

of the agricultural value chain, and to diversify to profitable enterprises, in ways that are environmentally sustainable.

## Intervention Pathway 1: Zukusa! Disrupt agricultural practices and markets for resilience

- To transform rural agricultural practices so as to increase efficiency of production and post harvest handling of produce, in ways that are green and sustainable.
- To disrupt and re-organize agricultural market dynamics in ways that eliminate farmer-to-buyer power asymmetries so that the farmer is in more control of produce prices.

## Pathway 2: I CAN - Empower me to thrive!

- To create new defaults for farmer livelihood diversification to farm and non farm businesses that synergize each other and break the cycle of dependence on one trade.
- To increase financial inclusion for rural folk in marginal communities through newer, robust models and currencies for saving, access to credit, and risk transfer

## Look out for the call for Applications by late July 2014 or For latest updates on the call, Follow us on:









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