

Better Habitat Conservation



Kernail Singh is a Better Cotton farmer from the village of Deon in Punjab, India, who has been growing cotton and wheat on his 8-acre plot of land for the past fifteen years. It's common practice in the region for farmers to burn the wheat stubble and other crop residue on the farmlands after a harvest. Some of the down sides of this practice are cotton seedlings are harmed, earthworms do not survive, and soil loses its moisture quickly.

To help raise awareness around conserving habitats, BCI's Implementing Partner (IP) Ambuja Cement Foundation ran a campaign to end stubble and crop residue burning in Kernail's village. The campaign persuaded Kernail not to burn his farmland. Instead, he agreed to plough the stubble into the same field and mix the crop residue into the soil, and saw positive changes on his farm: cotton seedlings were healthier, earthworms helped improve soil quality, and the soil held its moisture much longer. All good news for improved cotton crop productivity.

Kernail shared his positive experience at the campaign's Learning Group meetings, and motivated an additional 80 farmers in his village working around 600 acres to no longer burn their crop residue. He is now a leader for the farmers, managing a team who support him. They in turn motivate others to end the practice of burning crop residue. Kernail has also been nominated to join the board of directors of the Farmers' Producers Company.

The Ambuja Cement Foundation campaign has benefitted hundreds of Indian cotton farmers who are enjoying the results of richer soil content, more moisture, better germination, increased soil ph value, better productivity, less pollution and a better natural habitat.

