

Syngenta India Limited
Annual Report 2014-15

**Empowering farmers,
transforming lives.**

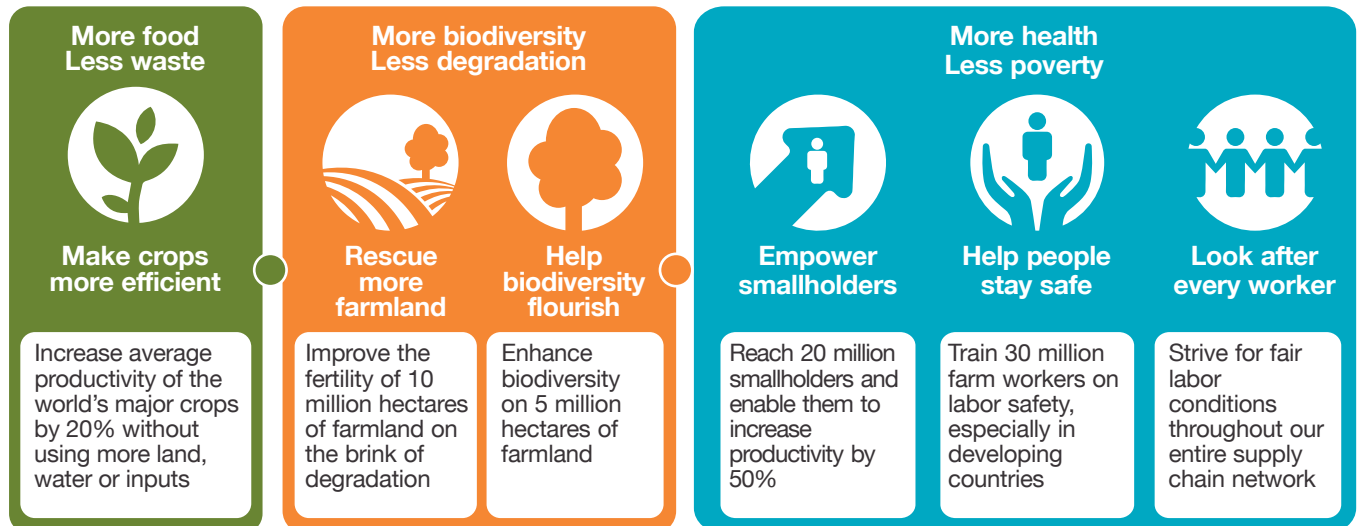




The Good Growth Plan

One planet. Six commitments.

Every day, our planet wakes with 200,000 more mouths to feed. The need to produce more food is already acute and the world's resources are under unprecedented strain. Something needs to change. The Good Growth Plan is Syngenta's commitment to make a measurable contribution by 2020, to help the world's growers rise to meet these challenges in a sustainable way. We have set ourselves specific targets related to improving resource efficiency, rejuvenating ecosystems and revitalizing rural communities.



In our first year, we focused on laying the foundation for the measurement of our commitments. Based on globally consistent performance indicators and reporting processes, we have gathered our baseline data.

Set up a network of **44 reference farms** with **140 benchmark farms** covering **5 different crops**

We are looking at establishing projects that can benefit biodiversity on the farm and protect soil health. In 2015, we started the **soil health analysis** project which provides complimentary soil analysis to farmers. We will continue to work with partners to explore the feasibility of various **biodiversity initiatives**.

Reached **1.37 million** smallholders through sales of specifically designed products and **0.42 million** through field force activities

Trained **0.91 million** in stewardship and safe use; **0.42 million** of which were smallholders

Encouraged **81%** of our seed supply farms to join our **Fair Labor program** which aims to address the working conditions of growers and workers on our seed production farms.





Inside this report

About this Annual Review

Syngenta India Limited is 'Empowering farmers and transforming lives' by creating integrated offers in the field supported by agronomic expertise and an understanding of the challenges growers face. We are building on our record of innovation in crop protection and seeds to develop new solutions that combine biology and chemistry, while incorporating adjacent technologies and building new business models. Our goal is to create value for our customers, outperform in the field and achieve big growth on the strength of our solutions for key crops like corn, rice, wheat, vegetables and cotton.

Message from the **Chairman** 02

Message from the **Managing Director** 03

Highlight
I-CLEAN: Powering Rural Prosperity through CSR 04

Empowering our farmer
Case studies 08

Syngenta Me & Mine
Building an Ethical Supply Chain in India 12

People
Nurturing our People 14

Nurturing Communities
Syngenta Learning Center



Message from the Non-Executive Chairman



The World Bank's World Development Report as way back as in 2007 is significant. It had pointed out that "... agriculture has effectively served as a basis for growth and reduced poverty in many countries, but many more countries could benefit, if governments and donors were to reverse years of policy neglect and remedy their under- investment and mis-investment in agriculture..."

We are up against a scenario where we need more food to feed the teeming millions across the world. Several estimates point to the fact that global food demand is expected to double by 2050 while our natural resources will continuously shrink. History is witness to the fact that across the world, inadequate attention to agriculture has led to rise in food prices and supply imbalances. Over a billion people earn less than a dollar a day and more than 800 million suffer from hunger. Majority of them live in rural areas and are dependent on agriculture.

In this scenario, the World Bank's World Development Report's reference to urgent attention on agriculture way back in 2007 is significant. It had pointed out that "... agriculture has effectively served as a basis for growth and reduced poverty in many countries, but many more countries could benefit, if governments and donors were to reverse years of policy neglect and remedy their under- investment and mis-investment in agriculture..." It goes without saying that the observations of the World Bank report are still very relevant and agriculture has to be brought into the forefront of development more than ever before.

By 2050 India's population will have increased to 1.7 billion and their food requirements will have changed significantly. To meet the expected increase in demand, farmers in India will have to increase crop production substantially. Agriculture continues to be crucial for the development of the Indian economy. The sector employs 52% of India's workforce and contributes 18% to the country's Gross Domestic Product (as per the new GDP series). If India is to achieve a sustained GDP growth of more than 8%, it is vital that Agriculture grows at a minimum of 4%.

The 2030 vision of Indian Council of Agriculture Research (ICAR) of ensuring "food and income security for all, through technological innovations and sustainable agriculture" is significant in this backdrop. It sets as its mission the ability to "harness power of science and education with a human touch for higher and sustainable agricultural production." Science and technology can be harnessed in increasing productivity, enhancing input-use efficiency, reducing cost and post-harvest losses, minimizing risks and improving quality of food commodities.

There is absolutely no doubt that it is critical to bring a demand-driven and technology-led transformation in Indian Agriculture Sector to meet the challenges of the rising demand for food, improving livelihood opportunities of farmers, and for ensuring sustainable farming and agricultural growth. It is also important to harnessing untapped opportunities in domestic and global markets.

For more than a decade Syngenta has been contributing to agricultural productivity and the well-being of growers and other stakeholders involved in the sector. In 2011 we launched our new strategy focused on delivering integrated solutions by combining our crop protection and seeds businesses to focus more comprehensively on the challenges farmers face. At Syngenta, we firmly believe that agricultural research and development and their applications would augment farmers' income, generate employment opportunities, conserve natural resources, promote exports and increase value addition for higher and inclusive agricultural growth. In India, our solutions are designed to help address challenges faced by smallholder growers and make significant contribution to the challenging task of meeting estimated demand of 345 million tonnes of food grains by the year 2030.

Prakash K. Apte
Non-Executive Chairman





Message from the **Managing Director**



Prime Minister Modi speaking at the 86th foundation day of the Indian Council of Agriculture Research (ICAR) summarized the challenges that farmers face today in one phrase: “Kam zameen, kam samay, zyaada upaj” - Less land, less time, more productivity. To combat the changing weather patterns, the farmers need to grow crops in lesser time.

The first Prime Minister of India, Jawaharlal Nehru, in his classic book “Discovery of India” wrote, “The Indian peasant is India more than anyone else, and it is on his progress and betterment that India’s progress will depend.” Sixty one years after he wrote this, the axiom is as true today as it was then. Indian farmers still form the backbone of India and her economy.

Over the decades, successive governments have no doubt given considerable attention to the agriculture sector ensuring that issues of farmers are adequately addressed but the life of the Indian farmer has become ever more daunting. If farming itself was not hard enough, it has only become even more complex with the drastic change in the weather patterns. In between the cycle of floods and droughts, the farmer has also to grapple with the phenomenon of El Nino effect that has created disruptions to the cropping pattern.

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He emphasized on the need to take research from the lab to the farm and scientific intervention in increasing soil fertility. The Prime Minister also highlighted the challenge of water along with the need of creating awareness among people and said, “We have to manage water scientifically and ensure more crop per drop.”

At Syngenta, we believe that we can contribute significantly to the Prime Minister’s vision with our seeds and crop protection portfolios. Our robust R&D program is designed to address specific needs of farmers in a holistic way and provide them with integrated solutions.

Through our innovative water-efficient technologies, drought-tolerant seeds, crop protection products, and optimized irrigation systems, we believe that we can increase the productivity and income of the farmer in a sustainable manner. There are technologies that use moisture more efficiently to give higher yields on drought-stressed land and herbicides that reduce the need for ploughing, improving soil’s ability to absorb water, protecting it against erosion and water run-off.

We believe that we can contribute significantly in bringing back agriculture in the forefront of development.

Bipinchandra C. Solanki
Managing Director





Union Agriculture Minister Shri. Radha Mohan Singh visited Syngenta's I-CLEAN project and appreciated our efforts.



Highlight

I-CLEAN: Powering Rural Prosperity through CSR

Syngenta India Limited recently launched the I-CLEAN initiative as a part of its Corporate Social Responsibility program.

I-CLEAN stands for Inculcating Cleanliness Learning, Education, Awareness and New Habits among communities, especially in rural and

remote areas, to enable them to lead dignified, hygienic and healthy lives.

It is a social awareness and intervention program inspired by Prime Minister Shri Narendra Modi's 'Swachh Bharat Abhiyan' – a campaign to support cleanliness and building toilets to stop open defecation.

Through this project Syngenta India has gone beyond merely constructing toilets under the "Clean India Mission" and has taken upon itself the

responsibility to upgrade vegetable markets and rural livelihoods in remote areas.

Syngenta India selected East Champaran District in Bihar to kick-start the I-CLEAN initiative because of its huge historical significance. Mahatma Gandhi upon his arrival from South Africa had launched his first Satyagraha movement from here, which eventually culminated in India's struggle for Independence.

Objective



Empower farmers, inculcate cleanliness habits



Create open defecation free blocks



Create awareness on hygiene



Food and water hygiene



Preserve and augment ground water

Project Components



Community cleanliness campaign through education and awareness

Beautification, cleanliness and modernization program for rural vegetable markets (sabzi mandis) and construction of toilets



The first Milestone: I-CLEAN project at Bakhari Nazir (Mehsi block), East Champaran District, Bihar



Selecting the right area for our first I-CLEAN project was critical. Syngenta team scouted around for nearly three months to zero-in on five locations that were in dire need of vegetable markets and other infrastructural facilities. We did a need-analysis of the locations with regards to the poverty levels, the requirement and the appetite and enthusiasm of the people to not only use the facilities but also maintain it on a sustained basis.

We selected Mangrahi, a small village with about 300 families, strategically located in East Champaran district in North Bihar. It is about 150 kms from state capital Patna, has traditionally been among the most backward villages – both socially and economically. Families in the village rely on farming and related activities for their livelihood. A small section of the population also works as unskilled labour in construction, religious, retailing and other activities.

The sabzi mandi or vegetable market here caters to all villages in this Panchayat namely; Kothiyan, Koriyawan, Rajua, Bathna, Bargi, Mahual, Mangrahi Chak, and Parsauni. Every Monday and Friday an average of 80-100 farmers sell their produce here which includes vegetables, fruits, grains and spices.

We decided to operationalize three broad components of Syngenta I-CLEAN intervention here:

1. Up-gradation of vegetable market or sabzi mandi
2. Up-gradation of Mangrahi main market
3. Construction of toilets in Mangrahi market

The revamped sabzi mandi at Mangrahi was inaugurated by Syngenta's Regional Director APAC Tina Lawton and Managing Director Bipinchandra C. Solanki.

“Tina Lawton, Syngenta's Regional Director thanked the villagers for helping bring the project to life, “Everyone made immense contribution towards making I-CLEAN a success and I congratulate each villager for making this possible. We must collectively work towards ensuring cleanliness and hygiene in and around our place of stay and work.”



“Speaking at the inauguration ceremony **Bipinchandra C. Solanki** said, “We have taken this initiative towards cleanliness and we sincerely hope that you will find this useful and make good use of it. We wish this village as well as all other villages in the district to be clean and people here to be healthy. I-CLEAN is a modest initiative from our side and we wish to work with you to make this a great success.”





Status of the project

The up-gradation of the sabzi mandi at Mangrahi has been completed and has following key features:



Sheds for farmers

To save them from the vagaries of the weather, we opted for reconstruction of the dilapidated sheds of the mandi. The earlier sheds had been shunned by farmers because of their poor condition and upkeep. They used to instead occupy open areas adjacent to the sheds to sell their produce. There are four sheds in this market and all have been renovated with proper platforms, side wall, pillars, roof, etc.



Solar lights

One of the key challenges for farmers was the lack of electricity as a result of which they had to close the market early causing them to earn less income. We have strategically deployed three solar light poles, which provide adequate lighting which has greatly added to the convenience of large number of villagers who come to purchase vegetables here.



Drinking water

There was no facility for drinking water here as a result of which farmers faced inconvenience especially during summer seasons. We have installed a hand-pump with a bore of over 200 ft. which now ensures safe and clean water to the growers as well as those who come to the market to purchase vegetables. We have also installed clay pots (matkas) at various points and encouraged the community to fill it by taking water from the hand pump to ensure there is no rush at the hand pump when the market is functioning.



Garbage disposal and recycling

We have institutionalized a mechanism to dispose waste generated out of vegetables as well as dry waste. Farmers are regularly sensitized to use specially created dustbins installed at four permanent locations at the mandi. Part of the vegetable waste is also recycled as cattle feed.



Greenery

While they live close to nature, at times an appreciation of the same is missing. To add to the green cover in the market as well to add to its aesthetics, we have planted four Ashoka trees at present and we intend to plant more trees in the area.



Stewardship

We feel it important to reinforce messages on good practices as well as safe handling of crop protection products and with this in view, have strategically displayed safety messages all across the market place.





Dance and drama to reinforce cultural values

Despite being integral to Indian cultural heritage, the notion of cleanliness has been hugely compromised in India in both urban and rural areas. To help them re-adapt, and appreciate the values of cleanliness and hygiene we have been deploying local art forms including dance and drama (nukkad natak) in and around the mandi, which has received very good response.



Cleanliness

One of the major challenges for the villagers was cleanliness, garbage disposal and waste management. This aspect has been duly addressed by our project and we have formed a Village Cleanliness Committee which has taken it upon themselves to ensure sanitation in this area.

It was heartening to hear from the local representatives that the Mangrahi Panchayat had become number one among the 400 odd panchayats in the district ever since Syngenta started work six months ago. The locals have benefitted from the employment generation and have been able to participate in the development process. This has to a large extent eased tension among the community. The village level committee has been meeting the people to partake in this development initiative over the past few months.

There was heartwarming feedback from the villagers that the solar lamps had made their village secure and the lighting could provide many possibilities including helping children study at night. The physical infrastructure put in place as part of the project can also serve many purposes including a place for social functions outside market hours.

Feedback from villagers

“**Kapildev Sahani, Mukhiya:** I am very happy to see the work that Syngenta has done for the villagers and provided us with this grand structure for our use. On behalf of the entire panchayat, I thank the company officials for this gift to us.

Mahinder Mahtto, Villager: This is a great initiative that Syngenta has undertaken. I am pleased about the amenities that it has provided. There has been a significant change now from what existed before. It has provided us with clean sheds, clean drinking water, solar light and dustbin. We can come and sell our vegetables even if it is raining. This is an all-weather facility that has been created for us.

Mohammad Islam, Villager: This is very beneficial for the villagers as well as the farmers who come and sell their produce. This has so many facilities including solar light which the village has not seen before. I am happy for the development that has been done for us.

Haseena Khatoon, Villager: This place has been transformed a lot. Earlier it was a rickety structure, but now this is an asset for us where we can sit, relax and sell our products.

Union Agriculture Minister Shri. Radha Mohan Singh visited the project and appreciated Syngenta's efforts.

He informed villagers that Syngenta has adopted Bakhari Nazir, Mangrahi where the company is demonstrating good practices in agriculture and sensitising farmers on how to grow more from less. Also as part of the Clean India Mission, the company is spreading awareness among school children besides creation of modern mandis (markets) with facilities of drinking water, garbage disposal, solar light and toilets. The Minister also inspected the high yielding seeds planted in a nearby plot by Syngenta after his visit of the redeveloped Bakhari Nazir village market. The Minister urged the people of the village to ensure cleanliness of the redeveloped mandi as well as take the message to other parts of the districts.

Before and after





Empowering our farmer - Case Studies

Tech-savvy woman farmer finds success with 'GroMore'

Baldeep Kaur is training to be a chartered accountant and makes for a very unlikely farmer.

She and her father Jagjit Singh were attracted to the sector about a decade ago when they got acquainted with Syngenta solutions, and after that there was no looking back for them. Their association with Syngenta also made them 'tech savvy' users of latest technologies in agriculture like zero tillage, laser land leveller, micro-irrigation etc.

Last year, Baldeep started using Syngenta's integrated protocol GroMore for fine and superfine varieties of Rice in ten acres of her land. GroMore comprises of simple protocols, offering timely advice in the language of the farmers to establish and protect the crop, delivering yield increase to the tune of up to 30 per cent.

In the very first season their farm in Wadala Khurd village of Amritsar District delivered a productivity increase of 20 per cent and Baldeep got 3 quintals more yield of better quality produce.

Not satisfied with bringing prosperity to her family alone, Baldeep is now working with and assisting other farmers in the area to help boost the quality and quantity of their harvest. She mainly depends upon the integrated crop solutions suggested by Syngenta for this.

Impressed with the efficiency of her farming efforts, Global Nuffield Scholars have also been visiting Baldeep for the last two years.... to see her demonstrate success on the field despite the many problems like labour shortage, depleted soil cover, heavy pest attacks and lack of marketing infrastructure to sell the produce.



Global Nuffield scholars are selected from among the best agriculture professionals of the world. The objective of the scholarship scheme is to encourage the advancement of agriculture and rural development through the promotion of awareness, education and leadership in the agriculture and rural sectors.

Punjab has more than 0.1 million growers who use our products and solutions for rice.

Syngenta brands used



Rift



Macho



Matador



Taspa



Chess

