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2022-23

# ANNUAL REPORT

# ABOUT US

The Forum of Enterprises for Equitable Development (FEED) is a not-for-profit organization dedicated to transforming the agricultural landscape for marginal farmers, who constitute about 70% of India's farming population. Despite being pivotal to the nation's agrarian economy, these farmers have experienced only nominal income growth over the past decade, leading to financial distress and increased rural-urban migration.



# OUR MISSION

FEED's mission is to catalyse a transformational change in agricultural practices, rejuvenate local markets, and prioritize human capital development. This necessitates a concerted effort from professional agencies capable of engaging with farmers, enhancing farm production systems, and transitioning from subsistence to commercial farming. By harnessing public investments and tailoring technological solutions, FEED aims to establish institutional aggregations and modern value chains.

As an advocate for marginal farmers, FEED facilitates their connection with the private sector and champions their cause through seminars, policy briefs, and research papers. It underscores the importance of data-driven decision-making and industry partnerships to bolster the resilience and growth of marginal farmers. FEED is committed to creating a business-oriented approach to small-scale farming, fostering dialogue, and curating program coalitions that can reshape the narrative and unlock new opportunities for this vital yet overlooked community.

# OUR VALUE

FEED believes in the empowerment of marginal farmers through micro-entrepreneurs in industrialised agriculture, leveraging new technology and focus on emerging segments and novel products. We are committed to making strides in reshaping the agricultural landscape to ensure resilience and growth for marginal farmers.



FEED intends to improve Marginal Farmers' incomes through Public Private Sector Advocacy and program coalition interventions as well as advocating for marginal farmers' rights and building new narratives through seminars, policy briefs, research papers, and required connects. As required, FEED engages in ground-level data collection, research, and analysis to drive decision-making processes.

# A YEAR IN REVIEW

The FEED platform serves as a catalyst for positive change, bringing together diverse stakeholders of public, private and non-profit spaces to address the pressing challenges faced by marginal farming communities.

The financial year 2022-2023 has been foundational period for FEED. By forging critical partnerships with both government bodies and private stakeholders, FEED initiated its action as a vital enabler for equitable development, focusing primarily on the welfare of marginal farmers. This report highlights the key achievements, strategic initiatives, and future outlook for FEED, showcasing the organization's commitment to driving sustainable growth in rural economies.

As rural India faces multifaceted challenges such as fragmented landholdings, inadequate infrastructure, and low adoption of modern farming practices, FEED has taken proactive steps to address these gaps. With an overarching mission of empowering marginal farmers and increasing their income through improved market access, technological adoption, and capacity building, FEED initiated its efforts in 2022-2023.

# KEY INITIATIVES AND COLLABORATIONS

## **PUBLIC PRIVATE PARTNERSHIP FOR INTEGRATED AGRICULTURE DEVELOPMENT (PPPIAD)**

The cornerstone of FEED's strategy in 2022-2023 has been its continued emphasis on Public Private Partnership for Integrated Agriculture Development (PPPIAD). FEED has aligned with the RKVY-RAFTAAR initiative to enable large-scale integrated projects led by private sector entities, with a primary focus on improving agricultural productivity and integrating smallholder farmers into high-value agricultural markets.

The PPPIAD initiative has focused on key high-value agricultural sectors, including horticulture, dairy, maize and other non-wheat-rice crops which have shown significant promise for farmers. FEED's role in facilitating these partnerships has been crucial in aligning the interests of the public sector, private investors, and farmer collectives.

To enhance the impact of the PPPIAD initiative, FEED established a dedicated Project Management Unit (PMU) in collaboration of FICCI, tasked with facilitating the preparation of project proposals, monitoring the performance of value chain partnerships, and ensuring seamless collaboration between private players and government bodies.

# KEY ACHIEVEMENTS:

- **Mobilized 22 corporates and market players to submit PPPIAD proposals**
- **Facilitated public-private partnerships in the oilseeds, pulses, and horticulture value chains.**

The PMU's role in technical appraisal and coordination has been essential in overcoming administrative challenges and ensuring the scalability of value chain development projects. The PPPIAD program has laid the groundwork for the future PPPAVCD policy.

## **NEW EXTENSIONIST MODEL**

FEED's New Extensionist Model, in collaboration with FICCI, focuses on creating local agri-entrepreneurs (AEs) who act as service providers for marginal farmers, offering them access to modern technologies, quality inputs, and market linkages.

FEED also integrated digital tools to enhance the reach and effectiveness of the New Extensionist Model. The use of mobile applications would allow AEs to access government schemes, submit business plans, and stay updated on the latest agricultural practices. These digital tools would also provide AEs with key village-level data, enabling them to make informed decisions and tailor their services to the specific needs of the farmers they supported.

## **KISAN TECH CONNECT PROGRAM**

The Kisan Tech Connect Program, aimed to empower rural women by creating economic opportunities for them in the agriculture sector. The program focused on enhancing the livelihoods of women farmers and agri-entrepreneurs by providing them with training, access to agri-tech solutions, and market linkages. The program's holistic approach to rural development emphasized the importance of integrating women into the agricultural value chain to foster economic growth and social empowerment.



## **SEEMANT KRISHAK SAMRIDDH KRISHAK (SKSK) CONCLAVE**

On National Farmers Day, December 23, 2022, FEED organized the Seemant Krishak Samriddh Krishak (SKSK) Conclave, which brought together policymakers, industry leaders, and agricultural practitioners to discuss the challenges and opportunities faced by marginal farmers in India. The conclave aimed to foster collaboration among stakeholders to identify actionable strategies for improving the livelihoods of marginal farmers and ensuring their integration into modern agricultural value chains.

The SKSK Conclave addressed critical issues such as access to quality inputs, post-harvest infrastructure, market linkages, and the adoption of climate-smart agricultural practices. The event highlighted the importance of building resilient rural economies that can withstand the pressures of urban migration and economic instability. FEED's role as a policy think tank and enabler of growth for marginal farmers was reinforced through this event, which culminated in the launch of the FICCI-FEED Kisan Connect Program.

### **KEY OUTCOMES:**

- The creation of program coalitions focused on supporting income growth for marginal farmers.
- A commitment from industry leaders to invest in post-harvest infrastructure and market development for marginal farmers.
- A roadmap for integrating smallholder farmers into high-value agricultural value chains, with an emphasis on climate-resilient practices.

# STRATEGIC PARTNERSHIPS WITH INSTITUTIONS

## **FICCI COLLABORATION:**

FEED has partnered with FICCI to establish a Project Management Unit (PMU) to implement the Public-Private Partnership for Integrated Agriculture Development (PPPIAD) initiative. This partnership facilitates policy advocacy, program implementation, and value chain integration for high-value crops like oilseeds and horticulture.

## **MINISTRY OF AGRICULTURE & FARMER WELFARE:**

FEED's collaboration with the Ministry focuses on policy development, particularly the PPPIAD guidelines, and mobilizing private sector investments for value chain projects.

## **INDIGRAM LABS FOUNDATION:**

Through the AgVenture CoUp initiative, FEED would support agriculture start-ups by offering market access as well as incubation, mentorship, and pilot project opportunities, promoting innovation in the sector.

## **SECTOR PARTNERSHIPS:**

Partnerships with organizations like Syngenta Foundation India, Transform Rural India, Passing Gifts Private Limited (Heifer International) enables FEED to reach large number of marginal farmers through partner network.

## **DEVELOPMENT INTELLIGENCE UNIT (DIU):**

This partnership provides research and analytics to drive data-driven decision making, enhancing program impact and policy advocacy.

# FUTURE OUTLOOK

FEED's future action plan centres on empowering marginal farmers through strategic programs and collaborations, ensuring economic sustainability and growth. The focus areas include:

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## **MAP VALUE CHAIN BUSINESS CASE DEVELOPMENT IN BUNDELKHAND WITH GIZ**

FEED is in discussion with GIZ to develop a robust business case for the Medicinal and Aromatic Plants (MAP) value chain in Bundelkhand, Uttar Pradesh. The project will identify high-value MAP crops like lemongrass and ashwagandha, establish government partnership, and establish market linkages. This initiative aims to create new income opportunities and enhance value addition for smallholder farmers.

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## **EXPANDING AGRI-ENTREPRENEURSHIP (NEW EXTENSIONIST PROGRAM)**

Train new agri-entrepreneurs, focusing on creating opportunities for women and marginalized communities. Integrate digital tools to enhance service delivery and support farmers with real-time information and resources.

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## **BUSINESS MODEL DEVELOPMENT FOR PASSING GIFTS PRIVATE LIMITED (PGPL) – BACKYARD POULTRY:**

FEED is in discussion with Passing Gifts Private Limited (PGPL) to develop a sustainable business model for the Backyard Poultry initiative. The plan includes:

- Production Support: Train marginal farmers in poultry management, feed optimization, and disease control.
- Market Aggregation and Linkages: Set up aggregation centers to standardize quality and connect farmers directly to high-value markets.

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## **STRENGTHENING PUBLIC-PRIVATE PARTNERSHIPS (PPPIAD)**

Develop and scale project proposals across new regions and expand existing partnerships with private companies to attract investment and create robust value chains for crops like pulses, oilseeds, and horticulture.

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## **PROMOTING AGRI-TECH INNOVATIONS (AGVENTURE COUP)**

Support start-ups through pilot projects, incubation, and direct market linkages in collaboration with FICCI and Indigram Labs to encourage technology adoption and innovation in the agricultural sector.

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## **ENHANCING MARKET LINKAGES (KISAN TECH CONNECT PROGRAM)**

Strengthen direct market linkages for marginal farmers and women agri-entrepreneurs to enhance their access to buyers and create long-term market opportunities.

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# OUR LEADERSHIP



**Dr. Sanjeev Chopra**  
Chairperson

Former Director of the Lal Bahadur Shastri National Academy of Administration (LBSNAA) and Additional Chief Secretary to the Government of West Bengal. With over three decades of experience, he has been instrumental in driving policy changes and leading initiatives for sustainable agricultural development.



**Suryamani Roul**  
Managing Trustee

A seasoned development management professional with expertise in building livelihoods strategy, leading agriculture and agri-value chain initiatives, and youth and women's economic empowerment.



**S Baskar Reddy**  
Trustee

Former Executive Director of Syngenta Foundation India, he has been influential in developing the Public-Private Partnership for Integrated Agriculture Development (PPPIAD) model in India.

# OUR LEADERSHIP



**Anish Kumar**  
Trustee

Managing Director of Transform Rural India and Director of the Foundation for Development of Rural Value Chains, he has extensive experience in rural transformation and the integration of smallholder farmers into modern value chains.



**Amit Singh**  
Advisor

An expert in value chain analysis and international development, he has managed over 100 agricultural/livelihood projects impacting more than 200,000 poor families.



**Kulranjan Kujur**  
Advisor

An international development expert, he has worked with institutions such as the World Bank, UNDP, and FAO, focusing on sustainable development and climate-smart agriculture.

# WORK WITH US



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