

Nearly 2 lakh women benefit from ITC's 'Climate Smart Agriculture' programme

Our Bureau
Mangaluru

ITC has extended its 'Climate Smart Agriculture' programme to nearly 2 lakh women in the country.

The annual report of the company for 2023-24 said it has launched a comprehensive 'Climate Smart Agriculture' programme across 19 States to enable a transformation journey from 'low yield low resilient' areas to 'high yield and high resilient' villages through a package of agronomy practices, climate resilient varieties, precision farming, water management and appropriate mechanisation.

According to the report, 27.94 lakh acres and over 10.5 lakh farmers, including 1.95 lakh women farmers, have been covered under ITC's 'Climate Smart Agriculture' programme till date. In addition to promotion of 'Climate Smart



BRINGING ABOUT A CHANGE. ITC said 6,755 Climate Smart Villages covering major crop value chains are part of the programme

Agriculture' practices at scale in core agricultural catchments, ITC also has a 'Climate Smart Village' (CSV) programme, it said.

Under CSV programme, support is provided to majority of village population to enable adaptation to climate risks, mitigating the same through knowledge, livelihood diversification, natural resources management and institutional support. It said that 6,755 CSVs covering major crop

value chains are currently part of the programme. To provide additional support to farmers in dealing with climate risks, 15.24 lakh linkages were facilitated for farmers with six major government schemes. Aimed at boosting agricultural and allied activities in 27 aspirational districts of eight States under the 'Aspirational Districts' programme, ITC's collaboration with NITI Aayog is in its second phase. This phase focuses on internalising capabil-

ity enhancement methodology for training of farmers as well as communicating the model village template amongst government teams and agencies such as Krishi Vikas Kendras.

During the year, over 12 lakh farmers were trained on package of practices for principal crops of the region as well as on livestock management, resulting in over 44 lakh cumulative farmer interactions.

ITCMAARS

The report said ITC has scaled up ITCMAARS – a crop-agnostic full stack agritech digital platform, together with a physical ecosystem, across 10 States. The ITCMAARS 'phygital' platform spans more than 1,650 farmer producer organisations (FPOs) encompassing more than 15 lakh connected farmers and several industry partners, including agri-input manufacturers, banks, financial institutions and agritech start-ups.