

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (“MOU”) is executed at New Delhi on 14<sup>th</sup> September, 2021 (“Execution Date”)

By and Between

**Department of Agriculture and Farmers Welfare, Ministry of Agriculture & Farmers Welfare** having its registered office at Krishi Bhawan, Rajendra Prasad Road, New Delhi, India-110001(hereinafter referred to as “Department of Agriculture”) which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns); of the ONE PART  
Department of Agriculture and Famers Welfare, Krishi Bhawan, New Delhi-10001,

AND

**ITC Limited**, a Company within the meaning of the Companies Act, 2013, having its registered office at “Virginia House” 37 Jawaharlal Nehru Road, KOLKATA- 700071, (West Bengal) engaged, inter-alia, in agri business through one of its business divisions called AGRI BUSINESS DIVISION having its Divisional Headquarters at Grand Trunk Road, Guntur- 522004 (hereinafter called “ITC” which expression shall mean and include its assigns and successors- in business) of the OTHER PART

### BACKGROUND:

I. The Department of Agriculture and Farmers Welfare (DA&FW), a branch of the Government of India, is the apex body for formulation and administration of the rules and regulations and laws related to agriculture in India. The three broad areas of scope for the Ministry are agriculture, co-operation and farmers welfare. Department of Agriculture, Co-operation and Farmers Welfare's responsibilities are assigned to it in the Government of India (Allocation of Business) Rules, 1961 as amended from time to time. Co-operation in this context refers largely to promote farmer co-operative movements. The Department's focus has now shifted to improving the farmers' welfare and a goal has been set to double the farmers' incomes. The administrative head of the DA&FW is the Secretary of the department.

(A) ITC has earlier pioneered a unique internet-based initiative called the “e-Choupal” network (hereinafter called e-Choupal) for making various goods and services available in rural areas and for disseminating various crop advisory information to benefit farmers. ITC has been enhancing the versatility of e-Choupal with appropriate technological up gradation from time to time. Presently, ITC is in the process of developing e-Choupal in the form of a mobile application.

(B) The Parties recognise the capabilities, interests, and resources that each Party brings; and are exploring the possibility of bringing together their capabilities and resources to further the joint ambitions in implementing digital agriculture solution to be developed in farm management and farmer services that can directly help farmers as provided in Exhibit A. (the “Project”). The focus of the Ministry is to build AgriStack, evolve National Farmer's database, create a unified platform for farmers to provide them end to end services across the agriculture food value chain (like crop analysis to post harvesting and e-marketplace) to support Govt's vision of Doubling Farmer's Income. This would further enable bringing together the larger ecosystem of stakeholders including MSME's to build solutions for farmers/farms on the common data platform owned by States and Central ministries. ITC intends to contribute to the Government's Agri Stack by submitting the proposals mentioned in Exhibit A, which can be considered for mentioning in the proposed digital agricultural platform.