



# GLOBAL — — PARLI

Monthly report - June 2021

A Mission to Transform India by increasing  
farmer income to 1 lakh per acre per annum



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# FROM MY HEART

Dear friends,

India is the world's largest banana producing country, thus it can truly be called a banana republic. Creating clusters, in my opinion, is a magnet for buyers. As we've seen in the past, cluster creation allows the market to come straight to the farmers. Along with Raver, Bhusaval, and Jalgaon, Burhanpur is now becoming a banana cluster.

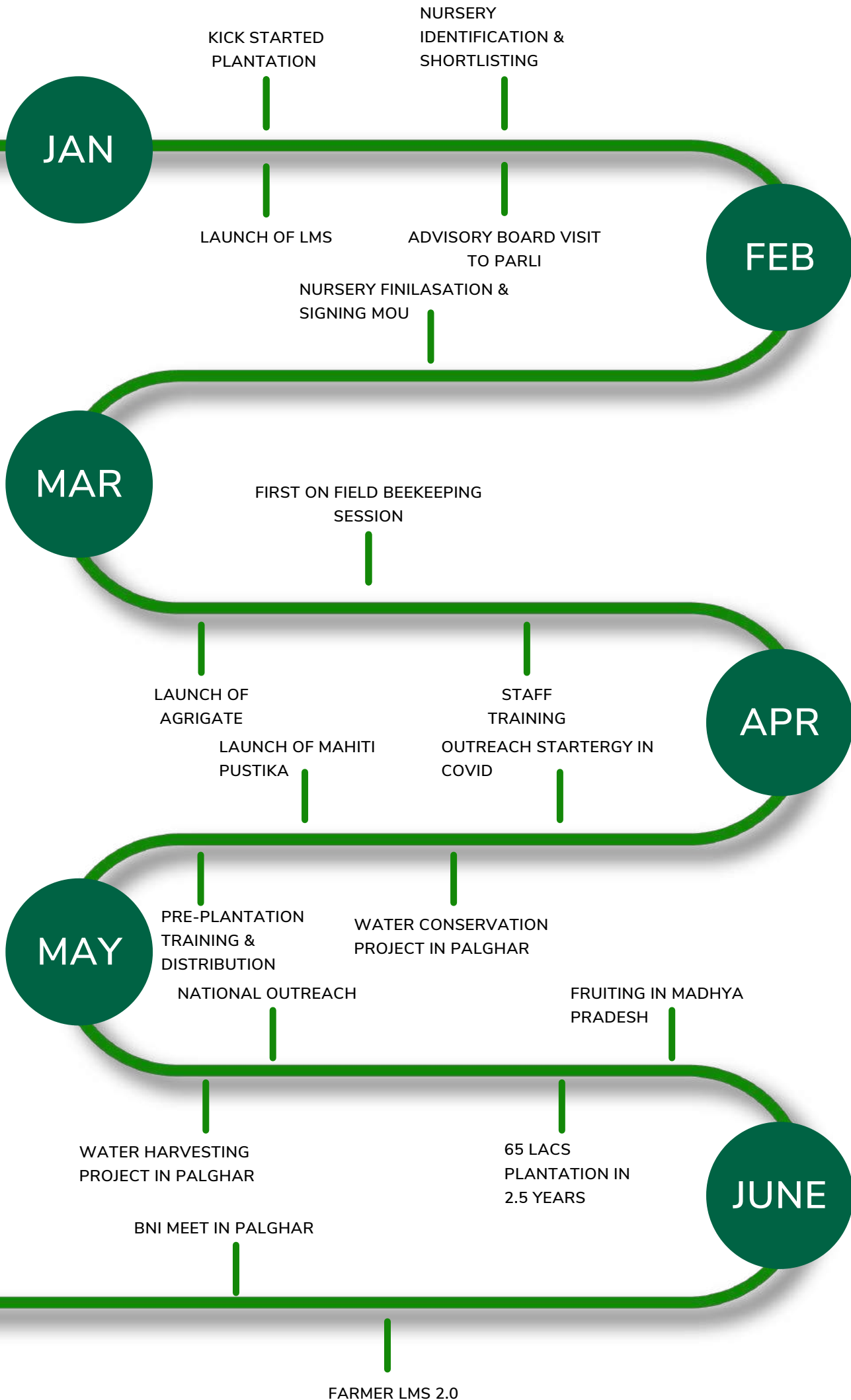
New technologies are now being introduced that will allow farmers to utilise the banana tree to its full potential. Along with the traditional usage of banana fruit and leaves, farmers may now utilise the fibres taken from the stem to produce fabric, SAP collected from the tree to make organic liquid fertiliser, and the remaining as a soil improvement fertiliser to help improve soil fertility. Banana is no longer a fruit but it's an entire ecosystem.

According to a recent study, India exports 41% of its banana production in 2020-21, but it may be a game-changer this year. While India is the world's second-largest producer of fruits, its world export share is only about 1%. This needs to change, and I'm confident Banana will be the trigger. To increase the value of bananas, rigorous training of farmers, technical equipment, and factories are required.

In this month's report, while covering the regular flow of activities that we have undertaken, we have also made a small attempt to inform our readers about different aspects of a banana plantation in the simplest manner possible. We also bring out before you stories narrated by our farmers. Do read and do provide us with your feedback.

Happy Monsoon!  
Love,  
Mayank

# T I M E L I N E





# OUR PROGRESS

## Palghar

Water management initiative in the village Galachapada.

## Madhya Pradesh

Distribution of saplings as well as planning forward linkage for Papaya fruits.

## Marathwada

Large scale distribution of several fruit saplings with respect to mass plantation and cluster creation.



**60,51,918 Bookings**  
(91.4 lakhs in 2.6 years)



**2,987 Farmers**



**4,654 Acres**



*The new king  
of fruits*



### Jamaica

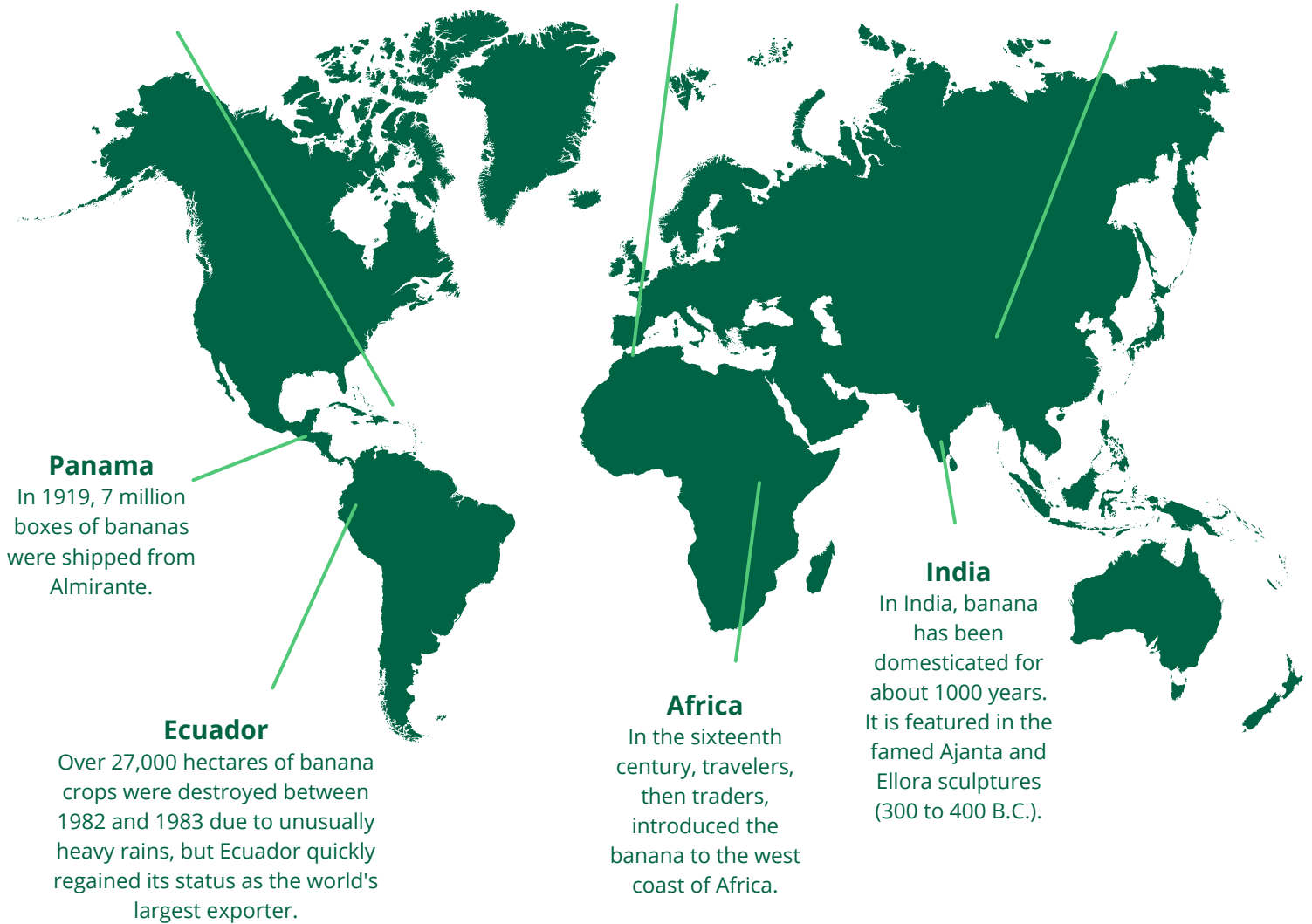
In the eighteenth century, the first desert banana farms were established here, supplying Europe and North America.

### Canary Islands

Before reaching South America, the Cavendish banana was brought to the Canary Islands by the English from Kew Botanical Gardens.

### China

The edible banana originated in China and spread westward, travelling via Asia Minor and Africa.



### Panama

In 1919, 7 million boxes of bananas were shipped from Almirante.

### Ecuador

Over 27,000 hectares of banana crops were destroyed between 1982 and 1983 due to unusually heavy rains, but Ecuador quickly regained its status as the world's largest exporter.

### Africa

In the sixteenth century, travelers, then traders, introduced the banana to the west coast of Africa.

### India

In India, banana has been domesticated for about 1000 years. It is featured in the famed Ajanta and Ellora sculptures (300 to 400 B.C.).

# Wanderlust fruit





Between the time a tissue-cultured banana plant is established and the time its bunch of fruit, which weighs on average 30 to 35 kg, is picked, it takes 9 to 12 months. It all starts with soil preparation, which includes clearing the ground, and soil enhancement practices. Then comes weeding, pest and disease management, and drip irrigation, as well as planting and fieldwork. The preparation of the land is crucial to the entire process. Only after this is completed does the plantation begin.



Some bananas are pre-packaged into bags to meet the needs of certain buyers. Pre-packing is generally undertaken of tiny banana fruits.



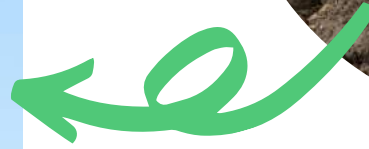
The bloom emerges in the sixth or seventh month. This is the point at which numerous actions are undertaken in order to sell the fruit. To determine the anticipated harvest and transportation plans, the blooms are first counted. Finally when bananas turn green & of appropriate size, they are harvested. The gathered bunches are carried to a packing shed, where they are processed, examined, and split into smaller market-friendly bunches. Bananas that do not satisfy quality requirements are generally sold locally at a cheaper price or fed to livestock.



The buyers usually come in and check all of the product before negotiating the prices. Buyers come to the farm during harvesting to harvest the required quantity. The rate is generally determined by the market conditions and is influenced by various factors such as size, softness, variety etc.

## Process of cultivation

# Conventional Suckers



## WHY TISSUE CULTURE?

### Tissue culture





## TISSUE CULTURE

- Plants are of the same age, height and variety.
- Plants are healthy and fresh.
- Tissue cultured Banana plants have all properties of the mother plant.
- There is a certainty of getting more production by selecting a mother plant whose production is higher.
- The crop is ready to harvest in 9 to 12 months.
- Crop growth is uniform.
- Due to the short duration of the crop, water, wages and other expenses are cut.
- Three such crops can be taken in 28 to 30 months, one main crop and two ratoons.
- More production, more economic profit.

## CONVENTIONAL SUCKERS

- There is an uncertainty that all plants will be of the same weight, of the same variety.
- It is not certain that the plants and tubers will be free from pests and diseases.
- Variation in tubers does not ensure more production.
- The crop is ready in 15 to 16 months after planting.
- Crop growth is not uniform.
- Due to the longer duration of the crop, the expenditure on water, wages etc. is more.
- In 30 to 32 months, it is possible to have only two such crops, one main crop and one re-crop.
- low production low economic profit

# FUN FACT

The banana is a unique plant, ideally its a herb, as it regenerates itself. The mother plant gives production only once and it regenerates itself in new sideways stalks. The stem's subterranean portion (also known as the bulb, stump, or rhizome) sends forth new shoots, and each shoot can develop into a fully-fledged banana plant, either as a successor to the mother on the same stump, or it can be uprooted and planted elsewhere.





# SPOTLIGHT

## A DREAM REALIZED!

A small-scale farmer from Burhanpur has been practising traditional sucker banana cultivation for several years. Manohar dada is following in the footsteps of the majority of banana growers who use conventional suckers as their plantation method. Tissue cultured plants, considered a contemporary horticultural method is still not practised because of considerably higher cost of purchase.

Says Manohar dada "I has always admired how other farmers have adapted tissue culture plantation, and it was always a dream of mine to do the same. But how could I afford the sapling, which costs me three times the suckers variety?"

Dada concludes with a tear in his eye- "I am forever grateful to Mayank Gandhi & Global Parli for helping us achieve this dream and providing tissue culture plants at the same rate as sucker variety."

“ This movement has enlightened a new ray of hope within me!

# THE BIGGER PICTURE!



The current volume of banana plantations in the globe is difficult to obtain, given the fact that the majority of banana plantations are carried out by small-scale farmers who subsequently sell their produce in the informal sector. For the last two financial years, fresh bananas have become India's second most exported fruit, have grown about threefold from Rs 355 crore in 2017-18 and surpassing the Rs 1,000-crore threshold for the first time. India's banana exports increased by 41% from Rs 710 crore the previous fiscal year.

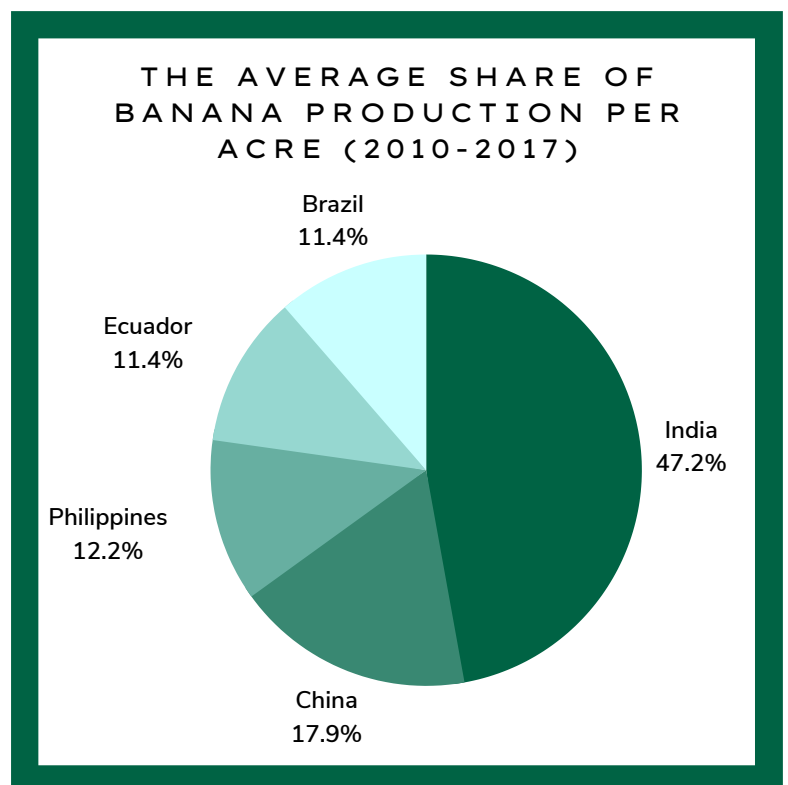
The increasing consumption requirements of rising populations in developing countries have been the main driver of rapid production as the world population has surpassed 7.5 billion people.

As a result, top producers such as Brazil, Philippines, and India, are also top consumers,

Major producers have mostly increased harvested area to meet rising demand.

These countries have improved agricultural production with the use of more advanced and modern techniques such as tissue culture plantation.

In response to a rapid increase in domestic demand, India and China are among the countries that have pushed the most rapid production in recent years.





## Some interesting facts about the banana tree

- ITS CALLED A BANANA TREE BUT ITS NOT RATHER IT IS A MASSIVE HERB WHICH CAN GROW UP TO 15 METRES HIGH. IN FACT, IT IS THE LARGEST HERB IN THE WORLD.
- BANANAS COME IN ALMOST 1000 DIFFERENT TYPES ACROSS THE WORLD.
- WHEN THE LEAVES UNFOLD, THEY STACK ONE ON TOP OF THE OTHER TO PRODUCE THE STALK, WHICH RESEMBLES A TREE TRUNK BUT DOES NOT CONTAIN ANY WOOD.
- THE DOMESTICATED BANANA GOES BACK MORE THAN 1000 YEARS IN INDIA. IT IS DEPICTED ON THE FAMOUS SCULPTURES OF AJANTA AND ELLORA (300 TO 400 B.C.).

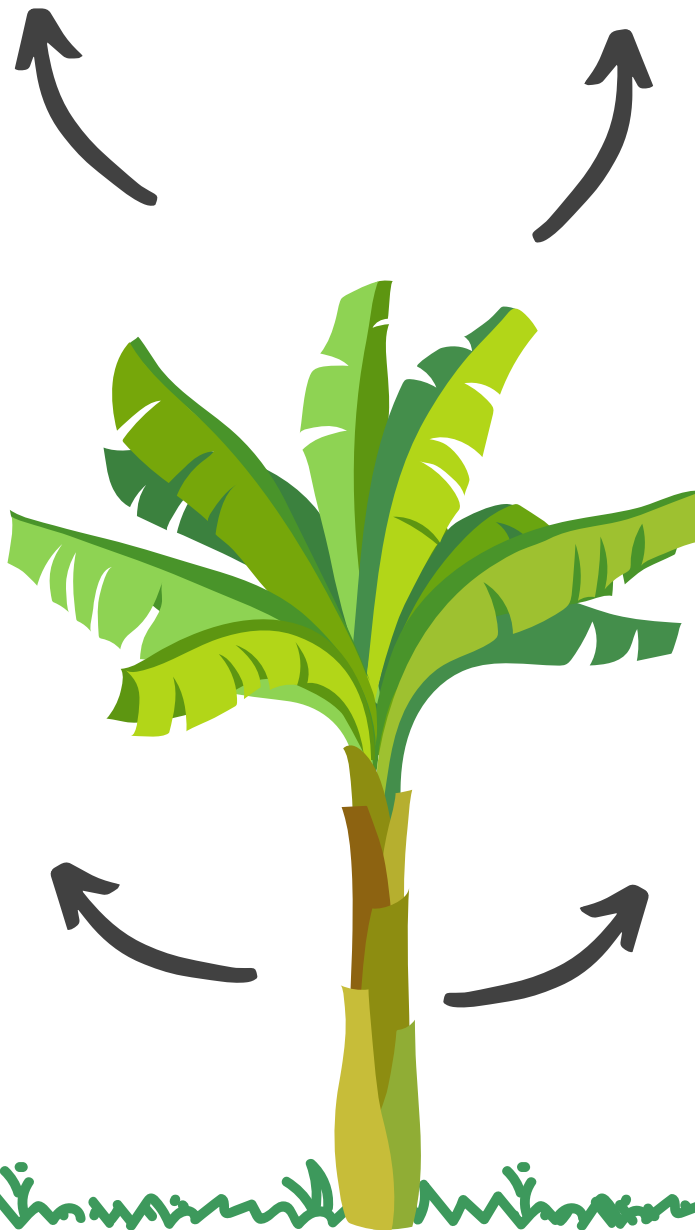
# Nothing gets wasted...

## Banana Leaves

Leaves are used extensively for weaving baskets, mats, food wrapper for marketing and cooking, coverings over food, tablecloths, and plates for eating as well as cup for drinking soup. Traditionally, in banana growing areas of India and Sri Lanka, people take food on banana leaves

## Banana Fruit

Banana is highly nutritious and easily digestible than many other fruits. Digestion time of banana fruit is less (105 min) than apple (210 min). Bananas are popular for aroma, texture and easy to peel and eat, besides rich in potassium and calcium and low in sodium content



## Banana Stem

Banana fibres can be used as natural sorbent, bio-remediation agent for bacteria in natural water purifier, for mushroom production, in handicrafts and textiles when mixed with paddy straw. It is also used in production of marine cordages, high quality paper cardboards, tea bags, string thread, high quality fabric material, paper for currency notes, and good rope for tying purposes.

## Banana Flower

Also known as kele ka phool, banana flower is used in some Asian cuisines. The flower can be eaten both raw and cooked - in form of salad, soup or sabzi. It is rich in vitamin c, beta-carotene, protein, fibre, calcium, phosphorus, iron, copper, potassium, magnesium, and more. Banana flower, or banana blossom, is a traditional remedy for menstrual cramps.



# SPOTLIGHT

## Fruit of Happiness

R M Patil from Marathwada region shares his fruits of happiness with all of us. He joined our mass plantation drive in 2019 and received mango saplings at a subsidised rate from us. Subsequently he received intensive training sessions.

On 5th June, 2021 he sends us a video of his children enjoying the first fruiting of mangoes. This simple act of plucking a fruit gives their children and family great joy, not because it is a tasty fruit, but because it is the result of their patience, hard work.

Such joyous occasion is what we at Global Parli dream for.

We are not planting trees,  
we are planting lives

## SHRIKANT DADA'S EXPERIENCE WITH COMPLAINT REDRESSAL

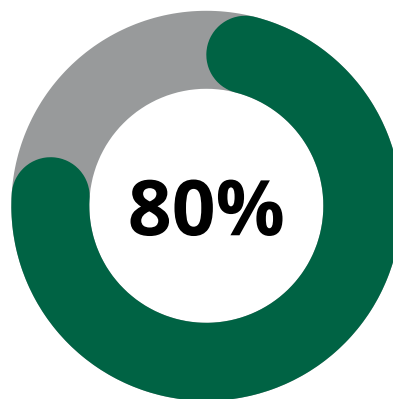
One of our farmers recently planted papaya saplings this season, but several of his plants started showing symptom's of viruses. On May 29, 2021, Shrikant dada asked a question on the Global Parli Papaya WhatsApp group.

Our team of experts got to work as soon as the complaint was received. Mr Satish Burange sir (horticultural plantation specialist) guided him. He was prescribed the necessary medication. The entire issue was addressed using an online method, making the best use of technology.

The recommended treatment began to have benefits, and the plants' growth is now better.



### GLOBAL PARLI'S COMPLAINT REDRESSAL MECHANISM



**Total complaints**  
**310**

**Resolved**  
**250**

**Not resolved**  
**60**



# STAR VOLUNTEER

Hi, my name is Rohith. I am from Kerala and I work as a Consultant with a firm in Bengaluru, Karnataka. While I have been a "keyboard warrior" for many years now, expressing my opinion on a number of issues on social media, I found that only doing so didn't help. I wanted to do something more meaningful for the society and country at large.

Since agriculture is the backbone of our country and more than 50% of the population depends on an agricultural income for their livelihood, I wanted to contribute to this sector. That's when GlobalParli caught my eye.

I found that Global Parli is a grass-root level organisation with a network of more than 6000 farmers across Maharashtra and Madhya Pradesh. It connects farmers to agri-tech startups that innovate products capable of changing the landscape of agriculture as we know it.

This symbiotic relationship directly benefits both farmers and startups and helps them grow their businesses. Inspired by this idea, I became part of the GlobalParli. Globalparli has helped me fulfil my purpose. I don't think there is a better way for me to contribute my very little to my country, that too from the comfort of my home!



# The 15th-anniversary of BNI Pinnacle goes green!



On the 14th of June 2021, BNI Pinnacle Network of Business, professionals completed their 15th anniversary of networking. On this occasion, the LT (Leadership Team) decided to celebrate this by pledging a plantation of 150 fruit trees with Global Parli's Palghar project.

150 Papaya Fruit trees were planted in the name of BNI Pinnacle. It started with them visiting the farm in Appawadi of the farmer Dashrath Patil. Prem Raval, who was coordinating for this visit, began the introduction between farmers, guests and an overview of Global Parli's work since its beginning in 2016. One of our staff members, later shared about our role in empowering farmers. Followed by the farmer himself sharing some thoughts and guiding everyone to plant papaya saplings, step-by-step. The farmer later served the guests with fresh, juicy mangoes. The BNI team promised to inspire others to join this movement.

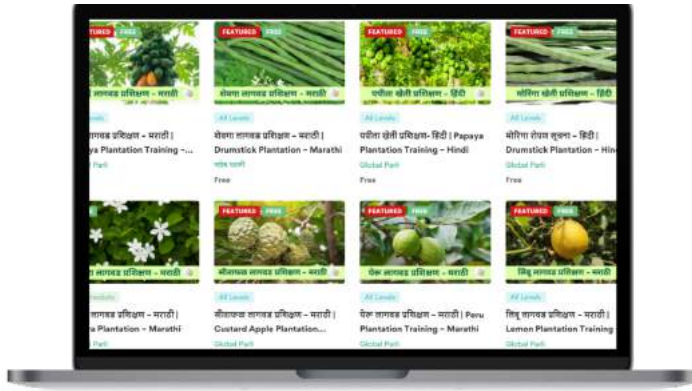
The President of BNI Pinnacle later sent an heart-warming email- *"Thank you to our fellow pinnacelite Prem Raval and Mayank Gandhi, who helped us make this possible. Gratitude to you and your entire team for doing this noble cause of uplifting the farmer's income and we, Pinnacalites are fortunate to support this."*



# UPGRADE 2.0 ON FARMER TRAINING LMS



*There are three things that convert farmers into successful ones, TRAINING, TRAINING, and TRAINING.*



We are pleased to announce that Global Parli's Farmer Training LMS (Learning Management System) is now upgraded with 3 new fruit plantation courses, namely Lemon, Custard Apple and Guava.

The courses are designed in a step-by-step approach to include every submodule within the course. All the courses are segregated into 3 topics: Pre plantation, During plantation and Post plantation. Apart from the interactive videos, it is supported by subtitle like descriptions in the form of an explanation

Now, our platform is more information and content-rich than ever, thanks to Mr, Satish Burange and our on-ground team.

These days, when our staff interact with farmers during the distribution of saplings, installing the Farmer Training LMS is one of the tasks in the checklist of distribution to assure it is used by everyone. Especially, during these times of COVID, when training and support could have come to a halt, our team is making sure, our farmer training plan never gets hindered.

We look forward to adding more and more valuable content on our training app, to benefit as many farmers as possible. Next, we also aim to include more languages apart from Marathi and Hindi.

We also collaborate with agri-universities and related institutions to join our initiative of empowering farmers by educating them with the needful technical aspects of the plantation.

# INSTALLATION OF SOLAR PANEL



**Solar water system inaugurated at Galacha Pada, Wada**



Palghar faces a major shortage of water. Global Palghar has begun to work on water management and plantation at the same time. Galachapada, Wada in Palghar district, is getting 14 solar panels installed. Water from the river will be supplied to 20 farmers on 10 acres via a solar pump in farms where water is scarce. It can be used in the absence of electricity being it is on solar.

This solar water system was recently inaugurated by Global Palghar in collaboration with Rotary International. Assuring continuous irrigation water connectivity across our working regions will make farming easier for farmers. Hima Dalal, Club Secretary, and Dr. Manoj Patel, Club President, were among the Rotarians who attended.



# WORLD ENVIRONMENT DAY CELEBRATION

Our Global Parli team held celebrations on June 5th. As part of the celebration of World Environment Day, the Global Parli team in Madhya Pradesh decided to reach out to various stakeholders and encourage them to participate in a tree-plantation drive.



Officials from the Bhopal Lions Club took part in this project, which was led by our regional working team. In addition, government representatives from the horticultural department and the DDA office were also invited. Planting of fruits has also taken place on their campus. Raisen's KVK (Krishi Vigyan Kendra) took active participation of this initiative and contributed to a better environment.

“ Together with them, we took one more step towards a green environment.





# STORIES FROM OUR FARMERS



Captain Dilip Kopikar & Dr Vidya express heartfelt thanks to Mayank Gandhi and the entire Global Parli, Palghar team for our initiative to empower farmers. "We are grateful to Mayank Ji for initiating this plan to increasing farmer incomes by not just providing subsidized plants with training but also hand-holding every farmer like a newborn adopted baby, with all the necessary guidance and care. If we had 10 such Mayank Gandhis, India can definitely overtake Israel in the field of Agriculture."

This veteran duo was inspired to witness our plan and decided to procure some saplings themselves so that they can set an example for other farmers. They appreciated how our staff coordinated every aspect of fruit tree plantation.

Our team gave them an overview of our operations in other working regions and our initiatives to benefit farmers in different spheres.



Scan this QR Code to hear more about their experience on YouTube.





# SAPLING DISTRIBUTION







## MAYANK GANDHI

Mayank Gandhi started his career as an International urban planner.

In 2011, he was part of the leadership of India against Corruption (IAC) movement and Aam Aadmi Party (AAP)

In 2015, he quit politics and dedicated his life to Nation Building. His trust chose 106 villages with the highest suicides, droughts and poverty villages in Marathwada, Maharashtra.

He has created a proof of concept model with 360° village development, water harvesting, and multiplying farmer incomes by over 20 times, by changing cropping patterns, training, and cluster plantation. Already 90 lakh trees have been planted in the last two and half years in the poorest areas of the country viz Marathwada, MP, and Palghar.

Through his Rural Economic Revolution model with Global Parli, he believes that India can be transformed by multiplying farmer incomes.

## INDIA CAN WAIT NO MORE

# THANK YOU



**You can connect with us at**

 [connect@globalparli.org](mailto:connect@globalparli.org)

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