

Executive Summary

The Neem Project (Gujarat)

Background/ Initiatives Undertaken

- As a part of the Neem project, Gujarat Narmada Valley Fertilizers & Chemical Limited (GNFC) manufactures neem oil to meet its own requirement for coating urea. The neem oil is also used **to make organic neem cake fertilizer**.
- The main objective is **women empowerment and uplifting of farmers and landless laborers** by generating additional income through **collection of neem seeds and manufacturing of neem soap, pesticide** etc.
- For the production of neem oil, neem seeds are collected by **rural women and landless laborers** from SHGs, co-operatives, NGOs, etc. across more than **4,000 villages**.
- **Service Provider Partners (SPPs)** like fertilizer retailers, NGOs, etc., carry out screening, weighing, bagging and temporary storage. They arrange for **transportation to the expeller/extraction unit**. **Neem seeds** are also accepted directly **from individual collectors**
- Neem seeds are processed at local expeller/extraction units. There are **4 expeller units** across 4 districts and 1 major unit set up at GNFC.
- Forward Integration portfolio includes **Neem Soap, Neem Pesticide, Neem Repellent and De-Oiled Neem Cake**.
- An awareness drive through **493 Krishi Mahotsav** (Agricultural extension) covering around **5,000 villages** was carried out.

Key Achievements/ Impact

- The initiative is generating a direct employment for more than **1.25 lakh rural people** and indirect employment for nearly **50,000 people**.
- Average income has increased from **INR 12,000 to INR 19,000, i.e. 58.3%**.
- **12,000 MT** of Neem seeds and **11 Storage facilities** established.
- **8,000 MT** of Neem Cake & **900 MT** of Neem Oil produced.



The Neem Project (Gujarat)

Background

In May 2015, the Government of India made it mandatory to neem coat 100% of urea. The rationale behind this initiative was to curb pilferage of urea allocated to farmers for industrial use. This is expected to reduce urea consumption by 10% and improve soil fertility of farm soil. In order to fulfil the policy mandate, Gujarat Narmada Valley Fertilizers & Chemical Limited (GNFC) initiated "The Neem Project". As a part of the project, GNFC manufactures neem oil to meet its requirement for coating urea. The task of collecting neem seeds, used for manufacturing neem oil, is allocated to rural women and landless labourers. One of the key objectives of this initiative is women empowerment and uplifting of farmers and landless labourers by providing them opportunities to generate additional income.

Approach Adopted

Under this project, neem seeds are collected by rural women and landless labourers across more than 4000 villages. Service Providing Partners (SPPs) carry out screening, weighing, bagging and arrange temporary storage and transportation of neem seeds to expeller/extraction unit for processing. Proper checks and balances are ensured right from collection to extraction through awareness and capacity development by GNFC and the entire process is monitored by more than 100 GNFC officials. The extracted neem oil is then used for coating of urea.

Collection of Neem Seeds



Preparation of Neem Soaps



Convergence with other schemes

In convergence with existing State programs for skilling, under Skill Development Mission (SDM), training was imparted to unskilled rural women to manufacture neem soap, neem pesticide, neem repellent and de-oiled neem cake etc. using the excess neem oil produced by GNFC. Neem soap manufacturing unit was set up in GNFC with involvement from women SHGs.

Awareness Generation

The Neem Project was presented in 'Krishi Mahotsavs' for generating awareness. Agriculture Technology Management Agency (ATMA) organized awareness fairs in all the districts of Gujarat for promotion of the project.

Impact

The key outcomes of the project are highlighted below:

- The project has been instrumental in providing job opportunities and acts as a source of additional income for rural women, landless labourers and SPPs.
- More than 1.25 lakh rural people have benefitted from direct employment and 50,000 people have benefitted from indirect income generation.
- Average income of the beneficiaries from INR 12,000 to INR 19,000 i.e., 58.3%
- In November 2016, Ministry of Chemicals and Fertilizers has directed all fertilizer companies to adopt Neem Project in association with GNFC.
- 12,000 MT of neem seeds, 8,000 MT of neem cakes, 900 MT of neem oil have been produced and 11 storage facilities have been established.

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