



nurture.farm

Sugarcane 
Sustainability
Program



Our Business Verticals



nurture.farm
sustain

nurture.sustain helps you grow more with less. We work with enterprises and the farming community to develop, educate, advocate and implement sustainable farming practices and help them source, grow, and cultivate sustainable, safe, and quality produce.

Our programs help reduce GHG emissions & water consumption, deliver value for growers, and make agriculture climate smart.

- Sustainability Practices
- Crop Residue Management
- Carbon Credits
- The Green Label Initiative



nurture.farm
farm

nurture.farm is a digital ag platform offering farm services, agri-input commerce, market linkages, and farm advisory to bring about digital transformation & drive sustainability in agriculture. We have successfully nurtured an integrated digital-first ag-ecosystem built on shared economy models, an active rural-gig economy workforce, and accessible technology for all.

- Farming Services
- Soil Testing & Support
- Farm Advisory
- Crop Insurance & Personal Cover



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retail

nurture.retail is a digital agri-input e-commerce platform for agri-retailers offering the largest digital catalogue of agri-input products at best prices. Through our platform we offer credit solutions to over 80,000 retailers helping them manage their cash flows, grow their businesses and better serve the farming community.

- Agri-Input E-commerce
- Supply Chain Management
- Inventory Management
- Building the ag-retail network



nurture.farm
trade

nurture.trade connects growers & enterprises to help them buy or sell produce. We promise to deliver end-to-end traceability for the enterprises, and are committed to delivering fair value to the growers for their produce.

- Buy & Sell Farm Produce
- Curated Marketplace
- Market Linkages
- End to End Traceability



► Problem Statement

Sugarcane, like paddy is a water intensive crop. Farmers use flood or furrow irrigation methods which consumes a lot of water. The excess water leaches below the root zone along with the fertilizer & chemical inputs, which increases the cost of cultivation. The farmer is not aware of the best cultivation and preventive pest & Disease management practices, hence the yield of most of the farmers is less than 40t/acre

► Key Objectives

- **Reduced water consumption**
- **Adhere to crop-specific POP while cultivating.**
- **Minimize input usage**
- **Residue Management**
- **Improve yield quantity & quality**



Our Solution

nurture along with its parent company UPL is working with Sugar mills and their captive farmers to adopt sustainable sugarcane cultivation practices which increase the row to row and plant to plant spacing. Nurture will ensure the implementation of scientific package of practice, which includes the use of hydrogel Zeba which reduces plant abiotic stress and along with the growth promoters and the crop protection solutions will improve the yield by 25%. nurture.farm will also work with the farmers to avoid burning of the crop residue.

Impact

- **50%**
reduction in water consumption
- **30%**
improved yields
- **30%**
N20 emissions reduced
- We helped generate
1 carbon credit per acre
- **Cost of cultivation**
decreased for the sugarcane farmers
- **Improved soil health**
- **Reduced pests & diseases risk**

Project Scale



Scale up:



We will scale it up to
100,000
acres by Jan 2023



▲ About Us

nuture.sustain is focused on making the agriculture ecosystem viable & sustainable. We are committed to impact, change & add value to environmental sustainability, social sustainability, and economic sustainability of the farming community.

Economic

We are committed to build farmer resilience, lead financial inclusion efforts, and live up to our promise of decent work & economic growth for all.

Environment

We develop, advocate, propagate, and implement sustainable farming practices to build climate smart futures together.

Social

We are nurturing the largest rural gig-economy workforce, creating employment opportunities and developing training programs to help build sustainable communities.

Our Program

Crop Residue Management

Our Crop Residue Management program is focused on eliminating stubble burning across India by offering an in-situ bio-decomposition solution. This solution retains nutrients in the soil, helps sequester carbon and improves soil health. The solution reduces input usage and delivers better yields. Since the residue is not burnt we eliminate the carbon particulate related pollution and reduce the GHG emissions.

Monetize Carbon Credits

We kickstarted the carbon project across multiple locations to reduce carbon emissions and sequester carbon. We are the first organization to forward sell **20,000** potential agri-related carbon credits in India. We aim to generate 1 Million carbon credits in the next one year and reward the farmers.

The Green Label Initiative

Sustainability can't be put on the back burner. More than 2/3rd of the consumers believe that manufacturers need to drive sustainability and take responsibility. Consumers want brands to give back to the community, nurture the environment, and ensure better economic livelihoods and income for the growers and farmers.

Our Green label is a mark of sustainability, trust, transparency, and responsible sourcing which helps CPG companies, Dev & Govt agencies achieve just that.





Partner with Us

Impact SDGs, profitability, and productivity across the crop lifecycle stages.

Write to Us

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