

Paddy cultivation

Direct seeding: Pepsico to cover 1,000 acres

Ity Jain

Jallowal, June 24

PEPSICO INDIA today announced the success of its innovative methodology of direct seeding for paddy cultivation at Jallowal.

Speaking on the occasion, Dr Sushil Sankhiyan, general manager (Agriculture), PepsiCo India, said, "Paddy cultivation is known to be water intensive. Over a period of time, this has resulted in decline of the watertable in Punjab. PepsiCo India, as a part of its effort to improve sustainability in Indian agriculture and to reduce water consumption, has introduced this unique technique of paddy cultivation through direct seeding. The technique has been accepted extremely well by the farmers."

In 2008, PepsiCo India aims to implement the methodology to over 1,000 acres of land nationally, reaching out to about 600 farmers.

Unlike puddle irrigation, the 'direct seeding' methodology, that sows the seeds directly in the fields, has shown a substantial reduction in water consumption and also in the production cost, he added.

Through this unique initiative, PepsiCo claims to have saved 30 per cent (900 kilolitre per acre) of water in the region and has also reduced the production cost by Rs 1,250 to Rs 1,450 as compared to traditional paddy cultivation.

The direct seeding method has not only reduced water consumption in the region, but has also helped farmers to refine their farming techniques and raise their farm productivity through the innovation.