

Partnership Overview

Poultry is one of the fastest growing sectors in Indian agriculture. While there have been sizable investments across the value chain including breeding, hatching, and rearing, poultry processing and value-addition has been slow to expand. The Madhya Pradesh Women Poultry Producer Company (MPWPCL) is a federation of ten poultry producer cooperatives comprising of more than 5,000 women members from low-income tribal communities in Madhya Pradesh. By building a poultry processing facility, this partnership will enable the MPWPCL to expand into the growing processed chicken market, bringing increased employment opportunities and profits for its members.

Shared Value

By building a new processing facility, the MPWPCL will enable its members to access a new market and increase their profits, thus improving their incomes. The MPWPCL is an affiliate of the National Smallholder Poultry Development Trust. If successful, this model could be replicated by the Trust's women poultry producer cooperatives in other Indian states.

MPWPCL

The Madhya Pradesh Women Poultry Producer Company (MPWPCL) is a federation of ten poultry producer cooperatives. It provides services including production support, inputs, advisory services and marketing for its members, empowering them through livelihood creation in small holder poultry. In addition to ensuring regular income by sharing all benefits among its members, the MPWPCL also assists its members in accessing loans.



Intellectap

Intellectap is a social sector advisory firm providing business solutions that help build profitable and sustainable enterprises dedicated to social and environmental change. Intellectap works with businesses, governments and investors to shape the way markets work for the underserved.



Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.



Total Funding \$1,377,401		DFAT Contribution \$500,000	Private Sector Contribution \$877,401
Beneficiaries		7,200 women	
Sector		Agriculture	
Shared Value Proposition		Reconceiving products and/or markets	