KRISHI STAR

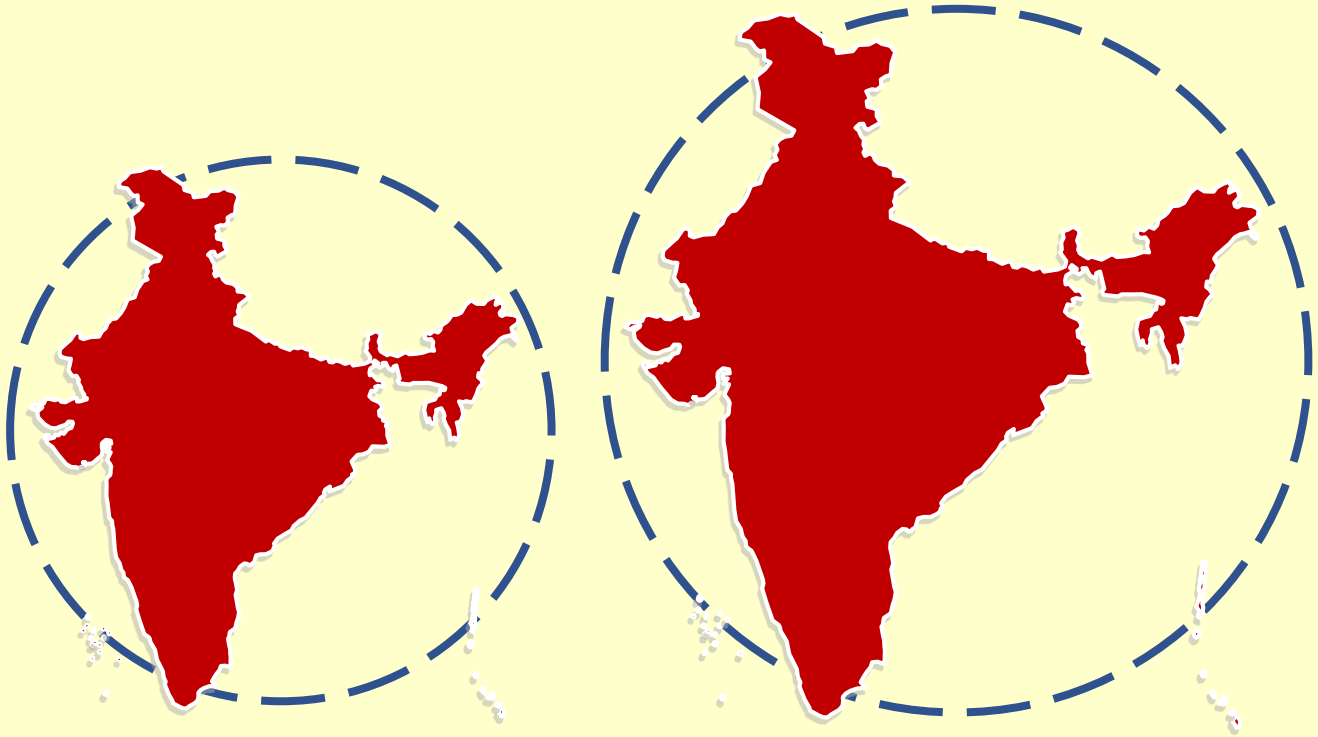
Social Impact Assessment

Project Outline: To build upon an initial impact study in Sangli, Maharashtra and revisit different processing units to measure baseline impact, with the objective of monitoring & evaluating impact generated by Krishi Star in farmer engagement. Further, the aim of the project is to publish the findings in an interesting & engaging format.

Team Members: Aastha Singh, Kishen Shastry KS, Venugopal Rajamani

Client Point of Contact: Abdul Rahiman (David Nott – briefly)

Project Starting Date: 8th September, 2017

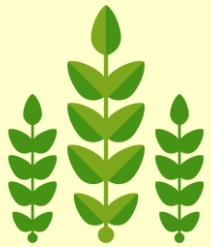


USD 258 Billion (2015)

USD 482 Billion (2020 forecast)

Food Processing Industry Size (India)

Project Motivations



Interest in the agro-business: one of the key components of development

Need for research experience in monitoring and evaluation, and impact assessments

Leverage individual and team skills

Krishi Star's Vision

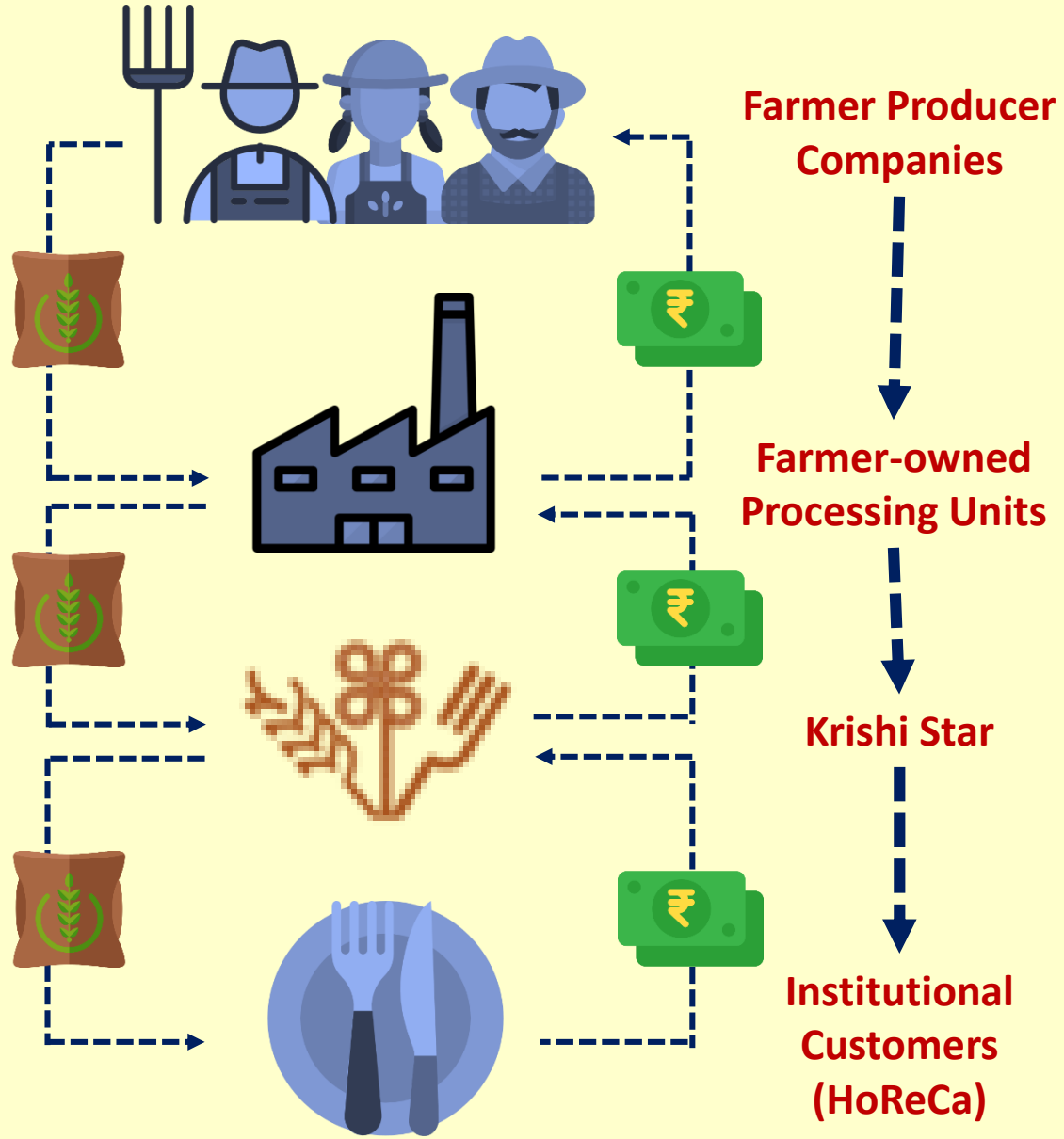
Provide farmers a larger ownership of the value chain

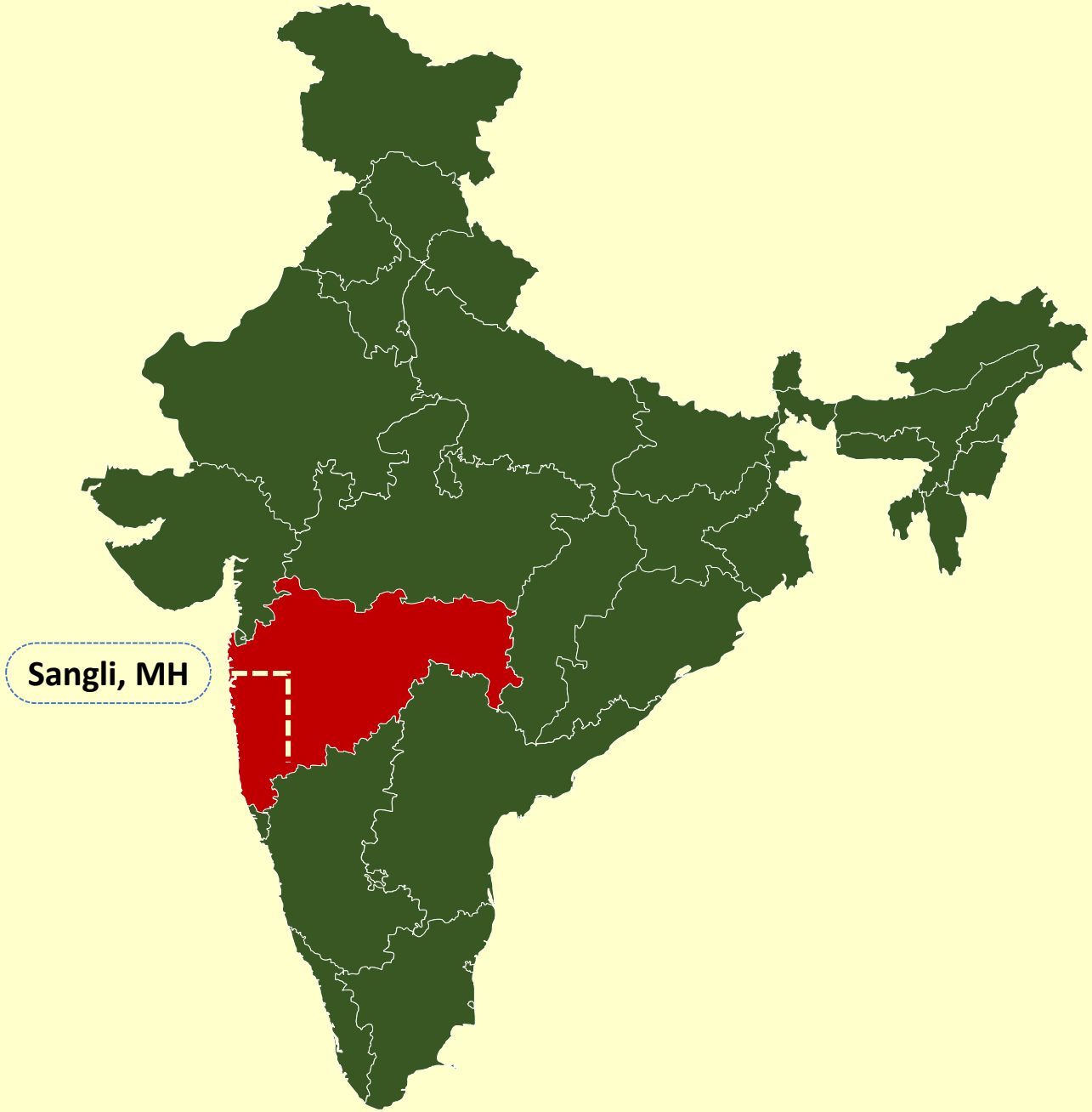
Stabilization and increase of farmer's incomes

Access to farmers for higher margins

Facilitating farmer-access to higher value markets

Business Model





- Secondary and Desk Research on Social Impact Analysis

- Defining & Developing Metrics
- Survey Design

- Field Testing of feasibility of metrics – survey executing & findings

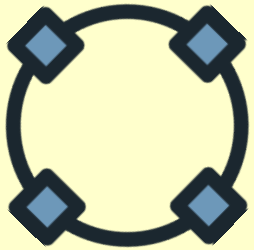
PHASE I

2017 Sept

Desk Research

- Literature Review – (OECD, UNDP HDI et al)
- Indian Institutions like PRADAN's socio-economic impact of its SHGs, ISEC report on Food Processing units in Karnataka
- Ownership structures in general and different cooperative models

2017 Oct



Broad Impact Area Identification

- Monetary (Wages)
- Quality of life – Health and Education
- Accessibility to information & Markets

2017 Nov

ELM Week - Survey

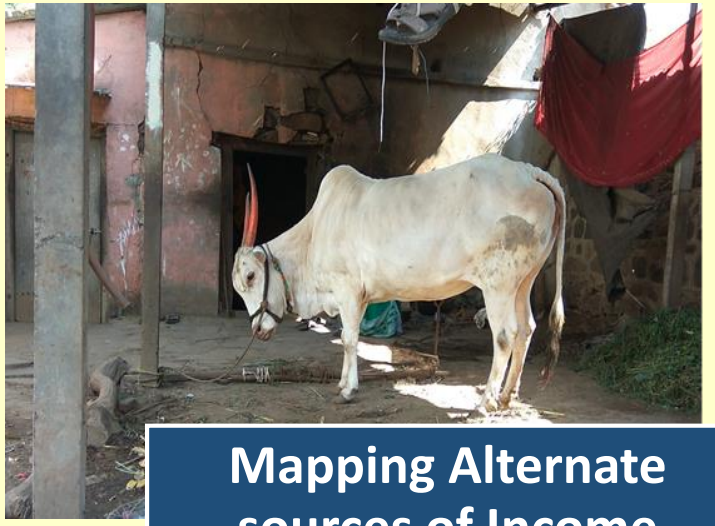
- Orientation at Krishi Star office in Mumbai
- Travel to Sangli & Surrounding regions
- Surveys administered for Impact Assessment project & Procurement Project

Meeting with Cooperative Workers

Driers in the factory

Tomato Farm

Visiting other farms



Mapping Alternate sources of Income

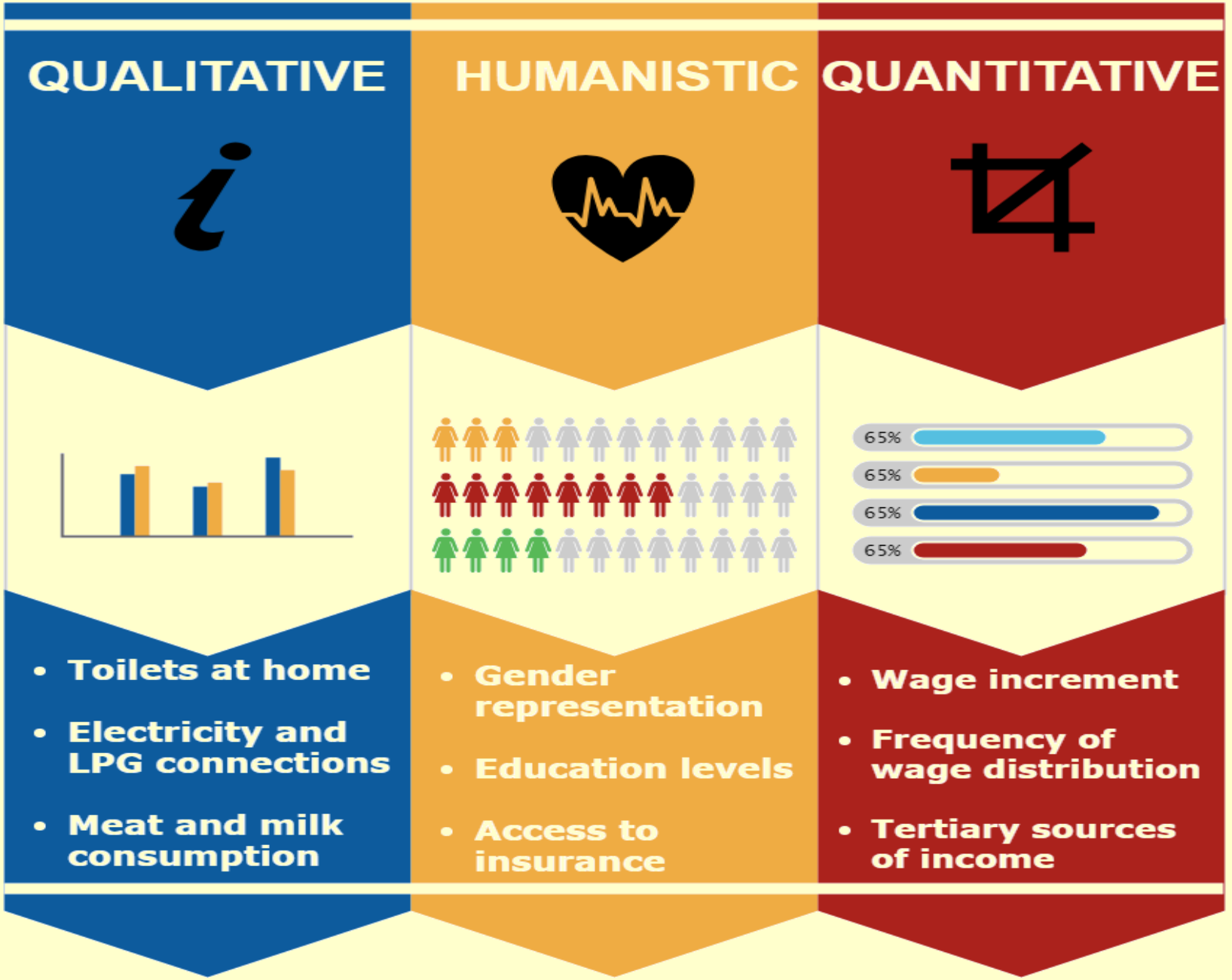
Drying Tomatoes

PHASE II

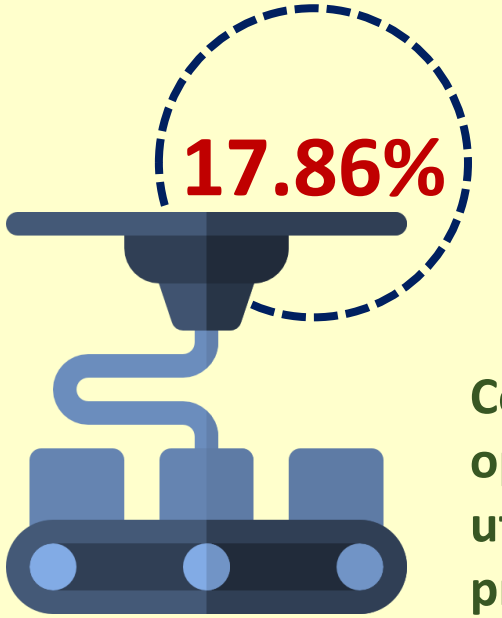
2017
Dec

2017
Jan

2017
Feb



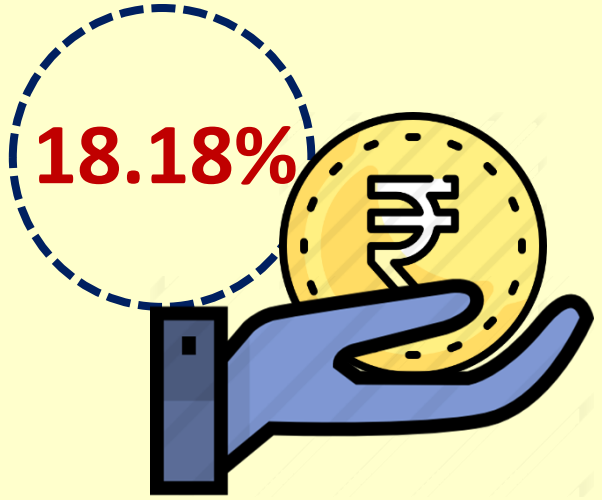
Research Findings



Contribution of KS operations to capacity utilization rates of processing units

Incremental days of labour employment generated owing to KS operations

Addition to total revenue accruing to sun-dried tomato processing due to KS operations



Monetary increase in farmer's incomes traceable to KS purchase requisitions

PHASE III

2017
Mar

2017
Apr

2017
May

Additions to home

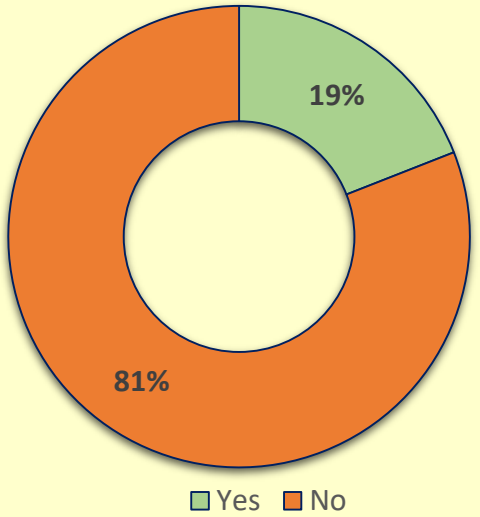
Furniture

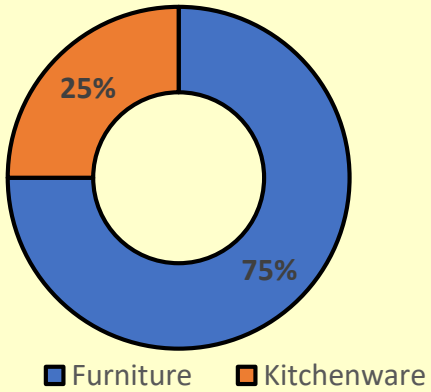
Kitchenware

INFERENCE

20% of respondents had made home improvements from income due to KS operations

Additions made to home





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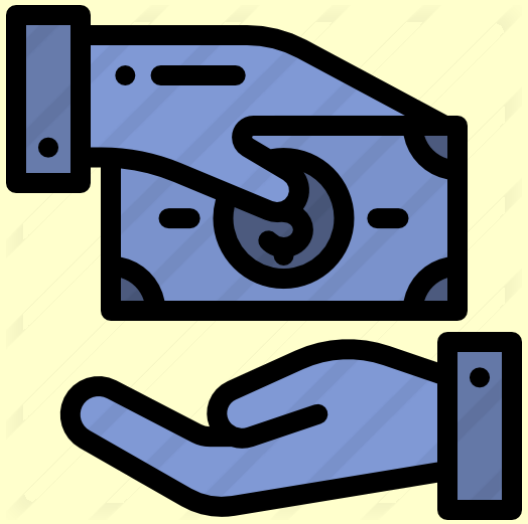
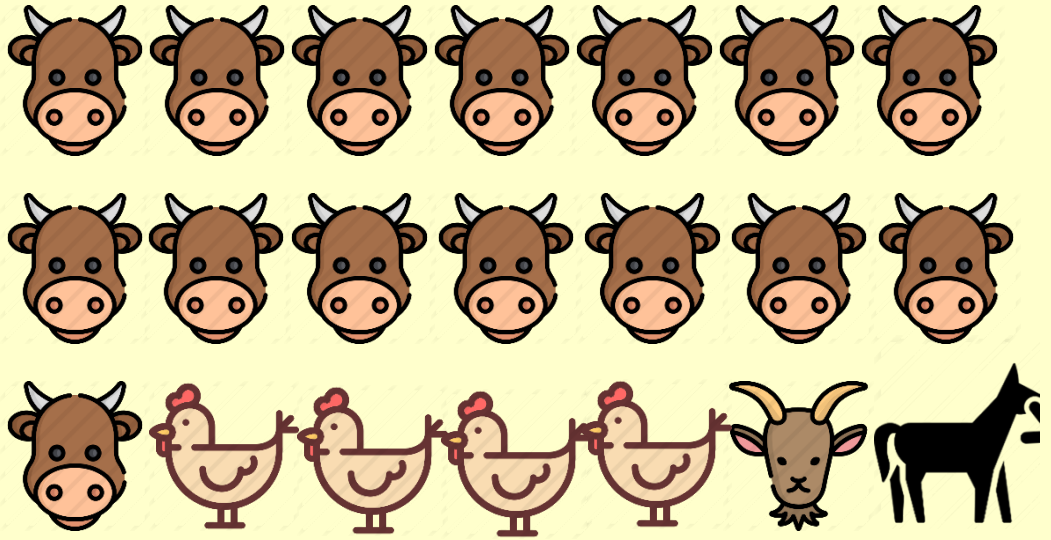
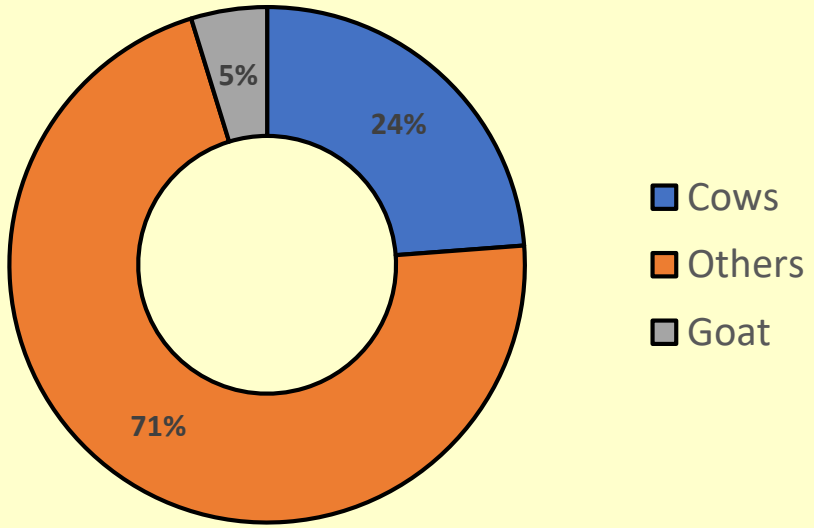


Livestock Purchase





INFERENCE

Almost all respondents reported income from KS operations are channelled into provision of alternate sources of income

PHASE III

2017 Mar

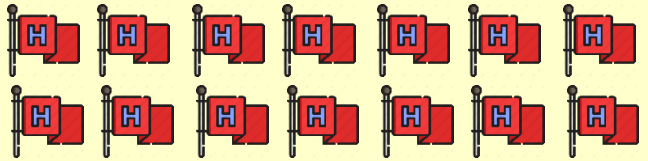
2017 Apr

2017 May

Education

Primary

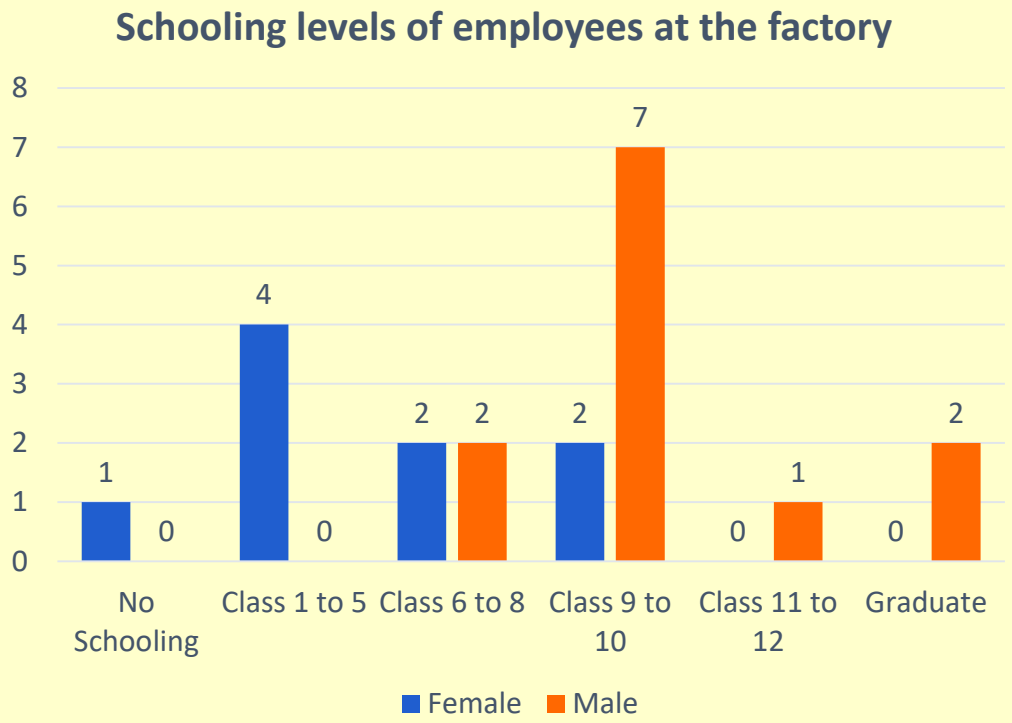
Secondary and Higher Secondary



Graduation

INFERENCE

Low college enrolment rates among workers; however considerable aspiration to educate children observed



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2017 Mar

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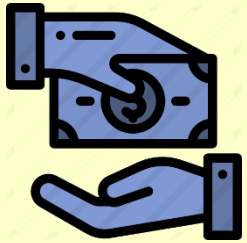

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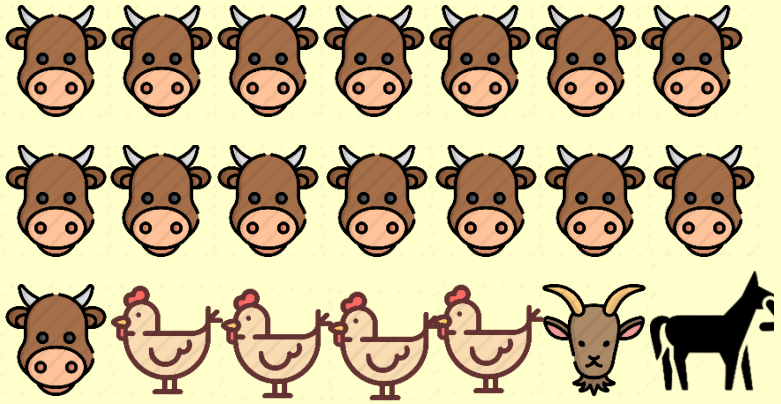

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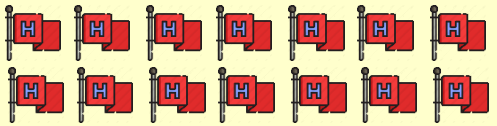

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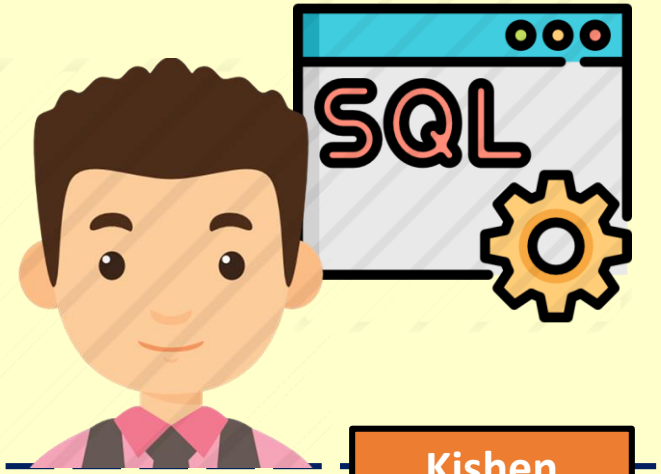
TEAM DYNAMICS



Kishen

- **Research**
  - On how social impact surveys are conducted
  - Parameters that define a social impact assessment
- **Design Econometrics**
  - Worked out key econometrics to measure social impact
  - Marginalised communities covered, Poor households, Available disposable income
- **Primary Research**
  - Reached out to factory workers exclusively talking Kannada

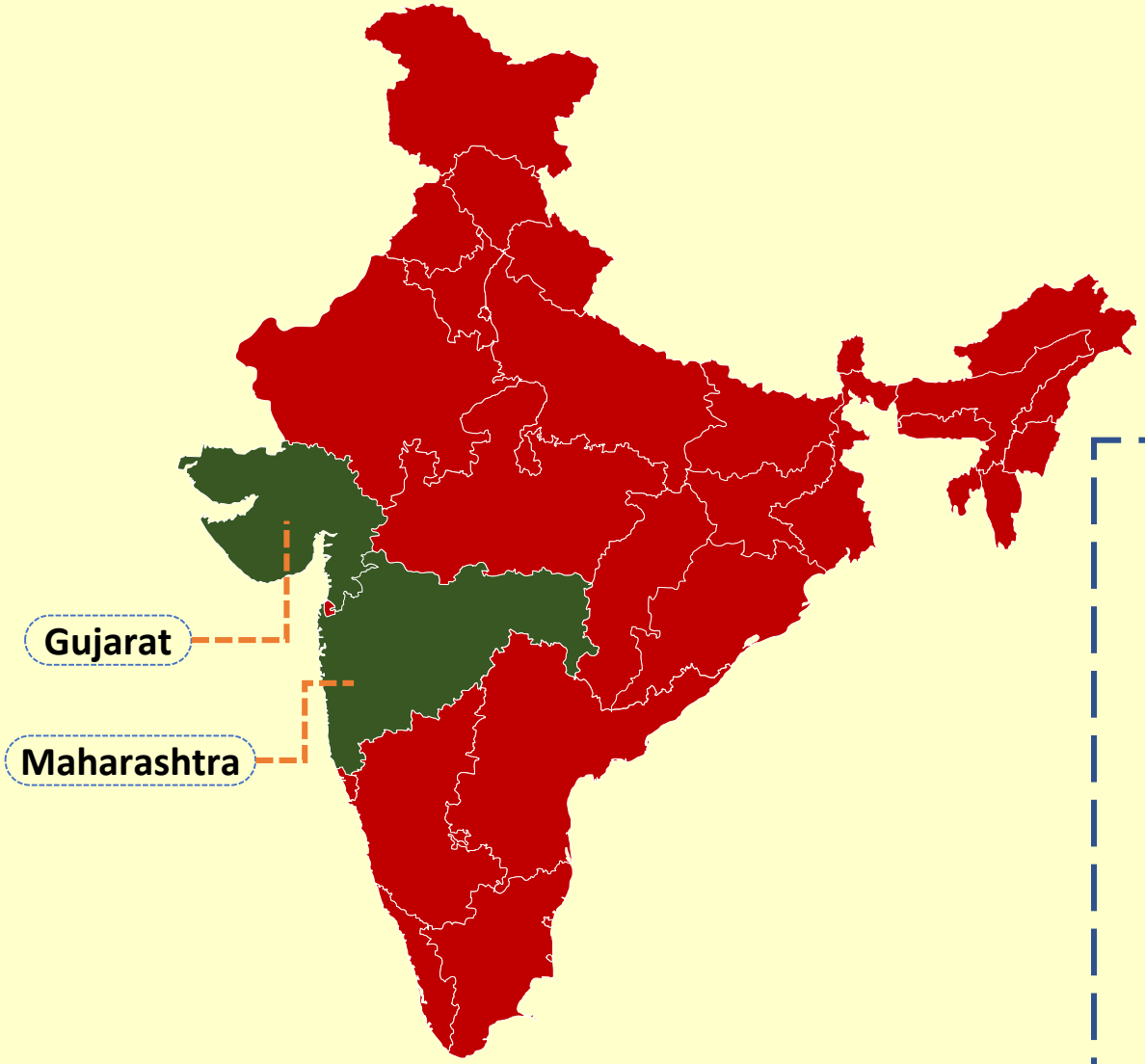
Aastha

- **Secondary research**
- "Social and economic impacts of PRADAN's Self Help Group Microfinance and Livelihoods Promotion Program", "Documentation of Success Stories of Food Processing Units in Karnataka"
- Research done on the current trends in the Food Processing Industry and the scope of it
- **Primary research**
- Assisted on formulating the basic layout of the questionnaire.
- Reached out to Arjun Uppal for initial suggestions for the progression of the survey.

Venugopal

- **Relationship Management:**
  - Reaching out to agro-companies engaged in similar activities (Jain Irrigations, Science4Society, BlueBlends India, Sahyadri Agro, Varun Agro)
  - Connecting with Upaya Ventures to collaborate and share findings
- **Primary Research:**
- Conducted interviews of factory workers in Marathi
- **Procuring annual returns & shareholder statements for Krishi Star's competitors, partners and clientele (MCA 21)**

WAY FORWARD



- Evaluating scalability of model tested in Sangli to other areas of KS operations
- Making educated guesses on potential impact KS could have in other states, on achieving scale

CONTRIBUTIONS

- Website coding to present findings in an interactive fashion (logistical challenge)

- Connected Upaya Ventures with Centre for Entrepreneurship for their Accelerator program

CONCLUSION & THANKS

- Farmers face tremendous pressure owing to lack of access to markets, thereby depriving them of sustainable profit margins.

- Social entrepreneurship can solve the dual goal of reducing farmer agony and upliftment of society. Monitoring and evaluation exercises may increase tangible outcomes.

ELM Client:
Abdul, David & Bryan

ELM Mentor:
Arjun Uppal

PLDC:
Shveta & Palki