

The Private Sector Engagement (PSE) models under the KISAN II project have achieved remarkable outcomes for private sector grantees, driving significant progress in business expansion and institutionalization, adhering to regulatory standards to establish formal business structure and upgrading technical capacity. A key impact of these models is the substantial increase in business outreach and efficiency. The majority of the project grantees reported that collaborating with JTAs helped them reach a larger farmer base.

A grantee stated, “By engaging more farmers through the PSE model, I gained unprecedented expansion of my business.” Another grantee shared the model’s success in expanding her connections from 200-250 farmers to over 2,400 farmers. Another grantee described that he was enticed to come back home from foreign employment to start a family business, was the result of the grantee model of the project. Additionally, traders, millers and cooperatives have significantly benefitted from enhanced technical capacity and operational skills. A rice miller described how basic bookkeeping training and new accounting tools transformed his business operations, stating, “The training and new tools have significantly improved our business management.”

Another miller emphasized the impact of investing in modern technology noting, “With the installation of new machines, have seen a 30-40 % increase in business.” These successes underscore the transformative effects of the PSE models, demonstrating how they have created greater business opportunities, enhanced technical skills, and supported long-term sustainability in the agricultural sector.