

GLOBAL PARLI

**A Mission to Transform India
Through Rural Economic
Transformation**

www.globalparli.org

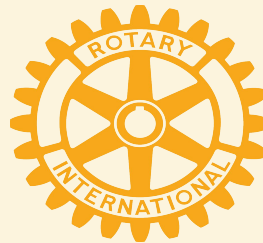


VOL - MARCH 2021

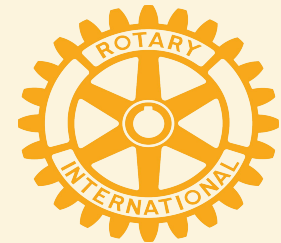
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**INDIA CAN WAIT
NO MORE!**



4.25 Mn+

Fruit Trees Planted till

March 2021



FROM MY HEART ...



Dear friends,

As you know our mission is to Increase Farmer Incomes to over **1 lakh Rs. per acre, per annum** from the existing range of Rs 10-40 k per year. In the month of March 2021, we focused on collaborations and partnerships with relevant stakeholders that can benefit with our farmers. For instance we collaborated with **NinjaCart** who have a monthly requirement of 300 tonnes of water melon. This is a big achievement in supporting our goal to fetch the best rates for our farmers' produce. NinjaCart is also setting up a procurement centre in Parli.

We began another big initiative to connect farmers with startups through our **AgriGate** challenge in collaboration with Atal Incubation centre. It is a program to create ecosystem of startups for market access to 7000 small and marginal farmers. It's a first of its kind program at this scale.

Our initiative of 360 degree **training for farmers** has seen a significant progress including dedicated training for Beekeeping, Soil Health and digital outreach. Our farmer training app on android has secured 120+ new installs. With such a scale of operations and systems, we aim to become the go-to solution for farmers across India.

Love,
Mayank



MARCH 2021

Activities



11,18,898 Saplings

609 Farmers

1056.48 Acres



Reach till March 2021

FARMER COMPLAINTS TILL MARCH 2021

Total Complaints – 150

- **Resolved – 127**
- **In Progress – 23**

Our dedicated support over WhatsApp, phone call and in-person communication assures complete support to farmers.



MONTHLY ACTIVITIES

1. Launch of AgriGate (Startups x Farmers)
2. Collaborations
3. Farmer outreach – Parli, Palghar & Raisen
4. Madhya Pradesh Visit
5. Visit to Jabalpur University
6. Palghar Visit
7. Beekeeping Training Session
8. Exposure at Krishi Mela, MP
9. Staff training
10. SM Report

Launch of AgriGate

For forward linkages, along with **Atal Incubation Centre (AIC)**, a part of NITI Aayog, we are starting a new initiative to help us create a sustainable and scalable development model for farmers.

AgriGate - A program to create ecosystem of startups for market access to 7000 small and marginal farmers. It's a first of its kind program at this scale.

The objective is to create a Sustainable Forward Market Linkage Ecosystem through collaboration of Institutions namely- NGO/ FPO, Incubator, Venture Capitalists, Corporates, Social Marketing Enterprise, Market Operators and Start-ups with due support from Government agencies. The end customer for all these institutions is Farmer and success criteria is increased incomes. The current Market Access for Farmers provides enormous opportunities of collaboration and innovation. With this Forward Market Linkage challenge, Global Parli and AIC- RMP are inviting existing Market operators and Market Ready Start-ups to be part of the ecosystem that promises to be one of the largest organized effort of collaboration

We hope to forge partnerships and networks with academia, industry, funding sources and other incubators.



Global Parli's

AG ₹ IGATE

Accelerator for Agri Innovators & Farmers

Powered by AIC - RMP



Launch of AgriGate

Forward Linkages

We know that the biggest problem for any farmer is Marketing. So there are multiples sources through which we are bridging this gap. Some of the key factors that we are working on current includes the following:

- Procurement centres
- Grading sorting packing
- Robust supply chain management system
- Storage capacity
- Food processing units
- Chilling Plant & cold storages
- Connection with wholesalers and retailers
- Facilitating exports of fresh produce

We have recently collaborated with **Ninjacart** and **Sabzee Fresh**. Ninja Cart has already procured 10 tonnes of water melon from our farmers, they have a monthly requirement of 300 tonnes for Nagpur & Indore market. They will be opening their procurement centre in Parli soon. Inquiry from others.



Forward Linkage

Farmer outreach - Parli, Palghar & Raisen

- Farmer outreach is at the core of Global Parli operations, across all our regions in Marathwada, Palghar and Raisen.
- Our on-ground team, while on the survey, collects the following intel for us to assist the farmers personally:
 - Farmer ID, Name, District, Taluka, Village, Mobile no etc.
 - Fruit plant in practice
 - Count of Good fruit plants, Damaged Plants (if any)
 - Status of Drip Irrigation & Mulching
 - Soil Report
 - Whether the Training Book & App is shared with the farmer
 - Overall Survey Status

We use all this information to regularly keep a check on our project status and optimize the operations accordingly. We cover this across 8 districts of Marathwada, entire Palghar district and 5 districts of Madhya Pradesh



Madhya Pradesh Visit

Madhya Pradesh being one of our important regions of groundwork since last 1 year, now we plan to scale our operations to embrace more beneficiary farmers.

Therefore, for further planning and operational strategy of mobilisation, our team visited all the key places across 6 districts covering Raisen, Hoshangabad, Vidisha, Sehore, Bhopal and Narsinghpur.

We now have a system in place where our staff is guided by experienced Agronomists and horticulture scientists with the needful management and technical skills.



Madhya Pradesh Visit

Visit to Jabalpur University

Jawaharlal Nehru Krishi Vishwa Vidyalaya (JNKVV) is a public university in Jabalpur, Madhya Pradesh, India specializing in the field of agriculture. It is recognized and accredited by Indian Council of Agricultural Research (ICAR). At present, the University holds an area of about 1,544 ha of land. The University is serving 25 districts of Madhya Pradesh through 7 colleges of Agriculture, 1 college of Horticulture and Agricultural Engineering each.

Our team met the dean of Agriculture, Dr. Dharendra Khare. To promote the Global Parli model in Madhya Pradesh some assistance from JKNVV will be provided such as :

1. Guidance: various fruits, suitable soil and climate, FPO formation, etc.
2. Training: pre-plantation, plantation, post plantation activities, farming allied activities (apiculture), etc.
3. Recruitment: staff for guiding and assisting farmers at ground level
4. Extension: farmer's helpline and single window interaction.



Visit to Jabalpur University

Palghar Visit

So far our team has reached several farmers across Palghar region in Maharashtra to encourage them to join our project in order to increase their income which will take us closer to our goals of Nation Building.

This month we had a couple of fruitful visits in palghar, where we intend to work on the major issue of water scarcity which is currently emerging. Around 10 to 15 organisations who are actively working on the similar issue came under a single umbrella to name it Global Palghar.

Fruit plantation in palghar kick started as our mobilisation team took a challenge to plant around 10 lakh trees in this year.

We have already started receiving plantation requests from farmers there.





Latitude: 19.665335
Longitude: 73.25148
Elevation: 113.28±12 m
Accuracy: 7.8 m
Time: 19-03-2021 17:45
Note: जोशिपाडा, Tal :- wada, dist :- Palghar

Palghar Visit

Beekeeping Training Session

"If the bee disappeared off the face of the Earth, man would only have four years left to live." Albert Einstein.

Our farmers are being trained by various experts on introducing Apis Mellifera bees in their farms. Increased pollination leads to higher fruit and flower production by over 25% & also makes lots of honey.

Our team organized a three day beekeeping training session for farmers in Parli region in partnership with KVK Ambajogai. This is under our initiative to "Increase Farmer Incomes" at large.

22 farmers successfully completed
training and took beekeeping

Training ended with Q&A session feedback and post assessment in presence of Mayank Gandhi.





Beekeeping Training Session

Exposure at Krishi Mela

On 14th of March 2021, people gathered in thousands for the Annual **Krishi Mela** organized by KVK Raisen, Madhya Pradesh.

Following were the highlights of the event:

1. Demonstration of latest technologies developed by different institutions in Agricultural activities
2. Demonstration and marketing of different types of seeds / plant materials / fertilizers etc.
3. Demonstration and marketing of quality products prepared by model farmers
4. Branches and livestock
5. Display and marketing of agricultural products at affordable prices.
6. Discussion on the empowerment of youth for technology based farming.
7. Farmer speeches / Agricultural Knowledge / Cultural Function
8. Live demonstration of agricultural techniques



Latitude: 23.303793
 Longitude: 77.919356
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 Accuracy: 2916.0 m
 Azimuth: 162° (S)
 Pitch: -4.2° (-1.6°)
 Time: 14-03-2021 10:40

Note: Krishi Mela/Mobilization KVK Raisen

Powered by AngleCam

Exposure at Krishi Mela

Staff Training

We believe training is an essential part not just for our farmers but also our working team on ground. We constantly arrange training sessions to boost the productivity of our team

The ground team was trained to learn the best practices of fruit trees plantation.



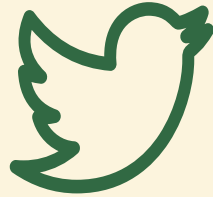


Staff Training

SOCIAL MEDIA STATISTICS



FACEBOOK
8,743



TWITTER
35,400



YOUTUBE
24,500



THANK YOU

✉ connect@globalparli.org



To know more,
Watch the Transform India
short film on YouTube