



CNH Expands Sustainable Environment Solution (SES) Program to Prevent Stubble Burning and Promote Environment Conservation in South India

- CNH has expanded its SES initiative across key farming regions in South India, promoting sustainable crop residue management through mechanised baling.
- The initiative has enabled baling of over 60,000 tonnes of paddy straw, preventing an estimated 97,000 tonnes of CO₂ emissions while creating value for farmers.
- Through technology, training, and field demonstrations, the program is driving the adoption of sustainable farming practices.

CNH, a global leader in agriculture and construction equipment, announced the launch of its CSR initiative, Sustainable Environment Solution, across key agricultural regions in South India. The project has been introduced in Sindhanoor and Hubli in Karnataka, Gudur Manal in Nellore, Andhra Pradesh, and Lalgudi in Tiruchirappalli, Tamil Nadu.

SES focuses on agricultural extension and farmer capacity building to address the

challenges of crop residue management. The initiative aims to **reduce air pollution** caused by open field burning while encouraging farmers to adopt efficient and sustainable alternatives through **mechanised baling solutions.** The program builds on CNH's ongoing efforts across multiple regions in India such as UP, MP, Haryana, Bihar, Punjab, Chattisgarh, Maharashtra, Uttarakhand where it has been implemented to promote sustainable crop residue management and reduce stubble burning.

Speaking about the initiative, **Narinder Mittal, President and Managing Director, CNH India** said, "Sustainable Environment Solution program reflects our commitment to **responsible growth and sustainable agriculture.** Managing crop residue efficiently plays a vital role in reducing environmental challenges and supporting long-term farm sustainability. Through this initiative, we aim to **minimise stubble burning** in a way that



lowers air pollution, improves resource utilisation, and creates a sustainable model for crop residue management in partnership with the farming community. At CNH, we remain focused on advancing sustainable farming solutions that support the farming community and the environment."

The program was successfully implemented in northern India marking a significant change into the agricultural practices by enabling large-scale adoption of baling and reducing instances of stubble burning while also enabling farmers to earn additional income by selling the residue to industries and power plants. The crop residue is being used to produce electricity and methane for automobiles, contributing simultaneously to cleaner energy generation and a



healthier environment.

The project's successful model in village Kallar Majri in Punjab which set benchmarks of zero stubble burning was recognized by the Prime Minister of India during his Mann ki Baat program in 2018. Cumulatively since inception of project approx. 60,000 tonnes of paddy straw have been baled, preventing approx. 97,000 tonnes of CO₂ emissions. The initiative aims to reduce open field burning to lower air pollution and greenhouse gas emissions, while improving stubble management through efficient collection, storage, and transportation, and encouraging the reuse of crop residue for composting, animal feed, and biofuel production. With economic incentives, such as carbon credits and utilization of by-products, the program is



beneficial for both, the environment and agricultural communities.

The project will be implemented through a structured, multi-stage approach, including the **deployment of complete baling infrastructure such as tractors, balers, rakes, and slashers** to enable end-to-end mechanised solutions for farmers. This will be supported by **awareness campaigns and capacity-building** program through workshops and field demonstrations, focusing on the environmental and economic benefits of the program. The company, through the expansion of this program, reinforces its commitment to **preventing crop stubble burning** through and promoting environmentally responsible farming practices.