

News monitored for: Pepsi - Corporate

The Financial World

FARMERS' DELIGHT

Punjab agri workers reap gains from new tech

WITH THE DSR INITIATIVE LAUNCHED BY PEPSICO INDIA, FARMERS CAN SAVE UPTO ₹3,000 PER ACRE

CB Singh
Barnal

SUKHDEV SINGH and Pritpal Singh Bhullar of Muktsar district are among 2,000 farmers of Punjab, who have adopted direct seeding of rice (DSR) technology and have started saving ₹2,000-3,000 per acre, besides reducing water consumption.

Initially, Singh and Bhullar used this technique developed by PepsiCo India only on half an acre. It has proved very useful in getting rid of labour problems, they said. "Now we have 16 acre under DSR technology. The technology adopted also gives increased yield per acre as compared to the traditional method," they add.

Because of enhanced results, the technology has such wide acceptance among the farming community that DSR has crossed

AGRICULTURE BONANZA:

- 30% reduction in water consumption
- ₹1,500 per acre reduction in cost of cultivation
- 50 percent of reduction in labour per acre
- Offering farmers free access to direct seeding machines to carry out direct seeding in their fields
- Providing technical support throughout the cultivation process by trained field extension staff
- Offering free seeds in the initial stages to encourage farmers to try out the innovative paddy cultivation process

the 10,000-acre mark this year, say farmers.

PepsiCo India started this initiative in Punjab in 2006 to replace transplanting of paddy. This has helped reduce water consumption by 30 percent and cut down greenhouse gas emissions by 75 percent, while keeping the yields and quality at par.

The results have been vetted by leading research institutes like the Indian



The real champions of the successful implementation of the DSR are our farmer friends"

JAIDEEP BHATIA
VP, Agronomy, PepsiCo India

Agriculture Research Institute (IARI) and the International Rice Research Institute (IRRI).

The technique not only helps save water but results in reduction of cultivation costs of ₹1,500 per acre and 50 percent labour. PepsiCo also supports the farmers who adopt this methodology with free access to direct seeding machines, technical support and extension services.

Jaideep Bhatia, Vice-President, Agronomy, PepsiCo India, said, "The real champions responsible for the successful implementation of the DSR initiative are our farmer friends. Their consistent efforts and dedication have brought about the manifold success that we are witnessing today."

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