# Project Proposal

India's First Nutricereals & Pulses Protein Cluster.

## Project Title - Maharashtra - Pulses Protein Cluster (MPPC)

An Integrated Cluster Model to Enhance Pulses Production,
Nutritional Security, Protein Sufficiency and Sustainable Aatmanirbhar Bharat.



Prepared by:
**Nutricirlce Pvt Ltd in collaboration with Plant-based food industry association (PBFIA) & ICRISAT.**



# Executive Summary

Nutricircle Ltd. proposes to establish India's first integrated Nutricereals & Pulses Protein Cluster in Maharashtra — the Maharashtra Pulses Protein Cluster (MPPC). The project is designed to strengthen pulses production, improve protein availability, enhance farmer incomes, and build global competitiveness through world-class infrastructure, innovation, and market integration.

The MPPC will integrate seed systems, advanced agronomy, agri-infrastructure, food and protein value addition, logistics, and export-oriented market linkages, implemented through a farmer- and FPO-led model. The initiative aligns with national priorities such as the Pulses Mission, Nutrition Security, Sustainable Agriculture, FDI promotion, and Aatmanirbhar Bharat.

**PROJECT SCALE & IMPACT**

- Total Investment: Up to ₹1,000 Crore
- Revenue Potential: Over ₹5,000 Crore
- Infrastructure Development Area: ~500 Acres
- Farmer Coverage: Over 50,000 acres of cultivation through FPO networks
- Employment Generation: Over 2.5 lakh (direct & indirect)
- FDI Potential: Strategic international partnerships in pulses and protein processing
- Sustainability Impact: Climate-resilient crops, lower carbon footprint
- Reduced import dependence: By increasing the production of pulses

# 1. Background & National Context

India produced approximately 24.49 million tonnes of pulses in FY24, yet continues to depend on imports for critical pulse varieties and protein ingredients. Rising domestic demand for plant-based proteins, clean-label foods, nutraceuticals, and sustainable nutrition presents a strategic opportunity to transform India's pulses sector from commodity-driven to value-added, protein-led growth.

Maharashtra, as a leading producer of chickpea and pigeon peas pea, with strong agro-climatic diversity and a farmer base, offers an ideal foundation to scale high-protein pulse varieties, processing, and protein extraction through a structured cluster approach.

# 2. Rationale For The Cluster Approach

The proposed cluster model enables:
Aggregation of fragmented production systems
Introduction of elite, high-protein pulse varieties
Integration of post-harvest infrastructure, processing, and protein fractionation.

Strong market linkages with domestic and export food, nutraceutical and ingredient industries.

This integrated approach ensures higher farmer realisation, reduced post-harvest losses, import substitution, and export competitiveness.

# 3. KEY COMPONENTS OF MPPC

## Centre of Excellence (CoE)

### 01

Seed systems, high-protein varietal development, plant protein R&D, pilot-scale fractionation, digital agriculture, skill development, and incubation.

### 02 Agro-Demonstration Zones

Climate-resilient pulse varieties, sustainable cultivation practices, farmer training, and agri-entrepreneur development.

### 03 Agri-Infrastructure & Processing Hub

Cleaning, grading, storage, traceability, mini air-classification, and quality testing.

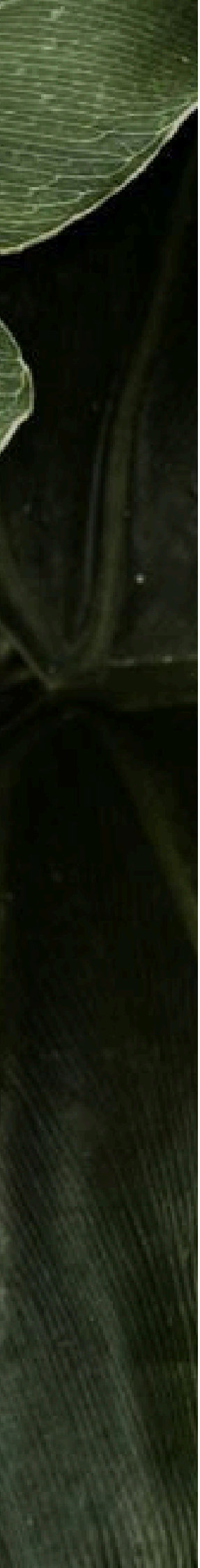
### 04 Food Processing Zone

Pulses-based foods, protein ingredients, nutrition, nutraceuticals, beverages, and sports nutrition.

### 05 Logistics & Market Linkage

Domestic and export connectivity, APEDA linkage, B2B buyers, trade shows, and promotion platforms.





# Institutional Roles

## 01 Nutricircle Ltd.

– Lead partner; Centre of Excellence anchor, R&D leadership, market and export linkages

## 02 Government of Maharashtra

– Land facilitation, FPO strengthening, cluster governance

## 03 Government of India

– Funding and policy support through NFSNM and Pulses Mission

## 04 Government of Saskatchewan (Canada)

– Technical expertise in pulses cultivation and protein extraction

## 05 Plant Based Foods Industry Association (PBFAI)

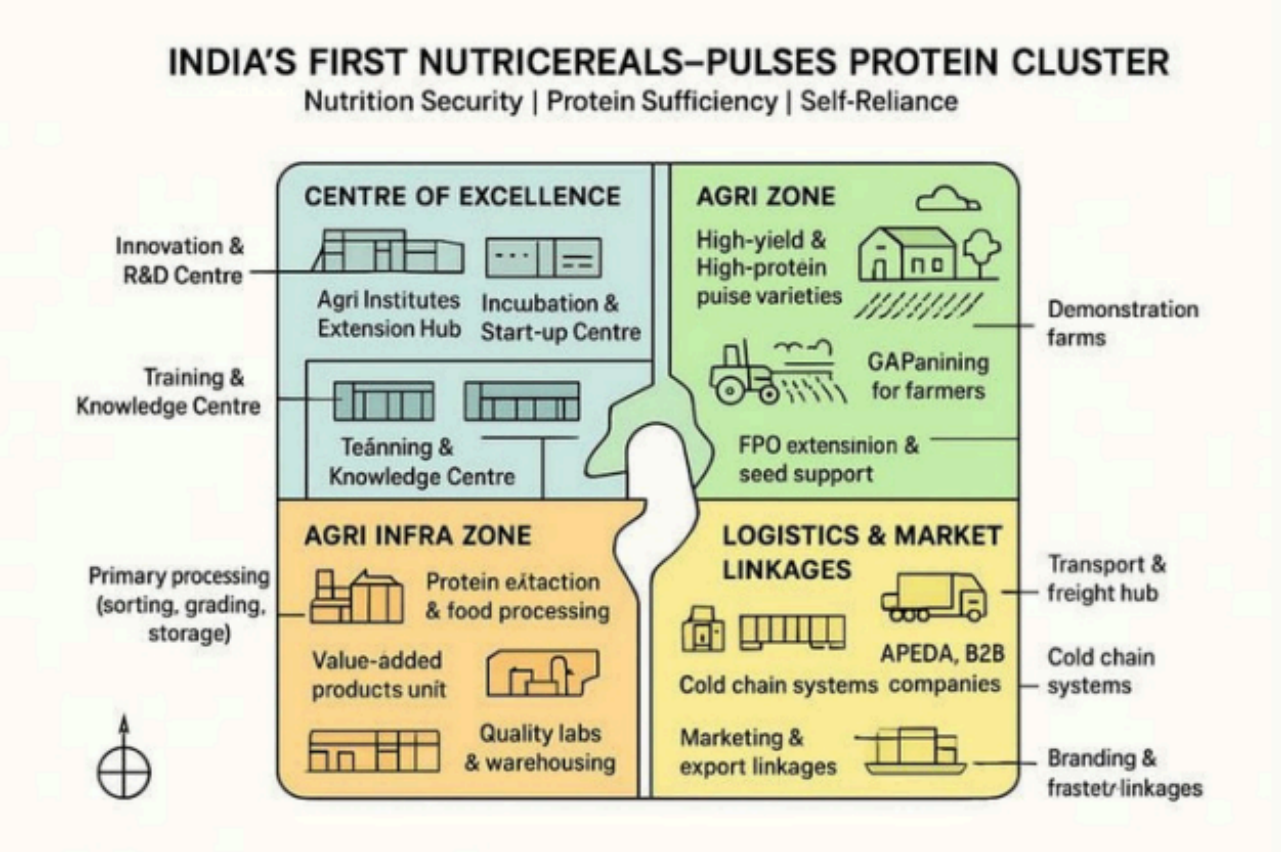
– Industry linkage, advocacy, innovation support

## 06 ICRISAT / NIFTEM / SAUs

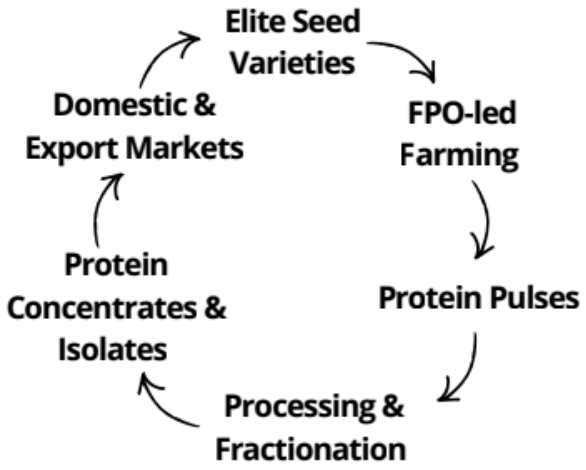
– Agronomy, varietal research, processing technologies

## 07 Food manufacturing Companies, Protein Extraction Companies

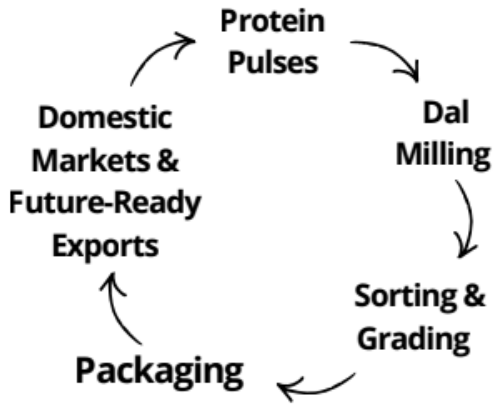
# Stakeholder Ecosystem




## Primary Protein Value Chain:




## Parallel Consumer Value Chain:





# Sustainability & Impact

**Environmental Impact**
-Climate-smart pulses with low water footprint.
-Improved soil fertility through nitrogen fixation.
-Zero-waste processing utilising fibre and starch fractions.

**Farmer Impact**
-20–30% increase in farmer incomes.
-40–50% reduction in post-harvest losses.
-Training and skill development for 10,000+ farmers.

**National Impact**
-Strengthens India's pulses self-reliance.
-Builds a globally competitive plant-protein ecosystem.
-Advances nutrition security and protein sufficiency.

# Implementation Roadmap (5 Years)

**Year 1: 5,000 acres;**
CoE establishment; operations in two districts.

**Years 2–3: Scale to 25,000 acres;**
full AIH operations; industry partnerships.

**Years 4–5: 50,000-acre cluster;**
advanced protein fractionation; export-ready ingredients.

# REQUEST FOR GOVERNMENT OF MAHARASHTRA SUPPORT

## Nutricircle Ltd. respectfully requests the following support from the Government of Maharashtra for successful implementation of the MPPC:

1. **Land Allocation**

- Allocation of approximately 500 acres of agricultural and industrial land for the development of the integrated cluster.

2. **Project Subsidies & Fiscal Incentives**

- Capital subsidies, interest subvention, and input cost support.
- State and Central tax incentives/relaxations as applicable for agri-processing, food processing, and export-oriented units.

**3. Infrastructure Subsidy & Facilitation**

- Support for common infrastructure, including roads, power, water, logistics, and storage.
- Inclusion under applicable agri-infrastructure and food processing schemes.

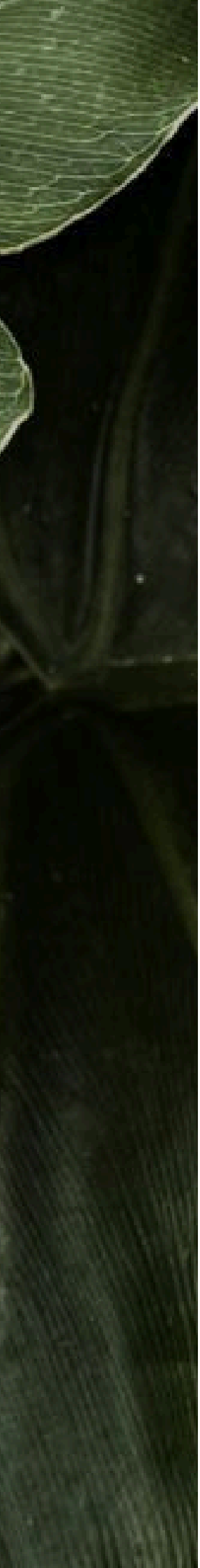
**4. Project Duration**

- Implementation period: 5 years, with phased development and monitoring.

5. **Project Location**

- Ahmednagar, district, Maharashtra.



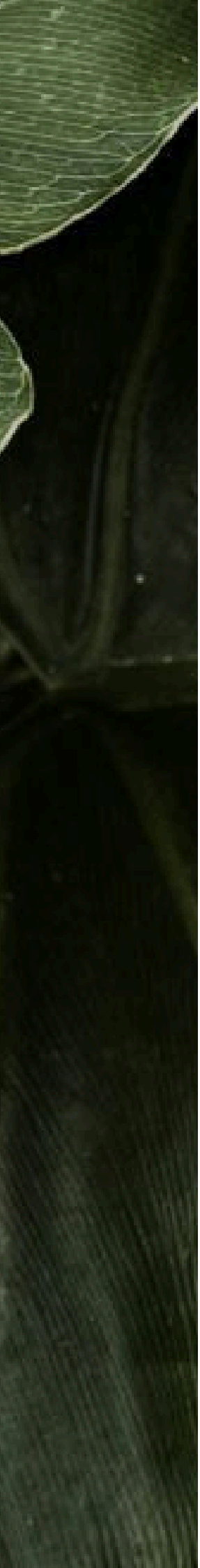


## About –

# Nutricircle Ltd.

Nutricircle Ltd. is a leading Indian agri–nutrition enterprise focused on building integrated plant-protein and nutricereals value chains.

With strong capabilities in R&D, value addition, market development, and global partnerships, Nutricircle will serve as the industry anchor, responsible for cluster integration, productinnovation, market access, and exportlinkages.



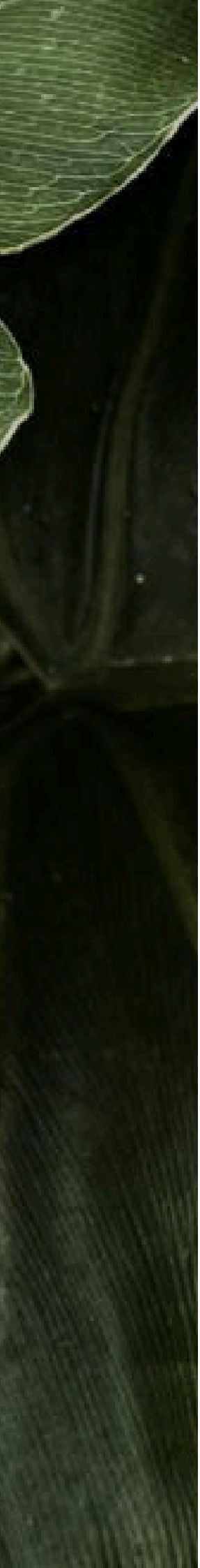
## About –

# ICRISAT (International Crops Research Institute for the Semi-Arid Tropics)

INTERNATIONAL CROPS RESEARCH INSTITUTE FOR THE SEMI-ARID TROPICS

ICRISAT (International Crops Research Institute for the Semi-Arid Tropics) is a globally reputed CGIAR institution with deep expertise in millets, pulses, and climate-resilient agriculture.

ICRISAT will provide scientific leadership in seed systems, varietal improvement, agronomy, nutrition research, and sustainable production models.



## About –

# Plant Based Food Industry Association (PBFAI)

Plant Based Foods Industry Association

**Plant Based Food Industry Association (PBFAI)** represents India's emerging plant-based and alternative protein ecosystem.

PBFAI will support industry connect, policy advocacy, product standardisation, and global marketlinkages

# Contact Information


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