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To

Date: 14.05.2022

The Editor,

Sir,

I request that the following message may kindly be published in your esteemed daily:

**ITC Signed MoA with TNAU for improving crop water use efficiency in Bhavani River Basin**

ITC Ltd. through its CSR wing namely “Mission Sunehra Kal” is implementing Water Stewardship program in Karamadai block of Coimbatore. In this block, ITC has its PSPD (Paperboard and Specialty Paper Division) unit. ITC has kept its ambition to make the catchment area Bhavani river basin as water positive, currently the catchment is water negative and ITC through formal way is committed to make the basin water positive. In continuation of that, ITC is implementing this concept through creating water storage potential through formation of Water Harvesting Structures as well as educating farmers to optimize the water use in their respective crop. So, at one side ITC is creating option to store more rain water and, on another side, it augments water saving in the catchment through saving the water usage in particular crop.

In continuation with its objective to optimize the water usage in crops, ITC has partnered with TNAU through formal MoA. TNAU is technical partner of ITC in this project and acts as change agent to aware the farmers to save water through introduction of different agronomic practices as well as irrigation efficient technology. Till this time ITC has saved 8.5 Million Cubic Meter of water through optimizing water usage in the Karamadai catchment.

Dr. S. Pannerselvam (Director, WTC- TNAU) and Mr. S. Venkata Rao (Unit Head, ITC-PSPD, Coimbatore) has signed the contract on behalf of TNAU and ITC respectively. Other dignitaries in the event were Mr. Manish Kumar (Program Manager- ITC), Dr. Ravi Kumar (Professor, WTC-TNAU), Mr. Dinesh Moorthy (Program Executive- ITC) and Mr. S. Kthiresan (Director, NGO COODU)

“It’s a very good step taken by ITC to protect and rejuvenate one of our most important Natural Resource, i.e- Water and TNAU is committing its 100% support in achieving this goal. It will be the great service to tribal mass of Karamadai block in terms of water availability as well as farm income enhancement through agronomic support by TNAU”- Dr.S. Pannerselvam said in his

speech. “ ITC is serving the society in Karamadai since 2015 and till date we served more than 20,000 Households in the catchment to uplift their living standard and we are committed to continue it further”- Mr. Venkata Rao addressed in his speech. Finally all dignitaries wished bright future for this tie-up and program went well.

Public Relation Officer