Inclusive rural development and sustainable environment are a must

Sustainable and efficient use of scarce water and other resources

Create economic opportunity for women and youth in rural areas

More profitable agriculture through equitable markets

At a scale with more impact

With one rural development initiative in a village or region, 100s of families can benefit and 1,000s of hectares of natural resources can be sustainably managed.

However – through a consortium to scale up this work we all can make a bigger impact on millions of lives and hectares.

◆ A platform to learn from each other
◆ Contribute different skills
◆ Reach a critical mass
◆ Provide a more holistic approach to development

The pathway to impact:

1. Select geographic and development areas of interest
2. Analyse and establish a development plan jointly with the communities and local partners

Holistic solutions considered:

- Crop diversification and intensification
- Seed availability and balanced farming management
- Participatory selection of improved varieties
- Soil and water management
- On farm management
- Marketing

The approach:

* Building partnerships for development
* Science-backed interventions
* Implementation and monitoring started
* Regular feedback and sharing of lessons learnt
* Dissemination and exemplar sites of impact
The Bhoochatana initiative in 3 years reached 3 Million Farmers
3.7 Million ha

Farmers made up to $500 net gain per ha in one season

20 - 66% yield increase
5% rise in agriculture growth
$130 million in 2011 season
$1 invested = $3-14 return

Science with a human face

About ICRISAT: www.icrisat.org
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