

# Carrefour WC & C India Pvt. LTd



Community Initiatives– Impact Report 2009

# CSR at Carrefour

## Carrefour has for many years addressed social & environmental Issues

- 1992- Carrefour launched its "Quality Lines", food products which integrate environmental & social criteria in their specifications.
- 1996- Carrefour applied the precautionary principle when choosing to develop own-brand products free of GMOs.
- 1997- Carrefour launched its own-brand organic range.
- 2000- Carrefour developed its supplier social charter in partnership with the International Federation of Human Rights.
- 2001- Carrefour joined the UN Global Compact & also signed an international protocol with the trade union body UNI Network International.

## CSR FOCUS

- Product quality & safety of customers & employees
- Social & economic responsibility
- Environment Protection

## Mission

Carrefour is totally focused on meeting the expectations of its customers. Our mission is to be the benchmark in modern retailing in each of our markets. As a global retailer, Carrefour is committed to enabling as many people as possible to purchase consumer goods, in accordance with the principles of fair trade & sustainable development.

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# ***Facilitating the latest technology on the field***

India is a home to a fast-growing population. Poverty remains a serious problem- with 300 million people living in poverty. There are also high levels of income disparity, literacy & inadequate public services leading to high unemployment.

## **Carrefour's Global principals – local partnerships**

- Create economic opportunities for many through our business initiatives.
- Support the development of professional resources, through skill based educational initiatives.
- Encourage suppliers & contractors to conduct their operations in socially & environmentally friendly operations.

## **Why did we choose to work in the field of agriculture?**

India stands second at a worldwide in farm output. India has traditionally been an agri- based economy. Agriculture and allied sectors like forestry, logging & fishing accounted for 16.6% of the GDP in 2007, employed 60% of the total workforce. Despite a steady decline of its share in the GDP, agriculture is still the largest economic sector & plays a significant role in the overall socio- economic development of India.

## **Factors determining the low productivity of agriculture in India-**

- Illiteracy & general socio- economic backwardness, slow progress in implementing land reforms & inadequate or inefficient finance & marketing services for farm produce.
- The average size of land holdings is very small (less than 20,000 sq. meters) & is subject to fragmentation, due to land ceiling acts & family disputes. Such small holdings are often over-manned, resulting in disguised unemployment & low labour productivity.
- Adoption of modern agricultural practices & use of technology is inadequate.
- Irrigation facilities are inadequate which results in farmers still being dependent on rainfall, specifically in the monsoon season. A good monsoon results in a robust growth for the economy as a whole, while a poor monsoon leads to a sluggish growth.

Education, empowerment & support to farmers seemed to be the most appropriate way of promoting new and advanced agricultural technologies amongst the weaker sections of agrarian society.









# ***International knowledge to local participants***

## **Mission**

- To promote agriculture technology amongst the weaker sections of society.
- To create Agri-champions for better, prosperous India.

## **The Objective**

To accelerate growth of agriculture through niche initiatives & by including it as part of the Carrefour business plan.

## **Process**

- Carrefour provides agricultural technology empowerment to people from their supply chain (*mandis/* farmers).
- Beneficiaries will be given an opportunity to learn post harvest techniques in fruits and vegetables, sugar, oil seeds etc.
- Generation of self- employment opportunities in the form of setting up food preservation industries in their farming areas.

**The stages of the initiative- “*Swarngreen Vikas Ki Taraf Ek Kadam*”** (A step towards the holistic development)

### **Stage 1: Farmers’ Empowerment Camps**

- Empowerment camps for farmers in semi-urban & rural farming areas.
- The one day camps are held in centralized locations/ community centers.
- Strategic partnership with scientists from Indian Agricultural Research Institute of India, PAU, etc will be cultivated as key resource people.
- Needs assessment of the commercial crop grown will be analyzed and technical support will be provided based on the crops grown in that area.

### **Stage 2: Skill Enhancement Education Workshops**

At the end of the camps sponsorship applications are circulated for extended course study at certified partner Institutions. The applications are short listed by Carrefour. Maximum of 30 farmers are short listed per state and the boarding, lodging and education expenses for each sponsored candidate is borne by Carrefour.

# ***Farmers' Empowerment Camps***

Farmers' Empowerment camps are educational camps where the Indian farmers can learn new technologies and methods from Agricultural scientists.

The purpose of the camps is to facilitate the flow of information from the agricultural scientists to the farmer participants. The problems faced by the farmers are also raised to the scientists to seek solutions.

These camps are based on the situational analysis and need assessment surveys conducted in various rural and peri- urban villages. Despite the technological revolution in agriculture, Indian farmers still follow traditional methods, passed over the generations.

Carrefour identifies these needs and facilitates this interactive opportunity for farmers and agri- scientists in the form of farmers' empowerment camps.

The literacy rate of the participants is very low, therefore the content of the camp is kept simple. All the advocacy material generated is also kept simple and in local language for the farmers to comprehend.

## **Basic Guidelines**

1. A situational analysis and need assessment is conducted, based on which the sessions of the camp are decided
1. Logistics of the camp are undertaken by the local cooperative or group of farmers thus increasing their accountability
2. The participants constitute 100– 150 local resident farmers in each camp.
3. Scientists with expertise in their respective fields are invited from Indian Agricultural Research Institute (IARI), Delhi, Krishi Vigyan Kendra and Agricultural Universities, Punjab & Haryana
4. Camps have been held in villages of Delhi, Haryana, Uttar Pradesh & Punjab states of Northern India reaching out to 1500 Indian farmers.











# *Reaching out..*

Palla, Delhi August 25, 2008	Importance of qualitative increased production of the vegetables Role of vegetables in crop diversification for peri- urban areas Effective marketing of produce to increase the income
Aterna, Haryana December 03, 2009	Improved agricultural techniques & practices of sweet corn, baby corn, mushroom & broccoli. Effective marketing for improved income
Tenti, Mathura (Uttar Pradesh) Mach 20, 2009	Improved agricultural techniques of pumpkin, gourd, bottle gourd, bitter gourd, water melon, musk melon, cucumber & maize Best marketing strategies of fruits & vegetables
Boorgarhi, Ghaziabad (Uttar Pradesh) May 08, 2009	Improved agricultural techniques of pumpkin, gourd, bottle gourd, bitter gourd, water melon, musk melon, cucumber & maize Best marketing strategies of fruits & vegetables
Samaypur, Dasna (Uttar Pradesh) June 09, 2009	Improved agricultural techniques of pumpkin, gourd, bottle gourd, bitter gourd, water melon, musk melon, cucumber & maize Best marketing strategies of fruits & vegetables
Purnemawn, Pratapgarh (Uttar Pradesh) August 11, 2009	Improved agricultural techniques of Mango, Jamun & Amla Process of cooperative Society formation Linking to marketing agencies
Tepla, Ambala (Punjab) October 29, 2009	Improved agricultural techniques of wheat, gram, mustard & tomato Process of Cooperative Society formation Linking to marketing agencies



# *Measuring the success*

Impact assessment is the process of identifying the future consequences of a current or proposed action. It is used to ensure that programmes and interventions that are conducted by Carrefour in communities are economically viable, socially equitable and environmentally sustainable.

An impact assessment adds reliability and validity to the existing data. Accountability and feedback are two very important reasons for conducting the impact assessment.

**Accountability-** provides empirical evidence of the effectiveness of past investment for driving outcomes of interest & validate the relevance of overall strategies adopted by Carrefour.

**Feedback-** provides insights to different investment options and generates lessons that can improve the implementation of ongoing and future initiatives/ interventions for farmers' benefits.

The bytes of the farmers captured immediately after the camp just share their liking or concerns with the camp and the information shared in the camp. However, the long term impact of the camp in terms of any changes in the cropping pattern, productivity, income of farmers' household goes amiss.

Therefore, we have created **various tools to capture the impact assessment on the ground in all different stages of the initiative.**

## **Needs assessment before the initiative**

1. **Situational analysis**– Evaluating agricultural practices & the trends of a particular condition to understand & determine the future activities.
2. **Observation**– data from the field is collected with the help of observation by the observer or by personally going in the field.
3. **SWOT analysis**– Identification of the strengths, weakness & other resources of the beneficiaries.
4. **Semi structured interviews**- gathering information, from beneficiary, on one– to– one basis
5. **Field visits**- change in knowledge, information and attitude of the beneficiary with respect to the intervention was collected by personally going in the field.
6. **Data review**- gathering information from the data prepared by others

# *Impact Assessment*

## **Impact during the initiative**

1. **Beneficiaries' quotes**– the response from the participants about the initiative
2. **Observation**– helped notice the beneficiaries' interest, liking and acceptance of the initiative

## **Impact Assessment after the initiative**

1. **Semi- structured interview**– gathering information from beneficiary on a direct basis.
2. **Feedback** from farmers' cooperative head and different support agencies about the relief support
3. **Focused group discussions**– rapid method of gathering information from small groups
4. **Face to face discussions** with the farmers who raised questions in the camp & whether the solutions suggested in the camp, helped them.
5. **Field visits**– to the farmer's land to see whether the solutions suggested to them have been able to solve the problems.



# *Implementing theories for successive stories*

## **Impact as assessed**

**In Palla village, 35% diseased crops lessened post the camp.**

- **Practice before the intervention-** Farmers would dig out the diseased crop & throw it away at the other side of their field which would spread the virus easily in the soil, hence increasing the number of diseased crops.
- **Intervention/ suggestion-** Each diseased plant should be uprooted & buried far from the field or should be burned to prevent the virus from spreading to other crops.
- **Change adopted by the beneficiary-** the farmers started removing the complete diseased plants & kept them away from their field
- **Impact observed-** The remaining crops were not harmed by the pests & were saved thus decreasing the percentage of diseased crops

**In Aterna village, the demand of the babycorn produce increased in the market by 12%**

- **Practice before the intervention-** Babycorn would be sold in large packets without cleaning
- **Intervention/ suggestion-** Babycorn should be cleaned & sold in small packets as the consumption of babycorn is not very high in India.
- **Change adopted by the beneficiary-** the farmers started packing babycorn in small packets weighing 200- 400 gram
- **Impact observed-** Babycorn is highly perishable in nature, so people prefer to buy babycorn in small quantities. Hence, when it was packed in small packets, the demand increased.

**In Tenti village, the crop wastage decreased by 8% after correct post harvest handling & storage**

- **Practice before the intervention-** The farmers used to grow only one variety of pearl millet which was not sold at very high prices.
- **Intervention/ suggestion-** Pearl millet has high protein content & good demand in the market. Various industries consume pearl millet commercially. Tenti village's soil is very suitable to grow pearl millet & the farmers should be encouraged to grow it.
- **Change adopted by the beneficiary-** Forty four farmers have sown pearl millet in their farms.
- **Impact observed-** A high yielding variety of pearl millet has been sown by farmers which lead to increased production.





### **In Boorgarhi village, crop yield increased by 10% after learning pesticides' application**

- **Practice before the intervention-** Farmer would use the pesticides without measuring the quantity. An overdose of the pesticides would kill the crops
- **Intervention/ suggestion-** Each pesticide is applied differently & the amount varies for each crop.
- **Change adopted by the beneficiary-** 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 an increase of 10%.

### **In Samaypur village, there was an increase of 8% in the flowering of plants indicating the right application of pesticides**

- **Practice before the intervention-** Farmers would spray the pesticides at any time of the day thus killing the organisms like bees who help in fertilization & fruit formation.
- **Intervention/ suggestion-** spraying of the pesticides should be done at least 3-4 hours either before or after the flowering. This will not harm the bees and interfere in the fertilization process & fruit making.
- **Change adopted by the beneficiary-** The gourd crops were sprayed with pesticide in the morning & bitter gourds were sprayed in the evening thus saving the bees.
- **Impact observed-** Field visits in the village showcased the difference in the number of flowers blooming in the field, before & after the camp. The increased flowers in the field showcased that pesticides are being applied at the right time thus saving the bees .

# *From experience to practice*



**In Purnemawn village, 7% farmers have been earning more from their produce after practicing marketing skills.**

- **Practice before the intervention**– The farmers would harvest their produce & sell it in the market. The rotten vegetables & dirty vegetables will not be sold & hence the farmer would not earn the best prices
- **Intervention/ suggestion**– The produce should be cleaned before selling in the market. Over ripe, damaged & rotten vegetables should not be taken to the market & instead can be used to make manure
- **Change adopted by the beneficiary**– The damaged & other infested vegetables are being used by farmers to make manure. The fresh ones that are being taken to the market are also cleaned before they are displayed in the market.
- **Impact observed**– The cleaned vegetables were sold quickly fetching more price.

**In Tepla village, the cereal wastage decreased by 18% after the correct post harvest handling**

- **Practice before the camp**– Farmers would leave the cereals overtime under the sun for drying. At the time of storing the produce, most of the grains would break.
- **Intervention/ suggestion**– Excessive & direct sun drying, fast drying & rewetting of grains should be avoided. All these processes result in broken rice.
- **Change adopted by the beneficiary**- 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 & therefore less cereal was wasted.



## ***At the end of each camp, one to one discussions were held with farmer participants to understand their perspective of the camp.***

*"As a farmer, I realize that we can negotiate for the prices of our produce. To save the vegetables from going waste, earlier we would sell the vegetables at offered prices without bargaining much. However, now we realize that we farmers can get together & ask for good prices for our vegetables & thus benefit ourselves as a group".*- **Darshan Singh, Farmer, Samaypur village**

*"Through this workshop we learnt different ways of selling our rejected crops in the market. We can now sell the rejected baby corn as baby corn preserve or pickles. It can also be dried & sold in mixed vegetable packets etc & get us income."*- **Jagat Singh, Farmer, Aterna village**

*"We used to grow broccoli alone. Now that we are aware of the different vegetables like asparagus, brussel's sprouts, cherry tomatoes, Chinese cabbage that can be grown in a similar way of broccoli, we will also try to grow them."*- **Rajveer Singh, Farmer, Palla village**

*"The program was very good, we were taught several techniques that would help small farmers like us earn good money. The information about English vegetables; the time of their sowing & the vegetables with which they should be grown will be very useful for us. More such workshops should be conducted in the future."*- **Jag Jeevan Singh, Farmer, Boorgarhi village**

*"Facts shared on bajra will get us a good produce. The sowing method & the distance of 45 cm between two rows & 10 cm between two plants will prove useful to us."*-**Rajesh Sahrma, Farmer, Matt village**

*"I mainly grow wheat & barley. This workshop taught us the right time to irrigate our crops. Earlier we followed no schedule & irrigated the fields whenever we felt it was the right time. The scientists guided us that the right time to irrigate the fields is after 21 days. Now, I will follow this."*

**– Shanti Swarup, Farmer, Tenti village**

*"Most of my crops decay while I store them in my godowns. Through this camp, we have learnt that we need to keep the humidity levels below 10% in the warehouses so that the pests can not breed & multiply. We will implement all that we have learnt in our fields"* –**Satyadev Singh, Farmer, Purnemawn village**

*"Through this workshop we learnt how we can fetch more prices by simple packaging techniques. We also learnt different marketing & storage techniques as well as about different pesticides. We are confident that this interaction with Carrefour will be beneficial for us."*- **Ghanshyam, Farmer, Tepla village**

*"Mushroom is the main vegetable that I grow & through this workshop I have learnt about the different techniques of storing mushroom. I am confident that by implementing this information on ground, the quality of our mushroom will increase."*- **Sanjay Chuhan, Farmer, Aterna village**



# ***Farmers' Skill Enhancement Workshop***

Farmers' skill enhancement workshop was a step further to the empowerment camps. At the end of camp, the farmers fill in their applications to attend the skill enhancement workshop. Based on the information shared in these forms & the analysis of the needs assessment survey, a batch of 20 farmers is selected. These farmers are then taken to attend five day residential training sponsored by Carrefour in a Krishi Vigyan Kendra (KVK) unit. KVK is the training institute for the Indian farmers affiliated by premier institute of agriculture –IARI (Indian Agricultural Research Institute)

The workshop gives the farmers an opportunity to interact with the agri- scientists, share their problems & seek solutions for the same. Site visits & demonstrations are also a part of the workshop to facilitate greater insight to the technological advancement in agriculture.

## **The main objectives of the farmers' skill enhancement workshop were:**

- To update the knowledge of selected farmers with modern agricultural practices, post harvest techniques, optimum land and water use and general cropping patterns.
- To help provide expertise & skills of marketing & knowledge on issues related to land use, water consumption & general cropping patterns to the farmer participants.
- To develop the participants as Carrefour's ambassadors who will eventually work as peer leaders in their community and facilitate the spread of knowledge.

## **Basic Guidelines**

1. The farmers are selected on the basis of the application that they had submitted during the camp.
2. The agenda of the workshop was based on situational analysis & need assessment surveys conducted in the villages
3. The training workshop is held in a Krishi Vigyan Kendra centre.
4. Scientists with expertise in their respective fields are invited from IARI, Delhi, Krishi Vigyan Kendra & Agricultural Universities of Punjab & Haryana
5. Lectures, discussions and demonstrations are the main methods used for knowledge sharing in the workshop.
6. 5 day residential training was held for 20 farmers of Palla and Aterna villages in a KVK in Shikohpur area, Gurgaon



# *Stories to theories*

## **Topics Covered in the Farmers' Skill Enhancement Workshop**

The situational analysis and the need assessment survey that were conducted in the Aterna and Palla villages highlighted the problems being faced by the farmers in these two villages. It also helped us to understand the demographic profile of the two villages in terms of soil pattern, land and water usage, availability of other resources. The unexplored but potential sources of agricultural income also came forward. The topics of the workshop were outlined keeping all these factors into consideration.

### **The varied topics were:**

#### **Preparation of land for sowing-**

The purpose of land preparation is to provide the necessary soil conditions which will enhance the successful establishment of the young offshoots or the tissue culture plants received from the nursery.

#### **Seed Treatment-**

The use and application of biological and chemical agents that control or contain primary soil and seed borne infestation of insects and diseases which pose devastating consequences to crop production and improving crop safety leading to good establishment of healthy and vigorous plants resulting better yields.

#### **Nursery Preparation-**

Creating a nursery entails properly preparing the land before planting. Planning out where the nursery will go, how big it will be and what kind of plants will be growing in it are the major factors that determine the layout of nursery.

#### **Vegetable Cultivation-**

Vegetable cultivation is a process which captures the cycle of sowing, planting & harvesting of vegetables. Protected cultivation of vegetables offers distinct advantages of quality, productivity and favourable market price to the growers. Vegetable growers can substantially increase their income by protected cultivation of vegetables.

#### **Post harvest technology-**

Technology that comprises of appropriate production practices, careful harvesting and proper packaging, storage and transport all contribute to good produce quality.



## ***Practical demonstrations & field visits were also planned in the workshop to facilitate a deeper penetration of the knowledge.***

### **Organic Farming-**

Organic agriculture is a production system that sustains the health of soils, ecosystems and people. Organic agriculture combines tradition, innovation & science to benefit the environment & promote fair relationships & a good quality of life for all involved

### **Biogas & its management-**

Biogas typically refers to a gas produced by the biological breakdown of organic matter in the absence of oxygen. Biogas originates from biogenic material and is a type of bio-fuel. Visit to biogas plant was also planned.

### **Bee Keeping (Apiculture)-**

Bee hives neither demand additional land space nor do they compete with agriculture or animal husbandry for any input. The beekeeper needs only to spare a few hours in a week to look after his bee colonies. It is therefore ideally suited as a part-time occupation

### **Crop protection– insect & pest management-**

In absence of crop protection the yields may be drastically declined. The entire effort of growing a crop will be defeated in absence of crop protection resulting in financial loss to the grower. So the crop protection against various pests is a must in agriculture

### **Disease management**

Monitoring crops from their health perspective proves useful in managing diseases effectively. Disease management in crops aims to improve production, wholesomeness and marketing with a view to increase their competitiveness. Diseases in crops lead to economic losses, thus calling for an effective disease management strategy.

### **Basics of marketing-**

It is the process associated with promotion for sale goods or services. Even though the produce is healthy, farmers don't get the optimum prices for it. Therefore, tips to establish the prices of the produce, their display and other important facts were discussed.

### **Mushroom cultivation-**

Mushrooms are a good cash crop; they are rather easy to grow. Time between spawning and harvesting can be as short as three weeks. Therefore, mushroom cultivation was kept as one of the topic in the workshop.

### **Animal husbandry-**

It is the practice of breeding & raising livestock. It is done in all the houses of an agriculture supported village.

# *Quick adoption– Quick results*

## **Impact as assessed**

### **In Palla village, effective seed treatment decreased seed spoilage by 45%**

- **Practice before the intervention-** The farmers were not aware that effective seed treatment can be done even at home by using hot water.
- **Intervention/ suggestion-** Seeds can be treated even at home prior to sowing. Captan and therum chemicals make the seeds resistant to disease attack & also help identify the diseased seeds which can be removed.
- **Change adopted by the beneficiary-** the farmers cooperative reported that the demand for captan & Therum has increased. The discussions with the farmers highlighted that seeds are being treated before they are sown.
- **Impact observed-** The treatment of the seed helped identify the diseased seeds & decreased the spoilage by 45%.

### **In Aterna village, the milk production of the milching animals increased after they were fed on the remains of maize**

- **Practice before the initiative-** The milk yield of the buffalo was very low as they were being fed dry hay and other left over of the field. Due to improper nourishment, the cattle would not yield enough quantity of milk.
- **Intervention/ suggestion-** The husk of babycorn increases the milking strength of the animal. Since Aterna, is a major grower of maize, its husk should be fed to the animals.
- **Change adopted by the beneficiary-** the farmers instead of throwing away the husk started mixing it in the cattle feed.
- **Impact observed-** The cattle who were deficient in calcium and phosphorous, on receiving the right nutrients, started giving more milk.







*"This workshop will prove very beneficial for us. Not only the sessions taken by the scientists were interesting, but the various demonstrations & field visits were quite enriching. This was a new experience for us.*

*-Hari Om Singh, Farmer Participant, Aterna village*



# ***Creating sustainable models***

## **Capacity building of the farmers**

India produces about 150 million tonnes of food grains per year. Production has been steadily increasing due to advancement in production technology, but losses have remained static at 10%. This means that the loss of food grains is also increasing with the increase in food production. The main reason for this is improper storage & an average of 6% out of a total 10% loss takes place during storage of food grains.

Tenti village, situated in the Mathura city of Uttar Pradesh state is largely a cereal growing village, mainly producing wheat, rice, barley & pearl millet, which are also considered to be the heart of the "food bowl" of India.

After conducting "Carrefour Empowerment Camp" in this village and a situational analysis of the same, it emerged that the complete produce of the cereal is not sold immediately after the harvest. Since sale depends on the market demand, the remaining cereal is stored in gunny bags in open areas inside a farmer's home. By the next season when the bags are opened, heavy pest infestation is found and most of the grain has been destroyed due to which farmers suffer from heavy losses - often up to 30% of grain produce.

Storage and upkeep of agricultural products are thus critical in this entire belt as large amount of food grains get spoiled after the harvest due to the lack of sufficient storage and processing facilities.

Carrefour interacted with these villagers and understood the piercing need for imparting training on building appropriate storage structures made from locally available materials which could be cost effective and easy to maintain.

## **Carrefour Grain Storage Bins**

These innovative bins demonstrate as a new storage structure which is fairly airtight & moisture-proof. It is also quite free from harmful effects of temperature complications. The Grain Storage Bin is very simple, easy to construct and within the reach of an average Indian farmer. Being moisture proof sufficiently airtight and with low thermal conductivity of its walls it combines in itself the three major requirements of safe storage.



*"A steel container (silo) used to cost us Rupees five thousand. Other than this, the pesticides & fumigants which were used would cost another Rupees one thousand. In contrast, this Carrefour Grain Storage Bin can be constructed with locally available material at an economical cost of Rupees two thousand and five hundred only. Moreover, no fumigants and pesticides are required. The grain remains safe, secure & chemical free. It is a double way profit.*

*-Bawari Lal Sharma, Head Cooperative, farmer, Tenti village*

# *Adopting traditional methods with latest technology*

A demonstrative workshop was conducted where all local farmers from Tenti village were invited to learn how to make these bins.

Carrefour's mandate is not only to build these sustainable models, but to transfer knowledge, information & latest techniques to the farmers.

Carrefour storage bins were designed keeping these factors in mind and capacity building on the same was imparted to 250 farmers from this village.

Carrefour Bin is made of un-burnt bricks and compacted earth. Thick black polythene is put between the inner and outer walls of the bin and is heat-sealed to the structure, to maintain the temperature. The concrete slab roof is supported by a wooden frame. An outlet pipe is built in the base so that the grains can be taken out easily ensuring the rest of the grains remain clean and protected from rodents, pests, insects, moisture and other contaminants.

Carrefour Grain Storage Bin approximately costs INR 1500 and can store 200 Kilograms of grain for three years.

## **Achievements**

1. Two villages of the Mathura district- Tenti and Devikaran have Carrefour Grain Storage Bins.
2. Ten farmers from the adjoining villages have already replicated the model
3. A 7% reduction in the produce waste has been reported so far from this village
4. Farmers from around eight villages participated in the training & learnt about the new storage method.
5. Farmers hold the knowledge of a new storage mechanism which is more economical, easier to construct & safe from pest, rodents.
6. For the first time, Carrefour's social initiative reached out to rural women.





## Impact as assessed

**In Tenti village, the seed grains stored for sowing in next season were saved by 40%**

- **Practice before the intervention-** The farmers would store the grains for sowing purpose for the next season. They would fill them in square containers to save space in the storing area.
- **Intervention/ suggestion-** Seed grains should be stored in round containers. This ensures air circulation between the containers thus not allowing them to swell due to temperature increase.
- **Change adopted by the beneficiary-** The farmers stored the grains in round containers instead of plastic bags and square containers.
- **Impact observed-** The correct way of storing didn't change the temperature. Therefore, the micro-organisms could not grow thus saving the produce.

**In Matt village, the correct harvesting decreased the crop wastage by 8%**

- **Practice before the intervention-** Farmers would harvest the produce & leave it in the field for long periods thus over exposing it to sun. This deteriorated the quality of the produce which was harvested early in the morning, some of it would have to be discarded due to infestation by birds or since it would rot.
- **Intervention/ suggestion-** The harvested produce of fruits and vegetables should be kept in cool and shady area to minimize the change in temperature. The produce should be kept in the shade.
- **Change adopted by the beneficiary-** The farmers started keeping the produce in the shade after exposing it to sun for an appropriate amount of time.
- **Impact observed-** It was reported that the quantity of the produce appropriate for storage has increased than before.

# ***Disaster Management Relief Operation***

## **Floods in 2008- despair, loss & grief**

On 18th August, 2008, three days after India celebrated 61 years of her independence, river Kosi in Bihar picked up a channel it had abandoned over 200 years ago. The river broke its embankment at Kushua in neighboring Nepal & submerged several districts of Nepal & India. 95% of the total flow of river Kosi started flowing through this new course. When the embankment broke, water started flowing in and over 16 districts in the state of Bihar which as a result submerged 8-10 feet under water. The Kosi changed its course drowning towns, numerous villages & affected over 2.5 million people in Northern Bihar.



*Change in Kosi's direction of flow which caused the floods*

Rains and continuous water flow made the evacuation and disaster management more difficult. The areas which were flooded were also reportedly the poorest in the country.

## **What adds to the problems when Bihar is stuck with disaster?**

- Over population
- Poor land and water management
- Mal-administration, poor governance and corruption
- Illiteracy
- Poor health care





# ***Making a difference..***

## **Support by Carrefour Group India in Bihar**

Addressal to health & hygiene needs emerged as the two eminent needs that required attention. The flood waters washed away the complete houses of people and therefore they had nothing left with them. All the food items that were kept stored were washed away, thus starving the people. Similarly, the flood waters didn't recede for many weeks. This in turn, led to an outbreak of many diseases. In this hour of grief, Carrefour extended help to the flood survivors. They extended the support in areas of Health & Hygiene in that area.

### **Process**

NGOs working exclusively for the Bihar relief operations were identified. Meetings & discussions were held with various NGOs' representatives. Surveys of need assessment of Bihar flood survivors were also reviewed. A format was drawn to check the credibility potential of the NGOs. Special attention was given to the local partnership networks of national NGOs & Community Based Organizations (CBOs).

The Delhi based NGO- "Goonj" was selected on the basis of its network of grassroot NGOs, CBOs & other voluntary partnerships. Goonj was recently awarded the 'Indian NGO of the year' award for its governance & practices.

Partnerships with local Bihar NGOs & community based organizations like Samajik Shaikshanik Vikas Kendra (SSVK), Ekta Parishad were also established after a thorough review by Good Works.

A strategic partnership was fostered with a courier service- Safe Express. The agency volunteered to transport the immediate relief material for Bihar flood survivors from Delhi to Bihar.

### **Four villages were selected for the relief operations**

Over 30 lakh people in 16 districts were worst hit by the Bihar floods. Among them, 23 lakh belonged to the four villages- Supaul, Madhepura, Khagaria and Saharsa. Since, these villages were worst hit, the relief support was distributed in these regions.





*"The Bihar floods washed away all the belongings. My four little kids were starving. We ate after nearly a week today".- Manorma Prasad, a survivor of Bihar floods, Madhepura district*

## **Health: Food Materials**

Carrefour arranged for 180 bags of rice, each weighing 50 Kgs as an immediate relief support for Bihar floods' survivors.

The rice donated by Carrefour, supported approximately 800 families of Bihar Floods' survivors. Each family was given a food pack approximately weighing 12 Kg and it had mix of items including rice, chivra (rice flakes), sugar, salt, biscuit, matchbox, pulses etc. This helped people survive for a week.

## **Hygiene: Cotton Fabric for Sanitary Napkins**

The Indian women from the underprivileged & rural sections use rags, strips of sack, leaves, newspaper & even sand or ash during their menstruation. The flood waters in Bihar washed away the households and swept away all their belongings. People were not left with clothing to cover themselves, where would the rags come for menstruation?

Sanitary napkins are one of the most important & pertinent needs of women survivors, however it was not recognized due to the stigma & taboo attached to it. Carrefour extended the support to address this issue through a first of its kind support- " Not just a piece of Cloth". It aimed at ensuring a clean cloth to women survivors of Bihar floods.

Carrefour mobilized 40,000 meters of cotton cloth to be converted into sanitary napkins. The cloth material was sanitized and stitched to make 1ft by 1ft cloth sanitary napkins.

Approximately 5 lakhs sanitary napkins were made. The napkins were packed in a packing of 6 napkins each to last a month for each woman. Approximately 75, 000 women & adolescent girls benefited from this intervention.

***The food material that was supplied helped 800 families for a week. The cloth material mobilized for sanitary napkins benefited 75,000 women & adolescent girls.***

# Media Gallery

## Retailers farm out training to beef up rural supply chain

Bindu D Menon  
Debabrata Das

New Delhi, Dec. 15

Sanjay Chauhan, 29, a farmer from Shikarpur village near Gurgaon is showing off his certificate from a farm training programme that he has just attended.

Besides acquiring new skills, he hopes to have a profitable relationship as a supplier with the French retailer Carrefour, which organised the training.

Retailers such as Bharti-Wal-Mart, Carrefour and Reliance are still trying to get their supply chain formula right by roping in farmers as stakeholders. Despite being the biggest names in the trade, these retailers are ploughing rural areas not just to teach innovative farming methods but also trying to find the best suppliers among the lot.

With fresh fruits and vegetables being one of the most sought-after items in a retail store, mega retail chains are going all-out to build a high-quality supply chain.

Carrefour, which is sourcing field-fresh vegetables worth \$170 million from India, said it has been working closely with farmers in northern India and training them in global farming practices. In the last six months alone, the number of farmers trained by the company has gone up from 800 to 1,500.

"Wherever we have done business, we have worked together with our partners. In this case, farmers are key to our business and we cannot leave them aside. Our future profit will be through our agents (farmers). In most Carrefour stores globally, around 90 per cent of the sold items are locally sourced," Mr Yannick Douville, Fresh Director,



Most sought-after items

Carrefour WC&C India, told *Business Line*.

Likewise, Bharti Wal-Mart is also building a steady supply chain for fresh farm produce before expanding further. For its store in Amritsar, the company works directly with 65 farmers who yield 15 per cent of the store's farm produce. The store itself caters to more than 35,000 local businesses.

"Fruits and vegetables are key footfall drivers at the stores and retailers would eventually resort to contract farming to secure availability, consistency, quality and price. Our initiative is aimed at helping farmers grow high-quality vegetables and fruits with assistance from the company at each stage of cultivation. We also train farmers on post-harvest technology after which the farmers sell us their produce that we supply to Best Price and EasyDay stores," said Ms Arti Singh, Vice-President, Bharti Wal-Mart.

Reliance Retail, similarly, has trained farmers in the northern and western parts of India. A Reliance spokesperson said, "We are currently working with nearly one lakh farmer families across 4,000 villages in India".

## किसानों को दिया प्रशिक्षण

गुडगांव। कैरफूर ने किसानों को जागरूक करने के लिए कृषि प्रशिक्षण शिविर का आयोजन किया। जिसमें गुडगांव के अटीरना गांव को चुना गया। शिविर में किसानों को फसलों की सुरक्षा, रोगों से बचाव, समुचित प्रबंधन, कटाई के बाद फसल के उपरान्त प्रयोग की जाने वाली टैक्नालाजी और मार्केटिंग के बारे में प्रशिक्षण दिया गया। फ्रेश डिपार्टमेंट के निदेशक यानिक डूविले ने कहा कि शिविर के माध्यम से 1 हजार लोगों को प्रशिक्षित किया गया।

## Farmers get tips on latest agri techniques

**AMBALA:** In a bid to improve crop yield, MNC, Carrefour organised a farmers' empowerment camp at 'Krishi Gian Kendra' in Tepla village. Agriculture scientists apprised farmers about the technical resource support on wheat, gram, mustard and tomato crops and also latest techniques of irrigation, manure and fertilisers. Coordinator M.L. Jat highlighted several crop improvement methods through

a slide show and educated farmers about ways to get a good yield despite deficient water.

Carrefour director Yannick Douville said his company was a socially committed organisation and under the community development programme, it was organising training camps for farmers to educate them about low yielding seeds, pests and crop management techniques. **HTC**



Representatives of Carrefour, the second largest retailer in the world, during a farmer empowerment camp organised by the company at Mithapur village in Ambala on Thursday. —FW photo



**Media captured & appreciated the various support extended by Carrefour. Local newspapers covered the camps & training. The farmers also read these glimpses.**

## Carrefour plans to open stores in 7 cities

Vivek Sinha  
vivek.sinha@hindustantimes.com

**NEW DELHI:** The French retail giant Carrefour has chalked out its expansion plans for opening cash & carry stores across India. The company would open its cash & carry stores in seven tier-I cities across the country. A cash & carry store sells in wholesale to small retailers but is not allowed to retail to an ordinary consumer.

"The first cash & carry store from Carrefour India will come up in the national capital region in the calendar year 2010," Yannick Douville, fresh director Carrefour India told *Hindustan Times*. Douville refused to divulge the names of the cities and only said that the company

is treading 'cautiously but surely' on its expansion plans.

Douville also did not reveal the investment plan of the company. The company is organising camps for the farmers from Punjab, Haryana and Uttar Pradesh whereby it imparts them with the technical skills on agricultural best practices. It has organised seven such camps in the last one year and has helped more than 1,500 farmers.

"The initiative is helping us develop rapport with the farmers whereby we can source quality fruits and vegetables once our stores roll out," explained Douville.

The entire retail trade in India has been valued at Rs 12,00,000 crore.

## किसानों को दिया उन्नत फसल के लिए प्रशिक्षण

**गुड़गांव** | कृषि विज्ञान केन्द्र शिकोहपुर में किसानों को रिटेलर कैरफूर की ओर से आयोजित कृषक सशक्तिकरण शिविर में उन्नत फसलों के लिए प्रशिक्षण दिया गया। कैरफूर के निदेशक यानिक डूविले ने शिविर में पहुंचे किसानों का धन्यवाद करते हुए कहा कि उन्हें खुशी है कि ऐसे प्रशिक्षण शिविर में किसान भाग लेकर जानकारी हासिल करने में दिलचस्पी दिखा रहे हैं। कृषि सशक्तिकरण शिविर सात दिसंबर से 11 दिसंबर तक चलेगा। उन्होंने कहा कि कैरफूर की ओर से पंजाब, हरियाणा और उत्तरप्रदेश में इस तरह शिविर लगाए गए हैं जिससे किसानों का उत्पादन दस प्रतिशत तक बढ़ा है। कैरफूर ग्रुप ने भारत में करीब दस वर्षों से अपना ट्रेडिंग और सोर्सिंग कार्यालय स्थापित किया था। जो अब उत्तरप्रदेश, आंध्रप्रदेश और हरियाणा में 90 सप्लायरों के साथ काम कर रही है। जो अपने उत्पादन और मैनेजमेंट के लिए सीधे किसानों के साथ सम्बद्ध हैं। फ्रांस से आए यानिक डूविले और फ्रैंक केनर ने किसानों को उन्नत किस्म के बीज और फसलों के रखरखाव की जानकारी दी। इस अवसर पर कृषि विज्ञान केन्द्र शिकोहपुर के डा. अंजनी कुमार, डा. भरत सिंह सहित दो दर्जन किसान मौजूद थे।

## Empowerment camp for farmers

TRIBUNE NEWS SERVICE

AMBALA, OCTOBER 29

A farmer empowerment camp was organised to impart training and knowledge in improving crop yield and quality of the produce at Mithapur village today.

The camp targeted 100-150 farmers of the village. Technical resource support was imparted by scientists on four crops — wheat, gram, mustard and tomato. Aspects of irrigation, climatic conditions, manure, fertilisation were discussed and a session on marketing and best practices techniques was held.

Carrefour Group has organised six such camps in the past one year in areas across Punjab, Haryana and Uttar Pradesh.

The farmers trained at the camp had been identified by local partner NGO from CBOs/farmers associations, federations, cooperatives and panchayats.

Yannick Douville, director (fresh department), Carrefour (India), speaking at the

session said: "These camps are part of our community development programme wherein we aim to accelerate growth of Indian agriculture through niche initiatives. This is an integral part of our plan in India as we have been working closely with local producers, farmers, agricultural cooperatives and manufacturers in an effort to promote agriculture technology amongst the agrarian society. Scientists are invited from eminent agricultural institutes and universities to serve as panel members in these camps."

The group currently works with about 90 suppliers/farmers in Uttar Pradesh, Andhra Pradesh, Delhi, Punjab and Haryana, directly dealing with farmers for quality production and effective supply chain management.

The various products being exported from India include organic clothing to Europe, fruits and vegetables to Europe and UAE.

Currently Carrefour exports goods worth \$ 170 million from India.

## French company organises camp for farmers

**AMBALA:** With an objective to impart training and knowledge to improve crop yield and quality of produce, Carrefour, the second largest French retailer in the world, organised a farmer empowerment camp at Mithapur Krishi Vigyan Kendra, Tepla, Ambala. The camp was attended by over 150 farmers from nearby villages. In his keynote address, Carrefour India Director Yannick Dorville said that farmer camps were part of the community development programme where they aimed to accelerate growth of Indian agriculture. Director (Operations) Franck Kenner and Quality Manager Amit Sharma also spoke on the occasion.

ENS

## Carrefour Endeavours To Empower Farmers In Ambala

FW BUREAU  
Ambala, Oct 29

Carrefour, the second largest retailer in the world, today organised a farmer empowerment camp at Mithapur village in Ambala with an objective to impart training and knowledge on improving crop yield and quality of produce.

The camp was attended by around 150 farmers of the village. Technical resource support by scientists was imparted on four crops, including wheat, gram, mustard and tomato. The farmers were told about facets of irrigation, climatic conditions, manure, fertilisation, marketing and best practices.

Carrefour has organised six such camps in the past one year in areas across Punjab, Haryana and Uttar Pradesh, which have benefited more than 1,000 farmers, resulting in 10 per cent increase in the crop yield. Farmers have been able to make their crops more disease resistant, thereby improving their marketing yield.

Yannick Douville, Director (Fresh Department), Carrefour India, said: "As a socially committed organisation, Carrefour works closely with all stakeholders to ensure a long-term mutually beneficial relationship. As the initial phase of our community development program, we are organising these training camps for farmers."

"These farmer camps are a part of our community development programme where in we aim to accelerate growth of Indian agriculture through niche initiatives. Scientists are invited from eminent agricultural institutes & universities to serve as panel members. At Carrefour, we believe that through these camps we can leverage our global experience and best practices in helping the farmers maximise their profits," he added.



# *Photo Gallery- Farmers' Empowerment Camps*



*The participants are being registered for the camp. This enabled us to prepare a complete profile of theirs in terms of land size, the crop produced by them, income earned, etc.*

*Eminent scientists from premier agricultural institutes and universities were the panel members for the camp. They shared their knowledge with the farmer participants.*



*In each camp, approximately 100– 150 local farmers would participate. Surveys done prior to the camp helped establish the sessions of the camp.*

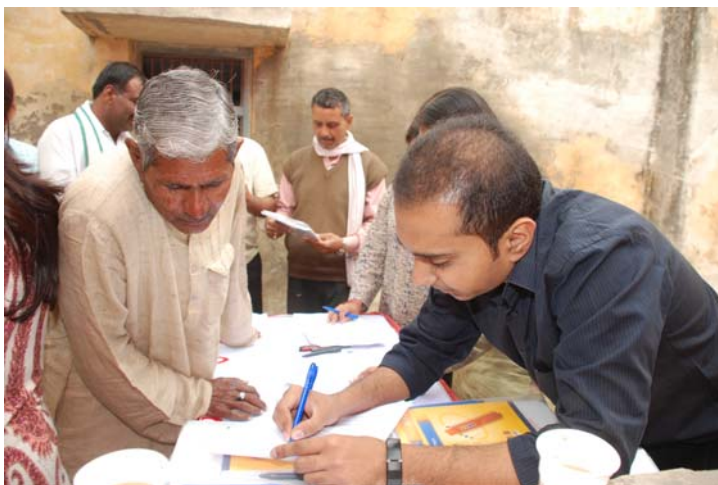




*The international experience shared by Carrefour Team was appreciated by the participants. Farmers found the concept of Carrefour Quality Line very interesting.*



*At the end of each camp, the participants would fill in a feedback form giving their inputs on the camp. They would also fill an application form to be part of Carrefour sponsored Farmers' skill enhancement workshop.*



*Immediately after the camp, the farmers would be asked for their opinions on the camp and ways the most relevant information shared in the camp.*

***The camps proved to be a huge success & Carrefour reached out to fifteen hundred Indian farmers through these camps.***

# *Photo Gallery– Farmers' skill enhancement workshop*



*The participants of the workshop were selected on the basis the application that they had submitted during the camp.*

*Lectures, discussions & demonstrations were the main methods used for knowledge sharing in the workshop.*



*Field visits to various modern & innovative agricultural techniques were arranged for the farmers for deeper penetration of knowledge.*





*The workshop gave an opportunity to the farmers to express their agricultural problems freely and seek remedies for them.*



*New varieties of fruits & vegetables were shown to the farmers. These varieties yield high varieties.*



*The farmer participants were given a certificate, facilitating their participation in the workshop.*

***Twenty farmers of Palla & Aterna villages participated in the workshop held at a KVK centre in Shikhopur area, Gurgaon***

# *Photo Gallery– Carrefour grain storage bins*



*Farmers from two villages Tenti & Devikaran participated in the demonstration of the Grain Bins.*

*The grain storage bins are made from the locally available materials. This proves to be very economical.*



*While the bin was being prepared, the farmers raised their storage related to the queries to the scientists from the IARI.*





*The black polythene used perform the role of an insulator thus maintaining the temperature of the grains.*

*The outside brick of layer of burnt bricks ensure that the rodents & other pests don't come in contact with the stored grains.*



*The farmers participants were happy to have learnt this new storage technique. They were amazed that a modern storage mechanism can be easily built so economically.*





# *Photo Gallery– Bihar relief operations*



*The Bihar flood survivors who lost all their belongings in the floods.*

*Carrefour mobilized 180 kilograms of rice for the survivors of Bihar floods*



*The Carrefour donated rice was able to support 800 families for a week. The packets given to the beneficiary also consisted of rice flakes, sugar, salt, biscuit and pulses.*



*Understanding the need of hygiene during menstruation, Carrefour mobilized 45,000 metres of cloth which could be stitched into sanitary napkins for women.*

*The sanitary napkins were distributed to about 75,000 women and adolescent girls*



***Carrefour was able to extend the support to 180 families of Bihar flood survivors.  
Approximately 75,000 women and adolescent girls also benefited themselves from the sanitary napkins***





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