

### Disaster Relief Management

The support for Bihar Flood survivors was a result of an immediate response to a National calamity



Rice packets being prepared for the Bihar support



Flood survivors taking Carrefour's packets home

### Stories to Theories

- 180 bags of rice, weighing 50 Kgs each were sourced
- 800 families were given rice packets
- Carrefour mobilized 40,000 metres of cotton cloth
- Cloth converted into sanitary napkins for women survivors
- App. 5 lakh sanitary napkins were made
- 75,000 women & adolescent girls benefited.

### Achievements

- More than 300 farmers from Delhi & NCR participated in the camps
- 225 households benefited
- 10% increase in crop yield after learning pesticides' application.
- 35% diseased crops lessened
- 8% decrease of crop wastage after correct post harvest handling & storage.
- 31% farmers honed better negotiation skills to get better prices
- 56% farmers increased their income by 25%



"What we learnt was an eye opener.

Earlier, we would put any amount of pesticides in the crop as per our experience. It never occurred to us that an overdose may even harm the crop quality & decrease my produce. I will from now measure the amount & use the correct method of fertilizer application. I wish to sell vegetables not the chemical to people".

—Daya Ram, farmer  
Palla Village

### Farmers' Empowerment Camps

Create Agri- champions for better, prosperous India



Carrefour's Empowerment Camp, Aterna village

### Experience to Practice



Carrefour's representatives checking the crop quality at Aterna village



On land demonstrations & interaction with farmers by the Carrefour team

### Learning for a better Future

#### Tips for Marketing

- Sow early & late varieties of crops
- Clean the produce before sale
- Pack the product in a consumer's preferred package/size
- Store the product to get benefit of high price in off season
- Don't sell the produce to trader if the price is below your expectation
- Use machine labour to save cost.
- Avoid borrowing money in advance from traders
- Sell through co-operatives/after making youth groups

### Adopting new Technologies

#### Tips to improve Crop Yield

- While hoeing, move backward to avoid compaction of soil & facilitate better aeration
- Water should not overflow on the ridges
- Overdose of chemicals results in crop of low quality
- Too much use of chemicals leaches away the soil nutrients
- Leafy vegetables like Chinese cabbage, brussels sprouts, lettuce, etc should be grown to increase the income
- Maintain adequate intervals between sowing & harvesting for soil replenishment
- Practice integrated nutrient management
- Adopt seed tray methodologies which enable selection of the best saplings
- The diversified crop rotations & cropping systems reduce pest & disease incidences
- Use household degradable waste in the fields



"The biggest road block faced by farmers is to get good prices for their produce. We don't know how to market the goods & thus don't get the best prices. This camp taught us good marketing/packaging techniques which would fetch us good profits."

- Arun Kumar, farmer, Aterna village

### Global Principles- Local Partnerships

Land demonstrations to ensure addressable grass-root problems of the farmers on sustainable basis

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