



Government of Maharashtra
World Bank Assisted

HON. BALASAHEB THACKERAY
AGRIBUSINESS & RURAL
TRANSFORMATION (SMART)
PROJECT

मा. बाळासाहेब ठाकरे कृषी
व्यवसाय व ग्रामीण परिवर्तन
(स्मार्ट) प्रकल्प



Why SMART Project?

Key Challenges

- More than 78% small & marginal farmers (less than 1.44 ha land)
 - Prices of major commodities influenced by global markets and trade policies
 - Cotton, Soybean and Maize –50% of cropped area
 - Pulses - 20% of cropped area
 - Low representation of women in upper level of value chain (post harvest & marketing)
 - Production driven extension activities. Less emphasis on value chain development
-

Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project

Project Development Objective

“To support development of **inclusive and competitive** agriculture value chains, focusing on **small holder farmers and agri-entrepreneurs** in Maharashtra”

Project Target Cost : Rs. 2100 cr. (USD 300M)

- IBRD Loan : Rs. 1470 cr. (USD 210M)
- Govt. of Maharashtra Share : Rs. 560 cr. (USD 80M)
- Private Sec. CSR Contribution : Rs. 70 cr. (USD 10M)

- **Unique Implementation arrangement** : The project is seeking private sector financing through VSTF as well as private sector technical and managerial expertise in agribusiness and value chain development through Stewardship Councils.
-

Project Implementation Framework

Project Steering Committee - Chaired by Hon. Chief Secretary

**State of Maharashtra's Agri-business and Rural Transformation Society
(SMART Society) – Chaired by Secretary Agriculture**

**Project Coordination & Management Unit (PCMU) –
Project Director - Commissioner Agriculture (*Ex-officio*)
Addl. Project Director – Jt. Director of Agriculture (Full time)**

**Project Support Unit -
Head – Under Secretary
Agriculture**

PIUs (11)

**Regional Implementation Unit (RIU)
(Head - Regional Joint Director of Agriculture) / Nodal Officer - Dy. Director (ATMA)**

**District Implementation Unit (DIU)
(Head - District Superintending Agri Officer / PD, ATMA)
Nodal Officer - Dy. Project Director (ATMA)**

Project Implementation Units

Sr. No.	Administrative Department	Implementing Agency
1	Agriculture	1) Director of ATMA
2	Animal Husbandry	2) Commissioner of Animal Husbandry
3	Marketing	3) Director of Marketing
		4) Maharashtra State Agri Marketing Board
		5) Maharashtra State Cooperative Cotton Growers Marketing Federation
		6) Maharashtra State Warehousing Corporation
4	Cooperation	7) Maharashtra Cooperation Development Corporation
5	Women & Child Welfare	8) Mahila Arthik Vikas Mahamandal
6	Rural Development	9) Maharashtra State Rural Livelihood Mission
		10) Village Social Transformation Foundation
7	Urban Development	11) Pune Municipal Corporation

Project Beneficiaries

COMMUNITY BASED ORGANIZATIONS - CBOS

Schemes / Interventions	Type of CBO
Maharashtra Agriculture Competitiveness Project (MACP) and other interventions of DoA	Farmer Producer Companies (More than 5000 FPCs)
	ATMA registered Farmer Groups
Maharashtra State Rural Livelihood Mission (MSRLM)	Cluster Level Federations of Women SHGs (798 CLFs)
Mahila Arthik Vikas Mahamandal (MAVIM)	Community Managed Resource Centres of Women SHGs (406 CMRCs)
Cooperation Movement	Primary Agri. Coop. Societies (Selected PACS)
Other Schemes / Interventions	Growers Association, Federations, VSTF Village Clusters etc.

Project Components

A	Enhancing Institutional Capacity to Support Agricultural Transformation	282.6
B	Supporting Enterprise Growth & Expanding Market Access	1415.4
C	Building Risk Management & Mitigation	129.4
D	Project Management Monitoring & Learning	276.6
	Total	2100.00

Components for Farmers Participation

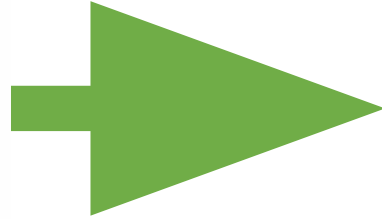
- **Productive Partnerships** – Partnership sub projects between Buyers and CBOs
 - **Market Access Plans** – Market access support to CBOs for identified markets
 - **Warehouse Based Subprojects** – Warehousing development and warehouse receipt finance sub projects with PACS and MSWC
 - **Complimentary Innovation Investments** – Innovation support to the above mentioned sub projects
 - **SMART Cotton** - Cotton productivity and quality enhancement for homogenous cotton with marketing platform
-

Productive Partnerships – Buyer and Producer CBOs are defined

- Support for developing and partially financing partnerships, between CBOs and buyers.
- Aim is to develop a long-term, voluntary and commercial relationship to improve competitiveness in terms of price, cost, productivity, quality, resilience to climate change and sales volume.
- Significant benefits to the value chain participants through market-oriented production.
- Cost-effective supply chain including short food supply chains
- Growth opportunity for agri SMEs is selling to large buyers
- Beneficiary CBOs- FPCs, CMRCs, CLFs, PACS, Growers Asso., Federations, PGs, PAs,
- Criteria- 250 members, Rs. 5 lakhs turnover & One year Audit
- Project Cost- for F&V upto Rs. 5.00 Crs and other crops upto Rs. 3.00 Crs
- Project Grants- VGF upto 60 %

Productive Partnership (PP)

Farmers



CBOs



Buyers

Processors, Organized Retail,
Exporters



**Capacity Building, Production
Technology, Post Harvest Facilities**

Productive Partnership Sub Project :
Apna Bazar and Kalamb Mahila Producer Company, Yavatmal

(Rs.Lakhs)

Sr. No.	Sub-project Components	Cost	SMART Grant	CBO Equity
A	Core investment in Sub-project			
1	Dal Mill Unit 3 TPD	28.00	16.80	11.20
2	Civil Work for Dal Mill Unit	10.00	6.00	4.00
3	Electrification Cost	3.00	1.80	1.20
	Sub total	41.00	24.60	16.40
B	Pre-Op/ Preliminary Exp.	5.00	3.00	2.00
	Total Cost	46.00	27.60	18.40

Market Access Plans (MAP) - Markets and Producer CBOs are defined

- Support development and partially financing Market Access Plans between CBOs (and their federations) and markets.
 - Market research to investigate the markets that offer profitable returns,
 - identifying access barriers and opportunities, and
 - developing a strategy and plan with fully integrated production strategy
 - Support activities required across the value chain –
 - adoption of improved varieties,
 - collection centres and common facility centres,
 - improved post-harvest storage and processing,
 - customer acquisition through trade fairs and pitches to buyers,
 - joint marketing and branding, and
 - enhancing efficiencies through linkages to specialised technical and business development services.
-

Market Access Plan (MAP)

Farmers



CBOs



New Markets
Other States and Other Countries



**Capacity Building, Production
Technology, Post Harvest Facilities**

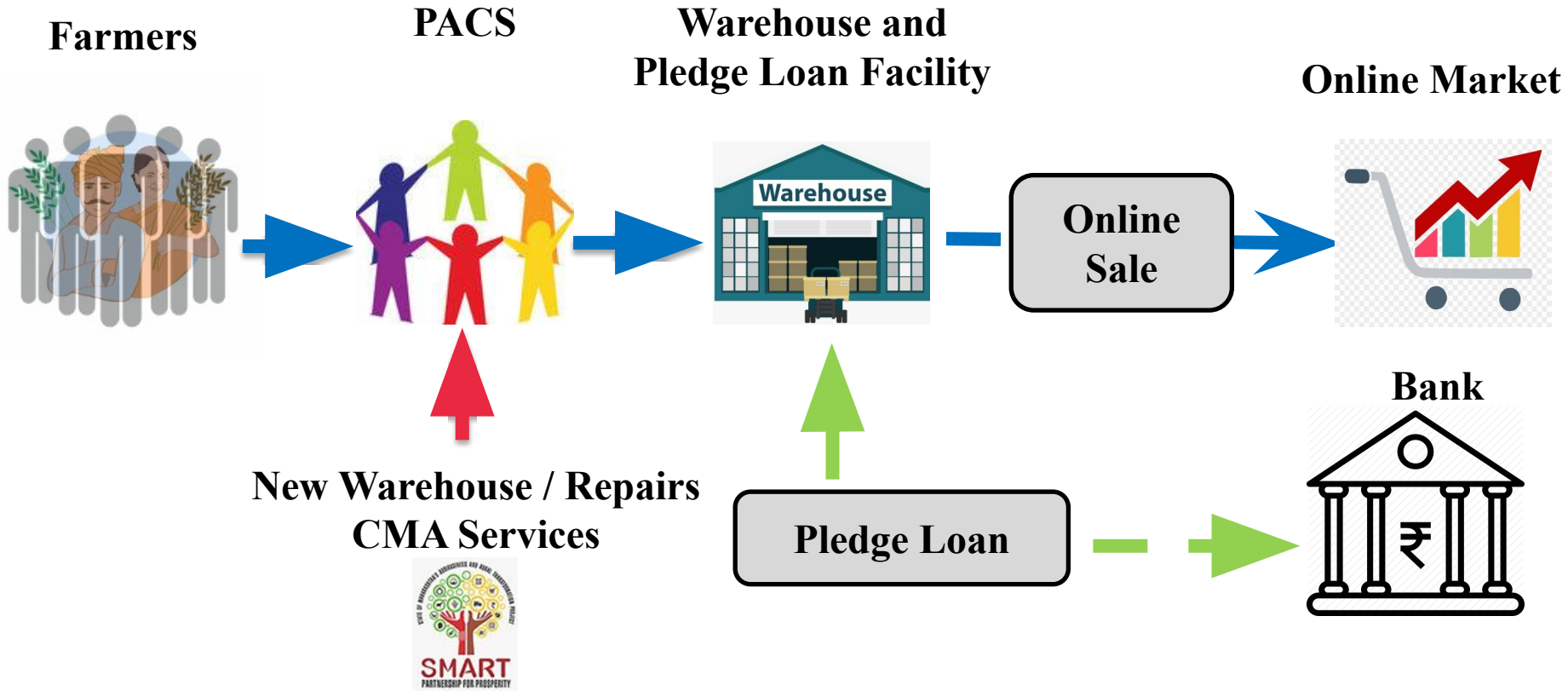
Market Access Plan Sub Project : Baramati Fruits Growers Co-operative Society

No.	Sub-project Components	Cost	SMART Grant	CBO Equity
1	Pre-Cooling Chambers 6 MT, 2 units	27.38	16.43	10.95
2	Cold Store-200 MT, 3 units	76.42	45.85	30.57
3	PEB building & Puff Panels with Civil Work-16,146 sqft	177.93	106.76	71.17
4	Cold Store Coil Fitting With New Condensing Unit & Pack House Coil Fitting With New Condensing Unit	39.40	23.64	15.76
5	Arils processing Unit - Fruit Pressure Washer, Inspection Lines, Extraction tables & Equipment's, Aril Washing Conveyor, Weighing Scales, Packing Machine 2 MT/Day, Dryers	110.00	66.00	44.00
6	Handling Equipment's - fork lift, packing, labelling machine, pallet & floor cleaning & weighing machine	85.00	41.32	43.68
Total		516.13	300.00	216.13

Strengthening the Warehouse Receipt Systems

- Focus is to improve the access of smallholder producers, through their CBOs, to –
 - scientific storage facilities,
 - credit through warehouse receipt financing, and
 - find buyers through virtual platforms and other channels ex-storage.
 - The project will finance the
 - rehabilitation, and upgrading of existing warehouse facilities,
 - construction of new warehouse facilities,
 - support infrastructures like grading equipment, computer, internet connectivity, that will complement these facilities,
 - collateral management agency fees,
 - capacity building activities of the participating CBOs and
 - certification of storage facilities with WDRA.
-

Warehouse Based Sub-Projects



Warehouse based Sub Project – Star Agri CMA and Ner Pinglai Coop Soc, Amravati

Implementation Agency MCDC

Crop – Soybean, Tur and Wheat Amount in Rs. Lakh

Sr. No.	Components of Sub Project	Cost	Share of SMART	Share of CBO
A	Investment in Infrastructure			
1	Collateral Management Agency charges – Star Agri Warehousing	5.40	3.24	2.16
2	Warehouse Renovation – 750 MT	5.96	3.57	2.4
3	Cleaning and Grading Machine – 2 MT	10.34	3.00	7.34
4	Radio Frequency Tag Unit, CCTV, Smoke Detector, Computers, Security Alarm, Inverter, Weigh bridge	6.00	3.60	2.40
5	New Warehouse construction – 1000 MT*1	70.00	42.00	28.00
6	Electricity supply, Bag sealing machine, Moisture Meter, Fire fighting instruments	1.60	0.73	0.87
	Total	99.30	56.14	43.17
7	Primary Expenditure	4.97	4.97	0
	Total A	104.27	61.11	43.17
B	Investment by Buyer	0	0	0
C	Agri Extension activities by DoA (Value Chain Development School) @ Rs. 12.93 Lakh per CBO	12.93	12.93	0
	Total A+B+C	117.20	74.04	43.17

COTTON VALUE CHAIN DEVELOPMENT PROJECT (SMART COTTON)

Production of uniform quality bales with the involvement of farmers and ginners. Farmer's participation in branding, traceability and blockchain based marketing platform – SMART Cotton

Implementing Agency – Maharashtra State Cotton Growers Cooperative Marketing Federation and Department of Agriculture

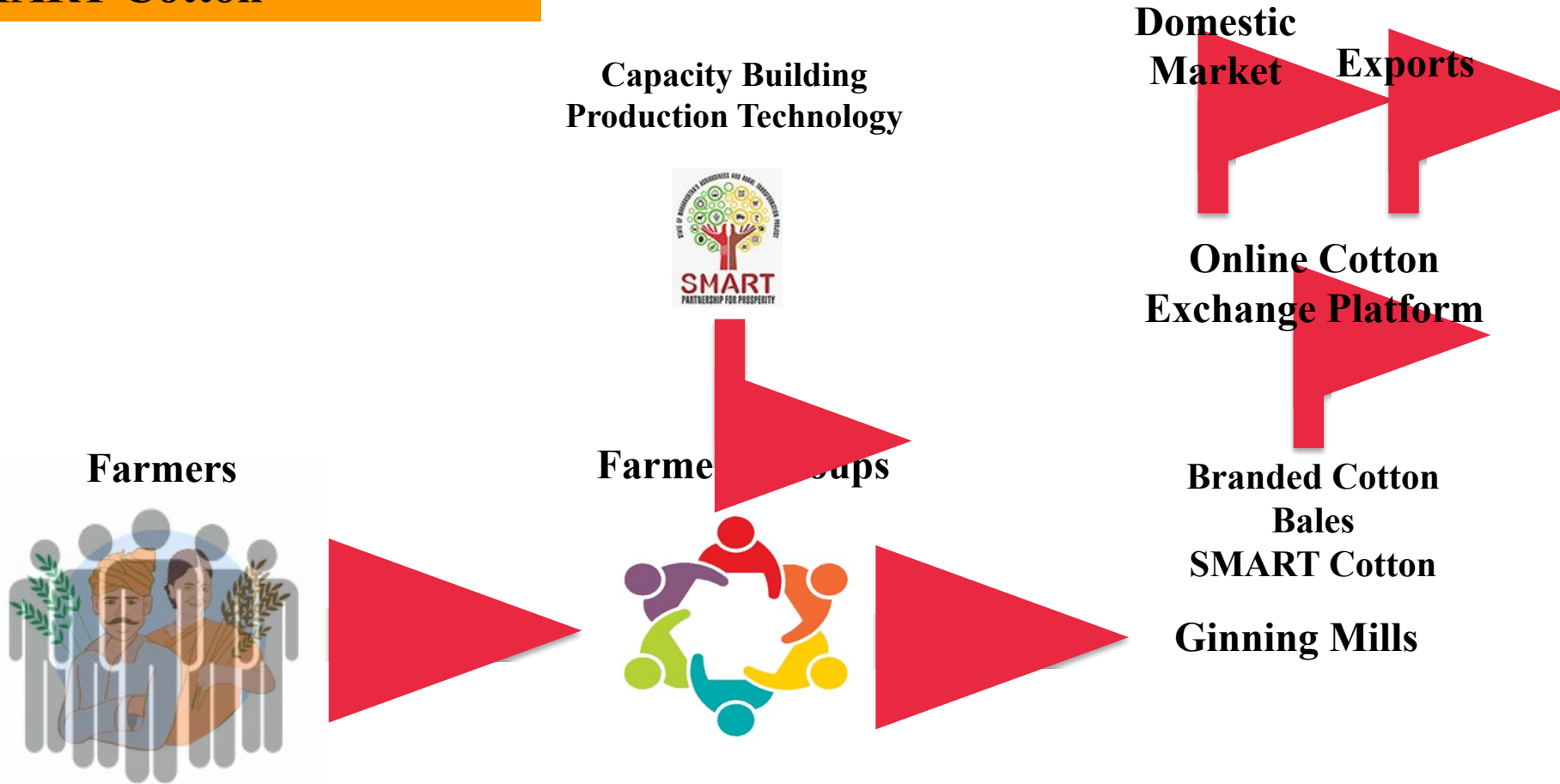
Project Area and Farmers Participation -

- 60 blocks in 12 major cotton growing districts, 12 lakh farm families

Outlay – Rs. 100 crores



SMART Cotton



PIU wise sanctioned Pilot Subprojects

Sr. No.	Name of PIU	No. of Subprojects	CBOs Involved	Total Project Cost (Rs. Lakh)	SMART Grant (Rs. Lakh)	CBOs Contribution (Rs. Lakh)	No. of Farmers to be impacted
1	AGRI	5	13	3110.61	1757.00	1051.06	32782
2	MAVIM	4	18	1407.03	890.21	517.82	16250
3	MSRLM	4	4	420.87	278.39	142.48	3150
4	VSTF	3	4	958.90	597.19	360.71	7333
5	MCDC	9	9	941.69	611.55	330.13	4707
Total		25	48	6839.10	4134.34	2402.20	64222

Other Components of SMART Project

- **Access to Finance- PCGF**
- **Commodity Stewardship Councils**
- **Value Chain Development School**
- **Complementary Innovation Investments (CII)**
- **Exit Level Export Infrastructure**
- **Livestock Interventions**
- **Enterprise Development Support**
- **Pilot Program on Urban Food Systems**
- **Market Information and Intelligence Services**
- **Price Risk Management Support**

Project Impact and Expected Beneficiaries

- **Total proposed sub-projects - 525**
 - Productive Partnerships – 120 Market Access Plans - 130
 - Warehouse Based - 225 Innovative - 50
- **Beneficiaries of infrastructure and services – 19 Lakh**
 - Women – 8.20 Lakh, SC/ST – 2.45 Lakh
 - Smart Cotton Producers – 3.5 Lakh
 - Safe Food Aware Consumers – 2 Lakh
- **Value Chain Development School Participants – 1 Lakh**
- **Beneficiaries of warehouse facilities of CBOs – 1 Lakh**
- **Beneficiaries of Market Intelligence – 12 Lakh**
- **New Employment – 9700 (Women-2900, SC/ST-1950)**
- **Private Investment attracted by Project – Rs. 410 crores**

**Thank
You**



Project Coordination and Management Unit

Sheti Mahamandal Bhavan, 270, Bhamburda, Senapati Bapat Marg, Pune 411016

E-Mail: pcmu.smart@gmail.com Tel.: 020 256577/8

Website : smart-mh.org