



## **Scaling up Technologies & Business Models in South Asia – The Syngenta Way**

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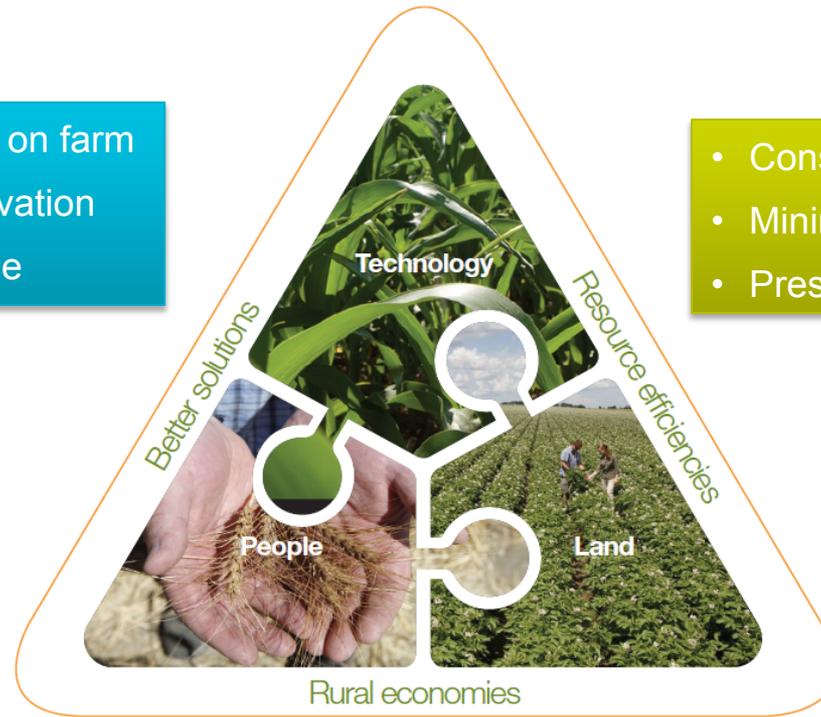
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## Syngenta's ambition

Syngenta's ambition is to bring greater food security in an environmentally sustainable way to an increasingly populous world by creating a worldwide step-change in farm productivity

- Providing choices on farm
- Encouraging innovation
- Sharing knowledge

- Conserving land
- Minimising water usage
- Preserving biodiversity



- Creating Value on farm
- Building markets
- Developing the Community

# By 2020, we have committed ourselves to work for .....

**More food  
Less waste**



**Make crops  
more efficient**

Increase average productivity of the world's major crops by 20% without using more land, water or inputs

**More biodiversity  
Less degradation**



**Rescue  
more  
farmland**

Improve the fertility of 10 million hectares of farmland on the brink of degradation

**Help  
biodiversity  
flourish**

Enhance biodiversity on 5 million hectares of farmland

**More health  
Less poverty**



**Empower  
smallholders**

Reach 20 million smallholders and enable them to increase productivity by 50%

**Help people  
stay safe**

Train 20 million farm workers on labor safety, especially in developing countries

**Look after  
every worker**

Strive for fair labor conditions throughout our entire supply chain network

***Our Good Growth Plan***

**Our strategy is to offer integrated crop solutions built on a strong technology platform, using appropriate business models for developed & developing geographies**



### Integrated solutions



- Integrated solutions for pest and disease management along with agronomy services, aimed at achieving higher productivity

### Value added produce



- Molecular breeding platforms to develop traits that meet the diverse requirements of growers and value chain

### Approaches to reach out to different customer segments



- Business models tailor made for advanced farmers as well as developing smallholder communities



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## **Syngenta's focus on smallholders**

# Smallholder productivity enhancement is critical if food security is to become possible for 9 billion people by 2050

Large & developed farms will possibly be able to increase yield by ~20% over today's levels

To achieve the estimated 10 billion tons of food grain by 2050, smallholders will need to increase their output **2.4 times**



# In APAC, Syngenta is investing to develop new business models aimed at enhancing the productivity of pre-commercial smallholders



Establish business model pilots in chosen geographies, set up processes & systems for farmer training, input supply



1000 smallholders

100,000 smallholders

Work closely with the commercial organisation for replication & scale-up across geographies



Millions of smallholders

Ensure “self-sustainability” and weave into the Company’s commercial organisation as a ‘way of doing business’



Invest & support

Grow income & profitability of all players

- Focused on the small farming community, not of immediate commercial interest
- Aims to establish a developmental and sustainable approach
- Provides access to agronomy knowledge and inputs from established, reputed, socially conscious professional companies
- Supports community development as well as rural enterprise



# Local “Krishi Tantra Sevaks (KTS)” or entrepreneurs support farmers with agronomy & branded inputs

1



Syngenta and partners conduct F2F training for KTS, also provide agronomy knowledge via tablet application

2



KTS registers farmers, supports with agronomy & supplies inputs.



## Centre Of Excellence (COE)

3

Agronomy advice, inputs, equipment & irrigation



Soil testing



Animal health & nutrition



Finance & Insurance



KTS routes the farmer's queries and orders to the Syngenta Centre of Excellence (COE) using phone / broadband services

4

KTS supplies inputs to farmers and **earns a commission** from the COE

Farmers receive new cultivation technology and branded inputs at their doorstep – **grow productivity & income**



## Progress & Plans

### *Progress so far*

- >40 KTS appointed, ~9000 farmers registered
- COE fully functional
- Several partner companies engaged
- Funding for KTS & mobile payment options being tested
- ICT via mobile tablet to be piloted shortly
- Remote training for KTS via cyber cafes being explored

### *Plans for the future*

- Establish COEs in other states of Eastern India
- Increase KTS numbers across these states
- Introduce more products and services for KTS.

*Our ambition is to reach  
100,000 farmers by 2015*



Our KTS

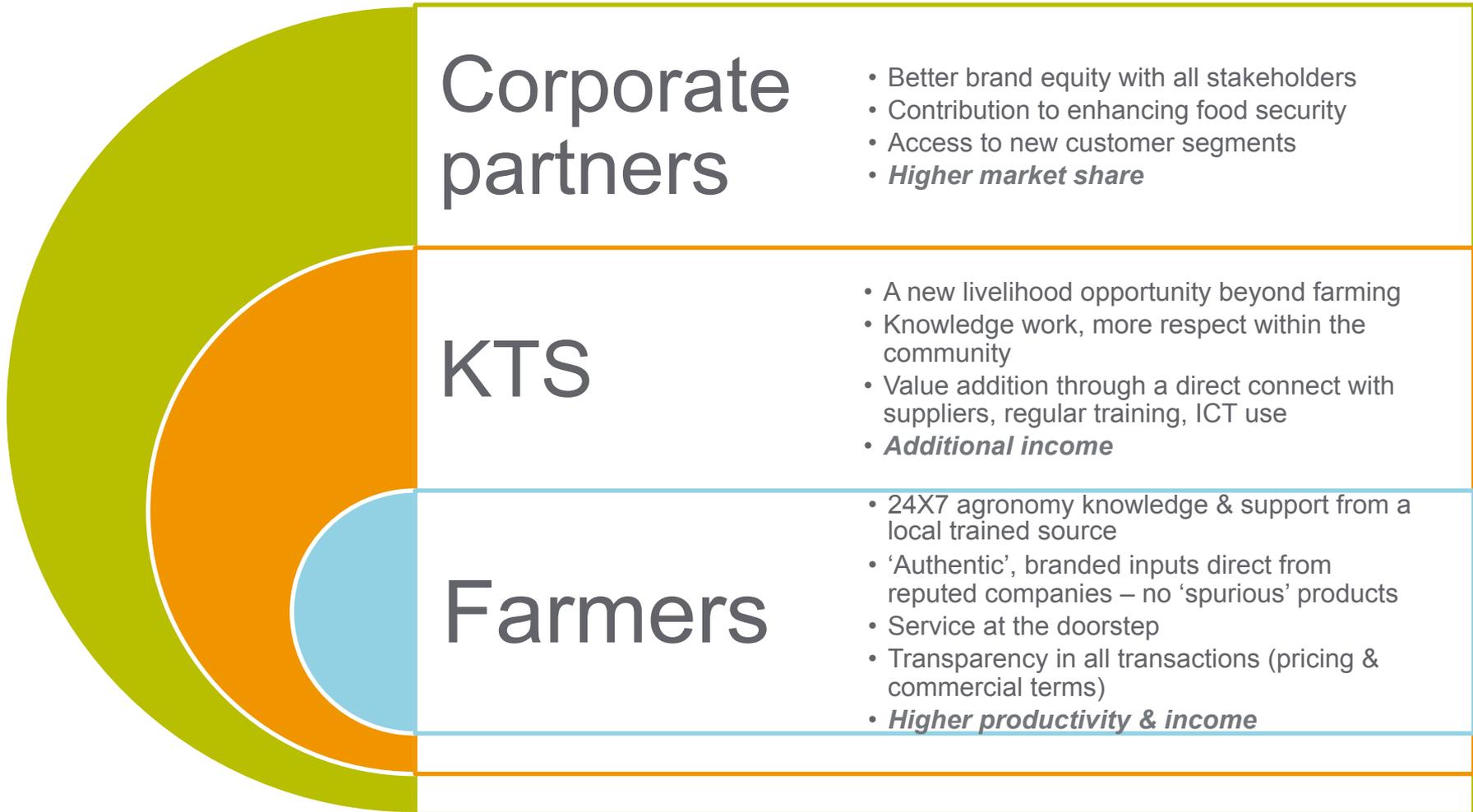


KTS with farmers



KTS demonstrating safety kits

# The business model is self-sustainable because it incorporates benefits that go beyond profit for all players



**Thank you**