

was launched on World Coconut Day (September 2, 2017). It supports coconut farmers to increase their yield by training them on all aspects of farm management like nutrient management, pest management, disease management and water management. We have also deployed more than 45 agronomists who provide training to farmers on scientific farm practices and address challenges through daily on-field support and interactions. We have seen a cumulative enrolment of 11,800+ farmers who have experienced around 16 per cent increase in productivity post the six-month support from this initiative.

Water Stewardship: We also aim to replenish equivalent or more water than what is consumed in our operations by bringing efficiency within our operations as well as external conservation/harvesting initiatives in water-stressed areas. We completed the desilting activity of Yeldari Dam in Maharashtra recently along with our NGO partner under the Galmukt Dharan Galyukt Shivar Yojna of the Government of Maharashtra. This initiative resulted in increasing the water storage capacity of the dam while helping farmers improve land fertility by using the excavated silt. So far, 366 farmer families have benefited, 420,411m³ of silt has been excavated, and farmers have seen a 420 million litre increase in dam storage capacity through this initiative in FY2018-19. In the past few years, we have also completed the construction of 91 additional farm



ponds in Tamil Nadu and Karnataka with an overall storage capacity of 100 million litres. The initiative was undertaken as a part of a tri-partite arrangement with an NGO and the farmer community. This initiative, which was implemented across 20 villages benefited 91 farmer families by making water available to them to meet both agricultural as well as domestic needs.

Energy Conservation: We understand the larger purpose and necessity of energy management for a sustainable future. Concerning the 2022 energy-intensity target, we have achieved a 25 per cent reduction in energy intensity against the 2013 levels. In comparison to last year, the energy intensity has reduced by 4.4 per cent. We make diligent efforts to increase the use of clean and renewable energy by reducing our dependence on the

fossil fuel source. To this end, the use of diesel and furnace oil at our operations has reduced by 66 per cent and 83 per cent respectively from FY13. As of FY19, 73 per cent of the energy requirements of our operations were met through renewable energy sources.

Tackling Climate Change: In FY19, our GHG emission intensity (Scope I and Scope II) reduced by 56 per cent from 158.3 to 69.7 kgCO₂e/KL of product manufactured, putting us on track to meet our 2022 goal to reduce our greenhouse gas emissions to 75 per cent below 2013 levels. We are also committed to implement systems to account for Scope III emissions (outside the organisation boundary) and also re-align our targets encompassing all three emission scopes within the next two years.

The pursuit of profits is not at odds with the pursuit of purpose. It is the pursuit of a purpose that helps realise the true potential of all participants of the ecosystem. We endeavour to be a purpose-focused organisation, which achieves sustainable profitable growth by making a difference to others by enabling them to realise their true potential.

Udayraj Prabhu is EVP and Head, Business Process Transformation and IT, Marico Limited.



Pawan Kumar Agarwal, CEO, FSSAI

"Marico Limited has taken several initiatives in support of various SNF activities through their CSR budgets over the past three years. FSSAI is very happy to see the progress in several areas. FSSAI conveys its gratitude for the deep commitment of their leadership team and active participation of their employees for this important cause.

Marico has been engaged in promoting right messaging around safe and healthy food through various interventions as a shared responsibility and has demonstrated that it is a socially-responsible business."