

World Economic Forum's New Vision for Agriculture (NVA) Initiative in India

Background

The New Vision for Agriculture (NVA) is a global initiative of the World Economic Forum which was launched in 2009 to strengthen food security, environmental sustainability and economic opportunity through a market-based, multi-stakeholder approach. The NVA follows a core set of guiding principles to catalyze partnerships:

- **Locally-owned** and aligned with country goals
- **Multistakeholder**, with open and inclusive engagement
- **Market-driven**, with projects led by the private sector and rooted in viable business models
- **Holistic**, integrating full value chains that benefit all actors in the agriculture system
- **Globally supported** by an international network providing solidarity and support

Since its creation, the NVA platform has grown to now engage over 500 organizations from a wide range of stakeholders and geographies, and has catalyzed multi-stakeholder partnership platforms in 20 countries in Asia, Africa and Latin America. It has established two regional partnership platforms, Grow Africa and Grow Asia, and numerous national partnership organizations in countries across all three regions, to coordinate and drive activities on the ground.

Together, these partnerships have galvanized over USD 10.5 billion in private-sector investment commitments, of which over USD 2.4 billion has been implemented, catalyzing over 90 value-chain partnerships and benefiting over 11 million farmers to date.

NVA in India

In India, the NVA has catalyzed and supported public-private partnership platforms in the states of Maharashtra, Karnataka and Andhra Pradesh. Other states have expressed interest in initiating similar platforms as a model for implementation.

Andhra Pradesh

The Andhra Pradesh partnership was initiated by the Hon. Chief Minister Shri. N. Chandrababu Naidu after his commitment in the World Economic Forum Annual Meeting in Davos in January 2016 to champion a partnership platform in the state.

The initiative was launched on 6 August 2016 and is focused on achieving double digit inclusive agriculture growth in the state. The scope for the program extends to 25 growth areas identified covering agriculture, horticulture, animal husbandry and fisheries sectors.



Since its launch, around 16 Memorandum of Understandings (MOUs) and Letters of Intent (LOIs) have been signed with private sector organizations with commitment of approximately USD\$ 72 million.

More information on the partnership is available here:

[Andhra Pradesh NVA Partnership](#)

Karnataka

The Karnataka Public Private Partnership on Integrated Horticulture Development (PPP-IHD) was launched in December 2015 to improve horticulture value chains through technology, value addition and marketing solutions. The partnership aims to benefit Karnataka farmers and improve food and nutrition security.



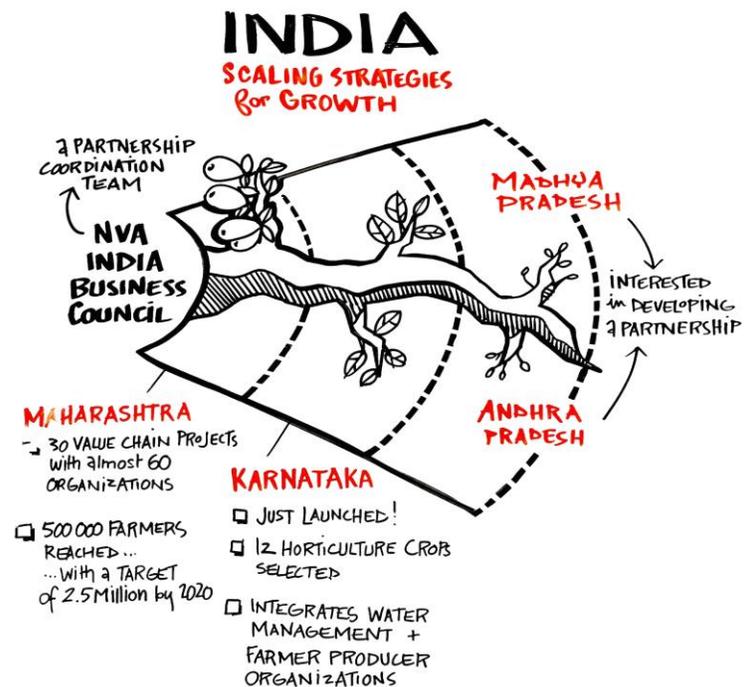
Since inception, five horticulture projects have been initiated with a commitment of approximately USD\$ 1.5 million from local as well as global private sector companies. More information is available here: [Karnataka PPPIHD initiative](#)

Maharashtra

Initiated in 2012, the Maharashtra Public-Private Partnership for Integrated Agriculture Development (PPP-IAD) aims to develop integrated value chains for specific crops. From a beginning of 11 projects in 2012-13, the partnership grew to include 33 value chain projects in 2014-15 with more than 60 participating companies. In 2015, the Hon Chief Minister of Maharashtra Devendra Fadnavis committed to scaling up the partnership to reach 2.5 million farmers by 2020.

In 2016, the Government of Maharashtra introduced a landmark law permitting farmers to sell fruits and vegetables directly in the open market, without going through the regulatory framework of Agriculture produce Marketing Committees (APMC). In addition, the Government is liberalizing the grant of direct marketing licenses and ensuring ease of doing business by bringing down the license fee. By doing so, the Government is hoping to encourage more competition in the agriculture markets and encourage private sector investments.

Additional states have expressed interest in launching agriculture partnerships, including Madhya Pradesh and Telangana.



NVA India Business Council

In 2014, the NVA constituted the India Business Council to champion private sector collaboration and investment to drive sustainable agricultural growth in India. The Council serves as an action-oriented platform of global and national business leaders that will identify, develop and scale new opportunities for partnership and collaboration in India's agriculture sector. Members include:

UPL Ltd (*chair*)
 Adani Wilmar Group
 Bayer CropScience Ltd
 Cargill India
 Dow Agrosciences
 DSM India

DuPont
 IFC/2030WRG
 Jain Irrigation Systems Ltd
 Louis Dreyfus Company
 Monsanto Company
 MTR Foods Pvt Ltd/Orkla ASA

Novozymes South Asia Pvt Ltd
 PepsiCo India Holdings Pvt Ltd
 Rabobank International
 State Bank of India
 Swiss Re Services India Pvt Ltd
 Wal-Mart India Pvt Ltd
 Yara Fertilizers

For more information, please contact Saswati Bora, Project Lead, Food Security and Agriculture Initiatives, World Economic Forum, at saswati.bora@weforum.org; or please visit: www.weforum.org/agriculture.