



**GREEN
INNOVATION
CENTRE
INDIA**

NEWSLETTER #6

FEB 2022

#Promoting young entrepreneurship in rural areas



बागवानी मिशन
Horticulture Mission
Ministry of Agriculture & Farmer's Welfare
Government of India



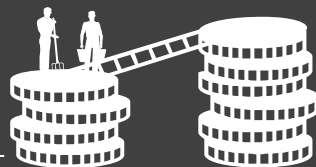
german
cooperation
DEUTSCHE ZUSAMMENARBEIT

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SOME OF OUR GOALS



Boost the productivity & income of 111,300

SMALL-SCALE FARMING HOUSEHOLDS

by 30% through training on

SUSTAINABLE INNOVATIONS

in agriculture



Create

NEW JOBS

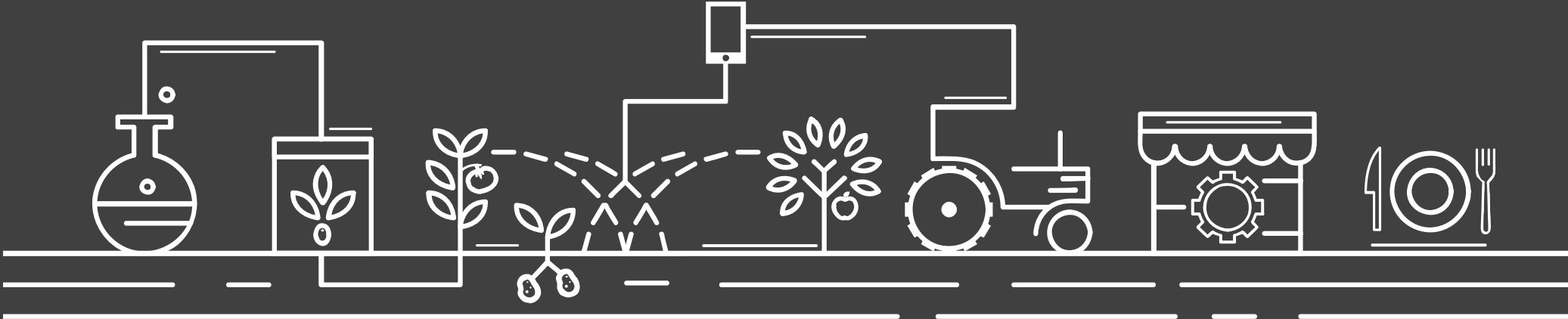
for eco-preneurs, especially for

YOUTH AND WOMEN

and boost up and downstream enterprises

OUR APPROACH

We disseminate innovations along all steps of three value chains: potato, tomato & apple



OUR PRESENCE

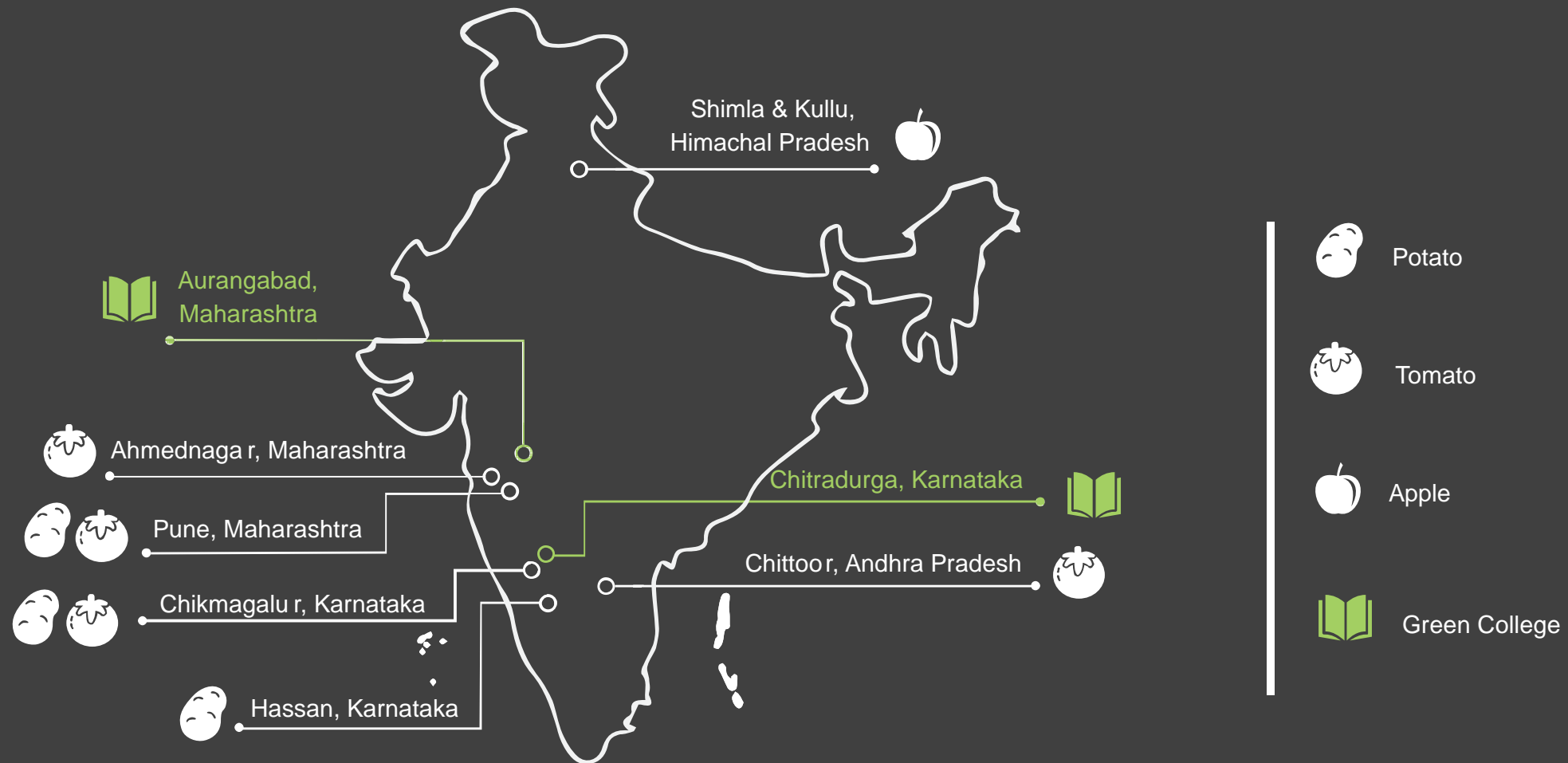


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Dear Reader,

Welcome to the sixth Green Innovation Centre India Newsletter!

A strong agribusiness development is a key pathway to strengthening the Indian agriculture sector and to make farming profitable for farmers and agripreneurs alike, while creating employment opportunities along the agricultural value chains. The engagement of young people in the agriculture sector is not only a key towards building resilience and addressing youth employment challenges, but also critical in solving the issue of the ageing farming population and the introduction of much needed innovations in the agri-food sector.

This issue of the Green Innovation Centre Newsletter therefore, will take you on a journey through our latest and most exciting initiatives on the important topics of youth and agribusiness development. In the Himalayas for example, over 1,000 trainees already participated in a unique training programme where they made first-hand experiences in apple processing and setting up own enterprises. In October, we celebrated the official launch of the Women Entrepreneurship programme together with our partner Chitrika which will support 350 rural women in establishing agri-enterprises in the states of Maharashtra and Andhra Pradesh.

Enjoy the read!



Gerrit Qualitz
Project Director

Green Innovation Centres for Agricultural and Food Sector, India

Dear Reader,

In recent years, high-value agriculture has flourished in different parts of India. Nevertheless, youth migration from rural to urban areas has been increasing, showing the need of making rural areas more attractive. Agripreneurship is a profitable option for rural youth as there is a keen demand for agriculture commodities for various types of industrial goods. Also, the COVID-19 pandemic demonstrated ample opportunities for educated youth by disclosing the need for integrated and efficient supply chain management, for example. However, to promote agripreneurship, there is still a lot to be done: government and financial institutions need to maintain the flow of credits and efforts for reskilling, upskilling and handholding of employees in different agriculture jobs need to be made. Through the development of *National Occupational Standards* and the *Training of Trainers approach*, the Agriculture Skill Council of India (ASCI) has brought a change for vocational education and skilling in the agriculture and allied sectors.

The cooperation with the Green Innovation Centre helps shaping these efforts:

- (1) ASCI benefits from the learnings of different vocational training models, such as the Green Colleges, and from facilitation methodologies in capacity building.
- (2) Many insights can be gained from documenting the pilot phase of certain innovations which are noteworthy for adaptation by ASCI to different contexts. These might play an important role in shaping the skill development dimensions in the country.
- (3) The value chain approach of the GIC and the market orientation – especially in the backdrop of the need for entrepreneurship promotion in rural India – can significantly support similar efforts that ASCI continues to take up in India.

Thus, ASCI is looking forward to continuing the close cooperation with the GIC India!



Dr Satender Singh Arya
Chief Executive Officer, Agriculture Skill Council of India

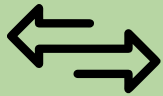
DID YOU KNOW?

Over
600 Million
people, almost half of India's population is
below the age of 25 – providing
India with a unique demographic advantage.



UNESCO, 2021

Youth migration from rural
to urban areas to find
employment has been
increasing – to date
around **30%** of
315 million
migrants are
youth
(18–25 years).



University of Cambridge, 2020



In 2020, the
estimated youth
unemployment rate
**(15 to 24
years)** in India
was at **24%**.

Statista, 2020

More than one-third of aspiring agripreneurs in India
are between the **age of 25 and 35**.

Agriculture
is the primary source of income for more than
half of the Indian population.

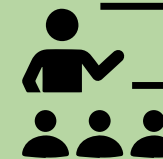


University of Cambridge, 2020

For most young people, formal training is still an
exception: in 2018, only

2.3%

of the Indian workforce received it.



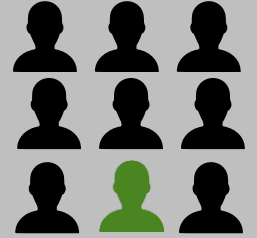
The Guardian, 2018

When
Suhas Gopinath
from Bangalore founded his
business *Globals* in a cyber café
in 2000 at the age of 14, he was
recognised as the
World's youngest CEO
back then.



WEF, 2021

In 2017, hardly
5%
of Indian youth
were engaged
in



agriculture.

Department of Agricultural
Research & Education, 2019

With a share of
26%
of all Indian start-ups,
Bengaluru
is known as the
**largest start-up
hub.**

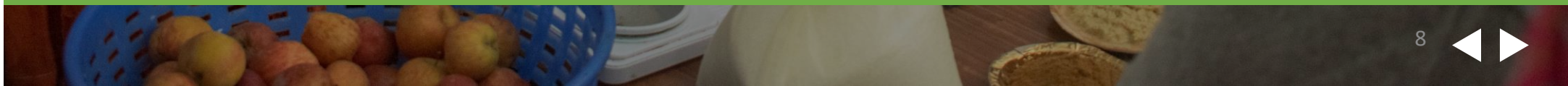


Statista, 2015



01

INTERVENTIONS ON THE FIELD



TURNING APPLE INTO DELICACIES

Food processing training in the Himalayas

Guest contribution by Anuradha Budhraja



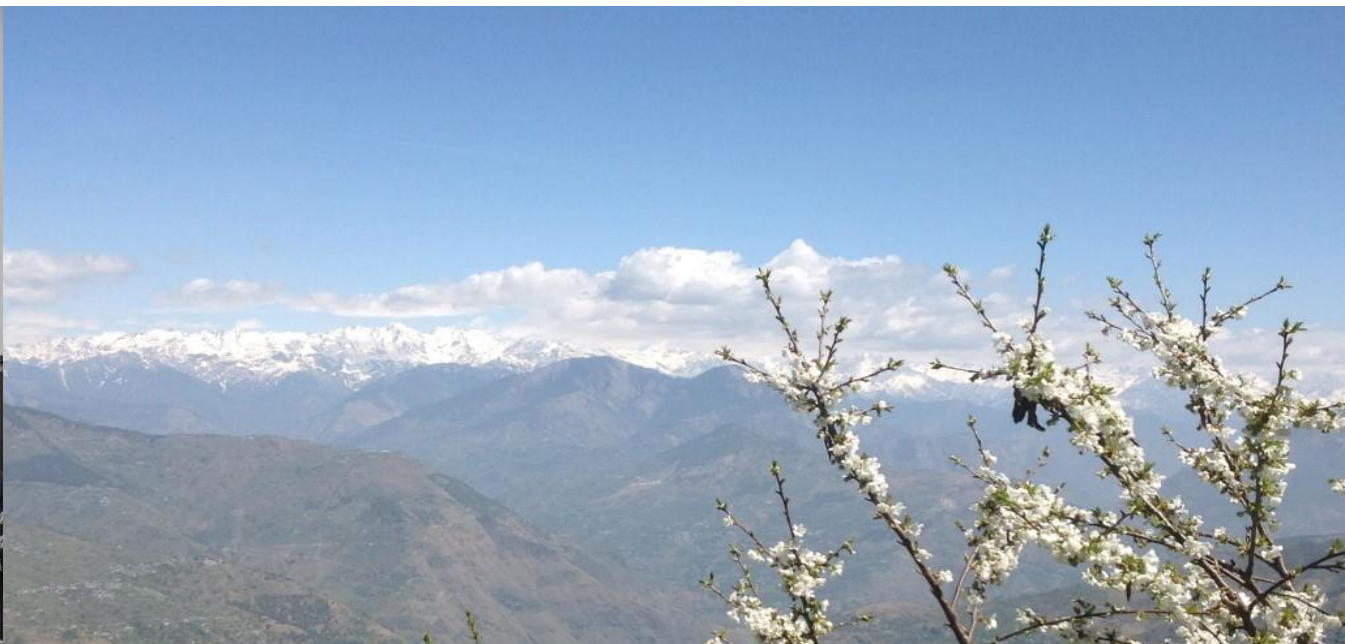
To promote agripreneurship, the GIC India collaborates with the food processing sector represented by companies such as *Kotgarh Fruit Bageecha Pvt. Ltd.*, a boutique fruit processing unit. The owners, former media professionals Kartik and Anuradha Budhraja, have relocated from Singapore to Shimla district in Himachal Pradesh and set up their dream project in 2012. The company is partnering with small and marginal farmers to buy fruit for processing, supporting hundreds of families indirectly. Additionally, they provide exposure and training programmes enabling trainees to get first-hand experience within a food processing unit.

"The desire to learn something new and to do something different inspired me to take part in this exposure programme at Kotgarh Fruit Bageecha Pvt. Ltd. I have learned how processed products like jams and chutneys from fruits can be made with the help of modern machines and how those can be prepared on a large scale. After learning all this, I have trained many women in my group to make the products themselves, and also started making few such processed products from apple in large quantities at home with the support of our group of 20 women in the village."

Mrs. Sishma Devi
President of the FPO Mahila Sabzi Utpadak Samuh (Women Vegetable Growing Group)



The team: The production team consists of mostly women farmers from the neighbouring villages. They work with a semi-automated processing unit that operates seasonally for production. Off-season, the team is busy marketing their products, crafting recipes with the fruits of the region, and packing orders for customers across the country.



The region: In Himachal Pradesh, the climate is conducive for growing apples and stone fruits. Thus, one of the key contributors to Himachal Pradesh's economy is horticulture produce. Specifically, in the Kotgarh region, there is an over 100 years history of apple cultivation. The area provides a good infrastructure and is a leader in new farming techniques.

Kotgarh Fruit Bageecha



Both Karthik and I wanted to come back to India and live in the Himalayas and contribute in our own way to the rural economy of the country. After identifying the region we would want to live and work in, we decided to set up a rural enterprise, not as fruit growers but as processors and wanted to engage the village folk in our team.

Now, we are offering jam- and chutney-making training and an exposure programme to local smallholders as there is a lot of horticulture produce that does not make it to the market. Selling lower quality fruit for a lower price is not financially viable for farmers due to high transportation costs. Thus, often slightly damaged fruits and vegetables do not make the mark to fetch a good price in the market and are left to spoil. We want to motivate farmers to do primary, secondary and/or tertiary processing of fruits and vegetables to monetise their produces. From the production point of view we feel that initially, the focus should be on bulk production and not consumer products.



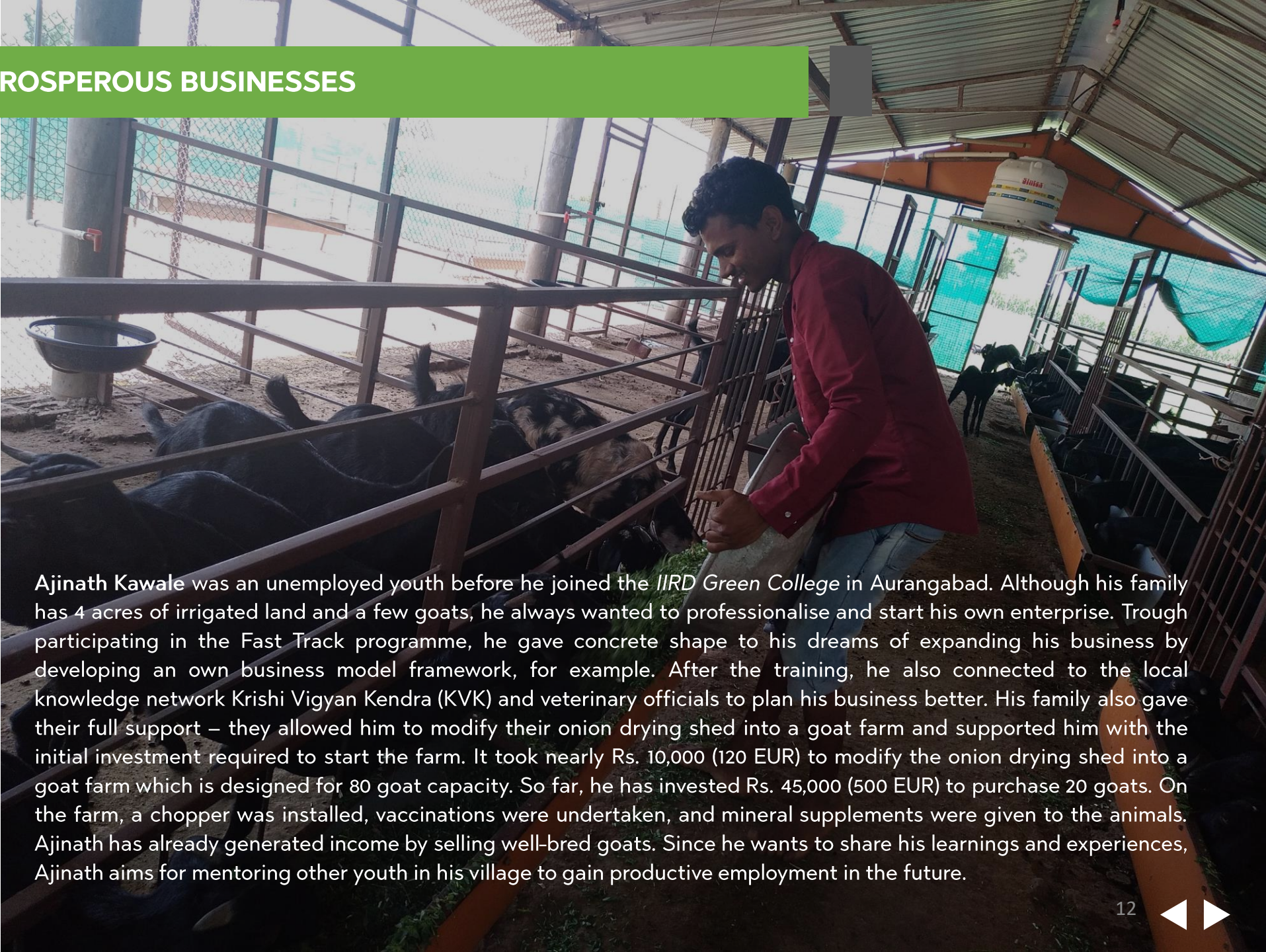
Our exposure programme also aims to enthuse the participants to form village-level groups, like farmers collectives, to work together earning more from their farm produce. This would also help women to supplement their family's farm income, not only making them financially more secure but also strengthening their self-confidence. Even if a small percentage of women and youth in the district are motivated to think about this, we will see a positive change in the region. Any encouragement to the farmers or potential agripreneurs to add value to their products will thus benefit the farmers and the state economy.

In the future, we would like the Kotgarh Fruit Bageecha to be a known name in the boutique fruit processing space, expand our online sales and venture further into the export market. We will then be able to buy more fruits and employ more women farmers for a longer time. This is our contribution to a wholesome life in the Himalayas!

MAKING THEIR WAY TO PROSPEROUS BUSINESSES

Success stories from the Green Colleges

Promoted by the Green Innovation Centre, Welthungerhilfe opened *Green Colleges* in various parts of India, amongst others in Aurangabad (state of Maharashtra) and Chitradurga (state of Karnataka). There, the developed 'Fast Track programme' – a business acceleration programme for high potential rural youth – is conducted through series of workshops and mentoring on sustainability assessment, business plan development, branding and networking and ultimately supports trainees in building and scaling their businesses and creating employment in rural areas.

A photograph showing a man in a red shirt and blue jeans feeding a group of goats inside a large, open-sided metal cage. The cage is made of metal bars and has a concrete floor. There are several goats of different colors (black, brown, white) in the cage. The man is holding a bucket and pouring feed into a trough. In the background, there are more cages and a large white water container hanging from the ceiling. The structure appears to be a converted shed, as mentioned in the text.

Ajinath Kawale was an unemployed youth before he joined the *IIRD Green College* in Aurangabad. Although his family has 4 acres of irrigated land and a few goats, he always wanted to professionalise and start his own enterprise. Through participating in the Fast Track programme, he gave concrete shape to his dreams of expanding his business by developing an own business model framework, for example. After the training, he also connected to the local knowledge network Krishi Vigyan Kendra (KVK) and veterinary officials to plan his business better. His family also gave their full support – they allowed him to modify their onion drying shed into a goat farm and supported him with the initial investment required to start the farm. It took nearly Rs. 10,000 (120 EUR) to modify the onion drying shed into a goat farm which is designed for 80 goat capacity. So far, he has invested Rs. 45,000 (500 EUR) to purchase 20 goats. On the farm, a chopper was installed, vaccinations were undertaken, and mineral supplements were given to the animals. Ajinath has already generated income by selling well-bred goats. Since he wants to share his learnings and experiences, Ajinath aims for mentoring other youth in his village to gain productive employment in the future.

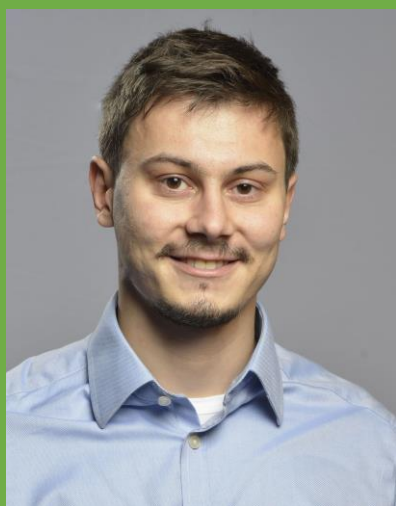


Until a few years ago, Umadevi K. Rangappa worked as a harvester in the state of Karnataka to supplement the insufficient income of her family-owned farm. As the farm could only produce low yields, Umadevi's family struggled with malnutrition and food insecurity. Her situation improved immediately when Umadevi was identified as a high-potential entrepreneur by *Myrada Green College* in Chitradurga. She completed a food processing training and was able to further develop her entrepreneurial skills under the Fast Track Programme. Today, Umadevi produces and markets pickles with high nutritional content according to traditional recipes and without artificial preservatives. For her, local food production is a basic element of food security: she buys the pickles from farmers in her village and works with women in her neighbourhood who store and sell the products in their shops. By now, Umadevi has already been able to expand her business and offers six different varieties of pickles. Through her great successes, the entrepreneur is also a role model for other women and supports them to follow their path to self-employment.

SME LOOP ON THE WAY TO INSTITUTIONALISATION

Country package Benin wins the GIC Innovation Pitch 2021

Out of 85 innovations that the Green Innovation Centres promote, eight have been identified as the most successful and sustainable. During last year's Regional Conference of the global programme, the *SME Business Training and Coaching Loop* of Benin won the Innovation Pitch. Let's find out what makes the training that innovative!



Raphaël Kraif is working for the Green Innovation Centre Benin. As Junior Advisor for SME Promotion, he is also contributing to the development of the SME Loop and the institutionalisation of the the Competence Centre.

Dear Raphaël, with the *SME Business Training and Coaching Loop* you aim at reaching 3,100 small and medium sized enterprises in 60 communities of Benin and creating 1,800 jobs by the end of 2023. What is the *SME Loop* about?

The 'SME Business Training and Coaching Loop', in short 'SME Loop', is a tool for SME promotion offering a combination of demand-oriented trainings and one-on-one coaching as well as facilitating access to finance. It is designed to promote SMEs that already exist for at least 6 months and have a certain business volume.

More precisely, the SME Loop consists of seven phases, a complete cycle takes six months. Its core parts are two phases alternating between a short training and a longer period of personalised coaching. This enables sustainable learning and an efficient follow-up with the coach. Among other things, trainees are supported in preparing a business and a development plan, which helps the entrepreneurs present their business idea to financial institutions for example.



And from where does the innovation originate?

In 2014, the SME Loop was developed by GIZ and originates from the observation that many other SME promotion approaches tend to focus on either general training, coaching, or access to finance. The SME Loop combines all three aspects in an innovative and flexible package and considers the specific needs of the entrepreneurs as well as the local contexts.



Why is the promotion of entrepreneurship and employment of special importance in Benin?

Benin, as well as many other countries in Sub-Saharan Africa, has a very young population with many people entering the job market every year. Thus, there is a great need for new jobs to be created. Promoting entrepreneurship contributes to this on two levels: Firstly, it enables people willing to become entrepreneurs to open up their business and thus generate their own source of income. Secondly, these entrepreneurs also increase their capacity in creating jobs for people who do not necessarily want to become entrepreneurs themselves but instead prefer working as employees.

And how does the implementation on the ground exactly look like?

Generally, any institution willing to implement the SME Loop defines its criteria (e.g. target group, geographic location, value chains, etc.) and contracts with local service providers who already have experience in coaching SMEs. After having been trained on the specifics of the SME Loop, these service providers are responsible for its implementation on the ground. This enables a quick rollout of the innovation and the capacity to reach more SMEs than by managing the whole implementation on the project level. The developed handbook on minimum quality standards ensures a good course of the SME Loop.

What is the actual status quo in the implementation process?

To date, the SME Loop has led to fast visible results for the benefit of the entrepreneur, his/her employees, and other actors in the promoted value chains:



3,022 entrepreneurs have been coached or are currently undergoing the SME Loop, with **60 qualified coaches** providing their service to the trainees.



In addition, **1,627 permanent jobs** were created by 775 enterprises (2.1 jobs/enterprise), of which **48% are for women and 82% are for young people.**



Also, the average turnover of SMEs having completed the **SME Loop increased by 112% on average.**

Spreading the SME Loop among GIZ programmes and its partner countries to maximise the positive impact has been the overarching goal since its rollout. Today, the approach is being implemented in 10 African countries where GIZ is active.

The SME Loop was awarded as sustainable innovation, not only due to these outstanding numbers but also because you were able to institutionalise it – Congratulations! Can you tell us more about this success story?

In terms of sustainability, the ultimate goal is to integrate the SME Loop into relevant local institutions and policies. In early 2020, the GIC Benin founded the 'Regional Competence Centre for Employment Promotion' (RCCEP) to institutionalise the approach and ensure the implementation and development of the SME Loop will continue once the programme has ended. Besides the continuous development and institutionalisation of the SME Loop, the Centre offers training and consultations on the SME Loop for interested projects or organisations. This ensures that the innovation is successfully scaled up and sustainability is guaranteed due to the capacity building of local service providers.

This sounds like you are on a very promising track! What are the milestones you still want to reach until the project end in March 2024?

We are currently working on the formalisation of the Competence Centre so it becomes an independent structure. Further, we aim at ensuring a business model in which the Centre can generate its own revenue sources, mainly from its training offers. We are therefore developing new approaches – Start-Up Loop, Social Business Loop, Gender Loop – to extend the SME Loop family and are continuously looking for interested projects willing to implement one of these Loops. If we have caught your interest, feel free to get in touch with us!

AGAINST ALL ODDS : A CASE STORY OF LALITA - EMPOWERING ONE WOMAN AT A TIME

Guest contribution by Payal S, Chitrika Foundation



Ms. Lalita Taram belongs to one of the best among 200 participants of Chitrika's *Women Entrepreneurship Programme*, a unique micro-MBA designed specifically for rural and tribal women in India. Motivated by the programme, the 39-years old woman and mother to two teenagers is now General Manager of *Paoni Tribal Women Farmers Services Producer Company*, covering 4,790 women farmers across 125 villages in Gondia, Maharashtra state. In this role, Lalita leads a team of 35 staff and heads three business lines.

Chitrika is a non-profit public society. Since 2005, the organisation has been transforming women and men into community-builders and collective-entrepreneurs. Within the 6-months Women Entrepreneurship Programme (WEP) supported by the GIC India, Chitrika is shaping 350 women entrepreneurs across four locations in Maharashtra and Andhra Pradesh – Lalita being one of them. The WEP approach is a unique and first of its kind attempt to train and empower marginalised rural women to take up entrepreneurial ventures. The programme is inspired from an experiential learning model and follows adult learning principles. With 75% engagement through practical learning and 25% classroom engagements, women are exposed to travel the transformational journey as an entrepreneur. By 2030, Chitrika envisions to train 10,000 women entrepreneurs across the country.





In October 2021, the third batch of the WEP was officially launched in Hyderabad during a 6-days travel workshop. Within this week, the participants not only got to know each other, but also inspired each other and made valuable contacts with other successful women entrepreneurs.

Lalita's story began challenging. Raised by her maternal grandparents, she had a difficult childhood. She strove for independence and a secure income, but lack of education – she only passed 10th grade – prevented her from following her dreams.

Lalita got married at young age and her husband was the sole breadwinner. The couple had a hard time making ends meet, so Lalita decided to earn some extra money. She had to gather all her courage to take this step since she was highly criticised by her community. However, she knew she was on the right track. "Now when I'm looking back, I believe those small steps led me to the stage where I am now", Lalita proudly says. Before joining the WEP, Lalita already had two small jobs and during the programme, she eventually took up the role as Development Executive in a Producer Company, earning Rs. 3,000 (35 EUR) a month.

Through the WEP she travelled to other states, visited many enterprises and developed an interest in entrepreneurship and finally decided to start her own business: a spice processing unit starting with turmeric powder, cosmetic product business, and agarbatti (incense sticks). Lalita became a true role model for her fellow colleagues. She mobilised 20 women farmers to produce turmeric and showed them how to bring positive changes to their lives.

The daily interaction with the community, travelling across villages and listening to grievances of the family members have had an impact on Lalita's confidence. Inspired by her journey and being motivated by her successes, she has volunteered to mobilise more women for the WEP.





RENEWABLE ENERGY SOLUTIONS – CREATING EMPLOYMENT OPPORTUNITIES FOR YOUTH

MoU between Schneider Electric Foundation and the Green Innovation Centre India signed



With global presence in over 100 countries, Schneider Electric is the a leader in power management providing integrated efficiency solutions, combining energy, automation, and software. To undertake its CSR activities in India, it has established *Schneider Electric India Foundation (SEIF)* in March 2008 under the aegis of Schneider Electric Global Foundation. The aim of the foundation is to help people change their lives by focusing on 5 E's: Electrification, Entrepreneurship, Employment, Education & Emergency.



In rural India, lacking infrastructure for servicing of renewable energy technologies and (youth) unemployment are major challenges. In collaboration with the Schneider Electric Foundation (SEIF), the GIC India will impart vocational training to 300 underprivileged school and college dropout youths in the field of electricity and solar energy and assist them for consequent gainful employment in the field of electrical and solar energy. By doing so, SEIF is contributing to the overall objectives of GIC: to raise agricultural productivity in the agri value chains with special emphasis on tomato, potato and apple. The project will source the potential candidates for skilling, while Schneider will identify suitable training centres to enrol students for the basic electrician programme. As GIC is committed to support smallholder farmers and their families, Schneider will provide career support and job placements to the trainees between 18 and 29 years old. Therefore, the non-financial cooperation matches the demand and supply for youth skilling in the GIC project locations. Using its training labs, SEIF will train the programme participants in electricals and solar system. First activities will focus on the apple value chain, including a two months online training in cooperation with Ambuja Foundation, followed by practical sessions conducted at Skill & Entrepreneurship Development Institute (SEDI), Darlaghat.





02

STRATEGIES OF YOUNG AGRIPRENEURSHIP DEVELOPMENT



PROMOTING EMPLOYMENT AND AGRIPRENEURSHIP...

...in the Green Innovation Centres worldwide

An interview with Sebastian Reichert, Junior Advisor for (Youth-)Employment and M+E at the Green Innovation Centre's steering unit in Bonn.

Dear Sebastian,

The Green Innovation Centres are primarily aiming at increasing farmers income and productivity. Why is there also a focus on increasing job opportunities, especially for young people?

Certainly, employment promotion is an integral part of the our global programme. Youth – within the GIC defined as people between 15 and 35 years – are the drivers for sustainable and inclusive structural change in rural areas.. Great potential for job creation lies in the process of value creation in the up- and downstream segments of the agricultural value chain. Job opportunities can particularly attract young people if the jobs are recognised in the local communities, they allow possibilities for continuing qualification and if they are decently paid. Young people account for a significant share of the population in our partner countries. For every young person, an income-generating job is a milestone in completing the transition to adulthood as well as towards independence and self-reliance and ultimately promotes social integration.

Which principles do you follow when promoting youth employment?

*As with many other topics: there is no one size fits all. For all our interventions we consider the GLZ's integrated approach to employment promotion as a fundamental framework when working within this thematic field. Based on this framework, employment promotion requires several different levels that need to be addressed equally. Starting with people looking for jobs and offering their skills (supply side) as well as those looking for qualified people such as enterprises (demand side). Lastly, also the **matchmaking** between job seekers and employers needs to be addressed. Following these three pillars, we also consider the specific country context: the local labour market, the role and perspective of young men and women, and the political, social, and economic environment. But even more important, the local know-how in the countries and the experience from our partners, farmers and enterprises are essential and provide us with a platform to identify promising approaches for the necessary improvements. The most promising of them are brought together in the "GIC Toolbox for Youth Employment Promotion".*



Can you elaborate on these principles?

On the one side, we enhance the trainee's practical orientation, personal and social skills with interventions in the areas of Technical Vocational Education and Training (TVET). *The Green College approach* implemented by the Green Innovation Centres in collaboration with Welthungerhilfe in India is one example. Another main field of activity is the support of existing enterprises through training and business coaching seeking to enhance the entrepreneurial skillset as well as economic and social resilience, for instance, to external pressures (e.g. price changes). An example for the latter is the *"SME Business Training and Coaching Loop"*, which is currently implemented in eight Green Innovation Centres. And lastly – and not less important – matchmaking between job seekers and employers needs to be ensured by improving the informal and formal exchange via informal and professional events, for example. Further examples framing the work within the topic youth employment promotion in the Green Innovation Centres programme can be found in our *short video* recently published!

How do you at headquarters support the implementation of the country's employment strategies?

Closely linked to the *"GIC Toolbox for Youth Employment Promotion"*, we have elaborated together with the help of two experts the *"Design Sprint"*. It is a format to individually design a country-specific toolbox within the context of youth employment promotion. During a 5-day workshop, the country-specific situation and challenges in the labour market are reflected. Based on that, a limited number of tools (e.g. from the GIC toolbox) are selected and hence adapted to meet the local circumstances.. As a key result, it ultimately supports the project team to select and develop country-specific youth employment activities based on the existing approaches as well as the target beneficiaries' needs.

OVERALL, DESIGN SPRINT CONSISTS OF FIVE DIFFERENT STEPS:

STEP 1: Preparation	STEP 2: Expert Consultation	STEP 3: (pre) Selection of Tools	STEP 4: Adaptation of Tools	STEP 5: Definition of next steps
Take stock of the status quo and prepare the design spirit	Understand the target group and identify their specific challenges	Prepare “Create your individual toolbox workshop”	Create your individual toolbox workshop	Create a roadmap
Understand the status quo and the planning at the GIC	Expert workshop to explore target group and to revise initial findings about labour market	Analyse results of expert consultation	Prioritise and select up to 3 tools	Summarize the results of the week and show the tools
Understand the national labour market		Based on result, pre-select some tools	Adapt the tools to country specific content	Define a roadmap for next steps in implementation
Prepare the expert consultation	Brainstorm on suitable tools	Prepare material for workshop	Map potential implementation partners	Document the design spirit



03

FACES OF GIC INDIA





I am Deputy Head of the Women Entrepreneurship Programme (WEP) at Chitrika. I come with core 2 years of experience in training programmes and livelihoods. My past 8 years of experience was in the field of education as a teacher and entrepreneur. The work engagements at Chitrika have equipped me with a detailed understanding of leading the WEP. My personal strength is in managing action-based projects which directly impacts the lives of many, particularly women and children.

My personal motivation to empower rural women entrepreneurs is to see all my WEP participants taking the charge of their lives. They must cherish the value of their lives as independent women beyond being mother, wife, daughter-in-law, sister, and in many such roles to others."

Sonali Singh, Senior programme manager, Chitrika

I have been working in the development sector for over 17 years now and have worked with the State Government Departments, ministries, INGO, NGOs, and CSR having core competencies in Institutional Fundraising, Project Formulation, Desk appraisal of projects, Project Monitoring & Evaluation and NGO Assessment & Ratings.

I am honored to be part of the Green Innovation Centre Project where the Welthungerhilfe's "Green College" model focuses on a Skill Plus approach, with not just courses but also subsequent support services of different kinds and mentoring for the rural youth from the unorganized sector on skills related to agriculture, food processing and green trades thereby promoting rural ecopreneurship. This is quite pertinent in filling the Agri-skill sector gaps in India with reference to quantity and quality of training service providers and providing need-based location specific skills to rural youth.



Gagan Mehta, Project coordinator, Welthungerhilfe, Ranchi (Jharkhand)



At Green Innovation Centre, I have the opportunity to work closely with rural apple farmers through all the stages of the apple value chain. With the aim of sustainable farming resulting in their economic upliftment, we support the farmers with tailor made initiatives and opportunities for it.

Women farmers, as always, form the backbone of rural agriculture, but their economic empowerment is not in proportion. So, our primary focus is on 'Reach, Benefit and Empowerment' for them. We work on sensitizing the environment for Gender equality and help create women-led institutions and enterprises, which in-turn will result in greater social inclusion and mainstreaming of women in rural agricultural economy.

Suhasini Huddone, Technical expert for apple chain & Gender Focal point for GIC India, GIZ





