



## Centre for Fruitful India (CFI):

*Advancing scientific research and funding initiatives to increase fruit accessibility for low-income families*



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Alliance of Bioversity International & CIAT

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# Center for Fruitful India - सफल भारत

A partnership between



FUND



2020



## MALNUTRITION

36%  
of women

48%

43 of  
children  
under five  
being stunted



## AGROBIODIVERSITY LOSS



Limited cultivation of  
underutilized indigenous  
fruit species

## CLIMATE CHANGE



Poses a significant threat  
to environment, including  
sustainable fruit cultivation



**Enhancing the  
availability and  
affordability of fruits  
for low-income  
households**  
to promote food and  
nutrition security, conserve  
biodiversity as well as  
planetary health

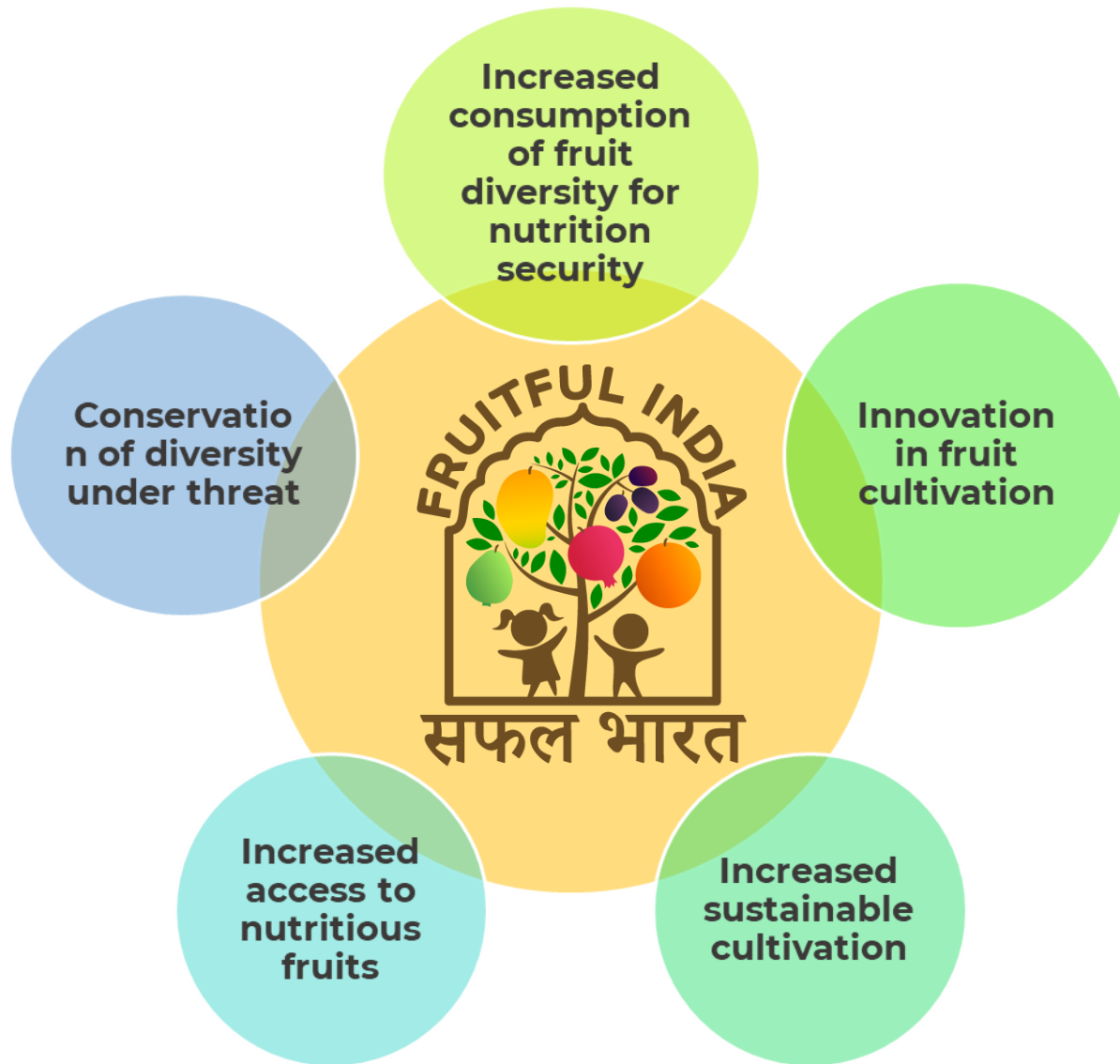


## Vision

Promote widespread cultivation of fruit trees in cities and villages of India to:

- Improve availability of nutritious fruit to low-income families.
- Improve local ecology and climate.

Build CFI as a reputable and long-lasting institution.



## Research Support

- Uptake of research
- Support gaps in current efforts
- Promote research for development – funding support
- Partnership with on-going initiatives



Support **cross-disciplinary research to fill gaps in understudied areas** of tree-based fruit cultivation and consumption for enhance availability and affordability of nutritious fruit for low-income families.



**Promote and disseminate** CFI and other research lessons learned for improved cultivation and consumption of fruits.



Establish a **multistakeholder platform**.

# CFI – Action Plan



Identify and catalyze research to improve availability of nutritious fruits

Prioritize thematic research areas



Fund Research



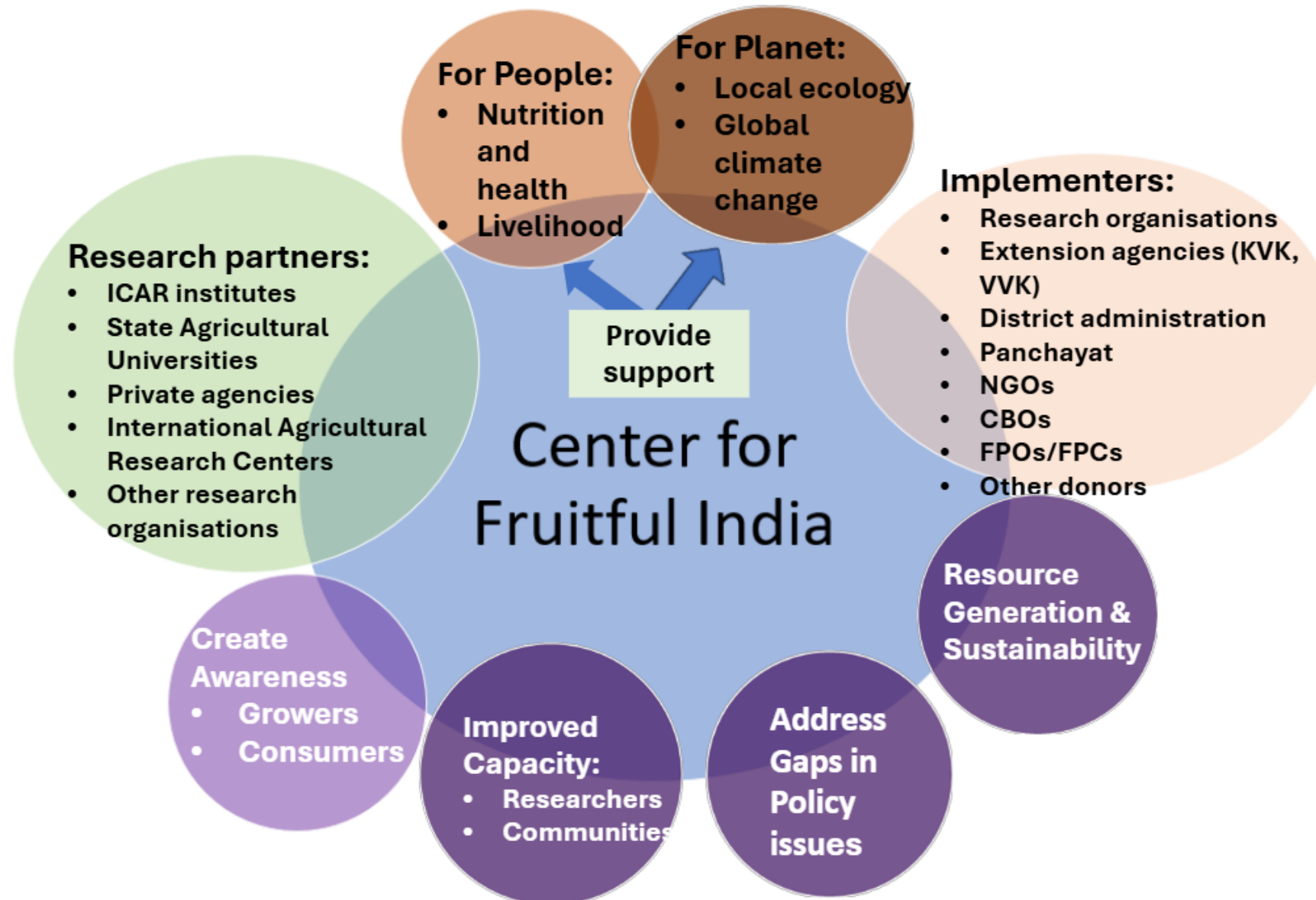
Disseminate Research outcomes



Improve planner's, consumer's and funder's awareness



# CFI – Mode of Operation



# CFI -Theory of Change



**Current state:**  
Low-income families have poor access to nutritious diverse fruits

**To be state:**  
Nutritious and diverse fruits are widely available, accessible and consumed



# Interventions targeted by CFI

## Promote Nutri-Gardens / Backyard & Homestead Fruit Systems

- Encourage household to maintain small plots with a mix of fast-fruiting plants
- Use multi-layer fruit gardens

Support via Anganwadi, Village Health and Nutrition Days, SHGs for planting drives and basic training

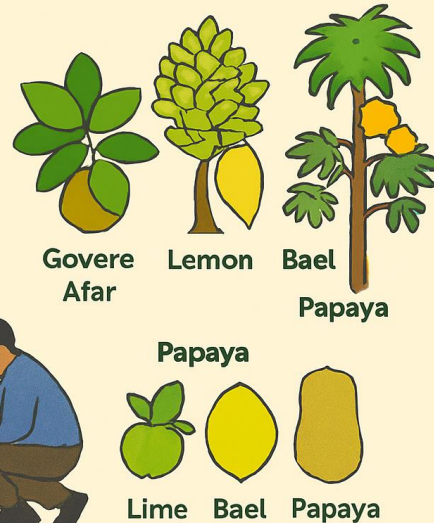


## Provide fruit tree kits to low-income families

- Can be linked to MGNREGA nursery creation and Panchayat-led campaigns
- Focus on locally suitable and drought-tolerant varieties



Community Nursery



## Community-based Fruit Orchards

Establish orchards in schools, anganwadis, community land, temple/government vacant land, etc.



Use student eco-clubs / SHGs for maintenance

# Interventions targeted by CFI

## Strengthen village women's SHGs for Sapling Production

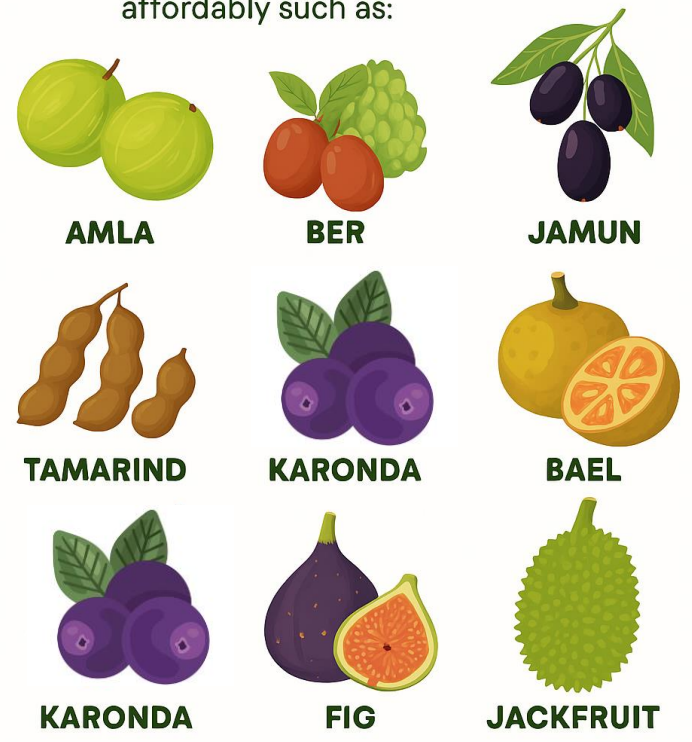
- Train SHGs to run micro-nurseries of fruits and horticultural plants
- Use support under MIDH, NRLM, NABARD WAD! and MGNREGA convergence



Saplings

## PROMOTE INDIGENOUS & UNDERUTILISED FRUITS FOR CLIMATE RESILIENCE

Encourage hardy, nutrient-rich fruit trees requiring minimal inputs and thrive in marginal lands and improve dietary diversity affordably such as:



## INTEGRATE FRUITS IN MIXED CROPPING & AGROFORESTRY

Encourage fruit + vegetable + pulse intercropping in small fields using WADI model

In dry regions, promote Horti-Pastoral models with ber, pomegranate, date palm, and grasses.




# Interventions targeted by CFI

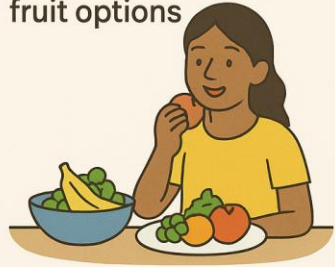
## Consumer Behavior Change Campaigns

 **Seasonal Eating:** Families learning to choose fruits by season

 **Low-Waste Consumption:** Using peels, greens, and seeds where edible



 **Healthy Snacking for Children:** Replacing processed foods with fresh fruit options



 **Delivery Platforms:** Anganwadi workers, ASHA, Panchayat nutrition drives, and SHGs engaging households



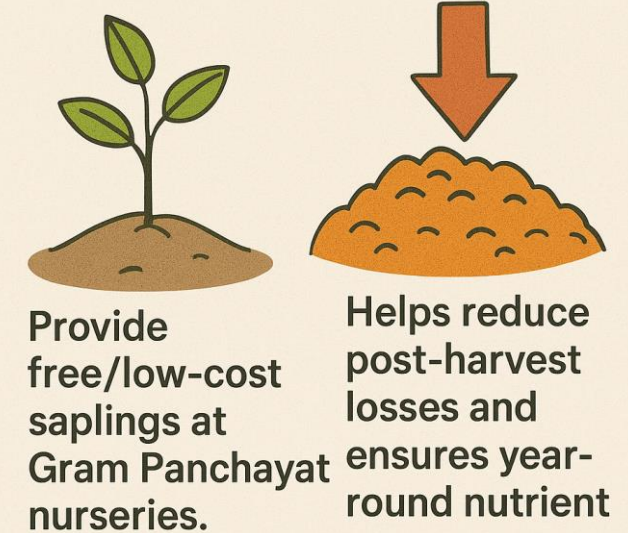
## Support Storage & Small-Scale Processing:

Support for household-level value addition such as



## Incentives & Policy Support:

Provide free/low-cost saplings at Gram Panchayat nurseries. Converge with MIDH, RLM (Women SHG networks), Mid-Day Meal Scheme, Poshan Abhiyaan, etc.



# CFI Phase I: Capacity building and awareness programmes for School children and tribal community





1. Wood Apple (*Feronia limonia*)
2. Karonda (*Carissa carandus*)
3. Chironji (*Buchanania lanzan*)

# Outcomes from CFI Phase I

- HH benefited = 8500
- Schools Targeted = 116
- Fruit plants distributed = 19,421
- Fruit tree species promoted = 20
- Research grants supported = 9
- Public awareness programmes organised = 43
- Training programmes conducted = 56





## CENTER FOR FRUITFUL INDIA

Promoting the cultivation of fruit trees for healthy people and planet

Sowing the seeds of resilience for improved livelihoods, better nutrition and a more sustainable future

## ABOUT

Increasing access to fruits for climate resilience, improved livelihoods and food security

## CONTACT

## Who we are

### Executive Committee

Dr Umesh

Dr Chris J. Kettle

Dr Prem Mathur

## Partner with us

The Centre for Fruitful India believes in the power of collaboration to promote the cultivation of fruits for people and the planet.

By partnering with us, you will join a network of passionate individuals, organisations and institutions dedicated to improving the nutrition of underprivileged people and supporting planetary health.

## Resources

Search ... Type Year Search

Centre for Fruitful India (CFI) Initiative: Promoting Cash Tree Diversity as a Climate Resilience Strategy

Centre for Fruitful India (CFI) Initiative: Promoting Cash Tree Diversity as a Climate Resilience Strategy

INTERNATIONAL PHYTOCHEMICAL AND MEDICINAL PROPERTIES OF FRUITS OF INDIA

## LATEST

## National conference promoting the cultivation and consumption of fruits in India

# Social Media Presence – LinkedIn Page



<https://www.linkedin.com/company/centre-for-fruitful-india>

## Centre for Fruitful India

Promoting the cultivation of fruit trees for people and planet.

Research Services · New Delhi , DELHI · 135 followers · 2-10 employees

The screenshot displays the LinkedIn profile of the Centre for Fruitful India, showing several posts:

- Post 1:** "Explore the new page for the #CentreforFruitfulIndia (CFI) at the Alliance of Bioersity International and CIAT! We're promoting fruit 🍌 🍎 🍇 ...more" (7 reposts)
- Post 2:** "#CentreforFruitfulIndia (CFI) invites #ExpressionofInterest (EOI) for the upcoming #ResearchGrant Round 2025. ...more" (2 comments, 5 reposts)
- Post 3:** "The #CentreforFruitfulIndia (CFI) implemented by Alliance of Bioersity International and CIAT, convened a high-level consultation ...more" (4 reposts)
- Post 4:** "The Alliance of Bioersity International and CIAT India, enthusiastically participated in 'Viksit Krishi Sankalp Abhiyan (VKSA)', the largest ...more" (3 reposts)
- Post 5:** "The Advisory Board meeting of the Centre for Fruitful India (CFI) 🌿 🍌 🍎 🍇, held on 3rd April 2025, marked a significant milestone in CFI's journey. ...more" (Follow button)
- Post 6:** "Agricultural biodiversity is not just crucial—it forms the backbone of sustainable, environmentally responsible food systems. @International Agrobiodiversity Congress (China), Centre for Fruitful India ...more" (Follow button)



# CFI – Research grant 2025



## Focus Research Areas:

1. Unconventional modes of growing fruit trees that make efficient use of land, e.g., planting on wasteland, field bunds, community land, forest fringes, rooftops, and roadside.
2. Climate resilience, including drought, disease and pest tolerance.
3. Providing high nutrition and yield.
4. Intercropping of diverse species for year-around fruit production and other benefits.
5. Community-led initiatives for post-harvest management, sharing, and value addition.
6. Policies and incentives to promote widespread cultivation of diverse fruit trees.



# Thanks!

