



Engaging with the private sector in technical cooperation projects

The Green Innovation Centre for the Agriculture
and Food Sector in India





» Purpose of this document

This document intends to show, based on selected examples from the Green Innovation Centre in India,

- » how the private sector can be systematically engaged in technical cooperation projects in order to reach its goals in a more efficient, effective and/or sustainable way, and
- » that engagement is possible in a broad range of different modes, depending on the context.

» Background

When the Green Innovation Centre India started its work, the team faced ambitious goals and indicators in the project offer. Jonathan Ziebula, project director from 2017 to 2019, remembers: "Cooperation with various actors of society and the private sector was an integral part of the project concept. At the same time, it was clear to us that actively engaging the private sector was the only way to reach the indicators in the given time. The appraisal mission showed what the challenges in the value chains were. So, we started to look out for partners that we could join forces with to tackle these challenges jointly. Given the time constraints, we had to focus on solutions that were pragmatic and to the point. And sometimes we had to go for a kind of trial and error approach following given opportunities instead of extensive planning."

» Approach

The approach of the GIC India for engaging with the private sector shows a very diverse picture: cooperation has been established with international and Indian companies, with small start-ups, traditional German medium-sized companies and large multinational groups. The collaboration has taken place at different steps of the value chain and in various ways: in some cases, a Memorandum of Understanding (MoU) or an informal cooperation was considered appropriate. Other cases demanded a more formal cooperation through an Integrated Development Partnership with the Private Sector (iDPP) or simply a service contract.

» Conclusion

Results for private sector engagement were also diverse: many of the cooperation projects and contracts have shown good results. They are a great example for creating additional benefit for the target group by integrating the know-how and innovation capability of the private sector. Some ways of engagement have not concluded in the expected results and were not further pursued. Others have led to promising first results that still need to be proven in the long run. The case of mechanization shows how cooperation has sharpened the vision for what was really needed in the Indian context and which were suitable partners. It also proves that a similar approach can be followed with different modes of engagement.

About the Green Innovation Centres (GIC)

The Green Innovation Centres for the Agricultural and Food Sector are located in 14 African countries, India and Vietnam. They promote the introduction and dissemination of innovations along various agricultural value chains – "from the field to the plate".

Overall, the centres contribute to improving the prospects of life of 11 million people in rural areas. To this end, 1,600,000 smallholders are increasing their income and 23,000 new jobs have been created since the implementation of the programme in 2015.

The Green Innovation Centres programme is part of the special initiative ONE WORLD – No Hunger of BMZ.

About the Green Innovation Centre India

- » Goal: Innovations in the agri-food sector contribute to sustainable rural development in selected regions.
- » Indicators:
 - Increase in income (30 % for 111,300 smallholders)
 - Employment growth (at least 1,800 new jobs)
 - Training for 139,000 smallholder farmers
- » Implementation period: 2014–2024
- » Budget: 27,850,000 EUR
- » Scope: GIC India operates in three value chains (tomato, potato and apple) in four Indian states (Maharashtra, Andhra Pradesh, Karnataka and Himachal Pradesh).



» Getting further

Some cases of engagement even led to opportunities on a different level:

- » iDPP with Bayer: The political partner was highly satisfied with the approach and the results. Therefore, the Indian government officially requested the German government to significantly increase BMZ activities and funding for the apple value chain within GIC India. Additionally, a new iDPP with Bayer is envisioned to augment GIZ's project intervention in the region until 2024.
- » Rohit Krishi: Within the framework of the South-South cooperation between India and Africa, Rohit Krishi is soon to test and adapt its equipment in a number of African countries.
- » Commission to GIZ: A food and beverage company commissioned GIZ International Services after having previously collaborated informally with GIC. This informal collaboration introduced the company to GIZ and developed its trust in GIZ's skills and know-how.

Have fun digging deeper on the next page!

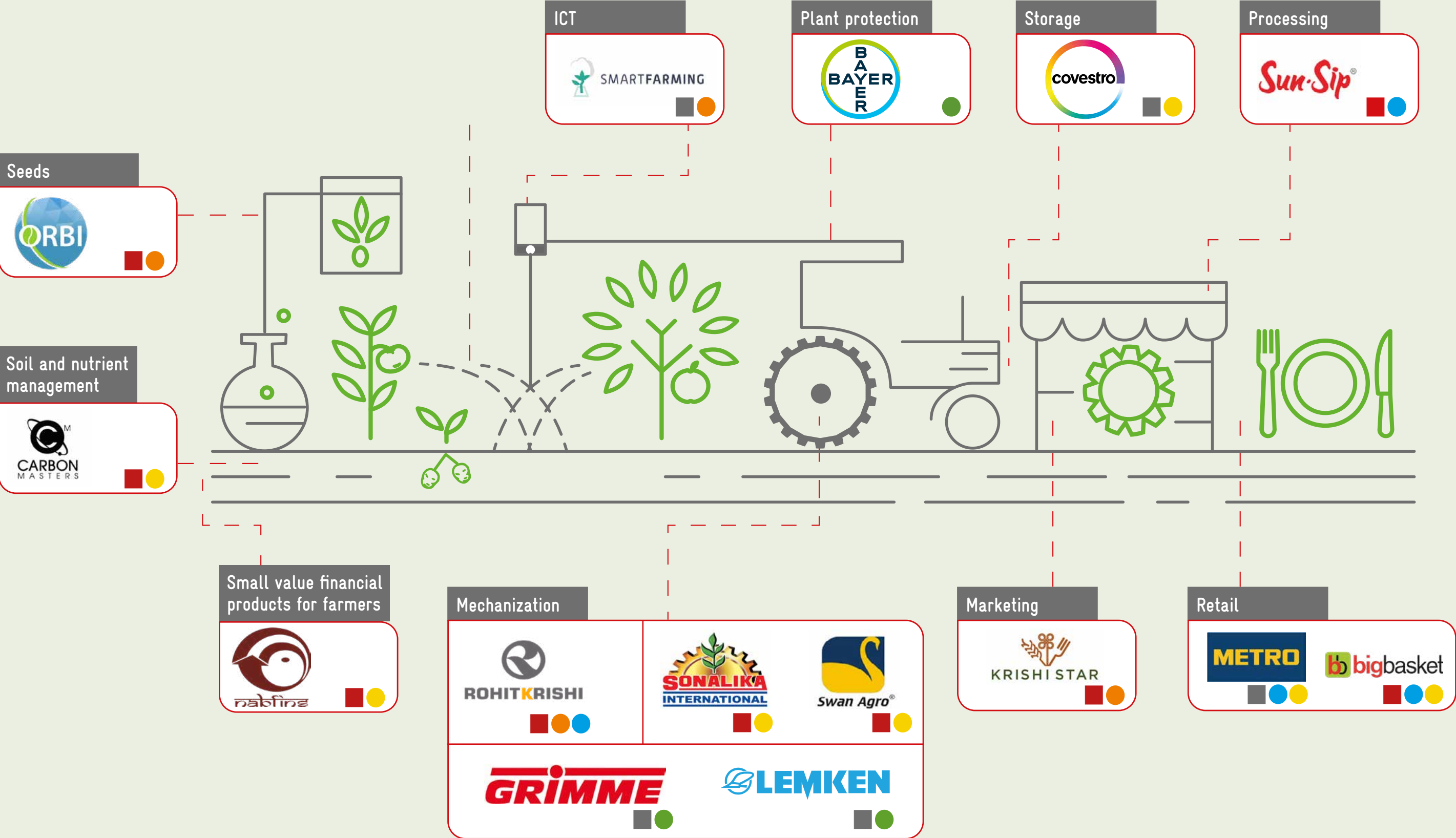
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» Private sector engagement in the Green Innovation Centre India

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Imprint

Published by:
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

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Layout:
druckreif DN netzwerk GmbH, Frankfurt am Main

Photo credits/sources:
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As at October 2020

URL references:

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