

Regenerative Production Landscape Collaborative

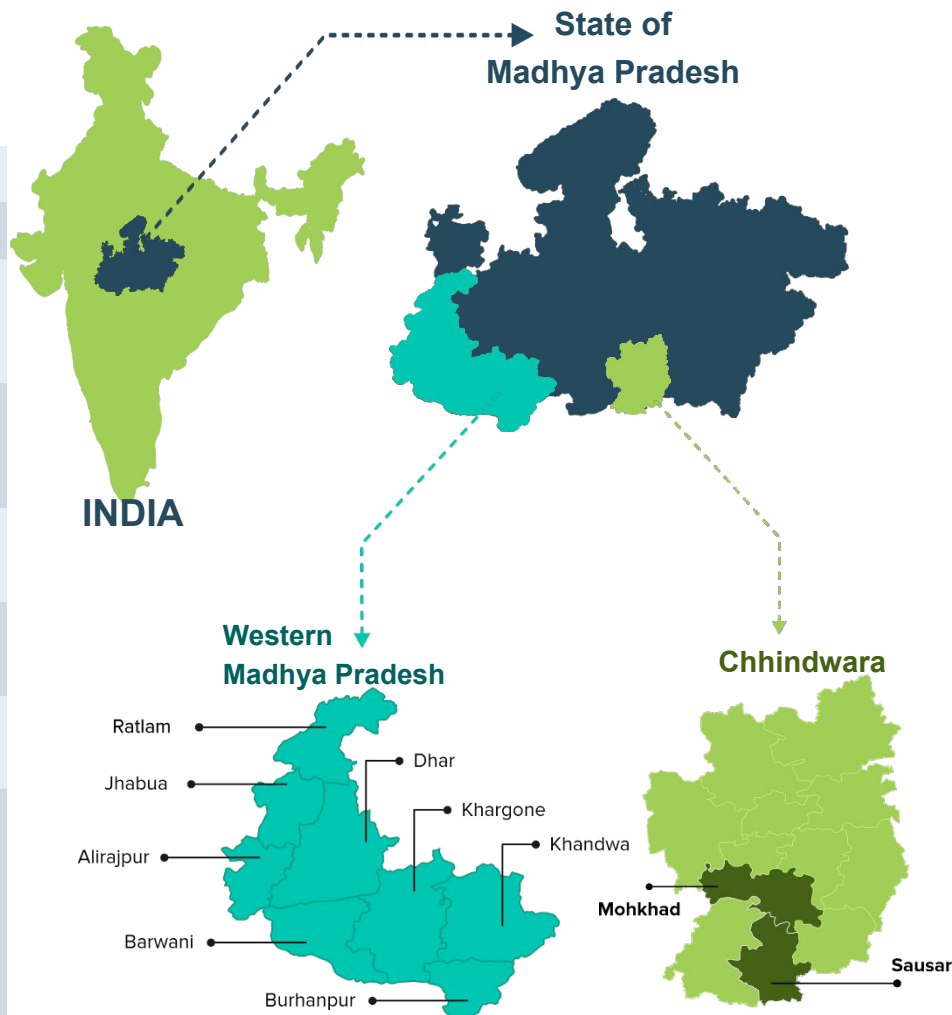
Madhya Pradesh, India
February 2023



RPLC context

Madhya Pradesh, India

Population size	12.81 million
Total geographic coverage	55,842 sq km.
Ecosystem types	Forest (tropical deciduous) Grasslands & agricultural ecosystems
Agriculture types	Crop (food grains, pulses, oilseeds, cotton, horticulture crops) and livestock production
Total area under Forests (FSI 2021)	11,847 sq km or 21% of total landmass
Total area under Agriculture (Net CA)	27,434 sq km or 49% of total landmass
Small & marginal farmers	70% of the total farmers (2.50 million)
- Area under severe to very severe threat of soil erosion	55-80%
- Growth in fallow land area	18%
- GHG emissions from Agriculture, Forestry & Other land use	15.8%



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Partners:

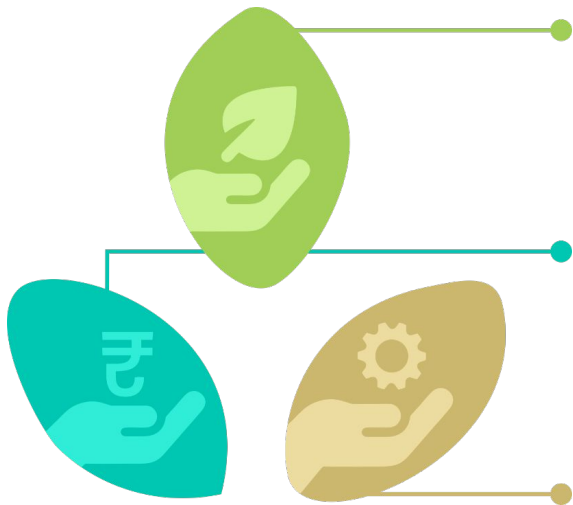
1. Government: Farmer Welfare & Agriculture Department, Government of Madhya Pradesh
2. Businesses: Inditex, Jayanti Herbs & Spices, INI Farms, H&M group, Neutral, Levis Strauss & Co., Siddhi Vinayak Agri Processing pvt ltd, Fruitfal, PepsiCo, IKEA group
3. Financial Institutions: Samunnati, RangDe
4. Civil Society Organisations: Action for Social Advancement, Srijan, Aga Khan Rural Support Programme, GREEN Foundation, Organic Cotton Accelerator, Organic & Fairtrade Cotton Secretariat



Started in 2021, RPLC has been successful in forming a multi-stakeholder coalition to address sustainability challenges. This photo is of the symbolic signing of 'Compacts' during an event on 22nd April 2022 in Bhopal, Madhya Pradesh

Laudes Foundation, IDH, and WWF India recognised the need to reimagine agricultural ecosystems that protect and conserve the environment, while making smallholders and the local economy more resilient to the effects of climate change. Advancing the legacy work on organic cotton capacity building programme, RPLC adopts a landscape approach whilst enabling businesses to source responsibly

Our vision and transformation strategy



Producers grow agri-commodities using natural and regenerative farming principles that restore natural resources and reduce emissions from farming systems

Smallholder farmers and communities thrive through improved economic stability, enhanced livelihoods and greater participation in decision-making

Businesses can source responsibly while creating inclusive supply chain relationships

RPLC - MP	Targets (March 2026)
Area under governance	~300,000 ha or 3000 sq. km
Cropland under regenerative practices	~ 100,000 ha or 1000 sq. km
Farmers capacitated	~ 120,000 smallholder farmers

- In-field interventions
- Value chain development
- Institutions and governance building
- Concerted public-private engagement

Landscape action plan: Synergies for impact at scale



PRODUCTION

- Improved price realization for key secondary crops
- Promoting multi-cropping production and value chain
- Mainstreaming use of bio-inputs - PoPs/extension.
- Diversification of income
 - Agroforestry,
 - Agri-entrepreneurs,
 - Livestock



INCLUSION

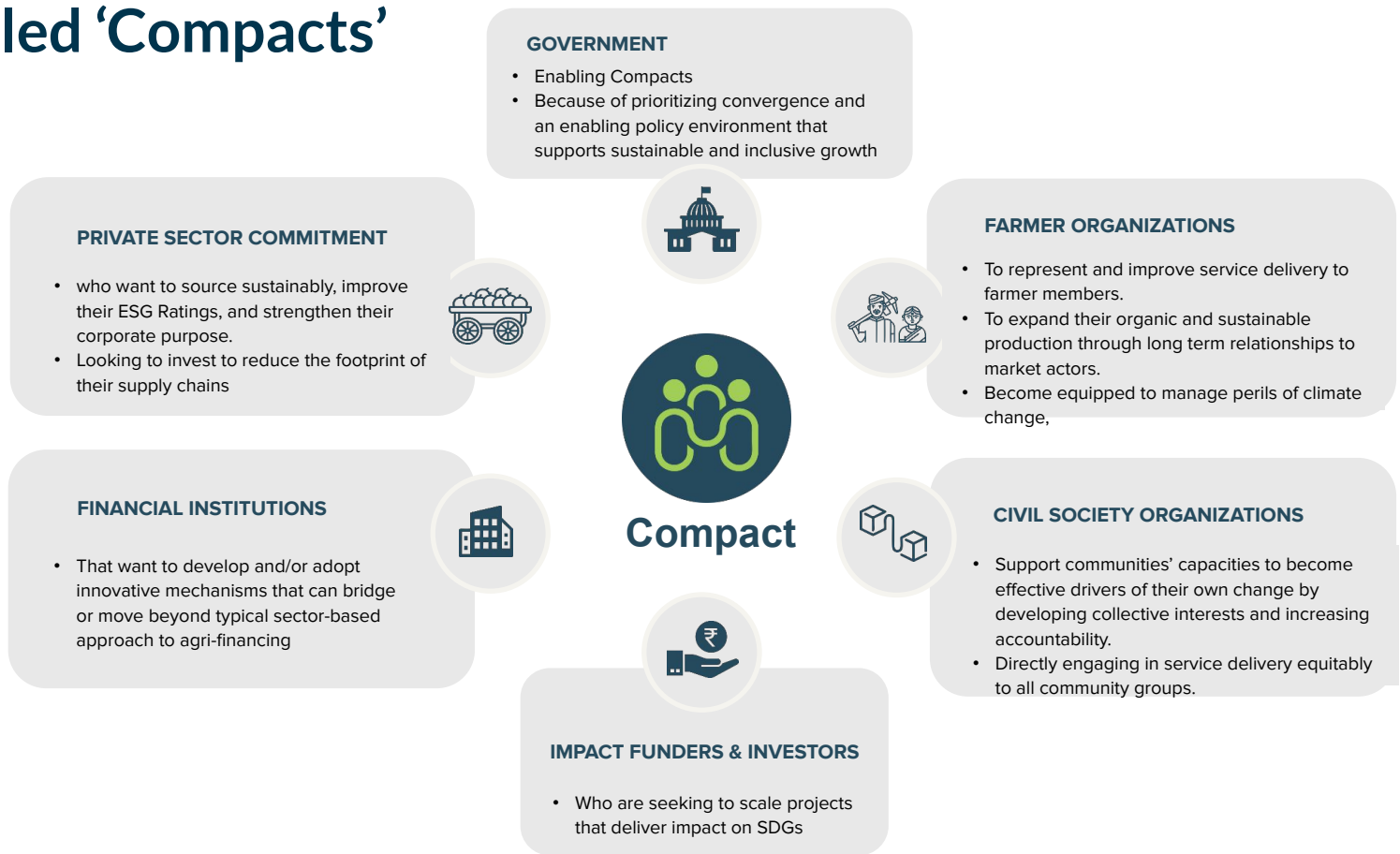
- Institutional/ Enterprise Development – FPO, SHG, JFMC, Entrepreneurs
- Engaging the IPs, Govt & Private Sector
- Gender intentional initiatives – e.g. Haqdarshika
- Enabling finance; accessible credit facility



PROTECTION

- Spatial planning –Watershed, LULC etc.
- Commons registry, Village governance.
- Land restoration and Watershed treatment.
- Collective planning with JFMCs to restore and protect forests.

Landscape action plan: building multi-stakeholder coalitions called 'Compacts'



What Does a Compact Offer?

For Private Sector

Leverage sustainability and social commitments at scale, beyond certified or niche product ranges.

Find, or start, projects and compacts in key sourcing regions, without the need to redefine your sourcing strategy.

Access to reliable, comparable, and verifiable data that can be aggregated to CSR reports, as it is in line with main sustainability commitments and reporting frameworks.

B2B or B2C communication of impact stories directly from the ground.

Enhanced human rights due diligence processes by including local stakeholders and peers sourcing from the same compact.

For Local Stakeholders and Compacts

Have the region visible to the community of international traders, retailers and organizations.

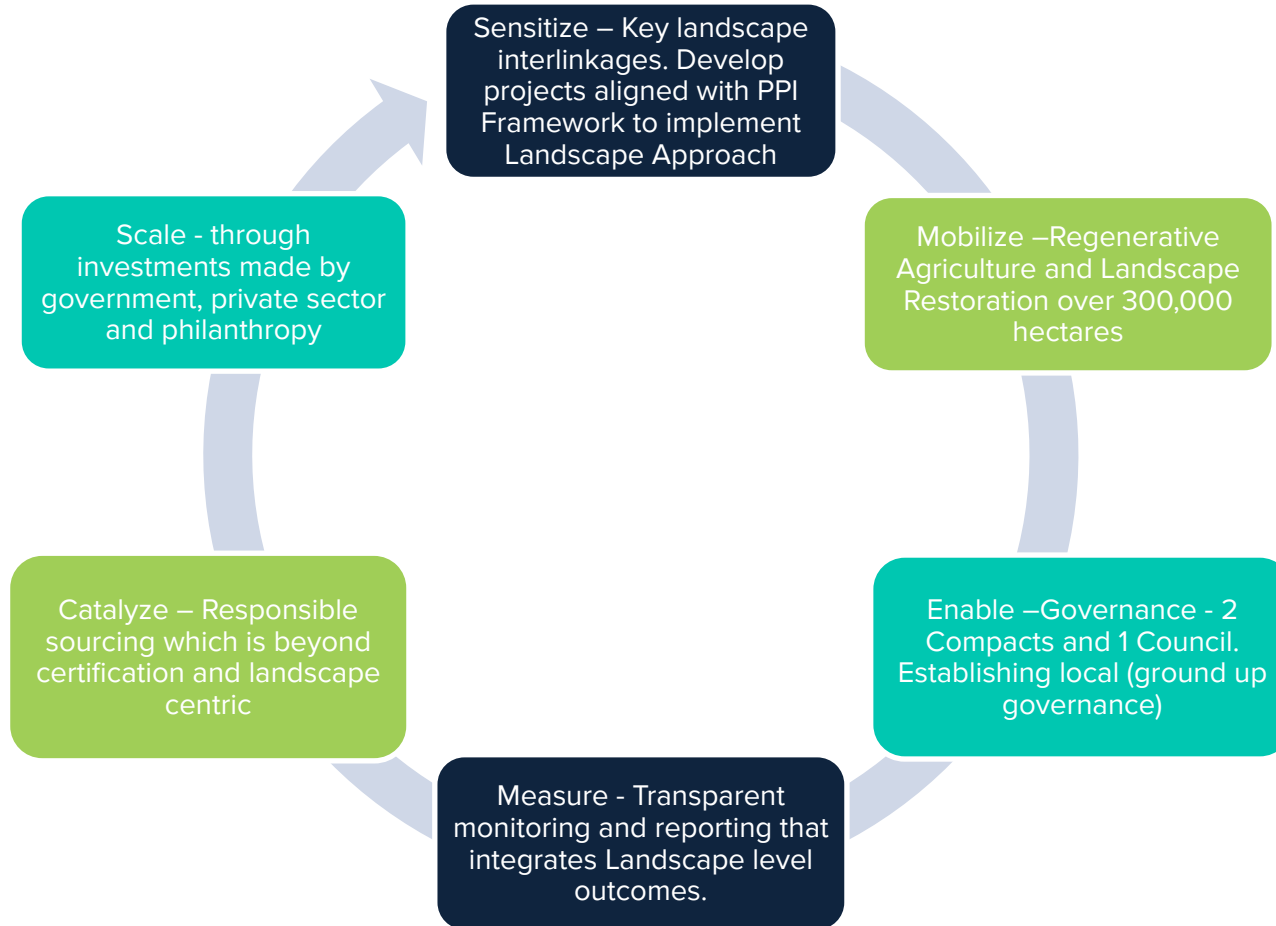
Increase the reputation and branding of the region in terms of sustainability and ethical values.

Mobilize financial support for sustainability projects at the landscape level.

Cooperate with international companies and organizations to define the sustainability strategy.

A clear structure to develop the landscape initiative that will help you plan a clear roadmap.

Critical synergies among the actions



Building a landscape investment portfolio - funded

Implementing Partner	Location (district/s)	Project focus	Funder & Funding instrument	Mobilized by
Action for Social Advancement	Dhar, Barwani, Khargone, Ratlam, Jhabua	Natural Resources Management Value chain development of organic cotton through public-private convergence for SHFs	Inditex – Grant	ASA + RPLC
Self Reliant Initiatives through Joint Action	Chhindwara	Building capacity of farmers on regenerative and restorative agricultural practices Promotion of FPOs, Women Self -Help Groups & their Federations	Laudes Foundation – Grant	RPLC Secretariat
GREEN Foundation	Chhindwara	Supporting regenerative farming through trainings and creating Bio-input resource Centres, CSBs Supply chain development of oranges via FPOs with Fruitfal	Laudes Foundation – Grant	RPLC Secretariat
Haqdarshak	Chhindwara	Agent based welfare scheme linkage at the last-mile; Unlocking benefits through convergence of public schemes;	Laudes Foundation – Grant	RPLC Secretariat

Key Outcomes

People



Commitment of all stakeholders towards ensuring a living income for the producers and protecting rights of farmers and communities



Support to Farmer Producer Organisations and agri-entrepreneurs to develop viable business models for services to smallholder farmers

Nature



Ecosystem benefits such as reduction in emissions, improvement in soil health, better water management practices, and biodiversity friendly agriculture



Producers are encouraged to grow their crops using organic and regenerative principles

Economy



Access to finance to producers and value chain for sustainable and inclusive service delivery



Improved market access for sustainable produce from the region



Engagement of public and private stakeholders to build a strong multi-stakeholder governance for the program



Impact Areas



Restoring and revitalizing soil health and soil carbon content
Improving smallholder incomes towards a living income



Reducing greenhouse gas emissions from agricultural and allied activities



Improving access to and management of water as a resource



Preserving and enhancing biodiversity through NBS
Improved gender equity and empowerment of women in the community in social economic spaces



Building a landscape investment portfolio – ready to be funded

Implementing Partner	Location (district/s)	Project focus	Stage
Aga Khan Rural Support Programme (India)	Barwani	On developing a Landscape approach on a cluster	Designing/ proposal stage
Centre for Agriculture and Rural Development	Dhar	Agroforestry – building a case for Agroforestry in intensive agriculture systems – cotton, soy.	Designing/ proposal stage
Agriculture Entrepreneur Growth Programme	Dhar Jhabua	Women Agriculture Entrepreneurs to be developed in association with BMGF and MP SRLM. AEs to focus on service provision for RPLC focused activities	Early implementation
Multiple IPs	All nine districts	Capacity building of spice farmers to grow spices using sustainable and regenerative farming principles – with technical expertise on PoP and training from a Private sector Company	Designing/ proposal stage

Landscape finance mechanisms (under development)

RangDe ———> A peer to peer lending platform



Objective: To create a landscape level financing facility focused on providing timely and affordable credit to unbanked farmers and agri-entrepreneurs, & FPOs



Operationalisation: Implementing partners of RPLC will be onboarded as Impact partners on the platform and associated beneficiaries will be able to leverage the RPLC financing facility/fund created on the platform



Investment needs: Value chain (establishment of low cost Bio-input centers, waxing and packing units for orange value chains, dal processing units, aggregation centers for oranges, grains and cotton); Input credit; farm level (natural infrastructure, agri-mechanisation)



Status: Needs assessment is ongoing to finalize credit products of beneficiaries

Financing needs

1. Demonstrating the landscape approach – a market lens
2. Identifying / Creating investable models in the landscape
3. Philanthropic – next 5-7 years; with smaller loans around investable projects



Landscape investment: lessons learned

- 1. Co-visioning by core partners essential:** Each landscape collaboration requires a multi-stakeholder coalition – a group of vested stakeholders that come together to align on a common vision for the landscape.
- 2. Continuous process to onboard more partners:** Public-private compacts emerge from the multi-stakeholder coalition, where social, environmental and economic impact targets for the landscape are set, roles and resources defined and a landscape monitoring mechanism set into motion.
- 3. Identifying funding needs is important:** To make the landscape ecosystem self-sustaining, a key objective of the program is to diagnose the requirements and identify solutions for financing gaps at all levels of the value chain – from smallholders, farmer collectives, micro enterprises, and buyers
- 4. Shift in market's sourcing strategy is key:** In the long term, we aim to convene supply chains in a region towards the creation of a Verified Sourcing Area, that eases responsible sourcing at scale and creates clear market incentives for sustainable production, with a transparent and credible monitoring mechanism.

We work with brands, retailers, traders to develop supply chain models that recognize (and reward) sustainable and restorative production practices at the landscape level, by building effective and economically viable smallholder service delivery and sourcing mechanisms



Laudes Foundation

Providing its partners with philanthropic capital, expertise and connections, the Laudes Foundation helps catalyze systems change. It works across all industries, influencing the financial sector to move towards a new economy that values all people and nature. These two strategies are designed to help accelerate the existing movement towards a just and regenerative economy. Over the last five years, the Foundation has funded several projects in the cotton belt in Madhya Pradesh and built key relationships with local agri-universities and government.



IDH

IDH convenes companies, CSOs, governments and others in public-private partnerships and drives the joint design, co-funding and prototyping of economically viable approaches to realize green & inclusive growth at scale. In 12 sectors and 12 landscapes in over 40 countries worldwide, IDH leverages business interest to drive sustainability from niche to norm, creating impact at scale on the Sustainable Development goals. For sustainable landscape management, IDH has developed a three-pronged approach of Production, Protection & Inclusion



WWF India

In its mission to take forward the agenda of environmental protection, WWF India works with varied groups of individuals and institutions across different sections of society. These alliances strive to address the common goal of conserving biodiversity, sustainably using natural resources and maintaining ecosystems and ecosystem services for the survival of wildlife and people depending on them. WWF India has implemented organic cotton program with 9,000 cotton farmers in Chhindwara.

To learn more about how your organisation can get involved, contact

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