



Knowledge grows

Going Beyond Crop Nutrition with YCNC



About Yara

Established in 1905 to address the growing famine in Europe, Yara International ASA has carved out a distinctive niche as the sole global company specialising in crop nutrition. However, we don't perceive crop nutrition as just the provision of services. Yara India considers it their responsibility to bring about a shift in farmers' lives, from simplifying farming to steering them towards a more prosperous future. To achieve this objective, we are running various initiatives, like Yara Crop Nutrition Centres (YCNCs).

Yara Crop Nutrition Centres (YCNC)

In 2019, Yara Crop Nutrition Centres (YCNCs) were established to play a more integral role in the lives of India's farmers and agri-preneur retailers. The Centres serve as agricultural retail centres, providing an array of agri-inputs and services to farmers. These interventions are present right from the start of the crop cycle to the post-harvest phase.

On the other hand, YCNCs also support small agri-input retailers by connecting them with farmers using Yara products. The Centres act as pivotal hubs for a variety of services, including soil analysis and agronomy workshops. The support extends to women as well, leading to a strong female presence across Yara-branded retail businesses.

While more than half of YCNCs are concentrated in Northern India, we are ambitiously working to extend our nationwide network. As part of this effort, the FarmCare App features YCNC on its e-marketplace, helping farmers easily connect with their nearest YCNCs. It's been a fulfilling journey thus far.



More than
1.5 million farmers
benefitted



A network of
1150 outlets across
17 states and 1 UT



Impacted 6500 villages,
covering 3.8 million acres
of cultivable land



Each Centre is supported by a Yara India agronomist who assists local farmers and retailers with their questions and needs. These agronomists are equipped with years of experience and domain knowledge which enables farmers to inculcate better farming practices.

However, the YCN network isn't restricted to knowledge sharing. Every facet of these centres focuses on making farmers self-empowered through experience. For instance, YCNs host practical demonstrations for farmers, promoting hands-on learning. These activities also foster market

connections, facilitating interactions between farmers and major buyers. Apart from this, Yara Leadership Academy informs agri-preneur retailers about how YCNs can improve the growth of their businesses.

Beyond Yara's product offerings, YCNs feature a selection of other agricultural essentials. These include pesticides, seeds, drip irrigation systems, and farming tools, sourced from both esteemed Indian and international companies. These products are available at competitive prices, aiming to lower the cost of inputs for farmers and ensure access to authentic products.

Yara Fertilisers India Pvt. Ltd.



Corporate Office:

502, Global Business Square, Institutional Area, Sector 44, Gurugram - 122003, Haryana



+91 124 460 3170 / 71 / 72