

Government of Maharashtra and Godrej Agrovat Join Hands to Empower 8,000 Cotton Farmers

January 20, 2026; Godrej Agrovat Limited (Godrej Agrovat), a leading agri-business company, today signed a Memorandum of Understanding (MoU) with the Department of Agriculture – Government of Maharashtra to launch an initiative titled “Empowering Rural Cotton Farmers by Promoting Good Agricultural Practices and Integrated Pest Management”. Covering 100 villages across major cotton growing districts including Ahilyanagar, Akola, Amravati, C. Sambhajinagar, Beed, Buldhana, Chandrapur, Dhule, Jalgaon, Jalna, Nagpur, Nanded, Nashik, Parbhani, Wardha, and Washim, it will handhold 8,000 cotton farming households.

Studies indicate that unchecked weed growth can lead to economic losses of 30 percent to 50 percent in cotton production, making effective weed management and crop protection critical for profitability. Hence, through this initiative Godrej Agrovat will provide hands-on guidance on Good Agricultural Practices (GAP), Integrated Pest Management (IPM) and scientific weed control for cotton growers throughout the crop cycle – from seed treatment to irrigation, nutrition and crop protection. The partnership will also help farmers unlock government welfare schemes ensuring that 6,000 farming households apply for social security applications and at least 4,000 receive two government benefits.

To enhance the implementation, company will be mobilising the District Agriculture Offices, ATMA centres and Krishi Vigyan Kendras and also women-led Self Help Groups.

Commenting on the signing of MoU, Hon. Chief Minister of Maharashtra, Shri Devendra Fadnavis, said, “Cotton farming is lifeline of our state’s agricultural economy. With cotton farmers deserving every opportunity to thrive, this partnership with Godrej Agrovat is a step towards enabling farmers adopt sustainable agriculture practise amidst the changing agricultural dynamics. By integrating modern practices, we are ensuring that our cotton farmers not only secure their income but also uplift the state’s agricultural economy.”

Shri Dattatray Vithoba Bharné, Hon. Minister of Agriculture, Government of Maharashtra commented, “Today’s MoU reflects our government’s commitment to supporting farmers through agronomic guidance and making it easy for them to access social security schemes implemented for their welfare. By working closely with Godrej Agrovat, we aim to ensure that cotton farmers are better informed, better supported and able to benefit from our programs.”

“The MoU provides a structured framework for collaborating between the government and private sector,” said **Additional Chief Secretary, Department of Agriculture** xxxx. “Our aim is to enable cotton farmers improve crop health and foster resilience within cotton-growing communities. Hence through this initiative, teams will deliver structured training, on-ground support and continuous monitoring to enable our farmers take timely agronomic decisions. We are committed to innovation and implementing farmer-centric policies that drive sustainable growth.”

Sunil Kataria, CEO & MD, Godrej Agrovat, commented, “The initiative announced today is not only about improving productivity but also creating shared value by enhancing livelihoods. Working closely with Government of Maharashtra and teams, our aim is to deliver practical solutions that make farming more efficient and, profitable and future ready. At Godrej Agrovat, we remain committed to providing crop protection solutions that are not only sustainable but also uplifting the farming families.”

Rakesh Swami, Group President – Corporate Affairs, Godrej Industries Group, said ,“This initiative reflects Godrej Industries Group’s long-standing commitment to inclusive and sustainable rural development, rooted in responsible business practices. By integrating agronomic expertise, stewardship and structured capacity building, the focus is on enabling meaningful behaviour change at the farm level. Such collaborations help align on-ground interventions with national and state agricultural priorities, while creating lasting value for farming communities through improved practices, resilience and stronger livelihoods.”

The initiative marks a significant step towards building a resilient cotton farming ecosystem in Maharashtra. By combining the reach of government departments on-ground and Godrej Agrovat’s expertise, the initiative aims to drive a behaviour change through continuous engagement thereby reducing the economic risks and improving the long-term sustainability of cotton farming.

About Godrej Agrovat:

Godrej Agrovat Limited (GAVL) is a diversified, Research & Development focused food and agri-business conglomerate, dedicated to improving the productivity of Indian farmers by innovating products and services that sustainably increase crop and livestock yields. GAVL holds leading market positions in the different businesses it operates - Animal Feed, Crop Protection, Oil Palm, Dairy, Poultry and Processed Foods. GAVL has a pan-India presence with sales of over a million tons annually of high-quality animal feed. Our teams have worked closely with Indian farmers to develop large Oil Palm Plantations, which is helping in bridging the demand and supply gap of edible oil in India. In the crop protection segment, the Company has strong presence in the B2B segment through its subsidiary Astec LifeSciences and through its extensive distribution network pan-India delivers innovative agrochemical offerings catering to the entire crop life cycles. In Dairy, Poultry, and Processed Foods, the company operates through its subsidiaries Creamline Dairy Products Limited and Godrej Foods Limited. Apart from this, GAVL also has a joint venture with the ACI group of Bangladesh for animal feed business in Bangladesh.

For more information on the Company, please log on to www.godrejagrovat.com.

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