



GlobalHunt
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Creating Sustainable Solutions



National Strategic Alliance *on* Sustainable Agriculture Principles



About GlobalHunt Foundation

GlobalHunt Foundation (GHF) is a section 25 not for profit company registered under the Indian Companies Act 1956. As a signatory to the United Nations Global Compact (UNGC), GHF serves as a knowledge catalyst and engages its vast corporate clientele with diverse multi stakeholders and enhances their Corporate Sustainable Responsibility. As a strategic partner GHF provides key research, reporting, programme design and advisory, training and capacity building, due diligence and impact assessment, CSR competitor analysis, positioning and reviews and social sector recruitments.

More information: www.globalhuntfoundation.org

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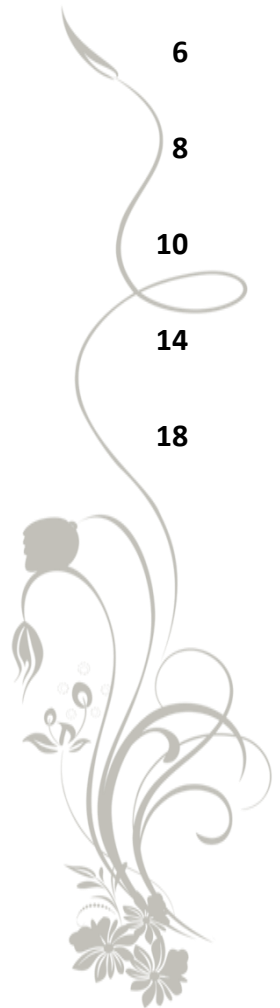


Disclaimer

The report has been prepared by GlobalHunt Foundation which organized the First Strategic Alliance on Sustainable Agriculture. The report is an outcome knowledge dissemination of the same and all the knowledge shared in the report holds reference to the information shared by each participants and partner organizations.

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Foreword



With the advent of post 2015 development goals, sustainability has become the new mandate for societies worldwide. The rising environmental concerns are posing direct and indirect effects on society, as a result there is a strong need of building models and practices that are continuous and robust in nature. As agriculture is one of the growth drivers of any society it becomes essential for companies to re-direct their social responsibilities towards the same. In the Indian context we all are aware that agriculture is not just a source of deriving food, but is also a means to livelihoods and a practice of every day life.

Companies indulging in the development process of the nation are required to re-align their corporate activities that meet sustainable requisites of the environment and community. Agriculture is one of the key areas where companies need to formulate their practices as they are holding direct or indirect implications on agricultural development. Development projects have posed a real threat to the physical environment, but also on the social identity of a company responsible for carrying out these projects in diverse areas. Therefore, it becomes necessary for companies to build their social responsibility that leads to the promotion of good agricultural practices. Agriculture is an important growth driver for both industry, economy and society and hence it is extremely pivotal to align agriculture practices on sustainable principles.

As a CSR and Sustainability Research, Consulting and Advisory organization GlobalHunt Foundation through the formulation of Strategic Alliance for Sustainable Agriculture endeavors to bring sustainability in the realm of agriculture. The purpose behind the alliance is to formulate sustainable principles of agriculture that helps in designing programmes across pan-India towards the reviving and securing of sustainable indigenous farming practices, launching programmes that will enable up-scaling of small and marginal farmers, preservation of indigenous knowledge, skills and enhancing ethical value chain.

Being a catalyst working on the model of Global Partnership the alliance invited members from the key stakeholders of society with a common platform to come and share their knowledge, experiences and cases on sustainability and agriculture so that diverse ideas and viewpoints could be incorporated in the sustainable principles. There is a strong requisite to showcase the Indian perspective on agriculture and related practices and build a roadmap that will be beneficial in bringing diversity of crops, seeds, skills and aid the marginal farmers of the country.

-Mr. Sunil Goel
Director
GlobalHunt Foundation

Executive Summary

Since the evolution of human society agriculture has been one of the essential activities. With time agricultural activity expanded from being a medium of survival to an instrument of economic independence - a system of social cultural practices and mechanism of political leadership. More than half of the India's population relies on agriculture for securing their income and its related activities¹. In the GDP agriculture contributes 13.7%². Also, many industries derive their basic raw materials from this activity. Hence, agriculture is not just a form of securing food rather. it is the form of securing basic resources that are required for subsistence. To increase the productivity of food and fiber crops and animal products several innovations, mechanisms and techniques has been introduced i.e. new high-yield varieties of crops, mechanization, and the increased application of pesticides and fertilizers. Although they brought radical changes in gaining massive agricultural productivity but on the other hand they resulted in loss of indigenous knowledge and practices, clearing of native vegetation, soil erosion, decline in soil fertility, decline in seed variety, unsustainable practices, groundwater contamination, increasing costs of production and declining returns on family farms, and the closing of services in rural communities. In many cases, these changes have forced small farmers to leave the land and move to urban areas.³

As a UNGC signatory the Sustainable Agriculture Business principles are being formulated, it is in this respect that GlobalHunt Foundation as a research catalyst launched the first strategic alliance in lieu of formulating and devising key programmes that will be beneficial for small scale farmers and promotes indigenous knowledge through the principles of collective collaborations between leading private and public companies, government organizations, the UN and its partner agencies and grass-root civil society organizations.

Today, rising population, irregular consumption pattern, depleting natural resources, erratic climate conditions and increasing food insecurity have stressed agriculture. There is an urgent need for a movement towards implementing Sustainable Agriculture – practices that are environment, economic and socially amicable. A sound agricultural system enhances agricultural productivity by improvising resource and water management, ensures poverty alleviation through rural growth and sustains the environment. *“Agriculture can be sustainable when it not only produces a lot of high-quality food, but also generates income for poor people. That means rural development: improving transport, development of market facilities and linkages, improving (access to) information, participation of the rural poor in decision making, providing access to credit, and so on”*⁴

1.Ministry of Statistics and Programme. *Agricultural Statistics: Chapter 1 Introduction*.

2.Economic Times. *“Agriculture's Share in GDP declines to 13.7% in 2012-13”*. Aug 30,2014.

3.UNESCO. *“Teaching and Learning for a Sustainable Future”*,2009.

4.GTZ, Sustainet. *“A Pathway out of poverty for India's rural poor”*,2008

Sustainable agriculture, as it pertains to business, is defined by how a business organization conducts its direct and indirect operations in a way that is resource efficient, strengthens the resource base and environment on which agriculture depends, provides basic human food needs, enhances the quality of life for farmers and society, and is economically viable

- Scaling Up: Global Food Security and Sustainable Agriculture, UNGC, 2012



To grow economically, companies draw their basic raw materials from agriculture. Sustainable agricultural practices and programs can help businesses to ensure a reliable growth and open up new opportunities at the same time – such as enhancing brands and meeting new market demands. Hence companies need to build, introduce and implement strategies that ensures soil fertility, improved water quality; biodiversity is protected; farmers, farm workers and all other actors in the agricultural supply chain earn livable incomes among others.

Strategic Alliance

Need	Objective	Way Forward
To evolve agriculture on the lines of sustainability with specific focus on the social, environmental and economic aspects	To devise, launch and implement sustainable programmes, techniques and mechanisms across pan India that leads to the up scaling of small and marginal farmers	To formulate strategies, practices and methodologies to achieve sustainable practices in the realm of agriculture.
To preserve traditional knowledge, introduce responsible production, supply and consumption of goods and services.	To recognize geographies, map the need of the area and identify the beneficiaries where the key programmes can be implemented	To build in models that mainstream social impact within society through economic sustainability of the corporate.
To invite association from multi-stakeholders that can formulate and implement agricultural practices that are inclusive and robust in nature across geographies	To disseminate key knowledge, imbibing of traditional and indigenous practices, measure and identify the gap that exists in the present system, challenges faced to achieve these sustainable practices	To establish effective agricultural practices through joint collaborations for agricultural communities, small scale famers, women and informal groups.



In order to carry forward the mandate of post development agenda GlobalHunt Foundation initiated the first strategic alliance on Sustainable Agriculture. The alliance was carried out with an objective to provide a common platform for the multi-stakeholders to discuss the key issues, concerns, the practices and traditions, the efforts taken, the experiences gained and the challenges faced by them so that principles regarding sustainable practices could be formulated, implemented and adopted within society.

The alliance was held on 12th March 2014, New Delhi at the head office of GlobalHunt Foundation. The purpose behind the expert meeting was to formulate the core principles of Sustainable Agricultural Practices in India. As agriculture is a huge concern among society and engagement of every stakeholder is essential, hence the event marked the significant presence of senior members and leaders from the world of business both public and private sector undertaking, civil society organizations, funding organizations and autonomous bodies who hold a strong knowledge in the realm of sustainability, CSR and agriculture.

The event commenced with the introductory remarks by Mr. Sunil Goel, Director, GlobalHunt Foundation who stated that participation of every societal stakeholder is essential to build, formulate and secure those practices and knowledge that can ensure sustainability. This was followed by a presentation from Dr. Pradip Sarmah, Advisor, GlobalHunt Foundation who briefly talked about the objective and need behind convening this strategic alliance. The next sessions; *Viewpoints and Feedbacks from the Dignitaries*, *Devising First Possible Programme and Possible Way Forward*, which was moderated by Ms. Radhika Ralhan, Manager Corporate Sustainability, saw valuable inputs from Mr. Ashok Baran Chakraborty, Chief Sustainability Officer, IICA, Mr. Brajesh Nayak, Deputy Manager-CSR, ACC Limited, Ms. Deepa Maggo, Sustainability Support-Planning & Communication, ACC Limited, Mr. Gautam Vivek, Additional General Manager, NTPC, Mr. Pradeep Mohopatra, General Secretary, Udyama, Mr. Pratyush Panda, Regional Head-CSR, ACC Limited, Ms. Shaika Rakshi, Program Officer, ICCO, Mr. Vikram Sharma, Deputy Manager-CSR, ACC Limited.

The proceeding of the meeting was marked by the participation of every member by sharing their significant views on agriculture and sustainable practices, what measures need to be taken or are being taken to scale up the marginal farmers, how businesses and other society members can contribute in the formulation and implementation of sustainable principles across pan-India.



"Agriculture is a huge concern, beneath the larger concept there are several issues. The immediate need is to focus on key issues that represent everybody and can create a huge difference for the bottom of the pyramid. The up scaling of agriculture is not possible for any one stakeholder, participation of everyone is essential"

-Mr. Gautam Vivek, Additional General Manager, NTPC



"The purpose behind the Strategic Alliance is to have an input discussion so as to bring knowledge on a common platform. The shared knowledge should be utilized to create value proposition that is highly needed in today's society. Here the role and contributions of professionals representing different stakeholders of society are very essential"

-Mr. Sunil Goel, Director, GlobalHunt Foundation

" There are a number of institutions that are working parallel in this domain. The first requisite is to align them for the scalability of activities. Scalability should be measured in terms of geographical expansion and the number of people covered. The concern should be to find the right kind of partners who can take forward the desired mandate"

-Mr. Ashok B. Chakraborty, Chief Sustainability Office, IICA



"Sustainable Agriculture at ACC is understood through three categories; livelihood for youth, livelihood for women and livelihood for farmers. Livelihood for farmers is an important aspect of agriculture. Some of the aspect of livelihood for youth is covered under agriculture but the major focus is a livelihood for farmers . There is a roadmap through which the process of what to do, how to do and challenges faced and future activities are planned out . "

-Mr. Pratyush Panda, Regional Head CSR, ACC Limited

"The strategic alliance is not just a round table discussion it is a medium where ideas regarding sustainable agriculture could be shared and this leads to the formulation of principles, devising of key programmes and implementation of them within an identified geography. Certain crucial issues under agriculture that has been brought out through this alliance are; securing of traditional practices, up scaling of marginal farmers and application of renewable energy within agricultural systems."

-Ms. Radhika Ralhan, Manager Corporate Sustainability, GlobalHunt Foundation



"The whole idea is to strike a collaboration between different stakeholders and how best this can be taken forward. A good partnership between corporate, civil society organization and funding organizations can be lead towards the mainstreaming of resources and better efficacy through effective innovation and implementation. The purpose in the future is to define how the agriculture related practices and issues of the public and private sector undertaking could be synergized with the grass root organizations"

- Dr. Pradip Sarmah, Advisor, GlobalHunt Foundation

"In the Tikara plant of ACC through several sustainable activities; paddy production, multi-crop cultivation, horticulture and agriculture allied activities like the apiculture, animal husbandry and fishery up scaling of farmers has been witnessed. Several case studies of the area has revealed that the productivity of the land and the earnings of the farmers has improved with the introduction of the sustainable practices."

-Mr. Brajesh Nayak, Deputy Manager-CSR, ACC Limited



Every stakeholder is working towards sustainability by addressing various societal concerns through their initiatives. To scale up these initiatives the membership of companies, government and civil society organization should be enrolled. In Agriculture programmes supported by multi-stakeholders across Pan-India especially in the areas of Orissa and Jharkhand should be initiated. A system of innovation within agriculture can improve the existing situation."

- Mr. Pradeep Mohopatra, General Secretary, Udyama



“There are various initiatives that are being undertaken by several organizations the need is to bring these initiatives on a common platform and share the experiences so that effective programmes can be devised and implemented”

-Mr. Vikram Sharma, Deputy Manager-CSR, ACC Limited

“Small scale farmers have been the target group where several interventions like food security and climate programme etc has been directed by the organization. Under the climate renewable energy ,biogas projects and low-carbon farming has been introduced among farmers. In food security water shedding initiatives and small activities linking farmers to subsistence and market has been initiated. In respect of economics low carbon value chain, fair prices are given to the producers and close collaboration with fair trade ensure the implementation of sustainable practices”

-Ms. Shaika Rakshi, Program Officer, ICCO



The Overall Viewpoints

- Identification of major issues under agriculture.
- Recognition of sustainable practices that needs to be introduced.
- Formulation of sustainable agricultural principles.
- Mapping a particular geography and community.
- Devising key sustainable programmes as per the needs of the geography and community.
- Collaborative partnership for implementation.
- Assessment of these programmes for formulating way forward.

The second alliance would convene to identify core issues under agriculture , recognize practices that are sustainable and formulate principles that could be used as successful models of sustainable agriculture.



Future Work Plan

Launch of the First Strategic Alliance

Activity One: to recognize, invite and form an association between all the stakeholders of the society i.e. companies, government ministries, UN and its partner organizations, civil society organizations and autonomous agencies that can provide the valuable insights on sustainable agriculture and its key concern

Outcome: Recognition of key stakeholders

Devise and implement programme

Activity Four: to implement these principles the first step would be identify particular geographies and communities across Pan-India. Need assessment to map the existing situation, measure the gaps and the challenges faced

Outcome: identification of geographies for the implementation of the principles

Discuss the impact

Activity Seven: end line assessment of the respective geographies so as to assess the impact of these programmes. The assessment would assist in drawing important learning, experience and case stories.

Outcome: Assessment of the impact created by these principles

Activity Two: to hold multistakeholder close group consultation between all the members so as to discuss and formulate the first principles of sustainable agriculture

Outcome: Formulation of the Sustainable Agricultural principles

Activity Five: as per the needs assessment of the particular geographies key strategic programmes bearing the principles of sustainable agriculture would be devised.

Outcome: Devising of key strategic programmes

Activity Eight: after every six months the alliance would convene and overview the progress of these programmes that would provide significant inputs for developing future strategies

Outcome: Formulation of way forward on the basis of the assessments

Activity Three: knowledge dissemination in the domain of sustainability and agriculture that addresses the concerns of food security, climate change and resource depletion.

Outcome: knowledge dissemination of key issues in agriculture

Activity Six: through joint collaborations between interested partner organizations these key programmes would be implemented.

Outcome: Implementation of sustainable agricultural practices across Pan-India

Activity Nine: sharing of best case practices so that the learning from these programmes could be disseminated among the society which could assist in building new models for sustainable development.

Outcome: Publication of the Best Case Practices







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Core Members

The strategic alliance saw the participation of senior members, leaders and representatives from the world of businesses, civil society organization and autonomous government agencies. The names of the personnel is provided below.

Mr. Ashok Baran Chakraborty,
Chief Sustainability Officer, Indian Institute of Corporate Affairs

Mr. Brajesh Nayak,
Deputy Manager-CSR, ACC Limited

Ms. Deepa Maggo,
Sustainability Support-Planning & Communication, ACC Limited

Mr. Gautam Vivek,
Additional General Manager, NTPC

Ms. Mehak Kaushik,
Research Associate, GlobalHunt Foundation

Mr. Pradeep Mohopatra,
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Mr. Pratyush Panda,
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Ms. Radhika Ralhan,
Manager Corporate Sustainability, GlobalHunt Foundation

Ms. Shaika Rakshi,
Program Officer, ICCO

Mr. Sunil Goel,
Director, GlobalHunt Foundation

Mr. Vikram Sharma,
Deputy Manager-CSR, ACC Limited

The following members have shown keen interest to be part of the alliance in the future. They would also support the initiative by inviting members from the peer community who hold similar mandate to come and present their significant contributions in carrying forward the alliance.

*the list of members is placed alphabetically based on their first initials.



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GlobalHunt Foundation (GHF) is a section 25 not for profit company registered under the Indian Companies Act 1956. As a signatory to the United Nations Global Compact (UNGC) and United Nations Environment Programme (UNEP) Partner, GHF serves as a knowledge catalyst and engages its vast corporate clientele with diverse multi stakeholders and enhances their Corporate Sustainable Responsibility. As a strategic partner GHF provides key research, reporting, programme design and advisory, training and capacity building, due diligence and impact assessment, CSR competitor analysis, positioning and reviews and social sector recruitments. The Foundation unlike other foundations, endeavors to emerge as a catalyst within a consortium represented by diverse stakeholders of leading private and public sector companies, business associations, academia, social entrepreneurs, technology and policy experts, civil society organizations and the government.

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