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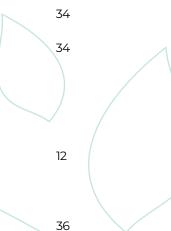
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MESSAGE FROM THE EXECUTIVE DIRECTOR



Rajendra Jog **Executive Director** Syngenta Foundation India

Dear Friends and Colleagues,

As we conclude another impactful year dedicated to transforming agriculture through entrepreneurship, I am delighted to share Syngenta Foundation India's (SFI) 2023-24 annual report. This year has been incredibly rewarding as we continue aligning our efforts with national priorities around agricultural innovation, entrepreneurship, and rural development. Our focus on empowering Agri-Entrepreneurs (AEs), promoting climate-smart agriculture, and enhancing market access has not only elevated smallholder farmers but also created sustainable economic opportunities across rural India.

The year 2023 has been one of significant achievements. With over 14 lakh+ farmers impacted and 5 lakh+ women farmers empowered, we have seen firsthand the power of innovation, technology adoption, and capacity building. Our programs now span 13 states, reaching 210 districts and 23,000+ villages PAN India, where 19,348 AEs have been trained, 53% of whom are women. This shift towards gender equality in agriculture has been a cornerstone of our vision, and the tangible impact of these efforts is truly inspiring

Our Agri-Entrepreneur model has proven to be a catalyst for rural transformation. By equipping rural youth and women with the skills to become service providers in their communities, we have unlocked new opportunities for economic growth and sustainability. Through strategic training, handholding, and mentorship, we have witnessed the rise of numerous successful women-led enterprises, a development that I believe will continue to shape the future of Indian agriculture. From climate-smart agriculture initiatives to the promotion of market linkages and innovative financial products, our approach continues to evolve in response to the dynamic challenges facing India's agricultural sector.

This year, we celebrated the creation of 31,42,522 acres of farmland impacted through sustainable techniques, along with the implementation of projects like the Climate Smart Village and the development of 10,000 women agri-entrepreneurs supported by key partnerships such as NABARD and the Bill & Melinda Gates Foundation. These initiatives have led to significant increases in farmers' incomes and resilience against climate change, ensuring the long-term sustainability of their livelihoods.

Our efforts have also been recognized on national platforms, winning the FICCI Award for 'Sustainable Farmer Income Enhancement' for the second consecutive year. This recognition highlights our relentless commitment to enhancing farmers' livelihoods through the Agri-Entrepreneurship model. Additionally, we were honored at the Indian Social Impact Awards 2024, where SFI was recognized for its pioneering work in Climate-Smart Agriculture with the 'Best Environment Protection Initiative of the Year' award and for its role in empowering 10,000 women Agri-Entrepreneurs in Bihar and Madhya Pradesh with the 'Best Women Empowerment Initiative of the Year' award.

As we look ahead, I am confident that with the continued dedication of our team and the steadfast support of our partners, we will scale new heights in the coming year. Together, we are committed to expanding our reach, training 19348 Agri- Entrepreneurs, and impacting millions

farmers across India. The future holds exciting possibilities, and I look forward to working collectively to strengthen India's agricultural landscape further.

I extend my deepest gratitude to all our partners, donors, stakeholders, beneficiaries, and the extraordinary team at SFI, whose dedication and innovation continue to make this vision a reality, Let's continue this journey of innovation, empowerment, and resilience as we work towards a brighter and more sustainable future for India's farmers.

Warm regards,

Rajendra Jog

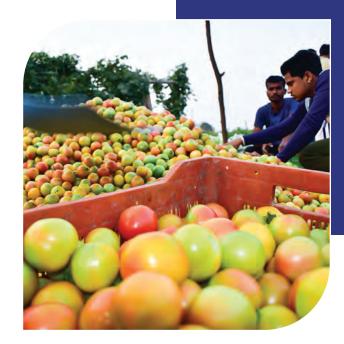
Executive Director

Syngenta Foundation India

ABOUT SYNGENTA FOUNDATION INDIA

Syngenta Foundation India (SFI), founded in 2005, aims at transforming the lives of smallholder farmers PAN India. The organisation promotes rural livelihoods through innovative agricultural practices, capacity building and market development, thereby working towards creating sustainable and self-reliant agrarian economies. Through its focus on empowering Agri-Entrepreneurs (AEs), promoting climate-smart agriculture, and expanding market access, SFI strives to ensure that smallholder farmers can enhance their incomes and quality of life in a sustainable manner.

SFI stands at the intersection of agricultural development and social entrepreneurship. Its one-of-a-kind Agri-Entrepreneur (AE) model is designed in empowering women and youth in rural areas by equipping them with the necessary knowledge, skills



and resources for them to be successful entrepreneurs within their communities. These AEs subsequently become local providers of key services to smallholder farmers, including supply of agricultural inputs, delivery of technical services, and marketing. This approach will help in creating sustainable ecosytem that will enable farmers to meet the demands of modern agriculture.

OUR VISION

To be a leading catalyst for agricultural development and innovation, fostering a robust ecosystem where small holder farmers thrive and contribute to a sustainable and food-secure future.



To empower small and marginal farmers participate in agricultural development by improving their access to better seeds and other inputs; increasing their knowledge of agronomic practices; establishing ease of access to credit and providing systematic market linkages.

AF PROGRAMME STRATEGY

The Agri-Entrepreneurship model nurtures entrepreneurship in the agriculture sector with the objective of addressing significant issues affecting the industry. This model seeks to enhance productivity, create economic opportunities, and drive sustainable development in rural communities.

Core objectives of the Agri-Entrepreneurship programme:

Gender Equality

Commits to empowering women in agriculture, increasing their participation from 19% in 2020 to 53% by March 2024. This focus on women's entrepreneurship strengthens their role in the farming ecosystem.

Climate Smart Agriculture

Promotes affordable, climate-smart practices to help farmers adapt to changing environmental conditions. Key crops like sugarcane, cotton, and paddy are targeted for resilience against pests and diseases.

Economic Empowerment

Facilitates the transition of farmers from subsistence agriculture to Agri-entrepreneurship, enabling them to generate higher incomes and improve their livelihoods.

Innovation and Technology Adoption

Encourages the integration of modern technologies and innovative practices such as Climate Smart Agriculture leading to increased productivity, efficient resource utilization, and reduced environmental impact.



Market Access

Enables Agri-Entrepreneurs access larger markets, both locally and internationally, by promoting value addition, product diversification, and supply chain development.

Sustainability

Emphasizes sustainable practices, resource conservation, and climate resilience in Agri-entrepreneurial ventures to ensure long-term viability.

Capacity Building

Provides training and workshops on entrepreneurship, good agricultural practices, emerging technologies, financial management, and marketing strategies.

Incubation and Mentorship Support

Assists in guiding to newly certified Agri-Entrepreneurs to develop their business plans and establish linkages with market, credit institutions.

Market Linkages

Creates networks connecting AE with wholesalers, retailers, and export markets, facilitating the flow of products and ensuring fair pricing.

Access to Finance

Partners with financial institutions to provide tailored financial products, microloans to AEs for start-up and expansion.

Technology Dissemination

Reviews and promotes adoption of technological practices suited to local conditions and demonstration for adoption.

Youth Engagement

Motivates the younger generation to the agricultural sector by presenting it as a viable career path through entrepreneurial opportunities.

The implementation approach adopts a multi-faceted approach to facilitate the youth on their transformative journey in ushering in economic empowerment for themselves and the farming community.

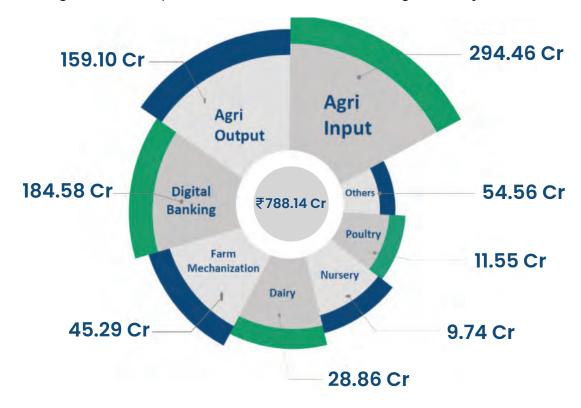


Figure 1: Archetype wise transactions of our AEs

2023 Progress at a Glance

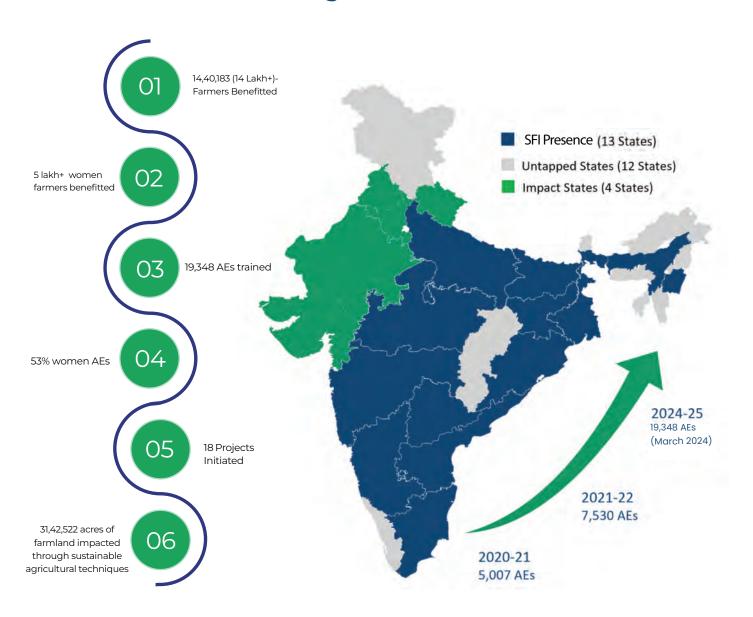


Table 1: Number of trained AEs, associated farmers, and acreage.

(Note: The numbers below do not include AE in training and those being initiated into the program)

AE trained	Farmers Impacted	Acreages Served
1,256	56,872	1,18,119 1,01,450
5,428	4,22,781	7,50,431
200	10,448	1,06,040 33,323
2,012	2,00,323	11,23,939 3,48,545
1,961	74,570 77500	3,17,267 77500
250 1,009	3,072 98,485	33,303 1,23,305
93	4,650	9,300
	1,256 375 5,428 514 200 5,546 2,012 704 1,961 250 1,009	1,256

PROGRAMME HIGHLIGHTS

Ongoing Projects:

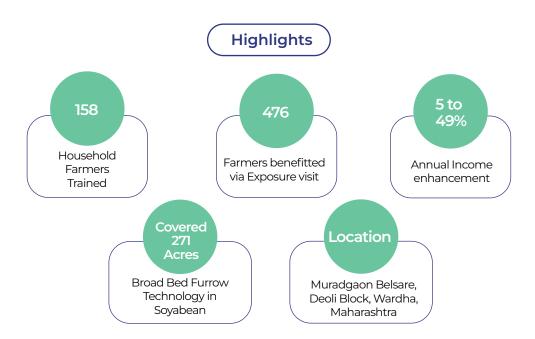
Climate Smart Agriculture Village (supported by NABARD)



SFI has been beckoned by NABARD to establish a model Climate Smart Agriculture (CSA) village in Wardha district of Maharashtra by 2026. By training farmers and demonstrating sustainable practices, the project aims to foster Climate conscious farming, benefiting 158 households through widespread adoption of CSA principles, contributing to the holistic development of farming communities and the promotion of Climate Smart Agricultural Practices in the region.



Objective: Promote climate-smart agricultural practices in rural communities to enhance resilience against climate change.



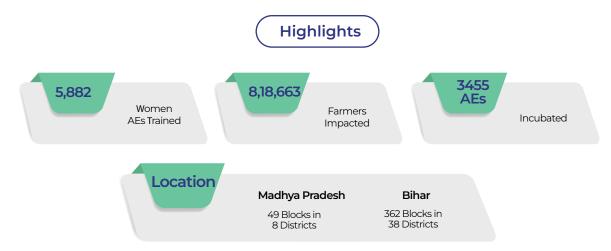
Development of 10,000 Women Agri Entrepreneurs (supported by Bill & Melinda Gates Foundation)

BILL & MELINDA GATES foundation

SFI in partnership with BMGF has taken up the onus of developing 10.000 agri-entrepreneurs women empowering them in Bihar and Madhya Pradesh. The project aims to empower rural women by integrating them into agri-entrepreneurship through the Agri-Entrepreneur (AE) model. Leveraging Self Help Groups (SHGs), the project seeks to create sustainable livelihoods, enhance income, and strengthen the economic independence of women in agriculture. Partnering with State Rural Livelihood Missions (SRLMs), the project scales up training, capacity building, and mentorship, offering technical assistance, business linkages, and access to credit to empower women entrepreneurs. The collaboration between JEEViKA and SFI in Bihar enhances women's participation and economic empowerment, facilitating AE training and service delivery at the grassroots level and improving the financial and social well-being of women in rural communities.



Objective: Empower women in Bihar and Madhya Pradesh through entrepreneurship in agriculture, enhancing their economic independence and community influence.



Small Tea Growers Sustainability Platform (STGSP) through AE model (supported by IDH)

The project on STGSP, initiated in 2020 in collaboration with IDH focusing on transforming the tea value chain to ensure sustainable development for Small Tea Growers (STGs) in Assam and North Bengal. The project aims to create a market-based action platform that brings together small tea growers, government bodies, civil society, and the private sector to drive sustainable practices in tea cultivation. SFI aims in enhancing the livelihood of STGs in the region through its intensive framework.

Objective: To reduce the living income gap of Small Tea Growers (STGs) or small holder farmers by 20% in 2025 and enhancement of AEs business by 20% and 30 % women inclusion.



Highlights

307 AEs

TrainedMale AE-246
Female AE-61

39185

Farmers Benefitted

Location

35 blocks in 7 districts of Assam and North Bengal



Living Income Project (supported by HUL- IDH) Hinduster Uniterer Limited (initial





SFI in collaboration with Hindustan Unilever Limited (HUL) and the Sustainable Trade Initiative (IDH) is implementing 'Living Income Project', focusing on enhancing the economic resilience of STGs in Assam and North Bengal by diversifying their income sources beyond tea cultivation. The project aims to stabilize and increase farmers' earnings through a comprehensive approach that includes on-farm and off-farm diversification by cultivating high-value crops, introducing new and high yielding varieties, and promoting livestock rearing such as piggery, poultry, and goatery.

Objective: To reduce the Living Income Gap of small tea growers by On Farm and Off Farm diversification.



Highlights

40 AEs Trained

1129 Farmers Benefitted

Location: 6 Blocks in 2 Districts of Assam



New Partnerships

Climate Smart Agriculture (supported by Environment Defense Fund)



The Climate-Smart Agriculture Project, a collaborative effort between Environmental Defense Fund (EDF) and Syngenta Foundation, is committed to tackling the challenges posed by climate change within the agricultural sector. This project promotes Climate Smart agricultural practices by pioneering innovative and sustainable solutions for water and nutrient intensive crops like Cotton, Sugarcane and Wheat in Maharashtra. By training AEs and establishing demonstration plots, the initiative enhances resilience against climate change, focusing on soil health, integrated nutrient management (INM), integrated pest management (IPM), N-Balance approach, Seed Replacement and Treatment practices.

Objective: To promote climate-smart agricultural practices by focus on improving resilience and sustainability in vulnerable farming communities.



Highlights



Piloting of financial products for financing productive use DRE Technologies (supported by GIZ)

SFI in collaboration with GIZ is identifying and developing innovative financial products to improve access to finance for Decentralized Renewable Energy (DRE) technologies in value chains of Agriculture, Dairy and Fishery. The project supports institutional lenders in financing sustainable technologies, fostering economic and environmental benefits for rural communities in Assam, Odisha, Bihar and Jharkhand.

Objective: To support the financial institutions for piloting of financial products for financing productive use of DRE technologies



3 financers are identified and onboarded

Target Locations: Assam, Odisha, Bihar, Jharkhand

5 solar technologies selected for the promotion including, Solar Micro Water pump, Solar water aerator, Solar Milking machine, Solar mini rice mill, Solar Milk Chiller/ Refrigerator

Training and capacity building of financiers on PM-KUSUM Scheme (supported by GIZ) QIZ training traini

SFI in collaboration with GIZ, is spearheading a project focused on training and capacity building of financiers under the PM-KUSUM scheme. This initiative aims to bridge the knowledge gap among financial institutions, enhancing their understanding of the scheme's benefits and financing models for solar energy solutions in agriculture. Through tailored training sessions and workshops, the project equips financiers with the skills and insights necessary to assess and support solar pump installations and other renewable energy investments in the agricultural sector. By empowering banks, NBFCs, and microfinance institutions, the project is accelerating the uptake of solar technologies, ensuring greater access to affordable financing for farmers, and driving the broader goals of sustainable agriculture and rural energy security.

Objective: Provide support to bank officials in carrying out training and capacity building of creating awareness on the PM-KUSUM scheme.



The I-Rise program, supported by Syngenta, is a transformative initiative aimed at empowering rural youth under 35 years with agricultural skills and opportunities. Built on the 3E approach-Educate, Engage, and Elevate-the program offers a blend of 30-day classroom training and a two-month internship, followed by pathways to advanced training, employment in agribusiness companies, fostering micro-entrepreneurship, and nurturing participants as lead farmers in their communities.

Objective: To train 1 lakh rural youth and encourage their active participation in agriculture, revitalizing the sector as the backbone of India's economy and ensuring a vibrant and sustainable future.

Targeted States for Pilot: Maharashtra, Madhya Pradesh, Punjab, Haryana, Bihar, Jharkhand, Odisha.

Highlights

- 1,000 youth participants engaged during the pilot phase
- MoU with VNMKV, Parbhani signed for implementation through the Diploma Colleges associated with them
- Program accredited by CCS NIAM Jaipur.
- MoU signed with Skill Development Centre of PAU Ludhiana
- GOI through ICAR New Delhi signed MoU for implementation through their 735 KVKs across India
- Bank of India agreed to provide their RSETIS support for undertaking future training through 43 RSETIs in 6 states.
- National Launch was held at NAS Centre Delhi, marking the beginning of a transformative journey for India's agricultural youth.





Implementation of DRE powered livelihood applications across identified locations in Bihar (supported by UNDP)



The project, supported by UNDP focuses on enhancing rural livelihoods in Bihar through the deployment of Distributed Renewable Energy (DRE) solutions such as solar water pumps and DC freezers. The project aims to bridge energy access gaps for farmers and rural entrepreneurs, enabling sustainable agricultural practices and livelihood opportunities. With a strong emphasis on due diligence, beneficiary selection was conducted based on rigorous criteria to ensure relevance and impact. Collaborative efforts with technology suppliers and active stakeholder engagement have ensured alignment with community needs.

Objective: To create a diversified livelihood for the farmers of Bihar by integrating DRE solutions that address climate risks and promote inclusive access to clean energy.

Highlights

Conducted due diligence of 142 farmers

1 HP Solar water pump Deployed with 72 farmers

100 litre solar DC Freezer deployed with 30 farmers





Completed Projects

Training of rural youths as drone pilots (supported by Syngenta India Pvt. Ltd.) syngenta

SFI in association with Syngenta India Pvt. Ltd., conducted a program to train rural youth as certified drone pilots in Maharashtra, Telangana, Madhya Pradesh, and other states. The initiative aimed to equip participants with skills in drone maintenance, agricultural surveillance, and disaster management, enhancing their employability and entrepreneuri opportunities. Through this program, 440 youths gained advanced technical knowledge, positioning them as valuable contributors to modern agricultural practices.

Objective: Provide DGCA-certified drone pilot training to rural youth at government-authorized RPTOs, supporting their employment and entrepreneurship through job placement assistance, business development, and networking opportunities with industry professionals and potential clients.



Highlights

41
Batches conducted

Location: Maharashtra, Telangana and Madhya Pradesh, Andhra Pradesh, Karnataka, Punjab and Haryana

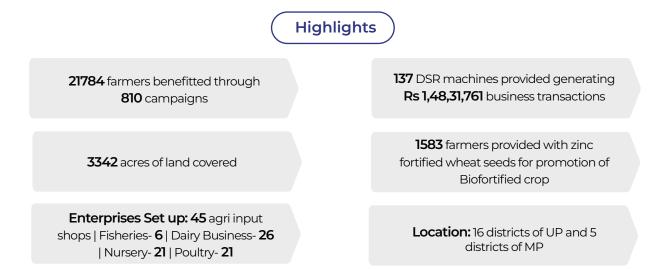
440 rural youth trained

Implementing DSR in identified geographies of UP and MP through the AE program (supported by Corteva)



SFI was roped in by Corteva, to implement a project to promote Direct Seeded Rice (DSR) technology in 21 districts across Uttar Pradesh and Madhya Pradesh. By leveraging the Agri-Entrepreneur model, the project addressed water scarcity, high labor costs, and stagnant yields of traditional rice cultivation. AEs provided crucial services, including soil testing, demonstration farms, and advisory support, leading to increased adoption of DSR practices, improved soil health, and enhanced farmer incomes.

Objective: Promoting Direct Seeded Rice (DSR) to boost farmer income by reducing costs, enhancing productivity, improving price realization, and generating employment through the agri-entrepreneurship model.



Creation of 600 Accelerating Farmer Income Enhancement Champions

(supported by IFDC)



SFI, with the support of International Fertilizer Development Centre (IFDC), launched a project in Telangana to create 600 Agri-Entrepreneurs (AEs) across Mahabubnagar, Rangareddy, and Medak districts. The project focused on training rural youth to serve as key service providers to small-scale farmers, addressing gaps in agricultural practices and fostering sustainable development. The initiative has empowered AEs to drive economic growth and improve the livelihoods of farmers in the region.

Objective: Elevate the livelihood of the small-scale farmers through the creation of 600 AEs in Mahabubnagar, Rangareddy and Medak districts of Telangana.



Various services offered by the AEs

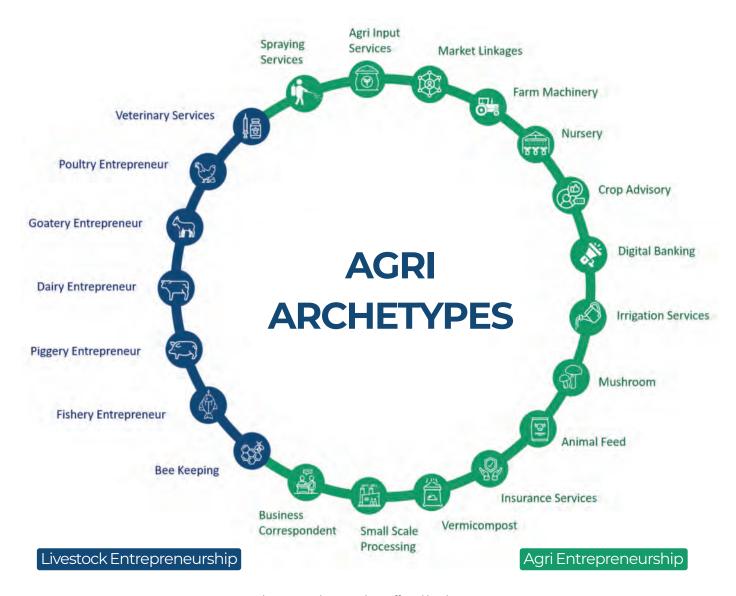


Figure 2: Various services offered by the AES

GEOGRAPHICAL AND DEMOGRAPHIC OUTREACH

In 2023, Syngenta Foundation India (SFI) expanded its footprint across India, implementing targeted agricultural initiatives that directly address the unique challenges faced by smallholder farmers in diverse regions.



Maharashtra

Maharashtra continues to be a key region for Syngenta Foundation India (SFI), with a significant number of Agri-Entrepreneurs (AEs) operating across the state. The state is home to diverse agricultural practices, where SFI is creating major strides in Climate Smart Agriculture (CSA). Programs in Maharashtra are designed to improve the livelihoods of smallholder farmers by addressing challenges related to soil health, irrigation, and market access.

Nanded and Latur

In Nanded and Latur, SFI has worked to promote Climate Smart Agriculture (CSA) and sustainable farming practices. Agri-Entrepreneurs (AEs) in these regions have facilitated crop diversification and introduced water-efficient irrigation techniques.

Impact:

524 AEs

Trained

53,881

Farmers Benefitted

121,436

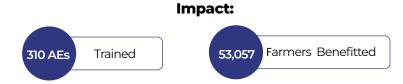
Acres Covered

Highlights

- » 6022 soil health tests conducted, promoting optimal fertilizer use.
- » Demonstrated new CSA techniques to 66+ farmers, improving crop productivity.



SFI's project in Palghar focuses on empowering AEs to offer critical agricultural services across diverse business types, including vermicomposting, irrigation, and dairy farming. This region has a strong focus on building Farmer Producer Organizations (FPOs) to help smallholder farmers access markets.



Highlights

- » 2 FPOs established, enhancing collective marketing efforts.
- » AEs provided crucial services across 981 villages, contributing to rural economic empowerment.

Ahmednagar

In Ahmednagar, SFI has promoted CSA techniques and digital banking services, helping smallholder farmers enhance productivity and access financial services. Focus on implementing sustainable farming practices to address climate challenges has been given.

Impact:

- » 373 AEs trained
- » 34,000 farmers served
- » 56,900 acres covered

Highlights



Nashik

In Nashik, SFI focuses on digital banking, sustainable farming practices, and raising awareness of government schemes. The AEs here are critical in linking smallholder farmers to markets, improving income and farming resilience.

Impact:



Highlights

- Implemented Climate Smart Agriculture practices like IPM and mulching, increasing yields by 20-25%.
- » Facilitated digital banking transactions worth over INR 7.6 million.

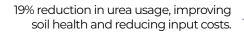
Vidarbha (Wardha, Yavatmal, Amravati, Washim)

The Vidarbha region has seen significant progress in market linkages, soil health management, and crop diversification through SFI's initiatives. These efforts have contributed to better crop productivity and income stability for farmers in the region.

Impact:

- » 611 AEs trained
- » Market linkage for oranges established, benefiting smallholders.

Highlights





Established market linkage network for orange growers, improving market access and profitability.

Jalna

Jalna's AE program has driven significant improvements in farmers' access to digital banking, agri-input services, and climate-smart practices. AEs play a key role in helping smallholder farmers access financial resources and markets.

Impact:

» 216 AEs trained

» 20,000 farmers served

Highlights



INR 357 Million worth of transactions facilitated, boosting local economies.

72 AEs supported farmers in securing loans and financial aid.



Bihar

Bihar stands out as a leader in women empowerment within SFI's AE program, with focused efforts on integrating female Agri-Entrepreneurs. SFI has made considerable progress in fostering sustainable agricultural practices and improving the income of smallholder farmers through innovative farming techniques and market access solutions.

Impact:

- » 5,428 AEs trained
- » 422,781 farmers benefitted
- » 750,431 acres of land covered



Recognition:

The JEEViKA project received the 'Women Empowerment through Agriculture' award at the Bihar State Agriculture Conference, recognizing its role in transforming the lives of rural women.

Highlights

- » Conducted over 23,000 Farmer meetings and introduced new farming technologies like drip irrigation and mulching.
- » A focus on women empowerment led to the establishment of **5,000 female** AEs.
- » Significant market linkage interventions boosted crop prices for smallholder farmers.

Odisha

In Odisha, the focus remains on building resilient agricultural systems through Climate Smart Agriculture (CSA) interventions. SFI has introduced sustainable irrigation and crop management techniques across five districts. These efforts aim to mitigate the effects of climate change while increasing productivity and income for smallholder farmers.

Impact:



Highlights

- Implemented 204 shade nets and solar-powered irrigation systems to enhance water management.
- Promoted the adoption of CSA techniques such as AWD and DSR, which are increasing crop yields.
- Engaged over 80,000 farmers in sustainable agricultural practices.

Madhya Pradesh

Madhya Pradesh's agricultural landscape has benefited from a focused approach on improving soil health and creating market linkages. SFI has strengthened the AE network, ensuring smallholder farmers have access to critical services such as financial products and CSA technologies. The state has also seen the successful establishment of soil testing labs, addressing key challenges in soil fertility and crop productivity.

Impact:

- 2,012 AEs trained
- 200,323 farmers benefitted
- 348,545 acres of land covered

Highlights



Established seven new soil testing labs across the state to enhance soil health management.



Supported 142 AEs in market linkage initiatives, improving farm incomes through enhanced market access.



Promoted Climate Smart Agriculture techniques, leading to improved crop resilience

Assam and North Bengal

SFI's work in Assam and North Bengal has focused on improving the livelihoods of Small Tea Growers (STGs) by facilitating better market linkages and diversifying income sources. The programs here have expanded beyond tea, introducing farmers to high-value crops like King Chilly, Mushrooms and Dragon fruit. This diversification is enabling farmers to secure additional income streams and stabilize their livelihoods.

Impact:

- » 375 AEs trained
- » 31,409 farmers Benefitted
- » 101,450 acres of land covered

Highlights

Established strong market linkages for small **tea growers, boosting** income through better pricing.

Introduced high-value crop cultivation, such as King Chilly, benefiting over **1,500 farmers.**

Promoted sustainable farming practices, including soil testing, to improve **tea cultivation and soil** health.

Farmers covered in diversified activities - 3418 including living income of **384 farmers**

Andhra Pradesh & Telangana

In Andhra Pradesh and Telangana, SFI's efforts have centered on building sustainable agricultural models through the promotion of CSA practices and market linkage initiatives. The program also emphasizes forming Farmer Producer Organizations (FPOs), which help smallholder farmers scale their operations and gain access to new markets. Training in advanced agricultural techniques and the use of technologies like drones have further enhanced agricultural productivity in the region.

Impact:



Highlights

- » Facilitated the market linkage of 586 metric tons of commodities such as coffee and maize, increasing farmer incomes.
- Successfully trained 50 AEs as drone pilots, improving the efficiency of agricultural practices.
- » Established Farmer Producer Organizations (FPOs) to enable collective marketing and service delivery.



AF PROGRAMMF IMPACT

Syngenta Foundation India (SFI) was established with a vision to ensure a bright future for the smallholder farming community. The mission of the organization is to strengthen smallholder farming and food systems by catalyzing market development and delivery of innovations while building capacity across the public and private sectors. The context in which the program works are -

- To catalyze agricultural development, rural employment, and environmental sustainability through Agri-Entrepreneurs (AEs).
- AE are rural youth trained in agronomy & entrepreneurship. Work with 150-200 farmers in a cluster of villages.
- AEs act as a one stop resource provider for customized farm & off-farm services (hyper local change agents). As farmers income increases, AEs expected to build sustainable revenue models.
- To build an enabling ecosystem, AEGF/SFI has collaborated with governments, donors, and other ecosystem actors.

To measure the impact and track the progress, we have designed an organization-level Theory of Change (TOC). Which is showcased below. Along with the broad TOC, we also follow project level TOCs, at least for the larger projects.

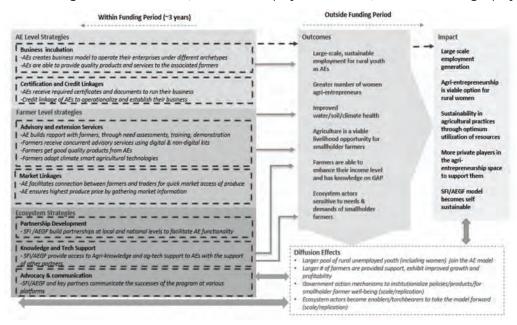


Figure 3: Theory of Change



As stated in the above sections, SFI is promoting AE model since 2014. To know the effectiveness of the program and measure the impact ion both AEs and the farmers, we do periodic assessments. During the last year, the project team achieved a great milestone of creating 10,000 Agri-Entrepreneurs (AEs) across more than 13 states of India. This was an opportune moment for the organization to reflect on its journey and assess the impact that this programme may have had on the rural youth and the small holder farmers. An independent third-party impact evaluation was therefore commissioned to 60 Decibels who interacted with AEs and the smallholder farmers. The key highlights of the studies are presented below.

AE Impact Study

Quality of life

Agri-Entrepreneurs experience meaningful improvements in their quality of life and income. 89% mentioned quality of life improved. AEs report increased incomes, ability to afford household expenses, and improved self-esteem. 83% reported increase in incomes. 35% of the respondents said that their self-esteem and social status have improved because of the services they provide to the farmers.

Training

Training was largely effective. Almost all the AEs found SFI's training to be useful and easy to understand. Approximately 75% of AEs apply 'all' or 'most' of it to their work. AE experiences and satisfaction with the program vary by state. There is room to improve the effectiveness of the training and increase the ratio of female AEs. 17% of AEs suggest more practical trainings and 13% suggest in-person trainings. 17% want to see more diverse topics covered. However, 68% of the AEs wants to take refresher training to learn about modern technologies, market linkage, livestock related information, and potential to work in other archetypes.

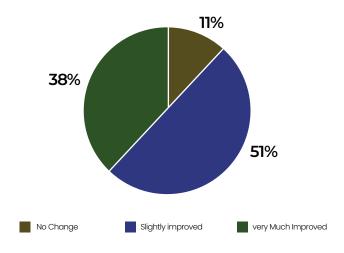


Figure 4: Quality of life

Farmers served

Each AE serves, on an average, more than 200 farmers, out of that 32% are women farmers. Farmers retention is high as 46% of the AEs reported that three fourth of the farmers, with whom they have started working, are still associated with them. The major reason of stickiness of the farmers are frequent visit by AEs to their field or meeting them frequently, as 2 in 3 AEs communicate with farmers at least weekly or more frequently.

Increase in income of AEs

Four in five AEs have reported that their income has increased after joining AE program. More than 70% of the total women AEs have reported the increase in income, whereas, 12% of them have started earning for the first time. The Figure 11 below demonstrates the percentage increase in income for men and women AEs separately. 47% of men AEs and 48% of women AEs have increased their income by half or more than half. There is a strong link between income change and AE satisfaction levels. Income is also linked to training effectiveness. Of those who say their income has 'very much increased', 87% report 'all' of the training easy to understand compared to 48% of AEs who report no change in income. The AEs who mentioned that their income has improved, 56% of them accept that this improvement in income is the most important quality of life improvement they experience.

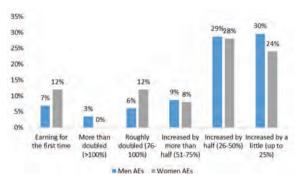


Figure 5: Increase in income of AEs

Services provided by AEs

The major services provided by the AEs are crop-related services (96%), Digital banking and market-related services (62%), and livestock-related services (31%). Under crop related services (Figure 12) the most demanding services are agri advisory services, agri input sale, and nursery. There are other services also in demand under crop related services like vermicompost, irrigation facilities, spraying and farm mechanization, etc. 49% of the AEs accept that the crop related services are most valued services among the farmers. If we talk about the income generating services of the AEs, Farm input sale and digital banking services are the two main contributors of their income.

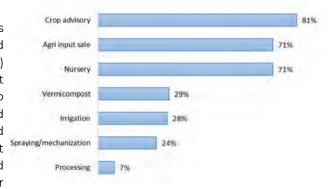


Figure 6: Services provided by AEs

Farmer Impact Study

Through the AE programme, SFI has reached out to approximately 1.3 million farmers (27% are women) across the country, and it is highly encouraging that more than 60% of the farmers who are accessing services and products from the AEs are promoters of this program. According to the survey the farmers interviewed are mostly male (23% women farmers) aged 19-52 who have been working with AEs for more than a year. The key findings related to changes in farmers are:

Quality of life

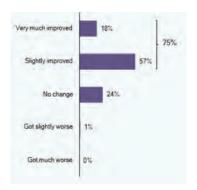


Figure 7: Quality of life



75% of the farmers reported the improvement in their quality of life. Now they are spending more on education, health facilities, and also investing in agriculture. They say that their technical knowledge on farming has also enhanced.

Way of farming

83% of them says that due to AE program, their way of farming has improved. Now they are practicing the agriculture in better way with quality inputs and good practices. They shared that they have limited the use of fertilizers and used good quality seeds to reduce the investment as well as increase the productivity. They also started doing organic farming at some places. 62% of farmers have reduced their fertilizer use due to an AE. 4 in 5 farmers report accessing improved quality fertilizer.

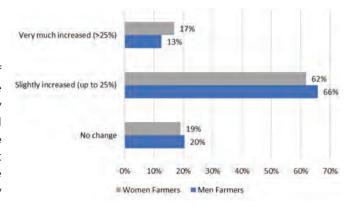


Figure 8: Way of farming

Women Farmers

Extending the support to women farmers is also one of the mandates of SFI, as women constitute a significant proportion of the agricultural workforce in India as it employs 80% of rural women. 23% of the total interviewed farmers are women, and 67% are promoters. They are happy about getting all the services and products at the door step. The presence of AE in the village with the bundle of services has enabled women to upgrade their knowledge and escalate their income level.

Farmer's Income

79% of the farmers confirmed that their income has increased due to AE program and services provided by the AEs. Approximately half (48%) of the farmers accepted that the income has increased by half or more. The foremost reasons leading to the increase in income are a rise in crop production, reduced cultivation cost, and a surge in crop prices due to market linkage and other reasons. In Figure 14, we may see that even four in five women farmers have confirmed the increase in income after getting associated with SFI AEs. The ultimate goal of the AE program is to increase the income of smallholder farmers including the women farmers and the result we got in the study is very encouraging and motivating.

Increase in Crop production

4 in 5 farmers reported that the production of their crop or dairy products have increased after associating with the AEs. They have given credit to the adoption of new technologies and quality agri input products for increase in crop production. More than 40% of the farmers have adopted intercropping. Of those farmers, slightly over a third adopted this because of their AE.

Farmer Satisfaction

Farmers are satisfied with AE services. Frequent AE communication drives higher satisfaction. Farmer satisfaction can be accelerated by deepening AE engagement levels. More than 50% of the farmers reported that the AEs visit them at least once in a week.

Suggestions

There are two major suggestions made by the farmers - more involvement of AEs and more topics to be covered by them during the training and farmer meetings.

The study has well presented the views and expectation of AEs and farmers. In one hand, the positive outcomes are very encouraging and motivating to continue the good work in the field, on the other hand it also gave an opportunity to understand the pain point of both the group of respondents. SFI is taking the necessary steps, for instance, revising the training curriculum, arranging refresher training for the AEs, ensuring more involvement of AEs with farmers, including more topics, which are also revenant for the farmers etc. These actions will definitely enhance the quality of the program and farmers will benefit more out of this AE program.

AE Transactions (2023-24)

The AEs operate under a revenue-based and market-linked model, enabling them to earn a fair income through commissions or other modes. In 2023-24, the top transaction-making businesses included Agri-Input and output businesses, Digital banking, Farm Mechanization, Nursery, Milk Collection centers (Dairy Business), Poultry in some states, specifically Madhya Pradesh, and also in credit and insurance.

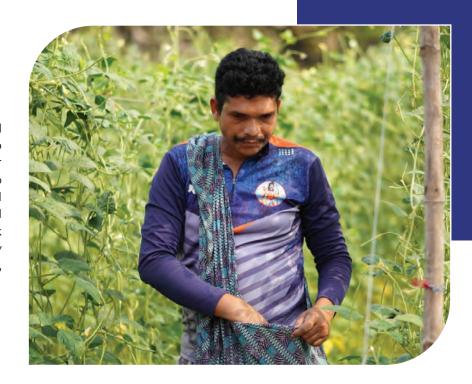


Table 2: AE transactions in various architypes for FY 2023-24

S.NO	Services	Total INR CR
1	Agri Input	294.46
2	Agri Output	159.10
3	Digital Banking	184.58
4 5	Farm Mechanization Nursery	45.29 9.74
6	Dairy	28.86
7	Poultry	11.55
8	Credit & Insurance	0.30
9	Others	54.26
	TOTAL	788.14 Cr

OUR PARTNERS AND COLLABORATIONS

Climate Smart Agriculture Environmental Defense Fund Mittilabs Mittilabs Diagrammashel (8/2) @mahl













CASE STUDIES

Rukmeena Devi

Champion of Agricultural Prosperity in Bihar

Rukmeena Devi, from the East Champaran block in Bihar, grew up in a farming family and contributed to their agricultural activities while also selling masala powder in the local market. By 2022, she found it increasingly difficult to support her family, which motivated her to seek new opportunities. Rukmeena joined Syngenta Foundation India's Agri-Entrepreneur (AE) program, where she completed a 21-day residential training program that introduced her to modern agricultural practices and entrepreneurship. This experience proved transformative for her, providing her with the tools to take control of her financial future.

After completing her training, Rukmeena began registering local farmers and assessing their agricultural needs. Armed with this data, she developed a business plan that included providing agricultural inputs, crop advisory services, nursery operations, vermicomposting, and mushroom cultivation. Her first major step was establishing a nursery and obtaining licenses to sell fertilizers and seeds. Additionally, she actively engaged farmers through regular meetings to discuss modern farming techniques, soil health, and crop management, while also conducting soil testing for over 43 farmers in 2023.

Rukmeena's dedication quickly bore fruit. By showcasing modern techniques such as Wide and Narrow Row Paddy Transplanting, she impacted over 204 farmers. Her business activities, including the nursery and agri-input services, generated over 39 lakh transactions during 2023-24. She also expanded her operations into goat farming by securing a loan, which further diversified her income. Today, she earns Rs. 35,000 per month and continues to play a pivotal role in improving the livelihoods of farmers in her community.

Impact:





Montu Mura

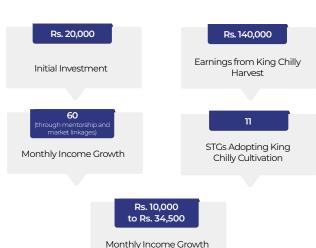
Diversifying Agriculture in Assam

Montu Mura, from Dibrugarh, Assam is known for his expertise in tea cultivation at a tea factory and relied solely on green leaf production, earning a modest Rs. 10,000 per month. Although tea farming was his primary source of income, Montu was determined to explore new agricultural ventures that could help him increase his earnings. His reliance on a single crop left his income vulnerable to fluctuations in tea prices and production challenges.

In 2023, Montu joined SFI's AE program, where he received training on agricultural diversification and market linkages. Inspired by the potential of high-value crops, Montu invested Rs. 20,000 in King Chilly cultivation. The favorable conditions of his tea-growing region also proved ideal for King Chilly, and his initial harvest exceeded expectations. Montu's success in cultivating this crop not only increased his income but also inspired 11 other Small Tea Growers (STGs) in his area to diversify their own crops, collectively planting 1300 seedlings in their Young Tea area and vacant land.

Montu's journey is a testament to the power of agricultural diversification in improving farmer livelihoods. His monthly income grew from Rs. 10,000 to Rs. 34,500, and his involvement in the market linkage for King Chilly further expanded his opportunities. By mentoring other tea growers, Montu has created a ripple effect, spreading the benefits of diversification throughout his community.

Impact:





Khushboo Dangi

Breaking ground with soil testing entrepreneurship

Khushboo Dangi, a young woman from Sakroli village in Vidisha, Madhya Pradesh, identified a major gap in her local agricultural ecosystem—farmers lacked access to soil testing services, leading to inefficient fertilizer use and low crop yields. Without reliable data on soil health, many farmers in her village were unable to make informed decisions about crop production, impacting their income and sustainability.

In 2023, Khushboo joined the AE program offered by Syngenta Foundation India. Through her training, she developed skills in soil health management and entrepreneurship. With support from the program, she established a state-of-the-art soil testing laboratory in her village. Her lab equipped farmers with the information they needed to apply the right fertilizers and amendments, resulting in improved crop health and yields.

Khushboo's initiative quickly gained traction in her community, attracting the attention of both farmers and the Madhya Pradesh Government, approaching her for soil testing sampling services. The farmers of Sakroli now have access to extensive soil testing services in their own village. Armed with this information, farmers were able to make informed decisions about fertilizer application and soil modification, ensuring optimal conditions for crop growth and maximum yields. By using fertilizers and modifications tailored to the specific needs of their soil, farmers were able to improve the quality and quantity of their crops, thereby increasing incomes and improving livelihoods.

Over eight months, she earned Rs. 2,25,153 and expanded her reach to 150 farmers. Her success has not only improved local agricultural practices but also positioned her as a leader in rural entrepreneurship and women's empowerment in the entire Vidisha district. Additionally, she aims to expand her services and reach more than 400 farmers by providing them with proper input services. She is also in the process of adding an input shop to her business. Khushboo Dangi's journey as an agri-entrepreneur and her establishment of a soil testing laboratory in Sakroli exemplifies the transformative potential of agri-entrepreneurship.

Impact:

150

Rs. 225.153 in 8 months

Farmers Served

Earnings from Soil **Testing Services**

Increase in Crop Productivity

Significant improvements due to optimized soil management



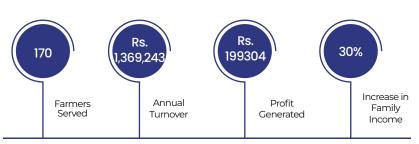
Rahul Rajeshrao Jadhav Transforming Agricultural Services in Yavatmal

Rahul Rajeshrao Jadhav, a 30-year-old farmer from Umerkhed village in Maharashtra, faced the challenge of improving his family's income beyond their Rs. 600,000 annual agricultural earnings. Despite working on the family farm, he lacked a sustainable and independent source of income. His village also struggled with limited access to quality agricultural services, hampering productivity and modern farming methods.

In November 2022, Rahul joined the Syngenta Foundation India's Agri-Entrepreneur (AE) program, with a vision of building a service that could support not only his family but also fellow farmers in his community. After completing the program's intensive training, Rahul decided to open a service center, providing agricultural inputs, digital banking, and advisory services to the farmers in his area. The AE program also provided him mentorship and guidance in acquiring financial support to get his business off the ground. He started with field visits to better understand the community's needs and preferences and, additionally, he championed organic farming and promoted sustainable agricultural practices.

By January 2023, Rahul successfully launched his service center. This initiative not only empowered him financially but also transformed farming practices in his village. Through personalized crop advisory and access to quality inputs, Rahul helped local farmers improve productivity. The financial inclusion through digital banking services further strengthened his community's access to modern solutions.

Impact:



"The program has been able to boost my confidence and fulfill my aspirations which has elevated the social status within my community. I plan to expand my business which would benefit more than 400 farmers and offer an expanded array of services to further uplift the agricultural community."



Nurturing Growth in Jharkhand's Agri Landscape

Deepak Kumar Mahato, from Patamda village in Jharkhand's East Singhbhum district, once struggled to make ends meet, earning only Rs. 1,500 per month from his small farm. In 2019-20, recognizing the challenges faced by farmers in accessing quality seedlings, Deepak saw an opportunity to transform his fortunes. He joined Syngenta Foundation India's AE program and received training that equipped him with the skills to start a nursery. With an initial investment of Rs. 25,000, he established a polyhouse and began providing nursery services to local farmers.

In 2022, Deepak's big breakthrough came when he was selected to conduct a Rabi demonstration for pointed gourd cultivation, a practice not common in his region. With guidance from the AE program, he successfully completed the demo and sold his first batch of 500 seedlings, earning a profitable margin. His success quickly spread, leading to recognition from the local horticulture department and demand for his high-quality saplings surged. Deepak expanded his nursery operations, providing better access to seedlings for farmers, while perfecting the use of pointed gourd plant cuttings to increase his yield and profits.

Today, Deepak serves over 250 farmers and earns over Rs. 10,000 per month during peak seasons. His innovative techniques, such as using cuttings for propagation, have doubled his profits while improving the crop yield for farmers in his community. Deepak has become a trusted agricultural advisor in his village and beyond, creating a sustainable source of income for himself while significantly improving the local agricultural landscape.

Impact:

01 Farmers Served: 250+

Monthly Income Growth: From Rs. 1,500 to Rs. 10,000 (during the season)

03 Initial Investment:

O4 Saplings Sold: 500+ initially, expanding seasonally

Profit Growth: **Doubled due to** innovative propagation techniques



RECOGNITIONS & ACCOLADES





Won the FICCI Award for 2nd time in a row for the year 2022 and 2023 under the category of 'Sustainable Farmer Income Enhancement' for the impactful income enhancement of Small Holder Farmers through Agri-Entrepreneurship model showing the relentless commitment to enhancing farmers' livelihoods and promoting sustainable practices in agriculture.

Link:

https://www.linkedin.com/posts/aegf_ficci-recognizes-syngenta-foundation-india-activity-7138061989758595072-I2_o?utm_s ource=share&utm_medium=member_desktop





Honored with two prestigious awards at the Indian Social Impact Awards 2024, organized by Brand Honchos.

'Best Environment Protection Initiative of the Year' for its pioneering work in advancing Climate-Smart Agriculture and empowering farmers and Agri-Entrepreneurs in Maharashtra.

'Best Women Empowerment Initiative of the Year' for its commitment to creating over 10,000 women Agri-entrepreneurs in Bihar and Madhya Pradesh, thereby empowering over 1 million farmers.

Link:

https://www.linkedin.com/posts/aeg-f_awards-for-women-empower-ment-and-environment-activity-71677477 26019837953_9JM?utm_source=share&utm_medium=member_desktop



Future Outlook

SFI's journey over the past 18 years has been one of continuous learning, innovation, and impact. Starting from localized agricultural interventions, we have evolved into a nationwide program with a robust ecosystem of AEs who are the driving force behind rural transformation. As we look to the future, our goal is to train 100,000 AEs by 2030, reaching 20 million smallholder farmers across India.

We remain committed to creating a brighter future for rural India by empowering farmers, fostering innovation, and building resilient agricultural systems. Together with our partners, we will continue to scale our impact, ensuring that smallholder farmers can thrive in a rapidly changing world.

FINANCIALS

SYNGENTA FOUNDATION INDIA

Balance Sheet as at 31 March 2024

	Notes	As at 31 March 2024 Rs.'000	As at 31 March 2023 Rs.'000
Equity and liabilities			
Reserves and surplus	3	(3,356)	(4,722)
C-3600 200 10*US		(3,356)	(4,722)
Non-current liabilities			
Long-term provisions	4	8,090	6.344
Current liabilities		8,090	6,344
,- 31 - 311- 311- 311-	200		
Trade payables	5		
 total outstanding dues to micro enterprises and small enterprises 		1	
 total outstanding dues of creditors other than micro enterprises and small enterprises 			
to related parties		1,409	7,309
others		2,439	10,767
Short-term provisions	4	476	376
Other current liabilities	6	79,124	2,703
		83,449	21,155
Total		88,182	22,777
Assets			
Non-Current Assets			
Fixed Assets	16	1,063	1,675
Other Non-current asset	11	1,505	131
Current assets			
Cash and bank balances	7	79,966	6,934
Short-term loans and advances	8	1,586	2,393
Trade Receivables	9	1,652	7,859
Other current assets	10	2,412 85,615	3,784 20,970
Ward		274,797	- 7
Total		88,182	22,776
Significant accounting policies	1-2		
Notes to the financial statements	3-32		

The notes refered to above form an integral part of the financial statements

As per our report of even date

For B S R & Associates LLP Chartered Accountants

Firm's registration no.: 116231W/W-100024

For and on behalf of the Board of Directors of Syngenta Foundation India

CIN: U91120PN2005PTC139186

Digitally signed by SUCHETA SURESH SUCHETA SURESH KOLHATKAR KOLHATKAR Date: 2024.09.26 Sucheta Kolhatkar

Partner

Membership No. 114192 Place: Pune

Date: 26 September 2024

RAJENDRA Digitally signed by RAJENDRA MADHAO MADHAO JOG Date: 2024.09.26 JOG 17:07:57 +05'30'

> Rajendra M. Jog Director DIN-03011334 Place: Pune

Date: 26 September 2024

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REDDY 2024.09.28 18:32:21 +05:30

S. Baskar Reddy Director DIN-07245794 Place: Delhi

Date: 26 September 2024

SYNGENTA FOUNDATION INDIA

Statement of Income and Expenditure for the year ended 31 March 2024

	Notes	Year ended 31 March 2024 Rs.'000	Year ended 31 March 2023 Rs.'000
Income		*****	
Grants and donations	12	221,481	250,150
Fees from activities		12,620	23,894
Transfer from earmarked fund			6,123
Other income	13	3,207	1,435
Total income	494	237,308	281,602
Expenses			
Project expenses	14	190,957	243,676
Employee Benefit Expenses	15	38,947	36,813
Depreciation	16	612	519
Other expenses	17	5,427	11,260
Total expenses		235,942	292,267
Excess of expenditure over income - deficit		*	(10,665)
Excess of income over expenditure - surplus		1,366	
Significant accounting policies	1-2		
Notes to the financial statements	3-32		

The notes refered to above form an integral part of the financial statements

As per our report of even date

For B S R & Associates LLP
Chartered Accountants

Firm's registration no.: 116231W/W-100024

For and on behalf of the Board of Directors of Syngenta Foundation India CIN: U91120PN2005PTC139186

SUCHETA Digitally signed by SUCHETA SURESH KOLHATKAR KOLHATKAR 19:43:35 +05'30'

Sucheta Kolhatkar

Partner

Membership No. 114192

Place: Pune

Date: 26 September 2024

RAJENDRA Digitally signed by RAJENDRA MADHAO MADHAO JOG Date: 2024.09.26 17:09:03 +05'30'

SANNADI JOG 1.09.26 BASKAR 05'30' REDDY

Digitally signed by SANNADI BASKAR REDDY Date: 2024.09.26 18:52:03 +05'30'

Rajendra M. Jog Director DIN- 03011334 S.Baskar Reddy Director DIN- 07245794

Place: Delhi

Date: 26 September 2024

Place: Delhi

Date: 26 September 2024

Notes			

Notes			



syngenta foundation India

For further information, please contact:

Syngenta Foundation India



Amar Paradigm, Survey No - 110/11/3 Baner Road, Baner, Pune, Maharashtra 411045



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