



## **International Conference on Trade and Marketing of Coconut Products**

27-28 February 2023



# **Industry Farmer Interface: Ensuring Inclusive Development**



# About Marico

One of India's Leading Consumer care organizations operating in the Beauty & Wellness space



**23 Years**

Operating since 1990

**\$ 6.5 bn.**

Market Capitalisation

**INR 9512 Cr.**

FY22 Revenue

**INR 1230 Cr.**

FY22 PAT

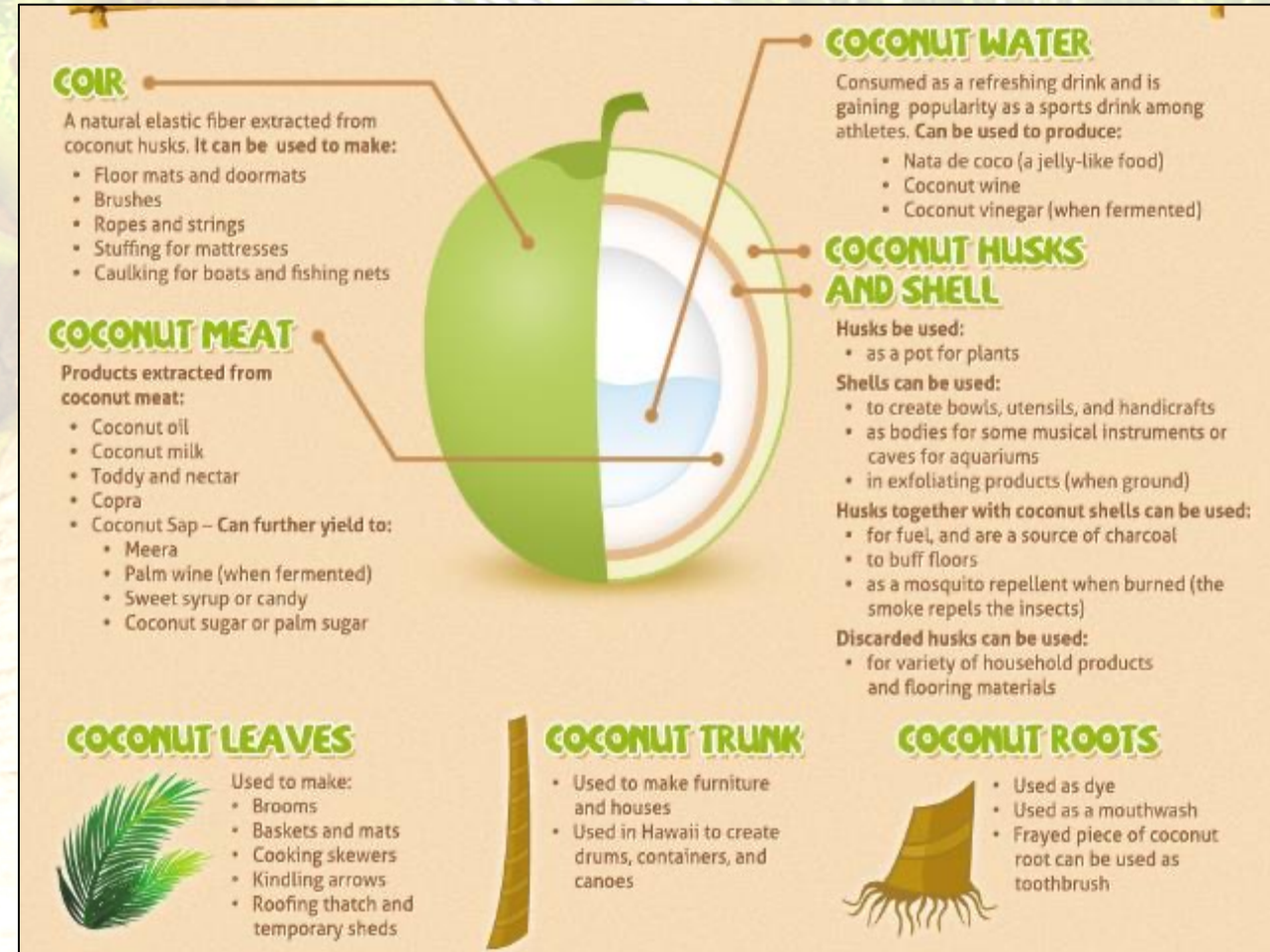


Parachute, 100% coconut oil is the market leader in the category in India



# The 'Kalpavriksha'

- Provides livelihood to more than 80 mn farmers across the globe
- Every part finds a use
- More than 50 products
- Newer uses being found
- Truly a 'wonder tree'



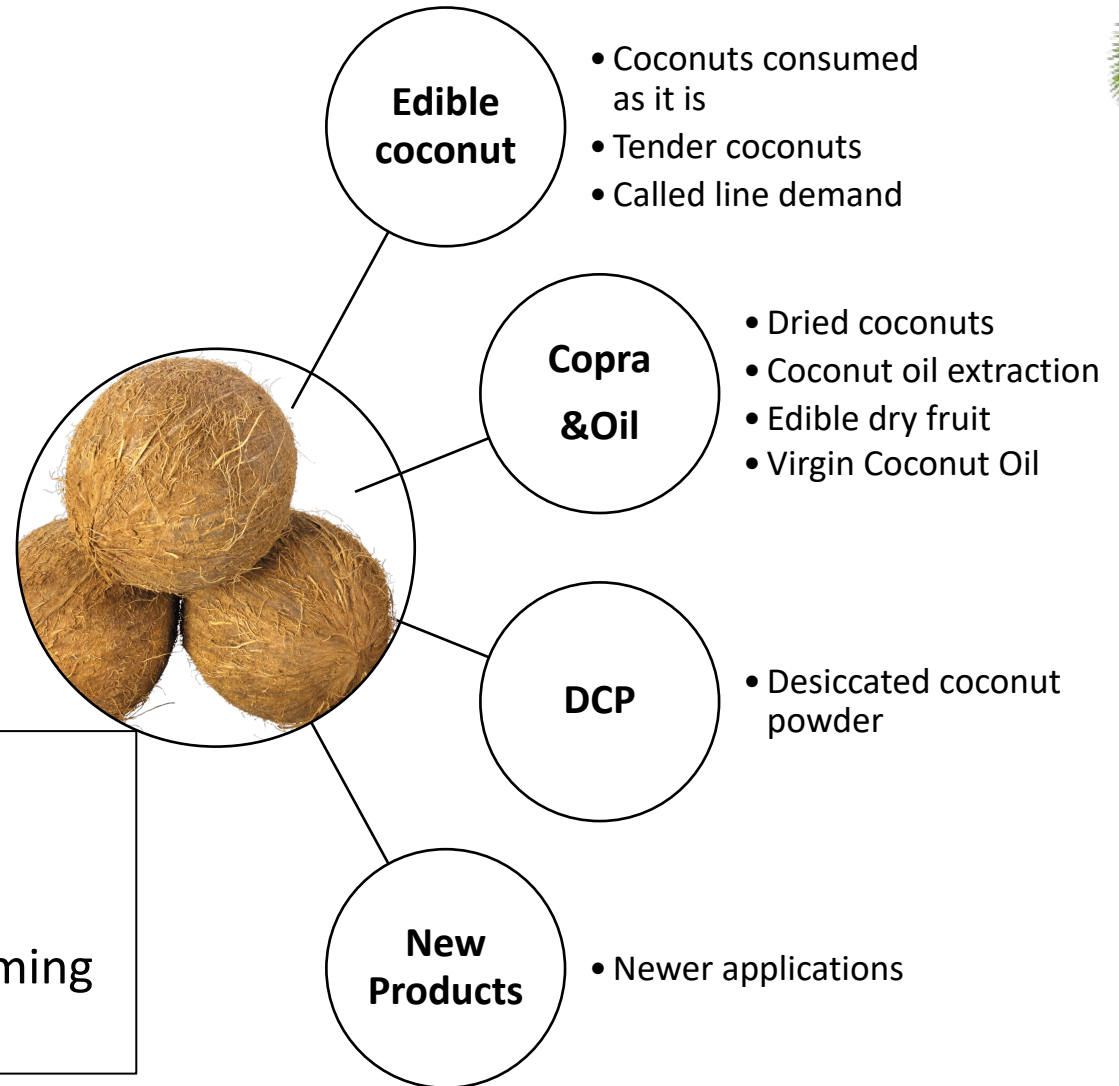


# Coconut Landscape India



India is one of the topmost producers in the world

- Cropped area 5 mn Ha
- 20 bn coconuts/year in India
- Close to 1 Cr farmers are engaged in coconut farming
- Mainly from South India







Across the world, coconut products are gaining more acceptance  
The Outlook is extremely positive



YOUNG, NATURAL, ENERGETIC !!!!  
Coconut Products find more takers



# We have to surmount some challenges to fulfil this potential

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Long term supply assurance is a big challenge across geographies  
Farmers are switching to other crops



Supply not keeping up with increasing demand



Adulteration with Cheaper oils



Coconut oil being high in saturated fat is proclaimed as unhealthy



# Way Forward

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Partner with farmers to strengthen scientific farm management practices



Technology adoption to bring in productivity improvements



Promote and campaign for value-added coconut products & their benefits



Tighten rules and regulations /policies to curb adulteration



Educate consumers on benefits of coconut oil &  
dispel the fear on saturated fats

# Partner with farmers

## Improving Yields

*Leading to higher income*



## Water Usage

*Optimal usage  
Recharging ground water*



## Imparting Scientific Knowledge

*Right farming practices  
Pest/disease/nutrient management  
Encourage to embrace technology*



## Accessability to inputs

*Farm machinery  
Fertilizers and Pesticides*







Marico's CSR vision is anchored in our core purpose  
**"Make a difference"**  
to the lives off all its stakeholders and help them achieve their full potential



*was set up on Sep 2, 2017  
to make a positive difference to the farmers*



# Parachute Kalpavriksha

Improving Yields

Water usage

Imparting scientific knowledge

Accessibility to inputs



Learning

from CDB, industry  
bodies & Agri  
experts

Enabling

higher and sustainable  
crop yield

Productivity Improvement Program

Water Conservation Initiatives

Transforming

Belief & myth  
based into  
scientific farming

Farmer Trainings, Digital Channels

Agri Business Centres (ABCs)

Building

Capability towards  
self sustenance in  
scientific farming





# Enhancing Yields Through Productivity Improvement Program

Field team comprising of 120+ Agronomists

Propogates best practices in:

- Pest & disease management
- Nutrition management

**74,000+**

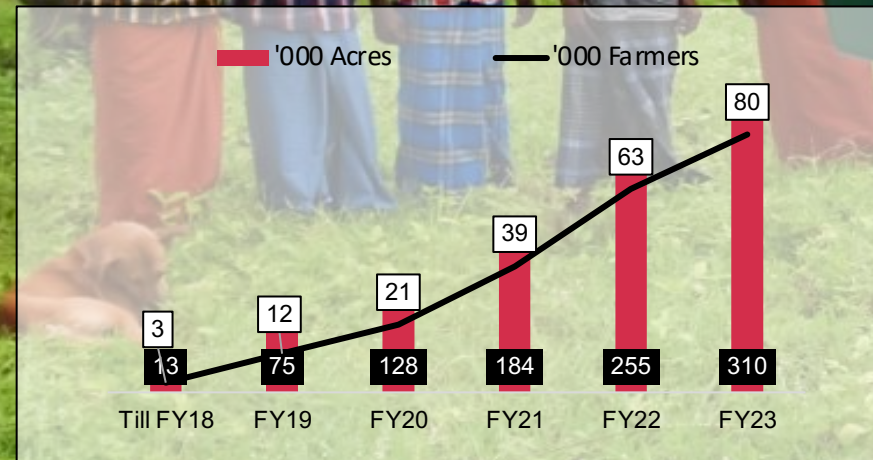
*farmers covered*

**2.9 Lakh+**

*acres of coconut farms enrolled*

**15%**

*productivity increase for  
enrolled farmers*



# Digital Channels have been adopted to reach scattered farmers

## TOLL FREE NO

- Toll free number launched in 2018
- Executives to clarify doubts on coconut farming

01

**30k+**

*Farmers have reached our IVR*

## DIGITAL

- 35 Videos on Crop management
- Facebook and Youtube content
- Kalpavriksha App

02

**1.7 lakh+**

*Followers on our FB page*

## OTHERS

- Jeep Campaigns
- Participation in Agri Expos

03

**30,000+**

*App downloads*



# Ground Water Recharge Through Water Conservation Initiatives



***Farm ponds*** have been  
constructed enabling ground  
water recharge



**110 Cr+**  
litres of  
water storage potential created



**600 +**  
Farm ponds  
across 100+ villages





# Agri Business Centres to Improve Accessibility to Farm Inputs



*ABCs render farm care inputs and services to farmers*



*Scope includes*

- *Farm inputs like fertilizers*
- *Labour as service*
- *Farm Machinery on rental*



**4**

*ABCs have been established*



**1000+**

*Farmers have availed services*





# Kalpavriksha Knowledge Centre for Training Farmers



*Class room training and  
demonstrations  
for farmers*



*Familiarises new technology,  
new variants*



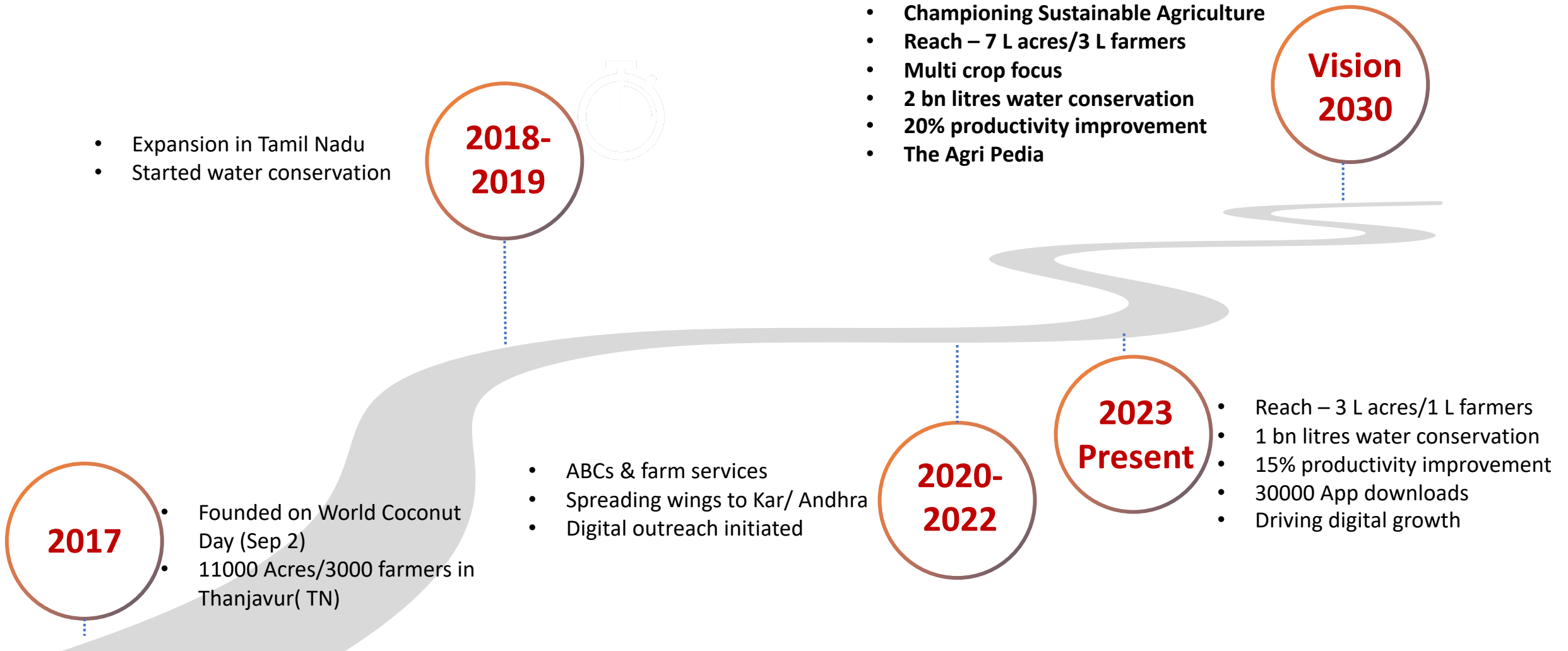
- *Demo farm*
- *Smart irrigation project*



**4000+**  
*Farmers have been  
trained*



# The Journey Over the Years...





# *Thank You!*

## PARACHUTE KALPAVRIKSHA FOUNDATION

An initiative for the welfare of  
Indian Farmers

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*[www.marico.com](http://www.marico.com)*

*[www.parachutekalpavriksha.org](http://www.parachutekalpavriksha.org)*

**Together, let us nurture this divine tree, and unleash the potential in the market**