



TERI-IFFCO Kisan Sanchar Ltd enter partnership to improve farmer livelihood

New Delhi, June 2, 2016: TERI and IFFCO Kisan Sanchar Limited (IKSL) today signed a Memorandum of Understanding to work together with the objective to “empower farmers and people living in rural India with pertinent and high quality information and services through affordable communication network in a sustainable manner.” The partnership is based on TERI’s expertise in developing knowledge based sustainable solutions in the field of agriculture and rural electrification, with the aim of mitigating impact of climate change and promoting efficient use of natural resources. While IKSL has extensive experience in broadcasting informal messages to rural communities, this is the first time that the organization will venture into enlightening rural households as part of its mandate. In this, IKSL finds an appropriate partner in TERI, which works with the underlying philosophy of implementing solutions at the grass root level to provide proof of concept and scale up solutions that work.

The scope of partnership will include:

- Awareness about benefits and availability of clean lighting and cooking solutions
- Providing information on energy solutions that enhance livelihoods (irrigation, poultry, processing), and community level solutions that improve energy conditions in schools, public health centers, etc.
- Training and capacity building for energy entrepreneurs and technicians at a village level for providing clean energy
- Water use efficiency using low cost water management and storage solutions
- Promotion of integrated pest and nutrient management of various crops
- Promotion of bio-pesticide and bio-fertilizer
- Centralized service for community radio

Talking about the partnership, **Dr Ajay Mathur, Director General, TERI** said, “The TERI-IFFCO Kisan Sanchar Ltd partnership will provide bio-based products such as pesticides and fertilizers, and awareness about efficient use of natural resources to farmers in order to support increased productivity with increased sustainability. This will enhance the livelihoods and the quality of life of over one billion Indians who depend on agriculture”.

Mr Sandeep Malhotra, CEO, IKSL said, “We are relying on the technology developed by TERI to provide the kind of support that will empower the farmer, and disseminate that research knowledge through our platforms. We hope to synergise on each other’s strengths. This is a great opportunity, and we hope to deepen this partnership further by exploring more areas for collaboration.”

About IFFCO Kisan Sanchar Ltd

IKSL, a subsidiary of IFFCO, works with the mandate to empower rural India by providing voice and text based alert, advisories and information for farmers to make informed decisions. Every day, it provides customized voice and text advisories to farmers in local languages free of cost. At present, more than 16 lakh farmers actively use these services. Further, IKSL has also launched a mobile agriculture application named

'IFFCO Kisan' exclusively dedicated to the farmers from villages who can also use data services. Through a combination of voice, text and data services, IFFCO Kisan strives to increase income, improve yield, enhance quality and reduce costs for farmers. The information provided includes latest *mandi* prices, weather forecast, latest agricultural advisory, farming best practices tips, animal husbandry, horticulture, agriculture expert advice, buyers & sellers platform, all agriculture news and information about government schemes.

About TERI

The Energy and Resources Institute is an independent, not-for-profit research institute focused on energy, environment, and sustainable development and devoted to efficient and sustainable use of natural resources. Since its inception in 1974, TERI has emerged as an institution of excellence for its path-breaking research, and is a global brand widely respected by political leaders, policy makers, corporate entities as well as the civil society at large.

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