the guidance, all of his plants are now healthy, and pests have not grown on any of his other plants. He expressed his gratitude for the prompt response and his best wishes to the Global Parli team.

GLOBAL PARLI'S COMPLAINT REDRESSAL MECHANISM



Total complaints
478

Resolved
312

Not resolved
169

FIRST PAPAYA HARVESTING IN MADHYA PRADESH

In 2020, we introduced Madhya Pradesh, a new area to be explored. We started working here, but COVID-19 was a major obstacle. We were in a new place and in different regions we were not in contact with farmers. Although we had 2.5 lakh trees planted last year, this was an enormous task for us.

Due to extreme warmth in summer and coldness in winter, fruit saplings were hard to develop in Raisen, Vidisha and elsewhere in Madhya, Pradesh. Not only that, it also had a huge effect of the Locust (Tiddi) onslaught. The flies damaged the planting of saplings.

Despite this, our field staff and the team of experts worked tirelessly to resolve the situation and find a solution. We gave free medicines to farmers. Our staff put in long hours and conducted surveys on a regular basis, staying in contact with the farmers and assisting them in every way possible. This year the 1st papaya harvest in MP has surprisingly turned very well and farmers have started earning well.

SMOKELESS CHULHA DISTRIBUTION AT MALHADPUR

We know that women bear the brunt of the negative impacts of traditional cooking. Often forced to gather their own fuel for cooking, they can spend hours each day walking to find wood and carry it home. Cooking over a three-stone fire, women inhale harmful smoke equivalent to two packs of cigarettes per day.

Therefore, apart from empowering farmer families by increasing their income, we also have timely activities to support these women in need. For the same, we offered Smokeless Chulhas to widows whose spouses had committed suicide before the advent of Global Parli because of poverty and debt.

These stoves improve the lives of women in rural villages. Using up to 80% less fuel than traditional fires, these stoves save women time and energy usually spent gathering wood. Generating up to 80% less smoke, they allow women to avoid the myriad negative health impacts from traditional cooking.

We hope that it dilutes their pain in their journey of cooking for the family!

CAPACITY BUILDING SESSIONS

Farmers' capacity building is one of the most important actions linked with farmers' 360-degree growth. Our major purpose is to ensure that farmers are trained by the most skilled experts in the respective fields. Atleast 6 training sessions focusing on various elements of the plant life cycle are provided. This is complimented by regular personalized field visits and the expert's one-on-one query resolution.

On 2nd Sept 2021, a training session on the Papaya plantation was conducted. The main focus of the training was the pest management, fertilizer requirements, etc. that allows papaya plants to bear higher and quality fruit production. Papaya being a sensitive plant pest management sessions are the ones which farmers look forward to attend.

The training was conducted by Mr. Satish Burange, our most experienced and renowned technical expert. The session was conducted on one of our farmer's field so that they will be able to interact with farmers who have previously benefited. During such visits, the farmers are given practical training and are encouraged to undertake discussions, evaluate and discuss in detail from the already practicing horticultural farmer.

WEBINAR BY SHOBIT UNIVERSITY ON RURAL TRANSFORMATION FOR FARMER'S INCOME INCREASE

Scan this QR code to watch the recorded webinar.

On the 26th of August, Mayank Gandhi from Global Parli was invited as a guest speaker by Shobhit University for an academic interaction and webinar on the topic: "Rural Transformation for Farmer's Income Increase – Case Studies from Impoverished Districts".

It was a part of the "Nation Webinar Series" on Doubling farmer's income by 2022 moderated by Prof. M. Moni, Professor Emeritus and Chairman (CAIRS & CADMS) Shobhit Deemed University, Meerut & Former Director-General, National Informatics Centre, Government of India, New Delhi.

This webinar gave an opportunity for the academic audience to dive deeper into the Global Parli model of rural economic transformation. Mayank shared some of the touching stories from the ground w.r.t what it takes to transform rural India. His personal experiences shared were of significant learning for anyone who wishes to work on the ground, in rural villages for transformation.

Thanks to this initiative by the Centre for Agricultural Informatics and e-Governance Research Studies (CAIRS) & Centre for Agribusiness and Disaster Management Studies (CADMS) to make this happen and spread the word about the fail-proof model of Global Parli.

THANK YOU

You can connect with us at

connect@globalparli.org

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