



ITC's

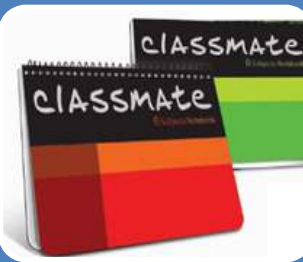
Agri-Value chains and Sustainability



ITC's Critical Agri-value Chains



Foods businesses – stable & assured production of finest quality of agri-products



Paper, paperboards & packaging businesses – assured supply of pulpwood from sustainable sources



Dairy businesses – competitive base for quality milk



ITC's stakes are high in Indian Agriculture ..

- Direct engagement with nearly 2 lakh farmers thru crop development on more than 3 lakh hectares
- Farmer connect thru eChoupals – 4 million

These farmers operate in moisture stressed areas:

- Agriculture mainly rain-fed - crop production unstable
- Depletion of bio-mass - aggravating top-soil losses & surface run-off and decreased groundwater recharge
- High soil erosion - implications for fertility & productivity of land

ITC's vision: Act on the vulnerabilities in agriculture and ensure that value chains are sustainable

Creating an eco-system for agriculture development





Natural Resources Management: What goes into it..



Initiatives: Water resource augmentation & water conservation

Impact Indicators: water positive status

277 thousand ha
8577 structures, 29
mln cu.m storage

Initiatives: field silt application, zero tillage, compost production & application

Impact Indicator: Soil Organic Carbon at 0.75 to 1%

Tank silt application in 5000 ha, conservation tillage - 40,000 ha

Landscape level restoration & conservation of commons

Impact Indicators - 33% under perennial biomass
4,000 ha commons & landscape level work at 2000 ha

Pulpwood & Energy requirements through plantations with small & marginal farmers

Impact Indicators - 33% under perennial biomass
200 thousand plantations, 31,000 ha



Impact of Natural Resources Management: Validation



- Groundwater improved by 5 times
- Fallow land reduction by 15%
- Reduction in migration by 19%

- Decrease in fertilizer use by 26%
- Savings in cost of cultivation by 22%
- Increase in crop productivity by 11%

- Increase in canopy cover by 20-25%
- Impact on species richness (25%)
- tree cover increase by 400%

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Forging multi-stakeholder partnerships

Scale

- Leverage government programmes & resources

Knowledge

- Collaboration with premier research institutions & agriculture colleges

Execution

- Project & financial management capabilities of the private sector & the mobilisation skills of the NGOs

Platform

- Village institutions for flow of goods and services