



Market support and branding for input quality (Krishak Bandhu) (Энэтхэг)

ТОДОРХОЙЛОЛТ

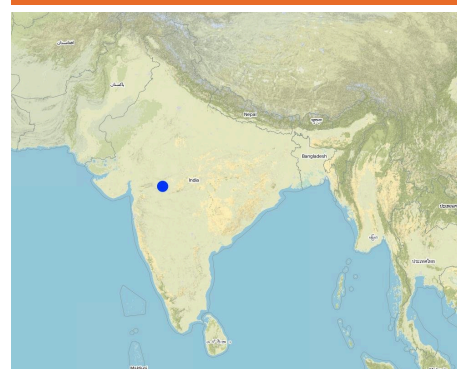
Market development and support through use of a brand name - Krishak Bandhu ('the farmer's friend') - to help ensure quality amongst manufacturers and suppliers of drip irrigation equipment.

Aims / objectives: Poor smallholder farmers are generally slow in adopting new technologies, especially when such decisions require relatively large initial investments which only yield returns over a long period of time. Even when subsidies are made available, the high transaction costs act as a hindrance. After more than three decades of promotion by government, and despite subsidies as high as 90%, conventional drip irrigation technology remains exclusively popular amongst 'gentlemen' (better-off) farmers in India. Since it was first introduced in the 1970s, the total area under drip irrigation expanded sluggishly from 1,500 ha in 1985 to 225,000 ha in 1998, which is tiny compared to an estimated national potential of 10.5 million hectares.

Methods: IDEI, India (IDEI) is an NGO dedicated to troubleshooting such problems through a unique market development approach. IDEI promotes simple, affordable, appropriate and environmentally sound technologies for poor smallholder farmers through private marketing channels, under the brand name Krishak Bandhu. Donor resources are accessed by IDEI to stimulate markets by creating demand for such technologies and by ensuring an efficient supply chain for the equipment. The key to the IDEI approach lies in its adoption and application of commercial business principles as well as in its path of socio-economic development as a tool to sustainability of programmes. IDEI seeks to create a strong and continuing demand by motivating and nurturing an effective supply chain (including manufacturers, dealers and assemblers of micro irrigation equipment). In West Nimar, Madhya Pradesh (as in the whole of India) IDEI supports the marketing of cheap, good quality equipment for so-called 'Affordable Micro-Irrigation Technologies' (AMIT) such as pepsee (see associated technology). The promoted technology in this case is based on a farmer's innovation, which then was promoted and spread by IDEI.

Stages of implementation: IDEI has intervened in four major ways: (1) technically it has further developed the local innovation, pepsee, and come up with an improvement, aptly named 'Easy Drip'; (2) it has promoted small manufacturers of drip irrigation equipment and associated them with a brand name; (3) it has trained and supported private sector 'service providers' to assist farmers to install and adopt the systems; (4) on an ad hoc basis, IDEI commissions and supports studies on uptake and impact. Technologies promoted by IDEI provide returns on investment of at least 100% in one year which is crucial in explaining the success of pepsee. Within five years the projects supported by IDEI should become self-sustaining.

БАЙРШИЛ



Байршил: West Nimar, Madhya Pradesh, Энэтхэг

Сонгосон байршлуудын газарзүйн холболт

• 75.602, 21.776

Эхлэх огноо: тодорхойгүй

Төгсөх жил: тодорхойгүй

Арга барилын төрөл

- ☐ уламжлалт / уугуул
- ☐ Сүүлийн үеийн орон нутгийн санаачлага / шинэчлэл
- ☒ төсөл / хөтөлбөр дээр үндэслэсэн

АРГА БАРИЛЫН ЗОРИЛГО БА ЭЭРЭГ НӨЛӨӨ

Арга барилын үндсэн зорилго, зорилт

The SLM Approach addressed the following problems: An underlying problem of increasing growing groundwater scarcity combined with the high investment costs of conventional drip irrigation equipment. On top of this is the reluctance of smallholder farmers to take government subsidies because of the high transaction costs (not easy to access; long delays and the reluctance to adopt new technologies). Local and cheap technological options are available, but quality and marketing channels are not assured.

Тухайн Арга барилын хүрээнд нэвтрүүлсэн Технологийг хэрэгжүүлэхэд хүндрэл учруулах нөхцлүүд

- **Нийгэм / соёл / шашны хэм хэмжээ, үнэт зүйлс:** Poor consumers are averse to risk and prefer to emulate the success of early-adopters. Hence, there's often a lag period between the introduction of the technology and its poverty impact. Treatment through the SLM Approach: Every project should become self-sustaining within five years. IDEI therefore establishes the supply chain for manufacturing, IDEI therefore establishes the supply chain for manufacturing, IDEI therefore establishes the supply chain for manufacturing, distri
- **Санхүүгийн нөөц, үйлчилгээний хүртээмж / боломж:** Private business decisions are based on profit margins and volumes and the often fragmented and cash-starved customers do not constitute an attractive market on their own. Treatment through the SLM Approach: IDEI develops and nurtures the market for low-cost smallholder friendly technologies; thereby providing incentives to private businesses by encouraging growth in the size of the market.
- **Бусад:** economic: Poor consumers cannot make large investments and may even be willing to pay a higher per unit price as long as the one-time investment is lowered. Treatment through the SLM Approach: IDEI identifies and develops appropriate technologies that have high poverty-alleviation potential, are produced locally; are environment friendly; and provide return on investment of at least 100% in one year.

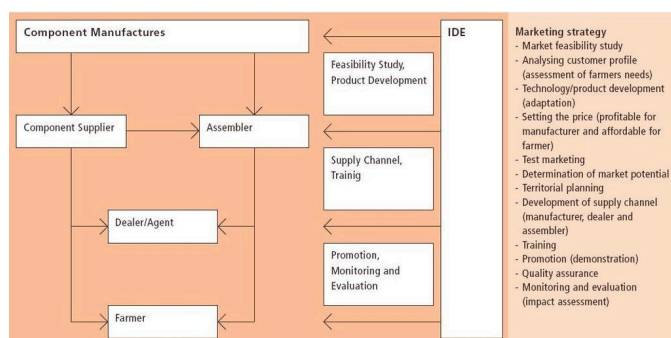
Арга барилд оролцогч талууд болон тэдгээрийн үүрэг

Ямар оролцогч талууд / хэрэгжүүлэгч байгууллагууд арга барилд оролцож байсан бэ?	Оролцогч талуудыг тодорхойлно уу	Оролцогч талуудын үүргийг тайлбарлана уу
Орон нутгийн газар ашиглагч / орон нутгийн иргэд	Smallholder farmers	Traditionally, irrigation investments in particular, and farming in general, has been male-dominated. However, recent studies indicate that women play a critical role in the decision-making process, as these investments often compete with other household requirements.
ГТМ-ийн мэргэжилтэн/ хөдөө аж ахуйн зөвлөх		
Засгийн газар (шийдвэр гаргагч, төлөвлөгч)		
Олон улсын байгууллага		

	үгүй	идэвхлүй	Гадаад дэмжлэг	интерактив	өөрийн хүчийг	нэгтгэсэн
санаачлага/идэвхжүүлэлт						
Төлөвлөгөө						
Хэрэгжилт						
Мониторинг/ үнэлгээ						
Research						

market surveys, studies, assessments initiated and carried out by IDEI
planned and carried out by IDEI

left: Supply channels of AMIT (Affordable Micro-Irrigation Technologies) systems and the role of IDEI right: Key elements of the AMIT marketing strategy



ГТМ-ийн технологи сонгох шийдвэр гаргах явц

Шийдвэр гаргасан этгээд

- ✓ Газар ашиглагч дангаараа (өөрийн санаачлага)
- ГТМ-ийн мэргэжилтнүүдийн дэмжлэгтэйгээр, голчлон газар ашиглагчид
- оролцооны зарчмын хэсэг болох бүх холбогдох талууд
- голдуу ГТМ-ийн мэргэжилтнүүд, газар ашиглагчидтай зөвлөлдсөний үндсэн дээр
- ГТМ-ийн мэргэжилтэн дангаараа
- улс төрчид / удирдагчид

Шийдвэр гаргах үндэслэл нь

- ГТМ-ийн мэдлэгийг баримтжуулалтын үнэлгээ (нотолгоонд суурилсан шийдвэр гаргах)
- Судалгааны үр дүн, ололтууд
- Хувь хүний туршлага ба санал бодол (баримтжуулаагүй)

ТЕХНИКИЙН ТУСЛАЛЦАА, ЧАДАВХИ БИЙ БОЛГОХ БОЛОН МЭДЛЭГИЙН МЕНЕЖМЕНТ

Дараах үйл ажиллагаа эсвэл үйлчилгээ нь арга барилын нэг хэсэг болсон

- ✓ Чадавхи бэхжүүлэх/сургалт
- Зөвлөх үйлчилгээ
- ✓ Институцийг бэхжүүлэх (байгууллагын хөгжил)
- ✓ Мониторинг ба үнэлгээ
- ✓ Судалгаа

Чадавхи бэхжүүлэх / сургалт

Дараах сонирхогч талуудад сургалт хийсэн

- Газар ашиглагчид
- хээрийн ажилтан / зөвлөх

Сургалтын хэлбэр

- Ажил дээр
- фермерээс -фермер
- үзүүлэнгийн талбай
- Олон нийтийн уулзалт
- курс дамжаа

Хамарсан сэдэв

Training and extension are combined: while there are no dedicated training courses, through the network of service providers (who have been trained by IDEI), know-how on drip irrigation is spread among adopter and potential adopter farmers. Brochures and pamphlets (several in the local language) are circulated and there is an informative website.

Институцийг бэхжүүлэх

Институци бэхжисэн / бий болсон

- Үгүй
- Тийм, бага
- Тийм, дунд зэрэг
- ✓ Тийм, маш их

дараах түвшинд

- ✓ Орон нутгийн
- Бүс нутгийн
- Үндэсний

Байгууллага, үүрэг, хариуцлага, гишүүд зэргийг тодорхойлно уу.

Дэмжлэгийн төрөл

- Санхүүгийн
- чадавхи бэхжүүлэх / сургалт
- Тоног төхөөрөмж
- ✓ see Annex A3

Дэлгэрэнгүй мэдээлэл

Мониторинг ба үнэлгээ

bio-physical aspects were regular monitored through measurements; indicators: improvement in water-use efficiency technical aspects were regular monitored through measurements; indicators: appropriateness of the technology to different crops and locations; also trying out technologies with new crops socio-cultural aspects were regular monitored through observations; indicators: impact on women and on the poor economic / production aspects were regular monitored through measurements; indicators: returns vis-à-vis investments area treated aspects were regular monitored through measurements; indicators: total scale of adoption; IDEI's estimates suggest that their technologies have so far reached 30'000 families There were None changes in the Approach as a result of monitoring and evaluation: IDEI carries out a number of studies to investigate the impact of their technologies and the scale and dynamics of adoption. The results of these studies feed into their strategic and operational plans. For example, IDEI was the first to introduce drips in mulberry cultivation in Kolar. That became a huge success story.

Судалгаа

Судалгаа нь дараах сэдвийг хамарсан

- Социологи
- Эдийн засаг/ зах зээл
- Экологи
- Технологи

Apart from research carried out by scientists (published in journals etc) IDEI has its own series of research reports which present the results of various studies on promotion and impact of low cost water saving technologies conducted (see references).

САНХҮҮЖИЛТ БОЛОН ХӨНДЛӨНГИЙН МАТЕРИАЛЛАГ ДЭМЖЛЭГ

ГТМ-ийн бүрэлдэхүүн хэсгийн жилийн төсөв ам.доллараар

- < 2,000
- 2,000-10,000
- 10,000-100,000
- 100,000-1,000,000
- > 1,000,000

Precise annual budget: тодорхойгүй

Approach costs were met by the following donors: international non-government (Donor agencies): 100.0%

Газар ашиглагч нарт дараах урамшуулал, үйлчилгээг үзүүлсэн

- Газар ашиглагчдад санхүүгийн / материаллаг дэмжлэг үзүүлсэн
- Тодорхой хөрөнгө оруулалтанд нөхөн олговор олгох
- Кредит
- Бусад урамшуулал, хэрэгсэл

НӨЛӨӨЛЛИЙН ДҮН ШИНЖИЛГЭЭ БА ДҮГНЭЛТ

Арга барилын үр нөлөө

ага зэрэг
арим

Арга барил нь ГТМ-ийн технологийг хэрэгжүүлж, хадгалахад газар ашиглагчдад тусласан уу?
The widespread adoption of the pepsee and Easy Drip irrigation infrastructure has greatly improved water use efficiency



Газар ашиглагчид ГТМ хэрэгжүүлэх болсон үндсэн шалтгаан
☒ тодорхойгүй

Арга барилын хүрээнд хэрэгжүүлсэн үйл ажиллагааны тогтвортой байдал

Газар ашиглагчид арга барилаар дамжуулан хэрэгжүүлсэн арга хэмжээг тогтвортой үргэлжлүүлж чадах уу (гадны дэмжлэггүйгээр)?

☐ Үгүй
☐ Тийм
☒ Тодорхойгүй

ДҮГНЭЛТ, СУРГАМЖ

Давуу тал: газар ашиглагчийн бодлоор

Давуу тал: эмхэтгэгч эсвэл бусад мэдээлэл өгсөн хүмүүсийн бодлоор

- IDEI believes in the essential dignity of people and their capacity to overcome social and economic pressures, problems and exploitations. It therefore treats poor farmers as customers and not recipients of charity. It applies business models to achieve development by tapping and developing small enterprises in the rural economy and creating markets.
- It applies business models to achieve development by tapping and developing small enterprises in the rural economy and creating markets (How to sustain/ enhance this strength: Further promote market creation and then let the market forces take off on their own.)
- The IDEI market creation approach to development ensures that there is awareness and availability of low-cost products that will have a high poverty alleviation impact (How to sustain/ enhance this strength: Ditto)
- Growth in this approach will take place if the supply chain is performing and profitable. The early adopters may not be the poorest but if the product meets the needs of the farmers, the rural poor will follow suit and considerable market growth could result, creating a sustainable supply channel (How to sustain/ enhance this strength: Ditto)

Сул тал/ дутагдал / эрсдэл: газар ашиглагчийн бодлоордаван туулах боломжууд

- IDEI needs to work more closely with the government agencies. While market creation seems to be a very useful model, it needs to tap the government resources which are pumped every year in the business of promotion of drip irrigation.

Сул тал/ дутагдал / эрсдэл: эмхэтгэгч эсвэл бусад мэдээлэл өгсөн хүмүүсийн бодлоордаван туулах боломжууд

- IDEI's reach is dependent on its ability to access donor funds. This might become a limitation at some stage.

Эмхэтгэгч
Shilp Verma

Хянан тохиолдуулагчид

Хянагч
Fabian Ottiger
Deborah Niggli

Баримтжуулсан огноо: 20 1-р сар 2009

Сүүлийн шинэчлэл: 04 4-р сар 2018

Мэдээлэл өгсөн хүн

Shilp Verma (s.verma@cgiar.org) - ГТМ мэргэжилтэн
Amitabha Sadangi (amitabha@ide-india.org) - ГТМ мэргэжилтэн

WOCAT мэдээллийн сан дахь бүрэн тодорхойлолт

https://qcat.wocat.net/mn/wocat/approaches/view/approaches_2369/

Холбогдох ГТМ мэдээлэл

Technologies: Pepsee micro-irrigation system https://qcat.wocat.net/mn/wocat/technologies/view/technologies_1477/

Technologies: Pepsee micro-irrigation system https://qcat.wocat.net/mn/wocat/technologies/view/technologies_1477/

Баримтжуулалтыг зохион байгуулсан

Байгууллага

- International Development Enterprises - India (iDE-India) - Америк
- IWMI International Water Management Institute (IWMI) - Энэтхэг

Төсөл

- Book project: where the land is greener - Case Studies and Analysis of Soil and Water Conservation Initiatives Worldwide (where the land is greener)

Гол сурвалж баримт сэлт

- IDEI Affordable Micro Irrigation Technologies: Marketing Manual. International Development Enterprises, USA. Phansalkar, S.J. (2003). Appropriate Drip Irrigation Technologies Promoted by IDEI: A Socio-Economic Assessment. International Development Enterprises, India (IDEI), Verma, S., Tsephal, S. and Jose, T. (2004). Pepsee Systems: Grassroots Innovation under Groundwater Stress. Water Policy,:
- Phansalkar, S.J. (2003). Appropriate Drip Irrigation Technologies Promoted by IDEI: A Socio-Economic Assessment. International Development Enterprises, India (IDEI),:
- Verma, S., Tsephal, S. and Jose, T. (2004). Pepsee Systems: Grassroots Innovation under Groundwater Stress. Water Policy,:

This work is licensed under [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-nc-sa/4.0/)

