



IDH in India
**ANNUAL
REPORT**
2021-22



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Introduction



Climate change, decent work environment, gender equality and poverty are challenges that go beyond the reach of single companies or governments; it takes public-private cooperation to solve them.

IDH The Sustainable Trade Initiative works with businesses, governments, and civil society organizations to jointly set ambitious targets and co-create solutions for large scale impact on the Sustainable Development Goals.

We believe in creating value for all. Believing that action-driven coalitions will drive impact on the Sustainable Development Goals, IDH has been globally working with 600 organizations aiding trade and sustainable production.

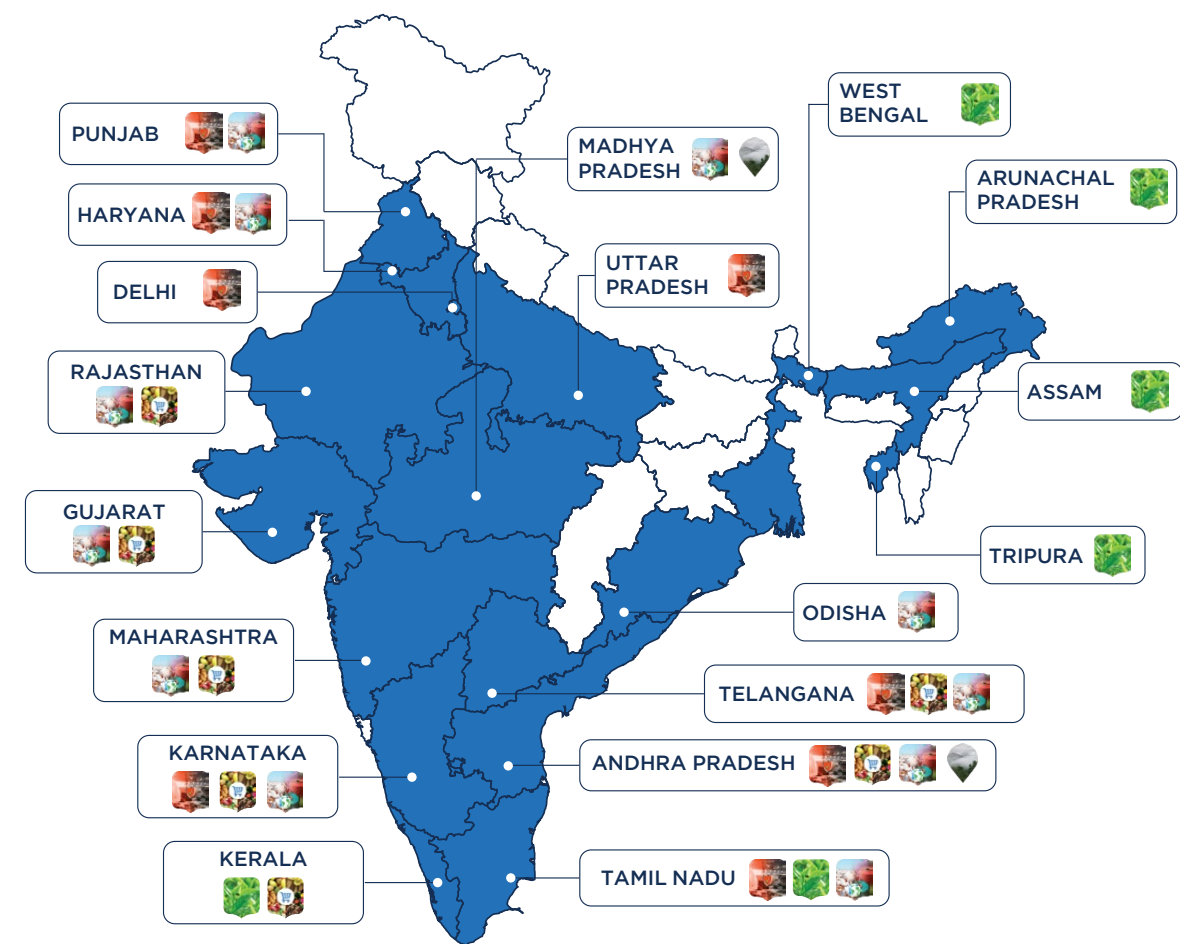
In India, we have been working since 2009 to promote sustainable value chains across sectors including cotton, tea, spices, grapes, palm and apparel and at landscape levels, by bringing together stakeholders in action-driven coalitions to unlock scaling of sustainable production and trade.

We engage with different actors to design fit-for-purpose solutions to address sustainability challenges and create sustainable models building local capacity, shared responsibilities, transparent progress reporting, and optimizing leverage to drive and sustain progress.

Our approaches have helped in creating a large scale positive impact on climate change, deforestation, gender, living wages and living incomes, all of which will help in accomplishing the Sustainable Development Goals by 2030.

Our Annual Report for 2021 summarizes our work for the year. While most of our work in India was aligned with our goals for the year, it wasn't immune to the impacts of the COVID-19 pandemic. The field-level work was impacted in varying degrees in different regions. Together with our partners, we continued to stay agile and deliver around the impact goals. In 2022, we aim to build and expand on these successes.

IDH's FOOTPRINT IN INDIA



Materials



Tea



Fresh & Ingredients



LABS



Landscape

IDH IMPACT PATHWAYS

Based on the experiences so far, IDH aims to improve and show impact based on solid and reliable information. IDH's three impact areas – Better Income, Better Jobs, and Better Environment – serve as a 'North star' to guide IDH's strategies and learnings towards impact and provide corporate indicators to support data driven approach and create evidence on how to scale impact.

IMPACT AREAS



BETTER INCOME



MORE INCOME

to be able to alleviating poverty



STABLE INCOME

to be resilient against shocks and other risks



EQUITABLE INCOME

to ensure equal chances on a better income



BETTER ENVIRONMENT



IMPROVED AVAILABILITY AND QUALITY

of water resources for women, men and ecosystems. Optimized usage of the available water resources.



IMPROVED QUALITY/HEALTH/CONDITION

of soils used for production of agricultural goods/commodities.



INCREASED AREA OF FORESTS

and other natural ecosystems. Reduced degradation of natural ecosystems, including reduction of deforestation.



REDUCTION AND REMOVALS OF GREENHOUSE GAS EMISSIONS



BETTER JOBS



MORE REMUNERATION

for achieving a decent standard of living for the worker



WORKER ENGAGEMENT & REPRESENTATION

enabling or improving social dialogue between workers and management



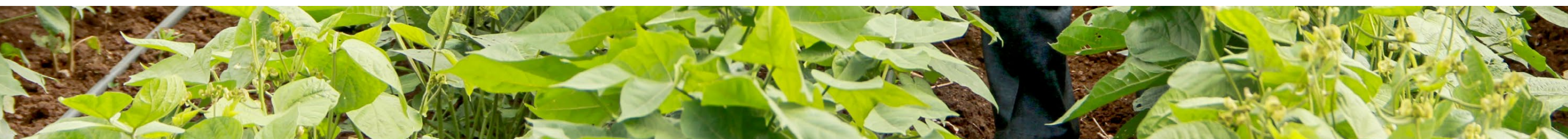
A SAFE AND HEALTHY WORKING PLACE

with good mechanisms to identify and solve issues including gender-based violence, forced and child labour

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Programs in India 2021 Update



Better Cotton Growth & Innovation Fund



The Better Cotton Growth and Innovation Fund (Better Cotton GIF) is a global program designed to support Better Cotton in its goal of sector transformation. The Fund identifies, supports and invests in field-level programs and innovations.

Focus areas: Deepening impact and systemic change, private sector engagement, improving farmer income, better environment

IDH is a strategic partner to the Better Cotton GIF and plays multiple roles as a strategic partner, fund manager, funder, and partner for delivering innovations. It provides the funding mechanism for Better Cotton and its members and partners to directly support farmer capacity building.

In 2021, IDH has taken a strategic decision to step out of the fund manager role for GIF. This decision is aligned with the organization’s broader goal. IDH and Better Cotton will remain strategic partners and continue to work together to support cotton farmers and communities to survive and thrive while protecting and restoring the environment.

Highlight 2021

In 2021-22 GIF has contracted with 11 Implementing Partners (IP) for 21 standard capacity building projects in India. The GIF funding for these projects was approximately EUR 4.6 million, which is 66% of the total project cost and the remaining 34% were co-funded by the IPs and other partners funding to the IPs directly.

Progress Against KPIs

KPIs	Contracted	Achieved (Mid -Year Update)
Farmer (No.)	866,456	851,241
Area (Ha.)	1,291,728	1,234,081
Production (MT lint)	910,094	898,961

Other developments:

- Strengthened existing GIF project monitoring system through Project Improvement Action Plan
- Implementing pilot for the Agritask solution (winner of the Better Cotton Innovation Challenge) with three IPs in Gujarat, India
- Applied gender tool to the Better Cotton GIF projects and results show that all the projects are gender intentional
- Created offline and online gender modules for IP field staff
- Approximately 38800 farmers from Gujarat have been onboarded on Precision Development (PxD) two-way advisory services platform
- Initiated the process of entering into a new strategic partnership with Better Cotton to collaborate on areas including impact fund, CCL approach, and living income

Narratives

Mr. Santosh Pundlikrao Dandekar is a 36 year old farmer of Junoni village in the Yavatmal district of Maharashtra. He is associated with the Better Cotton program being implemented by AFPRO since 2011. Before he joined the program, it was difficult for him to meet his family’s needs through a single crop in rainfed condition.



In 2014, AFPRO in collaboration with IKEA, built a farm pond to improve soil and water conservation practices in his farm. This helped him to cultivate crops for two seasons (Kharif & Rabi). He has five acres of land, in which he started growing cotton, tur and soybean in Kharif and gram and wheat in Rabi season. He almost doubled his income by adopting crop diversity in his field. He also learnt the importance of soil and water conservation practices and accordingly managed his field with proper technical guidance.

In the year 2016, he decided to enhance storage capacities by deepening the farm pond by 3 ft. Thereafter, he started cultivating crops in all three seasons. He also started his own business of poultry rearing, cattle milk production, and goat rearing. He is also producing farmyard manure through his animal husbandry activities. These interventions have helped Santosh to improve his income substantially.

Regenerative Production Landscape Collaborative



Regenerative Production Landscape Collaborative: People, Nature, Economy is an innovative jurisdictional model to foster agricultural ecosystems which conserve and enhance natural resources, and build community resilience whilst enabling businesses to source responsibly.

Focus areas: Regenerative agriculture, value chain financing, living incomes, landscape governance

Founded by Laudes Foundation, IDH The Sustainable Trade Initiative and WWF India, the Collaborative aims to create a systems-level shift to catalyze and scale a model where;

- Producers grow agro-commodities using natural and regenerative farming principles that restore natural resources and reduce emissions from farming systems; and
- Smallholder farmers and communities thrive, through improved economic stability, enhanced livelihoods and greater participation in decision making
- Businesses can source responsibly while creating inclusive supply chain relationships

To achieve this, the Collaborative will develop a locally-driven, multi-stakeholder governance structure to drive market transformation. We have started implementation in the district of Chhindwara, Madhya Pradesh; and continue to scope the expansion into other districts in consultation with stakeholders from the government, private sector and civil society.

Highlight 2021

- A multi-stakeholder meeting chaired by the Department of Farmer Welfare and Agriculture Development, Government of Madhya Pradesh (GoMP), to highlight the need to reimagine agricultural ecosystems that protect and conserve the environment, while making smallholders and the local economy more resilient to the effects of climate change.
Key participants included: Mr. Ajit Kesari, Additional Chief Secretary, Farmer Welfare and Agriculture Development of Madhya Pradesh; and Mrs. Preeti Maithil Nayak, Director and Cane Commissioner, Farmer Welfare and Agriculture Development, GoMP. The event also hosted farmer leaders and FPC Board Members, private sector organizations, CSO partners, multi-lateral organizations and NBFCs.
- Collectively, the RPL Collaborative established over 40 connections with private sector and government institutions in the state: to engage in sourcing, Compact and governance relationships
- Program Management Unit was set up in Bhopal in July, accelerating relationships at ground level.
- CGIAR-IRRI was brought on board as a technical partner in Compact design and development and is leading the baseline study for the Collaborative.
- Samunnati Finance joined the RPL Collaborative as a strategic partner to accelerate the landscape and smallholder financing pillars in Compacts and support investment planning at the landscape level.



“The PMU is working with different stakeholders in Madhya Pradesh to develop synergies among them, bringing partners from government, private companies, CSOs, farmers organizations, communities and other enablers to join us in co-envisioning and co-designing to strengthen landscape governance. We aim to connect farmers and markets through Production, Protection and Inclusion approach. The MP government's priorities like diversification, market linkages and organic/natural farming are an integral part of our strategy.”

Manvedra Pratap Singh, PMU Head, RPL Collaborative

Alternate Materials



IDH funded an industry level study that was conducted by KPMG to collect key feedback points and stakeholder inputs on plastic waste management in India, to map the key priorities of Brand Owners, Value Chain Partners (Waste Processors, Recyclers, etc.) and Govt. Stakeholders including the MOEFCC and the ULBs (Urban Local Bodies) of the three states of UP, Chandigarh and Telangana.

Focus areas: Increasing circularity in material supply chains, Better environment, Better jobs

Based on the outcomes of the study, IDH commenced key discussions with industry participants such as the WeCare consortia and its 30 FMCG Brands to further the dialogue on plastic waste management priorities for EPR (Extended Producer Responsibility) compliance as per the Government regulation and amendments to the Plastic Waste Management Rules, 2016.

The end objectives of the circularity program in India are to achieve key objectives of a Better Environment and Better Jobs.



Better Environment impact theme focusses on reduced GHG emissions from textile waste management and production with recycled fibres.



Better Jobs impact theme focusses on the creation of a niche waste management economy leading to more jobs and livelihoods within the sector to enable the better collection, sorting and recycling of the textile waste and upskilling of labour involved.

Based on the results of the KPMG study, we identified that the key priorities of all stakeholders interviewed, are to focus on EPR compliance management, map the plastic footprint by type and size of the packaging, enable transparency and traceability of plastic waste management and EPR investments across the value chain.

Highlight 2021

- To enable policy level inputs in these key impact areas, we have been in conversation with players across platforms like WeCare, The Policy Times and with sustainable packaging players in India to enable the creation of a focussed program on alternate packaging materials to replace plastics and reduce the overall plastic packaging footprint.
- Further, to align with the priorities of reducing and managing large scale material waste, IDH has started discussions with textile recycling programs in India to build a circular textile supply chain from scaled feedstock access of pre-consumer textile waste to sorting, collecting and recycling this waste to new yarn for textile production.
- Therefore the fundamentals of the Circularity program in India would focus on the C3R approach (CRRR) for enabling scaled Collection, Reduction/ Reuse, Recycling and Replacement of textile material waste to increase circularity and enable responsible disposal of the textile waste as per the material type.

Climate Resilience Program Maharashtra



Since 2017, IDH has been laying the foundations for landscape-level programs, with the proof of concept in Maharashtra, intending to enhance and de-risk farmer livelihoods by delivering coordinated solutions to promote water security and integrated livelihood opportunities across 6000 small and marginal farmer families from 40 villages in Ambad block of Jalna district.

Focus areas: Climate Resilient Incomes for Cotton Farmers

IDH followed a three-phased investment approach covering the following impacts sequentially:

2019

Worked with Watershed Organization Trust (WOTR) for improving production systems, with a focus on water retention, water budgeting and farmer capability building.

2020

Partnered with AEGF for building Agri-Entrepreneurs (AE's) incubating micro-entrepreneurs for improved last-mile service delivery towards farmers, and enabling farmers to create non-farming income streams for income resilience.

2021

Engaged with Gram Unnati for creating market linkages and enabling long-term purchase agreements to de-risk price fluctuations and farmer livelihoods.

Highlight 2021

- Launch of the ECOBARI platform with WOTR and 9 other Founding Members including Credit Suisse, AuctusESG, Echo Network, TMG, CIFOR-ICRAF, ISB and SOPPECOM to work on ecosystem-based adaptation for resilient incomes.
- The signing of a new partnership in 2021 with Gram Unnati to propagate further market linkages at a landscape level in Maharashtra over the next 2 years.
- Financing new digital applications for partner organizations such as the Farmserv application by AEGF for pivoting to remote training technologies and creating access to finance via unique mobile applications thereby reducing costs and increasing scalability of outreach.

With the partner organizations of WOTR and AEGF, IDH has not only reached but surpassed its intended KPIs of outreach and impact across the **30** villages of Ambad block in Jalna, Maharashtra by achieving the following milestones despite the pandemic, by 2021:

- **5,529** farmers trained on good agricultural practices.
- **4,174** farmers adopted good agricultural practices.
- **2,417** farmers used organic formulation as plant protection and soil applicants (soil health).
- **3,962** farmers are registered for getting weather and crop advisories in short message service (SMS).
- **1,065** farmers use Farm Precise application for weather-based advisory and crop management.
- Good agriculture practices are applied on **3,815 ha** of farmland.
- The average yield of seed cotton increased from **382 kg/acre** to **462 kg/acre**.
- **287** farmers involved in the preparation of vermicompost & **230** farmers in multilayer farming.
- **2,958** ha catchment area treated through soil and water conservation measures.
- Desiltation of **63** water harvesting structures.
- Construction of **36** check dams as new water harvesting structures.
- Installation of **669** new micro-irrigation systems.
- **412** field staff (para-agronomist and lead farmer) trained on good agricultural practices and **85** (jalsevaks and Para agronomists) trained on water budgeting.
- **863** farmers are members of FPOs and **3,567** women are members of SHGs.
- 119 New AE's added in Ahmednagar district and overall **848** new AE's added across **5** districts of Maharashtra by AEGF in 2021

Markets – India



IDH's market engagements in India work towards promoting responsible sourcing, through a commitment and disclosure from key market players, and collaborating with them to promote sustainable value chains. Our market programs have a direct impact on SDG12.

Focus areas: Better environment, responsible sourcing

Interventions:

- Convening large edible oil buyers (palm oil and soybean) operating in India to build reporting and disclosure.
- Remaining inclusive and standard-neutral
- Working towards influencing demand in the short term and encouraging responsibly sourced supply in the long term.
- Monitoring the uptake of responsibly sourced/sustainable edible oils (palm and soy)
- Building engagement with the Government of India

Highlight 2021

- Overall engagement currently with over 80 stakeholders that speaks to policy, media, CSO and market stakeholders
- Building towards the Minimum Standards Strategy for Asian Markets starting with India
- Sustainability Agenda Setting – High national level policy exposure in India through:
 - ✓ I-SPOC - Steering Committee Member
 - ✓ SEA - Largest Vegetable Oils Industry Association
 - ✓ NCDEX (Key national commodity exchange with 85% market share in the commodity derivatives segment on agro-commodities) – hosted the first hybrid event on responsible sourcing of edible oils at a national stage
- Created the first ever baseline for Palm Oil Import Volumes in India
- Strengthened donor and partner relations and representations of India - Markets work - acknowledged by the Donor Steering Group Discussions (NI-SCOPS)
- Thought leadership on existing policy engagement through Multistakeholder Track for COP 26 discussions from India
- Established clear role for Markets engagement in Asia – creating a roadmap for engagement in other markets like China and Indonesia



Andhra Pradesh Regenerative Agriculture Landscape

Project Giri Rythu Pragati



Giri Rythu Pragati (GRyP) Initiative was launched in 2020 and currently reaches out to nearly 10000 smallholder tribal farmers/families in Eastern Ghats of Andhra Pradesh producing coffee, black pepper, turmeric, ginger and pulses. The program targets sustaining the current crop cultivation practices in the geography that is based on regenerative agriculture principles (natural farming), through community involvement, integrating it with the local flora and fauna within the ecosystem.

Focus areas: Smallholder income, service delivery to smallholder farmers, market linkages, Better environment, regenerative agriculture

The program focuses on strengthening the value chain interventions to improve farm yields, add primary and secondary processing, transfer of technical knowledge and setting up of service delivery mechanisms to developing a niche market for coffee and spices with a committed set of buyers.

Highlight 2021

The project in its initial phase has convened partnerships with three local civil society organizations (CSOs), five Farmer Producer Organizations (FPOs) and 20 Agri-Entrepreneurs (AEs) to provide value addition services to 10000 farmers linking them to markets, preservation of forest land and promotion of regenerative agriculture-based natural farming (zero use of chemicals), thereby also preserving the bio-diversity in and around the forest areas.

Some of the key achievements of the project in 2021 have been:

- **45-50%** rise in farmer income from coffee production*
- **3x** times land area under regenerative agriculture*
- **20%** more women participation in decision making*
- INR **4 Cr** FPO combined revenue up 15x times*

Enabling market access and investment:

Three companies have started sourcing in 2021 with a view of co-investment. Business for **FPOs** has improved to 5 times.

Field level outreach:

- Around **10,000** smallholder farmers were reached against a target of **6500** farmers.
- Around **20,000** ha of cropland covered
- Capacity building of three farmer organizations to improve uptake rate of sustainable production by the private sector

Shared Governance:

Individual LOIs/MOUs signed with Tata Coffee, NKG and Jayanti on their sustainability commitment

**All the information presented are self-reported by the FPOs.*

Narratives

Madili Varalamma, a farmer in Santha Gandu village of Andhra Pradesh's Paderu block, faced a lot of challenges as the sole earner of her family. While growing coffee and black pepper on her 0.5 ha of land, she faced difficulties managing irrigation, dealing with soil fertility, and accessing formal markets to sell her produce.



Similar challenges were faced by other farmers who were impacted by informal markets in the region, which led to lower capacity on formal aggregation and primary processing, resulting in lower price and income realization for the local smallholder farming community.

Madili joined the Giri Pragati project in 2020 and as a part of interventions, she was trained on natural farming principles and post-harvest management techniques. She now follows the natural farming principles that she learnt on her farm. Using farmyard manure, compost and green manure have led to improvement in soil fertility and an increase in the moisture-holding capacity of her field.

She has also been practising the post-harvest management recommendations and is actively associated with a Farmer Producer Organization in her region, supplying her produce at a competitive rate.

Food Crops & Ingredients India



The IDH Food Crops & Ingredients (FC&I) program in India works across the value chains transformation and smallholder inclusion for Spices, Fresh Fruit and Vegetables, and Aquaculture segments.

Focus areas: Improving smallholder income, better environment, better working conditions

Our initiatives and programs for FC&I over the last six years have covered more than 100,000 farmers (on a cumulative basis from 2016 to 2021) in India, and approximately 120,000 ha focusing on the use of agrochemicals responsibly and safely in line with accepted integrated pest management practices (IPM).

We have also established strategic partnerships with some of the sustainability-focused companies such as Unilever, ITC, OLAM, Jayanti Spices and Monterey Bay Aquarium.

In 2021, IDH further strengthened its strategic partnership with the Government of Meghalaya (IFAD linkage) on spices market access and linkage initiative. IDH in partnership with WSO and Spices Board of India has also convened the National Sustainability Spice Programme

(NSSP) to promote 'Food Safety and Sustainability' in major spice growing regions of the country.

Highlight 2021

- The program reached around **16,000** smallholder farmers to train them on Integrated Pest Management and agrochemical management through different interventions.
- Improved sector governance:
 - o One sector level coalition: Finalization of governance charter for NSSP and attracting new partners such as Rain Forest Alliance and SSI Global.
 - o NSSP outreach extended to cover over **20** spices focused FPOs and farmer groups
- Higher-income by at least **15%** at the end of the project period from the projects in the spices sector. Actual income enhancement has been observed to be around **20-25%** based on the Implementing Partner internal reporting.
- High private sector co-funding and engagement across the projects
- Strategic engagement strengthened across the spice value chain development initiatives with leading private partners such as ITC, Olam. The focus was on the use of inputs, agrochemical management, improvement of farm yields and farmer incomes.
- Successfully organized the first platform meeting under the Meghalamp project that saw over **110** participants from over **30** organizations expressing interest to collaborate and partnering on the project
- Improved service delivery to smallholder farmers through the Agri Entrepreneur model and enhancing market linkages and value chain development for the spices value chain as well as fruits segment in India

Women's Safety Accelerator Fund



The Women's Safety Accelerator Fund is a bold new program to create safe and empowering workplaces for women workers.

Focus areas: Women Safety, Gender empowerment, Safe working conditions

The WSAF aims to implement the Global Women's Safety Framework in the tea sector in Assam by:

- Enabling tea producers to implement the Global Women's Safety Framework in Rural Spaces and empowering workers and communities to be change agents and participate in decision-making processes towards gender equality
- Building capacity of local implementation partners, service providers and eco-system partners to support and strengthen access to enabling services and move from actions to outcomes.
- Establishing a Public-Private Platform to support and sustain change, embedding continuous improvement and establishing an enabling environment.

WSAF will build awareness and understanding of gender-based violence and support the tea industry to put measures in place to strengthen prevention and response mechanisms. This is done through mobilizing financial resources and focusing on local ownership, providing tools, technical assistance, and specialized services.

The Fund will initially benefit over 200,000 women tea workers across 300 Tea Estates in Assam and West Bengal by 2023.

Highlight 2021

The WSAF was implemented in **29 tea estates** from **12 tea producing companies** in 9 districts of Assam in 2021

- Building capacities of managers, staff, workers and community to understand gender, GBV and responding in cases of GBV.
 - 50,868** – workers reached across the tea estates
 - 29,979** – covered through the programs
 - 1,233** – women, men and adolescents trained as Change Agents and Allies from the community
 - 817** – women workers received training
- Community-level awareness building for changes in mindset and practices through accessible communication tools like theatre, posters and wall painting.
 - 29,084** – community members covered through the programs in 29 estates
- Engaging with stakeholders from the public and private sectors for support to producers and workers to respond to GBV and create a sector-wide agenda for change through a PPP
 - 44** – government officials, service providers, and other social impact programs engaged to strengthen the external eco-system response towards addressing GBV in the tea estates
 - 5** – Producer Associations invited to be part of the PPP
- Supporting Tea Producers become legally compliant and set up standard procedures for responding to and preventing GBV in the tea estates
 - 29** – Internal Committees under the POSH Act, strengthened through capacity building programs and support to understand the law and their roles and responsibilities



“

The awareness programs have been very useful in raising awareness amongst the workers and community on GBV. We hear them frequently talk about this issue in the tea estate now. Hopefully, this will lead to a reduction in violence against women.

Anshu Shukla, General Manager, APPL

”

“

From the training conducted by Contact Base, we learnt about what is violence against women, what are the mechanisms available for reporting and support towards women and how we can avail them. With these, we will be able to help women in our estates when cases of violence happen.

Saraswati Oraon, Women Leader, Sessa TE, after attending a training on gender, GBV and support to women.

”

“

Violence against women is a serious issue and we need to create an environment and systems for support and justice to the victims. We are happy that the WSAF is addressing this issue in the tea sector and we will extend all support to work together to address the issue.

Pawar Narsing Sambhaji, IAS, Deputy Commissioner, Tinsukia, in a meeting with stakeholders and service providers organized by the WSAF

”

“

The program has helped managers, welfare officers, staff and workers in our estate understand whom to approach and how to support women in a case of GBV. The WSAF IP also helped us form an Internal Committee in the estate as required by the law. It is a much useful program and it has raised awareness amongst our staff and workers about gender equality and responding to GBV.

Biswajit Chetia, Manager, Teok Estate

”

Small Tea Growers Sustainability Platform

STGSP
Small Tea Growers' Sustainability Platform



The Small Tea Growers' Sustainability Platform is a public-private-civil society impact coalition that aspires to close the living income gap in the small tea growers' sector. STGSP brings together stakeholders in the industry – the government, civil society organizations, private sector, non-government organizations, small tea growers, and local communities – to work jointly towards supporting a decent standard of living for the Small Tea Growers. The program has been launched by IDH The Sustainable Trade Initiative in 2020, to provide a platform to the tea industry stakeholders to collectively make a positive impact on tea value chains.

Focus areas: Supporting Living Income, Value Chain Development & Crop Diversification are the major focus area of the project.

STGSP has a strong emphasis on income improvement through position in the sector and field-level implementation in cooperation with Agri-Entrepreneur Growth Foundation (AEGF), on service delivery through the Agri-Entrepreneur Model.

Following major targets have been set to improve the livelihood of the Small Tea Growers in the regions:

- **30%** of the agro-entrepreneurs will be women entrepreneurs,
- **20%** income enhancement of the STGs will be completed through various agro-allied sectors through AEs interventions,
- **20%** increase in AEs income and profitability of the AEs,
- **19000** farmers and **18000** acres covered
- Increase in yield through comparative tests or by demonstrating demo plots
- Improved adoption of sustainable/regenerative agricultural practices by farmers

Highlight 2021

The major KPIs are achieved are:

- After successfully initiating the AE program under the Small Tea Growers Sustainability Platform, the program has expanded in 6 districts of Assam, North Bengal and Tamil Nadu through the Syngenta Foundation of India (SFI) Partnership. Due to covid restrictions, the program could not expand to Kerala.
- Number of Small Tea Growers (STGs) supported and connected to AEs are **19743** (out of this **307** are female STGs) against the target of **19000** farmers.
- Total acreage covered is **32012** against **18000** acres.
- Total number of AEs trained under the project are **165** against the target of **100** AEs
- The total number of women AEs under the project is **46 (28%)** against the target of **30%** women AEs.
- Income enhancement of the STGs through various Agri Allied sectors through AEs interventions is **6.3%** or INR **8044** per farmer against the target of **20%** (mid-season estimate, a final figure yet to be received).
- Increase in AE income and profitability of the Agri Entrepreneurs is **10-15%** overall against the target **20%** (mid-season estimate, a final figure yet to be received).

The project has given the provision of credit facility (through Avanti microfinance), digital banking services to the AEs which has helped the AEs initiate their business smoothly and start providing the services to the Small Tea Growers.

Small tea growers are being introduced to the different business avenues being done by AEs such as piggery, poultry, mushroom farming, and fish farming. The capacity of small tea growers is being enhanced to market their tea as well as other crops such as black pepper, Bhut Jolokia pepper, seasonal vegetables like tomato, mushroom, Assam lemon and pineapples, through alternatives channels with the support of AEs.

Farmers from Assam and North Bengal were linked to the various schemes by their AEs such as 'more crop per drop' and input support from local KVK. A total of 24 Bought Leaf Factories (BLF) are currently engaged through AEs to provide the best service to the associated small tea growers in terms of ethical practices of leaf procurement on the ground.

Overall, these activities led to an average additional income for the farmers of about INR 21600.

AEGF has conducted a baseline study for this program and has also planned an impact assessment study which will provide actual achievement on income generation of the STGs.

Narratives

Monuranjan Gohain

Small Tea Farmer, Poultry Farmer

Monuranjan Gohain is a Small Tea Grower from the small village of Dighal Haku, Itakholie Block in Dibrugarh district of Assam. He comes from a five-member family that had a household income of INR 4,000 monthly.

His parents are marginal farmers and owned a small parcel of 2 acres of land. They also worked as agricultural labours to support the family. Monuranjan learnt about poultry farming and its demand from one of the Agricultural Entrepreneurs in his village. He started a business with 100 chicks and kept expanding with growing demand. Apart from the meat business, he is also now into a hatching business. He sells about 2000 chicks monthly in a month and earns about INR 15000.

He says that the AE program has been very helpful for farmers like him. It helped them to learn how to start a business in their area and also connect them to the market.



Sanjob Gogoi,

Small Tea Farmer and Pig farmer

Sanjib Gogoi is a small tea farmer from the village of Jehenia in Sibsagar District of Assam. He is being supported by Montu Gogoi, who joined Syngenta Foundation India (SFI) as an Agri-Entrepreneur last year.

Sanjib owns 2.1 acres of land on which he grows tea. He comes from a seven-member family and their household income was around INR 15000 monthly. He also worked as an electrician to support his family with additional income.

Under the guidance of Montu, Sanjib started a pig farm. At first, he started with 4 piglets. He now has a total of 8 pigs, 2 breeding mothers and 15 piglets. Last month, he sold two pigs for INR 33000. His income continues to grow with different interventions along with tea farming.



Life And Building Safety Initiative



The Life and Building Safety (LABS) Initiative is an industry-driven program, in which multiple brands and retailers have joined forces with public organizations to operate a scalable program to mitigate preventable fire, electrical and structural safety risks in key apparel and footwear producing countries in a targeted way.

Focus Areas: Better jobs, responsible business, value chain transparency, convening and collaboration for scale

LABS organizes activities around identifying and solving risks related to fire and electrical hazards, structural building safety, and evacuation, for improved worker safety. It leads and coordinates the following process, along with associated firms for the program, to help the factories become and stay safe.

Since its launch, LABS has reached more than 132,643 workers in India to provide safer working conditions. It has also worked with factories to remediate pressing safety issues. Till December 2021, approximately 59% of the issues identified across factories have been remediated with LABS intervention.

Indicators	Total	
	Plan	Actual
Factories outreached	54	61
Assessments conducted	54	66
Safety trainings completed	36	41
Follow-up visits completed	60	25
Workers reached	67,500	77,498
Safety committees trained	36	41
Safety professionals trained	702	856
QA assessment conducted	05	05
Remediation % achieved	70%	59%

Highlight 2021

1. Improved Sector Governance:

- National Stakeholder Committee strengthened with addition of Mrs. Rita Menon (Ex-Secretary, Ministry of Textiles, Government of India) as a member
- 02 National Stakeholder Committee Meetings held in March 2021 and October 2021 to ensure joint industry commitments towards safety and long-term local/national ownership and support strengthening of policy as per the program mandate

2. Improved Business Practice:

- 05 Brands aligned their business practices with LABS Methodology and Standards
- 61 factories onboarded

3. Improved Field Level Impact and Operational Excellence:

- 66 factories assessed and adopted robust remediation monitoring framework
- 77,498 workers received safety training and provided helpline access
- 59% overall remediation rate achieved
- 41 safety trainings conducted to ensure continuous improvement of working conditions
- 41 safety committees strengthened
- 856 safety professionals trained
- 28 orientation and stakeholder sessions conducted with Brands, Suppliers and Associated Firms enabling knowledge sharing, coordination and collaboration (over 284 people participated in the sessions)

Narratives

“LABS is a good program by the support of which factory management can focus on structural, fire and electrical safety and especially the stability of building structure which is not visible and sometimes goes unnoticed. Our factory building is more than 20 years old, however, after remediating the issues, we were able to strengthen the building structure.”

Pravin Kumar, AGM - HR/compliance, Pee Empro Exports Pvt. Ltd. (Unit 12/2)



“With the help of LABS Safety Training, I have learned about safety measures and now have clarity on why safety is important at workplace, how to evacuate the factory building in case of an emergency and what are the other necessary steps to be followed during an emergency”.

Riyanka Yadav, Operator, Production Department, Pee Empro Exports Pvt. Ltd. (Unit 12/2)



Farmfit Business Support SDM Studies



Service Delivery Models (SDMs) analysis is a unique way of analysing the commercial strength of smallholder business models.

Focus areas: Smallholder farmer incomes, service delivery and access to finance for farmers

SDMs are supply chain structures that provide farmers with services such as training, access to inputs, finance and information. SDMs can sustainably increase the performance of farms while providing a business opportunity for the service provider.

A solid understanding of the relationship between impact on the farmer and impact on the service provider's business brings new strategies for operating and funding service delivery, making the model more sustainable, less dependent on external funding and more commercially viable.

To accelerate this process, IDH is leveraging its strength as a convener of key public-private partnerships to gain better insight into the effectiveness of SDMs. IDH developed a systematic, data-driven approach to understand and improve these models. The approach makes the business case for service delivery to investors, service providers, and farmers. By further prototyping efficiency improvements in service delivery, IDH aims to catalyze innovations in service delivery that positively impact people, the planet, and profit.

Highlight 2021

The original KPI was to complete 4 SDM case studies by the India team in 2021. However, due to COVID-19 related travel restrictions, the team was able to complete only 3 SDM case studies.

- Completed SDM study of CotonTchad, an Olam company in Chad. The SDM study was well received by the client and acted as a first stepping stone for developing a long term engagement with the client in an entirely new country
- Completed first regenerative agriculture-focused SDM study – Ugacof. The case study generated deep insights into various aspects related to regenerative agriculture such as costs of transitioning, the potential increase in farmer incomes and income resilience, gender impact, improved food security and various pathways to reach living income levels for farmers.



The SDM analysis report will positively impact our activities and decision-making moving forward.



Robin Hooft van Huysduynen
Sustainability Manager – Ugacof

Strengthening gender sensitization and capacity building at the field level in India



To strengthen understanding and action towards gender empowerment and inclusion at the project level, IDH with support from Sattva Consulting has developed a training toolkit for building capacity for field-level staff towards gender core concepts and gender-based violence. The toolkit aims to equip the field workers with knowledge and tools to create gender sensitization among the farming communities in India.

The toolkit comprises three modules: gender core concepts; gender-based violence, and gender analysis and planning.

The first module helps in creating an understanding of fundamental gender concepts and discrimination and the barriers it creates for women in their work and lives. The second module on gender-based violence makes the trainees aware of forms of GBV including domestic violence, sexual harassment in public spaces, and workplaces; and its impact.

The third module on gender analysis and planning helps trainees in identifying strategies and tools within their scope, context, and spheres of influence that they can use or access to address, prevent and intervene in incidences of gender discrimination and violence.

The modules have been developed in online as well as offline formats. The online version is in a self-learning format and can be uploaded on a web platform. It is self-paced and has a built-in assessment to test understanding at each level. IDH will be uploading the online version of the learning management system hosted by ABARA, which will be accessible to approximately 2000 field-level staff (including field facilitators) associated with the Better Cotton Growth and Innovation program in India.

The offline toolkit has been created to support trainers who are delivering in-person training to the field-level staff. It includes training slides, along with details on activities and teaching notes.

Both toolkits are developed in English, Hindi, Marathi, Gujarati, Kannada, Punjabi, Telugu, and Assamese; for better localization and understanding. They can be used by organizations and/or trainers working closely with farming communities or those implementing agricultural programs. They are aimed to support trainers in their capacity-building efforts to equip farmers and the wider farming community with the awareness and knowledge required to make agriculture inclusive for women farmers and co-farmers.

[Click here to download the online module](#)

[Click here to download the offline module](#)

