

*Godrej*

We constantly innovate  
to improve farmer  
productivity and help  
feed our nation

# SUSTAINABLE COTTON PRODUCTION

# THE COTTON STORY

1st

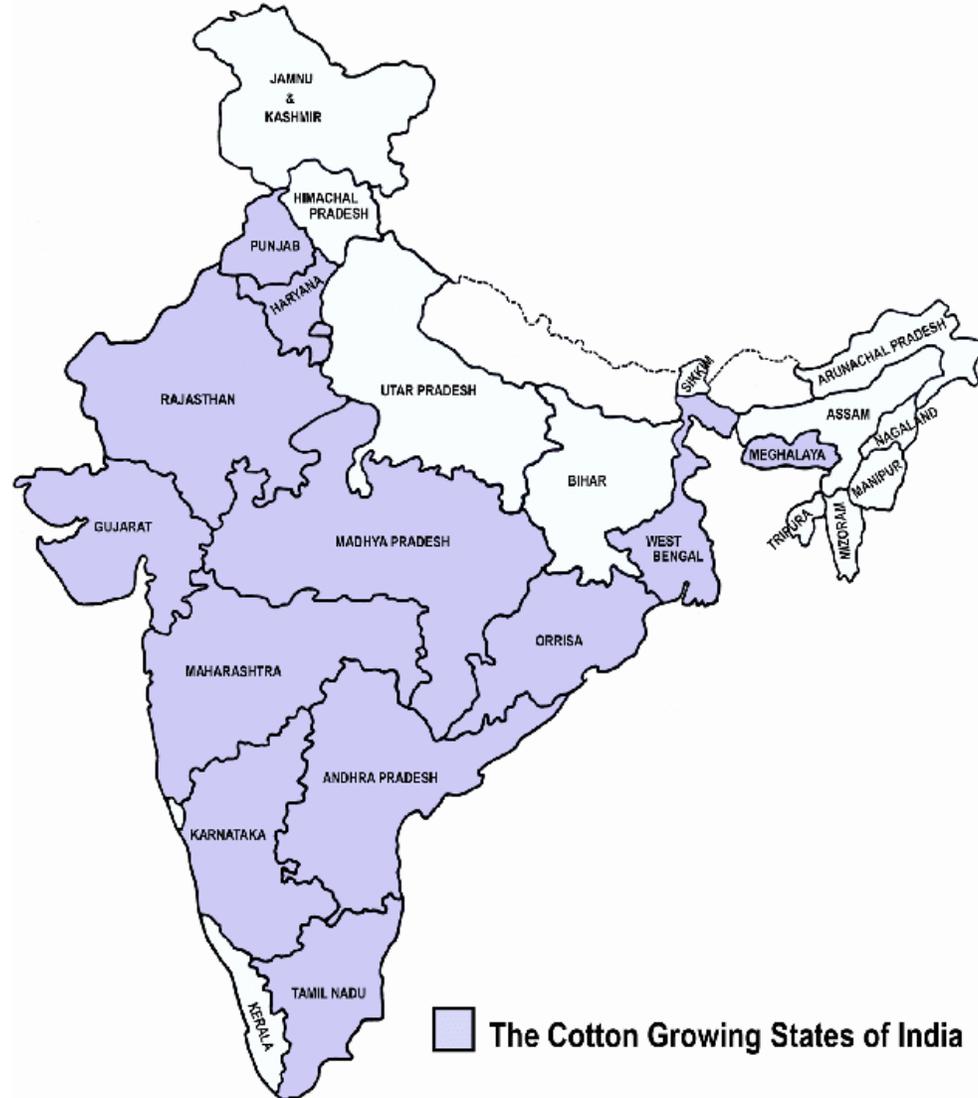
Cropped Area

2nd

Production

32nd

Productivity



7.8

Global Average  
Productivity in  
Quintals/hectare

4.6

India's Average  
Productivity in  
Quintals/hectare

# WHY IS PRODUCTIVITY OF COTTON LOW IN INDIA?



**Most of the Cultivated Cotton in India is Rainfed**

**Irrigated pockets does not have abundant water for frequent irrigations**



**Frequent Rains results in excessive weed competition**



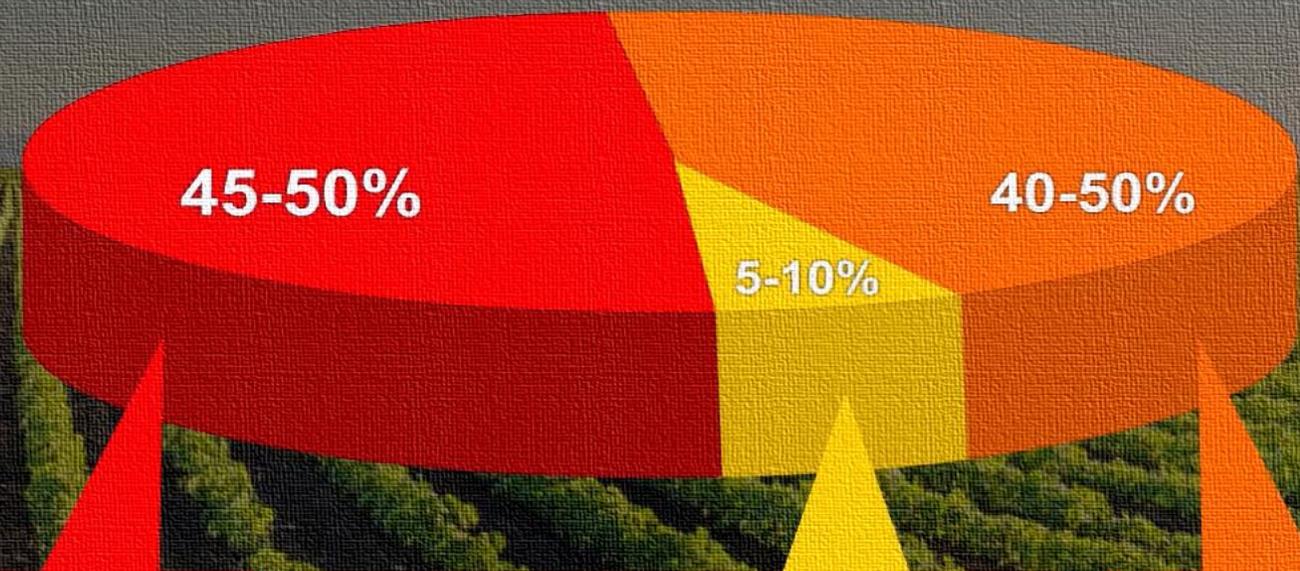
**Scanty Rains results in retarded crop growth**



**Restricts Farmer's from adopting intensive cultivation practices**



# EXTEND OF PRODUCTION LOSS DUE TO DIFFERENT FACTORS



# Conventional weed management measures are inefficient in controlling weeds



# ASSURANCE OF QUALITY INPUTS

We created PYNA - an umbrella brand which receives endorsement from our co-marketers as well



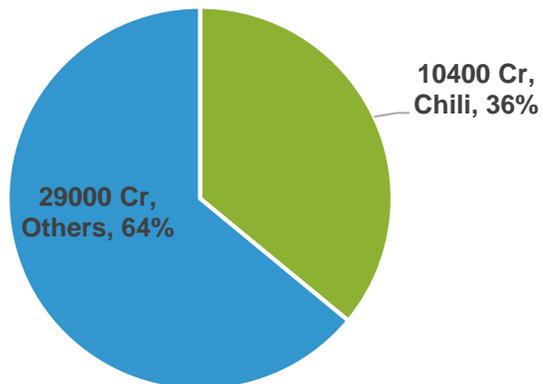
- Perceived as logo of **AUTHENTIC** and **TRUSTED** products
- Helps in fulfilling our commitment towards **SUSTAINABLE** cotton production
- Gives us a **UNIQUE IDENTITY** of **QUALITY** among cotton growers and the Scientific community
- Fosters further **TRUST** among the farming community
- Deepens **COOPERATION** between Godrej and co-marketers by extending the brand logo to co-marketers

# SUSTAINABLE CHILI PRODUCTION

# CHILI IN THE HIGHLIGHT

27/07/2023 02:34pm

## India's Spice Export : Value share



## Chilli exports from India crossed Rs 10,000 cr in 2022-23



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**Vijayawada, July 27 (KNN)** The chilli exports from India crossed 10,000 crore mark during 2022-23 due to the massive demand from the global markets, reported TOI.

As per reports, the state of Andhra Pradesh was the leading producers of chilli's. Around 50 per cent of the stock was exported from the state in 2022-23.



The continuous export orders helped farmers make huge returns during the just concluded sale season. The crop in the Indian market usually enters around the middle of December while the markets start flooding with the stocks by middle of January.

The unexpected rains and floods during last November-December damaged chilli crop in many districts of the state. The crop output was reduced by at least 30-40 per cent leaving farmers worried over facing huge losses. Luckily, a booming export market brought cheers to the faces of farmers.

Printed from  
**THE TIMES OF INDIA**

## Red hot: Chillies costlier than almonds!

TNN | Apr 15, 2023, 06:10 AM IST



AHMEDABAD: Sugar's fine but spicing up your meals may not mean everything nice! As you prepare to stock up on your annual stock of spices, be prepared for a heated up budget as lower production has pushed prices of spices up this season, in some cases even more than some dry fruits. For instance, the Kashmiri red chillies that add colour and flavour to your dishes cost Rs 850 a kg, higher than almonds which cost about Rs 750 a kg. Similarly, cumin seed (jeera) which is another widely used seed spice also costs Rs 600 a kg in the retail market, surpassing price of raisins which cost about Rs 450 a kg.

So making a flavourful curry would perhaps be nearly as costly as preparing a dryfruit halwa! According to experts, the recent spell of unseasonal rainfall has damaged a significant amount of crop, resulting in prices going skywards.

## THE ECONOMIC TIMES | Rise

English Edition • | 27 August, 2023, 12:54 PM IST | Today's Paper

## India's spice exports need to grow at 19.5% to meet \$10 billion target by FY27

By Pranbihanga Borpuzari, ET Online • Last Updated: Jun 16, 2022, 04:02 PM IST

### Synopsis

While the Y-o-Y export performance of the industry in FY 2022 declined, India's spice exports (in volumes) in FY 2021 stood at estimated 1.78Bn tonnes, a 37% increase against 1.2Bn tonnes in FY 2020.



To support and achieve \$ 10 billion **exports** by FY 2027, a revised target set by Piyush Goyal, Indian spices should be the torchbearer for **agro products** to boost the prominence of 'Brand India' worldwide. Fetching an annual growth rate of 19.5% is crucial to attaining this goal, says a new report.

# CHILI IN HIGHLIGHT – FOR WRONG REASONS

27/07/2023 02:34pm



THE NEW  
**INDIAN EXPRESS**

Home > States > Telangana

## Invasive thrips caused 80% damage to chilli crops, Rajya Sabha told

Thrips Parvispinus, an invasive pest species, might have dominated or even replaced the native chilli thrips known as scirtothrips dorsalis, the Rajya Sabha was told on Friday.

Published: 05th February 2022 06:18 AM | Last Updated: 05th February 2022 06:18 AM

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So making a flavourful curry would perhaps be nearly as costly as preparing a dryfruit halwa! According to experts, the recent spell

of unseasonal rainfall has damaged a significant amount of crop, resulting in prices going skywards.

Telangana, Andhra Pradesh, Karnataka and Maharashtra are key chilli producing states in India. While demand in domestic and export markets is high, at least 35% crop has failed, hampering the supply. Kashmiri red chillies which are less spicier are in high demand in Gujarat and a majority 40% of the crop in Karnataka — a key cultivator of the crop — has been destroyed."

## THE ECONOMIC TIMES | News

English Edition • | 27 August, 2023, 12:51 PM IST | Today's Paper

## After Amul, Gujarat's Pushpa chilli could spice up Karnataka politics

ET Online - Last Updated: Apr 12, 2023, 08:37 PM IST

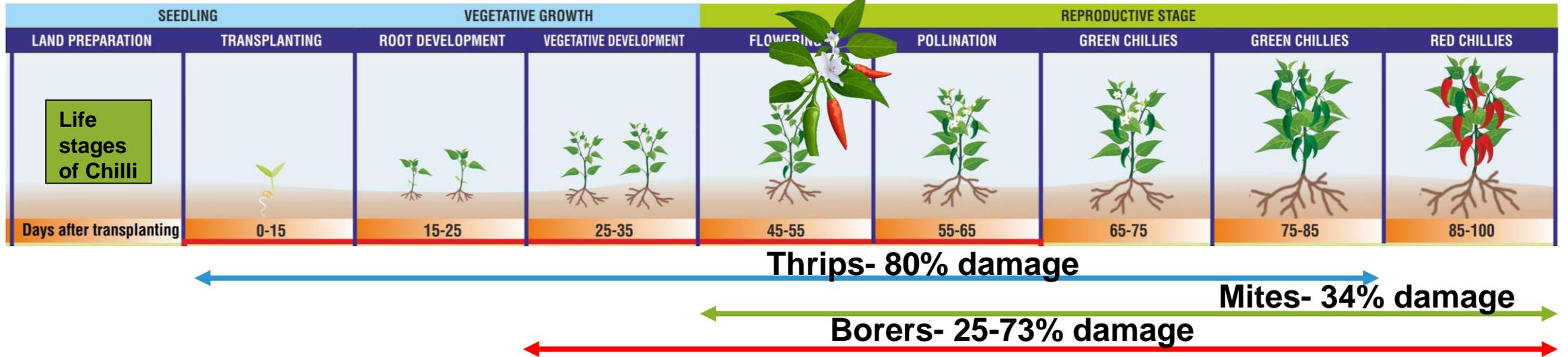
"Although the demand for chillies is high, the supply has been badly hit. Generally, at the Byadagi market in Karnataka, the auction of red chillies takes place twice a week. The per week supply - which is 1.5 lakh sacks - has dropped to only 50,000 sacks," Akshay Satija, an Agricultural Produce Market Committee (APMC) trader, told TOI last month.

Last year saw the prices of red chilli surging as output dropped, hit by an invasive pest attack and damage from unseasonal rain in key southern producing states. Lower production boosted prices by as much as 80% in four months to a record high.

Source: as mentioned on news pieces



# Pests attacking during flowering time in chili



## THE PAINPOINTS OF FARMERS:

> 51 species of insects and 2 species of mites

> 45 different pesticides go into controlling pests in chili

Often farmers Spray every week for controlling one or other pest

Crop is getting wiped out due to invasive pests

# RASHINBAN



We launched Rashinban in November  
Single shot solution to reduce the number of sprays in chili

## THE MOTTO

PROTECTING THE FLOWER WILL PROTECT THE YIELD.

‘Flowering time Rashinban Time’

**Godrej agrovet**  
Brighter farming

CROP PROTECTION BUSINESS

## Direction of use – Rashinban

Follow ideal spray practices as prescribed here, to ensure maximum protection from optimum use of Rashinban

**Time of Application:**  
At the initiation of flowering stage.

**Dosage:** 400 ml/acre  
200 lit of water

**Shake the bottle well before use**

**Spray uniformly to wet all leaves, covering entire crop canopy**

**Flowering time is Rashinban time**

**RASHINBAN**  
Insecticide

**RASHINBAN**  
DIRECTION OF SUCCESS

***We are dedicated to  
improving the productivity of Indian farmers  
by  
innovating products and services  
that sustainably increase crop yields***

Thank You

For your time and consideration