



Towards Food Security: Partnering for India's Inclusive Growth

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Our Partners

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Index

| | | |
|---|----------------------------------------------|----|
| ● | ADM Agro Industries India Pvt. Ltd..... | 12 |
| ● | Amway India Enterprises Pvt. Ltd..... | 17 |
| ● | Cargill India | 20 |
| ● | Corteva Agriscience | 25 |
| ● | Digital Green | 30 |
| ● | Herbalife International India Pvt. Ltd. | 33 |
| ● | John Deere India Pvt. Ltd..... | 36 |
| ● | Map My Crop | 39 |
| ● | Mosaic India | 42 |
| ● | IPM India Wholesale Trading Pvt. Ltd..... | 45 |



Message from the Director General CEO AMCHAM India

India stands at a pivotal moment in its agricultural journey — where policy, technology, and partnerships are converging to ensure food security and inclusive growth for over 1.4 billion people. With nearly 46% of the total workforce dependent on agriculture, yet contributing only about 18% to GDP, transformation is not just desirable — it is essential. The agriculture and food sectors serve as prime pillars of the Indian economy and are fundamental in ensuring the food and nutritional security of the nation.

Recognizing the centrality of farmers in this transformation, the Government of India has set an ambitious target of doubling farmers' income, aiming to improve rural livelihoods and drive sustainable economic development. Achieving this goal requires a multi-pronged approach encompassing better market access, reduced input costs, enhanced productivity, and value addition through agri-processing.

The contribution of the processing industry cannot be overlooked, which through its backward linkages provides direct benefits to farmers through employment, ensures food safety, and minimizes food wastage. A sustainable agricultural and food system is one that ensures food security and nutrition for all while safeguarding the economic, social, and environmental foundations for future generations. It will be through high levels of processing aided by technology that both food and nutritional security — and the goal of doubling farmers' income — can be achieved.

Flagship schemes like PM-KISAN, which provides direct income support to over 11.8 crore farmers, eNAM (National Agriculture Market), which has integrated over 1,360 mandis, and Pradhan Mantri Fasal Bima Yojana (PMFBY), which has paid over ₹1.45 lakh crore in crop insurance claims, are strengthening the rural economy. The Agri Infra Fund is catalyzing private investment in post-harvest infrastructure, while the Digital Agriculture Mission and initiatives like AgriStack are improving input efficiency, access to credit, and farmer decision-making.

As India prepares for Viksit Bharat 2047, ensuring food and nutritional security for a projected population of 1.6 billion will require producing over 400 million tonnes of food grains annually — a significant leap from the current 330+ million tonnes. This demands a shift toward climate-resilient crops, precision farming, and diversification into high-value horticulture and pulses — all critical enablers of higher incomes for farmers.

AMCHAM India's member companies are playing a vital role in this transformation. From deploying AI-based yield prediction tools, drone technology, and supply chain digitization, to investing in agri-fintech, skill development, and R&D, these firms are strengthening India's agricultural ecosystem. Collaborations with Indian start-ups and FPOs are enabling scalable, tech-driven solutions that directly uplift smallholder farmers.

It is the time for collective responsibility of all stakeholders to pitch in for making agriculture and food systems sustainable and resilient. This book captures the evolving narrative of the Indian agriculture and food sector — highlighting how public policy, private enterprise, and global partnerships are converging to build a more resilient, productive, and inclusive agri-economy. It offers insights into how India can feed its future while ensuring prosperity for every farmer — a vision central to doubling farmers' income, Atmanirbhar Bharat, and Viksit Bharat 2047.

Ranjana Khanna
Director General CEO
AMCHAM India



Message from Chairman Agriculture & Food Processing Committee AMCHAM India

Food security is emerging as one of the defining priorities for India's inclusive growth. For a nation of over 1.4 billion people, ensuring consistent access to safe, nutritious, and affordable food is not just an economic goal but a foundation for social stability and progress. India's record 332 million tonnes of foodgrain production in 2023–24 marks a milestone, yet the path ahead calls for solutions that address equitable distribution, climate resilience, and nutritional well-being.

The latest Global Hunger Index serves as a reminder that while progress is being made, there is room to strengthen outcomes. Nearly 16.6% of India's population remains undernourished, pointing to gaps in distribution, affordability, and nutrition. Globally, hunger has seen a modest decline, showing that steady, collaborative efforts can drive meaningful change. For India, this means focusing not only on producing more but producing smarter. Ensuring nutrient-rich diets reach every household, supply chains remain robust, and farming systems can adapt to climate and market shifts requires an integrated action involving various realms of food security such as sustainable farming practices, efficient storage and distribution networks, nutrition-focused policies, and innovations that reduce food loss and waste. With strong collaboration between governments, industry, research institutions, and communities, India can turn its agricultural strength into lasting food and nutrition security.

We extend our appreciation to all partners who continue to share knowledge, resources, and commitment to strengthen India's food security. These contributions demonstrate how collaboration can translate vision into impact.

This publication aims to inform, inspire, and encourage new ideas so that together, we can build food systems that are more secure, inclusive, and resilient for the generations to come.

Subroto Geed
President - South Asia
Corteva Agriscience



The American Chamber of Commerce in India

AMCHAM India is the leading apex chamber of U.S. industry in India. Established in 1992, AMCHAM has over 400 U.S. companies as members and plays a pivotal role in fostering strong ties between the U.S. and India. The incumbent U.S. Ambassador to India is the Honorary President of AMCHAM. The chamber enjoys a close relationship with the U.S. Embassy and complete support in fulfilling its objectives.

Country Heads of leading U.S. companies constitute the elected national executive board. The chamber's mission is to assist member companies to succeed in India through advocacy, information, networking and business support services. Headquartered in New Delhi, AMCHAM extends its influence through regional chapters in Bengaluru, Chennai, Hyderabad, Kolkata, Mumbai and Pune.

AMCHAM India is a member of the U.S. Chamber of Commerce in Washington DC and the AmCham's of Asia Pacific.

A person wearing a white lab coat is seen from the side, working in a laboratory. The background is filled with various pieces of laboratory glassware, including beakers, flasks, and test tubes, some containing liquids. The scene is dimly lit, with a soft glow from the equipment. The overall color palette is muted, with greys, whites, and soft blues.

Partners in progress



At ADM, we believe that food is fundamental. It sustains us, fulfils us, and fuels our well-being. As a global leader in agriculture and food, we acknowledge the important role we play in transforming agrifood systems to ensure everyone has access to the essential nutrition they need.

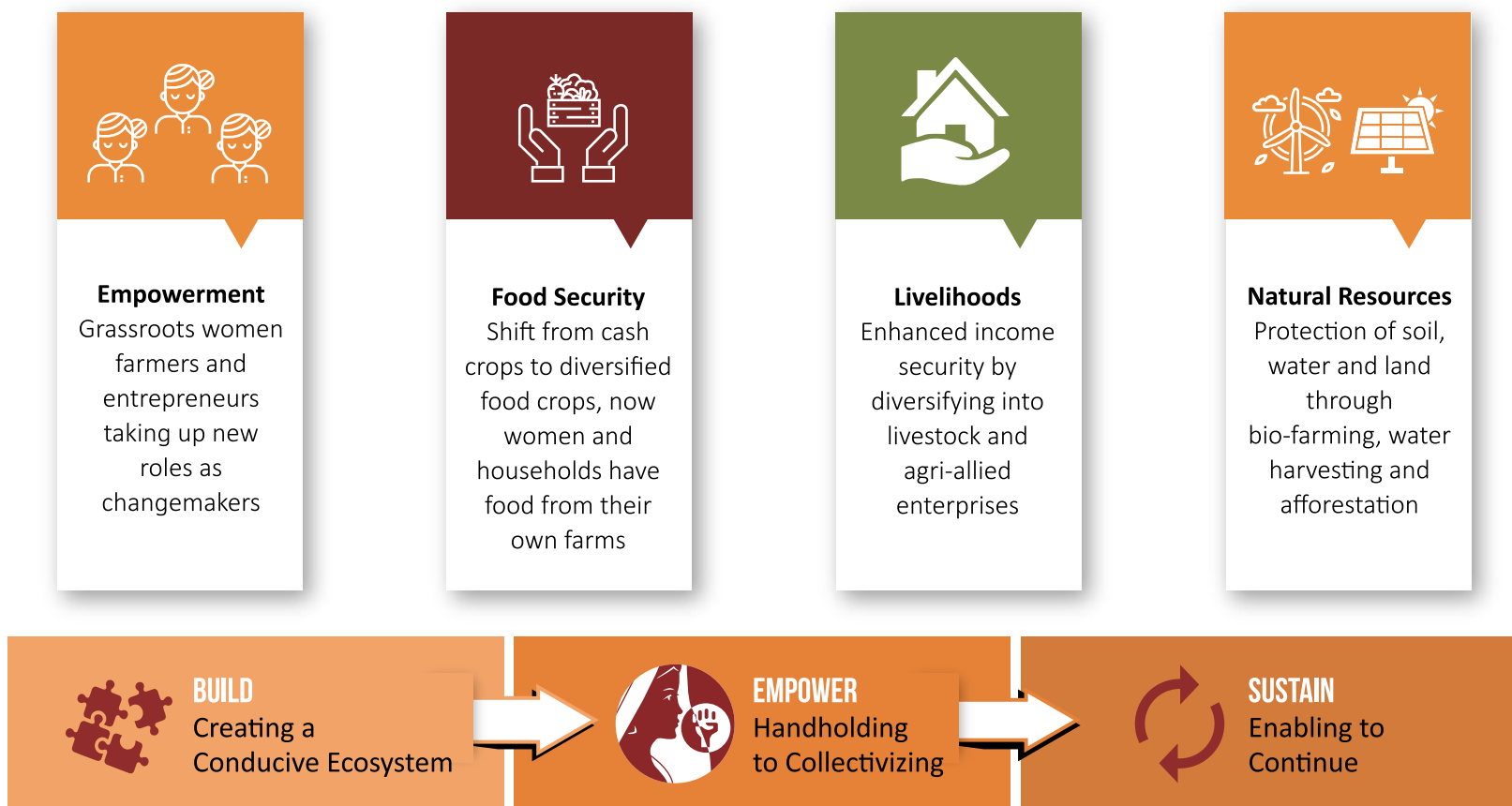
Sustainability is a pillar of ADM's growth strategy. For 120 years, our business has been deeply connected to the land, working closely with farmers and championing responsible stewardship. We understand that the long-term strength and resilience of agriculture rely on healthy soil, water, and air, and the well-being of the growers who work the land every day. That is why ADM is fully committed to sourcing raw materials responsibly and advancing sustainable, ethical, and regenerative practices across our supply chains. Through these efforts, we help create long-term value by conserving biodiversity, reducing our environmental footprint, upholding the rights of indigenous communities and smallholders alike, and driving innovation.

ADM has been operating in India since 1999, with a presence in grain origination, oilseed processing, and human and animal nutrition. In Maharashtra and beyond, we're helping build a more resilient agriculture system through our targeted efforts in regenerative agriculture and sustainable farming practices.

Working closely with partners across the value chain, we have helped more than 250,000 farmers become stewards of the land. Our programmes provide tailored support, practical resources and market connections that meet growers where they are, empowering them to adopt practices that boost productivity while protecting natural resources.

Marathwada is one of India's most drought-prone and agriculturally vulnerable regions, facing dry spells, uneven rainfall, and limited irrigation. In addition, smallholder farmers struggle with low productivity, soil degradation, and increasing severe weather risks. Women farmers play a vital role in Marathwada's agriculture but face systemic barriers such as lack of land titles, limited access to credit and training, and underrepresentation in decision-making. Bridging these gaps can unlock their potential to strengthen communities and build economic and climate resilience.

ADM partnered with Swayam Shikshan Prayog (SSP), a women-led NGO working with landless and marginalised farming households across seven drought-prone states in India. Recognised with the United Nations Development Programme's Equator Prize in 2017¹, SSP has pioneered ecologically sustainable agricultural models that help communities adapt to drought. Together, ADM and SSP co-developed the Women-led Climate Resilient Farming (WCRF) model – a community-driven approach that puts women at the centre of regenerative agriculture.



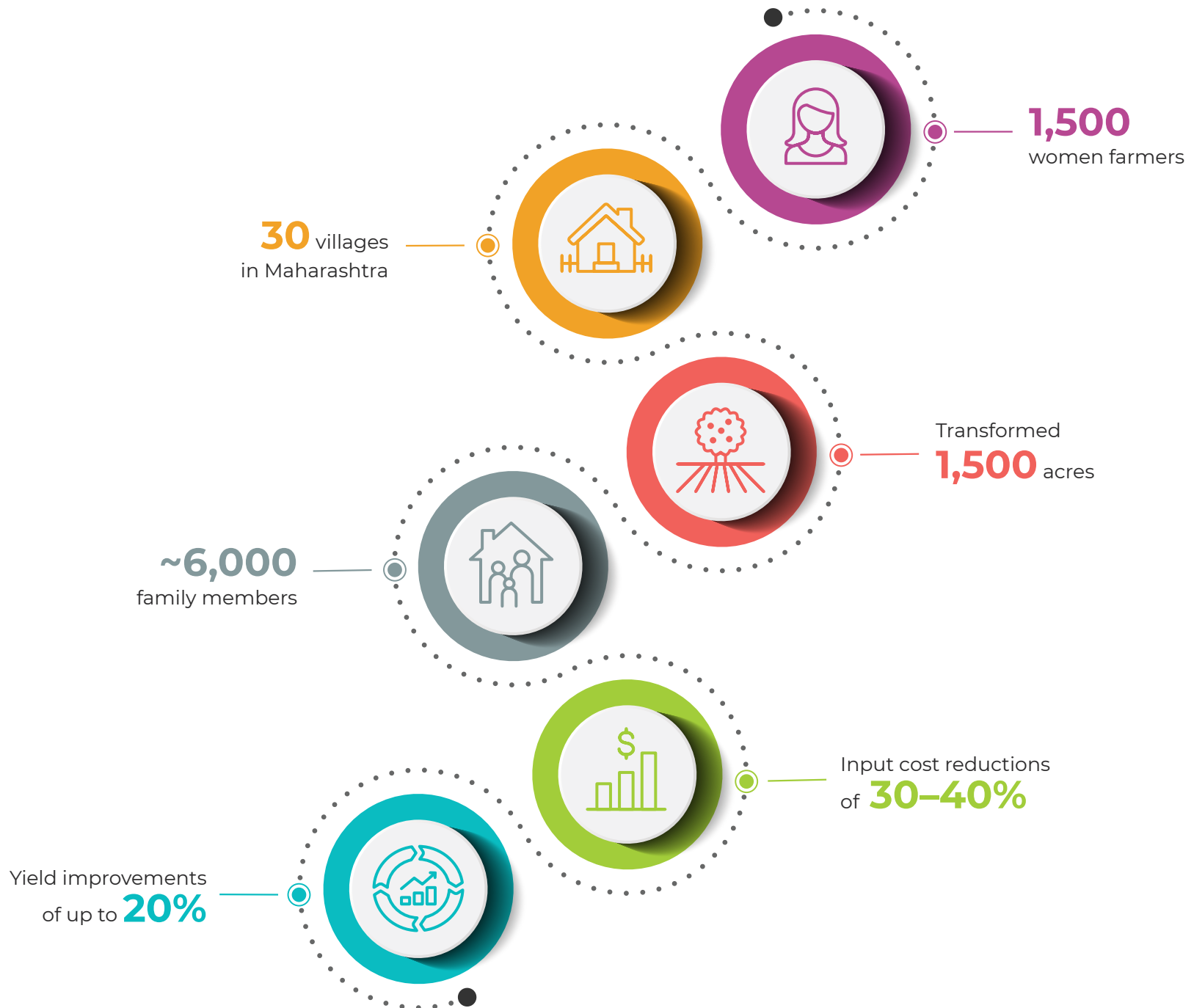
1. <https://www.equatorinitiative.org/2017/06/28/swayam-shikshan-prayog/>

At its core, the WCRF model builds on women farmers' deep local knowledge and leadership through a structured approach that aims to build, empower, and sustain their progress across four key pillars: Empowerment, Food Security, Livelihoods, and Natural Resources.

- **Empowerment:** Equips women with training, resources and networks to become active agents of change in their communities.
- **Food Security:** With support from “Sakhi” leaders, local women champions and facilitators, communities adopt climate-resilient practices like crop diversification and water-saving techniques, improving yields, food availability and nutritional security.
- **Livelihoods:** Connects women farmers to government schemes, financial services, and buyers like ADM, ensuring farm-level improvements translate into real income and economic security.
- **Natural Resources:** Promotes regenerative agriculture practices such as crop rotation, intercropping, and efficient water use to restore soil health, boost biodiversity, and build climate resilience.



To ensure long-term impact, the model also engages the broader farming community through peer learning groups, self-help collectives, and village-based facilitators. These platforms foster knowledge exchange, community cohesion, and wider adoption of regenerative practices. Local government officials, agricultural extension officers, and market players are also engaged, helping to build a supportive ecosystem that enables farmers to thrive.





One farmer who has greatly benefited from this collaboration is Sony Anantaram Shinde. Within just six months of joining the programme, she was able to repay her initial loan and invest in a second cow, significantly boosting her family's income.

Today, Sony sells approximately 11 litres of milk daily to a local dairy, earning around ₹20,000 per month. This financial stability not only supports her household but also enables her to use cow dung manure in her fields, improving soil health and crop yields. Her success shows how quickly the WCRF model can deliver meaningful results when paired with the right training, resources, and market connections.

In addition to farmers like Sony, more than 800 women farmers have been supported in accessing government schemes, securing critical resources such as subsidies and financial aid. This progress has been made possible through close collaboration with government bodies such as UMED, ATMA, and Krishi Vigyan Kendra (KVK), which have provided valuable support in training and facilitating access to these schemes.

What began as a one-year initiative in December 2023 was extended through June 2025, reflecting the programme's success and ADM's ongoing partnership with SSP. This extension underscores ADM's commitment to strengthening agriculture by empowering women farmers and fostering long-term sustainability.



NutriCert™: Delivering Pure, Traceable, and Trusted Botanicals

Introduction

At Amway, our journey with botanicals begins long before they ever reach a product label. With over 6,000 acres of certified organic farmland spanning across Mexico, Brazil, and the Trout Lake East and West farms in the United States, we've built a vertically integrated agricultural system that allows us to control every step of the process from seed selection to cultivation, harvest, and post-harvest processing.

With over 50 years of agronomic expertise, our farms serve as living laboratories where science meets nature to grow potent, high-quality botanicals under strict organic standards. But even with this vast land and deep experience, the demand for botanicals in our global product portfolio surpasses what we can cultivate on our own.

That's where our trusted global partner farms come into the picture.

To supplement our inhouse botanical supply, we collaborate with a carefully selected network of cultivated and wildcrafted botanical sources through our extract manufacturing partners. However, every external source must meet the same uncompromising quality standards we follow on Amway owned farms.

This is made possible through NutriCert™, Amway's exclusive agricultural certification program. NutriCert™ ensures that partner farms no matter where they are located adhere to rigorous protocols for botanical purity, sustainability, and

traceability. Through this proprietary framework, we conduct in depth evaluations of the entire supply chain, including onsite audits, farming practices, and traceability systems.

NutriCert™ certification is granted only after a thorough and uncompromising assessment, affirming that our partner farms uphold the same level of botanical excellence we demand from our own operations

With NutriCert™, every botanical is fully traceable we know where it's grown, how it's grown, and how it's processed. Whether cultivated on Amway farms or sourced from our partners, every NutriCert™ certified botanical upholds the same commitment: purity, transparency, and botanical integrity from soil to supplement.

In India, we proudly partner with over 29 NutriCert™ certified farms located across Karnataka, Kerala, Tamil Nadu, Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Rajasthan, and Odisha each committed to upholding Amway's highest standards of botanical integrity.

Born from a Legacy of Botanical Excellence

When you've spent over five decades mastering the art and science of organic farming, you gain more than just experience, you build a legacy. At Amway, our 50+ years of cultivating botanicals on certified organic, company owned farms gave us something invaluable: a blueprint for doing things the right way from soil to solution.

So, when the time came to create a proprietary certification system to evaluate and elevate the practices of our global partner farms, we didn't start from scratch we built upon our own proven expertise. That vision became NutriCert™.

NutriCert™ isn't just another agricultural standard. It is a comprehensive, Amway owned certification program that reflects the highest benchmarks in traceability, ecological sustainability, and social responsibility. Every guideline within NutriCert™ has been shaped by decades of hands-on agricultural innovation and a commitment to doing what's right for people, plants, and the planet.

Unlike generic certifications, NutriCert™ is designed to critically assess every aspect of a farm's operation. From seed sourcing and soil health to harvest practices and post-harvest handling, partner farms undergo a thorough evaluation that ensures they meet the same rigorous criteria as our own.



The result? A farming standard that stands shoulder to shoulder with the best in the world but with one key difference: it's deeply rooted in Amway's legacy of integrity, quality, and transparency.

NutriCert™ isn't just a certification. It's our way of ensuring that every botanical we source whether from our own fields or from trusted partners is held to the highest possible standard.

A Standard Rooted in Purpose, Proven by Science

At Amway, we believe that the purity of a botanical begins long before it's harvested, it starts with how it's grown, where it's grown, and who's growing it. That's why we developed NutriCert™, our exclusive agricultural certification program designed to ensure that every botanical ingredient sourced for our products meets the highest standards of quality, safety, and responsibility.

NutriCert™ is built on three foundational pillars: traceability, ecological sustainability, and social responsibility.

1. Traceability: Knowing the Source, Every Step of the Way

Traceability is at the core of NutriCert™. Every certified botanical can be traced back to the exact farm where it was cultivated. This allows us to maintain full visibility across the supply chain, ensuring integrity from seed to finished extract. We don't just know what's in our products we know where it came from, who grew it, and how.

2. Ecological Sustainability: Respecting the Land That Nourishes Us

Our ecological sustainability standards go beyond organic practices. Each farm is assessed for environmental purity and resilience. We evaluate soil and water quality, cultivation inputs like manures and irrigation methods and post-harvest handling to ensure the environment remains free from pollutants and contaminants. Every detail from how the land is prepared to how crops are harvested is aligned with sustainable farming protocols.

3. Social Responsibility: Caring for the Hands That Cultivate

NutriCert™ also stands for people-first practices. We require all our partner farms and extract suppliers to uphold strong ethical standards. During our audits, we assess worker safety protocols, access to clean shelter, medical support, first aid, and proper training. Because true botanical integrity means nothing without social integrity behind it.



Third-Party Verified. Trust Amplified.

To uphold transparency and reinforce our commitment to impartiality, Amway has partnered globally with ECOCERT, a renowned third-party certifying body, to carry out independent audits on our behalf. ECOCERT ensures that every NutriCert™ certified farm not only meets our internal benchmarks but also earns external validation adding another layer of credibility and trust.

Once a partner farm successfully completes the evaluation, it is awarded the NutriCert™ certification, enabling it to become an approved supplier for Amway's botanical sourcing network via our extract manufacturing partners.

NutriCert™ isn't just a certification it's a reflection of Amway's unwavering commitment to quality, sustainability, and ethical sourcing. Every certified botanical ingredient carries a story of care, science, and integrity rooted in the farm, validated through rigorous standards, and delivered with pride.

At a Glance

How we work to nourish the world

We are a family company providing food, ingredients, agricultural solutions and industrial products to nourish the world in a safe, responsible and sustainable way.

We connect farmers with markets so they can prosper. We connect customers with ingredients so they can make meals, people love. And we connect families with daily essentials—from eggs to edible oils, salt to skincare, feed to flooring.

By providing customers with products that are vital for living, we help businesses grow, communities prosper and consumers live well in their daily lives

We lead with our values

As we envision the future we can create together, we look to the values that have steered us from the start. We put people first. We reach higher. We do the right thing.

How we source, make and deliver goods that are vital for living

Source and trade

Partner with farmers and ranchers growing crops and raising animals.



Originate, source, store and trade commodities.



Provide global insights and risk management solutions.

Make and transport

Transport goods from where they're grown and produced to where they're needed.



Craft meat, egg and alternative protein products, and salt, oils, starches, cocoa and sweeteners.

Formulate feed to support animal health and productivity.



Create nature-derived, bio-based products and biofuels.

Deliver for customers



Sell food products and ingredients, agricultural solutions and bio-based industrial products to manufacturers, farmers and ranchers, foodservice customers, retailers and consumers - to nourish the world in a safe, responsible and sustainable way.

155K+

employees

70

countries where we operate

125

markets we deliver to

160

years of experience

How we make a difference



Making Connections

Sitting at the heart of the global supply chain, we bring people together to make the world's food and agriculture system more sustainable, resilient and accessible.



Bringing perspective

With over 159 years of experience, we offer trusted expertise and a long-term view, so we can do the right thing today and for generations to come.



Thinking ahead

We listen and we care, so we can anticipate and meet our customers' needs and innovate with purpose in an ever-changing world.



Partnering sustainably

With sustainability embedded in our purpose, it's part of everything we do. We build sustainable supply chains that benefit people and the planet we share.

Our enterprises: Sourcing, making and delivering vital products



Food

Providing manufacturers, food service customers, retailers and consumers with protein products and a range of ingredients and solutions.



Ag & Trading

























Connecting farmers and users of grains and oilseeds through sourcing, processing and distribution while providing trading and risk management solutions.



Specialized Portfolio

Serving diverse businesses serving unique customers or markets, including animal nutrition and health, bioindustrial, road safety salt, and Cargill joint ventures.

Globally Cargill makes products that are vital for living

| Food for home and restaurants | Home | Personal care | Farm | Transportation |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">  Oil and shortening  Poultry products  Culinary salt  Cocoa and chocolate  Sweeteners | <ul style="list-style-type: none">  Bio-based cleaning ingredients  Bio-based polymer foam  Salt for water softening  Starches for paper  Bio-based insulation material  Low-chemical oils in paint  Pet food and animal nutrition products | <ul style="list-style-type: none">  Coatings for medications  Natural ingredients for shampoo and soap  Cotton in clothing  Natural ingredients in cosmetics | <ul style="list-style-type: none">  Nutritious feed for dairy cows  Crop trading and origination  Farmer risk management  Sustainable farming support  Feed for fish and shrimp | <ul style="list-style-type: none">  Biodiesels and biofuels  Salt for safe roads  Bio-based additives for asphalt |

Cargill in India

We started our India operations in 1987. Today we have businesses in food, ingredients, agricultural solutions, industrial products, and animal nutrition products and solutions. We market six leading consumer brands of edible oils: NatureFresh, Gemini, Sweekar, Leonardo Olive Oil, Rath and Sunflower brand of hydrogenated fats. We also market wheat flour under Nature Fresh brand.

Our Animal Nutrition & Health business provides feed, premix, additive and animal health products and solutions for dairy and poultry. We market animal feed and premix under the brands: Provimi and Purina. Our Grains and Oilseed business originates grains & oilseeds with storage across India.

We set up our largest Global Capability Center in Bengaluru in 2015. Over the last decade, CBS capability in India has grown rapidly as a Global Hub providing efficient and effective services to Cargill. From two centers (Bengaluru and Gurugram), over 3,500 employees are providing high-end digital knowledge and end to end process services for identified functions.

5,000
employees

9 manufacturing
facilities

Over **38 years** of
experience in India

6 consumer brands
and animal nutrition brands

Cargill edible oil brands in India

6 brands catering to millions of consumers in India

- 6 retail brands operates in India
- Gemini, NatureFresh, Leonardo, Rath are our brands in edible oils and fats, with a footprint across India
- Our consumer brand portfolio expands across categories branded edible oil, fats, ready to cook foods, health & nutrition products
- Presence over **150K retail points** serviced through **2,000+ partners** across locations and multiple-channels
- Fully integrated, digitally enabled, customer-centric ecosystem



Power brands in Cargill's portfolio



Cargill animal nutrition products & brands in India

Young Animal Nutrition



Premium Milking Range



Standard Milking Range



Transition Program



Farm Supplement



Corporate Responsibility

At Cargill, our purpose is to nourish the world in a safe, responsible, and sustainable way.

We build resilient communities by supporting farmers, enhancing food security, and promoting responsible practices across our supply chains.

Key Initiatives:

- **Hatching Hope (with Heifer):** Empowering 40,000 smallholder farmers (90% women), improving nutrition for 1.5M people, aiming to reach 60M in India through poultry.
- **Project Srishti (with TechnoServe):** Advancing regenerative agriculture across 25,000 acres, benefiting 10,000 farming households.
- **Water Stewardship (with WaterAid):** Creating water-positive impact across 3 river basins, reaching 35,000 people.
- **Food Security (with Akshaya Patra):** Over 5 million meals served since 2017.

We believe in the power of partnerships to build resilient food systems and help communities thrive.



Corteva CSR & Sustainability Initiative

Transforming Rural India by Empowering 2MillionWomen

Corteva Agriscience is committed to enriching the lives of those who produce and those who consume — ensuring progress for generations to come. Guided by its purpose and values, Corteva's CSR vision in India is deeply rooted in building **resilient, inclusive, and sustainable rural ecosystems**, with a clear focus on the most underrepresented stakeholders in agriculture — **rural women**.

At the heart of Corteva India's CSR mission is its **flagship program**, the **2MillionWomen Initiative**, launched in 2024. The program aims to **nurture two million rural women by 2030** by empowering them as farmers, agri-entrepreneurs, climate leaders, and agents of change in their communities. This is more than just a number — it is a movement towards equity, sustainability, and community resilience.

The Need: Women in Agriculture – Undervalued, Under-Resourced, Unseen

In India, women form nearly **63% of India's agricultural workforce**, yet only **13% own land**, and only **2-5% of women have the resources** they need to succeed in farming compared to men. This invisibility in the agricultural value chain affects not only their economic potential but also the overall productivity and sustainability of Indian farming systems. The FAO estimates that if women had equal access to productive resources, they could **boost farm yields by 20-30%**.

Corteva recognized that achieving sustainable agriculture in India is not possible without **recognizing, resourcing, and repositioning women as central stakeholders**. Thus, the



2MillionWomen initiative was born out of the belief that when rural women thrive, communities prosper, and agriculture becomes more resilient to climate, market, and health shocks.

About the 2MillionWomen Initiative: A Scalable, Inclusive, and Impact-Driven Model

The 2MillionWomen initiative is a multi-layered intervention that spans **22 states** and is designed to create **long-term, systems-level change** in the lives of rural women. Its strategy focuses on three core pillars:

1. Strengthening Women-Led Collectives:

Corteva has partnered with civil society organizations, agri-cooperatives, and NGO partners to strengthen over **79 women-led FPOs**. These FPOs are supported in capacity building, governance, business planning and market linkage facilitation. Corteva also promotes value addition through processing facilities and sustainable crop diversification within these FPOs.

2. Improving Livelihood through Agri Education, Skilling & Entrepreneurship:

Scholarship & mentoring to over **1,200 women agri-graduates and postgraduates** from marginalized communities. More than **1,800 rural women entrepreneurs** have been trained and equipped to run micro-agri enterprises such as silage production & management, seed grading, nursery management, etc. Trained & licensed over **100 women drone pilots** from agri families. These skilled entrepreneurs are not only becoming financially independent but are also inspiring others in their communities.

3. Health & Nutrition:

Understanding that women's productivity is closely tied to health and dignity, Corteva has collaborated with partners like Onestage and Wockhardt Foundation to run **Mobile Health Services in 9 districts across 7 states** to conduct women centric awareness sessions & treatment camps on menstrual hygiene, nutrition education, mental health & women centric diseases which have been conducted for over **69,000 women**. Additionally, we ensure **nutritious meals to thousands** of pregnant and lactating women through Aganwadis.



Partnerships for Scale and Sustainability

Corteva's 2MillionWomen initiative is designed to be **partnership-led, community-rooted, and policy-aligned**. It works closely with:

- State Agriculture Departments for technical convergence and agri-extension.
- Agri Allied Departments like APEDA, Spice Board, nationalized rural banks for market preparedness
- Sattva Consultancy, Pradhan, Samunnati Foundation, Access Development Services, Action for Social Advancement all leading agri-value chain facilitators, to support the institutional capacity of FPOs.
- Buddy4Study for scholarships & mentoring to girls from farming families, supporting higher education in agriculture and STEM
- OneStage, Wockhardt Foundation, and regional NGOs for health, nutrition, and rural entrepreneurship.
- ICAR, NIAM, State Agri Universities, and KVKs to provide scientific validation for climate-smart and market-aligned approaches.

These partnerships have ensured that the initiative is not only impactful but also **replicable, scalable, locally owned and sustainable**.

Impact at a Glance (2024-25)

- Positive impact brought in lives of **300,000+ women**
- **79+ women-led FPOs** supported across **22 states**
- **1,800+ rural women agri-entrepreneurs** trained and active
- **20,000+ women** provided with **mobile health check-ups and nutrition services**
- **1,200+ female students** supported through **Agri-scholarship**
- **23 tribal and aspirational districts** covered under focused programming



Field Story: Cultivating Change in the Deserts of Rajasthan

Leela Devi from Budiwada, Member of Shiv Kisan Producer Company Balotra, Rajasthan transformed 2 hectares of barren land into a thriving pomegranate orchard is receiving technical training under Corteva 2M women program on good agronomy practices, pest management, chemical inputs, and drip irrigation. Her success boosted her income and is one of the several stories of 1,100+ members associated with Corteva supported FPOs.



Annual Production

Over 100 quintals of pomegranates

Annual Income

₹6 lakhs (\$7,200)

Annual Saving post Technical Training

₹2 lakhs (\$2,400)



This lighthouse FPO now inspires other FPOs in the region to adopt similar practices.

Aligned to Global and National Priorities

The 2MillionWomen Initiative directly contributes to:

- SDG 2: Zero Hunger
- SDG 5: Gender Equality
- SDG 13: Climate Action
- SDG 8: Decent Work and Economic Growth

It is also aligned with national missions such as:

- PM-FME (Formalization of Micro Food Processing Enterprises)
- National Rural Livelihoods Mission
- Mission for Integrated Development of Horticulture
- Lakhpati Didi campaign under DAY-NRLM
- National Edible Oil Mission

Corteva's program design ensures synergy with existing government efforts while addressing gaps that women face in access to knowledge, markets, and technology.

Looking Ahead: Toward 2 Million Empowered Women

By 2030, Corteva aims to:

- Reach **2 million women** with integrated agri-health-skilling-livelihood interventions.
- **Enable AI in agriculture** in FPO management, crop advisory & market linkage to create a holistic platform.
- Expand the model to **climate-vulnerable zones** and **tribal belts** of India.

The ultimate goal is not only to **empower women in agriculture** but to **transform agriculture through empowered women**.

Conclusion

Corteva Agriscience's CSR journey in India reflects a deep commitment to **purpose-driven innovation, inclusive growth, and grassroots partnership**. The **2MillionWomen initiative** stands as a bold, scalable, and visionary model for how the private sector can transform rural India — not just by giving resources, but by building resilience, voice, and leadership among the very hands that feed the nation.





Digital Green
TRUST

Technology and Trust at the Last Mile: Enabling Smallholder Farmers for a Food-Secure Future

Food for Thought, Code for Change: The FarmerChat Revolution

Digital Green is a global social impact organization helping farmers use technology and data to build resilient, prosperous communities. Launched in 2008 from Microsoft Research, we began with a farmer-to-farmer video approach that revolutionized agricultural advisory. Today, building on 17 years of impact, we develop AI-powered, open-source tools that work with public systems. These tools support smallholder farmers through every step of their journey – from planning and sowing crops to accessing markets and government schemes – making the entire process easier, more affordable, and available in farmers' own languages.

FarmerChat: Our AI-powered advisory tool that delivers personalized, multi-lingual, voice-enabled, and hyperlocal agricultural support and insight – transforming how smallholder farmers make decisions, every day.

The Challenge That Demands Innovation

With 150 million smallholder farmers, agriculture is vital to India's economy – employing 42% of the population and contributing 18% to GDP. Yet farmers still face low productivity, climate stress, and limited access to timely, affordable advice. Traditional extension systems are outdated, top-down, expensive, and under-resourced, unable to meet the scale and diversity of farmer needs.

Meanwhile, farmers grapple with increasingly complex decisions: from what to plant and when to sow, to managing pests, choosing the right inputs, finding buyers, understanding market rates, accessing marketplaces, and adapting to a changing climate.

What if this transformation could reach all 150 million smallholder farmers across India? What if the silence of uncertainty could be broken by conversation in their own language, instantly?

When Success Speaks

Rani Devi, a farmer from Nardiganj, Bihar, starts her mornings differently now. She photographs her ornamental plants and uploads them to FarmerChat – part of a daily ritual that has transformed her from struggling farmer to confident entrepreneur. Serving on the Board of Directors for a Farmer Producer Organization (FPO) of over 1,000 women farmers, she stocks agri-inputs based on FarmerChat’s climate-smart recommendations.

We’re also enabling FPOs to create detailed farmer profiles, aggregate demand, and plan procurement—giving them data-backed tools for improved efficiency and market access.

In Andhra Pradesh, Jyothi faced severe pest infestation threatening her entire brinjal crop. She photographed the damage and asked FarmerChat for help. Within moments, expert advice saved her harvest. Today, she produces 50 kg of brinjal daily – testament to how technology empowers women to make data-driven decisions.

This is the reality that FarmerChat, our revolutionary AI-driven tool and Android application, has created. Supporting voice, text, and photo queries across multiple languages, it democratizes agricultural knowledge at unprecedented scale.

The AI Breakthrough

As smartphones proliferated and generative AI matured, we saw an opportunity to overcome agriculture’s oldest challenges: delayed advisories, literacy barriers, male-dominated extension systems, and lack of trust in external inputs.

The breakthrough came with conversational AI designed specifically for low-literacy, low-connectivity users. FarmerChat uses sophisticated Retrieval Augmented Generation (RAG) technology, pulling answers from vast knowledge repositories – government advisories, Krishi Vigyan Kendra research, international agricultural journals. Combined with direct inference capabilities, it provides recommendations even when answers aren’t in curated databases.

Available in multiple languages, the platform meets farmers exactly where they are. The telling statistic: voice queries outnumber text by five to one, revealing precisely who this technology serves.

Impact That Scales

FarmerChat has grown from 15,000 to over 200,000 users in just nine months, processing over 2 million queries – 2 million moments where critical decisions were shaped by timely, trusted advice.

Women comprise 40% of our user base and use the app 2-3x more than men, largely due to its voice-first, literacy-neutral design.

Tribal farmer Birasmuni Minz tackled damping-off disease in her chili nursery with a simple water management tip from FarmerChat. Her plants now flourish. Saraswati Munda transitioned to organic ginger cultivation following stage-specific recommendations, watching her crop thrive.

Key impact metrics:

- 60% of active users report taking action based on app advice
- 67% rate the app as “useful,” citing timeliness (28%), accuracy (33%), and ease of access (69%)



- Net Promoter Score tripled from 21 to 72 in 14 months
- Women report higher NPS scores (87) than men (66)
- 96% of women feel more confident making decisions because of FarmerChat

The platform addresses farmers' most pressing needs: pest and disease management (30% of queries), seeds (15%), fertilizers (10%), plus rising engagement on weather and market questions. At less than \$1 per farmer per year, FarmerChat delivers personalized advice while traditional extension systems cost \$10-50 annually.

Building Tomorrow's Agricultural Intelligence

Our vision extends far beyond information delivery. By 2027, we aim to reach 8 million farmers globally, maintaining 40% women participation while achieving 25% monthly active usage, 25% increase in farmer incomes, and reducing cost per farmer action to just \$0.50.

FarmerChat is evolving into a unified platform where farmers can access government schemes, purchase livestock and agri-inputs, connect with service providers, and engage with marketplaces. Enhanced features in development include offline functionality, AI-generated personalized crop calendars, video support, and gamification models incentivizing knowledge sharing.

The Investment Opportunity

What makes FarmerChat revolutionary isn't just its technology – it's its approach to trust and inclusion. Built as an open-source, privacy-respecting, farmer-owned platform, we don't monetize user data. This transparency drives community adoption and ensures sustainable impact.

For partners who understand that sustainable agriculture requires sustainable farmers, FarmerChat represents proven, scalable impact. We're positioning farmers not as passive receivers but as empowered agents equipped with knowledge, confidence, and choice.

Where Conversations Change Lives

Today, we're scaling through collaborative ecosystems, partnering with state governments, alongside civil society organizations, corporates, startups, tech enablers, and agribusinesses. This ensures our core advisory remains free for smallholder farmers while maintaining sustainability.

The technology exists. The impact is demonstrated globally across India, Kenya, Ethiopia, and Nigeria. The path to massive scale is clear. When smallholder farmers access the same quality information as large-scale operations, when climate-smart practices become available in local languages, when timely advice prevents crop losses—food security transforms from policy aspiration to lived reality.

Because the future of farming is about ensuring that those who do the feeding are never hungry again – not for food, not for knowledge, not for respect, and never for hope.



"We're not just digitizing extension – we're reimagining agriculture by empowering farmers with digital intelligence. My vision is to make Digital Green the

leading platform where AI, inclusion, and climate-smart agriculture converge. A future where farmers have voice, agency, and improved income, where women farmers confidently engage with AI in their own language, and where governments adopt our models to deliver real-time extension at scale."

**— Nidhi Bhasin
CEO, Digital Green - India**

"Picture this: a woman in the remotest part of India – with no formal education and just a basic phone – can speak to her device and access the same climate-smart advisory as an agronomist in any city, gaining the knowledge, confidence, and dignity to transform her life and land. That's how technology, driven by purpose, will fundamentally reshape our world for a regenerative tomorrow."

**— Nidhi Bhasin
CEO, Digital Green - India**



Herbalife–IIT Madras Plant Cell Fermentation Technology Lab

A First-of-its-Kind Leap in Sustainable Herbal Biomanufacturing

“A milestone partnership that bridges traditional herbal wisdom with modern science—empowering India’s vision of self-reliance and sustainability.”



Collaboration moments from the Herbalife–IIT Madras Plant Cell Fermentation Technology Lab

Pioneering Sustainable Herbal Biomanufacturing

In a landmark collaboration that exemplifies innovation, sustainability, and national self-reliance, Herbalife International India Pvt. Ltd. has partnered with the Indian Institute of Technology Madras (IIT Madras) to establish the Herbalife–IIT Madras Plant Cell Fermentation Technology Lab—a first-of-its-kind Centre of Excellence in India.

This pioneering initiative is redefining how high-quality plant-based phytochemicals are produced, using advanced plant cell and tissue culture technologies. It addresses long-standing challenges in the herbal and nutraceutical sectors, such as adulteration, inconsistent quality, long cultivation cycles, and overharvesting of medicinal plants. By cultivating medicinal plants in vitro under sterile, optimized conditions, the lab ensures consistent, year-round production of standardized phytochemicals—-independent of climate and geography—while conserving biodiversity and reducing pressure on natural ecosystems.



Driving Innovation for an Atmanirbhar Bharat

Supported through a CSR grant from Herbalife India, the lab is equipped with state-of-the-art infrastructure, including a pre-pilot-scale fermentation and downstream processing unit, metabolic engineering tools, and advanced systems for phytochemical extraction and scale-up. It is positioned as a contract research and consulting hub for industries spanning AYUSH, nutraceuticals, and cosmeceuticals, covering Technology Readiness Levels (TRLs 2–7) to accelerate lab-to-market solutions.

Aligned with the Government of India's Bio-E3 policy, this initiative supports the national vision of Atmanirbhar Bharat by fostering indigenous capabilities in sustainable biomanufacturing. It also contributes directly to UN Sustainable Development Goal 3 (Good Health & Well-Being) by ensuring the availability of safe, effective, and sustainably sourced herbal ingredients.

Empowering Talent, Entrepreneurship, and Industry Collaboration

Beyond research, the Herbalife-IITM Lab is a catalyst for capacity building and entrepreneurship. It will train young scientists through hands-on programs, internships, and advanced academic opportunities (M.Tech and Ph.D.), while also supporting startup incubation via the IITM Bioincubator. Over the next five years, the lab aims to enable technology transfers, generate intellectual property, and build a self-sustaining revenue model that fuels India's bio-economy.

Celebrating 25 Years of Herbalife India: A Legacy of Trust and Innovation

As Herbalife India celebrates 25 years of excellence, this initiative reflects the unwavering commitment of its consumers, distributors, and the broader Herbalife community. Their collective dedication has shaped the company's journey and continues to propel it forward as a leader in health and wellness.

Looking ahead, Herbalife India remains resolute in its mission: to empower healthier lives, inspire innovation, and champion sustainability. The Herbalife-IIT Madras Plant Cell Fermentation Technology Lab is not just a scientific milestone—it is a bold step toward shaping India's future as a global leader in herbal biomanufacturing.





JOHN DEERE

John Deere India: Leading Agricultural Transformation with Innovation and Technology

John Deere India a subsidiary of Deere & Company USA has a rich heritage of 187+ years of serving the customers with technologically advanced products & leadership in agriculture, construction and road building equipment. We are focused on precision and AI technology based solutions on our products for higher performance and sustainable results for our customers. Our successful journey in India, has completed 26+ years with distinctive products with first-in-market technologies such as power steering, power reverser and now smart connected machines. We see an increased awareness and traction for technology adaptation in India which are based on AI and RS. Keeping the customers' aspirations in mind John Deere constantly innovates and introduces technologically advanced products and solutions that are aimed at empowering farming communities in improving productivity and profitability.

As India embraces mechanized and sustainable agriculture, technologically advanced tractors play a key role in supporting the economic growth of many farmers. John Deere understands these needs and aspirations and thus brings unique and advanced features and solutions.

John Deere's Latest Innovations Hit India Market: Power & Technology 6.0

John Deere recently introduced a powerful 130HP 5130M tractor and innovative solutions like the 5042D GearPro, which were launched during the Power and Technology 6.0 launch. These summarize Deere's technology edge in India providing groundbreaking solutions for farmers. To cater to the country's evolving agricultural landscape, the 5130M Deere tractor is transforming efficiency and productivity. This 130 HP tractor for Indian market may prove to be the best in class to handle tough farming operations with ease. This machine is built to revolutionize farming practices in a country combining power, innovation, and comfort to its users.

Additionally, the John Deere 5042D GearPro tractors, 5045D and 5050D GearPro Lift Pro, and 5210 Perma clutch were launched that will improve the performance of these models, enhance user experience and advance customer loyalty.



*Zindagi ka
Best Decision!*[™]



POWER & TECHNOLOGY 6.0



5130M
PowerTech Plus[™]

5042D
GearPro[™]

5045D & 5050D
GearPro LiftPro[™]

5210
PermaClutch[™]



Committed to Empowering Communities through CSR

John Deere's commitment for the communities focuses on delivering impactful, integrated programs that will enable the people we serve to unlock economic, social, and environmental value throughout their lives in ways that are sustainable for all. John Deere India works to empower farmers to increase productivity and income, inspiring students to increase learning, and ensuring basic services to improve quality of life.





Cultivating Tomorrow: How AI is Revolutionizing Indian Agriculture

Map My Crop's Journey from New York Innovation to 6 Million Indian Farms

In the heartland of Maharashtra, where sugarcane fields stretch to the horizon, a quiet revolution is unfolding. It's not happening in boardrooms or laboratories, but in the hands of farmers who are wielding artificial intelligence like their forefathers once wielded traditional farming wisdom. This is the story of Map My Crop—where cutting-edge technology meets India's agricultural heritage to create unprecedented prosperity.

THE SCALE OF TRANSFORMATION

Map My Crop has achieved what many thought impossible: democratising advanced agricultural technology for over 6 million farmers across India. In a country where 86% of farmers are smallholders operating on less than two hectares, Map My Crop has turned every field—no matter how small—into a data-intelligent ecosystem that competes with the world's most advanced agricultural operations.

"We're not just digitising agriculture," explains the Map My Crop team. "We're creating a new paradigm where AI becomes the great equaliser, giving every Indian farmer access to the same precision agriculture tools used by large commercial operations in developed countries."

THE BARAMATI BREAKTHROUGH: REWRITING SUGARCANE SUCCESS

The partnership with Agricultural Development Trust, Baramati, represents one of India's most significant agricultural transformation stories. Through AI-powered satellite monitoring, smart irrigation systems, early pest detection algorithms, and variable-rate fertilisation, Map My Crop has redefined what's possible in sugarcane cultivation.

The results speak louder than any promise:

- **Yield Revolution:** Production soared from 70 tons/acre to an extraordinary 120-150 tons/acre—a 71% increase that transforms farmer livelihoods overnight
- **Water Wisdom:** 30% reduction in water usage in a water-stressed region—proving that productivity and conservation can thrive together
- **Economic Empowerment:** Input costs slashed by 41%, directly increasing farmer profitability

- **Soil Renaissance:** Soil Organic Carbon levels jumped from 0.86% to 1.38%—a 60% improvement that ensures long-term farm sustainability

These aren't just numbers; they represent families moving from subsistence to prosperity, communities gaining food security, and an entire region demonstrating that Indian agriculture can lead the world in efficiency and sustainability.

VIDARBHA'S GOLDEN MIRACLE: THE 800-ORANGE TREE

In Vidarbha—a region often associated with agricultural distress—Map My Crop has authored a different narrative. A citrus farmer, featured prominently in ETV Bharat, achieved what seemed impossible: over 800 oranges on a single tree.

This extraordinary achievement resulted from:

- **AI-based tree modelling** that optimizes every aspect of plant development
- **Precision irrigation** systems that deliver exactly what each tree needs, when it needs it
- **Microclimate alerts** that predict and prevent stress before it impacts the crop

The transformation metrics are equally impressive: a 28% reduction in water usage, a 40% decline in disease incidence, and dramatically improved fruit quality, which opens doors to premium markets previously inaccessible to small farmers.

BEYOND TECHNOLOGY: BUILDING INCLUSIVE RURAL PROSPERITY

Map My Crop's impact extends far beyond yield improvements. The platform catalyzes comprehensive rural development:

Skill Development & Education: Farmers don't just receive recommendations—they understand the science behind them, building agricultural expertise that benefits entire communities.

Women's Empowerment: By making agricultural knowledge accessible through multilingual platforms, Map My Crop enables women farmers to participate more fully in agricultural decision-making and economic opportunities.

Sustainability Leadership: Every recommendation prioritises long-term soil health, water conservation, and biodiversity, ensuring that today's prosperity doesn't compromise tomorrow's potential.

Community Engagement: Hyperlocal insights and peer learning networks create agricultural communities where knowledge flows freely and success multiplies organically.

THE INDO-U.S. INNOVATION BRIDGE

Map My Crop exemplifies the transformative potential of Indo-U.S. technological collaboration. By combining New York's AI innovation with a deep understanding of Indian agricultural realities, the platform demonstrates how global technology partnerships can address local challenges at an unprecedented scale.



This isn't technology transfer—it's technology co-creation, where Indian agricultural insights inform AI development, creating solutions that work not just in controlled environments but in the complex, diverse reality of Indian farming.

DEMOCRATIZING DATA: FARMERS AS OWNERS, NOT JUST USERS

Perhaps most revolutionary is Map My Crop's approach to data ownership. In an era where data often flows away from its creators, Map My Crop ensures farmers retain ownership of their agricultural data, using it to build their own knowledge capital and economic leverage.

Every farmer becomes both a beneficiary and contributor to the world's largest agricultural intelligence network, where collective wisdom amplifies individual success.

THE FUTURE OF FOOD SECURITY

As climate change intensifies agricultural challenges and global food demand grows, Map My Crop's farmer-centric AI model offers a blueprint for sustainable intensification. The platform proves that Indian agriculture can simultaneously increase productivity, reduce environmental impact, and improve farmer livelihoods—a triple win essential for global food security.

The vision is clear: Technology-empowered farmers who are productive, profitable, and sustainable—not just feeding India, but showing the world how agriculture can thrive in the 21st century.

SCALING IMPACT: THE ROAD AHEAD

With over 6 million farmers already transformed and counting, Map My Crop is positioned to impact every farming household in India. Each success story creates ripple effects—neighbouring farmers adopt similar practices, agricultural communities become more resilient, and entire regions transition from agricultural vulnerability to agricultural leadership.

The Baramati sugarcane revolution and Vidarbha's orange miracle are not isolated success stories—they're prototypes for agricultural transformation that can be replicated across India's diverse agro-climatic zones.

TRANSFORMING AGRICULTURE, ONE FARM AT A TIME

Map My Crop represents more than technological innovation—it embodies the democratisation of agricultural excellence. By placing sophisticated AI tools in the hands of every farmer, regardless of farm size or economic status, Map My Crop is creating an agricultural future where prosperity, sustainability, and food security advance together.

In the partnership between American innovation and Indian agricultural wisdom, we see the future of farming: intelligent, inclusive, and infinitely promising.

Contact Information:

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Email: info@MapMyCrop.com

"Technology for Food Security—Smart, Sustainable, and Inclusive."





Mosaic India - Empowering Farmers Through Advanced Crop Nutrition

The Mosaic Company, a global leader in crop nutrition, specializes in potash and phosphate—two of the three essential nutrients for plant growth. Guided by its mission to help the world grow the food it needs, Mosaic delivers innovative fertilizers, biologicals, and agronomic solutions that unlock the potential of plants, soils, and microbiomes, maximizing health, resilience, and yield.

In India, Mosaic has been transforming agriculture for over 20 years, addressing challenges such as low soil organic content and poor nutrient balance. Supported by a network of 1,200+ distributors and 25,000+ retailers, Mosaic reaches 95% of India's agricultural market. Its 170+ agronomy experts engage over 300,000 farmers annually through field demonstrations, crop shows, and training—positively impacting more than 1.5 million farmers nationwide. Mosaic also trains agri-retailers, with 15,000+ equipped to guide farmers on modern practices, and connects digitally with over 20 million farmers each year.



Through the Krishi Jyoti Project, launched in 2007 with the Sehgal Foundation, Mosaic has improved the livelihoods of over 800,000 smallholder farmers via interventions in agriculture, water, and education. This includes constructing 21 check dams with a water harvesting capacity exceeding 190 million gallons, upgrading 53 rural schools benefiting 12,000+ students, and creating 4,000+ Kitchen Nutri Gardens to enhance women's nutrition.



School before renovation



School after renovation

Mosaic also champions agricultural research through the Annual Mosaic Foundation Award, established in 2014 to honor excellence in soil health research. Over the past decade, 27 scientists have been recognized for advancing soil health, crop nutrition, and sustainable farming—bridging the gap between labs and fields, and accelerating agricultural transformation.





Philip Morris International: Sustainability | Transforming for Good

Philip Morris International, Inc. (PMI), integrates sustainability into every facet of its operations, viewing it as a catalyst for innovation, growth, and long-term value creation. PMI's 2025 Roadmap outlines 11 headline goals aligned with eight strategic pillars that address both product and operational impacts. On the operational front, PMI is committed to tackling climate change, preserving ecosystems, ensuring fair labor practices, and enhancing livelihoods across its global supply chain. PMI also emphasizes strong governance, transparency, and accountability, linking sustainability performance directly to executive compensation to reinforce its commitment to measurable progress.

From Leaf to Livelihood: PMI's Decade of Rural Impact in India

Over the past decade, PMI has been sourcing tobacco leaf from Andhra Pradesh, investing in far more than procurement. Its India leaf sourcing strategy actively integrates agronomy support, environment restoration, and socio-economic development — empowering over 25,000 tobacco farmers with more sustainable, resilient livelihoods in the state of Andhra Pradesh.



Through a structured IPS (Integrated Production System) and GAP (Good Agricultural Practices) framework, PMI has helped modernize farming operations by introducing mechanized transplanting, fertilizer-integrated cultivators, and sewing machines to improve labour efficiency during leaf tying. This has significantly reduced manual drudgery, enhanced productivity, and enabled cost efficiencies.

Social development is a parallel focus. PMI's programs have reached over 5,000 participants through anti-child labour awareness drives, scholarships for school-attending children, and support for micro-enterprises. Nearly 1,000 women have been trained and over 750 micro enterprise businesses have been seeded as part of inclusive livelihood creation.



Environmental sustainability is equally embedded. From 2021 to 2024, the company supported the creation and desilting of over 150 water conservation structures — including farm ponds, check dams, and percolation tanks — contributing to water security and improved irrigation access for farming communities.



PMI's average annual investments towards sustainability is INR 2 crore and an estimated 1 crore in CSR initiatives is spent by PMI's India affiliate IPM India Wholesale Trading Pvt. Ltd., which reflects a deep commitment to rural resilience, inclusive development, and responsible supply chains.

Kala Gram Design Development Centre to Revitalize Traditional Crafts



In a vibrant confluence of tradition and innovation, IIT Kanpur inaugurated the Kala Gram Design Development Centre in January 2025, at its Ranjit Singh Rozi Shiksha Kendra (RSK), a visionary space dedicated to reviving and reimagining India's rich craft heritage. Supported by CSR funding from PMI's India affiliate, IPM India Wholesale Trading Pvt. Ltd., the Centre stands as a testament to the power of corporate-community



collaboration. It brings together artisans, designers, and rural youth to co-create sustainable livelihoods through design-led interventions in crafts like Bithoor pottery, Kalpi handmade paper, and Kanpur home furnishings. With over a thousand youth trained in the past three years at RSK, the initiative has become a beacon of empowerment—especially for women—while preserving cultural legacies. By fostering partnerships with leading design institutions and encouraging experimentation with tools, techniques, and packaging, Kala Gram is not just a hub of creativity but a catalyst for inclusive growth and rural entrepreneurship.



Back