

## Syngenta to build high-tech market facility in India to bolster farmers' business operations

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Global Agriculture solution company, Syngenta is investing Rs 3.3 crore (\$24.5 million) to build a state-of-art market spread over 51020 sq feet, in Southern Indian state, Telangana, Wanaparthy (Dst). Upon completion, the facility will be handed over to the Agriculture Marketing Board for operation and maintenance. This market will cater to over 20,000 farmers by providing them a safe place to do their business and consumers of over 30 villages and urban areas around this district headquarter.

Apart from Telangana, 24 such I-CLEAN projects are running in Bihar (18), Uttar Pradesh (02), Karnataka (04) catering to the needs of rural farmers.

On his current 3 day visit to India Syngenta's Global CEO J Erik Fyrwald said "Syngenta has strengthened its ties with India, the world's 5th largest economy. Syngenta will continue to invest itself in the future of the country's agriculture. We are dedicating one of the country's biggest rural wayside markets in Wanaparthy district, Telangana, built under Syngenta's flagship CSR I-CLEAN (Inculcating Cleanliness, Learning, Education, Awareness and New Habits) program".

Present in the country for 94 years now, India has always been at the core of our focus for its sheer size, diversity and potential - 40% of the workforce in the country is employed in agriculture. We have consistently worked on addressing

challenges facing Indian agriculture.

Accordingly, our R&D has been geared to providing technology to the farming community for enhancing productivity and also reducing input costs for better returns on investment. We invest and innovate to transform the way crops are grown and protected to bring about positive, lasting change in agriculture. Our ambition is to be the most collaborative and trusted team in agriculture, providing leading seeds and crop protection innovations and digital solutions to enhance the prosperity of farmers, wherever they are," Fyrwald added.

One of the unique features of this marketplace is that it provides exclusive facilities for women farmers including a day care facility with a baby feeding room. This will ensure that women farmers can focus on their business without being concerned about leaving their children at home.

Susheel Kumar, MD & Country Head, Syngenta India said, "The I-CLEAN project has been a remarkable success. We are glad to be able to contribute to the rural prosperity of Telangana, which has one of the highest rates of agriculture growth at 7.8%. With a slew of impressive programs including Rythu Bandhu Scheme, Mission Bhagiratha and Drone Certification, the state has made rapid strides and it gives us joy to become partners in this journey."

Syngenta's I-CLEAN program has brought about significant transformation. According to a social-economic impact assessment, the income of farmers who sell their produce at I-CLEAN markets have gone up by 49% as they are able to spend more time in markets; the improved infrastructure sees increased daily footfall. The facilities like safe drinking water, solar lights and toilets have improved the livelihood opportunities of local farming communities by about 40%.

Syngenta also ensures that farmers are trained in best crop protection practices, health and hygiene practices. "The marketplace has multiple awareness messages highlighting the importance of proper crop protection practices, tips of health and hygiene. As an agri input company, we take stewardship very seriously and educate our farmers on various aspects of safety on a continuous basis," added Dr KC Ravi, Chief Sustainability Officer, Syngenta India.