

IFC-Olam Water Partnership: Promoting Climate Resilient Sugarcane Farming in India



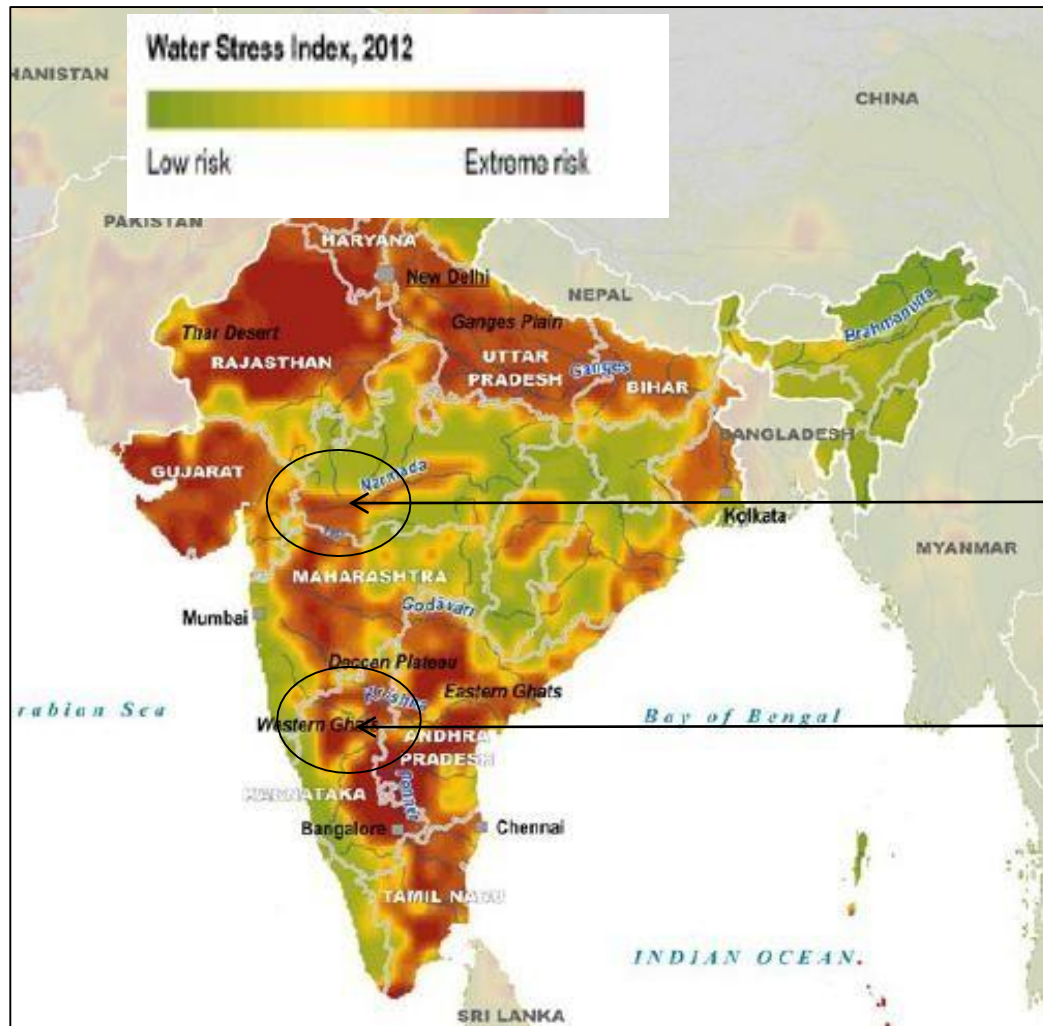
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Why the IFC-Olam Water Partnership?

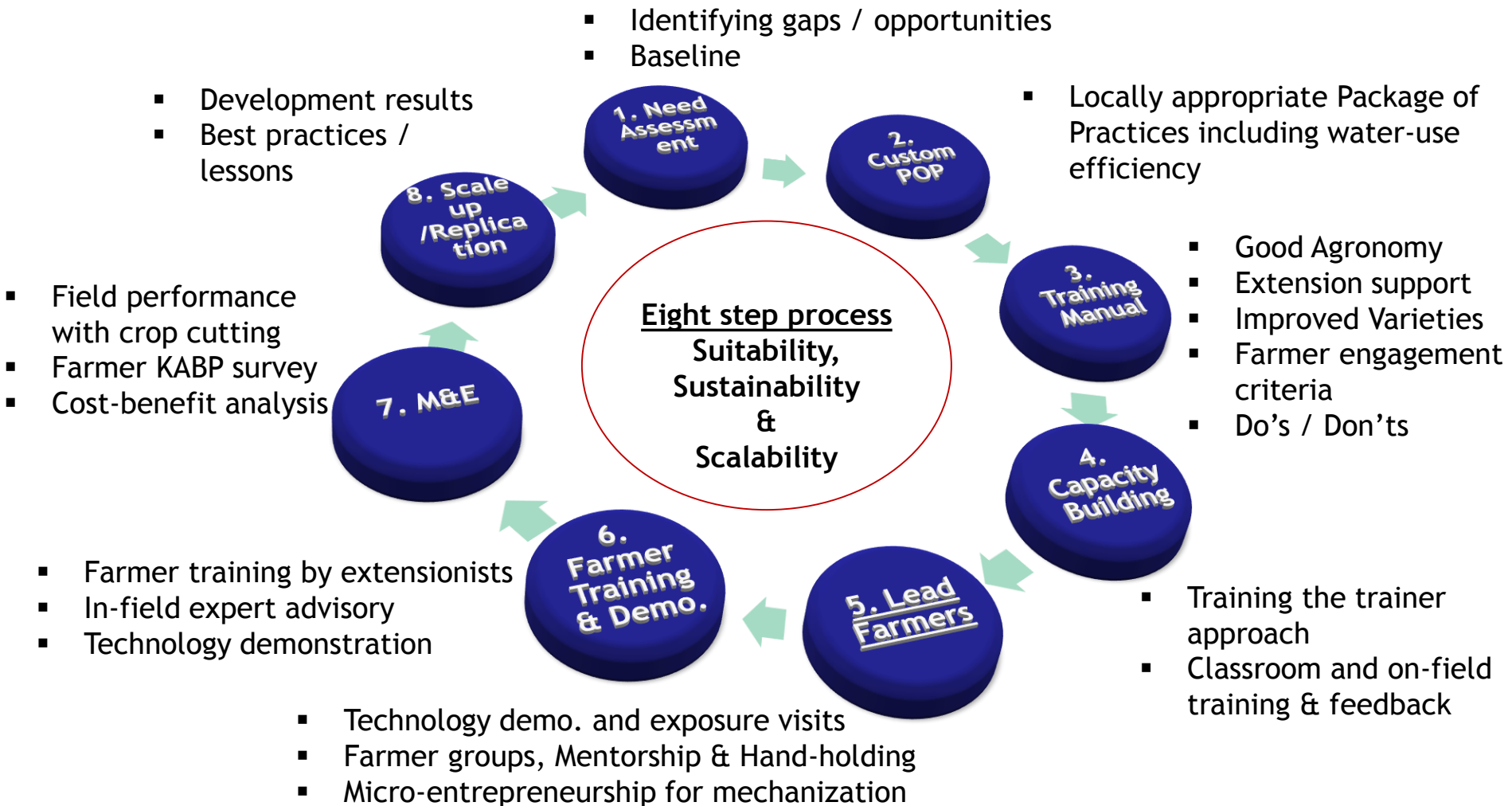


Olam, Barwani,
Madhya Pradesh

Olam, Rajgoli,
Kolhapur,
Maharashtra



Farmer Behaviour Change: Water Demand Management



What has made this partnership work? Any lessons...

Partnership based on mutual values of integrity, professionalism and long-term inclusive, and sustainable development;



Best practice in extension worker and farmer capacity building;

Customized climate smart agronomy package of practices relevant to the area;

Higher (net) yields = higher income for farmers;

Greater capacity utilization (higher procurement); Improved recovery for sugar mills;



Third-party independent impact assessment; quasi-experimental design;

Water use avoided validated by Ernst and Young;

Evidence-based scale-up from proof of concept;

~20,000 farmers covered;

In-house capacity built in company for scale-up;



Solidaridad Network Asia, Bonsucro (UK), Case New Holland, Hindustan Unilever Foundation

What next? Where do we go from here?

Lessons in smallholders / outgrower engagement in other commodities such as rice, spices, cashews etc.

Expansion in other commodities

Thought and action leadership

New knowledge horizons (e.g. pilot natural capital accounting protocol)

Engagement with industry associations, research institutions for knowledge dissemination

Potential engagement with ICT companies for farmer support

Explore collaboration with financial institutions for supporting climate resilient agriculture

Leverage technology and finance for Climate Smart Agriculture

Expansion in other regions (Africa, SE Asia)

Lessons learnt in smallholder extension and capacity building from India to other regions of Olam's business

Collaborative approach to converge business / sustainable sourcing interests with Olam's institutional buyers

Proactive engagement with institutional buyers

Potential partnership with Government (PPP)

Opportunities to leverage government funds (under PPP) to support farmers adopt climate smart agri. practices and technologies

Thank you.

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