

PROJECT GREEN EARTH

Organic Farming & Environmental Protection Mission



About

Program Name: **Project Green Earth**

Theme: "**Organic Farming & Environmental Protection Mission**"

Start Date: **Jun 22, 2026**

End Date: **Jun 22, 2030**

SAVE SOIL • SAVE FOOD • SAVE FUTURE

1. Executive Summary

- IRDA Foundation, in collaboration with Kheti Bharat, proposes Project Green Earth, a large-scale Organic Farming & Environmental Protection Mission aimed at transforming agriculture through sustainable farming practices.
- The project seeks to educate and empower 1,00,000 farmers across Andhra Pradesh and Telangana, helping them transition from chemical-based farming to organic and natural farming methods.
- The initiative focuses on soil health, food safety, environmental conservation, farmer prosperity, and long-term agricultural sustainability.



2. Problem Statement

Excessive use of chemical fertilizers and pesticides has resulted in:

- Soil degradation
- Water contamination
- Reduced biodiversity
- Health risks to farmers and consumers
- Declining agricultural sustainability

Many farmers lack access to training, awareness, and market linkages required for successful organic farming adoption.

Without intervention, environmental contamination and health risks will continue to increase.

3. Project Overview

Project Name:

- **Project Green Earth**

Project Type:

- **Organic Farming & Environmental Protection Mission**

Implementing Organization:

- IRDA Foundation

Strategic Partner:

- Kheti Bharat

Project Duration:

- 5 Years

Target Beneficiaries:

- 1,00,000 Farmers

Project Value:

- ₹200 Crore

Coverage Area:

- Andhra Pradesh & Telangana.

The project aims to create a large-scale ecosystem that promotes sustainable agriculture, healthy food production, and environmental conservation.

4. Objectives

- Educate 1,00,000 farmers on organic farming practices. Water contamination
- Reduce dependency on chemical fertilizers and pesticides.
- Improve soil fertility and biodiversity.
- Promote healthy food production.
- Increase farmer income through sustainable agricultural practices.
- Create awareness about environmental conservation.
- Establish demonstration farms and training centers.

5. Beneficiaries

Primary Beneficiaries:

- 1,00,000 Farmers

Secondary Beneficiaries:

- Farmer Families
- Rural Communities
- Agricultural Workers
- Consumers
- Future Generations

6. Coverage Area

States:

- Andhra Pradesh
- Telangana

District Coverage:

- All major agricultural districts through phased implementation.

Priority Areas:

- Small Farmers
- Marginal Farmers
- Farmer Producer Organizations (FPOs)
- Women Farmers
- Youth Farmers

7. Budget

Total Project Investment:

- ₹200 Crore

Budget Allocation:

- Farmer Training & Capacity Building – ₹40 Crore
- Demonstration Farms – ₹25 Crore
- Awareness Campaigns – ₹20 Crore
- Technology & Monitoring Systems – ₹15 Crore
- Organic Certification Support – ₹20 Crore
- Farmer Field Schools – ₹25 Crore
- Market Linkage Development – ₹20 Crore
- Project Management & Operations – ₹35 Crore

8. Implementation Plan

Phase 1:

- Awareness & Farmer Mobilization

Phase 2:

- Training & Capacity Building

Phase 3:

- Demonstration Farms Setup

Phase 4:

- Organic Farming Adoption

Phase 5:

- Certification & Market Linkages

Phase 6:

- Impact Measurement & Expansion

9. Monitoring & Evaluation

A centralized monitoring system will track:

- Farmers Registered
- Farmers Trained
- Acres Converted to Organic Farming
- Reduction in Chemical Usage
- Increase in Farmer Income
- Environmental Impact Indicators

Quarterly and annual reports will be shared with CSR partners and stakeholders.

10. Expected Impact

- 1,00,000 Farmers Educated
- Significant Reduction in Chemical Usage
- Improved Soil Health
- Enhanced Food Safety
- Increased Farmer Income
- Environmental Conservation
- Sustainable Agricultural Ecosystem
- Improved Public Health Outcomes

11. Sustainability Plan

- Establish District Organic Resource Centers
- Develop Farmer Mentor Networks
- Strengthen Farmer Producer Organizations
- Create Organic Market Linkages
- Build Long-Term Knowledge Platforms
- Promote Community-Led Organic Farming Ecosystems

12. CSR Partnership Opportunities

CSR partners can support:

- District-Level Farmer Education Programs
- Organic Farming Training Centers
- Demonstration Farms
- Women Farmer Empowerment Programs
- Technology Platforms
- Farmer Certification Support

Benefits to CSR Partners:

- ESG Compliance
- Environmental Impact
- Rural Development
- Sustainable Agriculture Promotion
- Measurable Social Outcomes
- Brand Visibility & Recognition

Vision Statement



"To create a healthier future by empowering farmers to adopt organic farming practices, protecting our soil, preserving our environment, and ensuring safe food for future generations."