



Triveni Sugar Business: Sugarcane Development Programme

Triveni's extensive sugarcane development programme is a key facet of its business strategy. The Company's sugarcane development team works closely with farmers to enhance sugarcane productivity. The engagement involves disseminating knowledge on new technologies and innovations in sugar, as well as agriculture as a whole. The Company follows a six-pronged strategy, focussed on improved planting, cultivation, crop protection and harvesting techniques. The approach is further aimed at enhancing crop quality and land productivity, boosting the farmers' income.

Key elements of the strategy

- 1. Diversification through varietal substitution:** A prominent sugarcane variety is getting prone to pests and diseases at many sugar mills in the state of UP, including Triveni, over the past few years. This is due to climatic factors, especially in low-lying and water-logging prone areas. It has led to a decline in yields and the eventual sugar production. As part of its action programme, the Company has undertaken diversification of crop varieties in the command area of its sugar factories, besides adopting meticulous crop management practices. Triveni is also pursuing an aggressive varietal substitution programme, aimed at identification, faster multiplication, and commercial use of desired high sugar and disease resistant varieties for the mutual benefit of the Company and the farmers. It has also adopted several digitalisation measures to promote real-time information sharing and initiatives, along with faster dissemination of best practices across units and among the farmer community.
- 2. Sustained focus on yield improvement:** The Company has launched several agronomic interventions (e.g. wide spacing, trench planting, etc.), with focus on spring planting (before wheat) and ratoon management. This provides spring planted before wheat sugarcane with more time in the field, resulting in enhanced yield.
- 3. Robust farmer engagement:** Triveni has developed a large number of model demonstration (demo) plots, which deliver yields 25-30% higher than normally secured by sugarcane farmers. The plots are used to showcase advanced practices and help educate the farmers on ways to increase yield.
- 4. Soil health improvement:** The Company advises farmers to apply balanced dosage of fertilisers and nutrients, in accordance with soil analysis reports and recommendations.
- 5. Protection of crop from various pests and diseases:** Triveni has deployed a scientific surveillance programme and supports farmers in implementing all recommended

agronomic practices to reduce the severity of disease. It promotes use of healthy planting materials and certified seeds, ensuring field sanitation, practising crop rotation, enabling proper drainage facilities, and implementing bunding in infected fields.

- 6. Better farm tools and mechanisation:** This helps make farm activities less labour intensive and promotes economic improvements.

Triveni has undertaken various digitalisation measures to facilitate the implementation of the above-mentioned programmes. These initiatives help promote real-time information sharing and interventions, while also enabling faster dissemination of best practices across units and within the farmer community.

Key digital initiatives are:

- AI enabled bot for agriculture:** Leveraging an AI-enabled bot, the farmers will be able to take pictures of the plots, plants or leaves affected with pests, disease or any other stress, and post these photos for assistance or advisories from their respective units. They will accordingly receive plot specific solutions to their problems or issues, with a personal visit arranged for unresolved or serious concerns.
- Data from satellite:** This further enhances analytics regarding disease or pest forecasts, facilitating early identification of plots and patches under stress (biotic or abiotic) and taking prompt action for protection.
- Call centre support:** Call centres, which are already active across all units, will be more effectively used to issue general and farmer specific advisories and solutions.
- Triveni App:** An information highway for the Triveni farmers, this application helps provide information with regard to best practices for growing sugarcane, along with identification of pests and diseases, and their control thereof.

Triveni has undertaken various digitalisation measures to facilitate the implementation of the above-mentioned programmes. These initiatives help promote real-time information sharing and interventions, while also enabling faster dissemination of best practices across units and within the farmer community.