

Syngenta dedicates a modern rural market for the people of Irkalgada, Karnataka

Koppal (Karnataka), January 26, 2021: To boost economic and social linkages, a modernized rural market was dedicated to the community at Irkalgada village on Tuesday. **This is one of Syngenta's first rural market under its I-CLEAN (Inculcating Cleanliness Learning, Education, Awareness and New Habits) initiative in collaboration with National Bank for Agriculture and Rural Development (NABARD) and the Department of Horticulture, Karnataka.**

The purpose of developing and modernizing such producer-area market is to ensure that they remain the focal point for displaying local produce to outside buyers. Besides, they provide a point where the bulking-up of produce can occur. This market will act as a model in the future as the authorities plan to develop more such markets in Koppal and other districts in the state.

The market includes 24 platforms with two roof sheds, six solar lights, six roof ventilators, a complete drainage system and cement roads surrounding the market with CCTV cameras installed to keep a watch on the market's activities. The use of wall arts and paintings has been done to create awareness among the villagers about hygiene, sanitation.

Inaugurating the project, **Karnataka's Agriculture Minister and District In-Charge Sri BC Patil** said, "This rural market is going to cater to nearly 200 traders predominantly from the farming community and 25 villages in and around Irkalgada." Sri Patil also thanked NABARD and Horticulture Department for partnering with Syngenta India to modernize the rural market.

One of the vital infrastructure upgrades made by the Department of Horticulture is to add a storeroom to the premises that will be developed into a cold storage facility in the future. This will help the produce be stored safely for a longer period of time and help meet the food requirements throughout the year and help fetch a better price for the crops.

Speaking on the occasion, **Mr Sanganna Amarappa Karadi, Hon'ble Member of Parliament from Koppal**, said, "The Central government is working hard to double farmer's income by 2022, and such facilities will help farmers in more ways to improve farm output and will help fetch better prices for their produce".

The I-CLEAN project has been implemented by the Sarvodaya Integrated Development Society (SIDS) an NGO based in Koppal. The Rural Haat Management Committee (RHMC) is being constituted and will have nominees from NABARD, NGO representative and local Gram Panchayat President and Panchayat Development Officer to ensure the maintenance and smooth functioning of the market.

Dr KC Ravi, Chief Sustainability Officer, Syngenta India, said: " there is a clear need to coordinate and partner the upgrading of rural markets so that the associated infrastructure and services are maximized to increase the income of farmers across the country. He said that this is the perfect example of a public private partnership where all stakeholders have come forward to achieve the objective of doubling the farmers' income.

Dr Ravi highlighted that Syngenta's I-CLEAN initiative is a social awareness and intervention program and is inspired by Prime Minister Sri Narendra Modi's '*Swachh Bharat Abhiyan*.' "Syngenta has been on the I-CLEAN journey since 2014, and so far have built 22 rural haats in Bihar and Karnataka benefiting over 200,000 people. Through this program, we have gone

beyond the mere construction of toilets. Our initiative helps and enables communities, particularly in rural and remote areas, to lead a dignified life". He further added that Syngenta also has a strategic partnership with the Confederation of Indian Industry (CII) to share our expertise and further develop these rural markets and link them to the "Haats to GrAM" Yojana of the Government of India.

About Syngenta

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world-class science and innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities.

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