



# Global Parli

## Monthly Report

(April & May 2020)

### Nation Building Through Rural Transformation

The future of India lies in the rejuvenation and transformation of its villagers.  
Join us Global Parli to transform our nation.

**India can wait no more!**

**Mayank Gandhi**  
Chief Coordinator

*India lives in its villages. Only prosperous, self-reliant villages can transform the nation.*

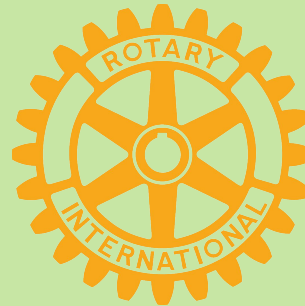
# Partners



**BOROSIL®**



**MFCONS**



# Global Parli's Process

**1** *CHANGING MINDSET*  
*2016-2019*

360° Participatory Development in areas of Water Management, Livelihood, Human Development, Social Reforms, Gram Swaraj, etc.

**2** *TRANSFORMATION*  
*2018-2022*

**1** Water Management (2018-2019)

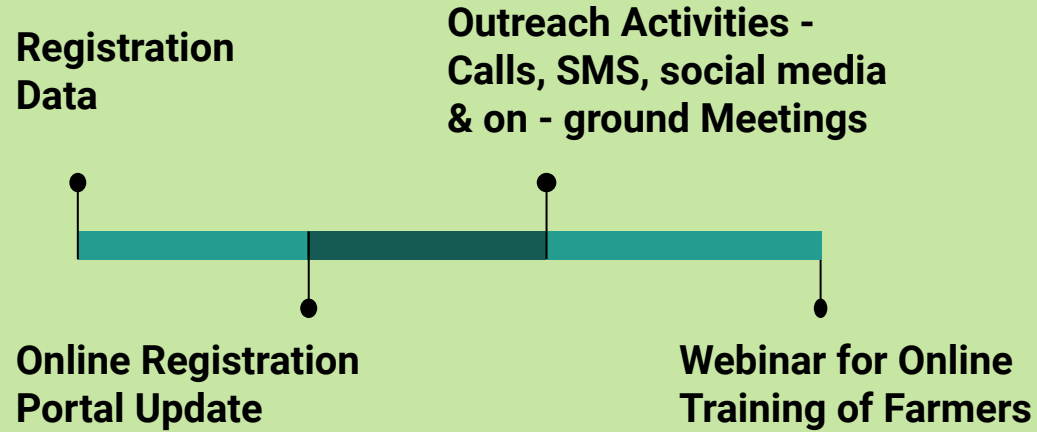
**2** One Million Fruit Trees (2019-2021)

**3** Transforming Economy (2020-2022)

**3** *REPLICATION OF THE MODEL*

Taluka-by-Taluka and District-by-District Transformation of the Country

# Main Activities



# Registration Data

Due to the COVID-19 Pandemic and the resultant lockdown, we have revised our targets. In Marathwada, Global Parli has completed 51% of its targeted plantation registration while in Raisen, 18% of the registration target has been completed. Over the next 45 days, our focus will be on mobilization and registration in Raisen District.

From the existing data on registration, 2254 acres have already been brought under horticulture and our outreach has increased to 1,781 farmers in Marathwada and Raisen.

Crop	Variety	Total Fields	Total Acres	Plantation on Fields	Plantation on Bunds	Total Plantation		Total Fields	Total Acres	Plantation on Fields	Plantation on Bunds	Total Plantation	
<b>Total Farmers: Raisen - 150 Marathwada - 1649</b>		<b>Global Raisen</b>						<b>Marathwada</b>					
		<b>339</b>	<b>157</b>	<b>58,090</b>	<b>870</b>	<b>58,960</b>		<b>1742</b>	<b>2126</b>	<b>9,71,096</b>	<b>48,646</b>	<b>10,19,742</b>	
Custard Apple	NMK 1	47	26	11,096	115	11,211		323	435	1,63,599	3,682	1,67,281	
Lemon	Sai Sarbati	94	63	13,459	175	13,634		292	286	61,845	5,808	67,653	
Guava	L-49	64	26	12,118	120	12,238		320	366	1,75,541	5,528	1,81,069	
Mango	Dashehri/Kesar	57	17	3,539	250	3,789		343	367	1,13,516	14,783	1,28,299	
Orange	Nagpuri	14	4	750	60	810		62	111	23,260	1,716	24,976	
Moringa	Siddhivinayak Morninga	63	22	17,128	150	17,278		52	35	17,546	2,980	20,256	
Mosambi	New Shelar							75	122	23,917	1,885	25,802	
Papaya	Taiwan 786							259	384	3,88,319	0	3,88,319	
Coconut	Aasarampatti							16	20	3,553	12,264	15,817	
				<b>Registration Status</b>							<b>Registration Status</b>		
				<b>Total Target</b>	<b>2,50,000</b>	<b>%</b>					<b>Total Target</b>	<b>20,00,000</b>	<b>%</b>
				<b>Total Achieved</b>	<b>58,960</b>	<b>24</b>					<b>Total Achieved</b>	<b>10,19,742</b>	<b>51</b>
				<b>To be Achieved</b>	<b>1,91,040</b>	<b>76</b>					<b>To be Achieved</b>	<b>9,80,258</b>	<b>49</b>

# Online Registration Portal Update

While we had already created an online registration portal due to the expansion of operations in five districts, the current restrictions on movement and social distancing have necessitated an update to our existing registration portal.

Earlier, farmers would have to access the portal through a CSC center, the new update has made the portal more user friendly keeping in mind the needs of our beneficiaries. The farmers can now order saplings, submit documentation, and make payments from their home, without having to step out. The whole registration process is now fully automated and will require in-person contact only during sapling distribution.

# Outreach Activities

With restrictions on movement in place and keeping in mind the safety of field staff as well as beneficiaries, our outreach activities are being carried out through a combination of online as well offline activities including:

- Automated voice calls and SMS providing a brief outline of the program with call back numbers provided for farmers who are interested in enrolling.
- Farmer databases received from the horticulture department, Raisen are being used to personally call farmers and explain the program to them. Staff then follow up with these farmers and encourage them to register for the plantation.
- With the easing of lockdown in May, we placed advertisements in the local newspapers to reach out to farmers who might be interested in plantation.
- Engaging with link workers, Sarpanch, and local farmers to create awareness about our program and encourage registration of farmers so that lockdown rules weren't violated by our field staff..
- Social media campaign was planned with a targeted outreach in Raisen, Marathwada, and Mumbai to create awareness. These paid posts and campaigns included program details, sapling costs, program achievements in the past, success stories of farmers, and callback numbers for those interested in registration.
- With easing of the lockdown in the past fortnight, small on-ground meetings have also been conducted while ensuring proper social distancing norms are maintained by all participants.

# Outreach Activities

## Voice Calling

	Calls Attempted	Successful Calls	%
	1,22,554	94,850	77
Beed	3,085	2,468	80
Latur	43,269	33,459	77
Osmanabad	4819	3696	76
Parbhani	55,136	41,456	75
Raisen	16,245	13,681	84

## Social Media Targeted Outreach

	Total Outreach	Repost/ Video Views
	2,63,152	36,829
Raisen	68,544	6,465
Marathwada	59,008	7,631
MP, Mumbai, Marathwada	1,35,600	22,733

## SMS Sent

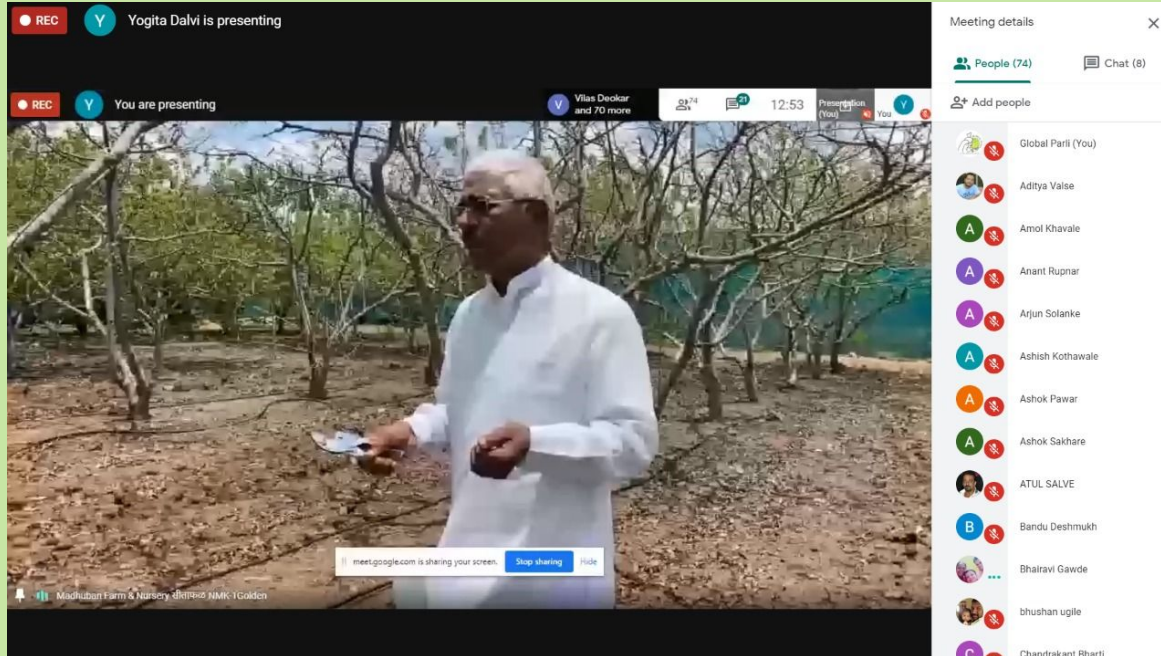
	SMS Sent	SMS Delivered	%
	1,34,548	1,30,389	96
Marathwada	1,20,159	1,17,268	97
Raisen	14,389	13,121	91

## Calling Status - Raisen

		%
Total Target	14,335	%
Calls Completed	13,694	95.5
Farmers Interested in Plantation	9,897	72.2



# Webinar for Online Training of Farmers



The current pandemic has forced us all to innovate and ensure that our programs keep impacting the lives of our beneficiaries. Since in-person trainings are not possible, we arranged a pilot webinar for online training of farmers.

Experienced agronomist, Dr. Narendra Joshi and Krishi Bhushan awardee Kantarao Deshmukh gave lectures on post harvesting of Guava. Around 90 farmers attended the session.

After success of this webinar, we have planned more online training sessions for our farmers over the coming weeks.