

Empowering Farmers– Improving Lives

A step towards holistic development



FARMERS' EMPOWERMENT CAMPS

AN IMPACT REPORT

Carrefour's Farmer Empowerment Camps promote new & advanced technologies to empower the Indian farmer

In the last one year, five camps have been held in Delhi, Uttar Pradesh & Haryana. 1500 farmers of rural & peri urban Indian settings have benefited.

Palla village- 35% diseased crops lessened

Practice before the camp- Farmers would dig out the diseased crop and throw it away at the other side of their field which led the virus to spread easily through the soil, hence increasing the number of diseased crops.

Intervention- Each diseased plant should be uprooted and buried far from the field or should be burned which would prevent the virus from spreading to other crops.

Change adopted by farmer- The farmers started removing the complete diseased plant and kept it away from their field.

Impact observed- The other crops were not harmed by the virus and were saved thus decreasing the percentage of the diseased crops.

Aterna village: 12% increase in the demand of babycorn produce in the market

Practice before the camp- Babycorn would be sold in large packets without cleaning.

Intervention- Babycorn should be cleaned and should be sold in small packets as the consumption of babycorn is not very high in India.

Change adopted by farmer- The farmers started packing babycorn in small packets weighing 200 to 400 gm.

Impact observed- Babycorn is highly perishable in nature. People prefer to buy babycorn in small quantities. Hence, when it was packed in small packets, their demand increased.



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power the Indian farmer***

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***Aterna village- 28% increase in
the income of broccoli growing
farmers.***

Practice before the camp- The farmers would wait for the broccoli to grow larger before harvesting. This would make it very heavy and hence it will be sold at very low prices.

Intervention- Broccoli should be harvested at the time when it is small and olive green in color. The leaves should be left behind so that more broccoli fruits can come.

Change adopted by farmer- The farmers started plucking broccoli at the right time & left few leaves behind to bear more fruits. .

Impact observed- The small sized broccoli fetched higher prices and there was an increase in broccoli production in the fields.

One of the objective is to accelerate growth of agriculture through niche initiatives & include it as part of Carrefour business plan.



Tenti village- 8% decrease of crop wastage after correct post-harvest handling & storage

Practice before the camp- The farmers used to grow only one variety of pearl millet. It was not sold at very high prices and not all farmers practiced growing pearl millet.

Intervention- Pearl millet has high protein content and has high demand in the market. Various industries have high consumption of pearl millet. The land of Tenti village is very suitable to grow pearl millet and more farmers should grow it.

Change adopted by farmer- Forty four farmers have sown pearl millet in their farms for earning high income.

Impact observed- A high yielding variety of pearl millet has been sown by farmers which lead to increased production. Proper method of sowing and irrigation were also followed which eventually increased the production.

Boorgarhi village- 10% increase in crop yield after learning pesticides' application.

Practice before the camp- Farmer would put all the pesticides without any measurement in the field. An overdose of the pesticides would kill the crops.

Intervention- Each pesticide is applied differently & the amount varies for each crop.

Change adopted by farmer- The farmers applied the pesticides in the suggested way in the camp & after referring to the literature manual distributed in the camp.

Impact observed- The right amount/ method of pesticide killed the harmful organisms & this saved the crop, resulting in 10% increased

Education & technology imparted to promote new methods amongst the weaker

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Education & technology empowerment have been imparted to promote new & advanced agricultural methods amongst the weaker sections of agrarian society.

The increased income and decreased crop wastage lead to an increase in the standard of living



Samaypur village- 18% decrease in the cereal wastage after the correct post harvest handling

Practice before the camp- Farmers would leave the cereals on the land under the sun for drying. At the time of filling them, most of the grains would break.

Intervention- It was suggested that excessive & direct sun drying, fast drying & rewetting of grains should be avoided. All these practices result in broken grain.

Change adopted by farmer- The farmers now dry their grains in the sun for just the required time

Impact observed- There was a decrease in the number of broken grains and therefore less cereal was wasted.

Aterna village: 19% decrease in the mushroom wastage after the correct handling.

Practice before the camp- Farmers would pull out the mushroom from the tray. This will damage the stem of the mushroom and deteriorate its quality.

Intervention- it was suggested that the mushroom should be grasped at its base and gently twisted until it comes loose. It should then be cut at the base with the sharp knife.

Change adopted by farmer- The farmers now first make the mushroom loose and then cut it with a sharp knife.

Impact observed- The intact stem of the mushroom increases its shelf life and thus there is less mushroom wastage.



On land- extension visits to problems of the farm

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On land- extension visits to ensure addressal of grass root problems of the farmers on sustainable basis.



Carrefour Group India CSR Intervention

*The triple bottom line
CSR approach*

- ⇒ Business creating value for community
- ⇒ Blending economic social benefit



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