

తెలంగాణ తెలంగాణ TELANGANA

SL.NO. 6513 DATE: 23-12-2019, 14.10d

SOLD TO: DR. B. DAYAKAR RAO

S/o. B. PRAKASH RAO, R/O. HYD

FOR WHOM: SELF

**NARENDER SINGH**  
LICENSED STAMP VENDOR  
LIC No. 16-03-11/2011, R.L. No 16-03-18/2017  
H. No. 14-10-27, JHINSI CHOWRAHA  
DHOOHPET, HYDERABAD (SOUTH) DIST-500042  
CELL : 9032445840

### Memorandum of Understanding (MoU)

This Memorandum of Understanding (MoU) entered into on 26<sup>th</sup> June, 2020.

#### Between

ICAR- Indian Institute of Millets Research, Hyderabad having its office at 11-127, Rajendranagar, Hyderabad-500030, Telangana represented by its Director, hereinafter called FIRST PARTY, and the expression shall mean and include its successors, administrators, authorized representatives etc.

#### And

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 shall be hereinafter referred as The SECOND PARTY. This expression shall mean and include their successors, authorized representatives, assignees etc.

#### Whereas:

ICAR- IIMR is an arm of ICAR, a Central Government organization with mandate of promoting research and increasing the production of millets with a view to help especially the dry land

farmers thereby increasing the demand for the products, while providing nutritious food at affordable price to the public at large, especially the economically poor classes.

ICAR-IIMR is working intensively to create demand for Millets/sorghum-based foods through various interventions. Towards this objective, IIMR has provided improved on-farm production technology to farmers, conducted nutritional evaluation of millets/sorghum-based foods and identified entrepreneurs who can further develop market for millets/millets foods through various marketing initiatives.

IIMR developed several products and recipes of different types of food products made out of sorghum/millets, and registered a brand name *Eatrite Foods* for marketing the millets/sorghum food products.

**Whereas:**

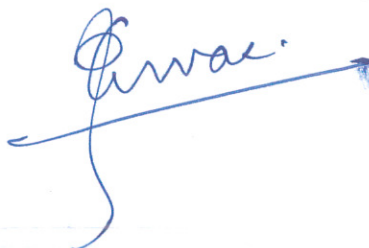
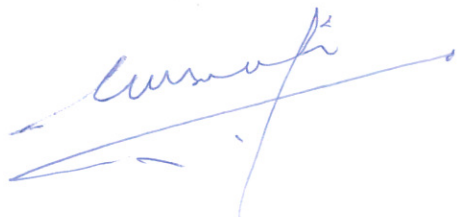
The Department of Agriculture (DOA) is the lead department tasked with development of the agricultural sector in the state. In this regard, it undertakes various functions to regulate quality of inputs and is responsible for implementing various central and state government schemes.

The Department currently has following directorates: i) Horticulture; ii) Extension and Training; iii) Soil Conservation; iv) Inputs and Quality Control; v) Food Processing and vi) ATMA (Agriculture Technology Management Agency). Associated institutions include the nodal staff training institutions of Vasantao Naik State Extension Management Institute (VANAMATI) and seven Regional Agricultural Management and Extension Training Institutes (RAMETIs); the State Horticultural and Medicinal Plants Board; and the Maharashtra State Seeds Corporation Ltd. (MAHABEEJ).

More than 27000 staff of DoA ranging from village-level agricultural extension workers to supervisory staff at block, district and state levels; implements more than 100 different state and national agricultural support schemes; and its average annual budget over the past three years was Rs 6000 crore (US\$ 850 million).

Agriculture in Maharashtra being predominantly rainfed, Nutri-Cereal crops traditionally covered considerable area. Because of diversification to other more remunerative crops, area under Nutri-Cereals declined considerably from 1991 onwards. However, productivity of Nutri-Cereals shows increasing trend till 2010 attributed to adoption of new varieties and hybrids and latest technologies by farmers. Total production therefore declined at a slower pace than decline in area. Post 2010, there is sharp decline in both area and productivity due to consecutive drought years. This has resulted into sharp decline in production of Nutri-Cereals thereafter.

Major reasons for decline in area under Nutri-Cereals are i) increase in area under sugarcane due to expansion of irrigation facilities; ii) Higher MSP for alternative crops like Soybean and Cotton; iii) Poor keeping quality of Nutri-Cereals and inadequate infrastructure for value addition; iv) less investment in research and development; v) social awareness about nutritional importance of millets; vi) Limited involvement of farmers groups like FPOs/FPCs/SHG/FIG etc. in promotion of Nutri-Cereals.



In view of creating demand for Nutri-Cereals, DoA started mass awareness campaign with a National Workshop on Millets in 2018 followed by District level workshops, campaigns etc. A Task Force is set up to address issues like covering millet crops under PDS, including millets in nutritional diet of women, children, and inclusion of millets under Poshan Aahar programme in schools etc.

Activities undertaken for promotion of under NFSM: Nutri-Cereals in Maharashtra:

- Subsidy for seed production of newly developed varieties.
- Subsidised distribution of certified seed of newly notified varieties.
- Crop Demonstrations for transfer of technology.
- Inter-cropping demonstrations for area expansion.
- Trainings for knowledge updation of farmers.
- Programmes for creation of nutritional awareness in collaboration with other departments.
- Primary processing units promoted through RKVY programme.
- Promotion of Nutri-Cereals in 15 districts under the "Project on Climate Resilient Agriculture" (PoCRA).
- Support to food processing and value addition units under the World Bank assisted SMART Project and CM Food Processing Scheme.

**Whereas:**

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.

Objective of SMART Project is to Support the development of inclusive and competitive agriculture value chains, focusing on small holder farmers and agri-entrepreneurs in Maharashtra. This will be achieved by expanding access to new and organized markets for producers and enterprises with complementary investments in technical services and risk management capabilities.

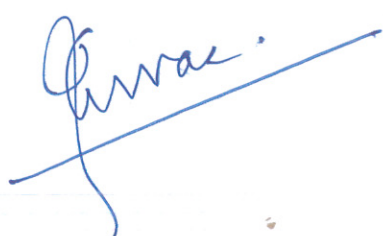
The project would support following interventions to achieve the objective:

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

The SECOND PARTY approached the FIRST PARTY to be Technical knowledge partner for the Department of Agriculture and the SMART project. This MOU describes the basis for IIMR to be a Technical knowledge partner for the Department of Agriculture, Maharashtra and the SMART Project.

**Objectives of MoU -**

Objectives of this MoU are: i) increasing productivity of millets, and transfer of technology for overall value chain development of millets in the state of Maharashtra; ii) technological



backstopping for value chain development sub-projects for millets under SMART, IAP and also provide resources for the Independent Assessment Panel (IAP) for the Millets based sub-projects; iii) provide incubation services to the entrepreneurs of Nutri-Cereals based value added products in Maharashtra; iv) conduct ToT programmes for SMART stakeholders and v) undertake Short Studies on market assessment for millet products.

#### Scope of MOUs:

This MoU shall broadly cover following activities (not limited to).

- Developing strategy for promotion of millets in Maharashtra;
- Technology transfer for increasing productivity of millets in the state of Maharashtra;
- Improving quality of produce through various production and post-harvest interventions;
- Promotional activities for use of millets as Nutri-Cereals;
- Value addition of millets through processing units;
- Incubation for agri- entrepreneurs;
- Capacity building of extension functionaries, other stakeholders of millet value chain;
- Technological backstopping for implementation of NFSM coarse cereals and Nutri-Cereals
- Technological backstopping for value chain development sub-projects for millets under SMART
- Provide resources for the Independent Assessment Panel (IAP) for Millets based sub-projects proposed under SMART Project.
- Undertake Short Studies on market assessment for millet products and
- Conduct ToT programmes for SMART stakeholders.

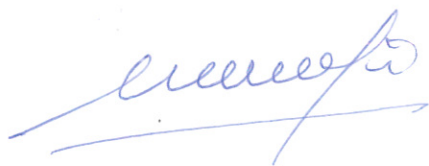
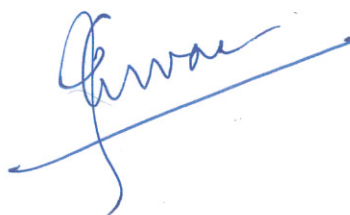
Details of activities proposed as a part of technical collaboration of the First Party and the Second Party are as under. These are illustrative and can be modified, added and deleted based on mutual consent.

#### 1. Strengthening Seed Systems and the Adoption of High Yielding Stress Tolerant Millets -

- IIMR will help by providing technical backstopping, arranging for the breeder seed of stress tolerant varieties, and creating awareness and demand about these varieties through innovative approaches and demonstrations. To scale up the multiplication and adoption and make them available through sustainable delivery points, the dealers' networks of both private companies and seed corporations play a vital role.
- IIMR will extensively engage with all stakeholders of the seed-sector not only to enhance the varietal replacement rate but also to provide the opportunity to increase the seed replacement rate in the potential areas where seed networks are very active.
- IIMR will work closely with the demand and supply side by informing the important stakeholders such as seed companies and their critical marketing agents such as distributors, dealers, and vendors who eventually sell seed to the farmers and influence them in varietal decision making.
- IIMR will engage with new and existing agro-dealers and FPOs, and conduct demonstrations through their networks in the potential areas to generate seed demand and eventually business for both public and private seed companies through these networks.



- IIMR will work with the DoA to facilitate production of Breeder seeds of the new stress-tolerant varieties, and for the evaluation of all available and suitable varieties through its strong network of SAUs and KVKs in each district.
  - IIMR will work with the state government to formulate suitable policies to promote the seed/variety replacement rate of Millets.
- 2. Raise Productivity, Profitability and Resource-Use Efficiencies of Millets -**
- Out-scaling of integrated crop management practices and scale-appropriate mechanization through demonstrations, learning centres, and capacity building to support Knowledge dissemination in partnership with KVKs / Cooperative / Private / Public sector players.
  - Integrated crop management demonstrations for scale-up and rapid adoption of Millets.
  - Promote weather and technology-based crop advisory to the millet farmers for enhanced production in partnership with KVKs / Cooperative / Private / Public sector players.
  - Promotion of millets & Nutri-Cereals in high-value premium quality and nutritional crops combined with better-bet agronomy.
  - Develop crop risk mitigating strategies through crop insurance or any other means for addressing pre harvest crop failure risk due to natural perils in partnership with KVKs / Cooperative / Private / Public sector players.
  - Demonstration of resource-efficient alternate crop establishment methods through gender- and scale-appropriate mechanization.
  - Training, development, and distribution of farmers on better-bet agronomy and scale appropriate mechanization in partnership with KVKs / Cooperative / Private / Public sector players.
  - Exposure visits/learning tours will be organized to expose progressive farmers and extension agents to innovative technologies in partnership with KVKs / Cooperative / Private / Public sector players.
  - Training of extension functionaries & officials at DoA and SMART Project and support for their participation in national/ international fairs/ workshops/seminars.
- 3. Strengthen Post-harvest Management by Introducing Improved Practices, Mechanization, Reduce Losses to Improve Value Chain -**
- Machinery/storage bag demonstrations through progressive farmers/KVKs/Private sector.
  - Training/travel seminar for millers, manufacturers, and workers in association with KVKs / Cooperative / Private / Public sector.
  - Capacity building of the farmers, SPs, dealers, and other extension functionaries for scale adoption of crop management practices in association with KVKs / Cooperative / Private / Public sector.
  - Training of trainers on postharvest management in association with KVKs / Cooperative / Private / Public sector.
- 4. Exploring possibilities to establish a Mini Centre of Excellence on Millets with a Focus on Post Harvest Value Addition -**
- Identification of a cluster and establishing Agri processing units for value added millets products through institution such as KVSs and FPOs.


- Demonstration and dissemination of improved postharvest technologies for large-scale adoption in post-harvest value chain in association with KVKs / Cooperative / Private / Public sector players.
- Capacity building of stakeholders on core training themes such as crop production, Processing and value addition and entrepreneurship development by developing modules for participants from various parts of Maharashtra.
- Technically backstopped by IIMR, Hyderabad and CRS-Solapur
- Linking farmers with markets.
- Linking start-ups for supply of products with the public funded program.
- Round table conference to enhance linkages of manufacturers and service providers with policymakers in government and other stakeholders.
- Workshops with Dietitians / Nutritionists working in medical and wellness industry to develop strategies for promoting Nutri-Cereals.
- Support preparation of IEC (Information/Education/Communication) material in public domain.
- Training of trainers on postharvest management in association with KVKs / Cooperative / Private / Public sector.
- Value chain development support and hand holding of entrepreneurs at commercial level in association with KVKs / Cooperative / Private / Public sector.
- A proposal will be submitted by IIMR to SMART project for funding above activities to spearhead all process of Value addition at new CoE at CES, Solapur or a suitable location.

#### 5. Incubation of Agri- Entrepreneurs -

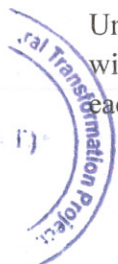
- ICAR-IIMR shall provide incubation services to the FPOs / Start-Ups / Entrepreneurs participating in SMART Project or in various schemes implemented by DoA including the Chief Minister's Food Processing Scheme.
- Facilitate promotion of new products / recipes of millet based products which suit the taste and preferences of the young urban consumers.

#### 6. Technological Backstopping for Value Chain Development Sub-Projects for Millets Under SMART -

- ICAR-IIMR shall work as Technical Knowledge Partner for SMART Project and also provide resources for the Independent Assessment Panel (IAP) for Millets based sub-projects proposed under SMART Project.
- This would include technical assessment of the sub project proposals for techno-economic feasibility and validation of the interventions proposed.
- IIMR will also undertake Short Studies on market assessment for millet products and conduct ToT programmes for SMART stakeholders.

### Implementation Approach

Under this IIMR, DOA and SMART will meet periodically 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.



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## Technology Transfer & Licensing

ICAR-IIMR has been developing technologies for millet value added products and we have now 57+ technologies which are ready for commercialization. IIMR has commercialized more than 30 products through its own brand 'Eatrite'.

The FIRST and SECOND PARTIES shall jointly participate in any promotional events pertaining to Millet Activities in SMART Project.

The FIRST PARTY shall provide information related to millet promotion to the SECOND PARTY as and when required.

The suitability of the specific cultivars and the details on catchment areas in the country will be identified and passed on to the Second party.

FIRST PARTY shall help SECOND PARTY for benefits of their research in the matter of development of new licensing for new processing technologies.

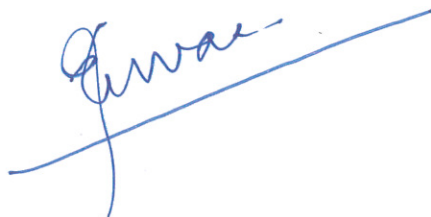
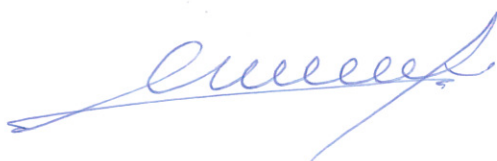
Second party shall provide the samples of seeds from farmers in such quantities as may be required by IIMR, the FIRST PARTY for quality checking periodically and the cost of analysis should be borne by the Second party.

Both the parties shall agree to work on Research & Development of new products including ready to eat products and agree to promote in joint collaboration and First party shall help in trade mark registration.

**Forbearance:** The failure on the part of either party to insist upon the performance of any term or condition of this MoU, to enforce any obligation by the other party to claim a breach of any term of this MoU, to exercise any right or privilege conferred in this MoU or to demand any penalties resulting from any breach of any term or condition, pre-filing, right, power or obligation under this MoU and it will not affect any subsequent action but the same shall continue to remain in full force and affect. All the waivers, in order to be legally binding shall be in writing and duly signed by the authorized person of the waiving party.

**Indemnity claim:** SMART will not indemnify ICAR-IIMR (and its Directors, officers, employees, stakeholders, partners, agents and affiliates) against all claims, liability, and expenses (including legal fees) arising from:

- Any breach of any representation or warranty contained in this MoU.
- Any breach or violation of any covenant or other obligation under this MoU or applicable by law.
- Any third-party claim or proceeding brought against IIMR (based on product liability, use of goods or services, or personal injury or death).
- Any claim or proceeding brought by any governmental agency.
- Any claim alleging negligent or omission or willful conduct.



**MODIFICATIONS:** The parties acknowledge and agree that this MoU can only be modified by mutual written consent. The MoU can be revisited after 6 months of its execution to begin with and on annual basis later on. This MOU can be amended at any time with the mutual consent of both the parties.

**CAPTIONS:** The title, caption or heading for any provisions in this MoU is used as a matter of convenience and not meant to interpret or construe the meaning of any provision.

**COUNTERPARTS:** This MoU may be executed in one or more counterparts each of which shall be deemed to be an original thereof.

**DENIAL OF AGENCY:** Nothing contained in this MoU shall be deemed to constitute one party as the Agent of the other party for any reason or purpose whatsoever.

**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.

Both the 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 FIRST PARTY to enter into agreement with other parties to popularize and market millets/sorghum products.

**SEVERABILITY:** If any term or provision of this MoU shall be invalid, illegal or unenforceable in whole or in part, the validity, legality and enforceability of the remaining provision shall not, in any way, be affected or impaired thereby.

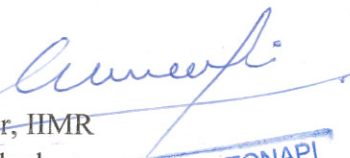
**ENTIRE MEMORANDUM OF UNDERSTANDING:** This MoU constitutes the entire MoU between the parties and supersedes and cancels all previous MoU relating to the subject matter of this MoU, whether oral or written.

This Memorandum of Understanding shall be effective upon the date of the last party to sign this MOA below. The parties indicate agreement with this Memorandum of Understanding by their signatures below. The MOU shall be operational for a period of seven 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.



*[Handwritten signature]*  
*[Handwritten signature]*

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

For:   
Director, HMR  
Hyderabad

डॉ. विलास ए. टोणपी / Dr. VILAS A. TONAPI  
निदेशक / Director  
भाकृअनुप-भारतीय कृदन्न अनुसंधान संस्थान  
ICAR-Indian Institute of Millets Research  
राजेन्द्रनगर, हैदराबाद-500030. (तेलंगाना) भारत  
Rajendranagar, Hyderabad - 30.T.S.India

AUTHORISED SIGNATORY

For:   
Commissioner Agriculture and Ex-officio  
Project Director – SMART PROJECT

Suhag K. Diwase, IAS  
Project Director

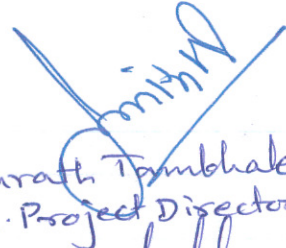
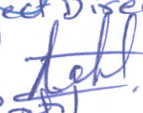
State of Maharashtra's Agribusiness and  
Rural Transformation, (SMART) Project  
Shet Mahamandal Bhavan, 270, Bhamburda,  
Senapati Bapat Marg, Pune-411 016  
AUTHORISED SIGNATORY



Witnesses

- 1.
- 2.

Witnesses

1.   
Dashrath Tombhale  
Addl. Project Director (SMART)
2.   
Pradip Pathi  
Dy. Director Agri (SMART)

