**IDEI (International Development Enterprises India) Impact BMC**

**Your Venture:** IDEI (International Development Enterprises India)

**Your Legal Structure:** Nonprofit social enterprise promoting technologies amongst customers at base of economic pyramid

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Problem Statement**  In India, more than 90 million smallholder farmer households (500+million people) are unable to make their small plots productive and therefore suffer in the cycle of poverty, hunger and deprivation. | | | | |
| **Mission Statement**  IDEI aims to make small plots productive and remunerative to reduce poverty and create food security. | | | | |
| **Key Partners**  What network of suppliers and partners make your business model work?  *(Strategic alliances, joint ventures, suppliers…)*  Smallholder farmers  Supply chain members - manufacturers, dealers and installers  NGOs/ Self Help Groups  Traders  Community-based organizations  Product designers & engineers  Financing partners  Academic or evaluation agencies to support data-driven assessments  Research and policy work to understand and address the barriers that keep small farmers poor | **Key Activities**  What are the most important actions you must take to make your business model work?  *(Production, service delivery, program management, impact measurement, …)*  Design and develop appropriate and affordable small plot irrigation technologies  Market generation through diverse promotional activities (static and dynamic)  Establishing supply chain- manufacturers and dealers  Training village based mechanics  Capacity building of farmers- as Service Entrepreneurs for promoting SAP  Service After Sales  Monitoring and evaluation  Spin off successful products; focus on research and continuing innovation | **Value Proposition**  What value are you creating? (How are you solving a problem, satisfying a need, or delivering benefits in a new way)?  *(Relevancy, quantified value/benefits, unique differentiation/ competitive advantage, …)*  IDEI’s technologies are low cost, offer a high return on investment for farmers, are simple and inexpensive to maintain, and are manually powered. They include treadle pumps, and drip and sprinkler irrigation systems. On average, they help farmers earn an additional US$500 in net income per year.   * Income generation: US$ 500/ year/ HH * Diesel savings * Carbon emission reduction * Employment generation at supply chain level * Income generation in the supply chain * Electricity saving * Water saving * Reduced migration * Better nutrition and standard of living for the user farmers | **Stakeholder Relationships**  What type of relationship are you establishing with each stakeholder segment to deliver your value?  *(Personal assistance, self-service, automated service, community empowerment, co-creation, employee culture, reporting,…)*  Farmers: delivering a need based product (TP) that fits their pocket  Reasonable profit of margin for each supply chain stakeholder to continue to be the IDEI network  Traders get to interact with farmers directly and they get the variety and quality of crops that gets them better returns  Employment created by establishment of SE | **Stakeholder Segments**  For whom are you creating value?  *(Customers, employees, users, beneficiaries, volunteers, members, recipients, participants, communities, funders, regulators….)*  BOP households (smallholder farmers)  Manufacturers  Dealers  Distributors  Installers  Foundations  Bilateral funding agencies  Government  Individual donors |
| **Key Resources**  What are the most important assets required to make your business model work?  *(Physical, financial, intellectual, human)*  Funds to expand the program  Vibrant supply chain  Committed staff  Research and development | **Channels**  How are you reaching your stakeholder segments to deliver your value?  *(Sales, distribution, communication)*  Promotional activities  Supply Chain members  Service Entrepreneurs  Word of mouth |
| **Cost Structure**  What are the most important costs inherent in your business model and how can you work to drive them to a minimum?  *(Salaries, costs of production, customer service, evaluation, …)*    Personnel salaries  Cost of R&D  Awareness generation  Capacity Building (training of trainers)  Office expenses  Travel and Transport  Cost of evaluating impact | |  | **Revenue Streams**  What revenue(s) are you generating from each stakeholder segment for your value?  *(Gifts, grants, sponsorships, earned income, …)*  Donations  Revenue generated through carbon emission reduction/carbon credits | |
| **Intended Impact**  IDEI aims to increase small-holder farmer income. Farmers now cultivate throughout the year. To measure our impact, we look at:  Outputs:   * Technologies sold * Smallholder farmer families served * Additional income generated by farmers * Employment along the supply chain and at farms * Social return on investment- in Environment   Several external evaluation reports validate that income generated through the use of IDEI technologies also generate outcomes in the following areas:   * Increased food security * Reduced migration * Increased spending on family health * Investing income in children’s education   IDEI has reached out to over 1.38 million smallholder farm families, impacting more than 7 million people. IDEI has also exporting its technologies to countries in Africa and Southeast Asia. IDEI is currently working in 5 states of India. | | | | |

The Impact BMC leverages the Business Model Canvas by [Strategyzer.com](https://strategyzer.com/), which is licensed under [CC BY-SA 3.0](http://creativecommons.org/licenses/by-sa/3.0/).