



#WorldFoodDay 2023 shines a spotlight on water as the foundation for life and food. The campaign raises awareness worldwide about the importance of managing water wisely as the availability of this precious resource is threatened by rapid population growth urbanization, economic development, and climate change.

**Let's hear from SBN #LK members who took
#WaterAction and became #FoodHeroes!**



Over the years, Cargills through the Sarubima fund, has actively supported the **implementation of water purification initiatives** and **drinking water facilities** as a part of its commitment to community development. This year, Cargills with an investment of Rs 25 million has carried out several projects to provide school children with access to clean drinking water.

The Sarubima Fund is dedicated to uplift the lives of the farming community, which also includes providing educational scholarships for their children. Cargills contributes 50 cents to the Sarubima Fund for each kilogram of fresh produce and every litre of fresh milk purchased from local farmers.



Govi Mithuru is an innovative agricultural product designed to empower farmers with knowledge about sustainable farming practices. It provides farmers with information on crop management, soil health, and pest control through a user-friendly mobile application and an Interactive Voice Response (IVR) system. By promoting good agricultural practices, Govi Mithuru helps farmers reduce the use of harmful chemicals, **conserve water**, and minimize soil degradation. This not only increases crop yields but also contributes to environmental sustainability by reducing the environmental impact of farming activities. Overall, Govi Mithuru is a valuable tool in fostering environmentally conscious farming practices.

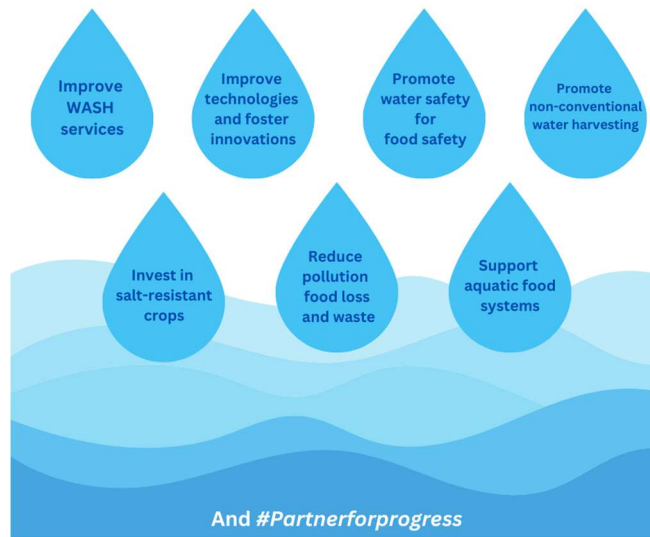


CBL's introduction to an award-winning, in-house developed field support app called '**SmartAgro**' facilitates communications with farmers including administrative work and CBL is currently working on adding weather forecasts to the app, this will help over 21,000 farmers CBL works with to increase their yield and reduce harvest losses. CBL enhances their resilience towards **water scarcity** through Growing Crops on Correct Planting Window, Introducing Water-Efficient Crop Varieties and Crop Residue Management initiatives. Through these initiatives, CBL ensures to: **Enhance water use productivity**, reduce crop duration, and **maximize water use efficiency** and enrich soil quality to enhancing the soil's water holding capacity.

Through the careful selection of **water-smart plant varieties**, CBL is fostering a more resilient and eco-conscious farming landscape, which boosts agricultural productivity while conserving water, addressing the pressing challenges of water scarcity in dry zones. CBL's contributions to #wateraction not only conserves water but also promotes soil fertility, paving the way for bountiful harvests while preserving precious natural resources.

Private Sector & #WaterAction – But how?

Private companies need to become water stewards ensuring the use of water that is socially and culturally equitable, environmentally sustainable, and economically beneficial.



WATER HEROES ARE #FOODHEROES

Every one of us can take water action for the future of food, people and the planet.

This year, World Food Day focuses on water heroes as #FoodHeroes who are driving water action for the future of food, people and the planet. Let's adopt a sustainable lifestyle and lead with example.

Make #WorldFoodDay YOUR day



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