

Proposal Template

PROPOSAL

What is the Problem

Farmers face a variety of challenges in India

- The biggest challenge that Indian farmers face today is around lack of market access, inability to get the best prices for their produce, and high commission prices of middle men. (1)
- Groundnut productivity in India is low due to moisture stress, poor soil fertility, pests and diseases, and low inputs, and cultivation of the crop on marginal and submarginal lands. Nearly 80% of the area sown to groundnuts in India is rainfed and relies entirely on summer monsoon rainfall. (2)
- Consumer Interest and Pricing trends are different in different parts of the country - making groundnut productivity vary. The overall commodity price of groundnuts is down compared to 2023, despite retail inflation. (3)

What is the Opportunity

Farmers face a variety of challenges in India

The Current State

- A typical farmer grows around 500kg of groundnuts at a profit of INR 17000
- Close to 60% of India's domestic edible oil demand is met through imports.
- Small holder farmers are especially susceptible to price variations while trading groundnut seeds.

The Opportunity

- By moving to oil production through the FPO, farmers can generate an additional profit of INR 8500 which is a 50% hike in profits.
- Oil production is therefore a viable and sustainable business that helps both small holder farmers, and the Indian economy.
- Groundnut oil prices do not see much variation due to the ever-growing need for edible oils

The Solution:

How do we solve the problem

We help increase income generation by:

1. Providing trainings on:
 - General cultivation - optimizing for increased yield & reduced losses
 - Wood pressed oil production
 - Social schemes awareness & FPO management
 - General sales training
2. Creating market pathways
3. Helping farmers own and run a major part of the supply chain instead of just being raw material providers.

The Solution:

Program Details

Impact

Impact Measurement

Direct impact will be measured based on increase in income as follows:

- Baseline – Revenue and profits from groundnut seeds
- Endline - Revenue and profits from selling groundnut oil
- Predicted increment in income – 50% increase in net profits and 17% increment in revenue within six months
- No of farmers to be impacted - 100

- After the funders exit, the project will continue to grow and impact more farmers as more farmers will be included into the FPO and thus the beneficiary network.
- The running of the machine will create direct income for three employees (who will be rotated so that every farmer of the FPO gains the added income)

- 90% of the farmers are women and tribals

Budget

PROGRAMME RELATED EXPENSES						
Sr. No	Activities	No. of Days	No of Farmers	Cost per Farmer	Total (Rs.)	Remarks
1	Scientific Cultivation of groundnut seeds					
2.1	Raw materials for hands on Support to teach grading and sorting					
2.2	Groundnut seeds for Product Development					
3	Assured Procurement of Oils produced by the FPO					
4	Project management fee for Local Implementation partner					
Total						

Training Timeline and Activities