

News monitored for: Pepsi - Corporate

# The Telegraph

calcutta, india

## THE POTATO CHAIN

**HOW SOME HOWRAH FARMERS HAVE ESCAPED THE CRISIS**

PepsiCo India Holdings has hired around 150 vendors to liaise with farmers who supply potato to its chips factory in Howrah. Picture shows one such vendor, Swarup Hazra, in Howrah's Binola village



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Pepsi helps the vendor get loans from the SBI. The money is distributed among farmers to buy seeds, pesticides and sacks. Picture shows farmers Mintu Koley, Baidyanath Das and Bhanuy Koley who deal with Hazra



7

The vendor pays the farmers, who are assured of a fixed price and a fixed demand and are shielded from the wild fluctuations in the open potato market

*Pictures by Sanat Kumar Sinha*



Pepsi buys the crop from Hazra. Although the price is fixed, Pepsi publicises the price among the farmers through text messages, handbills and voice calls so that the cultivators know what price to expect from the vendor. Pepsi pays the vendor separate facilitation charges



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The harvest is sold to vendors like Hazra. Picture shows farmers tending, not harvesting, the crop



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3

The farmers till the land according to specifications to grow what has come to be known as 'Pepsi aalu (potato)'

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The pesticides too are used in line with a Pepsi policy aimed at prevention of blight