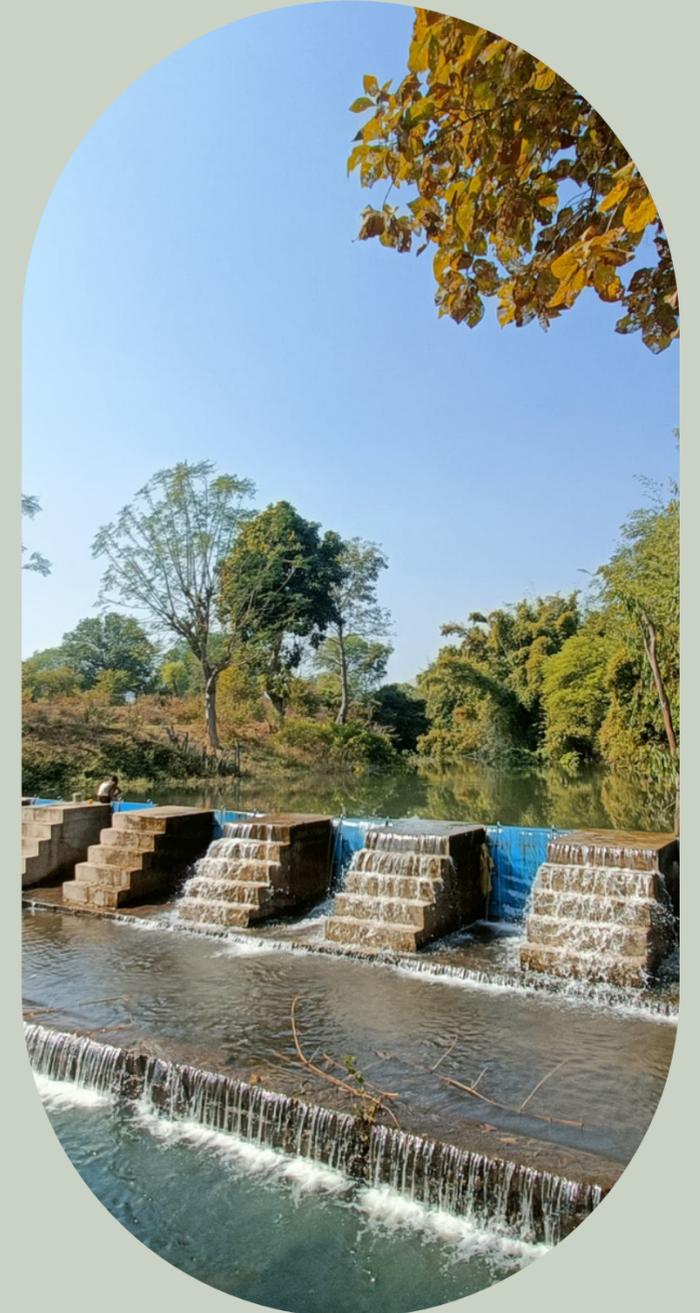
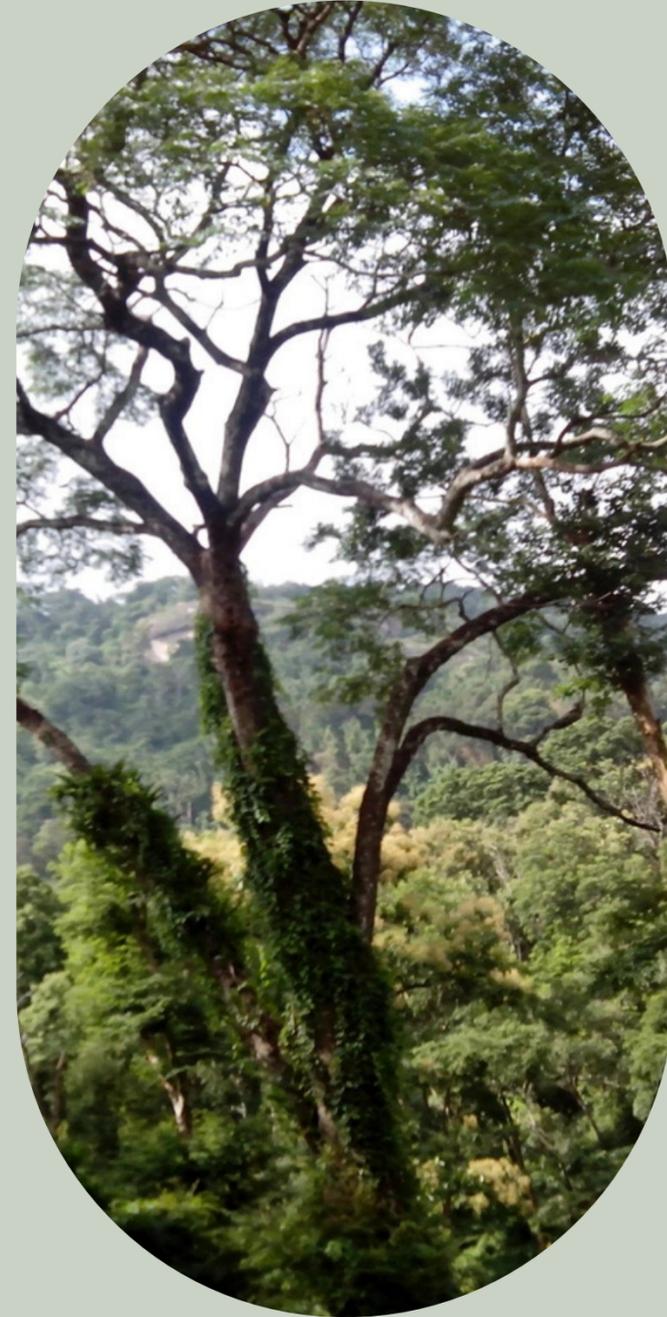




Ploughman Greensutra  
Pvt. Ltd.

PgGPL.

Regenerate | Restore | Thrive



# Introduction

**By 2030, we will restore 50,000 hectares of degraded land, removing up to 20 million tonnes of CO<sub>2</sub>e and empowering 50,000 + small holder households to build sustainable, climate-resilient livelihoods — in partnership with civil society, governments, brands and private investors.**

# About Us

Ploughman Greensutra was incorporated in the Year 2025 under Companies Act and is a 100% wholly owned subsidiary of Ploughman Agro Private Limited (<https://ploughmanagro.com>) with the objectives:

- -Developing & implementing projects for Restoring Nature,
- -Empowering Communities and
- -Sequestering atmospheric Carbon.

At Ploughman Greensutra, we design and implement nature-based solutions that combat climate change while building resilient livelihoods for communities. Through carbon sequestration, fair benefit-sharing, and sustainable land management, we're creating a greener future—one forest, one farm, one community at a time.



# Project

## Vision

Impacting the lives & livelihoods of small holder farmers through agro forestry , landscape restoration and sustainably develop both tree and non-tree product-based livelihood improvement by adopting a value chain development approach in a multistakeholder engagement model

## Results

A model of inclusive landscape & livelihood transformation of small holders through multistakeholder partnership is successfully demonstrated which will be further upscaled by Govt., Investors, brands & CSRs



# Project Objectives



## Livelihoods

Impacting livelihoods of local farming communities who are mostly small & marginal farmers through adoption of sustainable practices for landscape restoration, agro forestry & ensure diversification in income opportunities to reduce vulnerability

## Conservation

Restores degraded land through planting trees that are suited to local conditions preserving the ecosystems and associated biodiversity of the region by following ARR (Afforestation, Reforestation, and Revegetation) and other Nature Based Solutions



## Carbon Sequestration

Restoring 50,000 ha of degraded land, planting 35-40 million trees and storing up to 40 million tonnes of CO2



# Underlying Principles

- 1 This project/s has no requirement of the acquisition of the land, or leasing of land; land will remain with the land owner, rather the project seeks a carbon waiver agreement on the project activity on the land and for monitoring.  
Fair and standard Revenue sharing mechanism
- 3 Throughout the project/s period, PgPL and associated partners will work in close collaboration with the local villages, setting up nurseries, ensure land preparation, supply of saplings, fencing, creating land owner's forum for discussion-training & knowledge sharing to build and transfer ownership at the same time create employment

- 2 Ensuring biodiversity for restoring local biodiverse species back. Ensure Market access by the project with buyers for agro-commodities/ tasar silk. Selection of tree species is among native productive species based on their high survival rate and higher Carbon Sequestration potential.
- 4 Total project period: 40Yrs  
In these 40 Yrs landowners will get multiple benefits including carbon revenue , Agro-commodity revenue every Year along with Community Development Support. After 44 Yrs along with above revenues the landowners will also get Timber value of planted saplings (as matured/fully grown trees).



# Guiding Theories



Promoting Sustainable Agro Forestry measures with suitable local crop/tree mix & SWCT, Agro-bio diversity ; through PRA, Capacity Building, demonstration & practice adoption;



Creating Higher Income & employment opportunities -through strengthening value chain of Farm, Non-Farm & NTFP based commodities ; ensure access to inputs-knowledge-technologies, enhanced production, create marketable surplus & collective market linkage

## Cross Cutting



**CREATING CHANGE AGENTS** Promotion of local entrepreneurs for cascading of practices to community



**PARTNERSHIP:** CSOs & CBOs ,Investors, Government, Value Chain Actors



**Robust Monitoring & Evaluation:** Digital Integration for MRV including drone survey & geo tagging; Engagement of Local Community to reduce chance of failure. Including ensuring benefit to non beneficiaries from the catchment; Social audit to improve transparency



**Innovations:** In Livelihoods with NTFPs value addition & market linkage; Job creation; Health & safety measures



**Ensure Women Empowerment & gender inclusion** through women farmers capacity enhancement, participation in income generating activities & decision making





# Basic Assumptions



## **ECONOMIES OF SCALE:**

Collectivization is a key pathway for minimizing the scale disadvantages

**SUSTAINABILITY:** An integrated approach on landscape development & building livelihood ( farm, non-farm & Off farm) simultaneously is more acceptable to community

**SHARING BENEFIT WITH ALL:** Reaching out to non-target beneficiaries through ASA with promotion of Climate resilient agriculture practices and creating job opportunity in project area

**EFFICIENCY IN DELIVERY:** Integration of technology as driver for efficiency & sustainability

**FARMING SECTOR DEVELOPMENT APPROACH:** Conserve forest (ARR), SWCT, RWH,,Agro-Horticulture, mechanization are critical factors in enhancing small farmers income

**COMMUNITY OWNERSHIP:** Building project interventions and A&M (Approach-Methodology) by engaging Community Institutions & leveraging indigenous knowledge & wisdom





# Partnerships

**INVESTOR & FUNDERS:** Investment for the project objectives and get High Quality Carbon Credits & Social benefits targeting multiple UN-SDGs

**ACTION FOR SOCIAL ADVANCEMENT (ASA):** With 30 Yrs of long experience of organizing community and promoting NRM based livelihoods across 8 states and more than a Million households, ASA sees the investment opportunity as a layering to their activities to support & improve income opportunities of their target group in their project geography; helping PgPL to organize already mobilized farmers into Groups for agro forestry work and also help in Soil & Water Conservation measures; mobilize & invest more resources through other Grant/Convergence support in the geography for multiplier effect

**Ploughman Agro Private Limited (PAPL):** Sees growing business potential with Tasar & other agro commodities and support FPOs to link produce with market; Invest in Working capital for FPO and train the trainers on Good Agriculture Practices & Organic methods

**PgPL:** Design the Project; Registering with Certification bodies; Implement operations; Document progress; monitoring-reporting & verification; Find buyers for Carbon Credits; Implement projects in ASA geography to organize & onboard community and land through ASAs social capital & reputation

**Farmer Producer Company (FPO):** Monitoring & supervision; Physical Verification; Conflict Resolution; Aggregation of Farmers Produce except Timber and through PAPL link it to market; Work closely with ASA for other community development work through ASAs network funding

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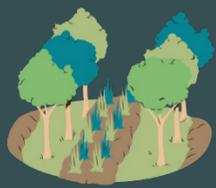


Model Nursery; Soil/Water  
Testing Services; Bio  
Fertilizer



# Working Model

Strengthening Stakeholder  
Engagement by promoting CIGs &  
FPO; Discussion-Capacity Building-  
conflict Resolution,



PgPL, PAPL,  
ASA & FPO



Promoting Collection  
Centres for Sourcing  
NTFPs & Agro  
Commodities

Local processing &  
Value Addition

Deep Land Owners  
Engagement



Training on Improved practices of  
Agro. Forestry (Nursery &  
Planting); Tasar sericulture &  
other NTFPs

Marketing



Farm Equipment  
Support Centre



Nursery & Seedling Raising (with  
High Credential Partners



Training on Women Economic  
& social Empowerment



Digital Data Management  
System & robust  
documentation

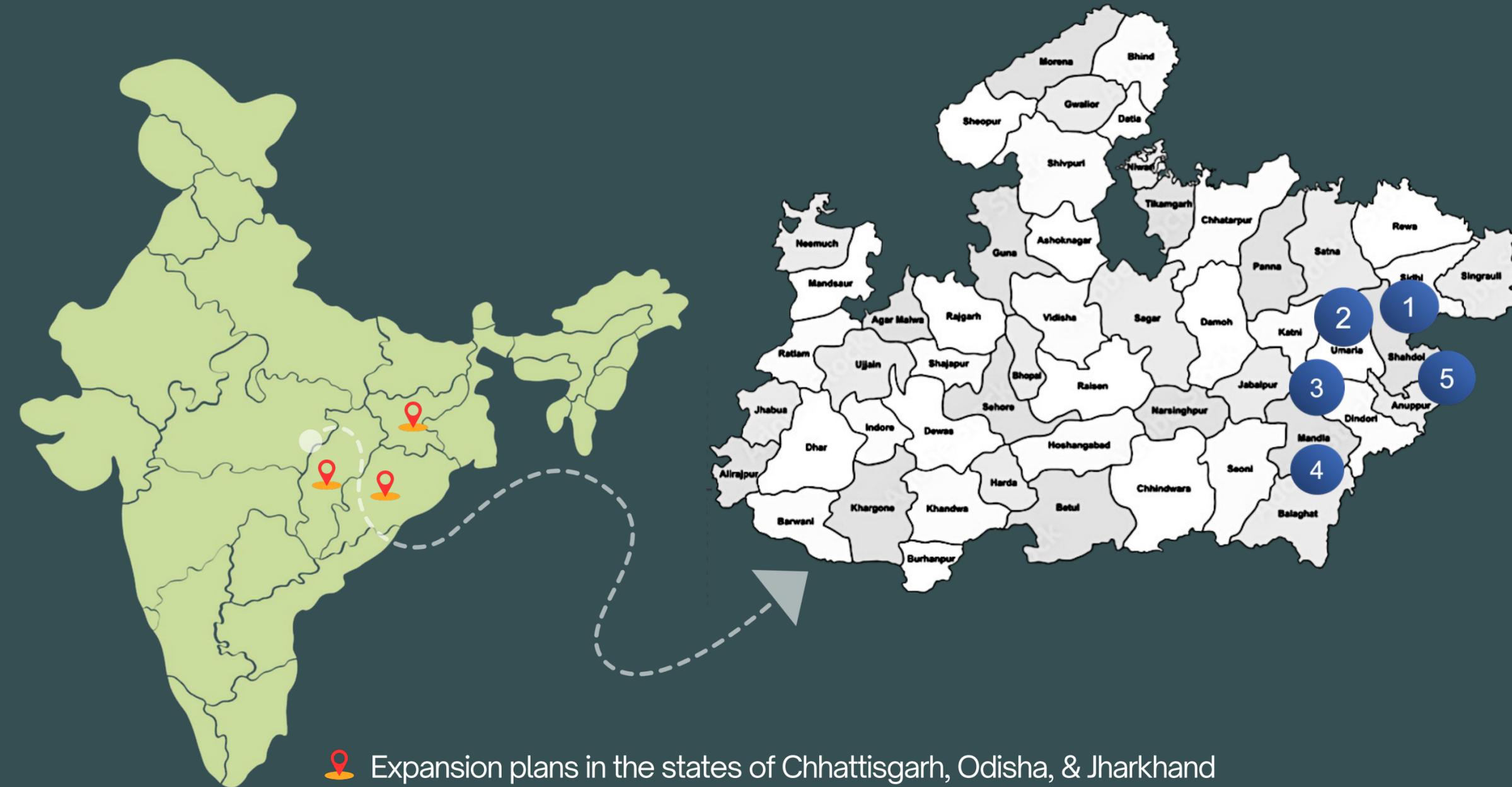


# Operational Project Area

Currently operating in the State of  
Madhya Pradesh

- 1 Shahdol
- 2 Umaria
- 3 Dindori
- 4 Mandla
- 5 Anuppur

Expansion plans in the states of Chhattisgarh, Odisha, & Jharkhand



# Our first Initiative



1

Restoration of 2700 Ha of degraded barren uplands across 5 districts of Eastern Madhya Pradesh

2

Impacting livelihoods of over 2000 small & marginal farmers through agro commodities like Tasar Sericulture, Millets, Vegetables and creation of inter generational wealth as Timber & Carbon Revenue Sharing

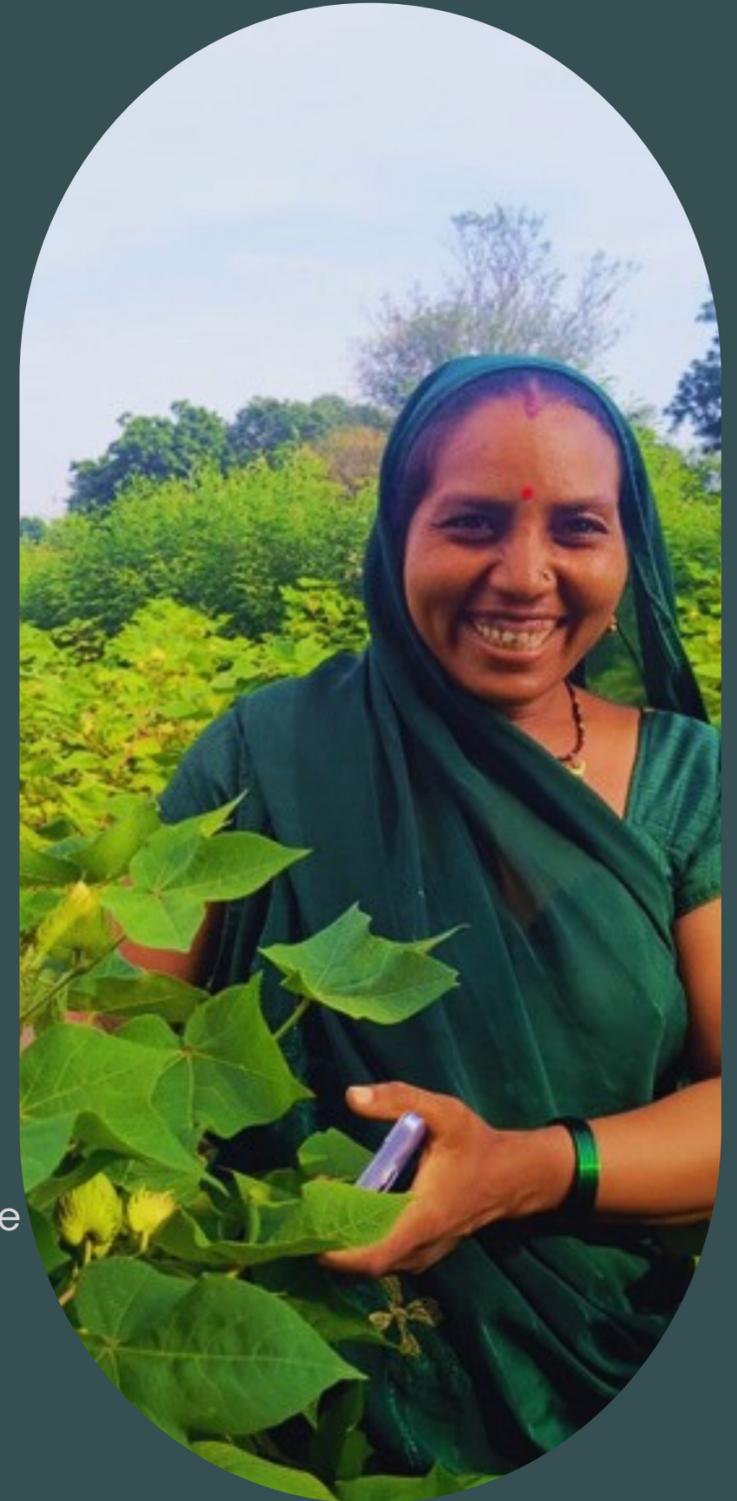


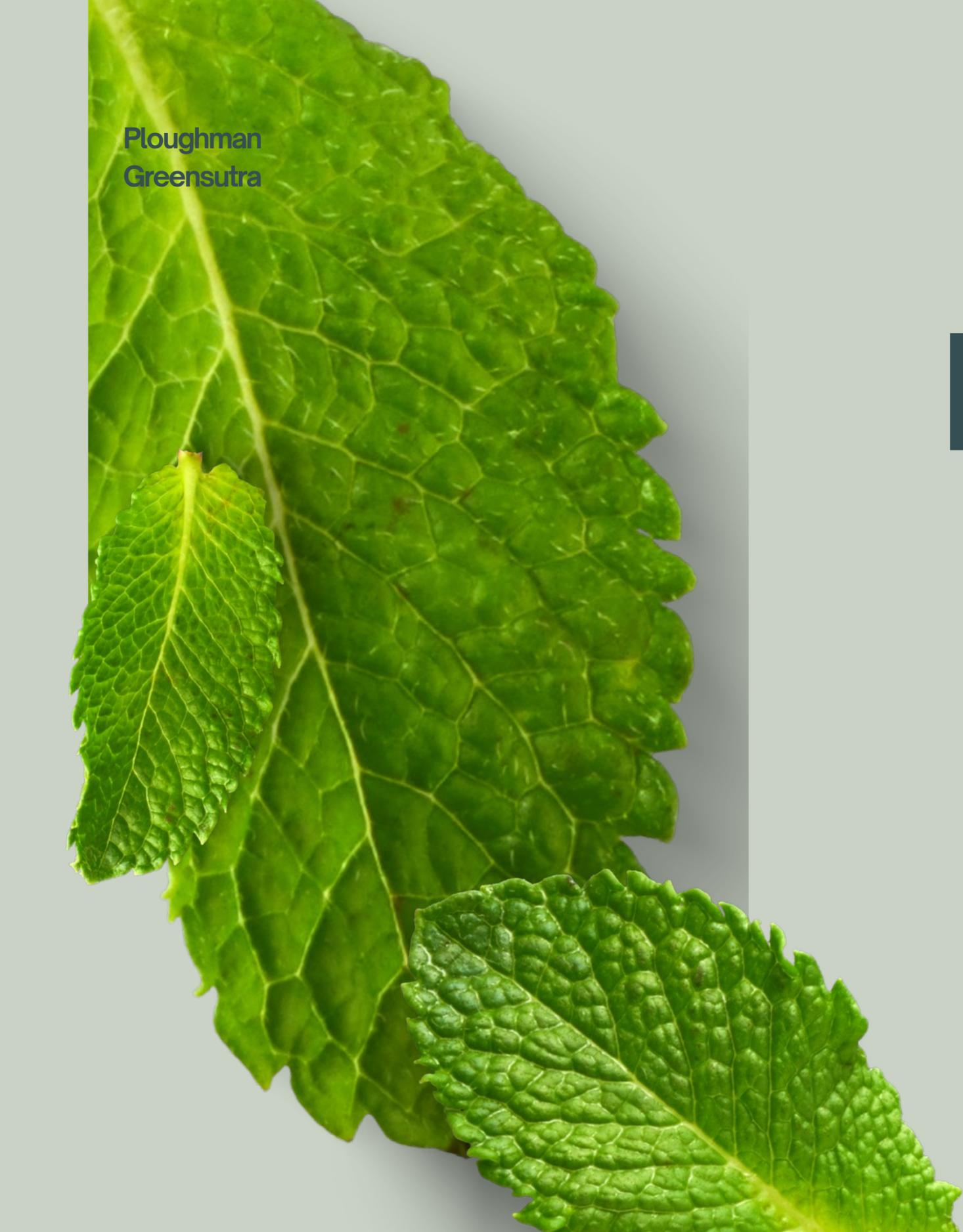
3

Plantation of close to 4 Million Trees; Maintaining Bio Diversity & Inclusion of native species; Utilization of field bunds with afforestation; Creation of Soil & Moisture Conservation measures;

4

Total project period: 40Yrs  
With a total investment of USD 17 Million for next 40 Yrs and ensure survivality of 85%; Sequestration of up to 1.5 Million Tons of eCO2; manage high standard data & reporting by engaging digital technologies- drone & geo tagging processes





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# Partner With Us

- 1 Corporates/Brands who are interested to achieve Net Zero and Carbon Neutrality Targets and with High Quality Carbon Credits
- 2 Investors who want to work in Carbon Market & Future Option Trading
- 3 Aggregators of High-Quality Carbon Credits
- 4 CSRs with ESG Commitments



# Why Partner With Us

Eight compelling  
reasons to collaborate  
with our ecosystem

## Strong Ground Presence



Already mobilized community through ASA with established trust and engagement. Started a project with 3000 Ha and almost 10,000 Ha in pipeline with multiple investors



## Mapped Eligible Lands

Fallow and eligible lands already identified and mapped in ASA project geography



## Multi-Partner Ecosystem

ASA, PAPL & PgPL working together with distinctive yet complementary roles. PgPL alone with 80+ Field Team Members



## Community Institutions

Strong community institution presence promoted under ASA livelihood initiatives



## Market Linkage Support

PAPL providing commodity-centric market linkage for additional income streams



## Quality Delivery

PgPL brings strong subject understanding and HR capacity for quality execution



## Transparent MRV System

In-house MRV with drone and geo-tagging for transparency and real-time data



## Cost-Effective Solution

Appropriate costing at less than \$10 per ton of carbon sequestration

# Thank You.



## Contact Us



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