

Client:



ITC's Wood Availability Program for the Tobacco farmers in the Mysore Region

- ITC has implemented a Wood Availability Program in the Mysore region to ensure a sustainable and cost-effective supply of firewood for tobacco curing. The initiative addresses deforestation concerns, high firewood costs, and farmer dependency on external sources, promoting agroforestry and self-sufficiency.
- ITC's Wood Availability Program in the Mysore region is a win-win solution, ensuring economic benefits for farmers while promoting environmental sustainability. By integrating agroforestry into tobacco farming, ITC is empowering rural communities and driving long-term sustainability in the sector.
- WCS was part of these programs and also conducting the impact assessment of the programs.

Helped in assisting more than 3500 farmer families



Outcome