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Forum of Enterprises for
Equitable Development

Annual Report 2023-24

About Us

The Forum of Enterprises for Equitable Development (FEED) is dedicated to uplifting marginal farmers across India through targeted interventions that improve market access, value chain integration, and technological adoption. The organization's mission is rooted in creating sustainable development pathways that enable these farmers to transition from subsistence farming to commercial-scale agriculture.



In the financial year 2023-24, FEED expanded its ongoing projects, initiated new partnerships, and launched several strategic interventions. This report highlights the key developments, achievements, and future directions of the organization.

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.



OUR LEADERSHIP

FEED's leadership comprises a diverse group of professionals with extensive experience in agriculture, rural development, and policy advocacy:



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.



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.

A Year in Review

Major Projects and Key Developments

The financial year 2023-24 witnessed the execution and scaling up of several critical projects under FEED's portfolio, each focusing on distinct aspects of agricultural and rural development.

MEDICINAL AND AROMATIC PLANTS (MAP) PROJECT

The MAP Project focuses on creating value chains for high-value Medicinal and Aromatic Plants (MAPs) in Bundelkhand, Uttar Pradesh. With support from GIZ, the project aims to increase the income potential of smallholder farmers by cultivating crops like lemongrass and ashwagandha, which have significant demand in both domestic and international markets.

This year, FEED conducted detailed stakeholder consultations to refine the project's execution plan, focusing on capacity building and market linkage development. UPSRLM accepted the proposal and forwarded the same to NRLM for funding under NRETP programme.

HEIFER INTERNATIONAL COLLABORATION (PASSING GIFTS PRIVATE LIMITED - PGPL)

FEED continued its collaboration with Heifer International through Passing Gifts Private Limited (PGPL), focusing on the Backyard Poultry initiative. This project aims to improve income generation for marginal farmers by enhancing their backyard poultry farming capabilities. FEED is helping PGPL with model development.

PUBLIC-PRIVATE PARTNERSHIP FOR AGRICULTURE VALUE CHAIN DEVELOPMENT (PPPAVCD)

The PPPAVCD initiative, an evolution of the earlier PPPIAD program, gained significant momentum in 2023-24. The initiative aims to create an enabling environment for private sector investment in agriculture through collaborative value chain development projects. The state consultation held in December 2023 was a landmark event that brought together policymakers, private sector players, and farmer representatives.

Through its Project Management Unit (PMU), FEED facilitated the submission and evaluation of proposals from over 20 private players, targeting value chains in oilseeds, pulses, and horticulture. The initiative is expected to attract new investments and create robust value chains that integrate smallholder farmers into the mainstream agricultural economy.

KEY ACHIEVEMENTS:

- **Supported the development of 15 project proposals that were submitted to the Ministry of Agriculture and Farmer Welfare.**
- **Established a monitoring and evaluation framework to track the performance of ongoing projects.**

AGVENTURE COUP INITIATIVE

The AgVenture CoUp Initiative complements the organization's objectives by fostering innovation and entrepreneurship in rural areas. AgVenture CoUp is a joint initiative by FEED, DAY-NRLM, FICCI, and Indigram Labs to bridge the gap between agriculture start-ups and market players. It provides a platform for start-ups to connect with potential investors, clients, and partners, thereby accelerating their growth and impact.

The AgVenture CoUp Meet held on May 7, 2023, at FICCI House, New Delhi, was a successful event that brought together 30+ start-ups, 50+ market players, and numerous farmer collectives. The event enabled start-ups to pitch their solutions, explore collaboration opportunities, and scale their operations through partnerships.

KEY HIGHLIGHTS:

- **Custom matchmaking sessions facilitated 20 pilot projects and partnerships.**
- **Identified potential scaling opportunities for innovative solutions targeting post-harvest losses and precision agriculture.**
- **Strengthened the start-up ecosystem in rural areas by connecting agripreneurs with market needs and resources.**

Strategic Partnerships and Collaborations

Strategic partnerships have been a cornerstone of FEED's approach to creating impactful change. In 2023-24, FEED deepened its collaborations with existing partners and established new relationships to further its mission.

INDUSTRY PARTNERSHIP

The PMU established in collaboration with FICCI played a key role in the PPPAVCD initiative, supporting proposal development and stakeholder engagement. FEED would reach out to other private players and industry bodies for broader cooperation.

IMPLEMENTING ORGANISATION PARTNERSHIP

FEED has partnered with like-minded not-for-profit implementing organisations to reach a larger network of farmers. Grameen Foundation, Passing Gifts, NAFPO, FDRVC, TRIF, AEGF and Syngenta Foundation are some of the valued partners.

DEVELOPMENT INTELLIGENCE UNIT (DIU)

This partnership facilitated the annual survey of marginal farmers, providing valuable data that informed FEED's program design and advocacy efforts.

PASSING GIFTS PRIVATE LIMITED (HEIFER INTERNATIONAL)

The collaboration under the Backyard Poultry initiative has continued to grow, benefiting thousands of marginal farmers.

KEY ACHIEVEMENTS FOR 2023-24

1

Successful Execution of State Consultation under PPPAVCD

Mobilized private sector investment and facilitated policy discussions that led to the approval of 15 new projects.

2

Integration of the MAP Project with SRLM

FEED with its effort has integrated the MAP value chain project with state rural livelihood mission for government and community ownership.

3

Increased Outreach through AgVenture CoUp

Connected 30+ start-ups with market players and facilitated the development of pilot projects.

4

Enhanced Impact through Heifer International Collaboration

FEED is closely working with PGPL (Heifer International) to develop a new Backyard Poultry initiative focussed on indigenous breeds, improving income levels and production efficiency.

Future Outlook

For the upcoming year, FEED aims to build on the momentum of 2023-24 by focusing on scaling up successful initiatives and exploring new opportunities for collaboration and innovation.

- **Scaling of MAP Project:** FEED plans to extend the MAP value chain development to new regions, leveraging the success of the Bundelkhand initiative.
- **Strengthening AgVenture CoUp:** The initiative will continue to host sector-specific meets and provide targeted support to start-ups in the agriculture and rural sectors.
- **Continued Policy Advocacy:** Using insights from the Annual Survey of Marginal Farmers, FEED will advocate for policy changes that improve marginal farmers' access to technology, credit, and markets.
- **Strategic Partnerships with prominent institutions:** FEED as a value chain architect and a platform for marginal farmer ecosystem would focus on developing strategic alliances with organisations and groups that touch upon marginal farmer lives.



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