

## JICA Extends Its Cooperation to Strengthen India-Japan Relationship

### 1 Events/Workshops

- Launched “Farm to Family” initiative to support revenues for Andhra Pradesh’s mango farmers amidst COVID-19

### 2 Events/Workshops

- “Connecting Farmers with Consumers” to bring fresh vegetables to families in Ranchi, amidst the pandemic
- Launched “SDGs Business Co-creation Lab – Tsunagaru Lab” to create a bridge between Japanese Companies and Indian Social Enterprises

### 3 Events/Workshops

- Celebrated the importance of International Cooperation to Care for Nature on World Environment Day

## Project Update

### Launched “Farm to Family” initiative to support revenues for Andhra Pradesh’s mango farmers amidst COVID-19



On April 24, 2020 JICA launched the ‘*Farm to Family*’ initiative in Hyderabad, Andhra Pradesh. Under the initiative mangoes are procured directly from farmers at the farm-gate and supplying them to consumers in a few selected townships & gated communities in Hyderabad.

The national lockdown to combat the COVID 19 pandemic had put stress on mango growers in Andhra Pradesh, as they were ready to harvest the season’s first produce, but, with the lockdown, the local traders were unable to lift the product from them for supply to retail chains. In this backdrop, JICA along with the state & local Government officials and consultants from E&Y LPP team, devised an innovative way to ease the supply chain bottleneck, where the farmers get their share of income and the consumers get to relish the naturally ripened mangoes.

JICA finances the “Andhra Pradesh Irrigation and Livelihood Improvement Project (Phase 2)” in the state. It is implemented by the Water Resources Department (WRD), Department of Horticulture, AP Food Processing Society and other allied departments under the Government of Andhra Pradesh (GoAP). The objective of the Project is to increase the local productivity and enhance marketing capacity of the produce.

## “Connecting Farmers with Consumers” to bring fresh vegetables to families in Ranchi, amidst the pandemic



The national lockdown to combat the COVID 19 pandemic put stress on Jharkhand's small and marginal farmers as they found difficulties in selling their harvested vegetables. The quick perishability of the vegetables was another cause of worry for the farmers. JICA, in Jharkhand, finances the “Jharkhand Horticulture Intensification by Micro Drip Irrigation (JHIMDI)

Project”. The project is implemented by Jharkhand State Livelihood Promotion Society (JSLPS)

Looking at the plight of farmers, JSLPS took note of the situation of small farmers around Ranchi, the capital city of Jharkhand State, and also observed the possibility of a technology based intervention to connect the farmers with the consumers.

JSLPS had earlier started working to develop online distribution mechanism for supply of organic vegetables and an App called ‘Aajevika Farm Fresh’ was under testing stage - JSLPS moved ahead with the intervention to supply vegetables based on online order by consumers in Ranchi. The App was placed in the Play Store for wider dissemination and a central grading cum collection center for vegetables was established in Ranchi.

In a short span of 15 days of intervention through the online system, a customer base of 785 customers was created and 8 MT of vegetables for an amount of INR 7.4 lakh had been sold, while following all norms of personal hygiene and social distancing.

## Launched “SDGs Business Co-creation Lab – Tsunagaru Lab” to create a bridge between Japanese Companies and Indian Social Enterprises

In India, social and developmental challenges are found in various sectors such as health care, education, agriculture, waste and energy, among others. Social enterprises are working to address these challenges through innovative business models to make positive impact to the lives of people, especially those in vulnerable rural communities. JICA believes that the partnership between Indian social enterprises and Japanese companies can bring innovative and cutting-edge technologies and reach out to the “last mile” of the far-flung communities and create new business models and opportunities.

Hence, to create synergies among various stakeholders, JICA India has partnered with organizations supporting social entrepreneurs in India, and launched the Tsunagaru Lab. The term “Tsunagaru” means “To connect” in Japanese. We named it hoping this platform will connect aspired business persons in Japan and India to work together to achieve the society that leaves no one behind, as pledged in the 2030 Agenda for Sustainable Development. Tsunagaru Lab will facilitate the partnership between Japanese companies and Indian social enterprises to contribute to the achievement of India's SDGs directly and indirectly.

These new businesses created through the partnership will offer innovative services and products to deal with the difficulties people are experiencing in daily life, and contribute to achieve the Sustainable Development Goals (SDGs). The spread of the new coronavirus (COVID-19) poses a fresh challenge to India requiring nonconventional approaches and several social enterprises have already started to respond to the situation.

# Events / Workshops

## Celebrated the importance of International Cooperation to Care for Nature on World Environment Day



Japan International Cooperation Agency (JICA) celebrated the World Environment Day, reaffirming the importance of working together with important partner countries such as India to achieve environmentally sustainable life through various projects.

JICA India supports natural disaster management projects, clean energy projects, forestry projects, agriculture projects and health sector projects in India to protect and preserve the environment. JICA has also been implementing projects to strengthen health system of India which is now at the frontline of the battle against COVID-19 and contributes to improve health of people in India. For example, the Tamil Nadu Urban Health Care Project has helped in developing health care facilities and equipment to build medical care capacities in Tamil Nadu. This is contributing in promotion of citizen welfare by providing world-class treatment and benefits.

Amidst the pandemic, JICA India is requesting all relevant project executing agencies to take necessary mitigation measures to reduce COVID-19 infection risk at construction sites. With its continued efforts in India, JICA aims to reinforce its support to the environment and improve the country's resilience to natural disasters.

### Contact us



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