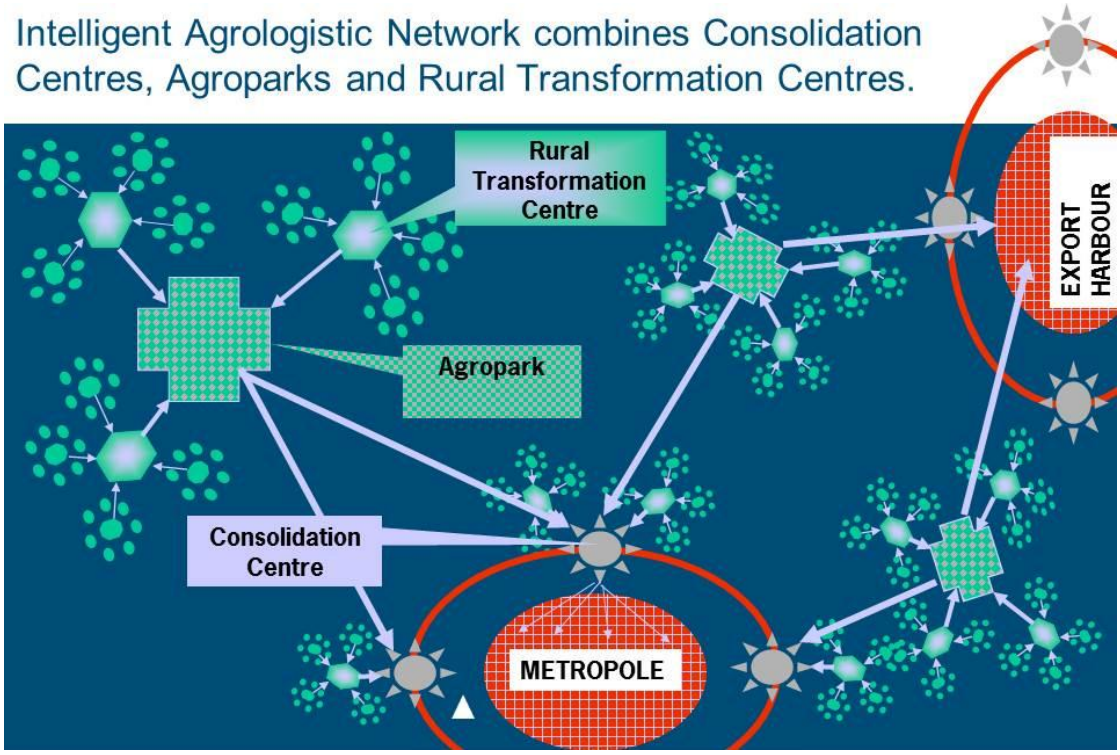
Assignment name: IFFCO KISAN SEZ - Nellore	Approx. value of the contract: € 2,000,000
Country: India Location within country: Nellore district in the southern part of Andhra Pradesh state, India	Duration of assignment (months): 36 months
Name of Client: IFFCO	Total Nº of staff-months of the assignment: 210
Address: Indian Farmers Fertiliser Cooperative Limited IFFCO Sadan, C-1, District Centre, Saket Place, New Delhi - 110017 India	Approx. value of the services provided by your firm under the contract: € 1,200,000
Start date (month/year): August 2008 Completion date (month/year): August 2011	Nº of professional staff-months provided by associated Consultants: 147 months
Name of associated Consultants, if any: - YES-bank India - Buijs Consultancy	Name of senior professional staff of your firm involved and functions performed: - Peter Smeets, Alterra (project leader) - Madeleine van Mansfeld, Alterra (process manager) - Arjen Simons, FBR (Fresh chain logistics) - Jan Broeze, FBR (Industrial Ecology) - Han Soethoudt, FBR (Market analysis) - Jouke Campen, PRI (Greenhouse innovation)

Narrative description of Project:
Preparation of a master plan for an Agropark in the IFFCO-Kisan Special Economic Zone at the Nellore district, with a population of 0.6 million. The AP will cover an area of 1800 acres.

India is urbanizing. Rapid economic growth and urbanization is resulting in demographic changes that are dramatically impacting food consumption patterns and driving up demand for high quality, safe and high value convenience foods. However, lack of scale and an integrated channel to link "farm gate to the food plate" has prevented the transfer of desired technology, infrastructure, high tech agriculture and efficient logistics into India. Realizing the need to bring in high value agribusiness activity into the country, IFFCO, Asia's largest fertilizer company has embarked on the development of an Agri-based Special Economic Zone based on the concept of Agroparks (AP) in Nellore. These developers have brought in the expertise and lessons learned by the North western European agro sector in innovating metropolitan agriculture by forging strategic partnerships with Wageningen University and Research Center, the Netherlands and YES BANK Limited. The proposed Agropark would be

India's first Agribusiness based Special Economic Zone (SEZ). IFFCO Kisan SEZ is envisaged to be environmentally sustainable with zero effluent emissions.



The agropark fits in a network containing three vital appearances:

- Consolidation Centre: serves a metropolitan market in a consumer responsive way throughout the year. Seasonal products not available from local producers are being supplied from storage or by trade
- Agro Production and Processing Park: combining tailor-made production, processing, collection, R&D, trade and social functions. An Agropark delivers its products throughout the year as independent as possible from season and land
- Rural Transformation Centre (RTC) : combining collection and storage of farmers produce with rural development services

This is an Intelligent Agrologistic Network which is not only a new perspective of metropolitan agriculture but it also offers access to markets for existing farmers.

The spatial clustering of different agro-production chains and spatial combination of agro-processing and non-agro functions enable prosperous scenario's/ It includes not only the production of food, feed, vegetables and fruits, but also fuels, fibres, fermented products, flowers, fragrances, flavours, neutraceuticals.

The central goal of the project has been formulated as follows: preparation of master plan, detailed project report and blue prints for an Integrated Agro Food park being setup at Nellore, India.

The project has been carried out in 5 phases:

1. Initiation of the master plan phase
2. Conceptual master plan with zoning and basic infrastructure, Network, RTC locations
3. KENGi co-operation mission, visits of Dutch KENGi-network participants matchmaking with Indian counterparts and together participating in design workshop aimed at IAN-Nellore (KENGi is the network of Knowledge Institutes, Entrepreneurs, Non-governmental and Governmental organisations that together enable a systems-innovation like an agropark).
4. Final master plan and designs of structural elements and scenario's along with optional elements
5. Final business plan & DPR, including business plan on park management and on optional elements and the final blueprints of structural elements

Description of actual services provided by your staff within the assignment:

- Project management
- Execution of feasibility study
- Process management of participatory co-design process
- Design of rural transformation centre models
- Landscape Ecology input in design
- Hydrology input in the design
- Industrial Ecology input in design process
- Greenhouse technology input

- Spatial design
- Agricultural Science input in the design

Firm's Name: Alterra / Wageningen UR

References