



## Market support and branding for input quality (Krishak Bandhu) (Índia)

### DESCRIÇÃO

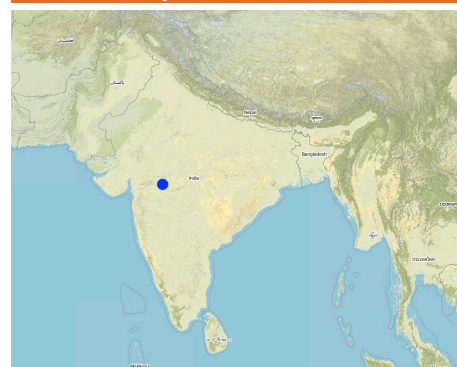
**Market development and support through use of a brand name - Krishak Bandhu ('the farmer's friend') - to help ensure quality amongst manufacturers and suppliers of drip irrigation equipment.**

**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.

### LOCALIZAÇÃO



**Localização:** West Nimar, Madhya Pradesh, Índia

#### Geo-referência de locais selecionados

• 75.602, 21.776

**Data de início:** n.a.

**Ano de término:** n.a.

#### Tipo de abordagem

- ☐ Tradicional/Indígena
- ☐ Iniciativa/Inovação local recente
- ☒ Baseado em projeto/programa

### OBJETIVOS DE APROXIMAÇÃO E AMBIENTE PROPÍCIO

**Principais metas / objetivos da abordagem**

To bring affordable and appropriate water saving technologies to the rural poor through creating effective supply chains and developing markets, under a brand name associated with reliability.

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.

### Condições que permitem a implementação da Tecnologia(s) aplicada(s) sob a Abordagem

### Condições que dificultam a implementação da Tecnologia(s) aplicada(s) sob a Abordagem

- Normas e valores sociais/culturais/religiosos:** 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,distri
- Disponibilidade/acesso a recursos e serviços financeiros:** 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.
- Outro:** 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.

## PARTICIPAÇÃO E PAPEL DAS PARTES INTERESSADAS ENVOLVIDAS

### Partes interessadas envolvidas na abordagem e seus papéis

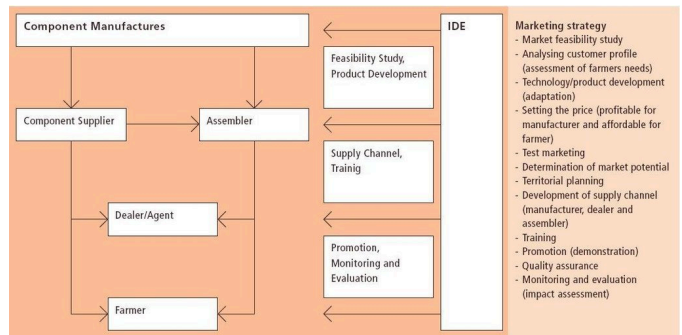
| Que partes interessadas/órgãos de implementação estavam envolvidos na abordagem? | Especifique as partes interessadas | Descreva o papel das partes interessadas   |
|--|------------------------------------|--|
| Usuários de terra/comunidades locais   | Smallholder farmers                | Traditionally, 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. |
| Especialistas em GST/ consultor agrícola   |                                    |  |
| Governo nacional (planejadores, responsáveis pelas decisões)                     |                                    |  |
| Organização internacional  |                                    |  |

### Envolvimento do usuários de terra/comunidades locais nas diferentes fases da abordagem

|                         | Nenhum | Passivo | Apoio externo | Participativo | Automobilização |  |
|-------------------------|--------|---------|---------------|---------------|-----------------|--|
| Iniciação/motivação     |        |         |               | ✓             |                 |  |
| Planejamento            |        | ✓       |               |               |                 | IDEI carrying out awareness creation etc                               |
| Implementação           |        | ✓       |               |               |                 |  |
| Monitoramento/avaliação |        | ✓       |               |               |                 | market surveys, studies, assessments initiated and carried out by IDEI |
| Research                |        | ✓       |               |               |                 | planned and carried out by IDEI  |

### Fluxograma

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



## Tomada de decisão sobre a seleção da Tecnologia GST

As decisões foram tomadas por

- ☒ Somente usuários da terra (iniciativa própria)
- ☐ Principalmente usuários da terra, apoiados por especialistas em GST
- ☐ todos os atores relevantes, como parte de uma abordagem participativa
- ☐ Principalmente especialistas em GST, após consulta com usuários da terra
- ☐ Somente especialistas em GST
- ☐ Políticos/líderes

As decisões foram tomadas com base em

- ☐ Avaliação de conhecimento bem documentado de GST (tomada de decisão baseada em evidências)
- ☐ Resultados de pesquisa
- ☐ Experiência pessoal e opiniões (não documentado)

## SUPORTE TÉCNICO, REFORÇO DAS CAPACIDADES E GESTÃO DO CONHECIMENTO

As seguintes atividades ou serviços têm sido parte da abordagem

- ☒ Reforço das capacidades/ formação
- ☐ Serviço de consultoria
- ☒ Fortalecimento da instituição (desenvolvimento organizacional)
- ☒ Monitoramento e avaliação
- ☒ Pesquisa

### Reforço das capacidades/formação

Foi fornecido treinamento às seguintes partes interessadas

- ☐ Usuários de terra
- ☐ Equipe de campo/consultores

Tipo de formação

- ☐ Em exercício
- ☐ Agricultor para agricultor
- ☐ Áreas de demonstração
- ☐ Reuniões públicas
- ☐ Cursos

Assuntos abordados

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.

### Fortalecimento institucional

As instituições foram fortalecidas / estabelecidas

- ☐ Não
- ☐ Sim, pouco
- ☐ Sim, moderadamente
- ☒ Sim, significativamente

no seguinte nível

- ☒ Local
- ☐ Regional
- ☐ Nacional

Descreva instituição, papéis e responsabilidades, membros, etc.

Tipo de apoio

- ☐ Financeiro
- ☐ Reforço das capacidades/ formação
- ☐ Equipamento
- ☒ see Annex A3

Mais detalhes

### Monitoramento e avaliação

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.

### Pesquisa

As pesquisas trataram dos seguintes tópicos

- ☐ Sociologia
- ☐ Economia/Marketing
- ☐ Ecologia
- ☐ Tecnologia

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).

## FINANCIAMENTO E APOIO MATERIAL EXTERNO

Orçamento anual em USD para o componente GST

- ☐ < 2.000
- ☐ 2.000-10.000
- ☐ 10.000-100.000
- ☐ 100.000-1.000.000
- ☐ > 1.000.000

Precise annual budget: n.a.

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

Os seguintes serviços ou incentivos foram fornecidos aos usuários de terras

- ☐ Apoio financeiro/material concedido aos usuários da terra
- ☐ Subsídios para insumos específicos
- ☐ Crédito
- ☐ Outros incentivos ou instrumentos

## ANÁLISE DE IMPACTOS E DECLARAÇÕES FINAIS

Impactos da abordagem

nte  
ico  
deradamente

A abordagem auxiliou os usuários da terra a implementar e manter as tecnologias de GST?  
The widespread adoption of the pepsee and Easy Drip irrigation infrastructure has greatly improved water use efficiency



## Principal motivação dos usuários da terra para implementar a GST

☒ n.a.

## Atividades de sustentabilidade de abordagem

Os usuários da terra podem sustentar o que foi implementado através da Abordagem (sem apoio externo)?

☐ Não  
☐ Sim  
☒ Incerto

## CONCLUSÕES E EXPERIÊNCIAS ADQUIRIDAS

### Pontos fortes: visão do usuário de terra

#### Pontos fortes: a visão do/a compilador/a ou de outra pessoa capacitada

- 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)

### Pontos fracos/desvantagens/riscos: visão do usuário de terracomomo superar

- 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.

### Pontos fracos/desvantagens/riscos: a visão do/a compilador/a ou de outra pessoa capacitadacomomo superar

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

## REFERÊNCIAS

**Compilador/a**  
Shilp Verma

**Editores**

**Revisor**  
Fabian Ottiger  
Deborah Niggli

**Data da documentação:** 20 de Janeiro de 2009

**Última atualização:** 4 de Abril de 2018

### Pessoas capacitadas

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### Descrição completa no banco de dados do WOCAT

[https://qcat.wocat.net/pt/wocat/approaches/view/approaches\\_2369/](https://qcat.wocat.net/pt/wocat/approaches/view/approaches_2369/)

### Dados GST vinculados

Technologies: Pepsee micro-irrigation system [https://qcat.wocat.net/pt/wocat/technologies/view/technologies\\_1477/](https://qcat.wocat.net/pt/wocat/technologies/view/technologies_1477/)

Technologies: Pepsee micro-irrigation system [https://qcat.wocat.net/pt/wocat/technologies/view/technologies\\_1477/](https://qcat.wocat.net/pt/wocat/technologies/view/technologies_1477/)

### A documentação foi facilitada por

#### Instituição

- International Development Enterprises - India (iDE-India) - Estados Unidos
- IWMI International Water Management Institute (IWMI) - Índia

#### Projeto

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

### Referências-chave

- 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,:
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