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

- Information & Knowledge
  - Weather
  - Crop Information
  - Prices

- Livelihood diversification
  - Animal Husbandry
  - Women Economic Empowerment
  - Skill Development
  - Livelihood Security

- Watershed Development
  - Soil & Moisture Conservation
  - Water harvesting
  - Ground Water Recharge
  - Water Security

- Green Cover
  - Social & farm Forestry
  - Bio-Diversity conservation
  - Fuel, Fodder, Food security

- Climate Resilient Agriculture
  - Conservation Agriculture
  - Choupal Pradarshan Khet
  - Appropriate mechanisation
  - Food Security

- ITC e-Choupal

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