

# Global Parli

Monthly report - July 2021



A mission to transform India by increasing farmer income to 1 lakh per acre per annum

**TIME TO SCALE UP ACROSS INDIA**

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# FROM MY HEART



Dear friends,

The fragmentation of farms is the most significant element contributing to the farming community's worsening plight. The division of farms has been offset by increasing yield per acre and better price realization all over the world.

Traditional crops generate an annual revenue of Rs. 10,000 to 40,000 INR per acre all over the country. One of the main causes of farm distress, poverty, and suicide is this. As a result, based on local agro-climatic variables and circumstances, shifting cropping patterns to remunerative crops is the way forward. The primary objective will be to marry the greatest contemporary agricultural practises with traditional knowledge.

India is a huge country with different geographies, challenges, environment, weather, people, and governance models. While we have made one major “proof of concept,” it is prudent to create some more models to learn and understand the various challenges for the “Rural Economic Revolution.”

The first success in Parli Taluka, which included 106 villages, where farmers are reporting income above 1 lakh rs per acre per annum, has encouraged us to embark on a bold strategy to scale up the model across the country.

After interest shown by multiple groups across the country, in this month's edition of monthly report, we attempt to bring out before you different aspects and challenges on how this model can be replicated across the country.

**Come let's join the movement of transforming India.**

Love,  
Mayank

# Imitation is sincerest form of success.



If it can be successfully done once, it can be done again, and yet again.

**Global Parli's model of elevating rural income** isn't just about making a farmer financially self-sufficient, but getting him his deserved dignity. Bjorn Lomborg in his book "Skeptical Environmentalist" enlists problems that need immediate attention in the world. The problems are listed in order of their severity and their cost to benefit ratio.

You will be surprised climate change stands at number 17. The same author goes on to say that if the per capita income of the world is increased to 5000 USD then the environmental problem would be automatically solved.

The inference of the above statement is that climate change is just a symptom of economic suppression. If climate change solutions are coupled with poverty mitigation then we are providing a far-reaching curative solution. At Global Parli, our endeavour is to create a green cover that also generates financial wealth for a farmer.

Financial independence releases farmer of duress provides them money for better living, better health, children education, improved mobility and enhanced awareness. Since its inception Global Parli has been striving to economically uplift the rural landscape.

With proven methods, evolved efficiencies set operating practices, Global Parli is now ready to transfer the knowledge to any partner who is willing to take this thought ahead.

Global Parli's replication project lead,  
Founder of SpaceAge,  
**Mr. Praveen Mehta**  
+91 98210 16811

# ITS TIME TO SCALE UP ACROSS INDIA!

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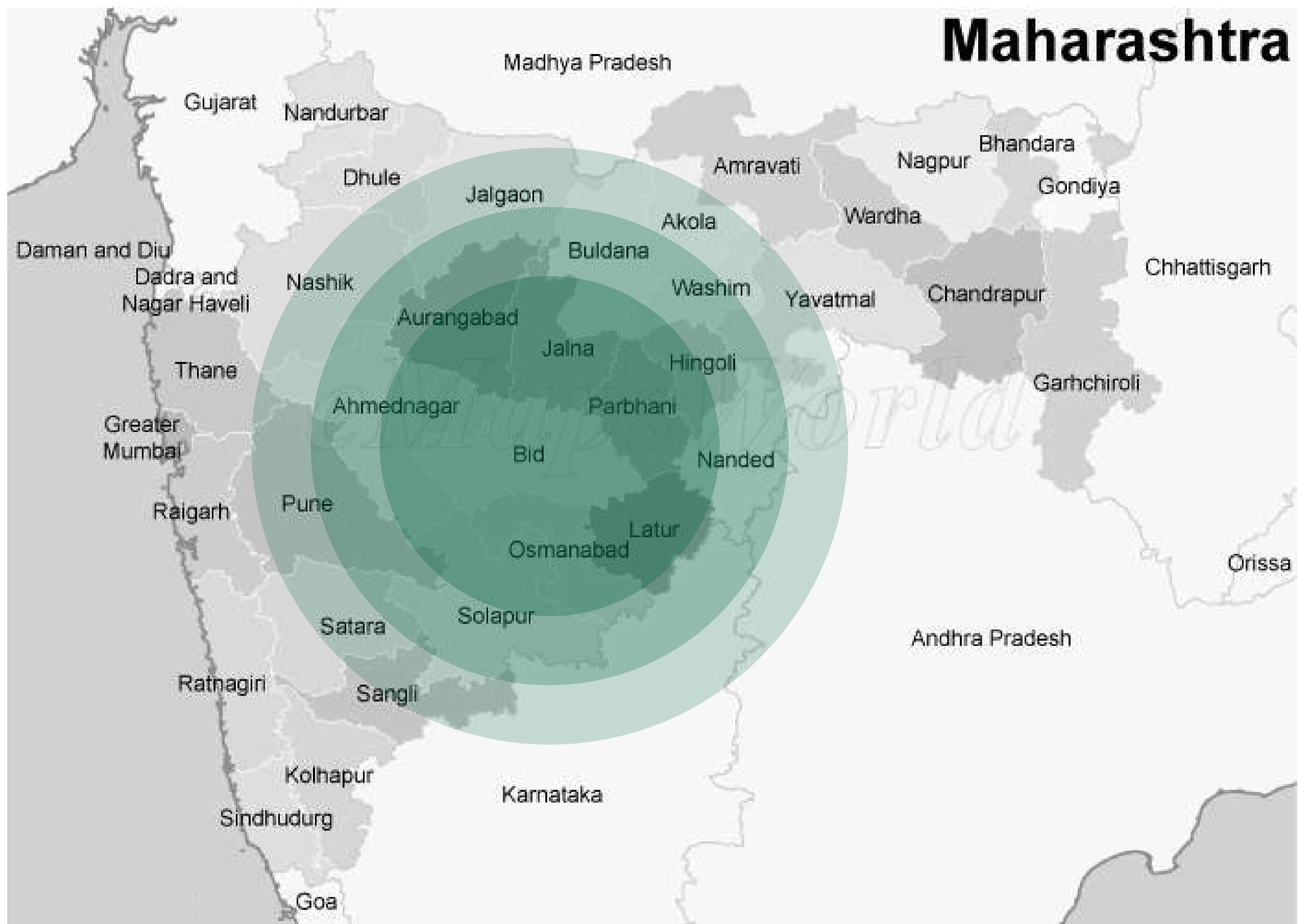


After the proof of concept was successfully demonstrated and thousands of farmers across our working regions reported an increase in their income, we have started receiving requests from across the nation to replicate our project in their region.

A detailed and well planned with appropriate SOP's (Standard Operating Procedures), checklists, and handholding have been prepared to ensure that the project can replicated by these people in their respective areas.

There is also a need to snowball the replication through sustained government interventions and institutionalization.

# The proof of concept



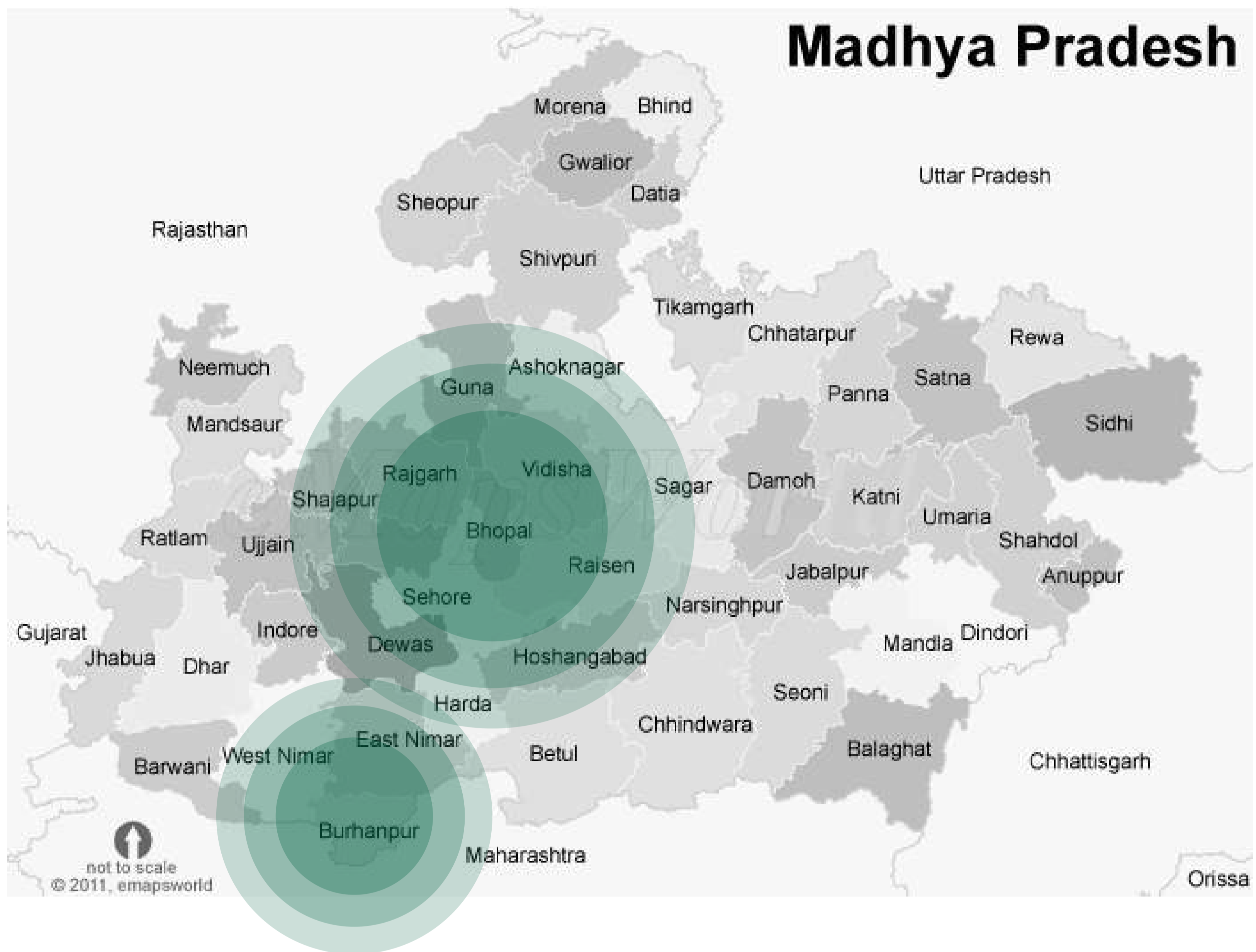
Our journey to transform India and create a replicable model began with a district that was notoriously known as one of India's worst drought-affected regions, with rampant farmer suicides and depression on the rise and annual income per acre anywhere between 10,000 to 20,000.

To increase farmer income we focused on three key elements: first, traditional farming techniques were combined with contemporary know-how and technologies to provide high-quality, better-than-US yields. Second, we focused plantation in large clusters so that the market comes to us instead of the other way around and wholesalers converge to our farmers to purchase their produce. Third, we focused on forward linkages, such as innovative marketing, value-added post-harvest processing, input procurement, and supply chain management, to make it easier.

After this focus our farmers in Marathwada planted a total of 11.87 lakh fruit trees in 2019, including mango, papaya, drumsticks, lemon, guava, and custard apple. Soon, as the fruiting began, and our farmers who were previously earning anywhere between 10,000-20,000 per acre were now reporting an income which was over 1,00,000 Rs per acre.

A region that was once known for farmer suicides but is now seen as an example of self-sufficiency and self-reliance.

# Replication- Madhya Pradesh



In 2020, as part of replicating the project, the Global Parli team began working in four Madhya Pradesh districts: Raisen, Vidisha, Sehore, and Bhopal, with the support of our partners HEG Ltd. We took on the challenge of working with Madhya Pradesh's farmers and raising their incomes. As soon as we started our project in Madhya Pradesh the nationwide lockdown took place.

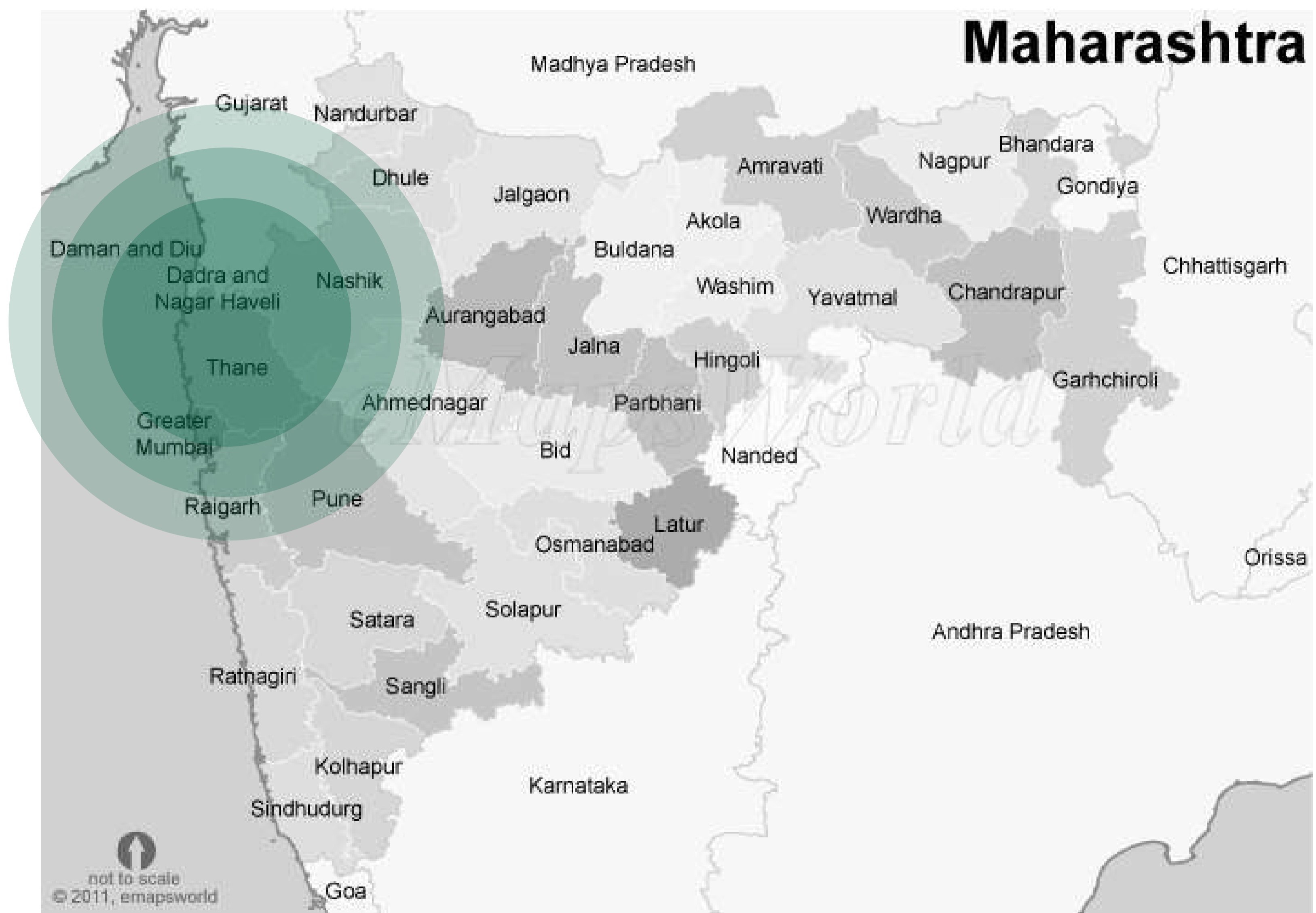
Due to the extreme heat in the summer and cold in the winter, fruit sapling was difficult to grow in Raisen, Vidisha, and other places of Madhya Pradesh. Moreover, the Locust (Tiddi) attack had a significant impact on these regions. The saplings that had been planted were destroyed by these insects. Regardless, our field personnel and expert team worked relentlessly to tackle the situation and find a solution.

Despite all these challenges and much more we successfully planted 2.54 lakh trees in Madhya Pradesh. We were also able to successfully encourage the farmers to change their cropping patterns from traditional non-remunerative crops to modern remunerative crops.

Based on their previous experience, a great more number of farmers were keen to engage with us. This year in Madhya Pradesh alone, we have successfully planted over 22 lakh fruit trees. With fruiting also beginning we are optimistic that farmers will get a good return on their investments in Madhya Pradesh as well.



# Replication in Palghar



After a successful replication in Madhya Pradesh, we decided to expand our working regions in some worst-affected tribal regions of Palghar: Wada, Vikramgarh, Jawhar, Mokhada.

During our preliminary survey, it was observed that farmers of Palghar were eager to change their cropping pattern from traditional to horticulture. But the scarcity of water was a hindrance. Before the plantation begins, we decided to raise public awareness, about water management and encourage adopting modern water harvesting measures.

We recently inaugurated a solar water system to raise river water in a location where there is no electricity and no reliable water supply. Galachapada is the name of the village where this was done. The installation of the pump provided 22 farms with direct water access, allowing them to boost their productivity.

With the unavailability of water and irrigation facilities, we have selected the most affected regions in Palghar: Wada, Vikramgad, Jawahar, and Mokhada. Despite working in a new region and facing new COVID-19 challenges, we were able to connect a large number of farmers.

Palghar district, which is adjacent to Mumbai, has excellent global connectivity and a large indigenous population. The demand for farm-fresh items is quite high in newly established infrastructures such as malls, marketplaces, and e-startups. We are hopeful that this reasons out to be a big benefit for our farmers.

# SOP for replication

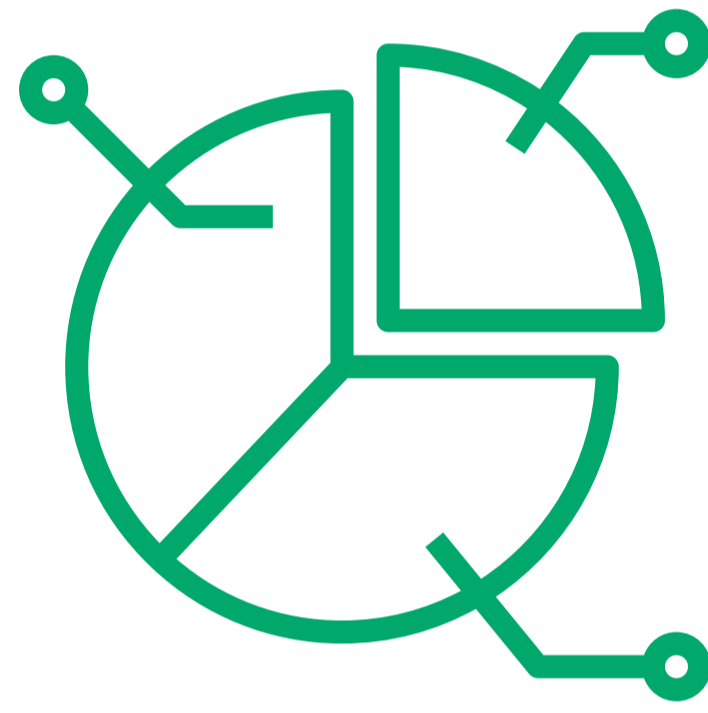
## PRELIMINARY ASSESSMENT OF THE CATCHMENT AREA

The first step towards understanding the regional nuances will begin with a preliminary review of the details associated with the region.



## SURVEY ANALYSIS

Post preliminary assessment, GVT and local team will conduct a detailed survey and analysis of the area under consideration for setting up an operating unit to implement a plantation program.



## DEVELOP A 'PLAN OF ACTION'

Subject to detailed analysis of all the survey results, both GVT management and local leadership will discuss and develop a comprehensive plan of action to implement the plantation program in the selected region.



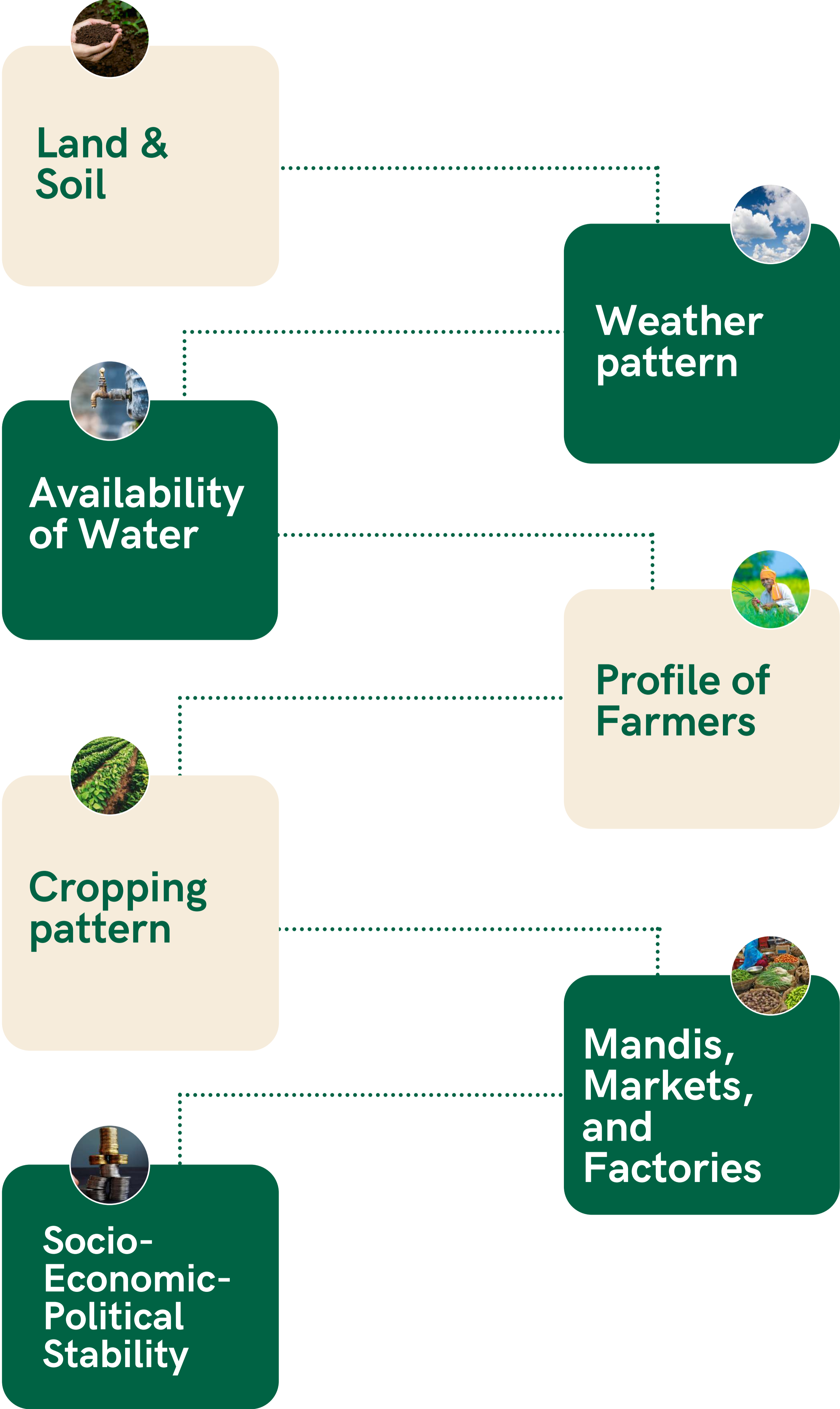
## FORMAL AGREEMENT

Once a plan of action document is prepared, GVT management will structure a formal agreement with the local leadership and set up a team. The agreement will help cement the roles, responsibilities, accountability, and vesting of powers amongst parties involved.



# PRELIMINARY ASSESSMENT

KEY POINTS TO LOOKOUT FOR.



# KEY CONTACT PEOPLE



Non-Political Leaders



Elected Members



Senior Farmers



KVK Officials



Agriculture Officers



Government Officials



Agriculture Equipments Vendors



Agri-Commodity Traders



SHGs and NGOs



Law Enforcement Officers

# SURVEY ANALYSIS

## 1. Farmer Survey



## 2. Catchment Details



Location



Farming activities



Farmer Profiles



Soil Survey



Water Survey



Weather pattern



Soc-Econ-Pol-Environment



Markets



Community engagement



Infrastructure



SHGs and NGOs

## DISCUSS AND DEVELOP A COMPREHENSIVE 'PLAN OF ACTION'

The plan of action document will include the following

1 Central Objective and Location Specific Objective along with detailed roles and responsibilities of GVT Management, GVT Team, Local Leaders and Local Team.

2. Forming a local team, setting up a base of operation, and formulating a detailed task list to execute the project.



Brief outline



List of Activities



Questionnaire



Planning the Plantation



Sapling



Training



Guidance on Government policy



Forward Linkage Support

## FORMAL AGREEMENT WITH THE LOCAL LEADERSHIP AND LOCAL TEAM

Once a Plan of Action document is prepared, GVT Management will structure a formal Agreement with the Local Leadership and set up a local team.

### THE AGREEMENT WILL INCLUDE THE FOLLOWING POINTS



Agreed terms of engagement



Roles and Responsibilities



Norms



How will the set-up, manage and operate



Process, Authority and Autonomy



Dos and Don't



Annexure

# The key element!

Our project revolves around forming farming clusters. We believe that farming clusters have the ability to boost production by providing farmers with an entire ecosystem to make their job much easier. Since 1991, various government projects have focused on cluster development. They also have the potential to alter competition in the existing region by raising productivity, driving farming innovation, and stimulating new agri-businesses. Cluster based mass plantation is the cheapest, fastest and easiest solution to the climate and environmental crisis. It creates a geographic concentration of sufficient resources and competences accumulating to a critical threshold, giving it a key economic branch of activity and a decisive, long-term competitive advantage over other locations and further leads to world supremacy in that field. It further broadens competitiveness framework, in response to local circumstances and improve the economic performance of nearby enterprises.



# GLOBAL PARLI REPLICATION MEETING



Farmers and representatives from around 17 regions from all over India participated in this meet to replicate the Global Parli project. These representatives were from the states of Rajasthan, Uttarakhand, Uttar Pradesh, Orissa, Jharkhand, Karnataka, Tamil Nadu, West Bengal, Madhya Pradesh and Maharashtra.

We shared the Standard Operating Procedures followed throughout the process of this agro enriching model, the representatives were able to get an in-depth analysis of the different ways Global Parli helps the farmers in increasing their incomes with more than 10 representatives already willing to take Global Parli's help in helping to improve the economic conditions of the farmers in their respective regions. Thus bringing a conclusion to the meeting and helping increase the importance of this much-needed change in the system.

We look forward to giving 100% support to all those who show interest in replicating our model.

# Our progress

## Palghar

Water management initiative in the village Galachapada.

## Madhya Pradesh

Distribution of saplings as well as planning forward linkage for Papaya fruits.

## Marathwada

Large scale distribution of several fruit saplings with respect to mass plantation and cluster creation.



**65,56,464 Bookings**  
(97.9 lakhs in 2.6 years)



**3,101 Farmers**



**4,654 Acres**



# Training the trainers



On 29th July 2021, our core team of 23 members from all regions visited Jain hills in jalgaon to study different aspects of irrigation, manufacturing unit, food processing unit, research and development lab .

We had a detailed overview of its nursery management and processes followed in growing the saplings. We got to learn new age farming technologies and systems to get the best quality produce. Our team also got an opportunity to have a Q&A session with senior agronomists and horticulture experts. This will reflect back on how we manage our operations in the plantation.



# GLOBAL PARLI'S FRUIT TREES PLANTATION WITH ROTARY INTERNATIONAL



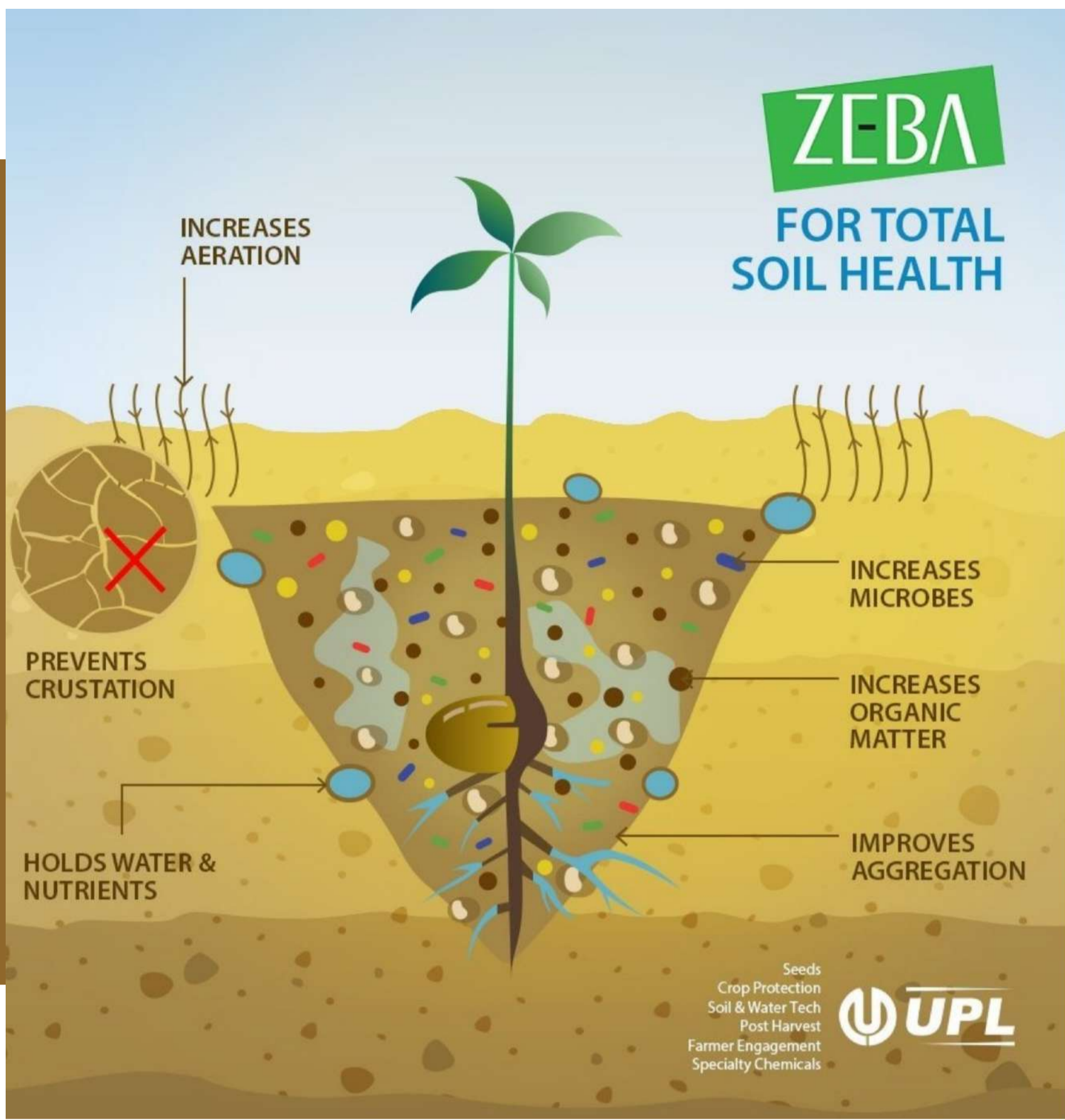
Global Palghar team organized a grand fruit trees plantation project, supported by Rotary International in the presence of Mayank Gandhi and DG Rajendra Agarwal.

The event started with launching the "Farmer Information Booklet" which contains in-depth intel about a plethora of fruit tree plantation with its economics and schedule.

Mayank Gandhi addressed the audience with his plan to empower farmers, by increasing their incomes.

Later we inaugurated a solar water system at Galachapada, Gargaon, Wada in partnership with Rotary. This initiative is to assure seamless water connectivity for irrigation across our working regions. It will benefit farmers even during unavailability of electricity.

The villagers of Gala-cha-pada, Gargaon greeted Mayank Gandhi and the guests from Rotary with a garland of Mogra flowers in a traditional way. We are proud of our Global Palghar team for their efforts in achieving our goals.



# ZEBA DISTRIBUTION

Planting trees is not as important as its survival. Otherwise, what's the difference between us and govt schemes?

Our friends at UPL, through the efforts of Rotary district 3141, gifted the farmers large quantities of a wonder product called ZEBA – an organic, starch-based, superabsorbent soil enhancer for Palghar.

This Zeba fertilizer is a superabsorbent soil enhancement designed to keep a constant supply of moisture available to germinating seed, seedlings, and plants throughout the growing season. Each Zeba granule works like a sponge, absorbing in excess of 400 times its original weight in water, forming hydrogels that slowly release moisture back to plants as they need it. It improves soil porosity & structure and increases water & nutrient efficiency. We are grateful to Rotary International for this support.

Even if there is less water, the plants will survive which will in turn produce better yield.

## पेड़ लगाने से ज़्यादा, उनको ज़िंदा रखना ज़रूरी है

# Enriching India from Grassroots - Webinar



Alok Sinha, one of the hosts at Guts, Glory & Story S3 says that “When I was first introduced to Mayank Gandhi by none other than Sushil Jivrajka, nearly a year ago, as the man who had transformed parts of the dry Marathwada region into prosperity - from a point where farmers earned Rs. 15,000 per acre to now 1 lakh/acre and in some cases even double of that - little did I know that this was the man who was integral to Right to Information Act and India against corruption movement. And that this social activist had to go underground during the emergency!”

Mayank Gandhi shared stories of resolute determination for making a difference to the disadvantaged farmers in drought prone Marathwada.

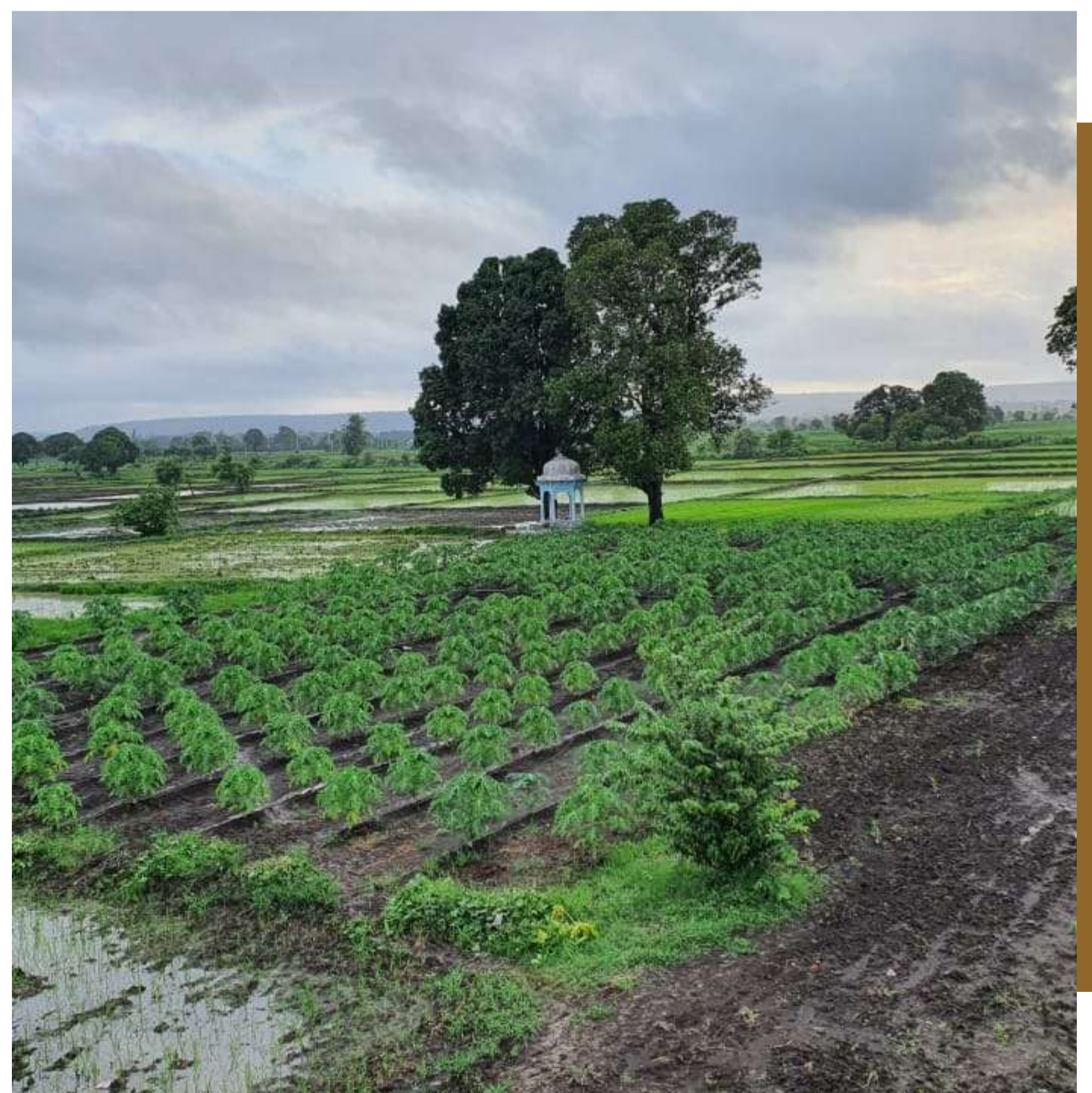
Watch the full webinar at [LINK](#)

## Madhya Pradesh Visit

Strategy planning is an integral part of our operations and management at Global Parli. For the same, our team visited Madhya Pradesh to upgrade the current way of operations and introduce new ways of strategy.

The main highlight of our visit was to optimize the supply chain of sapling distribution in Raisen, Vidisha, Sehore, and Burhanpur. Plantations done in 2020 have started showing fruiting, as well as the growth of this year's plantation, which has reached the flowering stage.

Our team of technical experts along with the on-field staff have started the survey to record the growth and the status of current plantation.



# Project overview in Madhya Pradesh



Work done in Madhya Pradesh was also witnessed and appreciated by the gracious presence of Mr. Ravi Jhunjhunwala and Mr. Manish Gulati from HEG Ltd.

Farmers in Mandideep greeted them warmly and honored them. Ravi Ji and Manish Ji interacted with the farmers one-on-one to learn about their issues and challenges faced on a daily basis.

It was a joy to see top-tier businessmen taking an interest in ground level dynamics and speaking to the public with the sole aim of assisting them in any manner possible.

## Public meeting in Burhanpur

We believe that India can change not through missions, projects, or govt schemes, but through a positive, developed, people-oriented movement.

Burhanpur in Madhya Pradesh has started looking like the beginning of a pro-farmer movement for change (like in Parli).

On 29th July 2021, multiple farmer groups of Burhanpur had lined up the roads with big banners, welcoming Mayank Gandhi with honor. We had invited and expected around 50-60 key farmer leaders (due to Covid restrictions), but the hall was overflowing with the farmers

There seems to be tremendous hope and willingness to work to change their lives.





## **E-INAUGURATION OF AGRIGATE (AGRI INNOVATION CHALLENGE)**

We inaugurated AgriGate, a partnership between Global Parli and Atal Incubation center Rambhau Mhalgi Prabodhini challenge where we are trying to connect startups with farmers. The increase in farmer incomes is a complex issue, an ecosystem of innovative solutions working in tandem is likely to expedite the process of economic growth. AGRI-Gate attempts to create a start-up ecosystem through rigorous assessments to support farmers. Market-ready, Start-up or existing market operators willing to buy products from the farmers directly as well as Market-ready Start-up or existing market operators focused on capacity building through innovations for the small and marginal farmers are startups that we are searching for. The objective is to create a Sustainable Forward Market Linkage Ecosystem through the collaboration of Institutions namely- NGO/ FPO, Incubator, Venture Capitalists, Corporates, Social Marketing enterprises, Market Operators, and Startups with due support from Government agencies.

The end customer for all these institutions is Farmer and the success criteria are increased incomes. The current Market Access for Farmers provides enormous opportunities for collaboration and innovation. With this Forward Market Linkage challenge, Global Parli and AIC- RMP are inviting existing Market operators and Market Ready Start-ups to be part of the ecosystem that promises to be one of the largest organized efforts of collaboration.

It was inaugurated by Mr. Rajiv Kumar, the Honourable Vice-chairman of NITI Aayog.



## MAYANK GANDHI

Mayank Gandhi started his career as an International urban planner.

In 2011, he was part of the leadership of India against Corruption (IAC) movement and Aam Aadmi Party (AAP)

In 2015, he quit politics and dedicated his life to Nation Building. His trust chose 106 villages with the highest suicides, droughts and poverty villages in Marathwada, Maharashtra.

He has created a proof of concept model with 360° village development, water harvesting, and multiplying farmer incomes by over 20 times, by changing cropping patterns, training, and cluster plantation. Already 90 lakh trees have been planted in the last two and half years in the poorest areas of the country viz Marathwada, MP, and Palghar.

Through his Rural Economic Revolution model with Global Parli, he believes that India can be transformed by multiplying farmer incomes.

**INDIA CAN WAIT NO MORE**

# THANK YOU



**You can connect with us at**

 [connect@globalparli.org](mailto:connect@globalparli.org)

**To know more,  
watch the Transform India  
short film on Youtube.**