

News monitored for: Pepsi - Corporate

The Telegraph

calcutta, india

THE POTATO CHAIN

HOW SOME HOWRAH FARMERS HAVE ESCAPED THE CRISIS

PepsiCo India Holdings has hired around 150 vendors to liaise with farmers who supply potato to its chips factory in Howrah. Picture shows one such vendor, Swarup Hazra, in Howrah's Binola village



Pepsi helps the vendor get loans from the SBI. The money is distributed among farmers to buy seeds, pesticides and sacks. Picture shows farmers Mintu Koley, Baidyanath Das and Bhanuy Koley who deal with Hazra



The vendor pays the farmers, who are assured of a fixed price and a fixed demand and are shielded from the wild fluctuations in the open potato market

Pictures by Sanat Kumar Sinha

Pepsi buys the crop from Hazra. Although the price is fixed, Pepsi publicises the price among the farmers through text messages, handbills and voice calls so that the cultivators know what price to expect from the vendor. Pepsi pays the vendor separate facilitation charges




The harvest is sold to vendors like Hazra. Picture shows farmers tending, not harvesting, the crop

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3

The farmers till the land according to specifications to grow what has come to be known as 'Pepsi *aalu* (potato)'

4

The pesticides too are used in line with a Pepsi policy aimed at prevention of blight