



# GLOBAL PARLI

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

[www.globalparli.org](http://www.globalparli.org)

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# FROM MY HEART

In rural India, the number of people living in extreme poverty has slowly declined over the last two decades. Rural income inequality, on the other hand, has increased during the same time span. The rural economy's makeup has shifted significantly as annual growth in the non-farm sector has risen.

In terms of annual increase, the non-farm sector in rural areas has outpaced farm-based jobs. Non-farm employment currently accounts for 40% of all jobs in rural areas, increasing non-farm income opportunities and economic mobility.

Agriculture, however, remains the primary source of employment, with agriculture employing the majority of India's rural population. We have been working hard to develop the potential of rural farmers in order to motivate them. Our model's key emphasis is capacity building, so we educate farmers about how to develop and maximize their productivity. We want to expand much further, but our idea of development isn't based on numbers; rather, it's based on acquiring experience and insight. Despite the problems raised by the COVID-19, we have remained committed to our objectives and look forward to a better India.



**Mayank Gandhi**

FOUNDER - GLOBAL VIKAS TRUST



**65 LAKHS  
PLANTATION IN THE  
PAST 2.5 YEARS**

**INDIA CAN WAIT NO MORE!**

# ON THE ROAD TO NATION-BUILDING, A SIGNIFICANT LANDMARK ACHIEVED!

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We announced in 2019 that we will work with farmers to plant one crore fruit trees in three to four years, raising their annual income from Rs 10,000 to 40,000 per acre to at least Rs 1,00,000 per acre while also transforming the environment. One of our objectives was to achieve rural economic transformation through a thoughtful, constructive people's movement that would change India with scale, speed, and focus.

In the last 2 years, we had planted 30.91 lakh trees, which was a significant accomplishment (2019 - 11.85 lac and 2020 - 19.06 lac trees). This year, our team decided to set an ambitious goal of completing One Crore by the end of 2021, which contributes to a target of 70 lakhs for this year (51 lakhs Marathwada, 7.5 lakhs MP, and 12 lakhs Palghar).

**THIS MONTH, WE CROSSED A TOTAL OF 26 LAKHS IN PLANTATION, FOR A GRAND TOTAL OF 65 LAKHS IN THE LAST 2 AND HALF YEARS.** Will we be able to surpass another 35 lakh plantation this year? "Do your best and leave the rest to the Divine," Krishna told Arjun, "without worrying about the consequences."

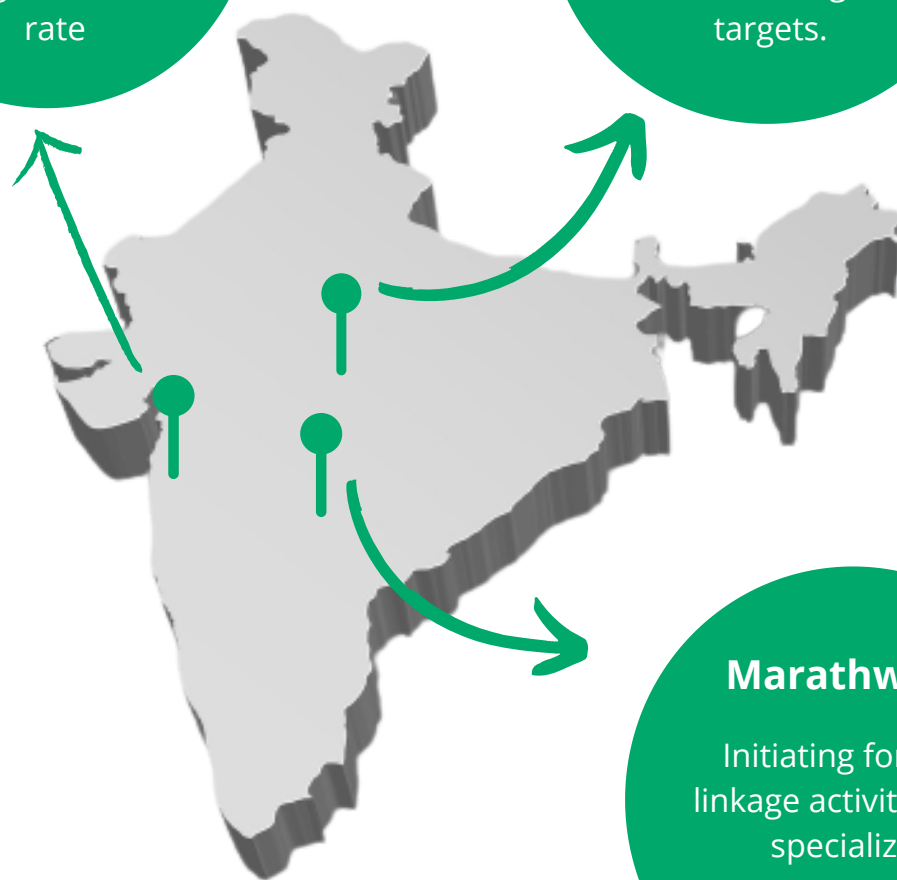
# REACH IN THIS SEASON (JAN-MAY 2021)

## Palghar

Targeted large scale plantation of Mogra and providing saplings at minimum rate

## Madhya Pradesh

Plantation of Banana on a big scale with a focused aim of exceeding annual targets.



## Marathwada

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



**26,09,821 Plantation**



**1,581 Farmers**



**1,979 Acres**



# WE WORK IN

**2**

**States**

**15**

**Districts**

**1500+**

**Villages**

**7500+**

**Farmers**





# NATIONAL OUTREACH

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As a part of replication and scaling up, Global Parli's team consistently engages with different stakeholders. This month, our chief trustee Mayank Gandhi addressed the Delhi rotary chapter. An audience of well-known industry leaders and entrepreneurs were briefed about our journey and plans. Some excellent suggestions regarding how industries can contribute to our project were received.

We've also joined the BNI Pinnacle chapter to spread the word about Global Parli. Prem, one of our members, attends each weekly meeting using this platform, sharing the Global Parli philosophy and attracting like-minded businesses, communities, and individuals to join us in our nation-building quest. People normally express their desire to be a part of our project by contributing as much as they can. Our farmers would directly benefit from this because we now have a platform to connect with these enterprises. For example, Gokul Menon, the owner of Fresh First, a BNI member, is interested in partnering with our farmers to procure seasonal fruits at the best price and in a win-win situation.

**Launch of a comprehensive Mahiti Pustika for farmer's covering various areas of plantation techniques.**

**Our most essential aspect is online capacity building sessions to keep farmers prepared for future challenges.**

**Farmer mobilisation using phone calls and online farmer meetings, keeping lockdown restrictions in mind.**

**Using technology, farmer's associations, and social media to reach out to a large audience.**

**Use of technology, such as electronic tablets, to make mobilisation easier and more digital.**



# HOW THE SECOND WAVE HAS AFFECTED FARMERS!

When compared to the previous season, 60% of the yield was lost, with 40% of it attributable to lockdown concerns.

Last year, 38% of farmers paid for their own transportation; this year compared to 64% of farmers

However, 56% of the farmers anticipate problems with sowing in the upcoming season. Due to high capital costs, scarcity of inputs, and labour shortages, farmers' capacity to plant this season has been hampered.



# Global Parli's initial response to this situation

Farmers are experiencing extreme problems, including a lockdown, bank closures, a lack of buyers and sellers, and transportation issues. Their anguish is obvious. How much more can farmers suffer if they feel helpless in the face of nature's fury?

To begin, our trust has decided to increase banana subsidies immediately. The top-grade G9 tissue culture **banana plants can be purchased for Rs 5/-** per sapling (inclusive of all costs). Bananas produce a net profit of roughly Rs. 2 lakh per acre in the first year. We've also **reduced the price of papaya saplings to Rs. 9/-** for all the regions.

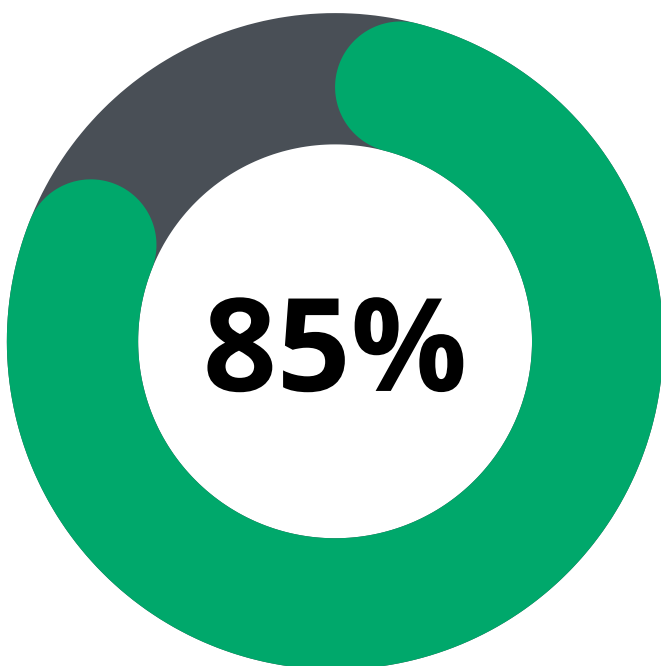


# COMPLAINT REDRESSAL

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We at Global Parli have built a unique farmers' complaint redressal mechanism to provide farmers with 360-degree support to overcome any difficulties they face during the plantation. It is designed in a smooth easy to use method where the farmers can resolve their complaints over whatsapp while at the same time, the back-end data management is thoroughly maintained.

To perform this, separate WhatsApp groups are created for each fruit, region-wise to understand individual farmer issues better and resolve the same. A robust farmer complaint mechanism is in place, ensuring that our senior advisors and technical experts address all farmer issues on real-time basis.



**Total complaints**

**233**

**Resolved**

**198**

**Not resolved**

**35**

# Amol dada's experience with complaint redressal



One of our farmers, Amol Munde, initiated his Papaya farming on 15th Jan 2021. He then went through an unpredictable scenario where he witnessed the bending of leaves and flower dropping. The condition got elevated on 3rd May 2021.

Amol posted a query explaining the whole situation on our WhatsApp group. As soon as our representatives got his complaint, it was then addressed by our team of technical experts. He was prescribed appropriate medicines by our senior expert Mr Satish Burange.

"One of the biggest challenges to a farmer is the lack of availability of expert when our fields are attacked by pests. Much like a doctor is needed for treating human disease, so does a plant," says Amol. "After posting my complaint on their WhatsApp group, within moments the remedy was suggested and their representative reached out to me. I am grateful to the Global Parli team for standing by farmers always."



# WHY CAPACITY BUILDING?

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Capacity building of the farmers is one of the most crucial activities allied with the 360-degree development of farmers. Our main objective is to ensure that farmers receive the best quality of training from the most qualified experts in the respective fields. At least 6 training sessions are provided based on different aspects of plant life-cycle. These are complimented by regular personalized field visit and one-on-one query resolution by the expert. As part of the training, we also organize field visits (non-covid times) of interested farmers to Parli 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 practising horticultural farmer.

Staying updated with the upcoming technology is another essential aspect of training. We ensure that our farmers receive the benefit of all modern horticultural practises while at the same time ensuring that such practises/innovations are adequately tested in the local conditions by agricultural institutions such as Krishi Vigyan Kendra (KVK), agricultural universities, department of horticulture/agriculture, etc.

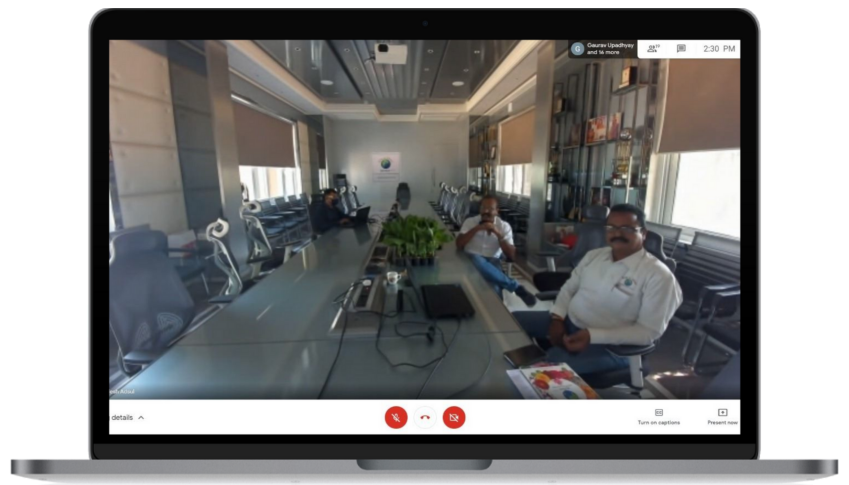
# BANANA TRAINING

## (3rd May)

A recent report showed that banana exports stood at ₹1000 Crore. Their exports has surged by 41% in 2020-2021. India is the largest producer of bananas with annual output of 30 million metric tonnes accounting for 28% of global production. At Global Parli we intend to undertake Banana plantation on a massive scale. Providing accurate and expert banana plantation techniques and necessary corresponding training is our priority.

In India, traditional banana plantation (sucker plantation) is still undertaken. There is a strong need to shift them to modern tissue culture plantation. Baring few exception, plants produced through tissue culture are mostly free from pests and diseases. There are many further benefits to using tissue culture plants as well including higher productivity, less harm to the environment etc.

On 3rd May 2021 our experts on banana tissue culture plantation conducted training session for all the farmers as well as our ground staff. The training was undertaken to educate them about the pre plantation and plantation techniques. 3 different sessions were organised with respect to the three regions, Marathwada, Madhya Pradesh and Palghar. The session ended with a Q&A session when all the questions raised by the farmers were answered.





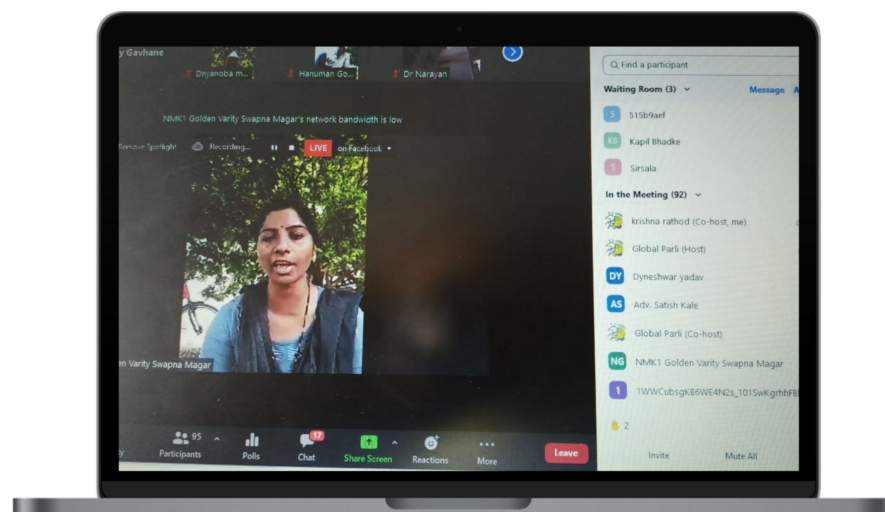
# CUSTARD APPLE TRAINING (14th May)

Swapna Tai, enthusiastic about adopting new agricultural practices, began her fruit tree plantation from custard apple. Using innovative and scientific techniques Swapna Tai was able to change the face and manner of how custard apple farming is done.

A self-taught farmer, Swapna Tai decided to share her experience with other farmer friends as well. Starting with a small community initially, today Swapna Tai has trained thousands of farmer across the region.

A role model to many farmers, Swapna Tai regularly resolves farmer queries on our whatsapp groups. She also conducted the training session for Custard Apple farmers on adapting different pruning techniques to increase their productivity. Farmers from all over the Marathwada who have done their plantation in 2019 were being trained.

Say's Tai, "The regular training sessions enable the farmer to not just resolve their queries but also ensure that their productivity is enhanced. I am happy to be associated with Global Parli who gives the best platform for the farmers to regularly enhance their skills and stay up-to-date with modern farming practise."



# GUAVA TRAINING (16th May)

To ensure high productivity guava plants need to be pruned down to a single stem. Pruning the young plants also ensures that their development and structure is uniform and properly maintained. Prior to flowering, judicious pruning of chosen bahar is also suggested.

On 16th May 2021, a training session on the Guava plantation was conducted. The main focus of the training was the different pruning techniques, water requirements, pest management, fertilizer requirements, etc. that allow guava plants to bear higher and quality fruit production.

The training was conducted by Dr Narendra Joshi, Senior Scientist at Krishi Vigyan Kendra (KVK) Ambejogai.



**ग्लोबल परळी**  
अंतर्गत  
"फळबाग लागवड एक सुखद प्रवास"  
ऑनलाईन प्रशिक्षण

  
मयंक गांधी

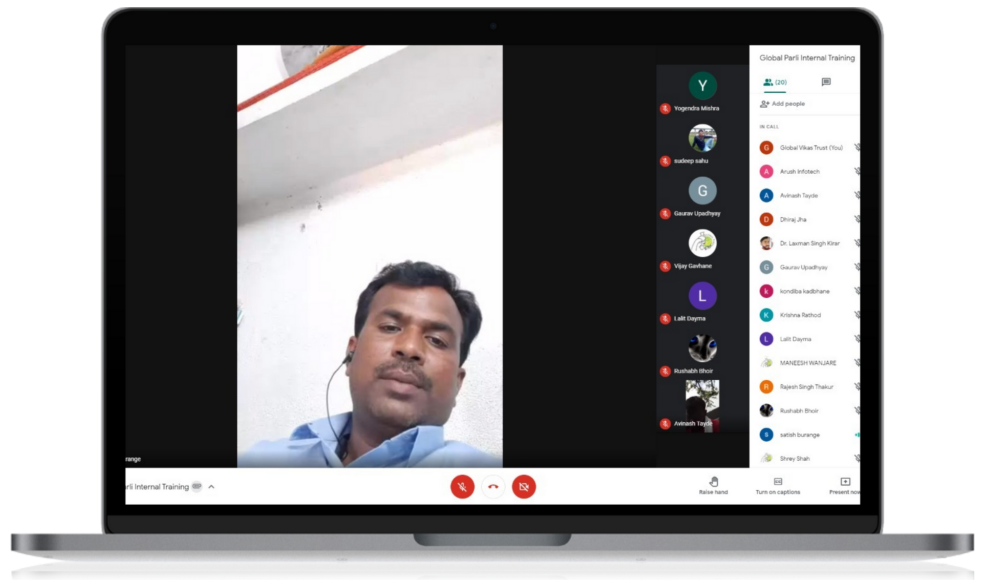
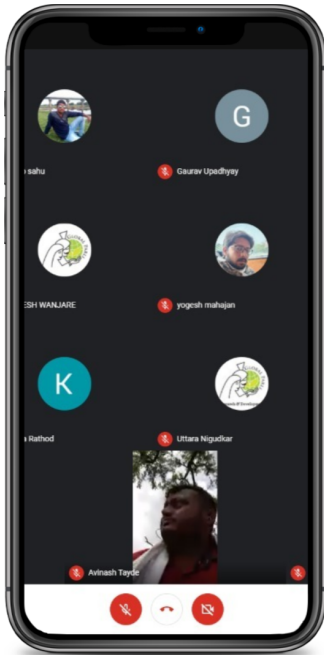
**विषय: पेरू - फळबागेचे बहार व छाटणी नियोजन**







# Training the trainers (29th May)



We believe in training the trainers. One of the most significant tasks in Global Parli is staff training, which keeps the ground team up to date on modern horticulture technology and improves their knowledge and abilities. Internal Team Meetings are for Best Practices, Do's & Donts with respect to processes and operations during the distribution of fruit saplings.

Recently on 29th May, Mr Satish Burange trained our internal team of Marathwada, Madhya Pradesh and Palghar with respect to the management of the supply chain for saplings during distribution. Enhancing the skills and capacity building of the team is what keeps the project going. The project can only continue if the team's abilities and capabilities are improved. This is why internal training is conducted on a regular basis.

# AGRICULTURE ALLIED ACTIVITIES

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Global Parli collaborated with PUM, an organization based in the Netherlands. PUM helps farmers with training, marketing, and other value-added services. They strive to improve farmers' market positions and, as a result, have a positive effect on the economy, society, and environment.

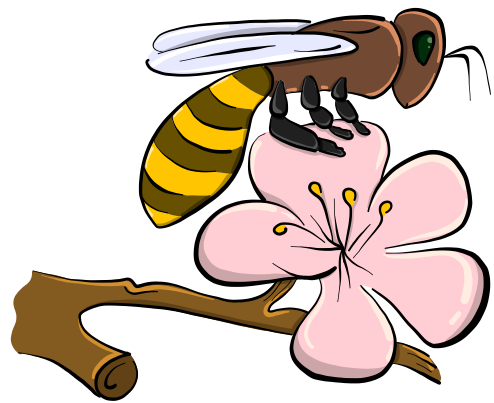
Agriculture and horticulture, livestock production, beekeeping and forestry, commerce and supply chain management, and other fields are included. Global Parli is working to improve our farmers' productivity and preparation, as well as their awareness of effective modern farming techniques, in partnership with PUM.



Additionally, regional Krishi Vigyan Kendras (KVKs) assist farmers as well. Global Parli has collaborated with all regional KVK's who also conduct regular training session in agricultural extension services for the farmers.

# SOME FACTS ABOUT APICULTURE!

Bee pollination enhances the production of fruit crops by up to 80%, and the honey produced by bees provides an extra source of revenue for farmers.



The initial cost of beekeeping is so low when compared to the benefits that a farmer may recover the whole expenditure within a year.

Pollinators also improve the quality of food. A well-pollinated plant produces a fruit that is bigger and more consistent. Plump fruits, for example, indicate adequate pollination.



# Introducing our key stakeholders

My name is Sean Zending, and I participate as a volunteer for a Dutch company called PUM. Volunteers of PUM advise entrepreneurs in developing countries and emerging markets to grow their organization sustainably. My role is to advise small and medium-sized farmers on sustainable and profitable Apiculture.

My first project was assigned to Global Parli. In collaboration with Mr Mayank Gandhi and his team, educate a group of farmers to become beekeepers. The education is centred around swarm management, management strategies to combat pathogens and instructions on honey production and pollination techniques.

We as a team have a mission to improve the participants' socioeconomic status by providing them with the guidelines and instructions for becoming profitable through Apiculture.



**Sean Zending**

TRAINER - PUM

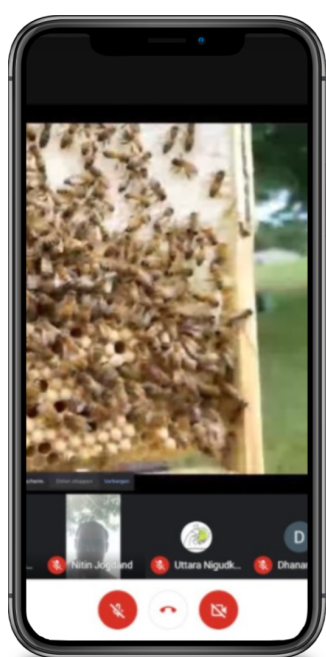
# Apiculture training - 10th May

We had a virtual Apiculture training session for our beekeepers who are also farmers, on May 10th and 26th, 2021. A total of 5 sessions are being held in collaboration with PUM. These sessions give insight on swarm and disease control in order to educate farmers on how to keep bees safe.



This session focused on the proper care and steps that farmers should take. Mr Sean Zedning from PUM led the training. As a special guest, Mr Suhas Panke from KVK, Ambejogai came to watch and direct the farmers.

# World bee day celebration - 20th May



Bees are great pollinators since they spend the majority of their lives gathering pollen, which is a source of protein that they feed to their developing offspring, and their bodies have been adapted to pick up pollen grains. They will perform for long periods of time, produce flowers consistently, and adapt to a variety of climates. On the occasion of World Bee Day on May 20th, Krishi Vigyan Kendra (KVK), Ambejogai and Narsingpur held a session to encourage farmers to take up beekeeping.



## Nitin Jogdand

FARMER AND BEEKEEPER

I belong to a marginally poor family whose stomach solely depends upon income earned through farming. I was curious about beekeeping, but when I became a part of Global Parli and attended one of their five-day training program, I got to know about it in depth with scientific relevance. Due to financial constraints, I could not keep bees, but I immediately gave my approval when the organization came up with the same initiative in 2020.

We were supposed to buy a bee box after training, for which I borrowed some money from a friend and did the needful. Due to the pandemic, expert visits are not happening, but regular follow-up and informative sessions are being conducted despite that. In case of any query, it is resolved immediately.

This initiative gave me confidence that I can handle bees all on my own. I told some of my friends about this, and by looking at me, a couple of farmers showed interest in it. On the occasion of world bee day on 20th May, I celebrated by doing a pooja. I have now understood that if bees survive, we will survive. I am very grateful to Global Parli for providing this innovative opportunity to the farmers.



# FARMERS' LEARNING MANAGEMENT SYSTEM



All Levels

पपई लागवड प्रशिक्षण - मराठी | Papaya  
Plantation Training - Marathi



All Levels

शेवगा लागवड प्रशिक्षण - मराठी | Drumstick  
Plantation - Marathi



All Levels

पपीता खेती प्रशिक्षण - हिंदी  
Plantation Training - Hindi

Global Parli's Farmer Training LMS is a dedicated training platform for rural farmers in India that offers personalized, bite-sized learning content with the aim of empowering farmers and increasing their income.

Features of farmers' training LMS vary from demonstrative videos for different stages of plant growth in local languages to the certification of the compilation of training. This training platform is ready in regional languages to benefit a plethora of fruit and crop plantations. LMS contains an entire course for each fruit available for farmers, consisting of video lectures of each plantation stage starting from soil testing to harvesting.

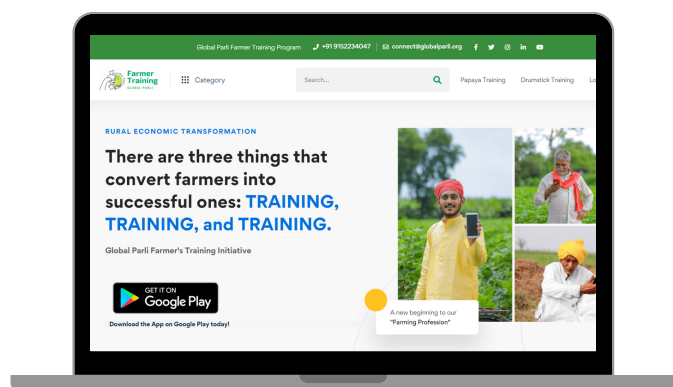
LMS is also conducting a limited test series to assess farmers' readiness to adopt this new technology. LMS is very easy to use and convenient for farmers. It also provides written material for all of the fruits, as well as a detailed explanation for each video. In addition, for a deeper understanding of the individual crop, a comprehensive cost output analysis is given.

# Journey of developing LMS



**Prem Raval**

PR AND TECH CATALYST -  
GLOBAL PARLI



Mayank Gandhi often says, There are three things that convert farmers into successful ones: TRAINING, TRAINING, and TRAINING. And thus, flourished the idea of developing a farmer training LMS by Global Parli.

Our plan was simple, to create a one-stop solution for learning the best practices in fruit plantation farming with practical demonstration, technical guidance, resources about fruit economy and farmer success stories. We started with Papaya & Moringa (Drumstick) plantation Courses in Hindi & Marathi to cater to different audiences across Maharashtra and Madhya Pradesh.

In our case of developing Farmer Training LMS (Learning Management System), we aimed at creating user journeys for farmers that are simple, minimal and yet memorable in terms of farmers being able to resonate with all that they get to learn from our courses.

Here's what one of our farmers shared about his experience "Happy to come across an innovative portal of training which covers A to Z about a particular plantation category, like Papaya." - Sandeep Gitte (Farmer)

So far, we have secured a significant count of App installs (LINK) with over 1400+ views of our first course for Papaya Plantation. We are looking forward to adding more courses and functional features to ease learning and growth.

Your ideas are welcome!

# RESULT OF HARD WORK AND EFFORTS

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Madhya Pradesh, a new region was introduced to us in 2020. We began working there, but COVID-19 proved to be a significant stumbling block. We were in a new location and were unable to contact farmers in various areas.

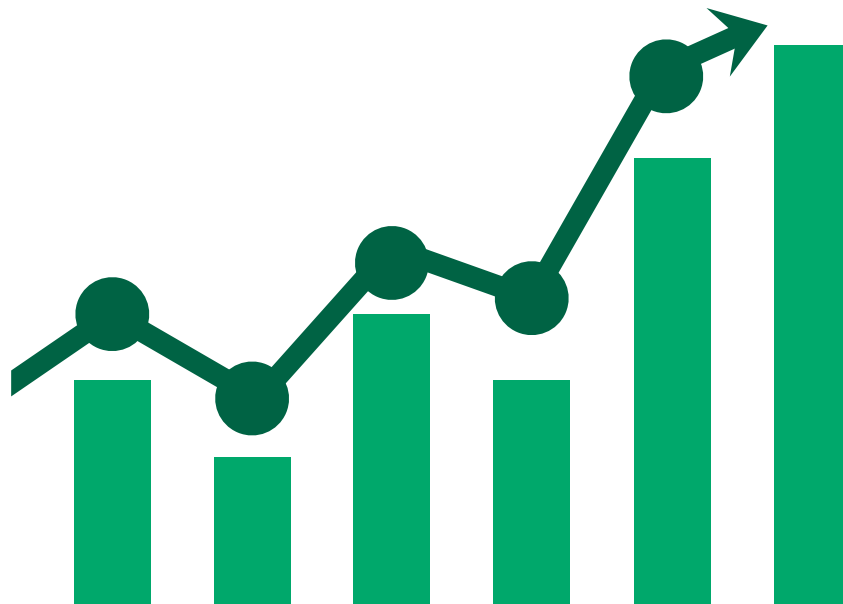
Fruit saplings were difficult to grow in Raisen, Vidisha, and other areas of Madhya Pradesh due to excessive heat in the summer and cold in winter. Not just that, but the Locust (Tiddi) attack had a major impact on these areas. These insects destroyed the saplings that had been planted.

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.

After months of hard work, few of our fields are now seeing fruiting on their plants. Other fields have reached advanced flowering stage and fruiting likely to begin in those by the next 2 months. All of the hard work, efforts, and long hours are now paying off. As a precautionary measure, we offered crop covers to farmers this year, based on previous experiences.

Our team has set some big goals and is working hard to accomplish them. Our team has made history for this month by exceeding the daily farmer engagement targets. On May 29, 2021, the entire Madhya Pradesh team successfully completed 1 lakh plantations in a single day. In the present season, this equates to roughly 3 lakh plantations. Which is almost double the previous years' overall target.



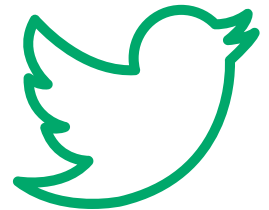
# SOCIAL MEDIA STATISTICS



**FACEBOOK**  
**3,17,500**

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

**TWITTER**  
**24,800**



<https://twitter.com/GlobalParli>



**YOUTUBE**  
**25,519**

[https://www.youtube.com/channel/UCbKexsKmesybTT\\_afHkqC0g](https://www.youtube.com/channel/UCbKexsKmesybTT_afHkqC0g)

# 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.**