



International Development Enterprises (India)
www.ide-india.org

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BDS Seminar – 2004
Chiang Mai



ABOUT IDEI

IDEI is a not-for-profit company working in India since 1991

Target Segment : Small and marginal farm households, owning less than 2 hectares of land, partial access to water, unable to cultivate all their land round the year, probably also selling their manual labor to others for survival.

Agriculture Sector : Irrigation technologies and allied services, other agriculture related services



IDEI's APPROACH

IDEI identifies and/or design technologies that are affordable, have a 100% ROI within first crop season and have a high impact on alleviating poverty.

IDEI makes these available in local markets through private suppliers

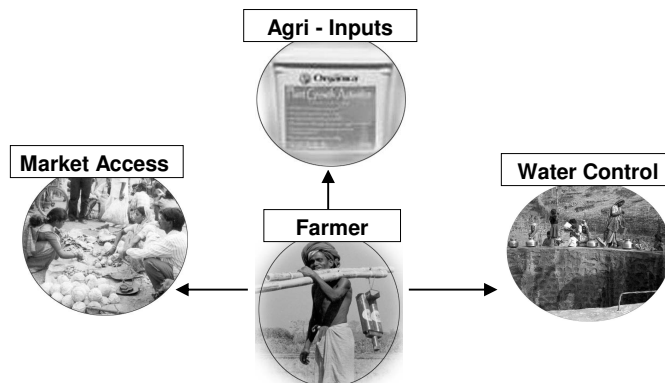
On demand side, IDEI stimulates demand through rural promotions.



A COMPREHENSIVE APPROACH

IPMAS: "Integrating Poor into Market Systems"

- Recognizing that there are constraints along the value chain at various levels
- Identifying critical areas for intervention
- Working as a facilitator along the chain





IDEI's BDS PROGRAM IN INDIA

- Started in October 2001 supported by USAID
- Maharashtra state: semi-arid area, part of Deccan plateau
- Sub sector: horticulture



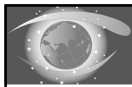
MARKET ASSESSMENT

Why horticulture

- Maharashtra – major horticulture belt
- High value output with significant scope of enhancing incomes
- Output markets well developed
- Poor not well integrated in this sub sector

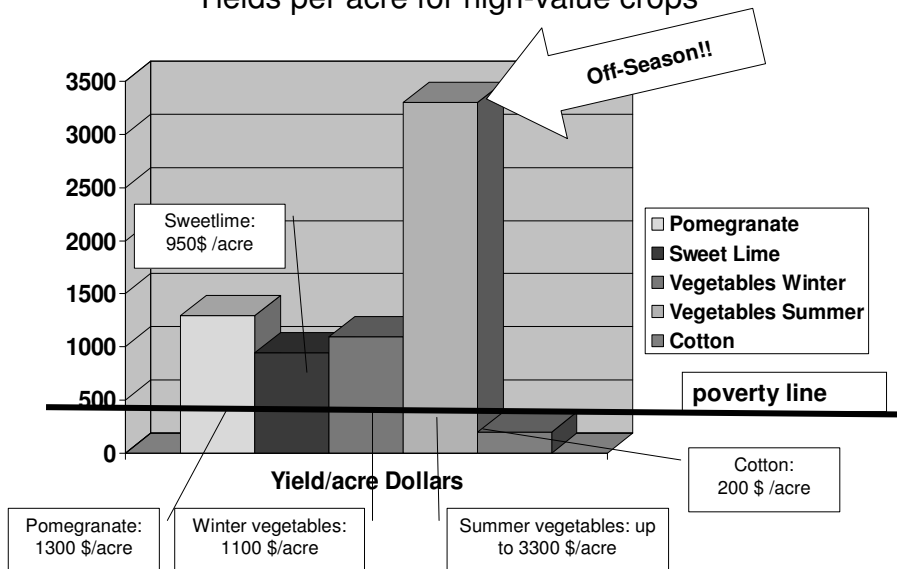
Information collected

- Horticulture growing belts, crops to work with
- Rainfall, water levels, access to water
- No. of small and marginal farmers in agriculture
- Horticulture area under drip
- Potential for low cost drip
- Factors constraining smallholders to enter horticulture



CROP ANALYSIS

Yields per acre for high-value crops



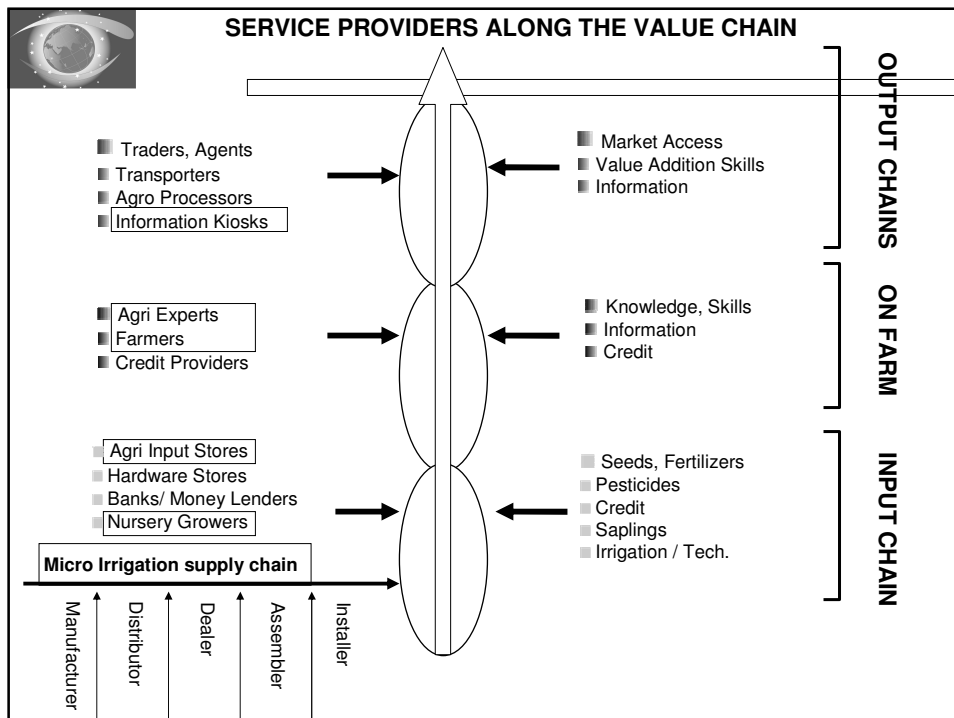
KEY FINDINGS

- Less than 25% of horticulture area was under drip
- Primarily large farmers had adopted drip
- 25 – 40% had a water source
- More than 60% had full or partial access to water
- Hardly any farmers were taking summer crops
- Existing drip systems were unaffordable by the poor
- Access to quality inputs especially saplings of market oriented horticulture crops
- Traditional methods of cultivation and limited knowledge of best practices



KEY INTERVENTIONS IDENTIFIED

- Improve access to affordable drip irrigation technologies
- Provision of access to quality inputs – seeds, saplings, improved varieties
- Provision of training for skills/knowledge on growing, cultivation techniques, best practices, etc.
- Enhance access to information and markets





THE FACILITATION TASKS

SERVICE	PROVIDER	FACILITATION TASKS
Seeds / Sapling	Agri-Input dealers/ nursery growers	<ul style="list-style-type: none">• Convince them to stock appropriate varieties and quality seeds• Suggest saplings as required by the market• Awareness on availability, market needs• Group purchase
Technology inputs	Manuf. → Distributor → Dealer / Assembler	<ul style="list-style-type: none">• Product development• Supply chain creation & linkages• Technical training• Stimulating awareness and demand



THE FACILITATION TASKS

SERVICE	PROVIDER	FACILITATION TASKS
System installation / Repair and maintenance	Dealer / assembler / Fitter	<ul style="list-style-type: none">• Technical Training• Linkages
Training	KVK, Agri. Universities, Extension workers, farmers	<ul style="list-style-type: none">• Identification of resource persons• Organize and manage trainings



THE FACILITATION TASKS

SERVICE	PROVIDER	FACILITATION TASKS
Market information	Agri Service Centres/ Information kiosks	<ul style="list-style-type: none"> • Development of business model (mkt access, bulking, other revenue streams) • Linkage with Agriwatch • Facilitate establishment of other such centres



PAYMENT TERMS

SERVICE	PROVIDER	RECEPIENT	PAYMENT
Sapling	Nursery grower	Farmer	Direct by farmer
System installation & training on maintenance	Dealer / assembler	Farmer	Direct by farmer/ By dealer as embedded in price of product
Training on: <ul style="list-style-type: none"> • Production techniques • Crop selection • Best practices 	Agri input dealer, KVK, Nursery growers, Extension officers, Traders, Farmers	<ul style="list-style-type: none"> • Agri-input dealer • Nursery grower • Farmer 	Embedded or Free



KEY CHALLENGES

- Reaching the poorest
 - System types, credit, water storage
- Training as a BDS
 - Embedding in saplings cost, traders, ag centre
- Welfare mindsets
 - Subsidy in drip, NGO partners
- Measuring impacts in horticulture
 - Importance of baselines
 - Measuring impact for varying scenarios



KEY INDICATORS

No. of MSEs served	21,266 (March'04)
Net additional income	\$ 322
Profitability of BDS providers	\$ 306,000
Avg. land size per MSE under drip	1.2 acres
Area brought under drip	21,700 acres
Vegetables	7,600 acres
Horticulture	14,100 acres
Net additional area under cultivation	10,950 acres
Cost per MSE served	\$ 25
Cost per acre brought under drip cultivation	\$ 25 - 30

