

PARTNER for RURAL VILLAGE GROWTH to

Achieve more stable, healthy and prosperous communities

Bring rural communities out of poverty

Attain environmental sustainability

Improve livelihood options

Adapt to climate change



Take a holistic and community driven approach that is science-backed.

Steps to achieve this:

1. Set up a community and local authority consortium

2. Analyze the village to identify issues and opportunities

3. Prioritize the low hanging fruit with best impact

4. Work across the whole agricultural value chain to fill the gaps

ICRISAT's holistic approach

along the agricultural value chain

ICRISAT's holistic approach means working across the whole agricultural value chain from achieving sustainable intensification on farm to building agribusiness.



Sustainable intensification requires focus on:

- Managing the soil and water for more and sustainable use
- Crop improvement to achieve higher yielding, drought and pest tolerant and more nutritious varieties
- Seed access by setting up seed systems to ensure seeds are available and of high quality
- Diversifying farms to ensure less risk, more incomes, a more diverse diet and healthier soils
- Developing on-farm practices and technologies for better yields and profits as well as safer and healthier practices.

Building agribusiness focuses on:

- Introducing processing techniques as labor saving devices and for income earning opportunities
- Facilitating market access for the farmers
- Driving market development to build opportunities for all.

All of this is done by understanding and **integrating the social dimension**.

Approach for Adoption

- Participatory approach and partnering – working side by side
- Building capacity – at a national and local level
- Integrating communications – to build awareness and share knowledge
- Monitoring and evaluation – for feedback and adjustment
- Policy support – work closely with governments to encourage the needed policies

Cross-cutting issues

- Mainstreaming nutrition
- Empowering women – women are consulted, involved and supported to lead
- Attracting youth to agriculture

Two of the projects ICRIAT undertook with SAB Miller included:

▶ Ground Water Management initiative in Rajasthan

Result is encouraging with water saving in agriculture at 80,340 kilolitres on 193 ha area covered under crop demonstration trials. Crop productivity has been enhanced by over 20%.

SABMiller India Limited
Annual Report 2012-13



Improving the water balance and water usage ratio

Water is vital not only in the brewing process but also in growing the crops used to make our beer and in generating electricity to power our breweries. Making more beer using less water is one of SABMiller's key sustainable development priorities and we try to optimise our water use at all our breweries. We have set a demanding target of reducing water use per

Ground Water Management initiative at Neemrana, Rajasthan

The Ground Water Management initiative, spread over an effective target area of about 27,500 hectares, is located in Neemrana, District of Alwar, Rajasthan, an industrial town located between Delhi and Jaipur. The region is totally devoid of any indigenous water supply.

Improving livelihoods through water management in community watershed in Medak, Andhra Pradesh

In partnership with the International Crops Research Institute for the Semi-Arid Tropics (ICRIAT), we are attempting to improve rural livelihoods in four villages: Fasaladi, Shivapet,

Kothapaly watershed management initiative – some impacts:

- farmers' average income increased 3 times
- Increased water availability year round: 5-8 times the water storage capacity created.



▶ Improving livelihoods through water management in community watershed in 4 villages in Telengana.

HIGHLIGHTS

- Water storage capacity of more than 30,000 m³ leading to groundwater recharge of about 75,000 m³
- Increase in moisture content by 10% in the case of black soils and 5% in case of red soil.
- Increased crop yield - Chickpea by 35%, Cotton 12%, Paddy Grain 15%, Sugarcane 8%.»

SAB Miller Annual Report 2012-13
http://www.sabmiller.in/pdf/SABMiller-Annul-report_2013.pdf

Hari Bai from Siyalwada village in Madhya Pradesh, India, knows how to deal with a fickle monsoon. The holistic approach of the watershed initiative equips her to help herself and others in her community too.



There was not enough water earlier and therefore the yield was not enough to feed us all. Ever since ICRIAT helped us build a check dam we have water now. The yield has increased, almost double.

The impact of the efforts led to

- Minimizing crop losses
- Doubling the yield of crops and vegetable patches
- Growing new crops like vegetables
- Increase in production (tons per hectare):
Wheat: 2.1 to 2.9
Chickpea: 0.6 tons to 0.9 tons
Soyabean: 1.5 tons to 1.95 tons
Cropping intensity increased from 115% to 160%
- Empowering women to generate income by setting up flour mills, raising goats, etc
- Instilling confidence
- Grooming women for leadership roles in the community
- Daily wage rate increased and men and women getting equal pay
- Earlier, women used to dig pits in river beds during summer to get drinking water, now they fetch water from hand pumps

For the full story see
<http://www.icrisat.org/womenleaders-haribai.htm>

