

IFFCO

पूर्णतः सहकारी स्वामित्व
Wholly owned by Cooperatives

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SCALING NEW FRONTIERS & DEVELOPING RESILIENCE AMONG AGRI-COOPS POST COVID-19

COVID-19 IMPACT ON AGRI COOPS

- Threat to Farm Labour Safety in fields
- Depleted workforces / Migration due to COVID-19
- Challenges to Food Security
- Vulnerabilities in Agricultural Supply Chains
- Economic Slowdown in Rural Agri-Communities
- Food availability in all communities during the lockdown became a problem for administrators, researchers, and civil society

SOUL OF THE INDIAN SOIL



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IFFCO - POST COVID-19 ACTIONS

1. Prioritizing Health and Safety of Members, Farmers and Employees

- IFFCO is following Guidelines for Social Distancing , Sanitization and Personal Hygiene to fight this pandemic.
- Undertaken 'BREAK THE CORONA CHAIN SOCIAL AWARENESS CAMPAIGN' at Ground Zero
- Organized Covid-19 Camps at 1400 locations.
- Distributed 400,000 masks, 20,000 Scarfs , 450000 soaps, 100,000 sanitizers, 3 million Vit. C tablets, 30000 hand gloves.
- Distribution of 450000 Food Packets / 30,000 Ration Kits to needy poor.
- Total Amount Spent on these Programs - USD 0.60 Million



IFFCO - POST COVID-19 ACTIONS

2. Review and Confirm Business Continuity Plan

- Maintain the Business Continuity Plan during the Lockdown Period.
- All 5 IFFCO Plants continued their Production during Lockdown times to meet Fertiliser Requirements.
- All distribution channels including IFFCO Bazar outlets catered to need of Farmers.
- Maintain a Balance in Work from Home & Physical Work Plan
- Review our emergency preparedness plan with staff especially the key officials involved in executing the plan.



IFFCO - POST COVID-19 ACTIONS

3. Communicate with Key Stake Holders Using Digital Mode (Board, Suppliers, Customers)

- Launching Mobiles Apps & Digital Platforms for Farmers
- Communicating with key stake holders using the Social Media, Internet and other virtual modes to keep the control of Containment of Corona Virus Spread.
- Organising IFFCO Annual General Meeting in a Hybrid Mode with Social Distancing Norms and Covid-19 Measures.

Digital Connect &

Farmers can buy quality agri-inputs at right price and avail
FREE HOME DELIVERY

- Seeds
- Bio Fertilisers
- Water Soluble Fertilisers
- Micro Nutrients
- Plant Growth Promoters
- Herbicides
- Fungicides
- Insecticides

Communication

- Expert Advice in farmers own language
- Discuss best practices in agriculture and Livelihood
- Self Learn through videos
- Multi-lingual Toll Free Helpline support

Indian Cooperative Digital Platform

Online Platform to Buy / Sell

- A unique platform to connect farmers with customers
- Farmers can post FREE Ads to sell their products online
- Farmers can access the Mandi Rates online

IFFCO Bazar



13
languages

25 Million+
members

242
products

Pan India
delivery

3,908 Ideas
shared

15 million
page views

Creating Jobs, Upskilling and Stopping Migration

Job Search Online in India – Best x +

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Empowering Youth

HOME ENGLISH LOGIN

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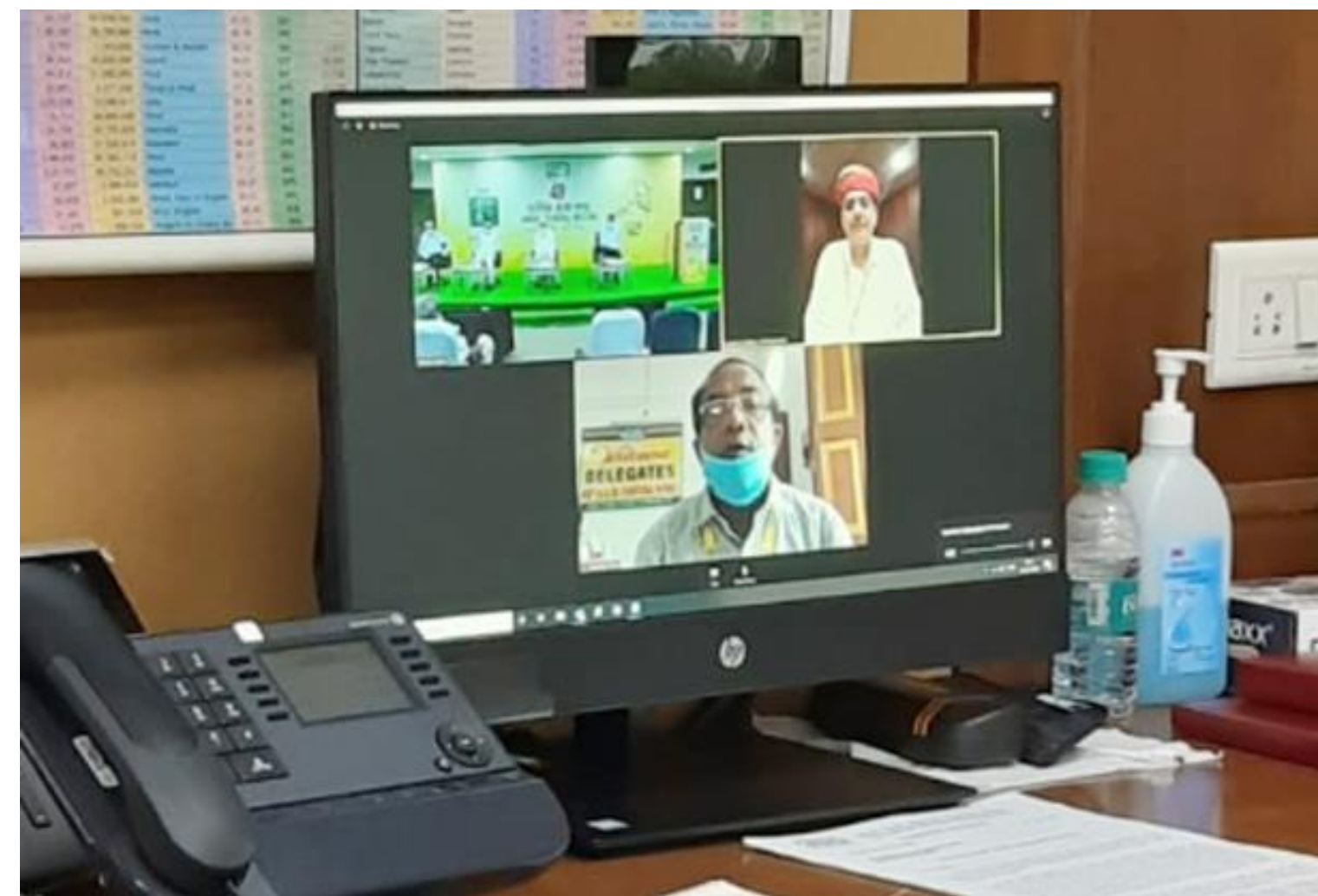
2:41 AM
8/31/2020

Interactions Over Web



Hon'ble Managing Director IFFCO Dr. U.S.Awasthi interacting with IFFCO Team Using IT Enabled Tools

Organising AGM in Hybrid Mode (Physical & Virtual Mode)



FIGHTING CORONA HAND IN HAND WITH GOVERNMENT

**IFFCO has signed various MOUs with
Various R&D Institutions & Agencies
to Ensure better Services to Farmers
Upto Last Mile**

“ IFFCO : In Service of Farmers”



कृषि एवं किसान कल्याण मंत्रालय
MINISTRY OF
AGRICULTURE & FARMERS WELFARE
GOVERNMENT OF INDIA

my
Gov
मेरी सरकार

AATMANIRBHAR KRISHI
AATMANIRBHAR BHARAT

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Path Breaking Agriculture Reforms Brought In by Govt. Of India

A. The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Ordinance, 2020

Allowing liberal trade, increased competition amongst buyers, remove barriers in interstate trade and and offering more options to sell and buy.

B. The Farmers' (Empowerment and Protection) Agreement on Price Assurance and Farm Services Ordinance, 2020

Facilitates Visibility and Assurance of price to farmers at the time of sowing, cropping decisions based based on forward contracts, minimize market risks and solve issues of erratic food pricing and encourage contract farming.

C. The Essential Commodities (Amendment) Ordinance 2020

Boosting private investments in Agri supply chains, food processing industries, export infrastructure.

National Agriculture Market (e-NAM), is an innovative online initiative in agricultural marketing. It aims aims at reducing transaction costs, bridge information asymmetries, and help in expanding market access for farmers and achieve "One Nation One Market" for agricultural commodities in India.

D. Launch of Agri Infra Fund

IFFCO Supports Govt. Of India Initiatives for Improving Lives of Farmers





Dear all VLEs

f LIVE

Join Facebook Live Program

Launch of

IFFCO e-BAZAR PRODUCTS THROUGH CSC

24th July, 2020 | 11:00 AM



SPEAKERS



Dr. Dinesh Tyagi
CEO, CSC SPV



Dr. U S Awasthi
MD & CEO, IFFCO



Mr. Yogendra Kumar
Marketing Director, IFFCO

Join us live on CSC Facebook Page: <https://www.facebook.com/cscscheme/>



IFFCO Opens New Ways to Increase Livelihoods and Farmers Income - THE ORGANIC WAY

OUR VISION

Instituted with the noble aim of helping its farmers, our Vision is pretty simple yet powerful. To create Organic Value Chain in Sikkim and other upcoming Organic States of North East and doubling farmers income by enhancing productivity and value addition.

Our MISSION

The mission of Sikkim IFFCO Organics is to ensure the availability of "Fully Certified Organic" produce to its customers as per their requirements. To do this, the institution aids the farmers in multiple activities such as ensuring Traceability of the produce, packaging, and marketing. It is the equal participation of the Government of Sikkim and its citizens, especially farmers, that has been a big step in restoring the delicate natural ecological balance using adopting Organic farming practices.

Achieving Self Reliance Through IFFCO Nano Products



Conclusion

- **It's Duty of Agri-Coops to Make Every Effort to Keep Food Supply Chains Alive.**
- **Integrate with Government Initiatives to provide socio-economic support to farmers and other vulnerable groups of society.**
- **Encourage Cooperation amongst Cooperatives to Optimise the Cost of Supplying Food to Communities especially the Coop Members.**
- **Adopt Emerging Technologies to train farmers members & other partners to provide information on key parameters like weather, market prices, plant protection , input dealers, plant machinery, soil health, cold storages etc.**
- **Create Jobs for the workers.**
- **Make Members Self Reliant and Agri-Coops Self Sustainable Enterprises**

A vibrant landscape featuring a bright sun in a blue sky with white clouds, and a lush green field in the foreground. The sun is positioned in the upper center, casting a soft glow. The clouds are scattered across the sky, adding texture. The green field is a solid, vibrant color, extending to the horizon.

Thank You