



nurture.farm

Sustainable 
Rice Practices
Simplified



Our Business Verticals



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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



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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



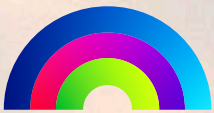
Supply Chain Management



Inventory Management



Building the ag-retail network



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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

The Sustainable Rice Paradox. India is the second-largest producer and consumer of rice after China, accounting for 21 per cent of the world's total rice production. Rice is grown under diverse soil and climatic conditions and the productivity level of rice is low compared to the productivity levels of many countries worldwide.

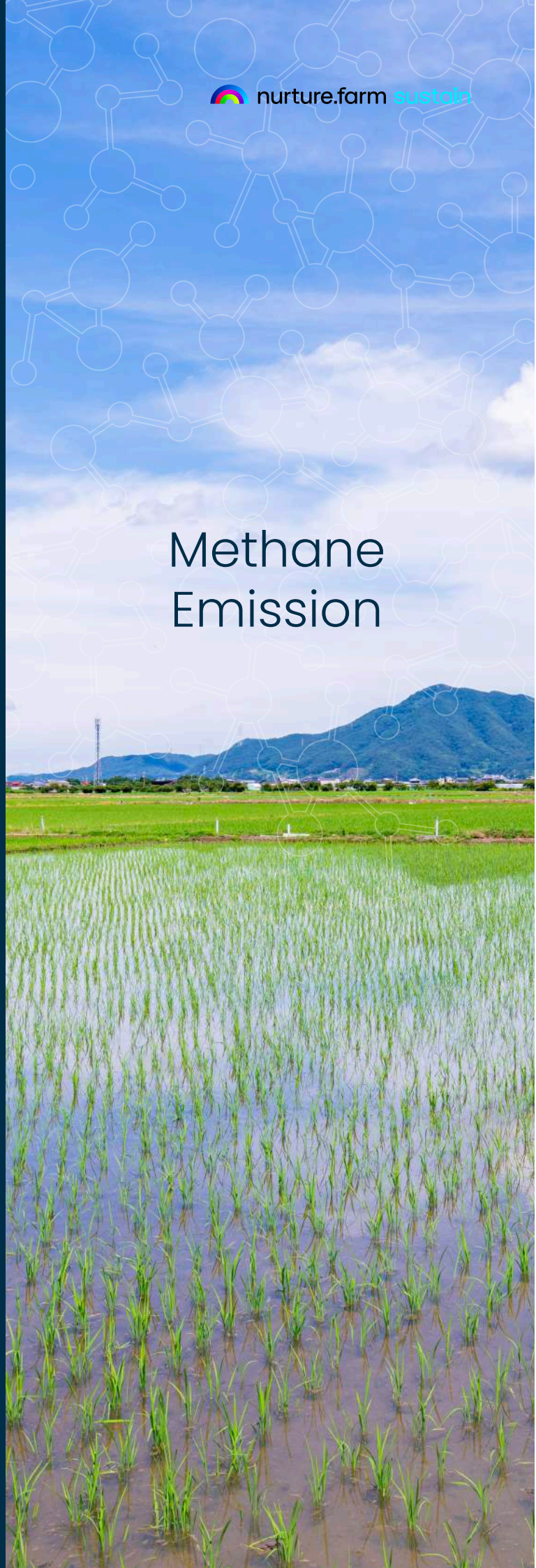
- Rice cultivation requires a ton of water consumption
- Paddy cultivation contributes to **2.1 GtCO₂ eq**
- Field size is around one hectare only

Our challenge is to improve the yield quality & quantity, minimise GHG emissions, optimise & reduce water consumption, and advocate sustainable rice practices amongst the smallholder farmer community.

Key Objectives

- **Shorten crop cycle**
- **Minimise/Reduce water consumption**
- **Advocate sustainable rice practices**
- **Improve farm productivity & yield**
- **Mitigate GHG emissions**
- **Improve soil quality**
- **Reduce the cost of cultivation to drive profitability**

Methane Emission



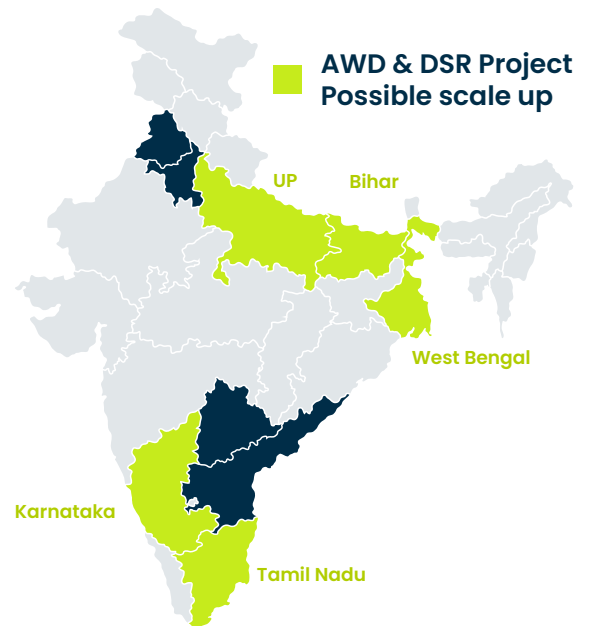
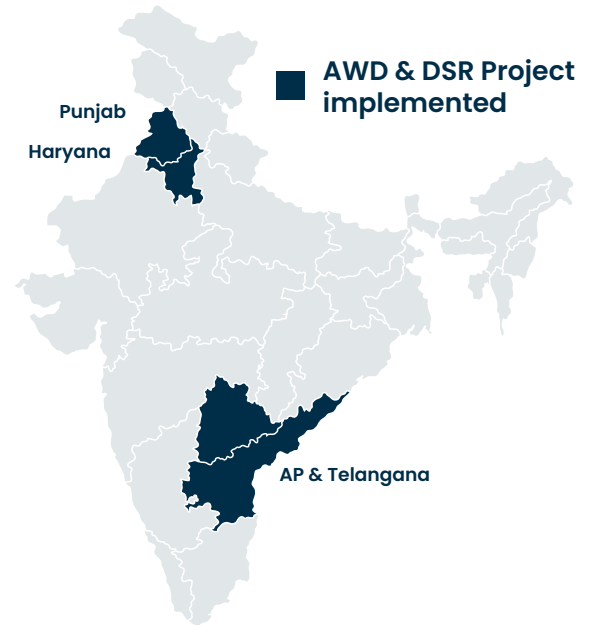
Our Solution

We implemented and scaled the use of AWD (Alternate Wetting & Drying) & Direct Seeding techniques amongst the smallholder community. Direct Seeding of Rice eliminated the need for sprouting rice in a nursery, reducing labour and water requirements. AWD (Alternate Wetting & Drying) is a process of periodically drying the rice field and flooding it again. To ensure there was no yield loss, our field team monitored the depth of ponded water in the area using a field water tube. AWD reduces the frequency of flooding, helping improve soil quality, and provides an option of intercropping for the farmers. It helps reduce incidences of pests & diseases, thereby improving yield quality. To top it off, we leveraged farm mechanisation to fast-track the seeding process, eliminating the need of manual labour.

Impact

- **50%**
reduction in water consumption
- **5%**
improved yields
- **50%**
methane emissions reduced
- We helped generate
0.83 Carbon Credits Per Acre
- **Cost Of Cultivation**
optimised for the rice farmers
- **8-15 Days**
crop cycles shortened
- **Improved soil health**

Project Scale



▲ 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

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.

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.

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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www.nurture.farm/sustain

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