

## Impact

# Impact - A Better Life



Spectrum International strives to change the mindset of its members and associates from one of intervention alone to one of impact on a consistent basis. While certain aspects cannot be measured, savings on the farm through better soil nutrition, better pest management and optimum water retention techniques have had a positive impact on the farmers' lifestyles.



## Accountable improvements for the farmers

**Adequate supply of nutrients** to the soil plays a crucial role in the growth of a healthy cotton crop and is also directly proportionate to a higher yield if conducted timely and in required quantities. Farmers generally practice 1 or 2 rounds of providing the nutrients through approved pesticides using the broadcasting technique, which leads to leaching of the nutrients with every irrigation cycle and not being available when the crop needs them the most. This leads to an increase in cost to the farmer along with lower yields.

With intervention from our on-ground experts, the farmers have started providing the nutrients in split doses for optimum utilisation with near root zone application, thereby reducing fertiliser costs by 7 - 8 percent and an increase in the yield by approx. 10 - 12 percent with every cycle. 96% farming land being rain-fed, the chances of improving

yield is very difficult. However, better soil moisture conservation for longer periods has been made possible with extensive training by way of mulching and inter-cropping techniques, resulting in the chances of increasing the yield by 5 - 7 percent.



Border crops, identification of good v/s bad pests, understanding of Economic Threshold Levels (ETL) for pesticides and usage of quality of pesticides/ insecticides all play a very important role towards pest management, better crop yield as well as lowering costs for the farmer. Our experts on-ground have enabled 86% of the farmers to invest in border crops and inter-crop plantation, about 78% farmers are now following ETL while using pesticides and 71% are consistently supervising the use of insecticides basis the norms, while 78% are now able to identify harmful v/s beneficial insect pests.



All these integrated efforts will make pest management more effective and reduce the quantum of insecticide used, helping the farmer save anywhere between Rs.3000 to Rs. 7000 per acre just on the pesticides cost, resulting in a positive impact on their income levels and a better social life. Apart from saving on the cost of production, this will help lead to preservation of the soil texture & structure hence bettering the environment with minimum disturbance to the soil and better yield as well a healthier crop for better long term impact.

