

IFA INTERNATIONAL WORKSHOP on Effective Last-Mile Delivery

10-12 February 2010, New Delhi, India

ADDRESSING PRODUCTIVITY CHALLENGE: DSCL'S EXPERIENCES WITH KNOWLEDGE TRANSFER AND LAST-MILE DELIVERY

Sovan CHAKRABARTY

DCM Shriram Consolidated Ltd. (DSCL), India





Addressing Productivity Challenge: DSCL's Experiences with knowledge Transfer and Last-Mile Delivery

Sovan Chakrabarty
President & Business Head – Agri Inputs
DCM Shriram Consolidated Ltd



Last-Mile Delivery - Framework

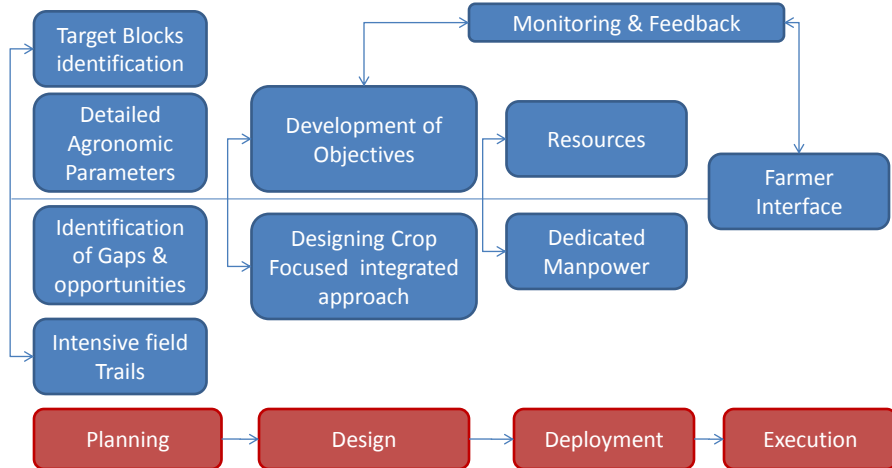




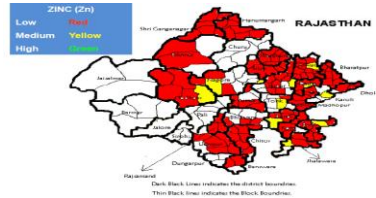
Illustration 1: Improving Yields

- Project
 - 150,000 ha of Potato in UP
 - Approach
 - Integrated Crop Management based on specialty fertilisers
 - Impact
 - 20% increase in yield
 - Adoption in 24,000 ha in 2 years
- Project
 - 100,000 ha of Groundnut in Rajasthan
 - Approach:
 - Focus on Calcium Nutrition based balanced package
 - Impact:
 - 17% increase in yield
 - Adoption in 12,000 ha in 2 years



Illustration 2: Improving Soil Health

- Objective
 - Promotion of Compost use to improve soil health
 - Approach
 - Process standardisation & extensive training
 - 18,000 demo pits in 5 years
 - Impact
 - Increased acceptance in target areas of 6 states
- Objective
 - Promotion of Soil test based balanced nutrition in Rajasthan
 - Approach:
 - Emphasis on micro nutrients
 - 58,000 soil samples in 2768 villages in 2 years
 - Impact:
 - Average increase in yield of 3.5 q / ha in major crops like wheat, mustard, potato etc





It is possible to make a difference

What has worked

- Customized solution
- Collaborative approach
- Long term engagement with farmer

Why it worked

- Sustainable approach
- Wide spread rapid adoption of best technology / practices
- Ensure availability of complete range of products & technology
- Demonstrated improved farmers profitability
- Availability of trained manpower

Site Specific Approach & ensuring Last Mile delivery of Product and Knowledge

