



located in the command area. The recommendations are displayed through wall paintings in the villages. Pamphlets, posters etc. are also used for disseminating information amongst the farmers. Awareness on benefits of application of balanced dosage is created through village meetings, educational sessions, as well as expert visits & goshties (large gathering of the farmers) to impart knowledge.

**Focus on ratoon management:** Farmers are being persuaded to treat the ratoon crop similar to the plant crop to maximise yields and reap maximum benefits. The farmers are educated to take up timely inter-culture operations and irrigation, apply balanced dosage of nutrients, and take timely preventive & curative pest/disease control measures to enable a good yield.

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As part of the All India Coordinated Trial programme, an Inter-varietal Analysis Trial was laid out at the Company's Gagsona farm (in Khatauli), 10 pipeline varieties were planted during FY 23, along with the existing cultivated varieties, for a comparative analysis of yield & quality parameters. These arrangements will provide the Company early access to new varieties, especially in case any of the trial varieties get selected in the region.

**Discussion with senior scientists from above institutes,** to assist in propagation of best crop management practices, is an added advantage.

**Farm Mechanisation** is being encouraged on entrepreneurship model. Farm implements, e.g. small tractors, ratoon management devices, trench openers, power sprayers etc., are being made available on lower/competitive market rates. These initiatives lead to availability of tractors & farm implements on significant discounts to the farmers over and above the normally offered retail prices.

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**Digitisation:** Sugarcane area data is captured through hand held terminals; each circle supervisor is equipped with these machines. They feed data, e.g. progress of planting indents & planting, on a daily basis during the planting season, which is exported to our servers. Other important parameters, e.g. area of the sugarcane plots, type of the crop, sugarcane variety, condition of the plots (lowland/upland), irrigation source etc., are captured during the sugarcane area survey. Supply calendars are prepared on the basis of sugarcane area/type of the crop & sugarcane variety.

### OUTLOOK FOR SUGAR INDUSTRY AND TRIVENI SUGAR BUSINESS

With an increased acreage and excellent rains in April and May 2023, there are increasing chances of an El Niño impact, as warned by various meteorological agencies. There are also palpable changes in weather patterns, with unseasonal cool weather across North India in April 2023 as compared to unseasonal hot weather in March last year. All these have an impact on sugarcane growth, recoveries, new forms of pests and disease that can potentially impact the sugarcane crop. While it is difficult to predict these and hence the sugar production of the country, we believe that overall, the industry has sufficient flexibility to meet domestic consumption demands, and meet ethanol blending requirements by diverting sugar for the production of ethanol. The Government decides on sugar exports based on the surplus sugar available in the country, after meeting domestic priorities and having regards to the demand and price prevalent in the international markets.

For Triveni, as majority of the sugarcane areas associated with our factories are located in regions with rivers & well-connected canal systems and supplemented by tube wells/borewells based irrigation methods, the sugar operations are far less likely to get impacted due to scanty monsoon rains as compared to other sugarcane cultivating regions.

The Company continues to have robust and well-structured sugarcane development programmes across its seven sugar units, and is anticipating a higher crush and improvement in recovery in the upcoming sugar season. The focus is on substitution of 0238 variety by other promising, well proven and high yielding/high sucrose varieties in sugarcane command areas of the sugar units. Coupled with various yield enhancement measures, like spaced row planting, trench planting and autumn planting, sugarcane availability would be assured to meet higher sugarcane requirements at the sugar units.