

**PRESS RELEASE**

**PTC INDIA LIMITED, PTC INDIA FINANCIAL SERVICES LIMITED & CONFEDERATION OF INDIAN INDUSTRY (CII) ORGANISES A FARMER OUTREACH EVENT UNDER THE CROP RESIDUE MANAGEMENT PROJECT**

Fatehgarh Sahib, Punjab, March 16, 2023 – PTC India Limited and PTC India Financial Services Limited (PFS), in collaboration with the Confederation of Indian Industry (CII) and District Administration of Fatehgarh Sahib, organized a farmer outreach event in Fatehgarh Sahib, Punjab, as part of their crop residue management Initiative.

Crop residue is burnt across several farms in Punjab and Haryana during winter each year. It contributes significantly to air pollution and adversely affects the environment, especially soil health, and farmers' earnings over the long run.

PTC India Limited, PTC India Financial Services Limited and CII seek to mitigate crop residue burning by raising awareness about the hazards of stubble burning and the alternatives available such as the latest technologies and farm equipment. Through the project interventions, farmers are supported to adopt the alternative technologies by providing them with the requisite machinery and training for its optimal usage.

Held at Bathan Kalan village in Fatehgarh Sahib, the farmer outreach event aimed to raise awareness and promote sustainable crop residue management practices. The event was attended by Mr Vinod Pande, Advisor CSR, PFS, Chief Agriculture Officer, Dr Kulwinder Singh, Dr Loveleen Bains, Dean, Extension Cell, Gurunanak National College and other dignitaries and a number of farmers interested in learning about sustainable crop residue management practices. Farmers also shared their experiences at the event promoting peer-to-peer learning. Farmer Gurcharan Singh, Bathan Khurd, Fatehgarh Sahib, recounted how he would earlier burn his crop residue due to lack of resources and machines, but after associating with the project, he gets machines from the cooperative society at a nominal rent which is helping him manage crop residue. He emphasized that the use of machines like smart seeder is also very cost-effective, and encouraged other farmers to associate with the project to end stubble burning.

Mr Vinod Pande, Advisor CSR, PFS, spoke of how in 2019 he saw the problem of stubble burning along the highway and decided to support farmers to stop stubble burning. He congratulated the farmers for joining and supporting the project in the 64 villages under 3 districts of Punjab where PFS is supporting the crop residue management project.

Speaking at the occasion, Chief Agriculture Officer, Dr Kulwinder Singh said that the machineries donated to the cooperative societies under this project are helping small and marginal farmers as they are unable to afford these machines otherwise. He said that the project is helping solve the stubble- burning problem in Fatehgarh Sahib district.

Dr Loveleen Bains, Dean, Extension Cell, Gurunanak National College spoke of how Gurunanak National College started their journey of supporting farmers with two rented Happy Seeders and later received support through PFS and CII. With support from the



program, the college, along with its young volunteers, is supporting more than 30 villages and is ready to scale up this initiative in the nearby areas, she added.

PTC India Limited and PFS with CII are working in 64 villages to adopt a zero-stubble burning approach and adopt environment-friendly agriculture practices since 2019.

In season 2022, CII's multi-stakeholder Crop Residue Management initiative covered 3,00,000 acres of farmland across 300 villages of Punjab and Haryana and 50,000 farmers. The project has reduced fire incidents by 83% through its interventions.