



DEG

DEG, a member of the KfW Bankengruppe (KfW banking group), finances investments of private companies in developing and transition countries. As one of Europe's largest development finance institutions, it promotes private business structures to contribute to sustainable economic growth and improved living conditions.



Bayer MaterialScience Pvt Ltd

Bayer MaterialScience, a part of the German multinational, Bayer AG, is one of the world's leading manufacturers of innovative, high-performance materials for applications in numerous areas of our daily life. Main customers for Bayer MaterialScience are companies in the automotive, construction, electrical and electronics, sports and leisure, packaging and medical technology sectors.



ASSIST

ASSIST is a non-stock, non-profit international capacity building organization with its headquarters in the Philippines. It aims to achieve and witness meaningful change to and for our planet and the people living on it. Since 2003, ASSIST has implemented over 30 projects funded by multi-lateral donors such as European Union, USAID, UNEP, UNIDO, DEG, GIZ, etc.

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SUSTAIN

SUSTainable Agriculture & INnovative Livelihood
through Solar Drying and Cold Storage
in India

CO-FINANCED BY



IMPLEMENTING PARTNERS



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Project Brief

India is the world's largest producer of fruits and second largest producer of vegetables. In total, India accounts for about 10.4% of all fruits and nearly 40% of all tropical fruits produced globally.

With constant increase in domestic and international demand for nutritional high value food, including fruits and vegetables, the supply has been unable to meet the demand. About 40% of the total volume or 59 million tons of fruits and vegetables are wasted annually due to fragmented supply chain, low productivity levels, inefficient harvesting facilities & lack of cooling facilities, and proper transportation infrastructure, all of which leads to increase in the amount of agricultural waste causing unhealthy effects to the environment.

Project SUSTAIN, funded by DEG and implemented by Bayer MaterialScience and ASSIST in India, envisions to address the above mentioned issues by implementing systems that will increase the shelf life of the fruits and vegetables, thus increasing their value and promoting more efficient retailing which includes the introduction of the Cold Storage and Solar Drying technology. This will enable the farmers increase their revenue and profit and at the same time also shall generate new livelihood out of farming and newly introduced technology.



Benefits

SUSTAIN is a Public Private Partnership programme with a developmental agenda to introduce new economic ways in agricultural production and improving the livelihood of the farming communities in India.

Joining and supporting this project will help in spreading awareness on energy efficient farming technologies and generate new and alternative livelihood in farming/ agriculture. This project will directly benefit:

- Indian farmers/ farming communities by increasing the revenue, profit and value of their agricultural produce
- Local community in addressing the problems of agricultural waste due to spoilage
- Food industry with the innovation of using new technology (solar drying and cold storage facilities) in food production
- Private corporations, consumers, local organizations and government agencies in the acquisition of new knowledge concerning the development of the farming sector

- Also, the project offers:
- Free equipments/ facilities installation
 - Free trainings
 - Free toolkit- collection of all materials of the project and sample products