

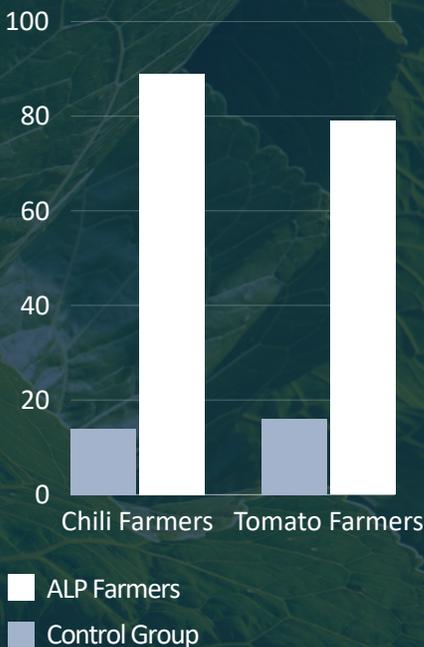


# Better Life Farming: India

An ALP Success Story

## Yield Increases

ALP trained farmers massively increased their crop yields, with ALP farmers achieving up to an **89% yield increase** compared to the control's 16%.



The Better Life Farming Alliance is a public-private partnership founded by Bayer, the International Finance Corporation (IFC), and Netafim to empower smallholder farmers with a plethora of advisory projects worldwide. In support of this mission, they provide higher quality agricultural inputs and increase capacity through educational programs like ALP: the Agribusiness Leadership Program.

In 2018, IFC collaborated with BLFA in India to strengthen supply chains and improve smallholder farmers' productivity by establishing more efficient and climate-smart agriculture practices. Working with BLF partners Bayer Crop Science, Netafim, DeHaat, and Yara Fertilizers, the initiative addressed last-mile delivery challenges, enhanced agricultural extension services, and improved a network of micro agri-entrepreneurs (AEs).

## ALP Best Practices include...



### Inventory Management

Following these practices significantly helped to prevent running out of stock, improve customer loyalty, and decrease inventory costs.



### Business Planning

Techniques like goal setting, liability estimation, forecasting, and resource allocation helped AEs to improve overall sales revenue.



### Cash Flow Management

This practice helped AEs deal with upcoming cash surpluses or shortages by learning how to increase cash inflows to raise sales volumes or revenues.

## Improving the Capacity of Rural AEs

Throughout the project, Syngenta trainers facilitated sessions on the Agricultural Leadership Program (ALP), Climate-Smart Agriculture (CSA), as well as gender modules. The training was delivered to 840 Agricultural Entrepreneurs (AEs), far surpassing the initial target of 500. Of these, 494 AEs have embraced key recommended practices, such as developing business plans, maintaining financial records, budgeting, tracking inventory, and ensuring sound cash flow management. Those who adopted at least 7 practices saw tangible results. They reported an impressive 19% increase in sales revenue and the average number of farmers purchasing inputs or receiving advisory services from AEs grew by 55% post-training.



*“[AEs] visit us regularly and provides us with a wide range of services—from climate smart agriculture training on use of agri-inputs and intercropping, which has helped us grow diverse crops, to pest management, and even keeping us informed about market prices so we can sell our produce fairly.” ”*

Ramawali Singh



## Chitrlekha’s Story

Chitrlekha Devi is a smallholder farmer from who ran an agri-inputs shop with her husband, Koleshwar Prasad. It had negligible advisory to improve the quality of the products they stocked resulting in low earnings and a small customer base. In 2020, Chitrlekha trained with the IFC-BLFA Good Agriculture Practices initiative, and set up a BLF Center and a Model Farm behind her home. In 2022, Chitrlekha completed the ALP trainings and applied the practices she was taught. With an initial investment of only \$4900, Chitrlekha’s BLF Center went on to have a yearly sales revenue of \$14,664 and a customer base of 1000 farmers across 10 villages.

## Supporting the Adoption of Climate Smart Agriculture Practices

The project successfully built the capacity of 157 staff from BLFA member companies, including Bayer, Netafim, Yara, and DeHaat, to train farmers on climate-smart agriculture (CSA) practices. A total of 30,319 farmers were trained on CSA practices, including water management, crop input usage, integrated pest management, and intercropping. Among them, 6,220 were female farmers (surpassing the target of 5,000). As a result, CSA practices were adopted on 22,922 farm plots, more than doubling the initial target of 10,000 and contributing to improved farm productivity and increased income. Notably, 54% of farmers adopted at least two of the four recommended CSA practices, while 45% implemented three.

## Good for Smallholders, Good for Business

Furthermore, IFC advisory helped BLFA partners work in remote regions, expanding their market and overall visibility of their brand while improving their connection with underserved farmers. Bayer, Yara, Netafim, and DeHaat confirmed that IFC’s advisory support contributed to their market share expansion in project states by 5-20% and increased sales revenue from their respective business lines by 5-25%.

**To find out more about ALP, please contact:**

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Creating Markets, Creating Opportunities

