

AGRICULTURE AND ALLIED LIVELIHOODS

# SOWING SEEDS OF PROSPERITY





## Fostering farm productivity

We remain dedicated to empowering farmers across the country and seek to provide sustainable livelihood opportunities to people relying on agriculture and allied sectors. Our inclusive agri-livelihood model enables farmers to overcome challenges and receive comprehensive support through Farmer Producer Organisations (FPOs) and knowledge sharing partnerships with technical experts and institutions.



₹ 35+ Cr

Turnover generated by Farmer Production Organisations

31,425

Farmers with access to quality seeds, fertilizers and pesticides

17-20%

Direct saving in farm input costs.

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Universities collaborated with to develop model farms in Karnataka, Tamil Nadu and Maharashtra

### Partnership with ITC to ensure farm prosperity

In a bid to provide farmers with expert guidance and better market access, we have partnered with ITC Limited on a pilot project aimed at improving the value chain of the chilli crop in Karnataka's Vijayanagar and Ballari districts. The collaboration focuses on enhancing agricultural productivity, meeting global quality standards and managing rising production costs and sustainability challenges. It also aims to boost farmers' income and encourage sustainable agricultural practices.

The project will involve 16 Farmer Producer Organisations (FPOs), promoted by JSW

Foundation, for implementing the project in the designated areas.

The initiative includes:

- Intensive training on Integrated Pest Management (IPM) practices.
- Encouraging farmers to reduce reliance on harmful chemical pesticides and use fertilizers based on soil test results.
- Creation of a digital engagement platform to provide farmers need-based crop management advice.

"Uniting farmers under one shared vision changed the future of our FPO. It empowered more farmers to grow, prosper and believe in what we can achieve together." — A board member



### Winning with a visionary leadership

Farmer Producer Organisations (FPOs) promoted by JSW Foundation support farmers through intensive training sessions for reducing the indiscriminate use of harmful chemical pesticides. At Kanakachala, a board meeting was called to discuss challenges faced by the FPO. A proposal to relocate the FPO from Hirekhed to Navali village was also floated during the meeting to increase its reach and access to new markets. The move aimed to increase its visibility and improve connections with farmers from 10 additional villages, including Navali, Adapur, Jeeral and others within a 10 km radius.

However, the BOD set a pre-condition for the move. The FPO needed to increase its shareholder base by adding at least 150 new members before the relocation could be approved.

The CEO demonstrated strategic foresight and strong leadership skills to bring the total number of shareholders to 355.

The relocation proved to be a game-changer for Kanakachala FPO. Within two months, the FPO's turnover surged from ₹152,577 to ₹662,450, driven by increased participation and sales from both shareholders and non-shareholders. This strategic shift, bolstered by strong leadership and community engagement, not only helped Kanakachala FPO overcome its challenges but also set the stage for sustainable growth and farmer empowerment. JSW Foundation continued to play a supportive role in making this transformation a reality.