

# Dr. Bronner's is supporting small farmers and agricultural workers in India

Following the COVID-19 lockdown in March, the economy in large parts of India came to a halt. For Dr. Bronner's, a producer of certified organic and fairly traded soap and cosmetics, it rapidly became clear that the company would be helping 4,000 agricultural workers and 2,000 small farmers and their families in the Indian state of Uttar Pradesh and maintaining future supply chains. The project involves the marketing company Dr. Bronner's Europe GmbH and its Indian partner company Pavitramenthe Fair Organic Pvt Ltd., a supplier of organic, fairly traded mint oil. The project is financed by the German Federal Ministry for Economic Cooperation and Development (BMZ).

## THE BACKGROUND

The COVID-19 pandemic has imposed significant restrictions on daily and working life in India. In particular, huge numbers of farmers and agricultural workers have been unable to work without access to state services. Overnight, they could not access sufficient food and day to day consumer items. And not just workers themselves but also their families are suffering as a result. As part of the [develoPPP.de/COVID-19 Response](https://www.developpp.de/COVID-19) programme, BMZ is supporting an emergency assistance project in Northern India that was set up on the initiative of Dr. Bronner's and Pavitramenthe and is being implemented jointly with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The project supports an existing [develoPPP.de](https://www.developpp.de) project run by the partners and seeks to maintain the supply chain during the further escalation of the pandemic.

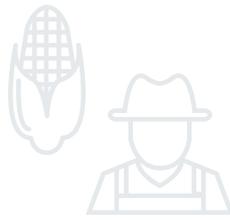
## THE PROJECT

The project's objective is to support a total of 6,000 agricultural workers so that they and their families can get through the pandemic as successfully as possible and maintain their livelihoods. The project, which has a budget of EUR 251,000, includes a number of components. Initially, the project partners are providing urgently needed food for the families of 6,000 farmers and agricultural workers and learning materials for children affected by school closures. Cooperation with the local health authorities provides medical care through self-run medical camps where doctors administer COVID-19 and malaria tests, among other things. The wives and daughters of agricultural workers are producing face masks to be distributed among the needy population along with information and guidance about COVID-19. An existing project to distribute low-cost and washable sanitary products has also been expanded.

SECURING THE LIVELIHOODS OF

**6,000**

**SMALL FARMERS AND  
AGRICULTURAL WORKERS**



PROJECT TERM

**JUNE 2020 – JUNE 2021**

A TOTAL OF

**30,000**

**INDIVIDUALS ARE  
BENEFITING FROM  
THE MEASURES**



*'For Dr. Bronner's, building a transparent supply chain means more than simply purchasing high-quality agricultural commodities; it's also about protecting the environment and supporting the individuals and communities that contribute to producing these commodities.'*

**Dr. Gero Leson** · Vice President of Special Operations at Dr. Bronner's

And agricultural workers are receiving seed and training on planting their own small gardens to help them feed their families. Small farmers are learning how to negotiate more successfully with dealers and government officials and how to deal with COVID-19 regulations. The project was launched in June 2020 and is scheduled to run until June 2021.

#### YOUR CONTACT PERSONS

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Agency for Business &  
Economic Development

#### **Do you have any questions?**

**AWE will be happy to advise you.**

Do you have questions about BMZ's COVID-19 Response programme? Or are you planning a project yourself? The Agency for Business & Economic Development will be happy to advise you. You can contact our sector experts on +49 30 72 62 56 80 or by emailing [beratung@wirtschaft-entwicklung.de](mailto:beratung@wirtschaft-entwicklung.de)

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