

GIRI PRAGATI PROJECT

IDH's program for sustainable
landscape and sustainable
sourcing at scale

**Accelerating scalable, sustainable
production and effective market
linkages for smallholder tribal
farmers in Paderu Jurisdiction in
Vishakhapatnam, Andhra Pradesh**

Across the world, stakeholders at every level of the food supply chain are making commitments towards sustainability. These commitments are often geared towards reducing food waste or curbing detrimental environmental and social impacts. However, despite national and global commitments, it remains difficult, expensive and slow to ensure that agricultural products consistently meet the sustainability requirements that various stakeholders are setting forth.

The Giri Pragati project has been initiated by IDH The Sustainable Trade Initiative (IDH) in partnership with Rythu Sadhikara Samstha (RySS) as a landscape or a geographic area-based approach in Andhra Pradesh, India. The program works across agriculture value chains to accelerate sustainable production, protect the environment and improve market linkages for uptake of surplus commodities with high commercial potential.

It brings together businesses, governments, farmers, communities and civil society to build sustainable jurisdictional governance models and adopts an inclusive, multi-commodity sustainability model that builds on strong local government and administration involvement and creates a pre-competitive space for committed buyers.

The program is endorsed by leading international agencies such as World Resources Institute (WRI) and Partnering for Green Growth and the Global Goals (P4G).

Our approach to sustainable landscape

IDH's vision for sustainable landscapes is one in which:



Agricultural products are grown sustainably, nature can flourish and communities prosper



Long lasting and stable partnerships and cooperations that are built on community development and sustainability



Private sector drives and finances change towards enhanced livelihoods and value chain improvements

SCALING THE PRODUCTION, PROTECTION AND INCLUSION APPROACH



Policies



Markets



Networks



Business



Investment

SUSTAINABLE PRODUCTION
of agro-commodities

Local administration
For sustainability and
development commitments

Public sector organizations
knowledge sharing and
growth commitments



Key partners in
the landscape



INCLUSION
enhancing livelihoods
and income levels

PROTECTION & RESTORATION
of forests and other critical
natural resources such as water
and soil conservation



Private sector
Responsible Sourcing
commitments



Transforming Agricultural Production Systems through Compact

Stages of a Compact

1

Scoping and designing

2

Compact under implementation

3

Verified Sourcing Area

The program will implement SourceUp, which is a new platform for collaboration towards more sustainable supply chains. SourceUp aims to lift the base sustainability level of landscapes while enabling sourcing in line with sustainability commitments, at scale.

The SourceUp model guides coalitions of producing communities and public authorities to create governance structures that can help futureproof their production systems. These coalitions can come together through SourceUp to decide on shared targets and make a long-term agreement, called a 'Compact'.

The Compact stakeholders agree on a joint outcome that would benefit the local farming community and other key stakeholders, through actionable, specific and time-bound goals. Verified Sourcing Area is status of a Compact that has started reporting on the core indicators and results have been assessed by a panel.

Key Interventions in Paderu Jurisdiction

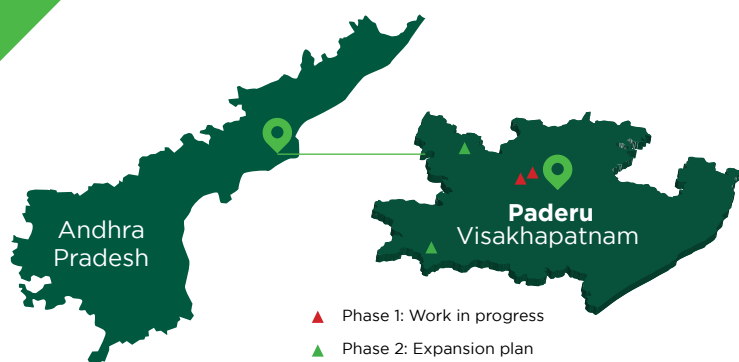
10,000 smallholder tribal farmers

5 Farmer Producer Organizations

20 Agri-Entrepreneurs

4 commodities (coffee, turmeric, black pepper, ginger)

75000 Ha Forest land conservation



Improve adoption of sustainable agricultural farming practices



Preservation of agroforestry



Develop sustainable marketing linkages



Social and economic inclusion of smallholder farmers

Contribution to SDGs



Value propositions



Better market linkages and fair prices for the participating farmers under the associated FPOs with committed set of buyers (domestic and international) in coffee and spices sector



Private sector commitment on development of capacity of farmers on process and standards that would improve the quality of the farm produce as well as capacity of the farmers on market-based needs



Opportunity for the local administration to be a leader among other administration blocks on smallholder farmer inclusion, lead capacity building for key aggregators such as FPOs and the federation of FPOs in the region and develop the brand value of the area for attracting new set of buyers and potential investors

Moving from a farm-centric approach to a landscape approach



MULTI- COMMODITY AND VALUE CHAIN | PERENIAL ENGAGEMENT | DIVERSIFIED MARKETS |
LEVERAGING FINANCE AND FUNDING | LOCAL OWNERSHIP & GOVERNANCE | SYSTEMIC CHANGE ON
ENVIRONMENT & SOCIAL INDICATORS | POLICY & ADVOCACY



Better for the



Increased profitability
and household incomes
| Reduced risk and
vulnerability | Greater
gender parity



Improved soil health,
biodiversity, and water
management | Reducing
Greenhouse emissions



Boost for district
economy | Creation of
new markets | Leveraging
finance for investment in
local economy



Readiness for tapping
future markets | Smart
production systems
| Preparedness for
addressing climate
change challenges



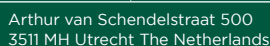
For local Farmer Groups and CSOs: better operational efficiency, investment in building capacity, linkages to committed buyers and private sector

For the enablers and service providers: Access to an efficient value chain in terms of data collection and reporting, customized innovative solutions for smallholders



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