nucleus
The Analytics Society of SSCBS

ITC Limited

Memorandum of Understanding

This Memorandum of Understanding (herein referred to as MoU) sets out to outline the terms, conditions and understanding between **Nucleus - The Analytics Society of Shaheed Sukhdev College of Business Studies, University of Delhi,** and **ITC Limited**, under which the operations of the Live Project(s) will be carried out.

The MoU will remain effective for the duration of **1 month** starting from **1st July 2025** to **31st July 2025**.

The deliverables offered by Nucleus, SSCBS:

1. Engage in multiple projects throughout the duration of the collaboration
2. Working in groups to carry thorough research across various challenges listed for ITC's Agri-Business Division (ABD)
3. The project details are as follows:

Problem Statement 1: Export/domestic opportunity of Niche rice varieties/Organic Basmati Rice varieties.

Project Objective

To develop an export analysis for niche rice varieties from India by understanding domestic cultivation areas, leading exporters, port wise and variety export data, and international demand trends. The focus is on identifying key export opportunities, understanding buyer connect for both nice rice varieties (Jeerakashala rice/ Sona Masuri Rice/ Kolam Rice/ Brown rice etc.) and Organic basmati rice (IPM certified for Europe customers)

Key deliverables

1. **Export markets and volume analysis**
   - Study export data of niche rice varieties (port wise/variety wise/ volume wise)
   - Identify niche rice varieties getting exported from India, organic IPM basmati rice to Europe
   - Understand/analyze India's domestic market capacity for these niche rice varieties

2. **Customer segmentation and demand mapping**
   - Identify key international customers for niche rice and organic IPM basmati rice (Europe focused)

- Assess the buyer preference by rice type and market segment
- Classify potential customers by geography and volume

3. **Import volume trends**
   - Gather customer specific import volume data for the past three years
   - Analyze year wise and region wise (country wise) import data/top players' import volume trend

4. **Customer contact profiling**
   - Compile detailed contact information (Email and phone number) for potential buyers
   - Maintain a live tracker updated daily to monitor communication and lead progress Final output and recommendations

Final output & Recommendations

1. **Target market identification:** Shortlist top buyers of the niche rice and organic IPM basmati rice with demand potential
2. **Export plan:** Propose preferred rice varieties, target ports, and leading buyers per regions
3. **Presentation and summary report:** Deliver a concise export roadmap including key finding, buyer list and domestic potential of nice rice varieties and organic IPM rice

Problem Statement 2: Tomato Sourcing Strategy in Madhya Pradesh

Project Objective

To develop a sourcing strategy for tomato in Madhya Pradesh by analyzing production zones, varieties, crop cycles, buyer ecosystem, and price trends. The goal is to identify potential sourcing areas and define procurement targets for the first operational year.

Key Deliverables

1. **Area, Production & Yield Analysis**
   - Collect district-wise data on area under tomato cultivation.
   - Analyze production volumes and yield (MT/Ha).
   - Identify major tomato-growing belts in Madhya Pradesh.
   - Prepare a visual map highlighting high-potential districts.

2. **Variety-Wise Segmentation**
   - Document commonly cultivated tomato varieties across regions.
   - Classify varieties by type (desi/hybrid, table/processing).
   - Map specific varieties to their preferred cultivation zones.

3. **Crop Calendar: Sowing Window & Harvesting Cycle**
   - Prepare crop calendar for tomato (Kharif, Rabi, Zaid seasons).
   - Identify sowing and harvesting periods for each region.
   - Highlight overlap with demand windows and market cycles.

4. **Buyer Mapping**
   - List major current buyers (processors, traders, exporters).
   - Identify large processors or institutional buyers sourcing from MP or nearby states.
   - Document local market demand drivers.

5. **Market & Mandi Linkages**
   - Map nearby APMCs and private mandis in key tomato regions.
   - Assess connectivity, price transparency, and infrastructure.
   - Identify preferred mandis for smallholder farmers.

6. **Arrival & Price Trend Analysis**
   - Compile historical tomato arrival data from key markets (last 3 years).
   - Analyze price trends, seasonal fluctuations, and peak demand months.
   - Identify periods of surplus and distress selling.

Final Output & Recommendations

a. **Sourcing Zone Identification:** Clear identification of 3–4 target districts for tomato procurement operations.
b. **Year 1 Operational Target:** Recommended procurement volume, season window, and sourcing model.
c. **Presentation & Report:** A final presentation summarizing the findings along with a short strategy report to guide implementation.

Problem Statement 3: Biomass Sourcing Strategy

Project Objective

To assess the availability, procurement mechanisms, and commercial ecosystem of biomass in key agricultural regions. The project aims to identify biomass availability from major crops, viable sourcing models from farmers, and current industry players involved in biomass procurement.

Key Deliverables

1. **Identify Biomass Available per Crop**
   - Estimate biomass yield (in tons per acre/hectare) for major crops such as paddy, wheat, maize, soybean, mustard, etc.

- Differentiate between types of biomasses (straw, husk, stalks, shells, etc.).
- Map crop-wise and district-wise biomass potential.

2. **Ways to Buy Biomass from Farmers**
   - Explore direct procurement models (from individual farmers or through FPOs).
   - Study contract models, spot purchase mechanisms, and collection centers.
   - Analyze enabling factors: harvesting methods, baling units, transportation logistics, and storage.

3. **Companies Buying Biomass**
   - Identify companies active in biomass procurement (power plants, biofuel units, briquette manufacturers, etc.).
   - Document procurement models used by these companies.
   - Map their locations and sourcing geographies.
   - Understand quality specifications and pricing benchmarks.

Final Output & Recommendations

1. Summary of biomass availability by crop and region.
2. Recommended procurement models suited to regional conditions.
3. List of active companies with contact details and sourcing footprints.
4. Presentation and report outlining strategy for engaging in biomass sourcing.

Problem Statement 4: Leveraging Government Schemes for Farmers and FPOs in Madhya Pradesh

Project Objective

To identify and analyze key government schemes in agriculture that can be availed by farmers and Farmer Producer Organizations (FPOs) in Madhya Pradesh. The project aims to build a structured guide on eligibility, benefits, application process, and institutional touchpoints. It will also highlight the strategic advantages ITC can gain through facilitation and convergence of these schemes.

Key Deliverables

1. **Understanding Key Government Schemes in Agriculture**
   - Compile a list of relevant Central and State Government schemes for farmers and FPOs in MP.
   - Categorize schemes under input support, infrastructure, market linkage, capacity building, insurance, irrigation, mechanization, and post-harvest management.
   - Highlight flagship schemes such as PMFBY, PMKSY, NMSA, MIDH, Agri Infrastructure Fund, e-NAM, etc.

2. **Process of Availing Schemes: Step-by-Step Guide**
   - Document the application process, timeline, documentation, and verification steps.
   - Develop a checklist for FPOs to prepare their proposals/documents.
   - Note differences between online and offline application channels.

3. **Institutional Touchpoints: Whom to Approach**
   - Identify key departments: Agriculture, Horticulture, NABARD, District Industries Centre, SFAC, NRLM, etc.
   - Mention district-level functionaries (Deputy Director Agri, ATMA, DDM-NABARD, etc.).
   - Provide contact directories or portals for scheme access (e.g., MP Agri Portal, Agrisnet, DAFMP, etc.).

4. **Strategic Benefits for ITC**
   - Explain how ITC can leverage schemes to support farmers with input kits, irrigation support, machinery, or aggregation infra.
   - Assess opportunity to reduce operational costs, increase loyalty, and deepen farmer engagement.
   - Highlight scope for collaboration under CSR or convergence projects, improving goodwill and compliance.
   - Showcase pilot-level success stories if any, from similar engagements.

Final Output & Recommendations

1. A scheme handbook with summaries of each scheme and benefits applicable to MP.
2. Guidebook on how to apply and what documentation is needed.
3. List of district and state-level contact persons or offices to approach.
4. Recommendations on top 5 schemes ITC should pursue actively through FPOs.

The deliverables offered by ITC Limited:

1. Certificate of internship for each member from Nucleus, SSCBS associated with the project

The following members from **Nucleus, SSCBS** will be undertaking the assigned tasks:

S. No.	Name
1	Akshat Soni
2	Anvi Chugh
3	Aryan Goyal
4	Junit Garg
5	Kavy Rastogi
6	Pari Kalra
7	Pavani Chandhok
8	Poorvi Khanduja
9	Rohit Sinha
10	Saanvi Arora
11	Saksham Joshi
12	Samriddhi Chandran
13	Shourya Chourasiya
14	Ujjwal Jain
15	Vanshika Jain

This MoU also implies a clause of confidentiality between the two involved parties declaring that no information, including any data or resources, furnished as a part of the live project shall be used or shared to any party outside of the agreement unless agreed upon.

Teacher in Charge (Nucleus, SSCBS)

Mr. Kapil Malviya
(Manager, Agri-Business Division – ITC)

Abhishek Sharma
Operations - Manager
ABD - Bhopal.