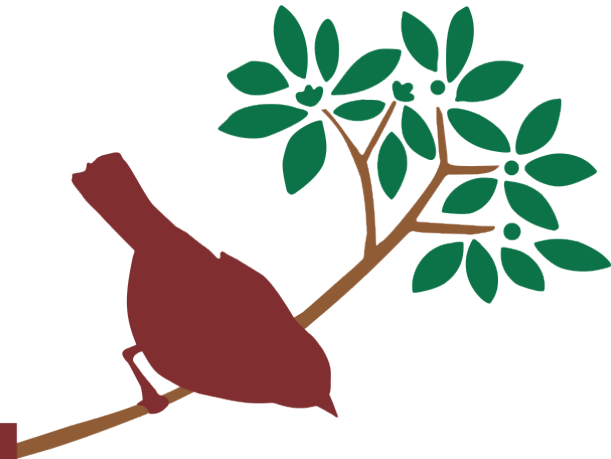


TRANSFORMING FOOD SYSTEMS



Bhoomi Ka

C L E A N | G R E E N | F A I R

GLOBAL HUNGER INDEX 2019: INDIA RANKS 102RD OUT OF 117 COUNTRIES



INDIA'S BROKEN FOOD SYSTEM

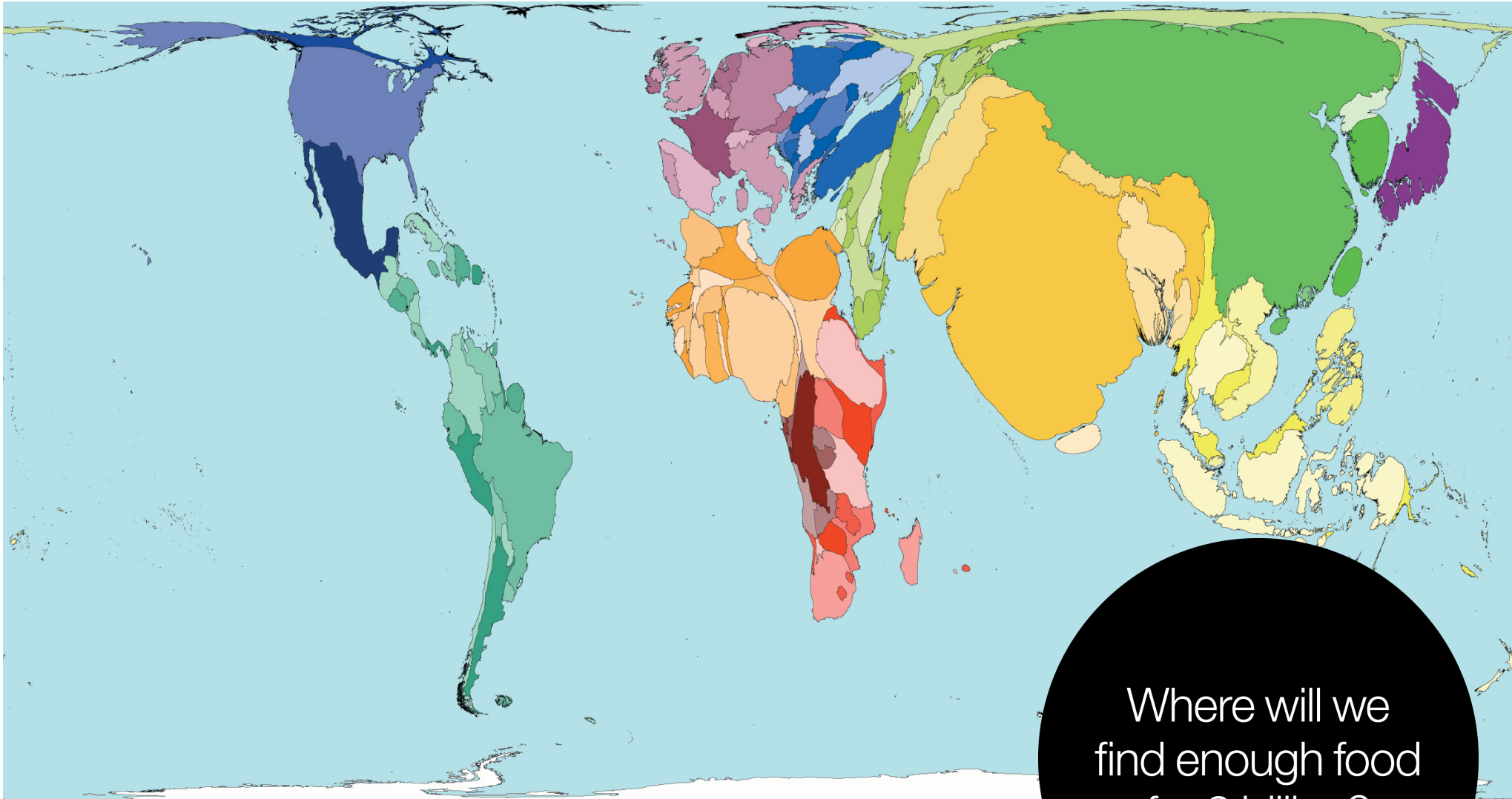
- **194,6 million (15,2%)** people out of total population of 1,3 billion people in India are **undernourished**.
- **47% of the children** in India under 5 are **underweight** and **58%** stunted by 2 years of age - nearly double that of Sub Saharan Africa.
- **One-third of the world's stunted children live in India.** It is home to the largest undernourished and hungry population in the world.
- India is the **third most obese country** in the world, just behind US and China.
- More than 60 % of deaths in India are caused by non-communicable diseases.

WHY

An aerial photograph of a vast agricultural field, likely a rice paddy, showing distinct rows of green crops. A small yellow tractor is visible in the lower-left quadrant, moving through the field. The overall scene is lush and green, with some brownish patches indicating soil or water levels.

FOOD SYSTEMS IN INDIA IS UNSUSTAINABLE

- **Smallholder dependency on monocropping** and external inputs. High indebtedness and unemployment of many farmers and rural poor.
- **Loss of traditional sustainable farming practices** and local food systems, producer-consumer disconnect.
- Loss of biodiversity, ecosystem degradation and climate change.
- **Dramatic decrease in soil and fertilizer efficiency**, water contamination and declining groundwater.
- Bigger food cooperates control the food industry and food systems at different levels.
- **Little support** for smallholder production and their integration into regional, national and global markets and value chains. Many
- **Fragmentation of landholdings**, impoverishment and migration towards urban centers.
- Often **smallholders are discriminated** because they belong to indigenous, tribal or other marginalized groups.



With 9 billion people by 2050 the demand for food will drastically increase.

Where will we find enough food for 9 billion?

A woman in a red sari is working in a field, using a traditional wooden plow. The plow is made of two long wooden poles connected by a rope. The field is filled with young green plants. In the background, there are lush green trees and hills under a cloudy sky.

RURAL POTENTIAL REMAINS UNTAPPED

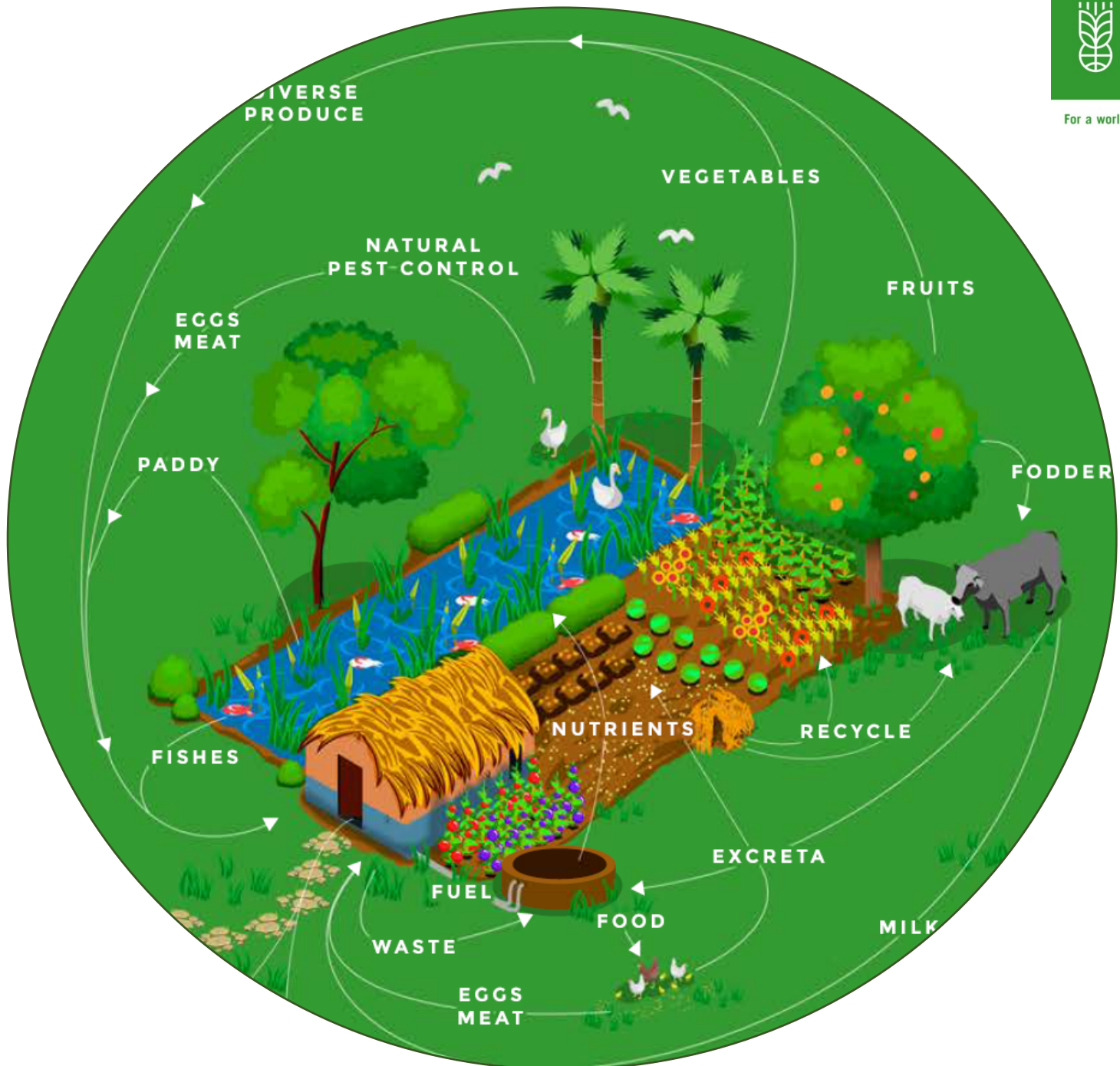
- Almost **70 percent of India's population** is still rural, the majority of which lives in poverty.
- More than **50 per cent of the total workforce** is employed in the agriculture sector in India, but only contributes around **16 percent to the country's GDP**.
- **130 millions (80%) of farmers are smallholders** with less than 2 ha of farm area. But they contribute to more than 50 percent of the total farm output in India although they cultivate only 44 percent of the land.
- Rapid urbanization and high birth rate create an increasing demand for high quality food.
- The **organic market** is growing steadily, but it **is not consumer driven** and remains a niche product.

**SUPPORTING
SMALLHOLDER FARMERS
IS KEY TO ACHIEVE FOOD
AND NUTRITION
SECURITY**



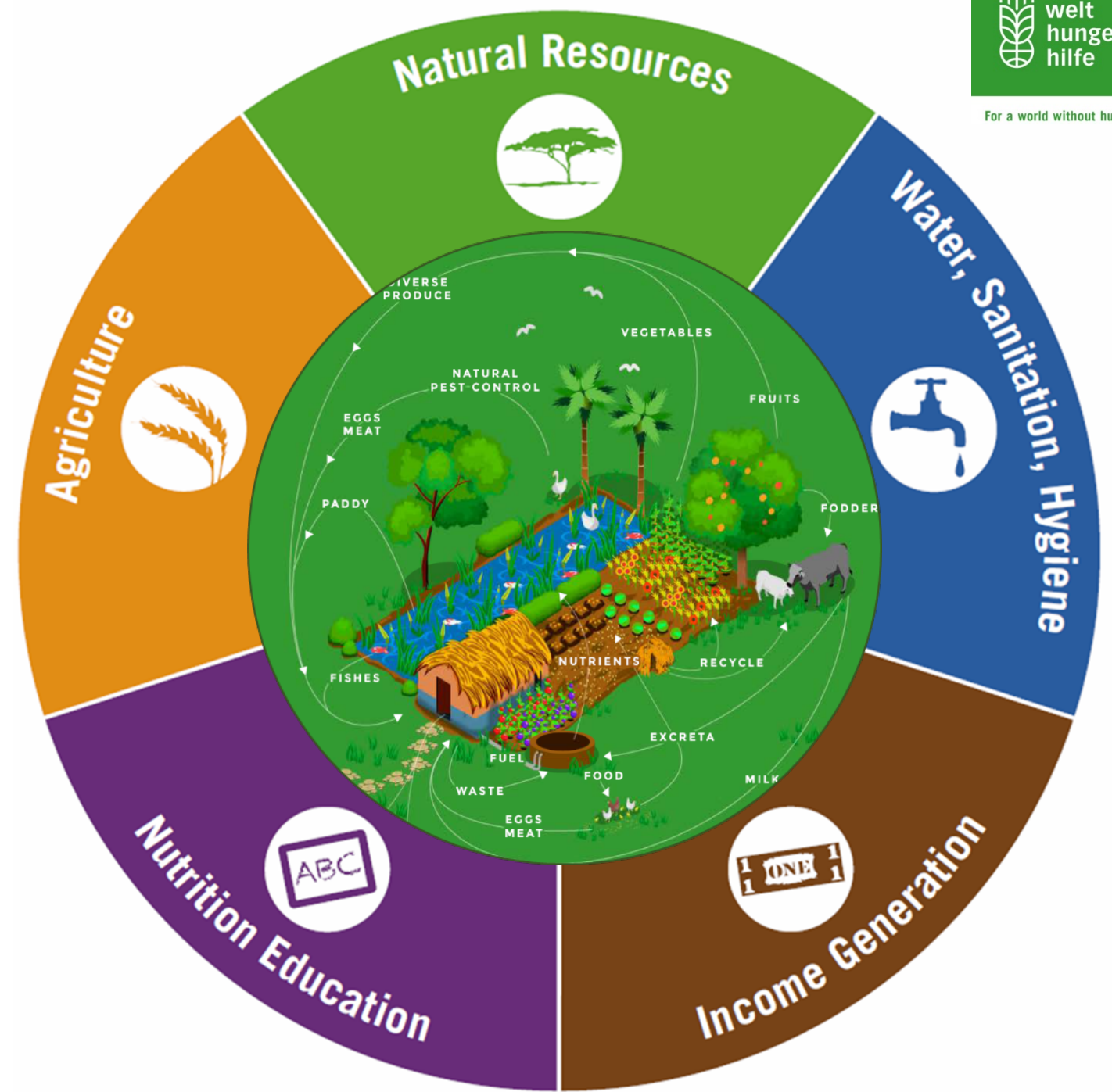
SIFS

SUSTAINABLE INTEGRATED FARMING SYSTEMS



LANN+

LINKING AGRICULTURE AND NATURAL RESOURCE MANAGEMENT TOWARDS NUTRITION SECURITY



RURAL ECONOMIES

CLEAN



GREEN

FAIR



MASS PRODUCTION

WASTE PRODUCTION

CENTRALIZED

TO

TO

TO

LOCAL QUALITY PRODUCTION

WASTE RECYCLING

DECENTRALIZED



MONOCULTURE

COMMODITY

CONSUMER ADVERTISING

TO

TO

TO

BIODIVERSITY AND SEASONALITY

IDENTITY AND CULTURE

CONSUMER INFORMATION



CHEMICAL

MASS CONSUMPTION

CHEAP CALORIES

TO

TO

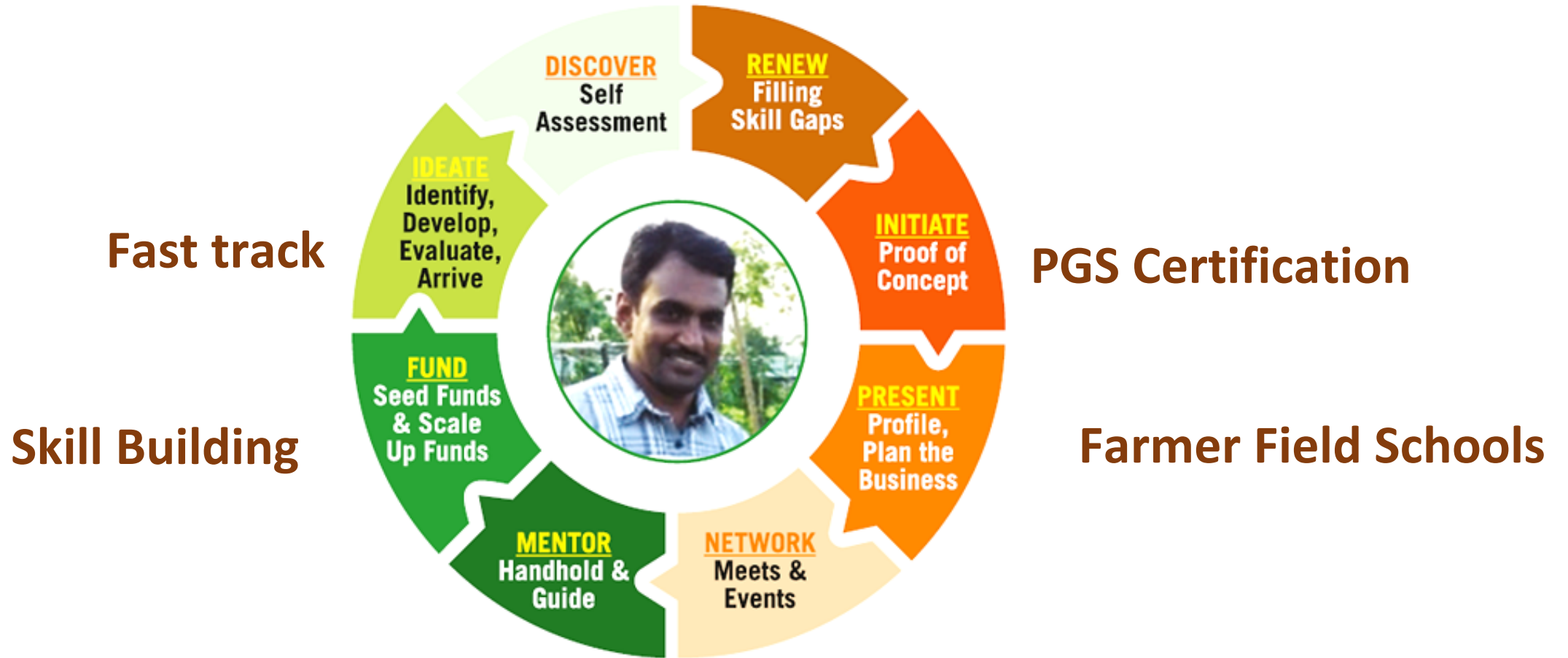
TO

BIOLOGICAL

TRACEABILITY

AFFORDABLE NUTRITION

RURAL ECOPRENEURS AND RURAL ENTERPRISES



CONSUMERS



Consumer Awareness

Policy Advocacy

Media

Consumer Information

Rural Ecopreneurs & Rural Enterprises



CONSUMER AWARENESS

Consumers

Schools

Resident Welfare Associations (RWAs)

Retailers

Media Engagement



CONSUMER AWARENESS



Farmer markets, food festivals, fairs, cooking demonstrations, farm visits and trainings on urban gardening.

Interaction with consumer groups through workshops, events, BhoomiKa online platform, blogs, Facebook and Twitter.

Fairs offers great space for interaction with consumers.

Food stalls are the best crowd pullers.

Kiosks, food trucks helps to connect with consumers anywhere anytime.



CONSUMERS

FARMER MARKETS AND FAIRS



Shows on detecting adulteration in food and food testing session with RWAs.

Discussions at yoga sessions, yoga clubs.

Farmer markets organized inside RWAs.

Regular engagement with media.

PRODUCER CONSUMER INTERACTION



Urban gardening training for youth and RWAs | Producer-consumer interaction | Farm visits | Capacitating street food vendors | Master Chef competitions

WORKING WITH SCHOOLS



Supplying vegetables for Mid Day Meals.

Encourage children to develop their home gardens.

Changes in food consumption habits.



STUDENTS

TEACHERS AND PARENTS



Connecting with student's families.

Food tasting – indigenous healthy foods as alternatives to fast food.

Farm visits to understand from where food comes.

Engaging with parents.

SOCIAL MEDIA



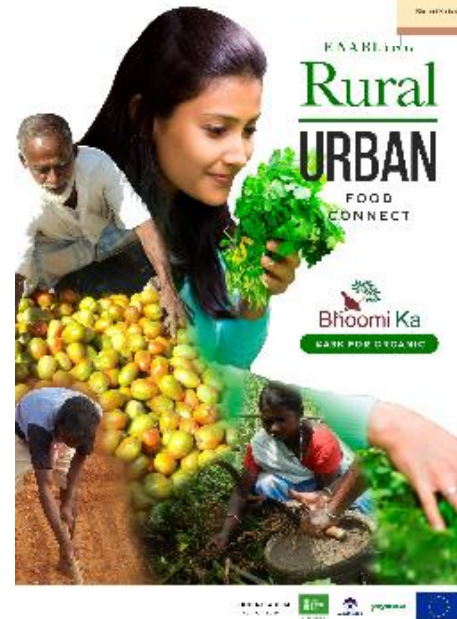
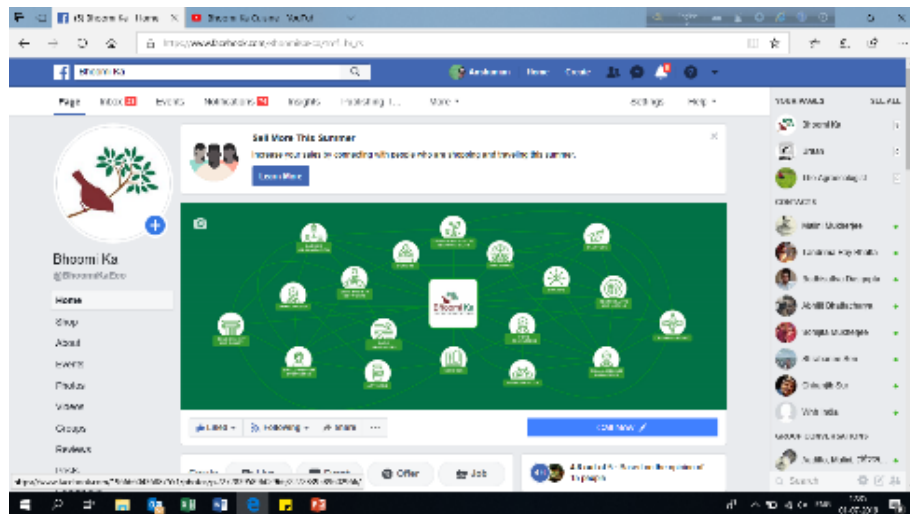
IEC material.

Facebook pages.

Twitter and Instagram account.

Targeted WhatsApp groups – marketing through WhatsApp.

BhoomiKa Cuisine YouTube channel



Bhoomi Ka

At Biofach



URBAN ECO FOOD BUSINESSES

Consumer Outreach



Linkages with Rural Ecopreneurs

Consumers



Rural Ecopreneurs & Rural Enterprises



Marketing Support

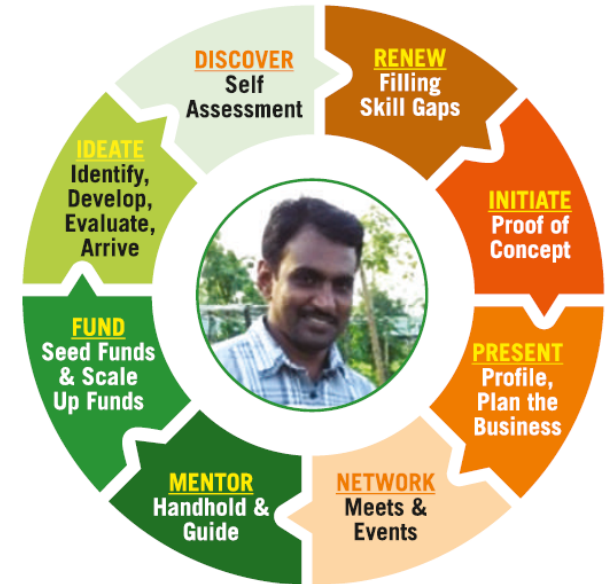
CONSUMERS



URBAN FOOD BUSINESSES



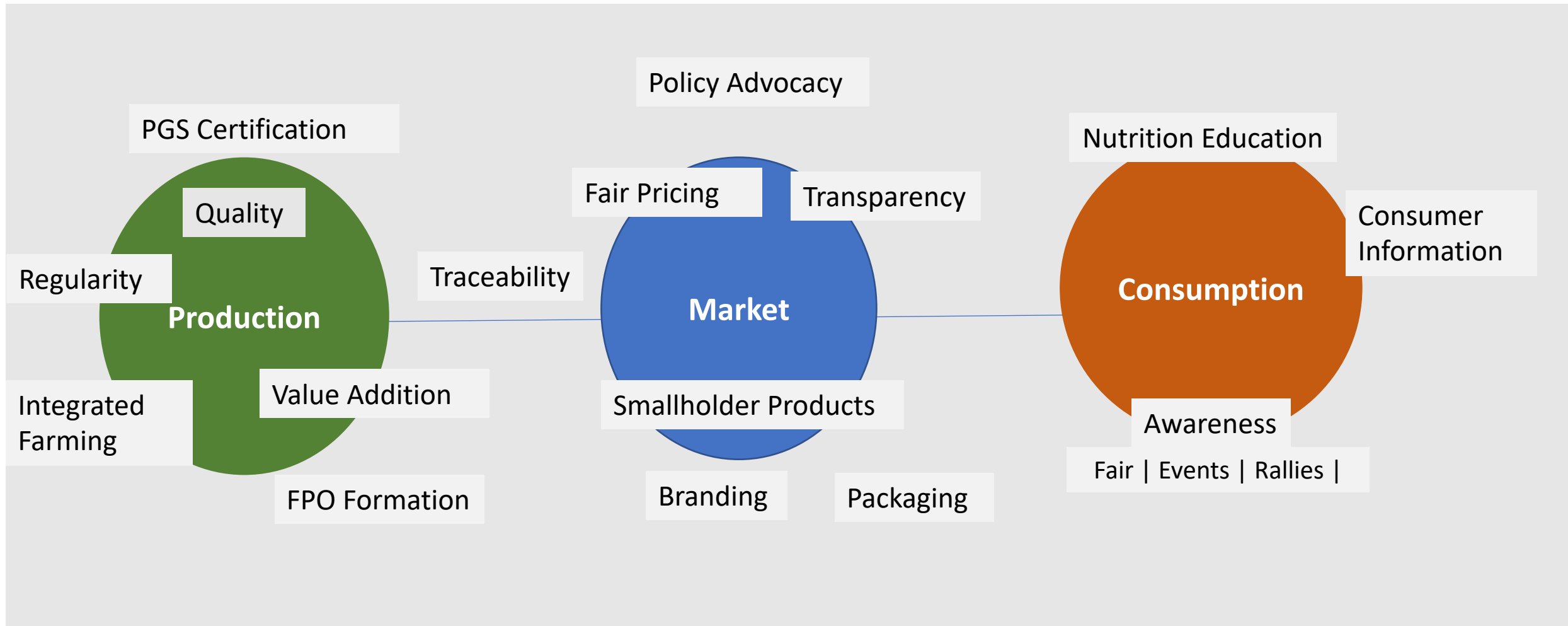
RURAL ECOPRENEURS & RURAL ENTERPRISES



Bhoomi Ka
CLEAN | GREEN | FAIR

COLLABORATION ECOSYSTEM

to learn, re-create, invent, innovate, and co-create better food systems



ACHIEVEMENT IN THE PAST 2 YEARS



- More than **1500 farmers** have received **PGS certification**.
- A network of **Ecopreneurs** has been established in and around **7 cities** (FPOs, retailers, restaurants).
- **15 Organic food value chains** developed - palm jaggery, red rice, roselle, turmeric, millets, vegetables, pigeon pea, black gram.
- **350,000 consumers** reached through events, fairs, school programs, information material, etc.
- **Policy changes** e.g. State governments started to introduce millets in mid-day meal for schools.

NKHALANGO
CLEAN | GREEN | FAIR

ORGANIC BAOBAB OIL



Benefits of Oil

- It moisturize dry hair and scalp
- Help to rejuvenate damaged skin cells.
- Also rich in omega fatty acids, baobab oil does anti-aging wonders for skin by fighting free radicals

Nkhalango JV,
Western Bypass Road, Bunda Turnoff
Post Dotnet



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hilfe



NKHALANGO
CLEAN | GREEN | FAIR

BAOBAB POWDER



THANK YOU.

Benefits

- * Helps to slow down the release of...
- * Helps to keep the blood stream...
- * Helps the body produce...
- * The powder contains both soluble and insoluble fiber which both aid in digestion