



# ITC eChoupal

Integrating Farmers to the Value Chain

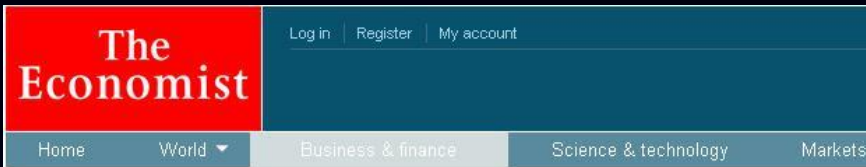
Colombo- October 30th, 2012

# The DNA of ITC





# 'Sustainability is integral to our business'



## Economics focus

### Worth a hill of soyabeans

How the internet can make agricultural markets in the developing world more efficient

Jan 7th 2010 | From *The Economist* print edition



## Hillary praises ITC green building, compares it with Taj Mahal

## A red beacon for green technology

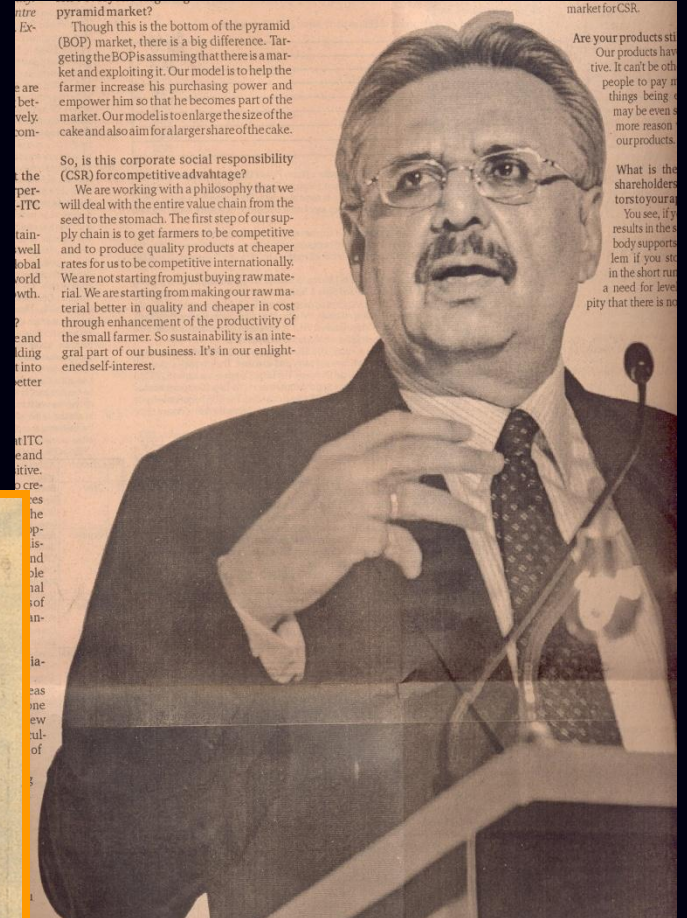
The ITC Green Center that Hillary Clinton visited last month is an early adopter of sustainable construction

'Look at our 360 degree approach, not just CSR'

## "We need to stress on triple bottomlines"



ITC is the only company of its size in the world to be carbon positive, water positive and solid waste recycling positive. That's a claim that has been certified, and one that its company Chairman YC Deveshwar can justifiably be proud of. That ITC has been a trailblazer in the green buildings arena in India is now established. Moumita Chakrabarti met him to understand his passion for green initiatives, including its iconic green centres and hotels.



## ITC gains membership to WWF's Global Forest and Trade Network



**“ I am greatly impressed by the role of e-choupals, a fine example of public–private partnership in agriculture. “**

**‘Experiments like e-choupal show the way forward in the application of modern science to the betterment of the life of the people. We need more such examples of entrepreneurial creativity.’**

# Triple Bottom Line Performance

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- Only Company in the world to be :

- ◆ **Carbon Positive**, sequestering 2 times its emissions.
- ◆ **Water positive**, generating 2 times freshwater resources than what it consumes.
- ◆ **Solid Waste recycling positive.**

- ◆ ITC's businesses generate livelihoods for over 5 million people.
- ◆ Compound rate of growth in Total Shareholder Returns of over 25 % in last 15 years

**Why is this so  
important ?**

Top 10% own 85 % of household assets

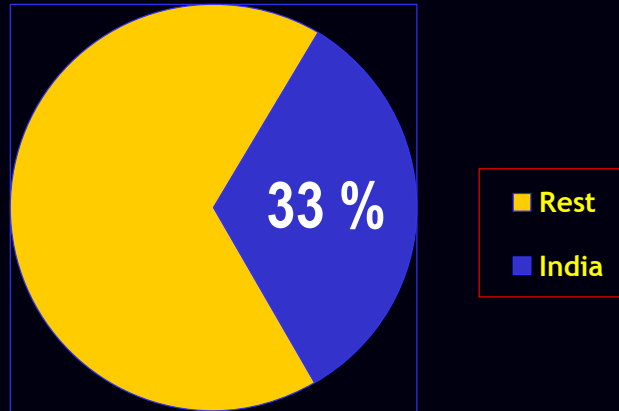
Bottom 50% own only 1 % of household assets

And

Top 10% account for 60 % of consumption

Bottom 50% account for just 2.5 % of consumption





India is home to 33 % of global poor

Mostly resident in Rural India

Under \$ 1.00

Under \$ 1.25

Under \$ 2.00

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_6502](https://www.yunbaogao.cn/report/index/report?reportId=5_6502)

