Baareh Mahine Hariyali

Multiplying Farmer Incomes
Case Study: Uttar Pradesh
ITC’s businesses are deeply linked with the agriculture sector. Its globally acknowledged initiative, ITC e-Choupal, has empowered 4 million farmers in India. Recognising the need to find innovative approaches to substantially raise farmer incomes and in a sustainable manner, ITC has also launched a pilot project, Baareh Mahine Hariyali, that adds a new dimension to the complex task of multiplying farmer incomes. The programme has demonstrated encouraging results within a short span of time.
A 360°-model to raise farmer incomes

- CROPPING INTENSITY
- CROP DIVERSIFICATION & VALUE ADDITION
- PRODUCTIVITY ENHANCEMENT
- INCOME DIVERSIFICATION
- MARKET LINKAGES

Multiplying Farmer Incomes

Pilot project in UP

2,00,000 farmers covered. To be rolled out to over 10 lakh farmers, progressively

30,000 farmers, who have adopted all initiatives, reported doubling of incomes

30% to 75% income rise for those who have implemented the programme partially
Multiplying Farmer Income Through Round-the-Year Interventions

1. Productivity Enhancement & 2. Varietal Improvement

- Transfer of agri best practices, like zero till sowing, through Choupal Pradarshan Khets (demonstration farm), leading to cost savings, timely sowing and minimisation of environmental pollution
- Adoption of new high-yielding varieties of wheat
- Introduction of short duration paddy for timely sowing of wheat during rabi season

3. Cropping Intensity

Moong

To enhance farmer income, cropping intensity is increased with the introduction of summer moong, which helps in soil fertility management

Wheat
profit for farmers up by 58%

Rice
profit up by 47%

Additional income of Rs 9000/acre
Multiplying Farmer Income Through Round-the-Year Interventions

### 4. Crop Diversification & 5. Value Added Crops

- **Guava Plantations**
  - 157 acres of high density guava plantations
  - Yield increase of 50%

- **Jamun Plantations**
  - 794 acres of Jamun plantations

- **Banana**
  - Introduction of banana tissue culture in East UP

### 6. Enabling Market Linkages

- Procurement of Agri Produce through ITC e-Choupal network to reduce transaction costs and provide market linkages to farmers
  - Wheat, Paddy, Maize, Bajra, Potato, Banana, Guava, Jamun & other commodities
  - Procured 25 lakh MTs till date since 2005
  - 23 locations & 41 warehouses

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- **Guava**
  - Potential of Rs. **1.3** Lakh/acre

- **Jamun**
  - Income potential of Rs. **50,000**/acre

- **Enhancing farmer income**
  - Upto Rs. **1** Lakh/acre
Developing a Potato Value Chain

- Improved varieties of Seed Potato
- Best Practices and Knowledge Transfer
- Upgradation to chip-grade potato

Total Additional income of Rs 30,000/acre

ITC’s Bingo! Snacks & ITC’s Farmland Potatoes, including Low Sugar and Anti-Oxidant varieties
Promoting Agro Forestry

Supporting a Wood-Based Value Chain

- Eucalyptus and Poplar plantations
- Saplings provided by ITC
- Coverage of 1,140 acres of eucalyptus plantations and 10,166 acres of poplar plantations in 3 years

Additional income
Rs 25,000 - 30,000/acre in Eucalyptus plantations
Rs 40,000/acre in Poplar plantations per annum
ITC e-Choupal:
Income Diversification Programmes

1. Livestock Development
- 46 Cattle Development Centres
- 7.46 lakh Artificial Inseminations; birth of over 2.4 lakh calves
- Yield improvement: 6 litre/day to 10 litre/day
- Additional annual income: Rs 30,000/animal per year

2. Vocational Training
- 3,282 youths enrolled
- Most sought after trades - Retail, Computer Skills and Hospitality
- Over 1,700 youth placed successfully

3. Agarbatti Rolling
- Empowered 300 women in 11 villages as entrepreneurs through Agarbatti making at home

4. Creation of Custom Hiring Centres