

## **New Holland Agriculture joins hands with the Indian Agricultural Research Institute to fight stubble burning**

*New Holland embarks on a three-year project classified as “Customization of Appropriate Technologies and Practices for Eco-friendly and Economical Management of Crop Residue”, by signing a Memorandum of Understanding (MoU) with the national institute for agricultural research, education and extension.*

New Delhi, 20<sup>th</sup> November, 2018

New Holland Agriculture, a brand of CNH Industrial, has initiated a three-year pioneer project, in partnership with the Indian Council of Agricultural Research (ICAR) and the Indian Agricultural Research Institute (IARI), which launched the initiative with the aim of helping farmers towards an eco-friendly uses of crop residue.

India generates some 620 million tonnes of crop residue annually, which has significant nutrient potential. The disposal of crop residue, generated in large quantities, has become a hazard as a result of on-farm burning which reduces land productivity due to its negative effects. Crop-residue burning also results in haze, leading to the outbreak of breathing ailments, particularly in northern India. The on-farm burning of crop residues has intensified in recent years as low cost and easily adaptable technologies for its handling and management are unavailable, and the window between harvesting one crop and sowing the next is extremely short.

In order to prevent the resultant pollution, this three-year project is focused on researching and developing a sustainable and economically-viable crop residue management strategy in the form of a sustainable business model. Dr. Indra Mani, Head of the Division of Agricultural Engineering ICAR-IARI will lead the project. In addition to funding the entire project, New Holland Agriculture will offer its straw management equipment for research and also provide the technical input to develop a holistic straw management solution, offering technologies for crop residue management.

Raunak Varma, Country Manager for India & SAARC at CNH Industrial, commented: “We are delighted to collaborate with ICAR-IARI in the common goal of protecting the environment and future of agriculture in India. As the global Clean Energy Leader since 2006, New Holland Agriculture is specialized in providing solutions that contribute to the fight against environmental pollution, and with the signing of this MoU, it has taken one step further towards its quest of finding effective and sustainable solutions for straw management.”



Bimal Kumar, Sales and Marketing Director for New Holland Agriculture in India, added: “The practice of crop residue burning in the fields is one among the many causes of air pollution in India and it also adversely affects the quality of the soil. With its machinery, such as **Tractors, Combine Harvesters with Chopper, Rakes, Balers, Happy Seeders, Shredo Mulchers and MB Ploughs**, New Holland has the capability to support Indian farmers with equipment that can really help them generate revenues from the stubble left on the land after harvesting, encouraging a more responsible management of the crop residue instead of burning it.”

New Holland Agriculture is the market leader in crop residue management with its advanced solutions. It is also industry leader in biomass collection for power generation by paddy straw and other crop-residues and cogeneration from cane trash in sugar mills. In just one paddy season, each New Holland BC5060 square baler can help produce enough electricity for around 950 rural homes for one year.

New Holland Agriculture aims at helping farmers, contractors and agribusinesses around the world to increase their productivity with more efficient use of precious resources in all aspects of crop production and harvesting.

*New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit [www.newholland.com](http://www.newholland.com)*

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