





### RESTORING LAND AND PROSPERITY FOR PEOPLE, NATURE AND CLIMATE IN CENTRAL INDIA

Launch of the Harit Bharat Fund in Chhattisgarh, Madhya Pradesh and Maharashtra

SEPTEMBER 4, 2023













# **RESTORE WHY?**

#### PEOPLE



- Every \$1 invested in restoration can yield \$7-30 in benefits
- Better livelihoods and more jobs
- Improved food and nutritional security
- Builds climate resilience

#### NATURE



 Improved flow of ecosystem services, such as water quality and availability, soil health, biodiversity and air quality

### CLIMATE

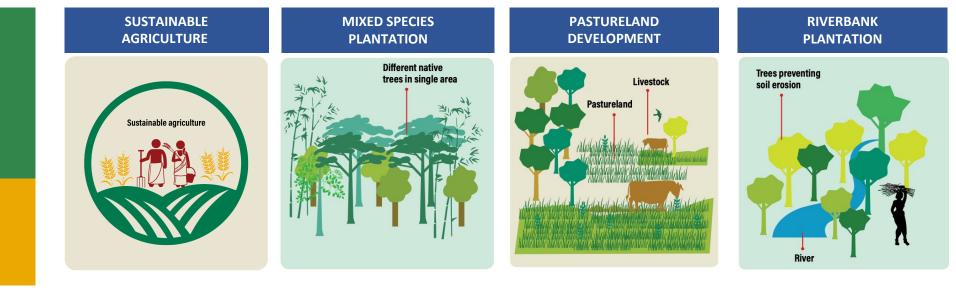


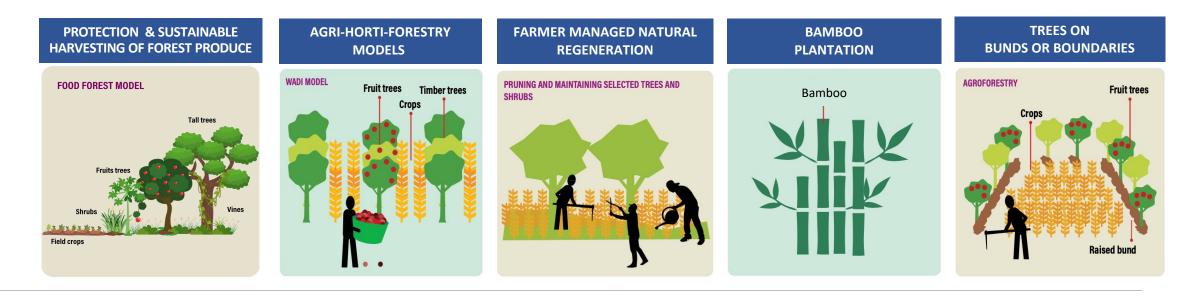
- Mitigated climate impacts like heat island risks
- Carbon sequestration



# RESTORE HOW?

EXAMPLES OF RESTORATION SOLUTIONS







### **BUT: GLOBAL GAP IN FUNDING FOR RESTORATION**

- Annual funding gap in excess of \$20+ billion for Restoration Champions
- Most are in the missing middle and need \$25k to \$1.5m USD to scale up
- Too large for microfinance, but too small and costly to serve for commercial banking
- Social lenders do reach the missing middle, providing lending tied to seasonal production without formal collateral

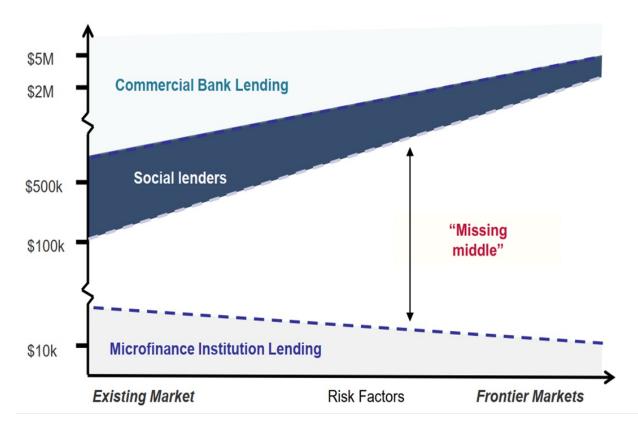


Image Source: USAID (Financial Inclusion from Missing Middle)



### **LEARNING FROM TERRAFUND FOR AFR100**

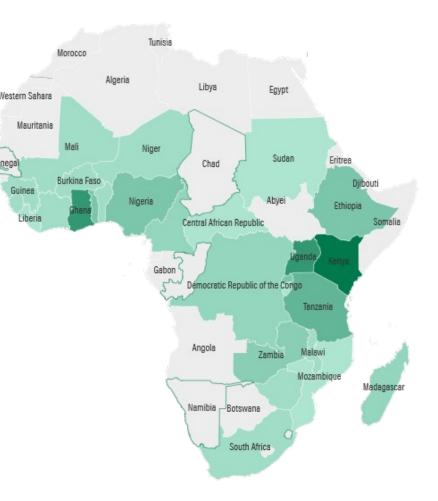
#### 185+ NGOs and enterprises funded across Africa

#### First cohort: AFR100 Member Countries (2022)

- \$15 million USD invested
- 80 non-profits & 20 enterprises in 27 countries
- 15,000+ hectares under restoration
- 6,000,000+ trees growing
- 25,000+ livelihoods improved

#### Second cohort: Focus on 3 Landscapes (2023)

- 85+ locally led organizations
- Investment in Ghana Cocoa Belt, Greater Rift Valley in Kenya, Lake Kivu & Rusizi River Basin





### WHAT IS HARIT BHARAT FUND?

- Harit Bharat Fund is a collaborative initiative that finances and capacitates locally led start-ups, farmerproducer companies, and non-governmental organizations that restore India's landscapes
- For-profit organizations will receive loans & non-governmental organizations will receive grants.
  - Applicants can request \$25,000 USD (INR 20 lakhs) to \$300,000 USD (INR 2.5 crores)
  - Applications are invited through Manthan and <u>TerraMatch</u>, a central application and monitoring system
  - The Fund provides customized, one-on-one mentorship and <u>capacity building</u> opportunities
  - Projects <u>network</u> with peers, philanthropies, technical experts, government leaders and investors
- Equal focus on strengthening the enabling ecosystem and monitoring progress



# THE KEY TO SUCCESSFUL RESTORATION PROJECTS IS LOCAL INVOLVEMENT



- Community-based organizations, farmer producer organizations, and businesses across India are working directly with farmers, forest dependent population to restore land and fight climate change
- By focusing on nature-based solutions like landscape restoration, sustainable agriculture practices, common land restoration, and engaging closely with communities, they can maximize the climate mitigation and adaptation benefits of restoration
- Thousands of these projects are doing good work but they still lack resources, gaps in harmonizing efforts at the landscape level, monitoring capabilities
- For these projects to work and succeed, the enabling ecosystem needs to support locally-led restoration with knowledge, resources, capacity, incentives



#### **RESTORATION EXAMPLE**

#### WENA FARMER PRODUCER COMPANY LIMITED



Founded by Prasanna Sutaone in Wardha and Nagpur, Maharashtra

A farmer producer company working towards generating alternate income sources for farmers through bamboo cultivation and value addition. They provide 360-degree solutions for bamboo plantation including nursery, planting, irrigation, monitoring and selling.

#### FUNDING STATUS

- Looking to raise
   funding
- Challenges in accessing Institutional Finance because of collateral and high rate of interest



**RESULTS SO FAR** 

Currently 110 farmers as shareholders Planted 85,000 bamboo saplings in ~70 hectares (15,000 in 12.14 hectares in 2019, 20,000 in 16.18 hectares in 2022 and 50,000 in 40.46 hectares is under process)

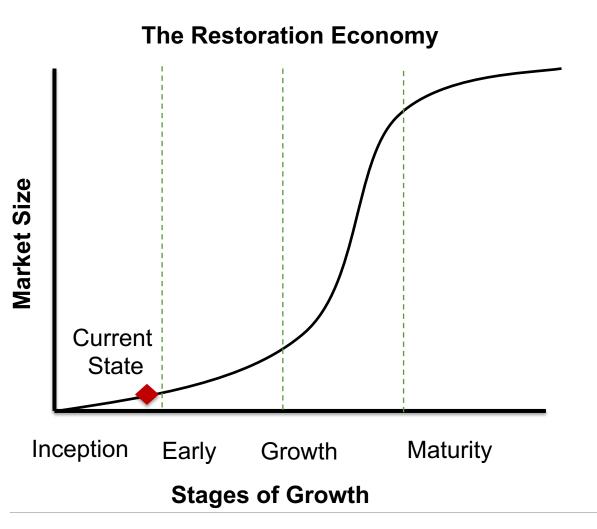


Completed biochar and bio-oil trials





# **RESTORATION ECONOMY IS AT EARLY STAGE IN INDIA**



- **1,000 companies** have applied to the Land Accelerator South Asia in four years
- Fragmented industry with many small enterprises
- Business models unproven, and scaling is in early stages
- Projects considered **risky** with mismatch of capital and needs
- Poor absorptive capacity of high potential restoration businesses and NGOs
- External funding support needed due to long time horizon to break-even



#### KICKSTARTING RESTORATION IN THREE STATES

#### Madhya Pradesh

#### Demographics

Total population includes 21.1% Scheduled Tribe (ST/Adivasis). 36.65% people are multidimensionally poor and 45.49% are nutritionally deprived

#### **Restoration potential**

 ${\sim}13.34$  million hectares land that can sequester  ${\sim}160$  million tonnes above-ground carbon

#### Maharashtra

#### Demographics

Total population includes 9.4%Scheduled Tribe (ST/Adivasis). 14.85% people are multidimensionally poor and 36.1% are nutritionally deprived

#### **Restoration potential**

~15.4 million hectares land that can sequester ~140 million tonnes aboveground carbon

#### Chhattisgarh

#### Demographics

Ν

Total population includes 30.6% Scheduled Tribe (ST/Advivasis). 29.91% people are multidimensionally poor and 43.02% are nutritionally deprived

#### **Restoration potential**

~3.08 million hectares land that can sequester ~26 million tonnes above-ground carbon







Assessment & Analysis I Mobilization, Activation and Channelling of Finance | Convening and Collaboration I Bridging Capacity Gaps I Monitoring



### **KEYNOTE ADDRESS**



#### Dr. Sapna Poti

Director, Strategic Alliances in the O/o Principal Scientific Adviser to Government of India (Gol) Dr. Sapna Poti is a PhD from IIT Madras with a dissertation in Enterprise Resources Planning and has around 30 years of experience in Industry, Consulting and Government.

Currently, her primary role is to promote scientific R&D and Innovations for social impact and addressing industry problems through Industry, Multilateral Agencies, Global Foundations, Academic Institutes, Start-ups, and Government channels.



#### PARTNER DISCUSSION: ACCELERATING A RESTORATION ECONOMY FOR PEOPLE, NATURE AND CLIMATE IN INDIA



Mirik Gogri Managing Partner, Spectrum Impact



**Dr. Ajita Tiwari Padhi** Sr. Specialist, NbS & Resilience, India Climate Collaborative



**Dr. Priya Nagraj** CEO, Pune Knowledge Cluster



**Anirban Ghose** Co-Lead, Transform Rural India



Moderator

Madhav Pai CEO, WRI India



Karthik Chandrasekar Managing Partner, Sangam



Namrata Diwaker MD, Rayush Natural Fiber Private Limite









### ANNEX SESSION: HOW TO SUBMIT YOUR APPLICATION

SRISHTI KOCHHAR, PROGRAM MANAGER, SUSTAINABLE LANDSCAPES AND RESTORATION, WRI INDIA KAVITA SHARMA, SENIOR MANAGER, SUSTAINABLE LANDSCAPES & RESTORATION, WRI INDIA













### HARIT BHARAT FUND

- Applicants must propose work in Chhattisgarh, Madhya Pradesh, and/or Maharashtra
- Applicants can request INR 20 lakhs-2.5 crores
  - Non-governmental organizations can apply for grants
  - For-profit start-ups and farmer producer companies can apply for loans
  - The project must locally-led restoration that benefits both people and the environment
- Expressions of interest are accepted on TerraMatch from 4 to 20 September
- 20+ organisations will be funded in the first round





# **APPLICATION TIMELINE**

Office of the Principal Scientific Adviser to the Government of India





#### Submit your applications by 20 September 2023

Visit www.india.terramatch.org for detailed information on eligibility criteria and application process.

For any queries or assistance, please write to us at info@terramatch.org or WhatsApp at +44 7456 289369.







### HOW DO WE VET APPLICATIONS?

- Every expression of interest receives a full review from a team of experts.
- We provide personalized feedback to every applicant.
- All applicants will be notified if they pass to the second and final application round by October 4.



### **SELECTION CRITERIA**

1. **Organizational Management:** Are the organization and relevant project well run? Analysis of historic land restoration work, financial health (profitability for for-profits), vision and mission, competence and composition of the team (ensuring diversity of founders/team, equity and inclusion).

2. Environmental and Ecological Impact: How will the project improve the flow of ecosystem services, like soil quality, water availability, carbon storage, and biodiversity? How does it ensure sustainability of interventions like survival rates of saplings?

3. **Social impact:** How will it improve the livelihoods of local communities, especially women and marginalized groups like SCs, STs, OBCs and other minorities? Does the project adequately account for considerations around equity and inclusion? Impact on the overall socio-economic status?

4. MRV Framework: Monitoring, Reporting and Verification for tracking the impact of the project.

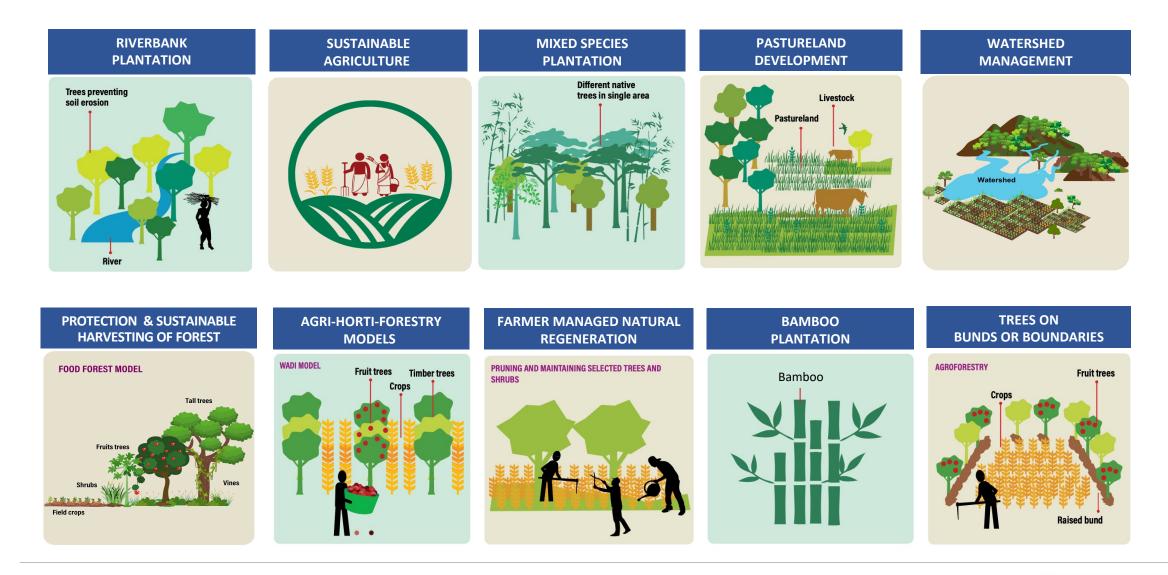
5. Project Design:

- Sustainability: Can the project ensure its impact beyond the funding period?
- Scalability: Can it expand with more funding and reach economies of scale? Growth potential?
- Replicability: Can its model/approach apply to other landscapes? Relevance to other parts of the country?
- Profitability (For-Profits only): Is the business model viable? Is it unique? Is there a pipeline of paying customers? We encourage entrepreneurs with a minimum viable and innovative product/workable prototypes/business models/solutions and services post validation stage with paying customers/post-revenue, to apply.

#### Distinguishing Criteria (For-Profits only): Uniqueness and Innovation; Traction; Special DEI criteria



## **EXAMPLES OF WHAT WE FUND**





#### EOI AVAILABLE THROUGH MANTHAN AND TERRAMATCH

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# Harit Bharat Fund

Accelerating a Land Restoration-Based Economy in India for People, Nature and Climate

Expressions of Interest open on 4 September 2023

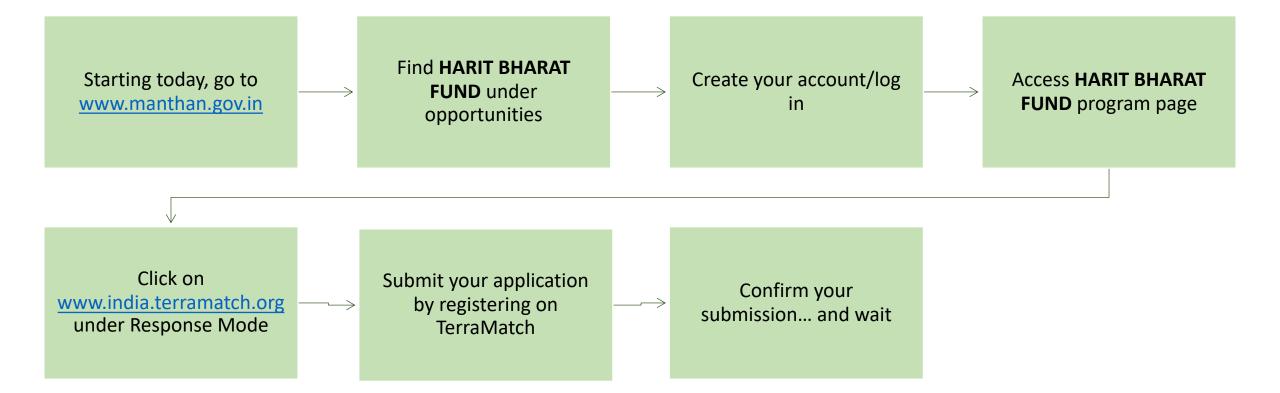
Register For Launch Webinar

谷 Manthan Collaboration | Govt Bu 🗙 🕂 manthan.gov.in/apps-ct/Opportunities/c1334bab-2c4d-48f6-a7e6-4d5b3a1f7657 ~ A Manthan Home Co-Partners Opportunities V Industry R&D 🗸 Segments V SDG ET Exhibitions Ideas and Implementation through Science Technologies and Innovati Home / Opportunities Opportunities Industry & Government Rolling Opportunities Archive (283) Open (18) Open opportunities are the ones which are live and in effect. These Opportunities are eligible to receive Proposals from eligible us their existence and functioning considering the timelines. Filter by All SDGs V All Emerging Technologies 🗸 All Opportunities V Industry Market-read.. Social Impact Proble... Industry Market-read... WRI India Nudge LifeSkills Foundati... Centre for Development of...



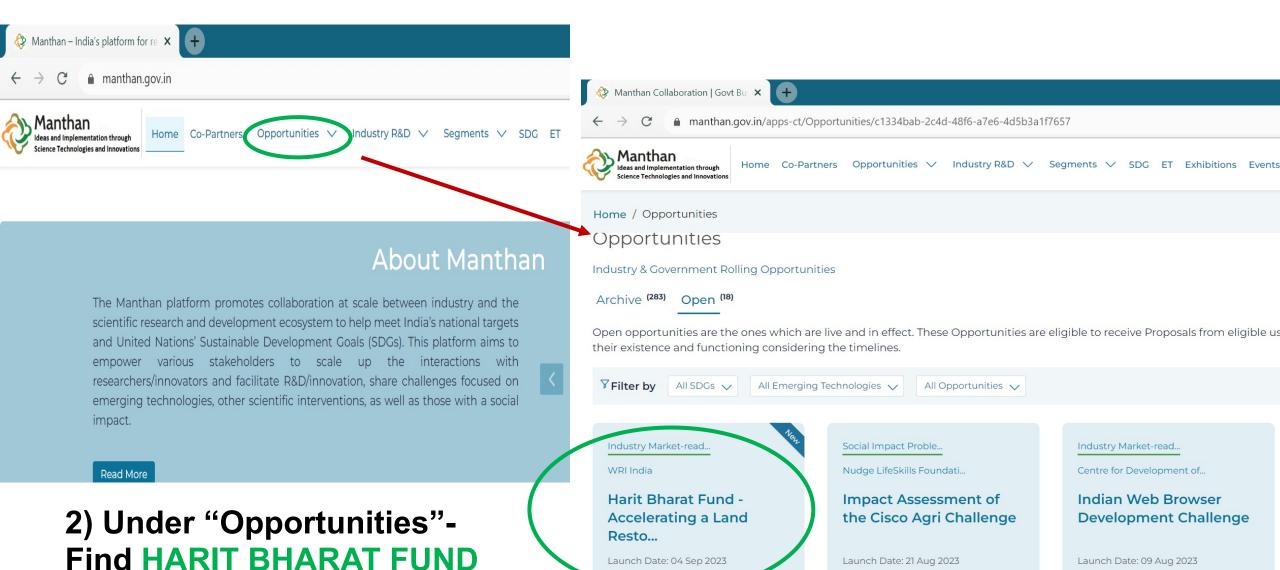


### HOW TO APPLY ON MANTHAN: STEP BY STEP





### 1) Go to www.manthan.gov.in today

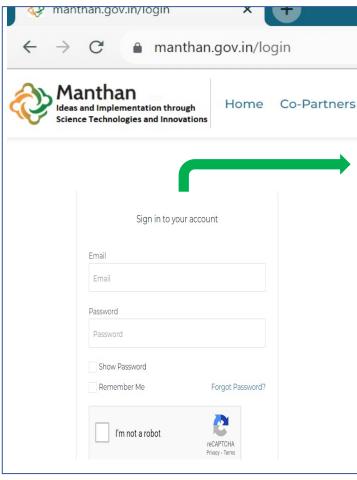


Cut-off Date: 20 Sep 2023

Cut-off Date: 10 Sep 2023



Cut-off Date: 22 Sep 2023



3) Create an

account

### 4) Read about HARIT BHARAT FUND

🔅 Harit Bharat Fund - Accelerating	×							
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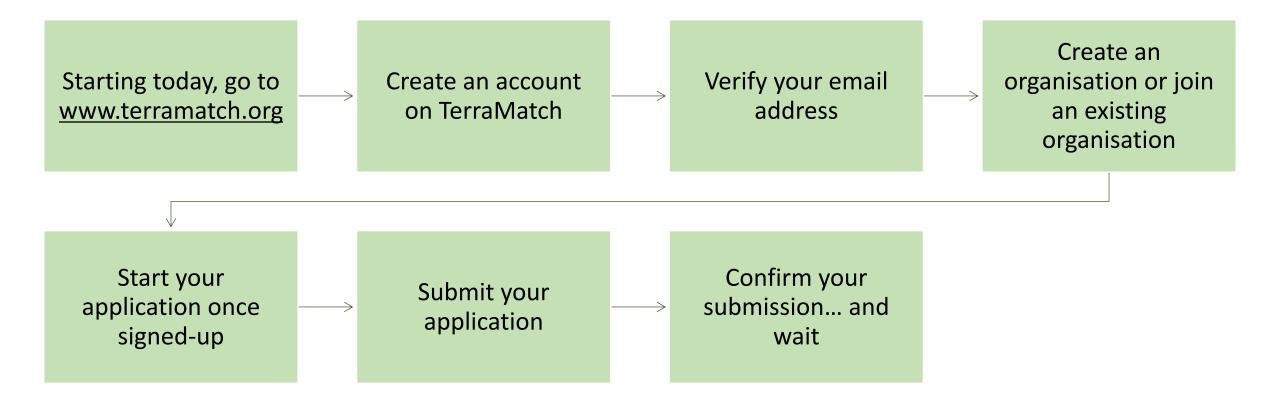


# 4) Click on the link to access the application and SUBMIT

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### HOW TO APPLY ON TERRAMATCH: STEP BY STEP





# 1) Go to <u>www.india.terramatch.org</u> today

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# Harit Bharat Fund

Accelerating a Land Restoration-Based Economy in India for People, Nature and Climate

**Expressions of Interest open on 4 September 2023** 

**Register For Launch Webinar** 

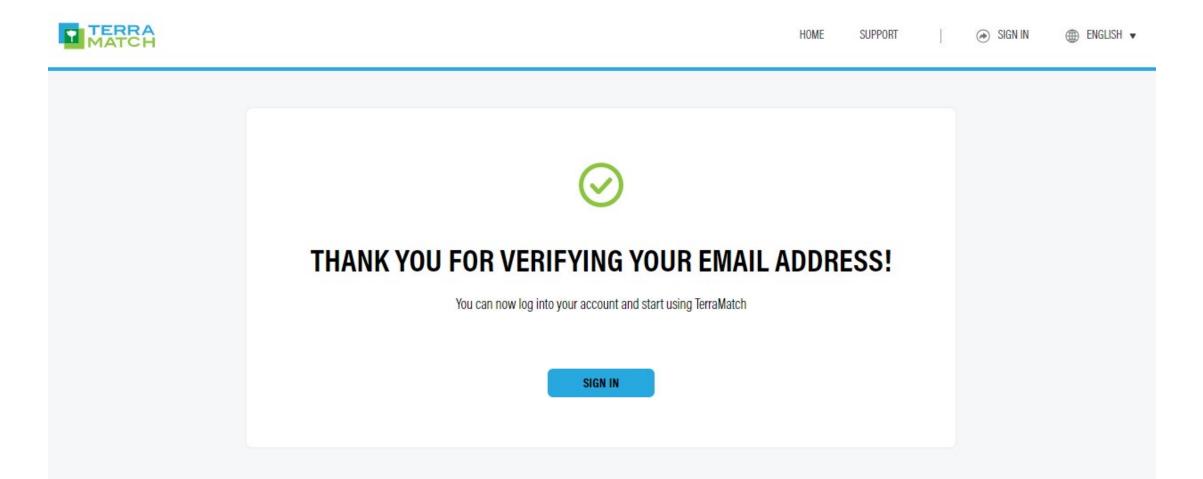


# 2) Create an account

	SIGN UP
Sign up to TerraMatch with you	ir professional email address. We'll send you an email to vertly your account.
FIRST NAME *	LAST NAME *
JOB TITLE *	
Please enter your jab role or position within	in your organization.
PROFESSIONAL PHONE NUMBER *	
Please provide a professional phone numb	ber where you can be contacted.
PROFESSIONAL EMAIL ADDRESS *	
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# 3) Verify Your Email Address





## 4) Create an organisation or join an existing one

JOIN OR CREATE ORGANIZATION If the organization you belong to is already created within Terramatch you can find and apply to join it. If your organization is new to Terramatch, you can start the organization set up process by creating a new one.	
ORGANIZATION NAME	
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II existing organizations found for "Res"	
CN12 Restoration Enterprises SELECT	
FDII Restoration SELECT	
FoRestoration SELECT	
+ CREATE NEW ORGANIZATION: "RES"	
BACK	



# 5) Start your application once signed-in

	What would you like to do?	
Applications	Project Set Up	⊘ Reporting ●
Track your applications You will find the updates to your funding opportunity applications here. If you are looking for funding opportunities, click the button below. VIEW OPPORTUNITIES	Monitored projects This is the future home for project updates for PPC and TerraFund. While we are working to improve the site, you can view your monitored projects by selecting "My Projects" above	Reporting tasks This is the future home for reporting reminders for PPC and TerraFund While we are working to improve the site, you can view your due reports by selecting "My Projects" above VIEW MY REPORTS
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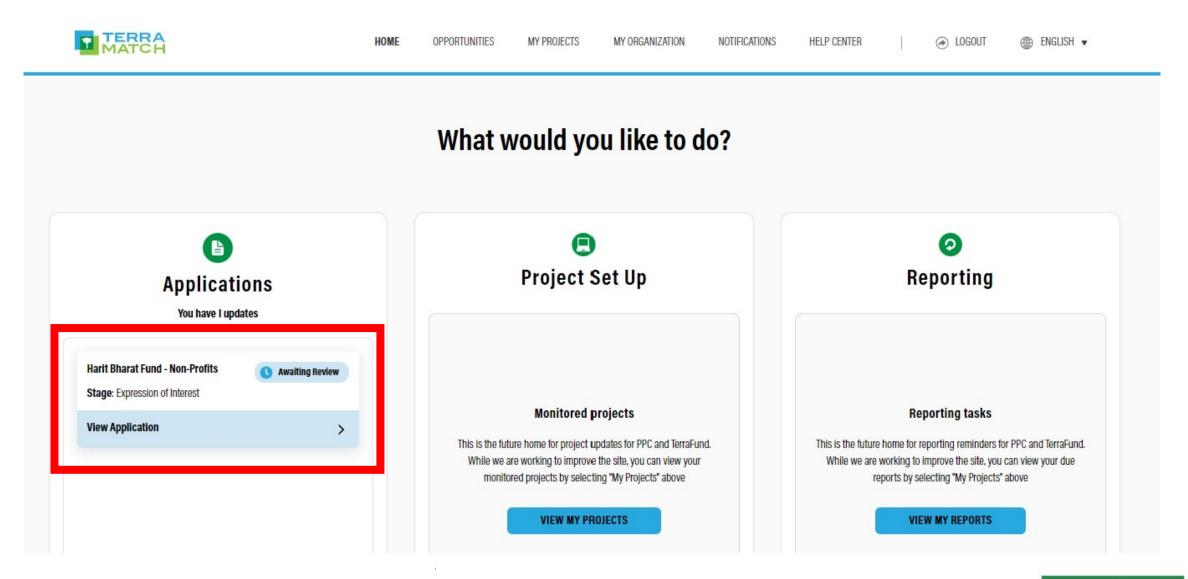


# 6) Fill out your application!

		HOME	OPPORTUNITIES	MY PROJECTS	MY ORGANIZATION	NOTIFICATIONS	HELP CENTER			⊕ ENGLISH ▼	
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Harit Bharat

# 7) Confirm your submission... and wait





### THE EXPRESSION OF INTEREST FORM

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# SEPARATE APPLICATIONS FOR NGOS AND FOR-PROFITS

#### **Receiving Applications**

#### Harit Bharat Fund - Non-Profits

- Deadline: 21st September 2023, 23:24
- Continguistic Content of Conte

Envisioning an equitable and sustainable future with healthier landscapes and prosperous communities in India, Harit Bharat Fund aims to support local Restoration Champions in their efforts to protect and restore landscapes.

**7 READ MORE** 

APPLY NOW

#### **Receiving Applications**

#### Harit Bharat Fund - Enterprises

Deadline: 4th September 2023, 04:00

Location: Chhattisgarh, Madhya Pradesh and Maharashtra

Envisioning an equitable and sustainable future with healthier landscapes and prosperous communities in India, Harit Bharat Fund aims to support local Restoration Champions in their efforts to protect and restore landscapes.

READ MORE

APPLY NOW



## SECTIONS OF THE EXPRESSION OF INTEREST

**Organizational Information: General** 

**Organizational Information: Governance** 

Organizational Information: Past Community Engagement Experience

**Organizational Information: Financials/Business Model** 

**Organizational Information: Past Restoration Experience** 

**Proposed Project/Operations Information** 

Additional information



# SECTIONS OF THE EXPRESSION OF INTEREST

#### NGOs

Organizational Information: Financials/Business Model

- Enter your total budget in INR for each of the past 3 fiscal years.
- Your budget is the sum total of your organization's operating expenses.
- We require you to submit your audited financial documents for all 3 years.

#### • For-Profits

- Enter your total revenues in INR for each of the past 3 fiscal years.
- Revenues are the total amount of income generated by the sale of goods or services related to your company's primary operations in a given year, before deductions.
- Do not include grant funding in this total.
- We encourage you to submit your financial documentation for all 3 years, but it is optional.
- Guidelines for budget requests
  - NGOs: Ask for less than 100% of your highest annual operating budget.
  - For-Profits: Ask for less than 60% of your highest annual revenues.
  - We may ask you to lower your budget during the process.



# **QUESTIONS? WE HAVE A HELP CENTER**

#### https://terramatchsupport.zendesk.com/hc/en-us/categories/18003977594523-Harit-Bharat-Fund



#### Harit Bharat Fund

This section contains all of the information that locally led organizations need to submit a high-quality application to the Harit Bharat Fund financing opportunity. This program will support projects based in the Indian states of Chhattisgarh, Madhya Pradesh, and Maharashtra.

#### About Harit Bharat Fund

What is Harit Bharat Fund? Our Application Schedule and Deadlines Our Vetting & Selection Process Our Funding Model: Grants & Loans

Our Monitoring, Reporting, and Verification Process

#### Application Guide: Expression of Interest

Overview: Non-Governmental Orgnization Expression of Interest

Overview: For-Profit Enterprise Expression of Interest

Organizational Governance

Past Restoration Experience

Past Community Engagement Experience

#### **Eligibility Information**

Which States Are Eligible For Investment? Which Organizations Are Eligible For Investment? Which Projects Are Eligible For Investment? How Can A Consortium of Partners Apply? A Guide to Target Land Use Systems & Restoration Practices



# **QUESTIONS? WE HAVE A HELP CENTER**

https://terramatchsupport.zendesk.com/hc/en-us/categories/18003977594523-Harit-Bharat-Fund



#### **Contact Us On WhatsApp**

You can reach our support team on WhatsApp: +44 7456 289369



#### **Email Us Your Questions**

You can email our support team directly at info@terramatch.org.



## ATTEND OUR UPCOMING "ASK ME ANYTHING" SESSIONS!

#### **Session 1**

- 7<sup>th</sup> September 2023 (5-6 PM)
- On Zoom

#### Session 2

- 15<sup>th</sup> September 2023 (5-6 PM)
- On Zoom

Link to register: https://wri.zoom.us/meeting/register/tJYlcuqupz kpGdL3mR8L0gNhkhDZZoLBTP7t



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