FICCI

YES BANK

SUSTAINABILITY CHAMPIONS

Recognizing outstanding private sector initiatives in sustainable agriculture



5th Edition of FICCI

Sustainable Agriculture Awards

2025

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MESSAGE

Climate challenges, shifting weather patterns, and shrinking natural resources are reshaping the future of agriculture, making sustainability a national priority.

In India, agriculture supports over 45.8% of the workforce and contributes approximately 16% of national GDP, while depending heavily on monsoon linked systems and accounting for close to 90% of freshwater use. As environmental pressures grow, there is an urgent need for more resilient, resource efficient, and inclusive agricultural models to safeguard the sector's long-term stability.

To highlight exemplary work in this domain, FICCI launched the Sustainable Agriculture Awards in 2021. The Awards recognize initiatives that address emerging challenges of climate change, natural resource depletion, lower farm incomes and promote innovative solutions that drive meaningful change at the farm and community levels.

This year's categories celebrate leadership in Sustainable Farmer Income Enhancement, Farm-Level Sustainability in Sourcing, Natural Resource Management and Climate-Resilient Agriculture, Agri-based Decarbonization, and Sustainable Livelihood Advancement for Women in Agriculture.

The Compendium showcases impactful, scalable models that improve farmer incomes, strengthen supply chains, restore ecosystems, reduce emissions, and empower women. Heartiest Congratulations to all awardees of 2025 for their visionary contributions toward a more resilient and sustainable agricultural future.

Jyoti Vij
Director General
FICCI



FOREWORD

Indian agriculture is at a defining moment —where sustainability, productivity, and inclusiveness are widely acknowledged as core drivers of long-term sectoral transformation. This inflection is shaped by the reality that nearly 40% of India's net sown area continues to remain unirrigated, making agricultural productivity highly vulnerable to climate variability and posing inherent risks to livelihood security. Concurrently, declining soil organic carbon levels and rising stress on water resources underscore the urgency for adaptive, resource-efficient, and knowledge-driven agricultural systems that promote inclusive and sustainable growth.

The Government of India has undertaken a series of landmark initiatives to promote climate-resilient and sustainable farming practices. Programmes such as the National Mission for Sustainable Agriculture (NMSA), Pradhan Mantri Krishi Sinchai Yojana (PMKSY), Paramparagat Krishi Vikas Yojana (PKVY), and the Soil Health Card Scheme are driving adoption of resource-efficient practices, improving soil health, and encouraging integrated nutrient management.

Alongside strong policy action, India's private sector has emerged as a significant catalyst for promoting sustainability in agriculture. Corporates are investing in precision agriculture, digital farming platforms, plant nutrition innovations, and sustainable supply chains. Public-private collaborations are driving an integrated approach to sustainable agriculture, with government policies laying the foundation for reaching smallholder farmers, while private-sector innovations deliver technology and market access to enhance productivity and profitability.

YES BANK is deeply committed to playing a catalytic role in advancing the sustainable growth of India's agriculture sector, not just by serving as a trusted banking partner but also by working alongside the private sector, multilateral institutions, government and industry associations for assimilation and propagation of knowledge that supports sector-wide development. In line with this vision, YES BANK is proud to be the knowledge partner for the 5th edition of the 'FICCI Sustainable Agriculture Summit & Awards Program 2025'. This compendium highlights award-winning private sector-led initiatives including scalable and implementable farm-level practices aimed at enhancing farmer incomes, promoting sustainable sourcing of agricultural raw materials, conserving natural resources and reducing carbon footprint.

We hope this compendium serves as a valuable reference for stakeholders across the agricultural landscape informing thoughtful action, inspiring wider adoption of proven farm-level practices, and encouraging sustainability-focused approaches that can shape the future of Indian agriculture.

Sincerely,

Prashant Kumar
Managing Director & CEO
YES BANK Ltd.



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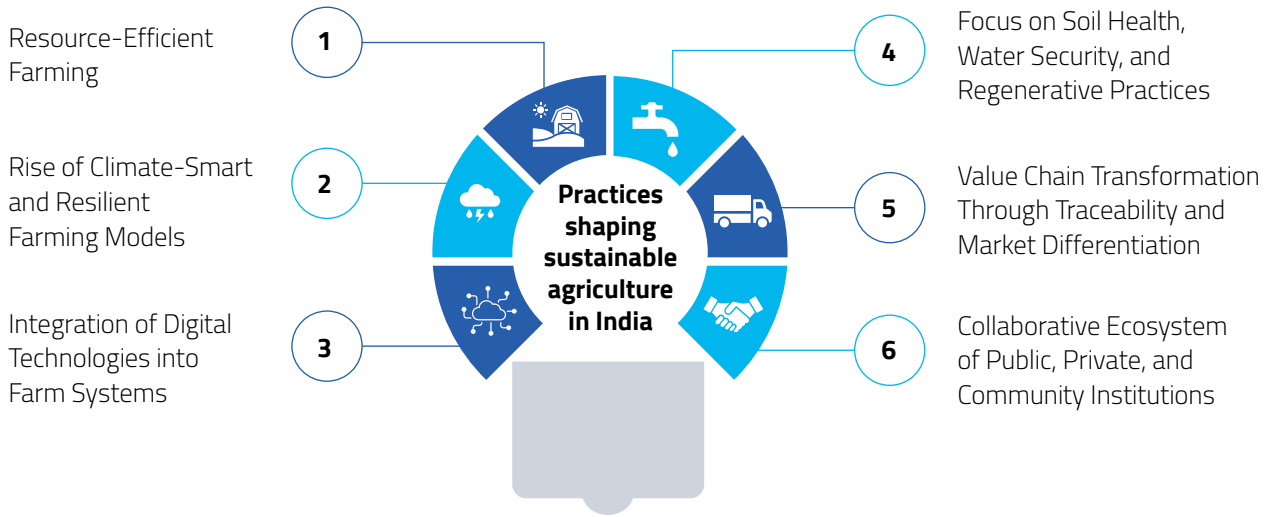


1. INTRODUCTION

With agriculture supporting nearly 45.8%[1] of India's workforce and contributing around 16%[2] to the national GDP, the sector's long-term resilience is central to India's economic stability and food security. Over the years, Indian agriculture has continually evolved in response to the country's changing socioeconomic dynamics, shifting consumption patterns and technological advancements. As the agriculture sector adapts to new forms of growth and innovation, it simultaneously faces increasing environmental pressures such as erratic rainfall, rising temperatures, soil degradation and water scarcity. To balance food security, economic growth, and ecological resilience, sustainable agriculture has emerged as a central pathway for future-proofing India's food systems.

In recent years, sustainable agriculture has transitioned from a concept of environmental compliance to a structural driver influencing investment flows, technology deployment, market standards, and policy direction. India's growing emphasis on natural resource management, climate action, and value-chain sustainability is creating a strong foundation for accelerating this shift. Sustainable agriculture in the Indian context now encompasses a broad suite of practices, including regenerative agriculture, precision farming, climate-smart cultivation systems, diversified cropping, natural resource conservation, and low-carbon interventions. Exhibit 1 outlines various emerging practices shaping India's sustainable agriculture landscape.

Exhibit 1 Emerging Practices Shaping India's Sustainable Agriculture Transition



Source: YES BANK Analysis

[1] The Periodic Labor Force Survey- 2023

[2] Economic Survey, 2024-25

- **Adoption of Resource-Efficient Farming**

Excessive reliance on chemical fertilizers, pesticides, and groundwater extraction has long raised concerns about soil degradation, declining water tables, and rising cultivation costs. India's fertilizer consumption in 2022 stood at about 193.75 kg per hectare of arable land, which is ~44% higher than the global average (134.22 kg/ha) and over 50% higher than the USA (127.80 kg/ha).[3] Similarly, ~87% of total extracted groundwater is utilized for agricultural activity[4].

As a response to mounting environmental concerns, Indian agriculture is witnessing a gradual movement toward resource-efficient models away from input-intensive practices. Stakeholders across the agriculture value chain are increasingly embracing precision nutrient management, micro-irrigation (which saves 15–40% water and reduce fertilizer use by up to 20-50%[5]), soil health monitoring, and integrated pest management. These approaches not only optimize resource consumption but also contribute to long-term productivity and environmental stability.

- **Rise of Climate-Smart and Resilient Farming Models**

Climate variability—manifested through erratic rainfall, prolonged dry spells, and extreme weather events—is disrupting usual cropping patterns and reducing crop yields. In the absence of adoption of adaptation measures, rainfed rice yields in India are projected to reduce by 20% in 2050 and 47% in 2080 while, irrigated rice yields are projected to reduce by 3.5% in 2050 and 5% in 2080 scenarios.[6] These risks underscore the urgency for adaptive strategies. In this context, the adoption of Climate Smart Agriculture (CSA) practices – such as adoption of drought-tolerant seed varieties, climate advisories, resilient cropping systems, and carbon-sequestering practices such as agroforestry are gaining ground. Institutions across the public and private sectors are investing in models that enhance farm-level resilience while also contributing to India's broader climate and sustainability targets.

- **Integration of Digital Technologies into Farm Systems**

Digital agriculture is emerging as a catalyst for sustainable production. The availability of remote sensing, AI-driven crop analytics, IoT-based monitoring, and digital soil cards is improving decision-making from seed selection to post-harvest management. As digital solutions mature, they are enabling smallholder farmers adopt precision agriculture practices, access advisory services, and participate in more transparent markets. This technology-driven transformation is making sustainability measurable, scalable, and more inclusive. Digital initiatives like AgriStack and platforms like e-NAM are accelerating this shift. Pilot programs employing precision agriculture have been found to increase crop productivity by 10 to 15% or more.[7]

- **Increasing Focus on Soil Health, Water Security, and Regenerative Practices**

Soil organic carbon depletion and water scarcity remain significant concerns for India's long-term agricultural productivity. Fertilizer application remains highly imbalanced, with the NPK ratio at 10.9:4.4:1[8] in 2023-24—far from the recommended 4:2:1—indicating excessive nitrogen application. Water stress compounds these concerns, as agriculture consumes over 80% of India's available water[9]. In response, regenerative agriculture—encompassing minimal soil disturbance, crop diversification, mulching, and microbial restoration—is gaining institutional support. State-level programmes, CSR initiatives, and farmer producer organisations (FPOs) are actively promoting practices that rebuild soil fertility, conserve moisture and reduce external inputs. Water-efficient methods such as drip irrigation, laser-leveling, and aquifer recharge interventions are supporting this shift.

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[3] World Bank

[4] https://www.pib.gov.in/PressReleasePage.aspx?PRID=1910078

[5] https://pmksy.gov.in/microirrigation/Archive/August2015.pdf

[6] https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=1909206

[7] "Fertilizer deep placement', IFDC Report, International Fertilizer Development Centre, June 2013, Volume 38, Number 2; "Precision farming: A pathway to attract youth in agriculture', Popular Kheti, July–September 2014, Volume 2, Issue 3.

[8] FAI

[9] https://www.pib.gov.in/PressReleasePage.aspx?PRID=2055582

- **Value Chain Transformation Through Traceability and Market Differentiation**

Sustainability is increasingly becoming a value differentiator across agricultural value chains. Food processors, exporters, and retailers are focusing on traceable, residue-free, and sustainably grown commodities to meet domestic and export market demand. For the same, certification (e.g., NPOP, GLOBALG.A.P.), digital traceability platforms, and climate-risk assessments are becoming integral to procurement strategies. This trend is strengthening farm-to-market linkages while incentivizing producers to adopt sustainable practices.

- **Collaborative Ecosystem of Public, Private, and Community Institutions**

India's sustainable agriculture landscape is being shaped by multi-stakeholder partnerships that combine policy support, corporate investment and community-based implementation. Government missions focused on natural farming, organic clusters and micro-irrigation are converging with private sector initiatives and global sustainability frameworks. Farmer Producer Organisations, agri-tech startups, NGOs, and financial institutions are also playing critical roles in scaling solutions that are economically viable and environmentally sound.

The evolving landscape of sustainable agriculture in India is characterized by a gradual shift from a productivity focused, input-heavy farming to an integrated approach built on efficiency, resilience, and ecosystem health. As market incentives align with environmental imperatives, India could unlock productivity gains while ensuring long-term resource sustainability. Strengthening institutional coordination, expanding technology access, and promoting scalable regenerative models could be key to accelerating this transition. With sustained commitment from both public and private sectors, sustainable agriculture has immense potential to shape a more secure, competitive, and climate-resilient future for Indian farming.

India's transition towards sustainable agriculture is being shaped by a diverse, multi-stakeholder led interventions that focus on strengthening farmer resilience, enhancing resource efficiency, promoting climate smart practices and building inclusive value chains. As these interventions gain momentum, FICCI identified that it is essential to recognize and scale such industry led initiatives that are driving tangible impact on the ground.

1.1 FICCI Sustainable Agriculture Awards 2025: Recognizing Industry led Sustainable Practices

As agriculture increasingly operates in the context of a changing climate, resource pressures, and evolving market expectations, the importance of sustainability within the sector has gained renewed prominence. FICCI launched the Sustainable Agriculture Awards Program in 2021 to provide a national platform for acknowledging and showcasing outstanding sustainability-focused farmer engagement programs. The objective of these awards is to identify and facilitate outstanding farmer engagement programs that promote sustainable agriculture development while focusing on improving farmers' income. This year, the acknowledgements are given under 5 award categories as mentioned in Exhibit 2. Recognition has been awarded to corporates, foundations, and not-for-profit organizations that have implemented farm level programs that resulted in enhancing farmer income, empowering women in agriculture, promoting climate resilience, enhancing efficient natural resource management, facilitating agri-based decarbonization, and embedding sustainability in sourcing practices.

Exhibit 2: FICCI Sustainable agriculture award categories 2025

1. Sustainable Farmer Income Enhancement Program

This award seeks to recognize and showcase outstanding programs that are contributing towards sustainable income enhancement of farmers through their innovative farmer extension and development programs. The focus of these programs included - development, commercialization and dissemination of improved technology and practices (including linking farmers to markets) which enabled sustainable increase in farmer income.

2. Farm Level Sustainability Initiatives while Sourcing

The objective of this award is to recognize organizations implementing sustainability initiatives at farm level while sourcing their agricultural raw material thus leading to farmer income enhancement, preservation of biodiversity, reduction of carbon footprint and conservation of natural resources.

3. Program on Natural Resource Management and Climate Resilient Agriculture

This award recognizes and showcases best technologies/ products/ services with reference to climate resilient practices, soil and water resource conservation or any other innovative intervention promoting sustainable agriculture development to adequately tackle adverse impact of climatic change and sustainably manage natural resources such as soil and water.

4. Initiatives on Agri based Decarbonization

The objective of this award is to recognize programs that utilize agricultural practices and farming ecosystems for decarbonization, paving the way for farmers to access carbon credit market.

5. Initiatives focused on Improving Sustainable Livelihood of Women in Agriculture

This award recognizes outstanding initiatives that have significantly advanced the economic empowerment of women in the agricultural sector and increase women participation in sustainable, inclusive and climate resilient practices. The award seeks to highlight long term livelihood solutions that ensure income stability and resilience for women, encouraging women's participation in agriculture, agri-tech, agribusiness, and community-based solutions across the agriculture value chain, that center women as key contributors or agents of change in sustainable food systems.

Source: FICCI, YES BANK

By showcasing replicable models and high impact initiatives across these dimensions, the awards provide a credible platform for knowledge dissemination, peer learning, and sector wide inspiration thus supporting India's journey toward a more resilient, equitable and environmentally responsible agricultural system.

Linking award objectives with measurable outcomes demonstrates the significant role of industry-led programs in shaping resilient and inclusive agricultural ecosystem aligned with long-term sustainability goals. Exhibit 3 illustrates the strategic focus areas and key impact dimensions associated with each award category. It highlights how these initiatives drive sustainability in agriculture through technology adoption, resource conservation, ethical sourcing, decarbonization, and gender inclusivity.

Exhibit 3: Strategic focus and impact areas of FICCI sustainable agriculture award categories

Category	Strategic Focus	Key Outcomes/ Impact Areas
Sustainable Farmer Income Enhancement Program	Technology adoption, improving market linkages, balanced crop nutrition, access to financial services, value added processing at farm level, fair trade practices	Increased productivity, improved farmer incomes
Farm Level Sustainability Initiatives while Sourcing	Ethical sourcing, biodiversity, traceability, carbon footprint reduction, residue reduction	Resilient supply chains, enhanced traceability
Program on Natural Resource Management and Climate Resilient Agriculture	Soil & water conservation, climate-smart practices, efficient irrigation systems, integrated pest management, use of renewable energy, development of climate resilient varieties	Improved resource efficiency, risk mitigation
Initiatives on Agri based Decarbonization	Carbon sequestration, low-emission farming, carbon market access	Reduced GHG emissions, carbon credit access
Initiatives focused on Improving Sustainable Livelihood of Women in Agriculture	Economic empowerment, leadership, inclusivity	Gender equity, sustainable livelihoods

Source: YES BANK Analysis

Together, these categories cover the sector's evolving priorities—encompassing farmer income enhancement, climate adaptation, resource-use efficiency, value-chain strengthening, and expanded livelihood opportunities for women farmers. They reflect the diverse dimensions through which industry stakeholders are advancing a more resilient and future-ready agricultural system.

This compendium puts together all the FICCI Sustainable Agriculture Award winning initiatives of 2025; in the form of case studies, offering insights into the strategies and technologies that have been successfully implemented to address the complex sustainability challenges agriculture is facing today. These initiatives not only demonstrate the potential of sustainable practices but also serve as models for replication and scaling in different contexts and regions.

2 Sustainable Agriculture Award Winning Initiatives 2025





2.1 Farmer Income Enhancement Initiatives

S No.	Award Winner	Program Name	Page No.
1	Bayer CropScience Ltd.	Food Value Chain Partnership (FVCP)	19
2	Yara India	Nurturing Prosperity Through Vegetables	20
3	Corteva AgriScience India Pvt. Ltd.	Corn Catchment Area Development	21
4	Krishi Rasayan Exports Pvt. Ltd.	Sankalp Retail Store – Last-Mile Agri Retail & Farmer Services Platform	22
5	Suminter India Organics Pvt. Ltd.	Farm Forward: Organic Innovation & Resilience Program	23
6	Arya Collateral Warehousing Services Pvt. Ltd. (Arya.ag)	Arya.ag's Farm Vertical Program	24
7	Indian Products Pvt. Ltd. (Jayanti Group)	Responsible Sourcing of Black Pepper	25
8	Ultra International Ltd.	Sustainable Production Practices for Sourcing Quality Raw Materials: Developing Sustainable Aroma Clusters – A Novel Initiative by Ultra International, and CSIR-CIMAP	26

Food Value Chain Partnership

Bayer CropScience Ltd.

Area of operation: **Pan India**

Crops covered: **Corn, Potato, Basmati Rice, Soyabean, Grapes, Chili, Fruits & Vegetables**

Total area covered: **2,00,000 Ha**

Number of farmers associated: **~1,50,000**

Average landholding of farmers associated with program: **<1 Ha**

Details for year 2024-25

Program Impact

Farmer income enhanced by INR 12,004/hectare (Maize Project – Nashik District)



Empowering farmer through knowledge sharing- Driving Sustainable practices across food value chain



Hands on engagement in the field - Advancing crop quality and value chain integration

SDGs impacted



About the Program

"The Food Value Chain" is an integrated platform that connects farmers with food processors, retailers, exporters and consumers to build sustainable, resilient agri-value chains. It addresses supply chain challenges by enabling direct sourcing from farmers, ensuring consistent raw material supply through robust backward integration models, and strengthening food security.

The program consists of Multi-Crop, Multi-Industry and Multi-Geography Initiatives:

1. **Sustainable Rice Initiative:** Bayer partners with exporter members of the Sustainable Rice Initiative to implement sustainable practices across 30,000 acres of Basmati rice in Punjab, Haryana and Western UP. The initiative introduces Alternate Wetting and Drying (AWD) pipes and water sensors to improve soil health, water use efficiency, and reduces methane emissions, aligning with climate-smart agriculture. Additionally, the initiative actively promotes and supports exporters of Compliant rice to the EU and US markets, covering over 1,00,000 acres of cultivation.
2. **Sustainable Corn Initiative:** The initiative supports bioethanol production by collaborating with distilleries and developing catchment areas. It promotes sustainable practices to align agriculture with renewable energy goals and enhances rural livelihoods.
3. **Gherkin:** Bayer partners with Indian gherkin exporters and processors through its Food Value Chain Partnership initiative, wherein trainings are provided on pest and disease management, food safety, and sustainable crop protection. This collaboration has led to improved yields and quality, compliance with EU and US export standards, reduced use of plant protection products, increased farmer profits and enhanced technical know-how.
4. **Grapes:** Key initiatives include training, market access support, export advisory, and GAP implementation to empower smallholder farmers.
5. **Chilli:** The company collaborates with exporters and processors to help Indian chili farmers meet stringent export requirements, especially for markets in the EU and US.

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Nurturing Prosperity Through Vegetables

Area of operation: **Uttar Pradesh, Bihar, West Bengal, Punjab, Haryana, Maharashtra, Madhya Pradesh, Karnataka, Andhra Pradesh, Tamil Nadu**

Crops covered: **Tomato, Cole Crops, Capsicum, Carrot, Brinjal, Ginger, Onion/Small Onion, Garlic, Turmeric**

Total area covered: **5,86,854 Ha**

Number of farmers associated: **6,19,000**

Average landholding of farmers associated with program: **0.8 Ha**

Details for year 2024-25

Program Impact

Farmer income enhanced by INR 1,96,000/ Ha



Tomato

SDGs impacted



Yara India

Knowledge grows

About the Program

"Nurturing Prosperity Through Vegetables" program was launched to address the dual challenge of low agricultural growth and the need for food and nutrition security. The core objective of this program has been to promote balanced crop nutrition for vegetables that enhances productivity while safeguarding soil health and the environment. The initiative emphasizes prescribing fertilizer doses based on plant needs, improving crop quality, and supporting farmer incomes through scientific agronomy and sustainable practices. Key interventions under the program include:

- **Soil Fertility Assessment:** Thorough soil evaluation through Yara's dedicated soil testing facility in Babrala, UP, measuring NPK and other key nutrients for optimal plant growth.
- **Crop Specific Nutritional Analysis:** Identifying specific nutritional needs based on crop type and growth stages to optimise agronomy advice for each farm field.
- **Balanced Nutrition Plant Strategy:** Balanced nutrition plans to supply essential nutrients for optimal plant growth and high yields.
- **End-use Customization:** Enhancing crop plan alignment with the intended use (considering whether crops will undergo processing or consumed directly) for optimised outcomes.

Farmer training and advisory services form a critical component of the program, enabling adoption of precision nutrition practices and improving awareness of sustainable farming methods. Through these interventions, the company fosters a shift from traditional practices to science-based agriculture, contributing to improved crop quality, resource efficiency, and climate resilience.



Brinjal



Brinjal



Green chilli

For further details, contact us on

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Corn Catchment Area Development

Area of operation: **Assam, Uttar Pradesh, Madhya Pradesh, Bihar**

Crops covered: **Maize**

Total area covered: **1200 Ha (YOY)**

Number of farmers associated: **15,000**

Average landholding of farmers associated with program: **1 Ha**

Details for year 2024-25

Program Impact

Farmer income enhanced by INR 24,000/ha in rainy corn and by INR 48,000/ha in post rainy corn



Educating Farmers on High Quality Seeds and Crop Management

SDGs impacted



Corteva AgriScience India Pvt. Ltd.

About the Program

As part of the "Corn Catchment Area Development Program", the company offers high-performing hybrid seeds that demonstrate strong adaptability across diverse growing seasons. These seeds are carefully selected to ensure optimal yield potential and resilience under varying field conditions.

Beyond seeds, the company also provides comprehensive, end-to-end agronomy services designed to support farmers throughout the crop cycle. This includes expert guidance on field preparation, precision sowing services using pneumatic planters for accurate plant population management, and integrated pest and disease control strategies. The use of drone-based technology enables targeted application and monitoring, ensuring timely interventions and minimizing crop losses.

The program also assists farmers with critical stage irrigation planning to optimize water-use efficiency and support healthy crop development. At harvest, the company promotes mechanized harvesting solutions that ensure timely and efficient crop collection, reducing labour dependency and post-harvest losses.

To further safeguard crop quality and reduce aflatoxin contamination, the company offers specialized post-harvest management services. These include best practices for drying, storage, and handling, helping farmers maintain grain integrity and meet market standards.

Pioneer brand seeds deliver high yields with low harvest moisture, enabling farmers to supply their produce quickly and early, while securing better prices in the mandi.

For further details, contact us on

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Sankalp Retail Store – Last-Mile Agri Retail & Farmer Services Platform

Area of operation: **Madhya Pradesh, Uttar Pradesh, Haryana, Punjab, Maharashtra, Andhra Pradesh, Telangana**

Crops covered: **Soybean, Paddy, Maize, Cotton, Wheat, Groundnut, Horticulture crops (Tomato, Chili, Onion, Grapes)**

Total area covered: **3,76,358 Ha**

Number of farmers associated: **1,44,698**

Average landholding of farmers associated with program: **4.64 Ha**

Details for year 2024-25

Program Impact

Farmer income enhanced by INR 30,456/Ha (Paddy) and INR 15,430/Ha (Soybean)



In store meeting with farmers



Live crop demo of products in the farmers field with correct dosage and technique by the Sankalp technical team during field visits

SDGs impacted



Krishi Rasayan Exports Pvt. Ltd. (KREPL)

About the Program

Recognizing the opportunity to digitally empower rural India, KREPL launched Sankalp Retail—a dedicated rural engagement platform. Sankalp is a complete farming solution company owned multi-brand platform, offering best-quality products at the most competent prices, along with best-in-class farm services including seeds, fertilizers, crop protection chemicals, farm equipment, and veterinary feed & supplements. The platform operates through a strong brick-and-mortar retail model, complemented by a robust online presence to ensure accessibility and convenience for every farmer.

Unlike conventional models, Sankalp does not compete with local agri-dealers or kirana stores. Instead, it brings them into its digital network as Sankalp Partners/Mitras, enabling digital order management and income opportunities via the Sankalp App. These partners operate using the e-Sankalp App, which facilitates digital order placement, commission tracking, and crop-based advisory—empowering agri-micro-entrepreneurs and minimizing reliance on middlemen.

The program's core interventions include:

- **Village stall activities** offering live crop demos, disease diagnosis, and product dosage education.
- **In-store meetings and field visits** conducted by Sankalp's technical team.
- **Sankalp shakti program**, which incentivizes women partners with progressive targets and rewards.
- **WhatsApp engagement model** sharing curated crop advisory, seasonal SMSs, catalogues, videos, and leaflets.
- **Doorstep delivery** of seeds, fertilizers, and crop protection products with next-day fulfillment.

Sankalp builds an inclusive agri-commerce ecosystem where farmers are educated, connected, and empowered to earn more. Most importantly, the model addresses the key problem of income leakage and suboptimal cropping practices by ensuring farmers receive the right product at the right time with guided usage.



Free of cost veterinary camp for the farmers educating them about vet feed and vet medicines

For further details, contact us on

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Farm Forward: Organic Innovation & Resilience Program

Area of operation**: Maharashtra, Gujarat, Madhya Pradesh Rajasthan, Odisha, Tamil Nadu, Kerala, Andhra Pradesh, Karnataka**

Crops covered: **Cotton, Turmeric, Ginger, Sugarcane, Soyabean, Cumin, Coriander, Chilli, Cardamom, Cinnamon & Cassia, Onion, Garlic, Black pepper, Clove**

Total area covered: **1,02,320 Ha**

Number of farmers associated: **58,000**

Average landholding of farmers associated with program – **1.8 Ha**

Details for year 2024-25

Program Impact

Farmer income enhanced by INR 18,831/Ha



Drone-based chilli seed broadcasting



Farmer training programs & Bio input center



Precision farm advisory services

SDGs impacted



Suminter India Organics Pvt. Ltd.

About the Program

For more than two decades, the Suminter Group has remained committed to reducing farming costs and enhancing farmer incomes through the promotion of organic farming, premium procurement, and Fair-Trade practices. These long-term efforts have established a model of sustainable agriculture, reflected in improved soil health, biodiversity restoration, and resilient farm ecosystems.

To strengthen the organic ecosystem, several innovative and farmer-focused interventions have been implemented, including:

- Promotion of organic practices through continuous capacity building and technical guidance.
- Farmer training programs to improve knowledge of sustainable crop production, organic nutrient management, and climate-resilient practices.
- Demonstration plots to showcase best practices and build farmer confidence through live examples.
- Establishment of bio-input centres to provide timely access to organic fertilizers, biopesticides, and soil amendments.
- Precision farm advisory services, enabled by soil probes and micro-weather stations in chilli farms, offering real-time data for efficient irrigation, nutrient use, and pest management.
- Sowing chili seeds using drones equipped with a calibrated seed-shattering unit ensures uniform broadcasting and optimal seed distribution. The application of fortified Water-Soluble Humate (fWSH) alongside the seeds supports improved germination, early crop vigor, and better soil structure. It also contributes to enhanced organic carbon levels, promoting long-term soil fertility and resilience.
- Deployment of Urvarya Mobile Vans for last-mile advisory, demonstrations, and organic input support to farmer clusters.

As the largest organic spice exporting group in India, the company partners with leading global brands that support projects providing premium payments for quality produce and Fair-Trade benefits. These premiums directly benefit farmers, improve household incomes and enable community development.

By integrating organic farming practices, farmer capacity building, innovative technologies, Urvarya Agriecxtension service on wheels, and soil health enhancement through fWSH, the company has established a scalable and climate-resilient farming model. This approach enables smallholder farmers to better manage climate risks, increase productivity, and strengthen their long-term livelihood security.

For further details, contact us on

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Arya.ag's Farm Vertical Program

Area of operation: **Jammu and Kashmir, Punjab, Haryana, Delhi, Uttarakhand, Uttar Pradesh, Bihar, Jharkhand, West Bengal, Assam, Odisha, Chhattisgarh, Madhya Pradesh, Rajasthan, Gujarat, Maharashtra, Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala**

Crops covered: **Soyabean, Wheat, Turmeric, Paddy, Green Gram, Cotton Seeds, Bengal Gram, Red Gram, Toor Dal, Bengal Gram, Chana, Cotton Bales, Cotton Oil Seeds, Chana Dal, Tur (Red Gram), Mustard, Black Gram, Yellow Peas, Maize, Masoor, Green Peas, Cumin Seed, Fennel, Fenugreek, Sorghum, Soya Doc, Jowar, Toor, Rice**

Number of farmers associated: **53,100 (through FPOs and for only this program)**

Average landholding of farmers associated with program: **<2 Ha**

Details for year 2024-25

Program Impact

Arya's integrated post-harvest model delivers an average benefit of INR 5000/Farmer per crop cycle.

This sum combines INR 2,108 from working capital access with savings from reduced logistics costs and lower post-harvest losses.



Post-harvest training session on quality checks and safe storage

SDGs impacted



Arya Collateral Warehousing Services Pvt. Ltd. (Arya.ag)

About the Program

The "Arya Farm Vertical Program" empowers Farmer Producer Organisations (FPOs) and their members through seamless access to storage, finance, and markets.

With pre-harvest solutions like AryaShakti and Prakshep, the company strengthens farm productivity and sustainability giving farmers technology that simplifies decisions, strengthens productivity, and builds trust and transparency at every step. These tools help farmers make informed choices, manage their communities better, and monitor crops in real time. The company's near-farm scientific storage ensures that produce remains safe and valuable, while Warehouse Receipt Financing provides timely liquidity at fair and competitive costs. Direct market linkages complete the circle connecting FPOs and buyers with transparency and collective strength.

Together, these layers form a connected ecosystem that boosts efficiency, reduces risk, and helps farming communities grow with confidence.



CVRP demonstrating AryaShakti's features to farmers



Post-harvest training session on quality checks and safe storage

For further details, contact us on

ann.thomas@arya.ag, mandavi.singh@arya.ag

Responsible Sourcing of Black Pepper

Area of operation: **Andhra Pradesh**
Crops covered: **Black Pepper & Turmeric**
Total area covered: **1,646 Ha**
Number of farmers associated: **6,950**
landholding of farmers associated with program: **0.8-1 Ha**
Details for year 2024-25

Program Impact

Farmer income enhanced by INR 1,60,000 - 2,00,000/hectare/year*

**total income per household*



Black Pepper Plantation



Training in Progress

SDGs impacted



Indian Products Pvt. Ltd. (Jayanti Group)

About the Program

The company commenced its work in the Alluri Sitharama Raju (ASR) district of Andhra Pradesh by sourcing black pepper from farmers through NGOs, Farmer Producer Organisations (FPOs) and third-party suppliers. Through its procurement and supply chain team's engagement in the region, the company identified the strong potential for developing a direct and long-term sustainable sourcing programme. The district is home to tribal farming communities practising agroforestry systems, where coffee cultivation, supported by government initiatives and FPOs, has traditionally been the primary focus. Recognising this, Jayanti explored the opportunity to establish a responsible sourcing programme by working directly with farmers organised under local FPOs.

The programme began with capacity-building initiatives aimed at raising farmers' awareness and knowledge of black pepper cultivation, highlighting its economic value in both domestic and international markets. A crucial step in this transition was motivating the tribal community to venture into black pepper production and to appreciate the role it could play in enhancing their livelihoods and overall development. In the years that followed, the programme evolved to promote the economic, environmental and social advancement of the farming communities.

The key interventions made in the programme:

- **Farmer Capacity Building:** Enhancing farmers' awareness of sustainable agricultural practices, post-harvest management techniques, and market readiness.
- **Environmental Impact:** Strengthening natural farming practices and implementing biodiversity conservation initiatives.
- **Social Impact:** Promoting community wellbeing and supporting the development of local infrastructure. This includes organising health camps and knowledge-sharing sessions in collaboration with regional organisations such as ITDA (Integrated Tribal Development Agency) and the Spices Board.
- **Living Income Enhancement:** Ensuring fair pricing, facilitating access to agricultural machinery, and encouraging crop diversification by introducing additional spice crops to provide more stable and continuous income streams.



Medical and Nutrition Camp

For further details, contact us on

sustainability@jayanti.com

Sustainable Production Practices for Sourcing Quality Raw Materials: Developing Sustainable Aroma Clusters – a novel initiative by Ultra International, and CSIR-CIMAP.

Area of operation: **Uttar Pradesh**

Crops covered: **Menthol Mint, Paddy, Wheat, Potato, Mustard**

Total area covered: **100 Ha**

Number of farmers associated: **195**

Average landholding of farmers associated with program: **~0.6 Ha**

Details for year 2024-25

Program Impact

Farmer Income eenhanced (from crop produce) by INR 63,000/ha/year

Overall income enhanced (including Reduction in processing/distillation cost, Saving on Fuel, production of honey, mushroom, vermicompost and Sale of planting material of Mentha, potato, and paddy) : >INR 1.0 lakhs/ ha/year



Happy and Satisfied farmers: Achieving Higher Profits and Improving their Livelihoods

SDGs impacted



Ultra International Ltd. with CSIR CIMAP

About the Program

Agrotechnology has made notable strides with the introduction of Early Mint Technology, which conserves 3 irrigation cycles and achieves a 30-40% reduction in total water consumption; measured in terms of both the number of irrigations needed and the time required for each. This technology effectively manages water usage, a main challenge in the cultivation of mints. In addition to water efficiency, Early Mint Technology is instrumental in controlling weeds through a robust canopy structure, reducing reliance on herbicides. The synergy between Early Mint Technology and biofertilizers and biostimulants has significantly improved crop yields (>20%) and quality (with negligible residues of pesticides) enhancing their incomes by > INR 1,00,000 annually.

These benefits have also benefitted potato crop, which exhibited a shiny skin without warts. This quality has enabled producers to sell them at an additional INR 200 per quintal, prompting seed companies to offer even higher prices for these potatoes as seed material.

In sustainable agricultural clusters, the installation of advanced distillation units has transformed oil extraction, achieving a 40% reduction in distillation time and biomass fuel usage while increasing the recovery by 20-25%. This advancement streamlines operations while minimizing emissions and aligning with sustainability goals. The use of drone technology for applying pesticides has led to a 50-75% reduction in pesticide usage, with significant cut in chemical fertilizers. Moreover, distillation and other agro wastes have been repurposed into high-quality vermicompost, reducing doses of chemical fertilizers, enhancing soil fertility and fostering a circular economy in agriculture. Distillation waste was also used as substrate for mushroom cultivation, which reduces the need for fungicides, thanks to the antimicrobial properties of essential oil present in traces in the waste. Additionally, this waste can be transformed into disposable cutlery that can later be converted into vermicompost.

Lastly, rural women have been empowered through training in beeswax candle-making, generating significant income opportunities. These initiatives have substantially enhanced the livelihoods within the farming community, promoting a sustainable and profitable agricultural landscape.

For further details, contact us on

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2.2 Farm Level Sustainability Initiatives while Sourcing

S No.	Award Winner	Program Name	Page No.
1	ITC Ltd.	Regenerative and Climate-Smart Agri Value Chain Development Program	28
2	ADM Agro Industries India Pvt. Ltd.	"Shashwat Sheti Upakram'' (Project for Phased Transition to Sustainable Farming)	29
3	Nestlé India Ltd.	Dairy Climate Plan	30
4	Synthite Industries Pvt. Ltd.	SENS by Synthite - Building Responsible Floral Supply Chains for the Future	31
5	McCain Foods India Pvt. Ltd.	Integrated Potato Supply Program	32
6	Maatrubhumi Spices Pvt. Ltd.	Nurture Program in Chilli Farming	33
7	AVT McCormick Ingredients Pvt. Ltd.	Enhancement of Crop Competences through Controlled Commodity Supply Chain Development (CCSC)	34
8	Barmalt Malting (India) Pvt. Ltd.	Sustainable Agriculture Programme (SAP) for Barley Advancement and Resilience	35
9	The Akshaya Patra Foundation	Mid-day Meals	36

Regenerative and Climate-Smart Agri Value Chain Development Program

Area of operation: **Andhra Pradesh, Assam, Bihar, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, West Bengal**

Crops covered: **Wheat, Spices, Coffee**

Total area covered: **2.6 Lakh Ha**

Number of farmers associated: **78,127**

Details for year 2024-25

Program Impact

- Integrated practices improved farmer incomes by 30-40%.
- 43 crop specific and climate smart varieties promoted.
- Zero-tillage, Happy Seeder, and surface seeding in wheat saved 10–20 days and cut costs by 20-30%.
- Soil testing, balanced nutrition and mechanized sowing improved labor and time efficiency.
- IPM-compliant sourcing in chilli raised farmer net returns by 4 times.
- Post-harvest interventions in wheat and chilli resulted in prevention of 10% losses.
- Drone spraying (5,000 ha) saved 13 lakh liters water & 3,800 liters chemicals.



Sustainable interventions in wheat

SDGs impacted



ITC Ltd.

About the Program

ITC's Regenerative & Climate-Smart Agri Value Chain Development Program, is a flagship initiative designed to enhance farm-level sustainability across wheat, spices & coffee value chains. By integrating regenerative & climate-smart practices, the program aims to boost productivity, improve soil health, enhance farmer resilience & promote nature-positive outcomes.

ITCMAARS phygital approach addresses the challenges faced by farmers, including climate change, limited awareness of sustainable practices, degraded soils, declining water tables, pesticide over-reliance, rising input costs, stagnant yields & barriers to premium markets due to certification complexities.

Tailored micro-zone-based interventions, identified after the climate hotspot study conducted by ClimateAi, complement these efforts by providing 360-degree support to farmers, addressing economic barriers & infrastructure challenges.

The program includes key interventions including the adoption of climate-resilient crop varieties, redesigned crop cycles, regenerative sowing techniques, integrated nutrient & pest management, capacity building & compliance with global certifications such as RFA, GLOBAL GAP, G4G, UEBT, Organic & 3P Assessment. FPOs play a pivotal role in sustainable procurement, enhancing farmers' bargaining power, reducing greenhouse gas emissions in transportation and increasing the adoption of sustainable practices. The company has formed 2,050 FPOs, empowering over 2.1 million farmers across 20+ states and plans to expand to 4,000 FPOs by 2030.

The program has led to measurable outcomes, including increased farm income, enhanced procurement from farmers, improved quality & productivity with reduced weather impact, cost savings in cultivation, and customized interventions that are scalable across multiple crop value chains.



Happy seeder in wheat



Balanced nutrition (Leaf Colour Chart)



Mulching in Chilli



Seedling trays in Chilli



RFA Coffee



Experts Visit

For further details, contact us on

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Shashwat Sheti Upakram (Project for Phased Transition to Sustainable Farming)

Area of operation: **Maharashtra**

Crops covered: **Soybean**

Total area covered: **95,780 Ha**

Number of farmers associated: **52,999**

Average landholding of farmers associated with program: **1.8 Ha**

Details for year 2024-25

Program Impact

ADM procured 89,845 MT of soybean from farmers who have adopted sustainable farming practices , which is 36.34 % of overall ADM's procurement.



Farmer's knowledge transfer on Demo Plot in association with ADM and Bayer



BAY GAP training given by Bayer to Master trainer under ADM India sustainability Program

SDGs impacted



ADM Agro Industries Pvt. Ltd.

About the Program

The program was launched to empower smallholder farmers through training in sustainable agricultural practices and integration into an organized value chain. The program aims to strengthen rural livelihoods, promote environmentally responsible farming, and align with global sustainability standards.

Interventions include phased adoption of sustainable practices, capacity building through farmer training and demo plots, soil enrichment, integrated crop management, and cost optimization. ADM follows internationally recognized ProTerra Standards for sustainable soybean production, ensuring compliance through third-party audits and certifications. The initiative also facilitates market access and procurement linkages, supported by Farmer Producer Organization (FPO) engagement.

By combining technical training, certification, and direct procurement, the program fosters productivity improvements, reduced input costs, and enhanced farmer incomes while promoting traceable, non-GM, sustainable soybean production.



Integrated pest management by doing spraying with PPE kit



Training on prepartion of inputs on field with right proportion and safety hygiene

For further details, contact us on

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Dairy Climate Plan

Area of operation: **Punjab and Haryana**
Crops/Commodity covered: **Fresh Milk**
Number of farmers associated: **~80,000**
Details for year 2024-25

Program Impact

40% GHGs reduction vs 2018 baseline.

10% increase in Average Milk Productivity of cows in 2024 vs 2022



Dairy Farmer



Large Biodigester

SDGs impacted



Nestlé India Ltd.

About the Program

Nestlé India's Dairy Climate Plan is a transformative sustainability initiative aimed at decarbonizing the dairy supply chain while enhancing farmer livelihoods and environmental resilience.

The intervention focuses on four key pillars:

1. **Productivity Improvement and Farm Mechanization:** Nestlé supports smallholder farmers in transitioning to larger, more productive farms. Over 1,450 farmers have accelerated their transformation journey through breed improvement and infrastructure upgrades like TMR Wagon, Milking Parlours, Digital Herd Monitoring, better designed sheds etc. The program ensures year-round availability of quality feed, fodder and silage etc. and promotes precision nutrition through balanced cattle feed and micronutrient management. Trials on hydroponic fodder production are underway to further reduce the carbon intensity of feed. An ecosystem has been created in collaboration with various technology partners for knowledge dissemination and required service delivery for commercial dairy farming.
2. **Manure Management:** To tackle methane emissions from cow dung, Nestlé has been installing biodigesters to convert waste into renewable fuels to replace firewood/LPG for cooking and grid electricity for dairy farm operation. The digested slurry is reused as organic fertilizer, promoting circular farming.
3. **Carbon In setting through Afforestation:** To promote biodiversity and carbon sequestration, 1 million trees have been planted in the project area. These efforts align with the global goal of reducing GHG emissions by 50% by 2030.
4. **Regenerative Agriculture:** Nestlé India's regenerative agriculture initiatives in maize silage production, water conservation in paddy by promoting Alternate Wetting and Drying (AWD) and minimum tillage in wheat sowing are aimed at improving soil health and reducing greenhouse gas emissions. The project is implemented across Punjab and Haryana, with over 1,500 acres in the pilot phase.

The project is backed by a blended financing model—50% farmer contribution, 30% bank loans, and 20% Nestlé investment. Capacity building, veterinary support, and digitalization are provided to ensure sustained impact.

By integrating climate-smart practices with Agripreneurship, Nestlé India's Dairy Climate Plan exemplifies a scalable model for sustainable dairy development, balancing environmental goals with economic empowerment.

For further details, contact us on

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SENS by Synthite Building Responsible Floral Supply Chains for the Future

Area of operation: **Tamil Nadu**

Crops covered: **Jasmine sambac, Jasmine grandiflorum, Tuberose**

Total area covered: **310 Ha**

Number of farmers associated: **1,050**

Average landholding of farmers associated with program: **0.49 Ha**

Details for year 2024-25

Program Impact

- 18–22% increase in farmer income
- 15–20% yield increase
- Realized a 30% reduction in pesticide use
- Recharged 5.63 crore litres of rainwater



Supporting environmentally responsible farming practices strengthens healthy and sustainable floral ecosystems

SDGs impacted



Synthite Industries Pvt. Ltd.

About the Program

SENS by Synthite is the perfumery division's backward-integration model that secures a compliant and traceable floral raw material base. The program brings together ethical sourcing, regenerative agriculture, digital traceability, and export-aligned compliance to create a reliable and high-quality supply of jasmine and tuberose for premium natural ingredients.

Launched in 2022 across Tamil Nadu's floral clusters spread across three districts - Coimbatore, Krishnagiri, Tiruvannamalai and Erode - the program works directly with over 1,000 marginal farmers and generates direct employment of over 6,000 workers, supporting them through stable daily income generation, guaranteed procurement and continuous field engagement. Synthite's agri and sustainability teams provide hands-on support through soil health improvement, organic inputs, composting, Integrated Pest Management, water-conservation structures, strengthened human rights and safety practices and UEBT/FSA-aligned capacity building. The entire supply chain is digitalized through TraceAg, enabling transparent farm-to-factory records and export-ready compliance documentation.

The program has delivered meaningful gains for farming communities, including higher and more stable incomes, improved yields, reduced pesticide use, enhanced water recharge, increased women's participation and stronger overall compliance.

As Synthite continues to strengthen SENS in partnership with international organizations, the next phase will deepen human rights due diligence, expand certification coverage and enhance traceability, ensuring that the Perfumery Division's supply base remains sustainable, ethical and future-ready.



Human rights in action: Field teams work with farmers & workers to build ethical, compliant, and future-ready floral supply chains

For further details, contact us on

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Integrated Potato Supply Program

Area of operation: **Gujarat, Rajasthan, Madhya Pradesh, Uttar Pradesh, Punjab, Haryana, Maharashtra**

Crops covered: **Fry Grade Potatoes**

Number of farmers associated: **2,042**

Average landholding of farmers associated with program: **2.55 Ha**

Details for year 2024-25

Program Impact

Water-use efficiency has improved by 25% (vs. 2017)

CO_2 emissions intensity has reduced by 20%



Drip Irrigation



Potato crop emergence

SDGs impacted



McCain Foods India Pvt. Ltd.

About the Program

The program is designed to build a sustainable and farmer-friendly potato supply chain by giving smallholder farmers what they need most—assured markets, fair prices, and strong agronomy support. It helps farmers overcome common challenges like income ups and downs, low yields, inefficient resource use, and climate-related risks. This is done through contract farming, better potato varieties, drip and sprinkler irrigation, and regenerative practices such as crop rotation and cover cropping. Farmers are truly at the heart of this model. With guaranteed market access and stable pricing, they can farm with confidence, reduce income uncertainty, and more easily adopt improved varieties and modern farming practices.

Building on this progress, McCain launched the McCain GAP (Good Agricultural Practices) program in 2017, focusing on soil health, water use, food safety, and farm safety. Today, more than 80% of the company's potatoes come from farms that follow these standards, ensuring the crop is grown sustainably and can be fully traced back to the source. The program also targeted potato acres certified by Global GAP.

With climate change, water stress and soil decline becoming bigger challenges, McCain also set up India's first Regenerative Agriculture Demonstration Farm in Gujarat. This farm acts as a real-life learning center, showing how practices like cover cropping, crop rotation, reduced chemical use, and efficient irrigation can improve both productivity and sustainability. The work connects directly to the company's global goal of shifting to 100% regenerative agriculture by 2030. Partnerships with International Potato Center (CIP), PepsiCo, The Rockefeller Foundation, and several agri-tech startups are helping spread these practices and create wider impact.

To support farmers even further, McCain has expanded digital solutions such as traceability tools, farm apps, online grower agreements, and CO_2 tracking across all sourcing regions.

For further details, contact us on

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Nurture Program in Chilli Farming

Area of operation: **Karnataka, Andhra Pradesh, Telangana**

Crops covered: **Chilli**

Total area covered: **720 Ha**

Number of farmers associated: **1,200**

Average landholding of farmers associated with program: **1 Ha**

Details for year 2024-25

Program Impact

Promotes residue-free chilli cultivation

Enhances farmer skills and resilience



Farmer Training Program



Farmer Training Program

SDGs impacted



Maatrubhumi Spices Pvt. Ltd.

About the Program

The Nurture Program in Chilli Farming, launched in 2016, is a pioneering initiative aimed at promoting residue-free chilli cultivation through Integrated Pest Management (IPM) practices. Recognizing the challenges farmers face in transitioning from conventional chemical-intensive farming to sustainable methods, the program provides comprehensive support across the value chain.

Farmer Capacity Building & Productivity: Farmers receive structured training on improved agricultural practices, cost reduction strategies, and sustainability-focused packages of practices, equipping them for long-term resilience.

Water Conservation & Management: The program promotes efficient irrigation techniques and rainwater harvesting to optimize water use and safeguard resources.

Soil Health & Sustainable Inputs: Emphasis is placed on soil health conservation and the use of on-farm inputs such as FYM, compost, neem extracts, and bio-alternatives to minimize chemical dependency and reduce land degradation.

Climate & Biodiversity: Renewable energy adoption, biodiversity conservation, and habitat protection initiatives—including tree plantation—help mitigate climate impact and strengthen ecosystems.

Livelihoods & Social Well-Being: The program ensures fair wages, equal opportunities, and safe working conditions for farm workers, alongside healthcare access and inclusion measures.



Field Visit

For further details, contact us on

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Enhancement of Crop Competences through Controlled Commodity Supply Chain Development (CCSC)

Area of operation: **Rajasthan, Tamil Nadu, Karnataka**

Crops covered: **Cumin, Turmeric**

Total area covered: **3,000 Ha**

Number of farmers associated: **1,474**

Average landholding of farmers associated with program: **Cumin - 9 Ha, Turmeric – 1 Ha**

Details for year 2024-25

Program Impact

Drives sustainable, climate-smart spice farming

Boosts farmer incomes and market access



Promotion of regenerative agriculture through in-house organic input production, reducing dependency on synthetic agrochemicals



Adoption of solar-driven irrigation systems to promote clean energy usage and support sustainable agricultural practices

SDGs impacted



AVT McCormick Ingredients Pvt. Ltd.

About the Program

Turmeric Supply Chain

The turmeric program empowers around 250 farmers through a combination of regenerative practices and mechanization, directly lowering cultivation costs and improving profitability. Adoption of bio-formulations, cover crops, border crops, and biodynamic methods has reduced chemical dependency, improved soil health, and controlled weeds and pests naturally. Infrastructure support through polishers, slicers, and boilers (for a women-led FPO) enhanced post-harvest efficiency, increased product quality, and enabled value addition at the farm gate. Drip irrigation systems have optimized water usage, ensuring consistent yields even under erratic rainfall. Collectively, these interventions have delivered lower input costs, improved farmer incomes, and promoted a climate-smart turmeric production system that is replicable and scalable across regions.

Cumin Supply Chain

The cumin interventions impact over 1,000 farmers, building resilience in one of India's most climate-sensitive spice crops. Solar irrigation and water reservoirs ensure year-round water security, while drone-based spraying reduces labor, minimizes environmental footprint, and improves farm safety. Mechanization support—threshers, seed drills, sprayers, and weighing solutions—has streamlined harvesting and post-harvest handling, enabling farmers to capture better market prices. Input transformation through organic formulations replaced chemical pesticides, contributing to residue-free, export-compliant cumin. Over 1,000 farmers were trained in sustainable practices, and 2,967 Ha were certified under Farm Sustainability Assessment (FSA), strengthening global traceability and compliance. Social initiatives such as temporary farm toilets, support for women FPOs, and 2,000 saplings under social forestry have improved community well-being and environmental stewardship. Together, these actions have reduced costs, improved yield quality, secured farmer livelihoods, and built a globally competitive, sustainable cumin supply chain.



Strengthening women farmers' economic empowerment through specialized training in turmeric value addition

For further details, contact us on

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Sustainable Agriculture Programme (SAP) for Barley Advancement and Resilience

Area of operation: **Rajasthan and Madhya Pradesh**

Crops covered: **Barley**

Total area covered: **2,300 Ha**

Number of farmers associated: **4,088**

Average landholding of farmers associated with program: **<1Ha**

Details for year 2024-25

Program Impact

Reduced carbon emissions by over 1,850 tonnes CO_2 equivalent

15-20% higher yields



Farmer Field Visit and Feedback



Group Photograph after Farmers Training

SDGs impacted



Barmalt Malting (India) Pvt. Ltd.

About the Program

Sustainable Agriculture Program (SAP) is a comprehensive farm-level sustainability initiative designed to address challenges in the availability and quality of locally grown barley required by the malting industry. The program integrates advanced agricultural practices, farmer support, and research-driven interventions to promote environmentally responsible, socially inclusive, and economically viable farming systems.

At its core, SAP promotes improved farming practices and seed quality. Farmers are provided with high-performing barley seed varieties and guided through precision nutrient management protocols that replace blanket DAP/Urea applications with soil test-based recommendations. This shift reduces fertilizer use by 25–30% while maintaining yield levels.

Water resource management is also a critical focus, wherein farmers are encouraged to transition from flood irrigation to efficient methods such as mini- and micro-sprinklers. These interventions achieve water savings of 50–60%. The program also promotes Integrated Pest Management (IPM), reducing dependence on synthetic pesticides and enhancing biodiversity and ecosystem resilience.

Soil health is strengthened through crop rotation, intercropping, cover crops, and biochar applications, which improve carbon sequestration and nitrogen fixation. Scientific partnerships with Rajasthan Agricultural Research Institute (RARI), Indian Council of Agricultural Research – Indian Institute of Wheat and Barley Research (ICAR-IIWBR), State Agricultural Universities (SAUs), and Krishi Vigyan Kendras (KVKs) provide research support, including advanced breeding techniques such as shuttle breeding, speed breeding, and doubled haploids. Barmalt's in-house R&D has developed three promising barley genotypes (BM 201, BM 202, BM 203), with seed multiplication systems ensuring genetic purity.

The program provides end-to-end farmer support: quality seed access, dedicated agro-extension services, technical guidance, crop monitoring, and post-harvest support through direct market linkages. Farmers benefit from premium procurement prices (2.5–7.5% above market rates) and assured grain traceability, covering approximately 11,000 MT of sustainably grown barley annually.

SAP delivers measurable environmental and social impacts. The program also ensures gender inclusion, with 22% women farmer participation, fostering equality and financial independence. Knowledge dissemination further amplifies impact, with sustainable practices being adopted beyond direct participants.

For further details, contact us on

barmalt@barmalt.com

Mid-day Meals

Area of operation: **Karnataka, Rajasthan, Delhi, Telangana**

Crops covered: **Carrot, Bottle gourd, Beans, Cabbage, Radish, Drumstick, Beet root, Cucumber, Chow Chow, Pumkin, Potato, Tomato & Ash gourd**

Number of farmers associated: **100**

Details for year 2024-25

Program Impact

5,509 MT Vegetables have been procured from farmers for FY 2024-25



Savouring local flavours, supporting local growers



Behind every healthy meal, there's a farmer who woke up before sunrise. We're proud to support their hard work!

SDGs impacted

2 ZERO HUNGER

4 QUALITY EDUCATION

The Akshayapatra Foundation

About the Program

The Mid-day meals initiative focuses on strengthening the agricultural ecosystem and improving nutritional security for schoolchildren through direct procurement of fresh, seasonal vegetables from local farmers. By eliminating intermediaries, the program ensures fair pricing for farmers and cost-efficiency for large-scale meal programs, while maintaining high standards of quality and safety. The approach bridges sustainable farming practices with the nutritional needs of children, creating socio-economic benefits for rural communities and promoting farm-to-kitchen supply chains.

Farmers receive assured demand and timely payments, reducing market risks and dependency on middlemen. The approach minimizes post-harvest losses and transportation time, ensuring freshness and quality. It also encourages crop diversification and adoption of sustainable practices such as organic cultivation. The program has been implemented across multiple states with large kitchens serving lakhs of children daily.

The impact is multidimensional - farmers benefit from improved income stability, reduced distress, and enhanced livelihood opportunities; children gain access to fresh, locally sourced vegetables that support better health and learning outcomes; and communities experience strengthened rural economies, sustainable agriculture, and inclusive growth. The model aligns with national agricultural development goals and demonstrates how nutrition-focused programs can integrate with farm-level sustainability. It serves as a replicable framework for addressing hunger, education, and rural development simultaneously.



Empowering farmers, Enriching lives

For further details, contact us on

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2.3 Natural Resource Management and Climate Resilient Agriculture Initiatives

S No.	Award Winner	Program Name	Page No.
1	Louis Dreyfus Company (LDC)	Climate Resilient Agriculture (CRA) and Groundwater Conservation	38
2	Corteva AgriScience India Pvt. Ltd.	Corteva Empowering Farmers with Climate Resilient Hybrid Rice Seeds	39
3	Global Green Company Ltd	Program on Natural Resource Management and Climate Resilient Agriculture	40
4	Syngenta Foundation India	Promoting Climate Smart Agriculture among Smallholder Farmers through the Network of Agri Entrepreneurs across India	41
5	Under the Mango Tree Society	Keeping Indigenous Bees Buzzing and Supporting Biodiversity Conservation in Tribal Communities	42

Climate Resilient Agriculture (CRA) and Groundwater Conservation

Area of operation: **Maharashtra, Chhatrapati Sambhajinagar (Aurangabad)**

Crops covered: **Cotton, Red gram, Maize, Sugarcane, Vegetables, and Other Crops (Pearl Millets, Green Gram, Soyabean, Ground nut, Ginger, Custard apple, Guava, Mahogany trees, Wheat)**

Total area covered: **10,650 Ha**

Number of farmers associated: **6,500**

Average landholding of farmers associated with program: **1.3 Ha**

Details for year 2024-25

Program Impact

Yield improvement from 15.3 Qtls/Ha (2023–24) to 17.4 Qtls/Ha (2024–25)

Cultivation cost reduction from INR 46,160/Ha to INR 40,967/Ha.

Net Margins Increased from INR 62,526 to INR 83,457/Ha



Cotton Picking

SDGs impacted



Louis Dreyfus Company (LDC)

About the Program

The Climate Resilient Agriculture (CRA) program, launched in 2023, aims to build climate resilience, ensure labor welfare, promote landscape management, and advance environmental stewardship. To achieve these goals, the program integrates regenerative practices such as cover cropping, conservation tillage, crop rotation, and intercropping alongside measures for labor welfare, biodiversity enhancement, and environmental safeguards. Implementation of the program involves farmer enrollment, formation of Farmer Learning Groups (FLGs), soil and water testing, demo plots, drip irrigation promotion, input support, audits, and supply chain integration.

Key Interventions & Outcomes

- **Soil Health:** 3,065 soil samples were analyzed, 672 vermicompost beds and 511 waste decomposer units were established, and 3,821 farmers started using natural fertilizers, reducing synthetic fertilizer use by 20%.
- **Water Conservation:** Pond restoration and nala deepening enabled groundwater recharge of 200,000+ cubic meters and harvesting of 20 crore liters of rainwater.
- **Biodiversity & Crop Protection:** 76,500+ trees were planted, pheromone traps and biopesticide demos enhanced pest control and insect conservation.
- **Renewable Energy:** 348 solar pumps, 41 biogas units, and solar devices were promoted, reducing fossil fuel use by 12%.
- **Women's Empowerment:** 2,366 women were trained in regenerative farming, entrepreneurship, and digital/ financial literacy, supported by SHG-based skill development.

Overall, the program exemplifies a holistic approach to sustainable agriculture—integrating environmental, economic, and social dimensions—while fostering community resilience and climate adaptation.



Family embracing climate resilient cotton farming practices

For further details, contact us on

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Corteva Empowering Farmers with Climate Resilient Hybrid Rice Seeds

Area of operation: **Uttar Pradesh, Madhya Pradesh, Punjab, Uttarakhand, Haryana, Bihar, Jharkhand, Chhattisgarh, Odisha, Gujarat, Telangana, Maharashtra, West Bengal**

Crops covered: **Rice**

Total area covered: **16.5 Mn Ha**

Number of farmers associated: **~7 lacs**

Average landholding of farmers associated with program: **1.08 Ha**

Details for year 2024-25

Program Impact

Corteva hybrids delivered an average yield of 6 MT/Ha, about 36% higher than the national average of 4.38 MT/Ha



BLB at reproductive stage



BPH Burns

SDGs impacted



Corteva AgriScience India Pvt. Ltd.

About the Program

The program was launched in the year 2005 to empower farmers with climate-resilient hybrid rice seeds, addressing critical challenges posed by climate change such as water stress, salinity, and increasing pest and disease pressure. The program's objectives are to improve rice productivity and farmer livelihoods, optimize resource use under the "More Per Acre'' mission, build sustainable farming capacity through Direct Seeded Rice (DSR)-compatible hybrids, and strengthen national food security. Key interventions under the program are:

- **Water Stress, Drought or Flooding:** Interventions are focused on breeding and deploying advanced hybrid seeds rigorously tested for drought tolerance and standability to withstand lodging under water stress conditions.
- **Salinity:** Salinity tolerance has been ensured through a robust testing protocol since 2015. This ensures that the commercialized hybrids are compatible with saline soils.
- **DSR Compatibility:** Since 2020, research trials have been transitioned to DSR planting and combine harvesting. The objective is to breed DSR compatible hybrid rice.
- **Increasing Disease and Pest Pressure:** Corteva has pioneered the introgression of three native traits—BLB, BPH, and Blast resistance—into hybrids such as 27P39, 27P32, and 28P66. The objective is to protect against yield loss and reduce chemical spray usage resulting in lower chemical residues.



Neck Blast

For further details, contact us on

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Natural Resource Management and Climate Resilient Agriculture

Area of operation: **Karnataka and Tamil Nadu**

Crops covered: **Gherkins (Cucumbers) & Jalapenos**

Total area covered: **1,550 Ha**

Number of farmers associated: **4,673**

Average landholding of farmers associated with program: **0.2 Ha**

Details for year 2024-25

Program Impact

53% increase in the productivity

Consumption of fertilizers down by 30%



DMF Concept

SDGs impacted



Global Green Company Ltd.

About the Program

The program was launched in 2020 to address challenges of conventional flood irrigation, poor crop quality, and low farmer income. The program aims to conserve water, improve soil health, enhance productivity, and build resilience in gherkin and jalapeno farming through sustainable practices. Interventions are centered on the DMF approach—Drip Irrigation, Mulching, and Fertigation—implemented under a contract farming model for small and marginal farmers.

Drip Irrigation: The drip irrigation drives concept of "per drop more the crop". In gherkin cultivation, drip with plastic mulch ensures 200-300 % increase in productivity over the convention method of cultivation and saves 35 % water over flood irrigation.

Mulching: Adoption of mulch in gherkin cultivation helps retain soil moisture, suppress growth of weeds, create microclimate in the root zone, maintain soil temperature, prevent soil erosion, and saves the cost on inter cultivation practices like weeding, earthing up.

Fertigation: Fertigation provides both water and required nutrient directly to the root zone, which avoids nutrient leaching, excess moisture at root zone, maintaining soil pH by avoiding overdose application of bulk fertilizers, improving nutrient use efficiency.

Building farmer capacity: Capacity building is integral to the program, with 25 training sessions for 750 farmers, and 5 district-level workshops, supported by manuals, videos, and technical assistance.

Pest and Diseases: Adoption of the Drip, Mulch and fertigation improves the immunity of the crop stand and reduces the incidence of pest and diseases. Mulch reflects the sucking pests and avoids pupation in soil.



Healthy Crop with DMF Concept of Growing Cucumbers

For further details, contact us on

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Promoting Climate Smart Agriculture (CSA) among Smallholder Farmers through the network of Agri Entrepreneurs across India

Area of operation: **Jharkhand, Maharashtra, Odisha, Assam, Bihar, Madhya Pradesh, Uttar Pradesh, Punjab**

Crops covered: **Rice, Wheat, Sugarcane, Cotton, Soybean, Bengal Gram, Fruits and Vegetables**

Total area covered: **1,15,629 Ha**

Number of farmers associated: **2,35,537**

Average landholding of farmers associated with program: **>1 Ha**

Details for year 2024-25

Program Impact

- Broad Bed Furrow (BBF) sowing in soybean improved yields by 20–30% and reduced input costs by 29%.
- AWD (Alternate Wetting and Drying) reduced irrigation events from 8 to 6, cutting cultivation costs by 11%.
- IPM practices (sticky traps, Neem Seed Kernel Extract (NSKE), pheromone traps) reduced 2–3 sprays in vegetables and 2 in cotton, lowering input costs.
- Soil Testing led to 5–33% reduction in fertilizer use



Farmers Training led by AE beside Demo Plot - Wardha, Maharashtra

SDGs impacted



Syngenta Foundation India

About the Program

Syngenta Foundation India (SFI) launched its program in 2018–19 to promote Climate Smart Agriculture (CSA) among smallholder farmers through a network of agri-entrepreneurs across India. The program aims to promote climate-smart agriculture practices and technologies among smallholders to improve soil health, deploy solar-powered solutions, and validate CSA technologies that enhance productivity, income, and climate resilience while reducing greenhouse gas emissions.

Key interventions undertaken under the program:

- Development of CSA Training Module for Agri-Entrepreneurs (AE), Farmers and staff of SFI with support from Environmental Defense Fund (EDF) .
- Creation of climate-proof Package of Practices for water- and nutrient-intensive crops like cotton, wheat, and sugarcane.
- Showcasing of CSA practices like soil testing, seed replacement, IPM, INM, and straw management through demo plots.
- Adoption of nitrogen balance approach to reduce nitrogen fertilizer use.
- Enabled CSA input access via Agri Entrepreneur (AE) -run kiosks.
- Validation of CSA interventions across all crops through Model CSA Village .
- CSA technologies were field-validated and commercialized.
- Biochar is produced from crop residues to enhance soil organic carbon.
- Validating CSA-friendly technologies and supporting Ag-Tech start-ups for improved market access.



Use of Trash Shredder in Sugarcane - Ahilyanagar, Maharashtra

For further details, contact us on

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Keeping Indigenous Bees Buzzing and Supporting Biodiversity Conservation in Tribal Communities

Area of operation: **Maharashtra, Gujarat, Madhya Pradesh**

Crops covered: **Saplings-** Mango, Coconut, Chikoo, Cashew, Lemon, Guava, Amla, Apple Jujube, Brinjal, Chilly, Tomato, and Moringa; **Seeds-** Chick Pea, Pigeon Pea, Mustard, Sunhemp, Watermelon, Bottle Gourd, Cluster Beans, Ladies' Finger, Corn, Pumpkin, Fenugreek, Coriander, Cucumber, Brinjal, sesame, green pea, niger, green gram and black gram.

Total area covered (ha): **8,136**

Number of farmers associated: **1915 beekeepers**

Average landholding of farmers associated with program (ha) – **1.5**

Details for year 2024-25

Program Impact

5,951.7 kg of honey harvested in 2023-24

Improvement in crop yields by 30%



Beekeeper inspecting bees closely

SDGs impacted



Under The Mango Tree Society

About the Program

Launched in 2020, Under The Mango Tree (UTMT) Society's sustainable Beekeeping and Biodiversity Conservation Program strengthens climate resilience and livelihoods in vulnerable Adivasi regions by promoting sustainable beekeeping with India's native bee species. The initiative focuses on enhancing pollination, improving crop productivity, and conserving critical natural resources that underpin rural food systems. The program's core objectives include conserving indigenous pollinators, building farmer capacities in sustainable beekeeping, promoting bio inputs amongst smallholders, and improving food security and incomes of Adivasi families. Training emphasizes indigenous species such as *Apis cerana indica, Apis florea, Apis dorsata and Tetragonula iridipennis* (stingless bees), all increasingly threatened by pesticide-intensive farming, habitat loss, commercial beekeeping pressures, and unsustainable honey-harvesting practices.

UTMT Society's interventions span the entire value chain. Smallholder farmers are trained in bee-box filling, establish apiaries and manage them as micro-enterprises. The beeflora initiative enhances local ecology by distributing bee-friendly seeds and saplings, improving forage availability and strengthening landscape-level biodiversity. It also enhances the green cover of the area, and supports smallholders with access to homegrown pulses, vegetables and fruits, and positively impacting income from the sale of small surpluses. Parallel efforts promote bio-inputs in farming through sensitizing and training farmers in making bio-fertilisers and bio-pesticides, reducing pesticide use and creating pollinator-safe farmlands. To ensure sustained economic benefits, the program integrates market linkages through a Farmer Producer Organization (FPO) in Gujarat, enabling a fair market for the beekeeping value chain. Implemented across biodiversity-rich tribal areas, the program has trained 1,915 smallholders—with 30–40% women's participation—in sustainable beekeeping. Through family-level spillover, it has positively impacted 26,985 tribal farmers, strengthened ecological health while building resilient rural livelihoods.



UTMTS Training in sustainable honey harvesting from *A. dorsata* hives

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2.4 Agri Based Decarbonization Initiatives

S No.	Award Winner	Program Name	Page No.
1	Olam Agri India Pvt. Ltd.	Rice with Conscience - Sustainable Rice for a Better Tomorrow	44
2	Tata Coffee Ltd.	Initiatives on Agri based Decarbonization	45
3	NDDB Foundation for Nutrition	Go-Green Manure Management Programme	46

Rice with Conscience - Sustainable Rice for a Better Tomorrow

Area of operation: **Haryana, Punjab, Madhya Pradesh, Andhra Pradesh**

Crops covered: **Basmati & Non-Basmati Rice**

Total area covered: **20,000 Ha**

Number of farmers associated: **17,221**

Average landholding of farmers associated with program: **1.2 Ha**

Details for year 2024-25

Program Impact

Total carbon content sequestered during FY 24-25: 0.76 tonnes per Ha equivalent of CO_2

Total GHG emissions reduced during FY 24-25: 3,958 tonnes equivalent of CO_2



AWD Field Demonstration



AWD Pipe Installation and Demonstration

SDGs impacted



Olam Agri India Pvt. Ltd.

Olam Agri

About the Program

The program aims to create the conditions and mechanisms for smallholder farmers across geographies in India, to grow rice more sustainably, by reducing GHG emissions & the water footprint associated with rice cultivation through use of climate-sensitive technologies and practices in cultivation while adopting a gender transformative approach. The program brings in multiple stakeholders under its ambit- International Finance Cooperation, Bayer, Syngenta in Haryana & Punjab for capacity building, technical support; GIZ, International Rice Research Institute (IRRI), UN Women in Haryana, Madhya Pradesh & Andhra Pradesh for technical capacity building, measuring & validating low emission rice cultivation practices, helping create market linkages, all while focusing on improving the gender sensitivity in the operating areas. Economic incentives through new market linkages as well as the carbon market are also being explored for leading to agroecological transformation of smallholder business models.

Alternate Wetting and Drying (AWD) is one example for climate-friendly rice cultivation where the fields are flooded only periodically. The positive impact of AWD is scientifically proven and recognised by international standard setters. There are comparable climate-sensitive methods including use of biochar, crop residue management, reduction of nitrogenous fertilizer uses etc which are recognised and adopted within the program. Additionally, there are also comparable interventions such as sequestration using Azolla, use of methanotrophic organisms for methane capture in rice paddies etc. which have not yet been recognised by standard-setting organisations.

The program also tries to work towards the accreditation of carbon credits for low-emission rice farming practices by outlining and assessing scientific validity, gendered impacts, scope and potential for acceptance. Methodologies with a positive assessment outcome will be submitted to a carbon certification standard organisation. The pool of methods for carbon-mitigation to boost credit generation will thereby be widened, contributing to resilient cropping systems to hedge against future GHG emissions.



Olam Agri's Sustainability Lead interaction with Krishi Sakhis

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Initiatives on Agri based Decarbonization

Tata Coffee Ltd.

Area of operation: **Karnataka, Tamil Nadu & Kerala**

Crops covered: **Coffee, Pepper & Trees**

Total area covered: **12,766 Ha**

Number of farmers associated: **34,260**

Details for year 2024-25

Program Impact

564.68 tonnes CO_2e sequestered per hectare

24 % GHG reduction in FY25 compared to FY24



Sustainability brewed in Tata Coffee



Green Forests, Strong Futures – Powered by Tata Coffee

SDGs impacted



About the Program

The company has launched the Tree Plantation Carbon Project in the ecologically sensitive Western Ghats region, aimed at mitigating climate change and enhancing biodiversity. The initiative focuses on afforestation through the plantation of native forestry species within TCL's coffee and tea estates. By integrating tree planting with existing agricultural systems, the project seeks to restore ecological balance while supporting sustainable livelihoods.

Key Interventions include:

- Plantation of indigenous tree species alongside coffee crops on privately owned estates.
- Utilization of barren and unused land, as well as infilling within existing plantations, ensuring no displacement of agricultural activities.
- Adoption of soil conservation practices and organic composting to improve soil health and prevent erosion.
- Promotion of biodiversity conservation to counter deforestation and habitat loss in the Western Ghats.

The project significantly contributes to carbon sequestration by expanding green cover and creating natural carbon sinks. Trees absorb atmospheric CO_2 during photosynthesis, reducing greenhouse gas concentrations and mitigating climate change impacts. This initiative also strengthens the terrestrial ecosystem, improves water retention, and safeguards the long-term viability of coffee and tea cultivation in the region.

For further details, contact us on

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Go-Green Manure Management Programme

Area of operation: **Odisha, Tamil Nadu, Uttar Pradesh, Gujarat, Telangana, Jharkhand, Bihar**

Number of farmers associated: **737**

Details for year 2024-25

Program Impact

2948 tonnes of CO_2 equivalent emissions avoided during 2024-25



Supporting marginalised immigrant communities with access to clean affordable biogas, reducing hardship and improving daily living



A smile powered by clean energy in rural Odisha

SDGs impacted



NDDB Foundation for Nutrition

About the Program

The Go-Green Manure Management Programme focuses on advancing rural decarbonisation through a decentralized model of installing flexi technology based small biogas plants, encouraging farmers and households to shift from conventional fossil fuels such as LPG and firewood to sustainable and renewable energy sources. The program promotes the adoption of flexi biogas plants, which convert cattle dung into clean biogas for daily cooking and nutrient-rich slurry for organic farming.

The initiative aims to reduce greenhouse gas emissions, improve rural energy access, and support circular economy practices by effectively utilizing local biomass resources. Awareness campaigns, field demonstrations, and farmer meetings were organized to educate communities about the economic, environmental, and health benefits of biogas use.

By integrating clean energy with agricultural waste management, the program contributes to sustainable rural development focused on mitigating carbon emissions while promoting energy self-sufficiency and enhancing the overall quality of life in rural areas.



A significant step towards sustainable dairying—Go-Green Manure Management Project launched at Ooty under IIL's CSR, in the presence of NDDB Chairman Dr. Meenesh Shah



Sustainable energy at the doorstep—flexi biogas bringing change to rural Gujarat



A smile powered by clean energy in rural Odisha

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2.5 Initiatives focused on Improving Sustainable Livelihood of Women in Agriculture

S No.	Award Winner	Program Name	Page No.
1	ADM Agro Industries Pvt. Ltd.	ADM & SSP Women-led Climate Resilient Farming (WCRF) Model (De-Risking Agriculture)	48
2	ITC Ltd.	Fostering Inclusive Rural Micro-Entrepreneurs	49
3	AVT Natural Products Ltd.	Harvesting Hope: Women Cultivating Change	50
4	Agriva Naturally	Dragon Fruit Cultivation and Processing	51
5	Agri Entrepreneur Growth Foundation (AEGF)	Empowerment of Women to create Sustainable Livelihoods through the Agri-Entrepreneurship (AE) Model	52
6	People's Action for National Integration (PANI)	Abhayam Krishi Kendra (AKK) : Women-Led Agricultural Entrepreneurship Initiative	53

ADM & SSP Women-led Climate Resilient Farming (WCRF) Model (De-Risking Agriculture)

Area of operation: **Maharashtra**

Crops covered: **Soybean, Pulses, Horticultural crops and allied activities**

Total area covered: **600 Ha**

Number of women farmers associated: **1,500**

Average landholding of farmers associated with program: **0.4 Ha**

Details for year 2024-25

Program Impact

Farmer income enhanced by INR 1500/ Ha from agricultural activities

Farmer income enhanced by INR 2500/ farmer from allied activities by milk production



One-acre model developed by beneficiary



पुरोगामी विचाराचे
एकमत
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13 Mar 2025

महिला दिनाचे औचित्य । स्वयंशिक्षण प्रयोग संस्था - ए. डी. एम. अॅग्रोचा उपक्रम

सेंद्रीय शेती करणाऱ्या शेतकरी महिलांचा सन्मान

लातूर : प्रतिनिधी

जागतिक महिला दिनाचे औचित्य साधून सेंद्रीय शेती तथा शेतीपूरक उद्योग करणाऱ्या सक्षम महिलांचा सन्मान जागतिक महिला दिनाच्या निमित्ताने स्वयं शिक्षण प्रयोग संस्था व ए. डी. एम. ॲग्रो इंडस्ट्रीज लातूरच्या माध्यमातून लातूर येथे करण्यात आला.

कार्यक्रमात ए.डी.एम. ॲग्रो इंडिया प्रायव्हेट लिमिटेड लातूर कंपनीचे मुख्य व्यवस्थापक अमोल पवार, ए.डी.एम.चे शास्त्रज्ञ शेती

SDGs impacted



ADM Agro Industries Pvt. Ltd.

About the Program

The ADM & SSP WCRF model is designed to empower women farmers in drought-prone regions like Marathwada by equipping them with the skills and resources to adopt sustainable, climate-resilient farming practices.

The project directly supports 1,500 women farmers across 30 villages, with an indirect impact on approximately 6,000 family members. Through the WCRF model, ADM aims to equip women farmers with the necessary tools and knowledge for climate-resilient farming practices. The project not only addresses environmental concerns but also empowers communities from within, paving the way toward a sustainable and food-secure future for all involved.

The WCRF model centres around four key components: empowerment, food security, livelihoods, and natural resources. Through a combination of knowledge exchange sessions, on-site demonstrations, and community-led workshops, women farmers learn to diversify crops and advance water-efficient practices. The project also facilitates access to government schemes, financial assistance, and market connections, empowering women to secure better economic opportunities and grow their farming businesses. This holistic approach aims to build climate resilience, improve incomes, and establish women as leaders in agriculture, ensuring long-term sustainability for farming communities in one of India's most vulnerable regions.



World Irrigation day celebrated with Nodal agencies



International Women's Day celebration

For further details, contact us on

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Fostering Inclusive Rural Micro-Entrepreneurs

Area of operation: **Madhya Pradesh, Uttar Pradesh, Bihar, Maharashtra, Rajasthan**

Number of women microentrepreneurs associated: **134**

Details for year 2024-25

Program Impact

Average revenue generated/month under various business archetypes:

INR 3000-5000



Customer Service Centre

SDGs impacted



ITC Ltd.

About the Program

Under the SCALE (Scaling Climate Smart Agriculture for Livelihood and Entrepreneurship) initiative, ITCMAARS successfully trained, incubated and supported 643 microentrepreneurs including 134 women microentrepreneurs and FPOs. These women entrepreneurs adopted 10 business archetypes with high revenue generating potential, while promoting climate-smart practices and inclusive growth. The initiative embedded Diversity, Equity, and Inclusion (DEI) principles and leveraged ITCMAARS' phygital platform to deliver capacity building, business setup support, and market linkages.

The training program was conducted by initially campaigning in the ITC FPO catchment areas that helped in village level mobilization of unemployed rural youth, FPOs, SHGs etc. Screening of these interested candidates was done through written test and interview, and home visits were conducted to understand the risk-bearing abilities, investing capacity and background verification of the individuals. Finalized candidates were onboarded and trained for 45 days on various aspects like confidence & leadership, compliance & legal awareness, business planning, financial literacy, market orientation, digital enablement, community role models and business archetypes. These training programs were also conducted to the FPO Board of Directors (BoDs) among 3 FPOs which was mainly focused on governance, building financial acumen, operations and business management.

Around 10 business archetypes from agriculture and allied sectors were identified across the states: vermicomposting, dairy, processing unit, mushroom rearing, nursery, common service centre, custom hiring centre, agriculture input shop, cattle feed production, milk collection centre and value addition through solar dryer. They were also supported with business infrastructure to initiate the business and constant mentorship throughout which helped them in earning an average monthly income that can support rural households.



Vermicompost

For further details, contact us on

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Harvesting Hope:
Women Cultivating Change

Area of operation: **Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, Madhya Pradesh**

Crops covered: **African Marigold**

Total area covered: **10,000 Ha**

Number of women farmers associated: **4,165**

Average landholding of farmers associated with program – **0.5 Ha**

Details for year 2024-25

Program Impact

Income enhancement of women farmers



Encouragement and Recognition to best performing Agri Entrepreneur



Training on Drone Operation

SDGs impacted



For further details, contact us on

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AVT Natural Products Ltd.

About the Program

The key interventions under the program are:

1. **Crop campaigning for involvement of women farmers:** The company starts crop campaigning almost 2 months earlier to explain the benefits of program and showcase the income improvement in a crop season of five months. It gives training on mitigating different challenges like control of diseases / pest, physiological deficiencies and some abiotic challenges during the crop cycle.
2. **High Yielding Hybrid Seeds & Inputs:** The company provides farmers with high-yielding hybrid seeds, improved agronomic practices, and quality inputs. Intensive agriculture, which makes extensive use of agrochemicals, has undoubtedly increased farm commodity output, but the negative impact of these chemicals on soil structure, soil microbiology, water quality, food, fodder, and food materials are happening. The company strives to include natural/organic and biobased products in their cultivation practices for enriching the soil and produce safer and clean crop. For doing so, it has developed novel humic acid formulation from plant/ organic source which also contains high organic carbon. Apart from that, micronutrient formulations have been developed which are best suited for many crops and have novel delivery system for making those elements bioavailable at maximum levels. Use of mycorrhiza and neem-based products are developed for improvement of soil health and crop protection
3. **Enhanced income and weekly payments:** Once the flower harvesting starts (after ~50days after planting), the farmers start getting payment regularly becoming a cash crop for the farmers.
4. **Involvement of women in Agri-tech:** The company trains women to become leader farmers who, in turn, teach their fellow farmers in the villages. It provides input kits comprising nutrients and crop protection products, and these leader women farmers, along with field assistants, guide others on applying inputs at the right crop stages. Due to labour shortage in the villages, the company provides drones for application of nutrients / chemicals. These women participate actively and serve as drone pilots at the village level. This initiative positions them as game changers in farming activities.
5. **Encouragement-Ownership-Empowerment:** This initiative has significantly motivated women farmers, fostering a strong sense of ownership and confidence in decision-making—not only in agricultural activities but also within their households and communities. The recognition they receive at home and in society further strengthens their empowerment.
6. **Health & Livelihood awareness programs:** The company also take up regular health check-up programs for heath & livelihood awareness of the associated farmers.

Dragon Fruit Cultivation and Processing

Area of operation: **Himachal Pradesh, Punjab, Haryana**

Crops covered: **Dragon Fruit Plant, Sarpagandha, Shatavari, Vaijayanti, Drumstick, Ashwagandha, Stevia, Kalmegh, Vetiver Grass, Turmeric Tulsi or Holy Basil etc**

Number of women farmers associated: **309**

Details for year 2024-25

Program Impact

Farmer income enhanced by INR 50,000 - INR 60,000/ha/year from agricultural activities (Dragon fruit and medicinal plant cultivation)

Farmer income enhanced by INR 40,000 - INR 80,000/farmer/year from allied activities (processing and value addition)



Exposure visit by school children

SDGs impacted



Agriva Naturally

About the Program

The program was launched in 2022 by Mrs. Reeva Sood in Behar-Bithal, Una, Himachal Pradesh. The program was conceptualized to address multiple rural challenges—low farm productivity, socio-economic barriers for women, and the underutilization of barren lands—through an integrated approach combining organic farming, medicinal plant cultivation, and fruit processing.

The journey began with the reclamation of 70 acres of rocky, water-scarce land, which was converted into thriving farms using sustainable practices such as Jeev Amrut, vermicomposting, and drip irrigation. The program introduced high-value crops like Dragon fruit, Ashwagandha, Tulsi, and other medicinal plants suited to local agro-climatic conditions. These crops not only offer superior returns but also require minimal inputs, making them ideal for marginal lands.

To ensure holistic development, the program emphasizes on women empowerment by providing hands-on training in organic farming, processing, and entrepreneurship. A buy-back model guarantees assured income for farmers, reducing market risk and financial uncertainty. A state-of-the-art processing unit with a capacity of 153 MT per year was also established, producing chemical-free health drinks and herbal extracts under strict quality standards.

The initiative has created strong market linkages, enabling women-led products to reach domestic and international markets. Recognized by APEDA for export readiness, the program promotes sustainability, health, and rural prosperity.

Through its multidimensional approach—covering land utilization, income generation, skill development, and ecological restoration—the program stands as a replicable model for sustainable agriculture and rural entrepreneurship in India.



Women learning to operate a power tiller mini-tractor for small-scale farming activities

For further details, contact us on

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Empowerment of women to create Sustainable Livelihoods through the Agri-Entrepreneurship (AE) Model

Area of operation: **Bihar, Maharashtra, Madhya Pradesh, Uttar Pradesh, Assam, West Bengal, Odisha, Manipur, Punjab, Rajasthan, Tamil Nadu, Jharkhand, Telangana**

Crops covered: **Paddy, Cotton, Wheat, Litchi, Vegetables, Soyabean, Maize, Pulses etc.**

Total area covered: **7,00,960 Ha**

Number of women farmers associated: **13,75,987**

Average landholding of farmers associated with program: **0.5 Ha**

Details for year 2024-25

Program Impact

23,166 AEs trained (9,302 women)

INR 1,045 crore worth of agri-business transacted by women AEs



Breaking the Barriers - A Drone Didi in action, using precision farming tools to transform productivity and sustainability



From customer to entrepreneur – A woman AE providing last-mile access to inputs and services, redefining women's role in rural agribusiness

SDGs impacted



Agri-Entrepreneur Growth Foundation (AEGF)

About the Program

The Agri-Entrepreneur (AE) Model implemented by AEGF is a women-centric rural entrepreneurship approach that transforms smallholder farming systems by strengthening last-mile agri service delivery and enabling sustainable incomes for women. Working through the Self-Help Group (SHG) ecosystem and State Rural Livelihood Missions (SRLMs), the program identifies rural women, provides National Institute of Agricultural Marketing (NIAM)-certified training, and handholds them to establish viable agri-enterprises.

Each woman AE services 150–200 farmers across 2–3 villages, delivering timely access to inputs, climate-smart crop advisory, mechanization, digital financial services, and market linkages. These services address chronic challenges faced by smallholders — high cost of cultivation, limited access to quality inputs and agro-advisory services, poor price realization, and climate vulnerability.

The program's digital backbone, the AE Digital Diary and Training Management System (TMS), ensures real-time monitoring of training, enterprise growth, and farmer impact, while integrating with government MIS for scalability. Continuous mentorship through AE Mentors strengthens business skills and connects women to subsidies, licenses, and formal credit.

This model converts rural women from low-paying, informal roles into recognized entrepreneurs, strengthens household economics, improves access to education and health, and creates an institutional ecosystem for replication across states.



From a farmer to a Trainer- A woman Agri-Entrepreneur conducting a farmer awareness session on improved and climate-smart agricultural practices

For further details, contact us on

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Abhayam Krishi Kendra (AKK) : Women-Led Agricultural Entrepreneurship Initiative

Area of operation: **Uttar Pradesh**

Crops covered: **Paddy, Wheat, Potato, Vegetables**

Total area covered: **1,15,734 Ha**

Number of women farmers associated: **1,67,039**

Average landholding of farmers associated with program: **1.33 Ha**

Details for year 2024-25

Program Impact

Average annual income enhancement of women entrepreneurs by INR 24,000 - 1,20,000/ entrepreneur



Priya at her Abhayam Krishi Kendra in Pandri Kripal



Ankita selling seeds to a farmer in her village Bakthorwa

SDGs impacted



People's Action for National Integration - PANI

About the Program

The Abhayam Krishi Kendra (AKK) initiative is a women-led agricultural entrepreneurship network transforming rural women into certified agri-entrepreneurs across Eastern Uttar Pradesh. Under this model, selected Community Resource Persons (CRPs) undergo a rigorous 40-day professional training in partnership with CCS NIAM Jaipur, receiving formal certification in "Agri-Entrepreneurship with Integrated Nutrient Management and Agriculture Extension Services'.' Post-certification, these women establish independent, home-based agricultural service centres known as AKKs.

Each AKK serves two Gram Panchayats, collectively reaching over 800 farmers by supplying quality seeds (paddy, wheat, potato), organic fertilizers, bio-pesticides, agricultural equipment rental, soil and water testing, vegetable nurseries, animal feed, and farm advisories. This cash-and-carry model eliminates credit dependencies, ensuring sustainable and efficient service delivery.

As of FY 2024-25, 218 AKKs operate across Balrampur, Gonda and Shravasti districts, covering about 115,734 hectares and impacting 167,039 women farmers cumulatively. The program generated a business turnover of INR 1.16 crores in FY 2024-25 alone, with individual entrepreneurs earning between INR 24,000 and INR 1,20,000 annually.

Innovation Elements:

- Exclusive women-led entrepreneurship model with formal business registration.
- Multi-sectoral integration combining inputs, technology and market services.
- Professional certification creating legitimate career pathways in agriculture.
- Digital payment options for farmers leading to financial inclusion in villages.
- Women gain comprehensive access to crop / input level decision-making in farming, formal finance through business operations, agricultural and digital technologies and direct market linkages. The model demonstrates remarkable scalability, expanding from 148 to 218 units in one year while maintaining profitability.
- This initiative fundamentally shifts women's roles from passive participants to active entrepreneurs, creating sustainable livelihoods while strengthening agricultural systems through women-led service delivery and community leadership development.

For further details, contact us on

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Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

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At YES BANK, we are driven by a deep purpose and relentless commitment to our customers.

Headquartered in Mumbai, YES BANK is the 6th largest private sector Bank in India offering full-fledged banking solutions with its comprehensive bouquet of product and services, digital solutions catering to Retail, MSME, Wholesale and Rural segments. The Bank has a pan India presence with 1,255 branches, 235 BCBOs and 1,331 ATMs (including CRMs and BNAs) in over 300 districts in India.

The Bank operates its Brokerage business through YES SECURITIES, a wholly-owned subsidiary of the Bank. The Bank has a pan-India presence including an International Banking Unit {IBU) at GIFT City in the Ahmedabad district, Gujarat and a Representative Office in Abu Dhabi. Through a growing pan-India presence, we empower our customers to achieve their full potential and serve India's future businesses.

The Bank's vision rests on three strategic pillars:

Universal Banking with Granular Focus: Maintain our role as a universal bank while concentrating on refining and expanding each business segment.

Digital Leadership and Relationship Banking: Leverage our established digital market leadership to serve the new-age economy and future value pools, ensuring we also support and capture transactional business.

Employee-centric Culture and Efficient Processes: Prioritise an employee-focussed culture, streamline processes, and develop a scalable technology infrastructure.

YES BANK has consistently fostered a strong sustainability ethos within its culture, enabling it to respond effectively to evolving ESG expectations, regulations, and opportunities. The Bank continuously monitors ESG and climate developments, collaborating with stakeholders to integrate key sustainability themes and practices into its operations.


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