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PepsiCo India Claims Success In Direct Seeding Technique Trials

FW BUREAU
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PepsiCo India today shared the results of its successful trials on direct seeding for paddy cultivation. This direct seeding technique has shown to reduce water consumption by 40 per cent (1,000 kl/acre) and production costs by over Rs 1,000 per acre. The trial fields that were cultivated using this technique are currently in the process of being harvested.

The last leg of the trials was conducted by PepsiCo India in partnership with farmers in Jallowal on 20 acres of land. Prior to this, the company has carried out trials to reduce water consumption during paddy cultivation at its own R&D farms at Jallowal for over three years.

Generally, paddy is grown by planting seeds in a small nursery and manually transplanting the paddy saplings after about four weeks to the main cultivation area. This 'puddle irrigation' requires high consumption of water.

However, this methodology

has shown to substantially reduce water consumption and production cost.

PepsiCo India Executive Director Exports & External Affairs, Abhiram Seth, said, "Paddy cultivation is known to be very water intensive. Over a period of time, this has resulted in a decline of the water table in Punjab. In addition, farmers have been incurring high energy cost due to extensive running of the pump sets.

The company started this project three years ago. PepsiCo is working to share the results of the direct seeding trials with a larger community of farmers and would like to popularise this method in order to reduce water consumption and production costs during paddy cultivation."

PepsiCo has been carrying out several critical agricultural activities in the Punjab since 1989. It has introduced various new varieties and implemented improved cultivation methods for growing tomatoes and chillies for the Punjab farmers which have resulted in substantial improvements in yields. ♦