

Agriculture

Insights

FUTUREScape : THE CUSTOMER EXPERIENCE COMPANY

Agriculture

INTRODUCTION

Indian agriculture accounts for 18 per cent of India's gross domestic product (GDP) and provides employment to 50% of the countries workforce. India is the world's largest producer of pulses, rice, wheat, spices and spice products.

THIS REPORT IS BASED ON INDIA'S TOP COMPANIES FOR SUSTAINABILITY AND CSR
A 5 YEAR STUDY OF TOP 200 INDIAN COMPANIES

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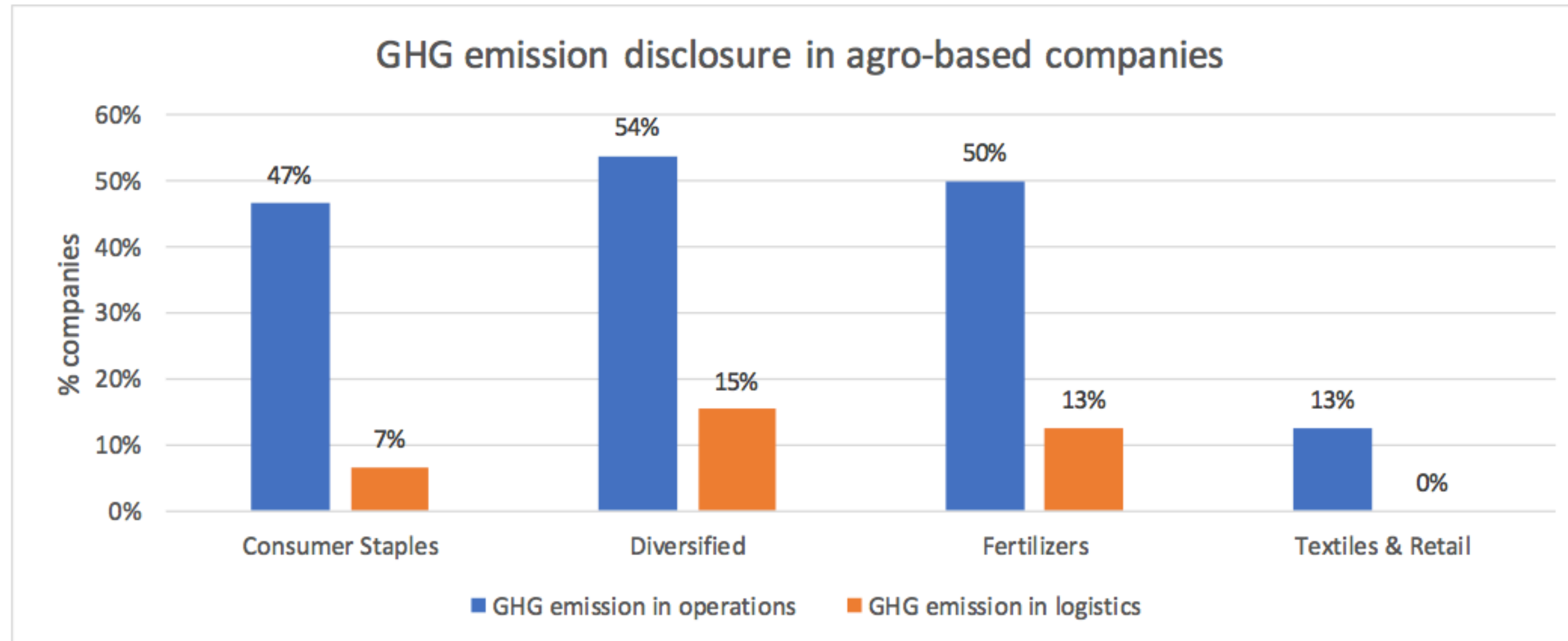
Climate change is a change in the global or regional climate patterns, attributed largely to the increased levels of atmospheric carbon dioxide produced by the use of fossil fuels. It has profound impact on food production, including agriculture and livestock & fisheries. Agriculture and climate change interact in multiple ways. While on one hand agriculture adds to the climate change and gets impacted by it, on the other it can also be an essential part of the solution to mitigate climate change.

Agriculture adds greenhouse gas emissions in multiple ways such as the wide use of chemical-fertilizers, chemical-pesticides, burning of crop residue, energy needed for irrigation, and the use of machines. In turn agriculture gets impacted severely by excessive or no monsoons, storms, hails, cyclones which result from climate change.

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Less than 50% companies report their greenhouse gas emissions from production and fewer report it from distribution (logistics).

Across these industries, only around a-fifth of the companies (mostly diversified and consumer staples) are members of CDP, a disclosure system that enables participants to measure and manage their greenhouse gas emissions

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Companies engage in training farmers on sustainable agriculture

Agricultural land and forests can, however, also contribute significantly to climate change mitigation by sequestering carbon while maintaining biodiversity and food production. These are natural carbon sinks. We find that fertilizer companies help farmers test soil, and prepare soil health cards & fertility maps. And almost all consumer staples companies engage with their supply chain members (mostly farmers) for adopting sustainable agriculture practices.

As part of sustainable agriculture, companies educate farmers on not burning farm residue and using it for mulching, promote water efficient practices, emphasize on reduction of chemical inputs, train on organic soil management, non-pesticidal crop protection, drip irrigation, soil moisture management, nutrient management, etc

Sustainable agriculture in supply chain

- Hindustan Unilever : has been associated with a number of small holder farmers through its supplier partners, training them on good agricultural practices like drip irrigation, nutrient management, and pest and disease management to improve their livelihood. Smallholder farmers growing tomatoes for have also benefitted from similar training initiatives.
- Tata Global Beverages: Farmers are trained on a range of sustainable agricultural practices, such as soil management, drip irrigation, rainwater harvesting and fuel wood conservation, which are most important to their specific situation. The company also supports the establishment of Farmer Field Schools (FFS), and Ethical Tea Partnership (ETP) .
- Dabur: Pantnagar greenhouse, is dedicated exclusively to growing and nurturing medicinal plant saplings. The facility supplies elite planting material to farmers across the country, free of cost, and offers training to farmers on sustainable cultivation practices. The company's scientists and agronomy specialists work with the community members, training them on growing and cultivating these herbs through organic farming techniques and without the use of pesticides.

Projects

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Sustainable agriculture in supply chain

- EID Parry India: Solar powered pump sets, crop protection needs, drip irrigation etc., is provided to farmers. Extensive training to farmers is given on yield improvement, better farm management and optimum utilisation of resources like water, fertiliser and labour.
- Marico: The company trains farmers in nutrient management, pest management, disease management, water management and intercultural operations.
- Nestle India: As part of The NESCAFÉ Plan, the Company trains coffee farmers to develop their agricultural practices in terms of quality, productivity and sustainability while supporting them in obtaining 4C (Common Code for the Coffee Community) certification for better coffee prices.
- Ruchi Soya: Farmers are trained to increase the use of drip irrigation techniques to achieve 'per drop more crop' and the latest developments in agri-technology.

Projects

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Industry-wide collaborations

While many companies directly engage with their suppliers or farming community, many also participate in industry-wide collaborations or partnerships that focus on promotion of sustainable agriculture.

Industry association/collaboration	Members
The Better Cotton Initiative (for cotton)	Arvind Ltd, Aditya Birla Fashion & Retail, Alok Industries, Vardhman Textiles, Welspun India
Trustea (for tea industry)	Tata Global Beverages, Hindustan Unilever
Solidaridad (for tea industry)	Hindustan Unilever
Roundtable on sustainable palm oil	Ruchi Soya Industries

Partnerships and Collaborations

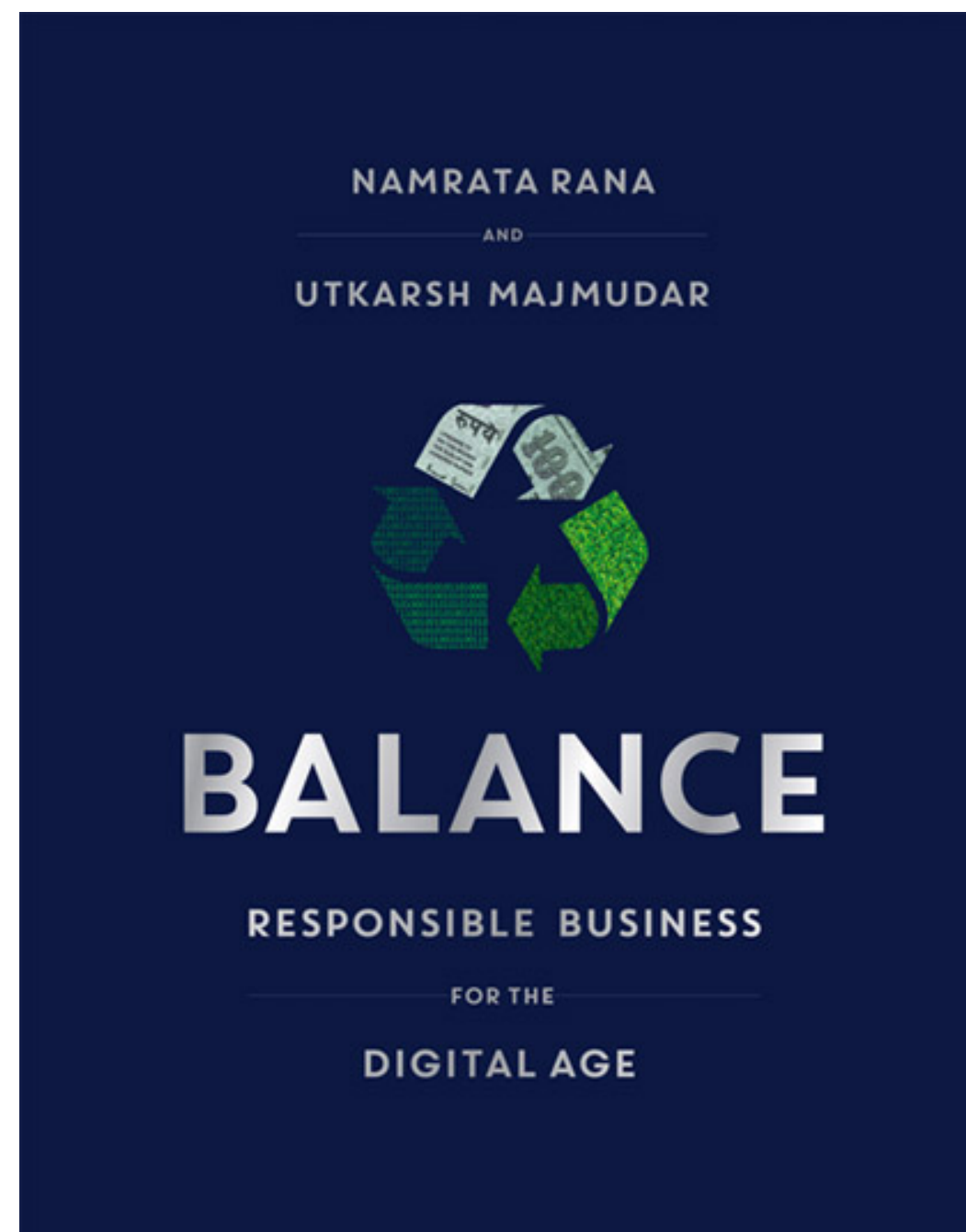
- The Better Cotton Initiative (BCI) seeks to grow responsible cotton through carefully controlled application of water and use of approved fertilizers and pesticides; thereby, dramatically reducing the environment footprint of cotton farming. Arvind sees great merit in BCI as an intermediate step towards responsible farming because of advantages like: Better nutrient, pest & disease management; Enhanced water efficiency; Improved soil health; Healthier and more inclusive community; and Better work ethics for farm workers.
- Hindustan Unilever has partnered with Solidaridad for sustainable sourcing of tea. The programme aims to move the Indian tea industry producers into adopting a sustainability code which shall promote sustainable agricultural practices, improve productivity and reduce costs ensuring future security of tea supply in India and also protect the ecosystem (soil, water and bio-diversity) whilst improving the quality of life for producers and workers.

Projects

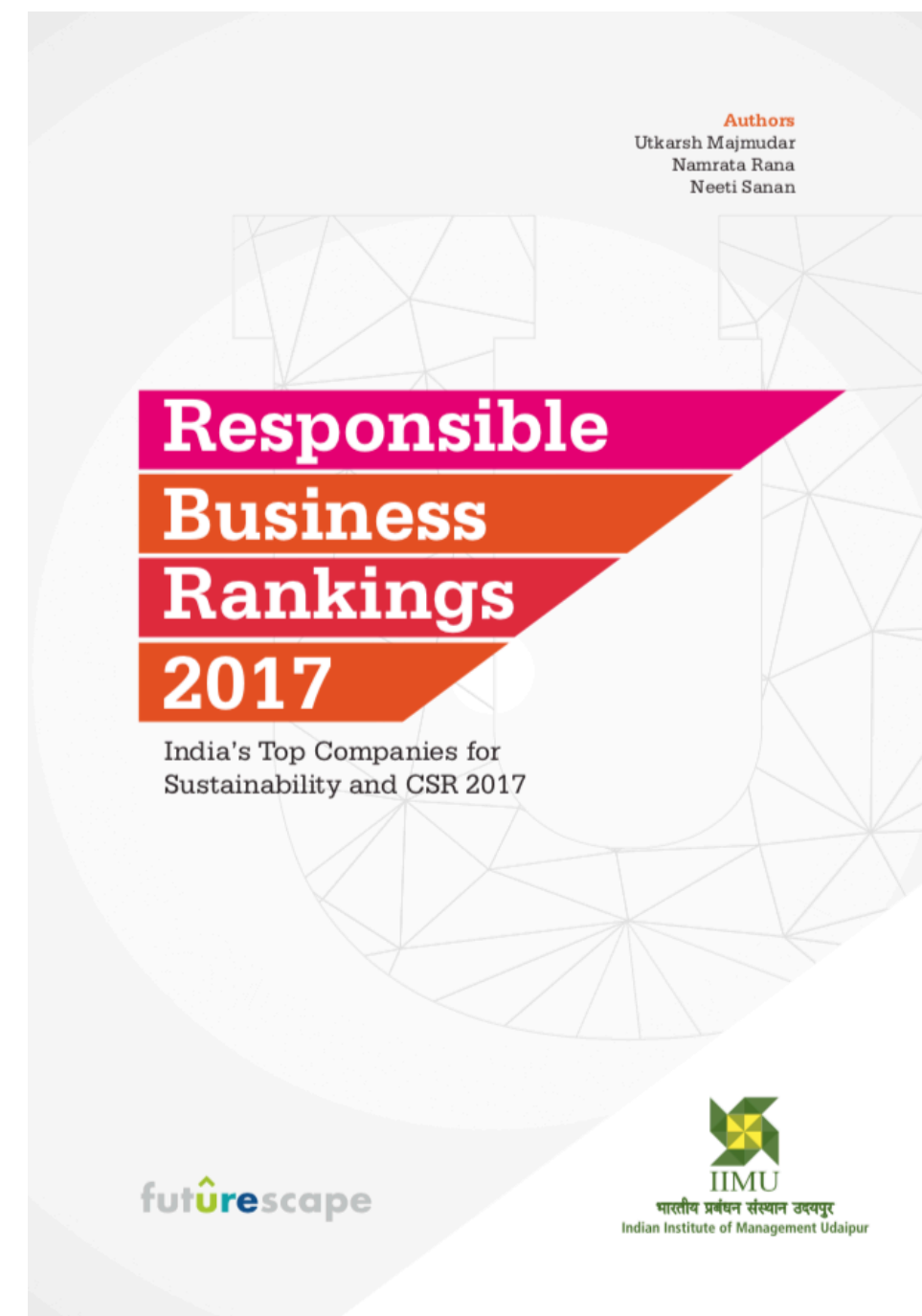
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