



Memorandum of Understanding (MoU)

This Memorandum of Understanding (MoU) entered into on January 18, 2021.

Between

FIRST party: Stichting Van Hall Larenstein, a foundation under Dutch private law, its University of Applied Sciences located at Leeuwarden and Velp, Larensteinselaan 26a, 6882CT, VELP, The Netherlands, represented by Mr Jan van Iersel, Chair of the Executive Board, hereinafter referred to as "VHL". VHL will act for this project as leading representative also on behalf of the Dutch private knowledge and training institute HollandDoor Cooperative U.A. .

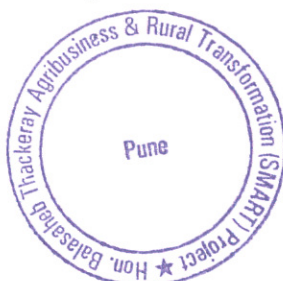
SECOND Party: The Agricultural Development Trust Baramati, registered under the provision of the Bombay Public Trust Act 1950, registration number F---490(Poona), Sharadanagar, Malegaon Colony, Baramati, District of Pune, Maharashtra (India) represented by its President, Hon. Sharad Pawar, hereinafter referred to as "ADT",

And

THIRD party: Department of Agriculture, Government of Maharashtra, and its World Bank assisted Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project, represented by Commissioner Agriculture and Ex-officio Project Director-SMART, having its office at Sheti Mahamandal Bhavan, 270, Bhamburda, Senapati Bapat Road, Pune 411016, Maharashtra, hereinafter referred as "SMART". These expressions shall mean and include their successors, authorized representatives, assignees etc. to evolve VCDS methodology suitable for value chains of crops grown in Maharashtra and upscaling the same throughout the State.

Objective of this MoU

SMART approached VHL and ADT to become preferred partner for the SMART project concerning joint development, piloting and blueprint description for a Value Chain Development School (VCDS) methodology. After evaluation this should enable SMART office to take the VCDS methodology forward towards an upscaling strategy of this final VCDS in various sectors as open field crops, horticulture and livestock in various regions of Maharashtra by the extension activities undertaken by the PIUs (Project Implementation Units). The blueprint development includes analysis, design, training of experts in the concept and technical topics, prototyping, monitoring and evaluation re-design (full loop) of Value Chain Development School concept. This MOU describes starting points of the triangle alliance in between VHL, ADT and SMART to develop the VCDS blueprint.



Background

The focus of the Indian National as well as Maharashtra State Government has mostly been on enhancing productivity with a production driven marketing approach rather than on market-led production by means of a market driven production approach. There seems to be an imbalance between consumer side and production side. The supply chains are long and fragmented which enhances a disbalance in the value chain. It will be important to optimize the value chain in order to feed consumer demands and avoid shortage in food supplies in for example growing urban areas. Towards such a goal, it is also very important to reduce distortions and strengthen the linkages in the existing value chains.

SMART project

The Department of Agriculture (DOA) is the lead department tasked with development of the agricultural sector in the state. In this regard, it undertakes various functions to regulate quality of inputs and is responsible for implementing various central and state government schemes.

The World Bank assisted SMART project is being implemented by Department of Agriculture, Government of Maharashtra and Commissioner Agriculture is ex-officio Project Director of SMART. The SMART project aims to transform Rural Maharashtra through value chain interventions in Agriculture and post-harvest sectors, assisted by the World Bank.

Van Hall Larenstein, University of Applied Sciences (VHL)

Van Hall Larenstein is a Dutch institute for education, training and consultancy services in human resources and organizational development in the agricultural sector, including the environment of 'green space' sub-sector. The core business of VHL is providing educational programmes of 1, 2 or 4 years on bachelor and master level, based on profession orientated approaches. Additionally, VHL provides short training courses. VHL is engaged in partnership arrangements with reputable educational organisations in a range of (developing) countries, including student exchange programmes, capacity building and joint projects. Asia is one of VHL's target areas. Various educational and applied research activities are undertaken in China, Vietnam, Indonesia and India.

In India VHL started a partnership with Baramati Agricultural College (BAC), part of the Agricultural Development Trust Baramati, in 2011 and jointly developed a 2+2 program which means that Indian students' study first at BAC and finish their education at VHL in the Netherlands and as such receive a double degree. Till date, more than 100 BBA students have been graduated. Many other students followed the track of the master program APCM (Agricultural Production Chain Management) which focusses on optimizing agri value chains. As such connecting the objective of SMART's program with the study curriculum of BAC-VHL bachelor and master students.

VHL takes part in different clusters of Dutch agricultural institutes and companies that join forces in the agricultural markets. These initiatives in supported by the Dutch government in general and by the Dutch counsellor in India for Economic Affairs, Agriculture & Innovation.

VHL intends to be contractor for the SMART project, representing a Dutch cluster of knowledge institutes and service providers. Services and support in India for the project will be delivered by the Agricultural Development Trust Baramati and SMART (or SMART appointed organisations).

Agricultural Development Trust (ADT) and Krishi Vigyan Kendra (KVK) Baramati

Agricultural Development Trust was founded in the year 1968 with the objective of serving the downtrodden masses and bringing agricultural and educational development among them. The Trust was registered on 22nd



June 1971 and since its inception, has come a long way in establishing itself as a credible torchbearer of agricultural and educational movement in rural background by means of various colleges of which earlier mentioned Baramati Agricultural College is one of them (see www.agridevelopmenttrustbaramati.org). KVK Baramati is part of ADT and was established on 1st August 1992 under the affiliation of ICAR (Indian Council Agricultural Research). Main mandate and mission of KVK Baramati is to deliver demand driven agricultural products and services by qualified professionals for the uplifting of the farming community (www.kvkbaramati.com)

Objectives of the SMART project

Objective of SMART Project is to Support the further development of inclusive and competitive agriculture value chains, focusing on optimizing livelihood of small holder farmers and agri-entrepreneurs in Maharashtra. This will be achieved by upgrading access to new and organized markets for producers and enterprises with complementary investments in technical services and risk management capabilities and improve integral value chain performances throughout different agricultural commodities.

The project would support following interventions:

- Enhancing Institutional Capacity to Support Agricultural Transformation
- Expanding Market Access and Supporting Enterprise Growth; and
- Building Risk Mitigation Mechanisms.

With the following objectives:

- **Market Access Support** – Objective of this component is to strengthen existing value chains within commodity clusters through creation of support services, mobilization of stakeholders, extension and training activities that facilitate better market access for smallholders.
- **Productive Partnerships** – Objective is to create an enabling environment wherein producers/ farmers can come together, produce, aggregate and successfully market the produce as per the requirements of identified organized buyers.
- **Market Access Plans** – Objective of this sub component is to improve the access of producers and entrepreneurs to a range of technical and business development services, technologies and skills training so as to enhance access of farmers to existing markets and enable them to explore opportunities in new markets.

Principals of VCDS

Value Chain Development School (VCDS) is designed to bring all actors of Value Chains on one platform (from farm to fork). VCDS will enable actors of value chain to understand concerns and issues of other players within the value chain. This will build their capacities in terms of technical and market related aspects. This will also act as binding force to keep actors of value chain together to make the value chain efficient by creating win-win situation for all. Target is to make the overall integral performance of the Value Chain leading including all individual links instead of optimization of each link separately without taking other links into account. Final result will be a more sustainable, market driven and improved performance of the supply chain with spreading of the total value among the involved partners who add value and delete non-adding value activities.

VCDS methodology development phases

Following proposed activities can be part of the VCDS methodology development:

1. Inception mission with main partners for clear understanding of the VCDS concept, expected outputs, project steps and planning.
2. VCDS feasibility (economical, organisational, technical) assessment and Value Chain needs assessment by joint exploration and analysis of current chains and stakeholders.



3. Development of VCDS methodology tailored to the local situation by means of analysis, design, prototyping, implementation monitoring, evaluation and re-design (continuous optimization loop).
4. Prototyping developed VCDS methodology in 3 area's and sectors (Dairy, Horticulture and Field crops)
5. Based on Training needs assessment and priority setting – development of a Training of Trainer program.
6. Training of master experts in the different prioritized topics (as well a team in technical content as a team in implementation of the VCDS concept). International exposure visits can be part of a ToT master program.
7. Evaluation, final VCDS blueprint description and development upscaling plan together with the organisation in SMART and their and our partners.

All above mentioned phases (closed loop of continuous improvements based on build up experiences) are part of the VCDS toolkit which SMART office can take forward to final VCDS, rollout and upscaling in for example sectors as open field crops, horticulture and livestock in various regions of Maharashtra by the extension activities by the PIU (Project Implementation Units). International exposure visits can also be part of the VCDS toolkit. During implementation (which is not the activity of the consortium) the consortium can assist in organizing exposure visits as part of the toolbox contents.

Project Approach

Under this VHL, ADT Baramati and SMART will meet frequently and will prepare annual action plans with annual budgets for sub-activities to meet the objectives of MoU. Funding requirement for each of the activities shall be decided on case to case basis.

VCDS framework & facilitation

VHL, ADT and SMART shall jointly pilot and design a blueprint for VCDS in the sectors horticulture field crops and Livestock in Maharashtra. SMART shall provide information related to research and surveys in value chains participants, market information and access as and when required. SMART will help VHL and ADT for benefits of their project work in the matter of development of VCDS blueprint and/or connecting toolkit.

Legal Framework

All activities to be implemented under this MoU shall be governed by the laws of the Netherlands and India. In case of any dispute, the court in The Hague shall be appointed.

Modifications

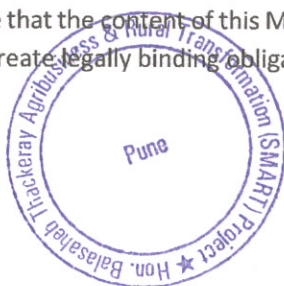
The parties acknowledge and agree that this MoU can only be modified by mutual written consent by all involved formal parties. The MoU can be revised when needed. This MoU can be amended at any time with the mutual consent of all parties. Current MoU and any future modifications will be always reflected in a full project proposal and contract which are the next step after this MoU.

Notice

All notices under this MoU shall be in writing and shall be deemed to be duly given, if sent by prepaid registered post to the other party at the address given elsewhere in this MoU. In proving services of such a notice, it shall be sufficient to show that the same has been properly addressed and posted. All parties shall be free to offer its services to other parties provided they shall fulfil their commitments and obligations arising under this MoU belonging to counterpart and lying in the custody and/or possession of them. This MoU shall not prevent involved parties to enter into agreement with other parties to popularize and market VCDS.

Severability

Parties acknowledge and agree that the content of this MoU is a starting point for setting up a project proposal and contract and not (yet) to create legally binding obligations between Parties.



Entire Memorandum Of Understanding

This MoU constitutes the entire MoU between the parties and supersedes and cancels all previous MoU relating to the subject matter of this MoU, whether oral or written. This Memorandum of Understanding shall be effective upon the date of the last party to sign this MoU below. The parties indicate agreement with this Memorandum of Understanding by their signatures below. The MOU shall be operational for a period of five years from the date of signing the document and, after a period of three years continue to be in force at the option of the parties.

In witness whereof the parties hereto have set their hands on the day, month and year written above.

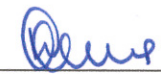
For Van Hall Larenstein
University of Applied Science
Drs. J. van Iersel


18th. January 2021
AUTHORISED SIGNATORY

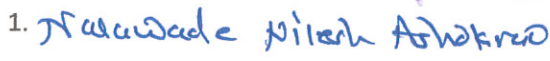

For Agriculture Development Trust
Baramati


AUTHORISED SIGNATORY

For SMART PROJECT


AUTHORISED SIGNATORY

Witnesses

1. 


C.E.O.

Agricultural Dev. Trust, Baramati
Shardanagar, Tal. Baramati, Dist. Pune.



Witnesses

1.


Project Director
Hon. Balasaheb Thackeray Agribusiness &
Rural Transformation (SMART) Project, Pune

Dashrath Tambhale
Additional Project Director
Hon. Balasaheb Thackeray Agribusiness &
Rural Transformation (SMART) Project, Pune