



Client:



ITC Adarsh Village Study- Farmers Handholding and Impact Assessment of programmes initiated by ITC in tobacco cultivation

- ITC has implemented several farmer-centric initiatives to support sustainable tobacco cultivation, ensuring economic stability and environmental responsibility. The key aspects of ITC's handholding approach include capacity Building & Training. ITC conducts Farmers Field Schools (FFS) to educate farmers on good agricultural practices (GAP), soil health management, and water conservation. Training on alternative fuel sources and efficient curing techniques reduces dependency on firewood, promoting sustainability.
- WCS was part of these training and also conducting the impact assessment of these program in their tobacco cultivating regions.

Outcome

Helped in assisting more than 2000 tobacco farmers