

Title of case study	Adaptation to climate change impacts through diversification of farming systems
Name of organization(s)	ITC Limited
Business sector	Agriculture
Region(s) relevant to case study	<input type="checkbox"/> All regions <input type="checkbox"/> Africa and the Arab States <input checked="" type="checkbox"/> Asia and the Pacific <input type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input type="checkbox"/> South America
Country(s) relevant to case study	India
Adaptation sector(s) relevant to case study	<input type="checkbox"/> Business <input checked="" type="checkbox"/> Education and training <input checked="" type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
Adaptation activity	<p>ITC Limited is a public conglomerate company headquartered in India, engaged in four business segments: Fast Moving Consumer Goods (FMCG), Hotels, Paperboards, Paper & Packaging, and Agriculture Business. A large proportion of ITC's raw materials are agriculture-based. The impact of climate change on India's rainfed agricultural sector is quite complex, especially the adverse effect on soil, biodiversity and ecological regimes. ITC is using its 'Let's put India First' initiative to understand the impacts of climate change and has begun to undertake some risk management and adaptation measures. These include R&D to examine</p>

	<p>agricultural productivity and adaptation issues in collaboration with external expert groups, and educating and supporting farmers. ITC’s water conservation, watershed development and rainwater harvesting projects contribute significantly in improving the sustainability of its agri-related businesses.</p> <p>Through its e-Choupal initiative, ITC has also leveraged digital technology and customized extension services to empower farmers and raise rural incomes. Through this initiative, small and marginal farmers are offered a host of services related to know-how, best practices, timely and relevant weather information, transparent discovery of prices and more.</p> <p>This strategy is aimed at climate change adaptation by broad-basing the farmbased livelihoods portfolio of the poor. Initiatives have been spearheaded in five major areas: e-Choupal, wasteland development, soil and moisture conservation, value-added crop rotation and animal husbandry programmes. This strategy aims to reduce the disproportionate dependence of rural households on land for supporting livelihoods with the help of two initiatives: economic empowerment of women and community development.</p> <p>e-Choupal is designed to benefit farmers by enabling higher productivity, higher incomes and enlarged capacity for farmer risk management. Given the productivity challenges and the new threats emerging from climate change impacts, ITC’s e-Choupal is extensively engaging with farmers to promote sustainable and adaptive agricultural practices through a dedicated initiative titled the ‘Choupal Pradarshan Khet’. This customized extension service is aimed at bringing the benefits of agricultural best practices to small and marginal farmers.</p> <p>ITC’s e-Choupal network also serves as an effective rural marketing platform and, together with other channels established by ITC in rural markets, the network reaches remote villages in rural India. In recognition of the changing needs of rural India, new partnerships are being forged under the e-Choupal framework to help support microenterprises, as well as create new off-farm opportunities, through a recently created virtual rural employment platform. These innovations will continue to add value and build the resilience of the rural population to climate impacts.</p>
<p>Cost-benefit</p>	<p>In line with ITC’s commitment to its Triple Bottom Line objectives of contributing to building economic, social and environmental capital in India, the above strategies</p>

Disclaimer: These business cases have been cited to raise awareness about the engagement of the private sector in climate change adaptation. The information in the business cases has been provided either directly by the organization or obtained from a public source. The UNFCCC secretariat has not verified the information and takes no responsibility for it. Users are therefore advised to verify the information before they take any action relying on the information provided in the business cases.

	<p>have been adopted to both de-risk its various business operations and benefit from the emerging opportunities offered by climate change adaptation.</p>
<p>Case study source(s)</p>	<p>Business Leadership on Climate Change Adaptation: Encouraging Engagement and Action (PwC)</p> <p>ITC Sustainability Report 2008</p> <p>ITC Sustainability Report 2010</p>
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