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CORPORATE SOCIAL RESPONSIBILITY



ANNUAL REPORT 2020-2021

Kiran-A Yara India Community Initiative
Yara Fertilisers India Private Limited
Indira Dham, Babrala
District-Sambhal, Uttar Pradesh – 242021



CORPORATE SOCIAL RESPONSIBILITY (CSR)

ANNUAL REPORT


2020-2021





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List of Abbreviation

AI	—	Artificial Insemination
ANC	—	Ante Natal Care
ANM	—	Auxiliary Nurse cum Midwife
ASER	—	Annual State of Education Report
BCG	—	Bacillus Calmette-Guerin
CCL	—	Cash Credit Limit
CD	—	Community Development
CIPET	—	Central Institute of Petrochemicals Engineering and Technology
CSR	—	Corporate Social Responsibility
DAP	—	Di-ammonium Phosphate
DAV	—	Dayanand Anglo Vedic
DTP	—	Desk Top Publishing
FMD	—	Foot and Mouth Disease
GMR	—	Grandhi Mallikarjuna Rao
HF	—	Holstein Friesians
HP	—	Hewlett-Packard
HS	—	Hemorrhagic Septicemia
ICDS	—	Integrated Child Development Services
IMR	—	Infant Mortality Rate
MCH	—	Maternal and Child Health
MIS	—	Management Information System
MMR	—	Maternal Mortality Rate
NBARD	—	National Bank for Agriculture and Rural Development
NGO	—	Non-Government Organization
OPD	—	Out Patient Department

PD	—	Pregnancy Diagnosis
PNC	—	Post Natal Care
PoP	—	Package of Practices
PPM	—	Pashu Palak Mitra
QOL	—	Quality of Life
RCH	—	Reproductive and Child Health
SBM	—	Swachh Bharat Mission
SDG	—	Sustainable Development Goals
SHG	—	Self Help Groups
STP	—	Sewerage Treatment Plant
SVP	—	Senior Vice President
T&V	—	Training and Visit System
TCL	—	Tata Chemicals Limited
TCSR	—	Tata Chemicals Society for Rural Development
TFR	—	Total Fertility Rate
VHSC	—	Village Health and Sanitation Committee
WASH	—	Water and Sanitation for Health
YFIPL	—	Yara Fertilisers India Private Limited

MESSAGE

from CEO (SVP, Asia & Oceania)



MR. NARSIMHA RAO

I am happy to share with you the third edition of our annual Corporate Social Responsibility (CSR) report which highlights our efforts in becoming a more responsible corporate citizen by driving inclusive growth, social equity and sustainable development. I hope this letter finds you all well and in good health. Financial Year 2020-21 was the most challenging till date with COVID-19 causing suffering of unprecedented proportions. Successive waves of the COVID-19 pandemic continue to affect the population globally, survival and wellbeing rightfully became the foremost priority for all. Despite these challenges, we remained committed to nation-building and towards fulfilling our CSR responsibilities, supporting with all possible measures in line with the government directions and advisories for well-being, health and safety of the community helping people affected by the pandemic recover and get back to everyday life. We extended our support to the local administration with our infrastructures and other support for quarantining migrant

labourers returning from faraway locations. Similarly, our team supported the villagers and other frontline government foot soldiers with essential materials, masks and other hygiene kits. We reached out to women, children and the poor through our various programs under different thematic heads such as women empowerment, community health, community education, affirmative actions etc. Our activities in agriculture, animal husbandry and health continued unabated. We were also innovative in reaching the school-going children with the concept of open classes to ensure that they received educational inputs at home. We also used our resources to help carry out installing infrastructure with the panchayat and district administration. I am thankful to the team members of Kiran, our partners and importantly, our communities for their support and trust that helped us to progress in these difficult times. I look forward to continuing support and encouragement to fulfil our objective of improving the quality of life in the communities we serve.

MESSAGE

from Chairperson, Trustee



MR. M.S. PRASAD

The year had been the most challenging time for each one of us. Because of the increasing rate of infection and so many fatalities, the entire country had come to a standstill. The pandemic had highly affected our township residents and neighbouring villages as well. However, we didn't leave any stone unturned to help our people and neighbouring communities to fight this monstrous disease. We tried all the ways to ensure that we reach people affected by the pandemic and help them recover and get back to their everyday lives. We had to do things that probably one would have never thought of doing. The call of duty and call to serve the community had been the hallmark for this year.

Thanks to our community development team for providing uninterrupted support to the community when they were in utmost need. Our health team interacted with the Government officials and the local bodies to disinfect common areas. During these difficult times, our team ensured the availability of vaccines for women and newborn babies.

Two essential measures to protect oneself from Covid are wearing a mask and maintaining social distancing. The women trained in our skill programs manufactured thousands of cloth

masks which Kiran distributed to the community members. In addition, Kiran also distributed kits which included sanitiser, handwash, face mask. We distributed these to all the front-line workers (from the State departments) to ensure their safety. We also provided ration kits to migrants' labourers and needy people.

In tandem with this, our leading programs to address some of India's most pressing development challenges in Health, Education, Agriculture benefitted a considerable number of people. It is gratifying to know that our programs reach the deserving sections of the population such as women, farmers, cattle owners of different socio-economic classes, including STs. Training imparted to youth and farmers has helped them increase their respective household incomes. As a part of our environmental stewardship, we had provided solar operated lights and did plantation. Kiran also installed a community-based RO drinking water system to safeguard community members' health. The team worked together to ensure the best to help everyone.

In our endeavour to help our society, we would continue such initiatives so that our community remains protected and stays happy & healthy.



Executive Summary

The year 2020-21 will always be remembered. It was difficult for the CSR effort amidst the pandemic situation. With the lockdown imposed and no movement allowed, we postponed many of the ongoing community development efforts. The team also had to deal with the restrictions imposed on movement. The ease out of the restrictions allowed us to start some efforts to reach out to the community. Despite this, the protocol of covid behaviour and the restrictions on gatherings delayed the execution of many ongoing initiatives.

Health initiatives continued during the challenging times. The message of prevention was the hallmark of our efforts. Kiran also made available masks and handwashing soaps to the residents in all the neighbouring villages. It also undertook disinfection of the common public spaces with support from the local panchayat bodies. Vaccinations of infants, toddlers and pregnant women were done in a door-to-door mode. The camps held in villages were also undertaken following all norms to avoid the spread of the infections. Except for the eye camps and the surgical initiatives to correct the vision of the elderly, other efforts continued—albeit at a low scale.

The efforts at education almost came to a standstill. With schools remaining closed for the entire period, direct classroom interactions with children could not take place. The rainbow centres opened up during the last quarter of the year but had to be closed down at the onset of the second wave of Covid. Kiran, however, was innovative in its efforts to help children in school continue with their ongoing classes. We installed a public address system in the villages, thus ensuring the students attend to their education sitting at home. It was necessary, as many parents did not have access to instruments that would facilitate children attending online classes.

Agriculture and Animal Husbandry efforts continued. Emphasis was laid on carrying out efforts directly with the beneficiaries. We discontinued all efforts that required the gathering of the farmers during the year. We did not organise the animal camps and the veterinary clinics for a significant part of the year. The service providers continued carrying out Artificial Insemination and also the deep ploughing and land levelling efforts.

We carried skilling efforts of youths out towards the latter part of the year. However, had a lesser number of youths receiving the skilling inputs. The skilled youths of the previous batches helped to undertake the production of masks at the centre. These masks produced at the skilling units were distributed to villagers and also to the local administrations.

The women's empowerment efforts this year saw women SHG managing the sales of sanitary napkins. They established a production unit that buys the sanitary napkins from a vendor and carried out the disinfection and packing, followed by the product's branding. The Anganwadi worker and the ANM serve as a local point of sale of these napkins among the women members

of SHGs and adolescent girls. The year also saw the collaboration with NABARD towards the formation of 100 SHGs and the initiation of E-Shakti project, an online system to monitor and aid the functioning of commercial operations of the SHGs.

Infrastructure efforts included the installation of two reverse osmosis drinking water treatment plants in two locations. The water from these plants is sold to the beneficiaries at a small token fee to cover these plants' running and maintenance costs. Kiran also carried out the beautification of 'Ganga Ghat' and provisioning of facilities at this crematorium. Efforts of the previous years on the construction of Brick paved internal streets, drainages and toilets also happened.

One hallmark of all the year had been the provisioning of Food Packets containing raw grains to landless households. The penury caused by the lockdown and its economic consequences forced many households to remain starved. Kiran rose to the occasion and provided these food packets to households much before the government's public distribution system came to action.

The community developmental efforts will pick up with the easing out of the restrictions and return to near normal situation.





Introduction

Yara International is a Norwegian chemical company with production sites on six continents. The Chemical fertiliser company has its operation in 50 countries. Yara offers farmers a wide range of crop-specific high-value nutrient products, which helps them judiciously, use the soil nutrient and enhance productivity. The proposition is to provide farmers with a positive value that ensures an attractive return on investments. The farmers thus can have better income, and this helps in better living standards.

A. Yara India

Yara Fertiliser India Private Limited (YFIPL) got established in the year 2011. However, the company had a much longer history of doing business in India. The company provided high-value soil nutrients for agriculture and other needed raw materials to the Indian Markets for over two decades. YFIPL operates the entire length and breadth of the country and has a wide range of products for a distinct set of consumers. The products like Yara Mila, Yara Tera, Yara Vita Folier, and Yara Liva are in high demand among advanced farmers. Yara's mission is both simple and ambitious. It mentions responsibly feeding the world on the one hand and protecting the planet on the other.

B. Yara Fertilisers Babrala

The Babrala unit of Yara produces Urea. This product sells through a regulated market system. The unit has an annual production of 0.7 Million tonnes of Ammonia and 1.2 Million tonnes of Urea. The Urea manufactured at the Babrala plant serves the agriculture production among farmers from Punjab, Uttar Pradesh, Uttarakhand, Bihar, West Bengal and Haryana.

C. Babrala Plant Location

The Babrala unit of Yara is in the district of Sambhal. This district was carved out in 2011 and is at a distance of 70 km from Moradabad. The location has excellent road and rail connectivity and is a central junction point for various agricultural produce. Sugarcane and Mentha are two agricultural, commercial produce at Babrala. In addition, there are many sugar refining and mentha distilling units in this location.



CSR Initiatives

The development of the communities around the plant location is of prime concern for Yara, India. In pursuance of this concern, Yara India helped form a community development arm named Kiran-A Yara Community Initiative. This initiative embarked upon with its agenda of helping the communities around specific development themes. Health, Education and Skilling, Agriculture, Animal rearing and Infrastructure Development are major themes for Kiran. The development efforts are well geared to affect the entire cross-section of the communities living in the villages. They include farmers, the animal rearers, the school-going children from the preprimary level and above to the women and the youths. The activities executed by Kiran focuses on bettering the lives and the livelihood of the entire residents.

Kiran focuses its attention on various development initiatives and understands that they will always address Sustainable Developmental Goals. Several of these goals are targeted through its initiatives. It includes the Goals like No Poverty, Zero Hunger, Good Health and Wellbeing, Quality Education, Gender Equality, Clean Water and Sanitation. Kiran understands that its efforts must address the community's concern—both in short and in the long run. It aims at building momentum towards transforming the living standards of the local populace.

A. CSR Committee of Yara

The Corporate Social Responsibility Department of Yara Fertilisers India Private Limited, is administered and shaped by its own CSR board with a definite CSR policy planned by the CSR committee and approved by the board. It implemented the CSR projects under the guidance of the CSR Committee. This Committee carries out the professional actions and activities in section 135 of the Companies Act 2013, and the rules set out. The board members recommend the amount of expenditure to be incurred for the activities to be carried out by the company and monitor the company's CSR strategy from time to time.

B. YFIPL's Corporate Social Responsibility policy is as under:

1. To take activities of the area of education, providing health care services and sanitation and drinking water facilities vocational skills for employability, livelihoods, and income generation for the empowerment of women and youth, creating and developing community infrastructure for rural development, resource management and promotion of sports, art and culture, and affirmative action activity.
2. To promote principles of inclusive growth and equitable development for stakeholder communities based on needs and priorities.
3. To promote sustainable agricultural development practice to improve food security while reducing emissions and environments/impact and addressing rural development.

4. To ensure stakeholders meaningful participation in the planning and execution of development initiatives to create ownership and accountability.
5. To optimise the use of physical, financial and natural resources by collaborating with Government Organizations, community-based organisations, agencies, foundations, academic institutions, corporate and other development/like-minded partners.
6. To promote a clean environment by employing environment conservation methods through sustainable initiatives in the communities near its operational areas.
7. To encourage volunteering among employees and other stakeholders for robust bonding with local communities.
8. To interact regularly with stakeholders, review, publicly report the outcomes of CSR initiatives and share the best practices.
9. To enhance the capacity, skill and competence of employees, development partners, community and other stakeholders to enable them to involve in sustainable development
10. To pursue programs, developmental models and projects primarily in areas that fall within the economic vicinity of the company's operations to enable close supervise and ensure maximum development focus.
11. To provide maximum help to the communities during times of disasters.
12. Any other activities as may be and/or activities as embraced in Section MS of the Companies Act, 2013, may be amended from time to time.

C. Implementation

The implementation of the CSR plan approved by the board is through a Trust registered under the Societies Act. A professional team coordinates the implementation of the activities through the YFIPL Community Development Dept. In some specialised areas, external implementing agency's support is also taken. However, most of the activities approved by the board are undertaken by a team of professionals from Kiran.

D. Coverage of the CSR

Intensive activities of Yara India Corporate Social responsibility are carried out in 11 habitations. These villages fall within a radius of 5 kilometres from the Babrala Fertiliser plant and are known as Core Command Villages. However, demands from the neighbouring villages and requests from the district administration and other partner agencies have taken some activities beyond the 11 core command covering around 60 villages.

E. Financial Outlay in 2020-21

The total amount spent in the financial year 2020-21 is Rs. 2.59 Crore. Kiran also received Rs. 0.39 Crore as a contribution by the beneficiaries of the activities.

Covid Responses by Kiran

The year saw the spread of Covid that created havoc on the social and economic front. The economy suffered, and the community suffered as well. During the initial days, information about its prevention was not much known. In the absence of any treatment and any preventive vaccination, much of the efforts relied on using protocols designed and implemented elsewhere. Kiran also witnessed grave situations and had to find out ways to address them. Some of Kiran's actions during the initial days and during the first wave are narrated in this section.

A. Efforts in Behaviour Change Modification

Covid's response was one of the early efforts started by Kiran in the villages. There was much misinformation about the disease, and people were under lots of misinformation. The results thus were not adhering to the appropriate Covid behaviour. Kiran undertook awareness generation of the community in about 40 villages around the Yara Unit of Babrala. Kiran did the Printing of Pamphlets carrying the messages on Preventive healthcare.



Kiran staff distributed them through household visits. The vehicle involved with health work had banners pasted on it that also took the Behaviour related messages to these villages. Kiran campaigned in full swing during the lockdown period to help dispel misinformation and help people understand the preventive Covid behaviour.

B. Manufacturing and Distribution of Masks & Soaps

Women's Skill training units that were placed orders for manufacturing Masks. Kiran sourced the materials for the face masks. They involved some designers in developing the design of the masks. These masks were manufactured by the trainees and were thereafter distributed.

Kiran distributed these masks to various government departments through SDM office, Police Department, Health Department. Kiran also provided 16616 masks and 3443 soaps to the villagers. The beneficiaries paid at a small cost of Rs. 1 each. The purpose of charging the token amount was to ensure that people do not get them and stockpile them. The payments provided that individuals



use these consumable items and do not hoard them. Masks and soaps were provided to all the residents in the 10 core command villages. One face mask per person and one soap for each household with a membership of up to 5. On such a large scale, the manufacturing of face masks provided employment to the women trainees, and they were paid a token amount of Rs 5 per face masks. The venture made a turnover of Rs 250000 in manufacturing the 50000 face masks for which the raw materials, labour payment etc. was borne by Kiran.

C. Provisioning of Health Kits to Front Line Covid warriors

A critical intervention at the time of lockdown was providing health kits. This included Face Masks, Gloves, Soaps and Sanitizers. The front line government staff involved with law and order and carrying out governance functions posted at the District offices were given Health kits. Kiran provided 250 such kits to the district administration to get them distributed amongst themselves. Apart from this, 50 police personnel posted at various police stations were also provided with such kits. The personal hygiene kits were also distributed amongst the front-line workers, particularly from the Health Departments. 160 kits were supplied to these front-line staff from the health departments. This included the ASHA workers and the ANM.



D. De-contamination of Public Places

Kiran also undertook decontamination drive in several villages. This was a preventive measure to prevent the community transmission of the virus in the villages. Kiran carried out decontaminations of public places using bleaching powder and also spraying disinfectants. This decontamination drive was undertaken with the support of the Panchayat administration. The purpose was to ensure that public places were safe and those who use them regularly do not get infected. The Panchayat Pradhan also received the decontamination materials which helped them to carry out such disinfection tasks. This was done almost on a very regular basis during the lockdown period.



E. Response to Starvation and Food Insecurity

Food insecurity writ large as all commercial operations came to a standstill during the phase of lockdown imposed on March 24th 2020. The community members who were primarily working on daily wages had nothing to fall back upon. They faced problems of starvation. Though the Government provided relief as free distribution of food grains from their PDS units, the poor had little access. The Government Public



Distribution System responses took time, and in the interim period, Kiran provided the much needed support. These raw packets comprised Wheat flour, Rice, pulses (Dal), salt, sugar, cooking oil, turmeric powder and other spices, tea leaves and others. They distributed these food packets through local administration to about 300 migrant workers and their families. Alongside, it Kiran also directly distributed 319 other packets to landless families in the core command villages. Kiran took the support of the Village Pradhan in identification of the landless households. The food kits also reached some identified Handicapped Households.

F. Supporting the District Administration

One of the significant responses that Kiran provided was supporting the District Administration with its Village house Infrastructure. The village house got temporarily converted to a 100-bed Quarantine centre and served as a centre to Quarantine the migrants who were leaving the cities and were reaching back to their villages. Since they posed a danger to spreading Covid in the villages, this Quarantine centre kept them for a definite period before allowing the migrants start staying with their families.

The district administration provided other arrangements of food and beddings at this centre. In addition, Kiran provided the infrastructure, water, and electricity and ensured the sanitation of these centres regularly. The centre was operational for about six months, from April to September 2020.

G. Education of Rural School Going Children

With schools remaining closed, the education of the Children in villages suffered. Kiran found an innovative way to reach out to the school-going children who could not afford the online teaching as visualized by the Government. Public address systems were used, and it made children sit at a suitable distance from one another and receive the curricular inputs from their teachers who used the public address system to continue their teaching.



H. Immunization of Toddlers and Mothers

With lockdown imposed, the immunization programme also suffered. The immunization programme could not happen in the camp mode and can only occur in the door-to-door mode. Kiran sought permission from the Government and used the ASHA workers and ANM to carry out immunizing the toddlers and the expecting mothers during the initial days. The system has now accepted this mode of immunization and has after that restored the immunization programme. The interim period was when the team from Yara continued with door-to-door vaccination of the children and the mothers.

Health Care and Sanitation

Good health is the mainstay of a good life. Most of the interventions designed as part of the health program of Kiran have a particular focus on Women and Children. Interventions on health are on prevalent issues like mother and child mortality, malnourishment and behaviour change modification. Kiran implements its Health-related activities in convergence with Govt. Health Department. The foot soldier from Kiran and the village level institutions provide the last mile connectivity and help complement the gap and fulfil the need. Kiran has undertaken several initiatives under its health programme in the villages, including efforts beyond the eleven core command villages.

A. Project Vatsalya

Project Vatsalya intends to Reduce Infant and Maternal Mortality rates among the community as these rates are a matter of concern. Kiran supports the existing Government Health system by motivating the women to reach out to the Health camps and register for Antenatal Checkups. Vaccinating women and regular health checkups are part of the Health departments initiative;



however, some women and children are always left out. This is often because of a lack of awareness and misinformation.

Kiran undertakes regular awareness sessions to educate and sensitize the local population regarding the services related to Ante Natal Care (ANC) and Post Natal Care (PNC). Kiran undertakes these activities for women from the community to realize getting vaccinated and immunized.

Recognizing the gravity of the situation, Kiran is engaged in providing the last mile connectivity. Kiran collaborates with the Government department, particularly the health department, to vaccinate the women who do not come over to get themselves and their children vaccinated. Government Health departments provide vaccines and medical supplies, and the needed cold chain apparatus to the team of Kiran to undertake vaccination drives. The data below establishes the support provided by Kiran under Project Vatsalya. Kiran has undertaken this project in around 30 villages within a 5 km radius of the fertilizer unit.

Type of Intervention	Total (Government+ Kiran)	Carried out solely by Kiran	Percentage of Total
ANC Check up Camps	2812	925	32
ANC Vaccination	2028	557	27
Immunization of Children	5179	1573	30

Regular home visits, awareness and counselling sessions with women members of SHGs, adolescent girls and women conducted in the villages.

B. Project Chiranjeevi

During ANC and other check-up camps in the core command villages, the Government Health workers regularly monitor the child's weight. Similarly, the ICDS centres also generate a list of women and children who would require additional nutrition based on their weight for age status.

In order to complement the efforts put in by the Govt. machinery, Kiran provides these underweight women and children medicines and protein supplements. During the year, Kiran extended this support to 614 children from the core command villages and categorised them as severely and moderately malnourished (SAM and MAM). Chiranjeevi project in the previous years had higher coverage and reach. However, the Covid-19 situation created challenging conditions, and the Kiran team could not reach out regularly to these beneficiaries with the supplementary nutrition.



C. Project Sanjeevani

Kiran undertakes two activities in project Sanjeevani, which are curative health checks up and mobile health clinics. The curative health check-up is done twice a week in about 30 villages and is open for everyone to take benefits. The beneficiaries pay a nominal amount of Rs 30.00 for consultation, including the cost of medicines. However, guidelines and restrictions imposed because of COVID-19 hampered the execution of the activity.

The mobile health clinics continued targeting women and children below the age of 10 years. The Mobile clinics carried out 162 such camps and served 1835 beneficiaries during the reporting period. The beneficiaries diagnosed with health problems received essential supplies of medicines at a nominal fee of Rs. 10.

D. Project Shubhangi

Project Shubhangi caters to the need for menstrual health of Women and Adolescent Girls. In the operational villages, most women do not have access to sanitary pads because of unavailability at the village level. This project aims to improve women's menstrual health and hygiene (12 year-45 year–reproductive age group) by providing sanitary pads at their village level.



By supporting “Shubhangi”, a low-cost sanitary product, Kiran promotes a gender-inclusive environment and availability and accessibility of good quality sanitary pads, further decreasing the chances of infection and gynaecological diseases. With the motive to develop community-based independent entrepreneurs and provide good quality sanitary pads at an affordable price at the door of consumers in the villages, one woman SHG (Durga SHG), got involved in undertaking this project.

The SHG received financial support of Rs 48600 from Kiran, and the SHG group invested another Rs 63000 in this project. The SHG oversees the procurement, sterilisation, packing of sanitary pads. The Asha and Anganwadi workers do marketing of the Sanitary pad. The SHG group sanitises the sanitary napkins and does the packaging. A packet of ‘Shubhangi’ comprises 07 sanitary pads and is available for Rs. 25/-. The project also undertook several menstrual awareness sessions in the villages to promote sanitary pads among the women and adolescent population.

Education

Human resource is the most critical determinant of any nation’s development. It requires a solid educational foundation, a deep sense of self-esteem, and facilities, especially for the unprivileged, to ensure knowledge-based inclusive growth. Kiran has undertaken several interventions, and all of them more or less focused on improving the quality of education available and provided to the children. The support to the unprivileged children starts from the initial stage of their upbringing and extends to their higher education. Unfortunately, the Covid-19 pandemic, which led to the closure of schools and other institutions, drove us to halt several ongoing educational activities.

A. Discontinuation of Centre-based activities and starting Online and Open classes

The centre based activities focused upon school-going children from Pre-primary to Higher Secondary. The activities included the Children’s Learning Improvement Program (CLIP), E-Library, Science Lab, Coaching classes for English, JNV and polytechnic entrance exams, and a few more. However, the guidelines from the District education officer resulted in the discontinuance of several of these activities.



With the support of teachers, Kiran started online classes through Mobile and Whatsapp. This initiative reached about 30% of the children whose parents had smartphones - the needed technology. In addition, Kiran helped form class wise WhatsApp groups in these villages, which enabled these children to receive tutorials over messages, including video clips and voice chats.

Similarly, Kiran also started the concept of open classes in eight villages. Kiran installed audio systems in these villages. It helped the teachers use the audio system to take regular classes and teach children. We implemented the programme successfully in all 11 core command villages. We started this activity as an alternative to the existing CLIP program. Six hundred twelve children benefitted from this initiative.

B. Rainbow Centre

We mainly targeted the Rainbow centre initiative at preschool children. We equipped the Rainbow centres with adequate physical infrastructures, and the village Self-Help Group manages these centres.

The parents desirous of sending their wards to the preschool centres pay an amount of Rs. 100 per month. Kiran also provides some financial support to the SHGs to run these rainbow centres. The purpose behind running these centres is to help children become school fit, and by the age of six, they gain a good understanding of alphabets and numerals. All this makes it easy for them to attend school. During the year, the rainbow centres ran for two months. The surge of Covid-19 cases in the area, unfortunately, temporarily halted the functioning of these centres.

C. Nagaliya Kazi Primary School

The Nagaliya Kazi Shiksha Samiti entrusted with running the schools in an open environment for the year. The school deputed the teachers to two villages, namely Mehua Hasanganj, Lodhi Nagla. The school ran for the children from these two villages. The project supported 166 children, which included 57 girls.



D. Scholarship

Under the scholarship programme, Kiran followed two different strategies. The first one was to provide fellowship to the children from the core command villages. The second strategy was to open up the fellowship aid and get support from an agency that helps source fellowships from other agencies. Both these strategies worked well. As a result, parents of children received a sum of Rs 939923 as a scholarship.

Kiran, as mentioned, provided fellowship support of Rs. 211032 to 29 deserving children who were receiving education from the DAV school. It included 05 girls and 24 boys. The distribution of these across the villages and various levels of education is as below.

Village	Boys	Girls	Total
Baghau	4	0	4
Baghau Ki Madiyan	15	5	20
MehuaHasanganj	1	0	1
Panwari	4	0	4
Total	24	5	29

The Buddy for Study, the agency hired by Kiran to source and provide fellowship from other institutional players, saw 208 children from 66 villages receiving different scholarships. These 208 children received Rs. 728891 as fellowship. This included support from the Government of Uttar Pradesh, Shriram Capital Fellowships, STFC Scholarship and LIC Housing Finance Limited Scholarships.

Of the 208 children receiving the fellowship support, 22 were from the Core command villages. It included five girls and 17 boys. These 22 children together acquired fellowship worth Rs. 113416. The breakup of the children from the core command villages is depicted below.

The children from other villages who received the support of different fellowships had the following distribution.

Village	Boys	Girls	Total	Amount
Baghau	4	0	4	15350
Kail	8	3	11	68368
Mehua Hasanganj	4	0	4	15160
Panwari	0	1	1	10000
NagaliyaKazi	1	0	1	2003
Noorpur	0	1	1	2535
Total	17	5	22	113416

Village	Boys	Girls	Total
All Village (66)	105	103	728891
Non-Core Command (60)	88	98	615475

E. After School Learning Centre

As an important initiative, Kiran promoted tuition classes for students in 2 villages of the Core Command area. We carried this out for school going children from two villages, namely Mehua Hasanganj and Dadpur. About 44 students attended these tuition classes. These children paid a token amount of Rs. 100 per month towards the Tuition inputs from the teachers appointed for this purpose. Kiran also contributed its share in getting teachers who could carry out this role effectively. The details of the children who attended these tuition classes are as below.

Standard	Male			Female			Total
	8th	9th	10th	8th	9th	10th	
Dadpur	10	3	7	4			24
Mehua Hasanganj	8	4	3	3	2		20
Total	18	7	10	7	2		44

F. Infrastructure Development Activities

Because of the closure of the schools, all the schools had to cancel their teaching-related activities. It was thus an ideal time for Kiran to carry out several infrastructure-related activities with the schools. Kiran undertook Government School Renovation Program. Five Schools in four villages received support and also underwent some renovations during the year. The details are as below.

- **Panwari:** Primary school: Floorwork, window door repairing
- **Dadpur:** Primary school: Boundary wall work, providing 50 Bench desks.
- **Noorpur:** Primary school: Window and door work
- **Noorpur:** Upper Primary school: School provided Sixty Bench desk.
- **Mehua Ki Madhaiyan:** Primary School: School provided Fifty Bench desk

The education programme saw some obstruction because of the pandemic. However, the initiatives undertaken by Kiran it helped children in the schools continue with their education. The methods tried out to reach the children had to be in situ. The support received by Kiran from the community, stakeholders-teachers and village leaders paved the way for making things look better for children. The work thus continued in a form that was contextual and situational.





Agriculture

A. Agriculture Development Activities

Agriculture continues to be the primary source of income for most households living in the villages around the plant location. Farming in the villages it is done throughout the year. Almost all the farmers cultivate at least two to three crops in a year.

Kiran is engaged in promoting scientific practices and supporting farmers with equipment and machinery. The emphasis is to increase the farm productivity and the income of the farmers. During 2020-21, the Agriculture program, amidst the lockdown imposed by Covid-19, continued as one of the significant income generation activities for these inhabitants. The activities carried out by Kiran are detailed below.

B. Improving the resource base

Kiran carried out several activities towards land development. It included improving Soil Health and encouraging the processes that ultimately contribute to water conservation. The water resources for most agricultural households remain in the shallow aquifer. In the absence of any technology, a farmer uses flood irrigation to irrigate the standing crops. Kiran carried out activities to ensure water conservation-related practices and improve soil health. Kiran has developed this as a Package of Practice wherein a farmer interested in enhancing the resource base gets four inputs. There is an inbuilt subsidy that farmers get for each of these four elements. However, no farmer receives this as a single element as it comes in a package. The subsidy provided per acre unit for the four activities of PoP is detailed out.

Activity	Contribution from Kiran	Contribution from Farmer
Laser Leveling	2400	2400
Deep Ploughing	625	625
Organic Fertilizer	350	500
Soil Testing at Yara Lab	50	50

1. Laser Leveling

Uneven soil surface affects crop germination, stand, and yield because of inhomogeneous water distribution and soil moisture. Therefore, land levelling is a precursor to good agronomic, soil, and crop management practices. Farmers engage laser levelling machines level their land. The farmers receive a subsidy with an upper cap of Rs 2400.00 (8 hours @ Rs 300.00 per hour) for an acre of land laser levelling.



This Laser levelling machine does level with the least possible errors and helps the farmers ensure that the entire plot remains levelled to a precision. Some of the visible benefits of this activity are the uniform distribution of water, reduction in time and water for irrigation.

2. Deep Ploughing

Ploughing breaks up the hard pane developed in the soil, which helps in increasing water percolation, absorption and less evaporation. In order to facilitate deep ploughing, sub soilers were given to farmer entrepreneurs (tractor owners) at a subsidised rate. Kiran provides details of farmers who are interested in getting their land deep ploughed to these entrepreneurs. The farmers receive the subsidy on undertaking deep ploughing which is by Kiran directly to the entrepreneurs. Deep ploughing helps in soil water retention in the long run and also prevents the loss of topsoil. It thus helps in retaining the organic content in the soil as well.

3. Soil Nutrient Testing

17 nutrients (macronutrients and micronutrients combined) are essential for growing plants. By undertaking soil testing of their land, farmers know the deficiency of nutrients in their soil, organic carbon, pH value and Electrical conductivity. Based on the soil testing report, farmers receive recommendations for applying Fertilisers and nutrients (both major and minor). The soil nutrient assessment helps the farmers to make judicious use of the fertilisers and thus saves them from making useless investments.

4. Organic Promotion

The application of organic manure is required to ensure that an adequate quantity of carbon content is present in the soil. As part of the Package under PoP, farmers also receive Organic manure. They receive a subsidy of Rs 350 per acre, whereas the farmers pay Rs 500 towards it.

Kiran carried out these activities with farmers from 10 core command area villages and five non-core villages during the year. As a result, a total area of 187.20 acres of land got treated under this project. The distribution of this support across the villages is mentioned below.

Villages	Farmers	Area in acres
Baghau Ki Madhaiya	2	1.70
Kail	17	34.00
Kail Ki Madhaiya	8	15.8
Lodhi Nagla	3	3.80
MehuaHasanganj	1	0.60
Mehua Ki Madhaiya	2	4.00
Pabsara	35	67.20
Pahalwara	17	48.30
Pathakpur	3	8.00
Pawari	3	1.80
Noorpur	1	2.00

C. Capacity Building of Farmers

As part of our long-term strategy for agriculture development program, we capacitate the farmers to ensure they have enhanced knowledge of various agricultural practices and use the same while carrying out their agricultural activities. The knowledge dissemination to farmers is done through training, field-level demonstration, exposure visits to research stations and universities. During the year, 114 farmers from 9 villages took part in this activity. These activities are:

- Village level Training: 06 training programs organized in 5 villages saw the participation of 100 farmers. These training programs act as a platform for information dissemination about the PoP model and give farmers inputs about seasonal crops and diseases.
- Exposure Visit: Kiran has been sending farmers to visit farmer fairs in various locations. 13 farmers from 7 villages went to the Central Institute of Medicinal and Aromatic Plants (CIMAP), Pantnagar and GB Pant Agricultural University in the reporting year.



D. Supporting farmers to adopt new practices and varieties

We often see that farmers carry out traditional practices and hesitate to shift to newer techniques, which is an expected behaviour among humans regardless of their occupation. However, they start practising it when they are supported or witness new approaches and are convinced about its worth.

To help the farmers adapt to new scientific practices and technologies, Kiran supported the farmers with subsidies. The subsidy amount helped farmers pay for the additional expenses incurred to accomplish the activity. Kiran primarily understood these expenses as labour payments and sometimes also towards the hiring of machines.

a. System of Wheat Intensification (SWI)

Wheat planting using the line sowing method is an essential component of SWI. Since machinery is needed to undertake this operation and is an improvement over the manual dispersal of seeds, Kiran provided a token subsidy of Rs 250 per acre to farmers to help them hire Seed drills to undertake the line sowing of seeds. As a result, the SWI method was adopted by 344 farmers from 8 villages during the Rabi season of 2020-21.

Villages	Farmers
Pahalwada	32
Pawsara	32
Kail Ki Madhiyan	92
Mehua Hasanganj	39
Kail	87
Noorpur	27
Dadpur	12
Pawari	23





b. TPR (Transplanted Rice with line)

Plantation of Paddy saplings, if done early and with the needed distance between plants in the line sowing, resulted in increased yield and decreased cost. However, farmers often understand this process as cumbersome as they understand that more labour is required to undertake such an operation. Therefore, Kiran provided a subsidy to farmers interested in undertaking TPR in their field. Kiran provided to support the farmer who carried out the activity. In addition, Kiran also provided Zinc Sulphate to the farmers to prevent the crop from being affected by Khaira disease, caused by micro-nutritional (Zn) deficiency in the soil. As a result, 52 farmers from 7 villages adopted the TPR method for the cultivation of Rice.

Villages	Farmers
Baghau Ki Madhiyan	6
Kail Ki Madhiyan	1
LodhiNagla	26
MehuaHasanganj	7
Noorpur	7
Pawsara	3
Pawari	2
Total	52

E. Introduction of New crop / Varieties

Kiran provided quality seeds as input support at a subsidized rate to the farmers. Also, seeds of new varieties from Universities and Research Institutions were given to the farmers at subsidized rates. These crops were grown during the early Rabi and late Rabi periods. Kiran provided this support to 168 farmers. The details are below:

Input	Villages	Farmers	Cost sharing
Paddy Seeds	7	64	Subsidy of Rs 75 per kg
Maize seeds	3	5	25% of total cost
Urad Seeds	16	57	No subsidy
Mustard	9	168	25% of total cost
Wheat	20	76	No subsidy

F. Farm Mechanization

Kiran also provided subsidies to farmers who showed an interest in owning farm equipment. The agricultural equipment which the farmers desired to buy includes seed storage bins, spray machines (manual and power), seed drill machines, subsoiler and sugarcane planters. The farmers from several villages benefitted from this support.

Items	Subsidy
Storage Bins	25% of total cost
Spray Machines (Power)	25% of total cost
Spray Machines (Manual)	50% of total cost
Seed and Fertilizer Drill Machine	25% of total cost
Sub Soiler Machine	25% of total cost
Sugarcane Planters	25% of total cost

Villages	Storage Bins	Spray Machine (Power)	Spray Machine (Manual)	Seed Drill	Sub Soilers	Sugarcane planters
Mehua Hasan Ganj	10	6				
Mehuaki Madhaiyan	3		1			
Kail	10	3	3	2		1
Kail Ki Madhaiyan	9					
Baghau						
Baghau Ki Madhaiyan	8	8	1			
Noorpur	7	2	1			
Lodhi Nagla	1	2				
Dadpur	2	4				
Pahalwada		2	1		1	
Pavsara		2	2		1	
Pawari		2				
Jaidaspur			1			
Total	50	31	10	2	2	1



G. Rural Energy

In order to encourage the usage of renewable energy among the residents of our nearby villages, Kiran introduced solar-powered lighting systems to provide clean energy for residential homes through self-sustaining solar-powered panels. The system included two nos. LED light, a mobile charging plug point and extra socket for DC fan.

Kiran provided a subsidy to help the villagers buy these solar lights. The support got extended to 50 farmers from 10 villages. Kiran provided a 25% subsidy per unit for the installation of this system.

The year 2020-21 saw these activities happening amidst the situation of Covid. The training programme and the interactions with farmers continued following the Covid protocols of distance, size of groups, and masking protocols.

Villages	Farming Households
Mehua Ki Madhaiyan	4
MehuaHasanganj	8
Noorpur	6
Baghau	5
Bagau Ki Madhaiyan	5
Pawari	8
LodhiNagla	2
Kail	6
Kail Ki Madhaiyan	3
Dadpur	3
Total	50



Animal Husbandry

A. Animal Husbandry

Keeping Milch animals is an important livelihood activity in the villages around the location. Almost 75% of the households in the area have Buffalo breeds followed by cows. They together form a vital animal resource aiding the livelihoods of the households in the villages where Kiran carries out its developmental efforts.

In recognizing the importance of livestock among the population around the factory location, Kiran invested both- energy and resources to improve the situation of Animal Husbandry. It followed a three-pronged strategy to boost livestock-based livelihood. The activities Kiran undertook looked at three distinct, however much intertwined, set of actions. First, Animal Health, through OPD and camps. It involves timely treatment of animals from diseases and yearly vaccination (Preventive health) of animals from FMD and Hemorrhagic Septicemia. Second, strategy is breeding through Artificial Insemination methods.

Furthermore, the third strategy includes a set of activities to help households grow fodder grasses to improve the nutrition status of the animals.

Animal Type	Cow	Buffalo	Goat
Total Female	787	6141	127
Total Male	283	304	62
Total Animal	1070	6445	189

Kiran, as mentioned, is involved in Preventive and Curative Health Care, Breed Improvement and Nutrition-related work in the area. In most cases, these efforts also go beyond the core command villages and cover almost all the tehsil villages. Detail of the activities and achievements regarding these activities is mentioned below.

B. Providing Animals Curative Health services

Curative health services were provided through OPD at the CSR campus and organised veterinary camps in different locations. This OPD and camps helped treat ailments related to simple surgeries, medication and diseases. The diseases treated are on reproductive health. In the financial year, a total of three hundred sixty-seven animals received treatment from the OPD. Unfortunately, due to Covid 19, the OPD was functional for only a couple of months whereas animal health camps remained suspended throughout the year. The animals that received the treatments came from many locations, and many were beyond the core command villages.



Activities	Units	Villages	Animals treated	HH
OPDs	16	38	367	338

C. Preventive Health care of animal

Kiran undertook the vaccination of the cattle. These vaccines were obtained from the Government Veterinary department. These vaccinations prevented the outbreak of Foot and Mouth Disease (FMD) and Hemorrhagic Septicemia (HS). In the financial year, Fifteen thousand nine hundred fifty-three animals got vaccinated by the organisation. Apart from this, Kiran also undertook the de-worming of 856 cattle in 11 villages.

Activities	Villages	Animals		HS	FMD	HH
		Cows	Buffalo			
		No.	No.			
Vaccination	11	8039	7914	8396	7557	2555
De worming	11	2424				856

This activity, too, got affected because of Covid-19. The organisation organised a Vaccination camp in June and undertook deworming camps from October to March 2021.



D. Ensuring Increased Yield through Improving the Breed

One of the primary reasons for a poor yield of milk is due to the breed quality. Non-adherence to scientific practices and large-scale inbreeding, the cattle population becomes non-descript. Artificial Insemination had been an important activity carried by the organisation where trained Youths called PashuPalakMitra (PPM) carry out this activity in operational villages. These trained para veterinarians or PashuPalakMitra offer cattle owners services for Rs 100 per Artificial Insemination. At present, there are 55 trained PPMs with the organisation which offer the services in the area. Apart from Artificial Insemination (AI), these PPMs also provide first aid and referral services in all the villages of Gunner Tehsil. Kiran ensures uninterrupted supply of quality semen of Buffalo and Cow and Liquid Nitrogen on the cost to cost basis to the PPMs.

During this financial year, the PPMs carried out a total of 21432 Artificial Inseminations. It included AI for 5220 Cows and 16074 Buffaloes. In addition, the PPMs got 2319.12 Litres of LN2 (Liquid Nitrogen) supplies from the organisation during the year. Both these supplies have had helped 9967 customers receive the services when they need so arose.

Animal Type	Cattle	Buffalo
Female	5220	16074

E. Ensuring Green Grass supplies for Nutrition of Bovine Population

High-quality green fodder and seeds of the green fodders were provided to the farmers to enhance the milk production of their animals and help them reduce their cost onfeeds. Kiran did two modes of supplies. Like other years, this year too, Fodder Cultivation was carried out at the Demonstration farm of Yara Fertilizers, and the fodder was auctioned to the dairy farmers on first cum first serve basis. The other aspect was selling the seeds to farmers at a discounted

rate. Six hundred fifty-five cattle owners of 11 villages received quality fodder and fodder seeds. It included the following.

Fodder	Beneficiaries	Villages
Sorghum	15	5
Berseem	441	11
Oat Seeds	32	10
Makkhan Grass (Ray Grass)	42	11
Napier Grass	21	8
STP : Barseem Seeds	43	11
STP Bajra Seeds	20	
STP: Makkhan Grass seeds	41	11
Total	655	11

The Animal Husbandry related programme got affected because of the Covid-19 restrictions. Amidst these, the team made efforts to ensure that services reached the beneficiaries.





CHAPTER

Skill Development and Women Empowerment

A. Skill Development

Skills and knowledge are the driving forces of economic growth and social development in any particular area. The people become more productive, innovative and competitive through skill development training. Kiran offers a range of vocational training courses catering to the needs of different segments of society. Over the years, it has led to a remarkable change in the lives of the youth. This program is open to any person desirous of undergoing skill training after paying a nominal fee. The duration of courses is from 03 months to 1 year.

1. Centre based activities

This skill development program for the community includes two Vocational Training centres - one at Gunnour (Kasturba Gandhi School Campus) and the other at Babrala (Village House Campus) locations. Trainees at these Centers are rural unemployed youth and those from underserved areas. During the year, the centre-based skill training programme of Kiran focused on four distinct trades. It included Industrial Tailoring, Basic sewing, Beautician and Computer Classes. USHA Sewing School came as a partner for assessing and certifying students enrolled in Industrial Tailoring and Sewing classes. In addition, the agency undertook the final assessments of the skill sets possessed by the youth post the training period. In the reporting year, 164 youths completed the training and mastered the skills. Post assessments, 122 youths received certificates.

Coursewise details of Babrala and Gunnour Centre:

Vocation	Enrolled	Completed Training in the reporting year
Sewing	73	42
Beauty Parlor	66	36
Computer	73	65
Industrial Tailoring	60	21

The training programme also had youths who came from beyond the core command villages. They comprised around 70% of the total youths enrolled in various courses. In addition, to increase girls' participation from core command villages, a village-based sewing training centre was opened in Kail village. The table below lists out villages from the core command from where youths came to undergo the training.



Villages	Number of Youths	Sewing	Computer	Industrial Tailoring	Beauty Parlor
Mehua	2	2			
Mehua Ki Madhaiyan	8	8			
Bagahou	4	4			3
Baghao in Madhaiyan	5	1		1	3
Noorpoor	9	9			
KailkiMadhaiyan	13	13			
Kail	5	1	2		2
Panwari	2	0		2	
Total	48	35	2	3	8

2. Vocational Training in External Institutions

Kiran also partnered with GMR Varalakshmi Foundation Centre for Empowerment and Livelihoods (CEL) for employment-based training and certification of local youth. In the reporting year, 12 students went to GMRVF to undergo various training courses. The courses were on Basic Computer – 8, Electrician – 2, RAC – 1 and JCB - 1.

The Covid situation compelled the closure of these training courses midway. The youths returned to their villages. The achievement got marred due to Covid. The youths trained could not do much post the training as well. Moreover, employment opportunities have been low due to the economic slowdown.

B. Women Empowerment

Rural poor, specifically women in the lower asset groups, depends on non-institutional sources with exuberant interest rates. Women self-help groups address this problem of exploitation by moneylenders. We address limited accessibility of credit and limited source of income through this institutional arrangement. Kiran used a mix of two strategies to ensure that women from the households in the habitation were empowered. The first of these was to start institutions of women. These institutions worked on the Self-Help Model and were thereafter linked up with the formal financial institutions. The second was to help women start informal enterprises. Currently, these women are associated with Kiran through initiatives such as the formation and strengthening of SHGs, capacity building training, promotion of local handicrafts and diversification of livelihoods. During the year, the efforts put in by Kiran as part of the women's empowerment program saw the following activities.

a Formation and strengthening of SHGs

The Self-Help Groups (SHG) project of Kiran has been functioning in 46 villages of three blocks (Gunnar, Rajpura, Junawai) of Sambhal district in Uttar Pradesh. 277 SHGs, comprising 3472 members, are a part of this project. The project has helped women become financially inclusive by linking them with financial institutions and assisting them in carrying out the saving, inter-lending and capacity building activities.

Kiran also supports these SHGs and their members to carry out income-generating activities through skill-building measures and resource mobilization. In addition, some SHGs run group and individual enterprises and manufacture products for local markets.

Savings and Credit activities: The 277 women SHGs having 3472 members from 41 villages carry out Savings and Credit activities. As a result, they have accumulated Rs 24.01 Million in savings. The details of the activities of these SHGs during the year are mentioned below.

Villages	SHGs	Members	Savings	Inter lending (since formation)	Loan returned
41	277	3472	24016273	75778951	58269392

b. Annual General Meeting (AGM) of SHGs

Another significant effort was organising the Annual General Meetings (AGM) of the SHGs. Kiran organised the AGMs of the SHGs to motivate and educate SHG members about the benefits of their affiliation to the SHG program. AGMs are conducted on a large scale wherein the SHGs in the respective villages discuss their achievements during the year. With the Covid situation, they adhered to protocols. Four thousand one hundred women members of the SHGs came together to attend these AGMs.



c. Enterprise creation and Support to Individual Enterprise

The priority of this program is empowering the SHG members to set up gainful self-employment ventures. Several women from the SHGs have undertaken individual efforts to start their enterprise.

The enterprises received financial support—loans from the SHGs and also the entrepreneurs themselves borrowed from the cash credit limits provided by the banks to their SHGs. Twenty-three women belonging to 15 villages have started various kinds of enterprises.

Type of Enterprise	Nos
Transport	1
General Store	11
Dairy	1
Mushroom	1
Food Stall	2
Cosmetic Shop	2
Tyre Puncture	1
Garment	1
Tailoring	1
Civil Construction	2

d. NABARD Supported projects

Kiran being the implementation partner of TCSR for NABARD supported 100 SHG project, undertook, Kiran undertook the formation of SHGs with the support of NABARD during the year. Women from several villages came together to form 57 SHGs. These SHGs also undertook savings and Credit-related activities. Several of these newly formed SHGs received Rs 450000.00 as Cash Credit Limits from formal financial institutions. Out of these, the SHGs disbursed Rs. 57500.00 to their members. Details of the efforts made by Kiran during the year are as below.

Villages	SHGs	Members	Savings	Credit Inter loaning	SHGs given CCL	CCL Disbursed
15	57	638	1151200	590936	18	57500



1. Project Eshakti

Kiran, in collaboration with NABARD, implemented project E-Shakti. This initiative is of the Micro Credit and Innovations Department of NABARD. The purpose of the Eshakti project was data digitisation (demographic and financial) of 230 SHG and all its members. The project aims to bring all SHG members under the fold of financial inclusion, helping them access a broader range of financial services. During the year, Kiran implemented this project with the existing 230 SHGs from 27 villages. These 27 villages included the Core Command Villages and also other villages from Gunnar and Junawai Block.



2. Rural Mart

Kiran is the implementation partner of TCSR for NABARD supported Rural Mart project, Kiran started the Rural Mart's project to provide a shop as a centralised marketing avenue and introduce members of Sri Sai Abhiruchi Samooh to other members' marketing opportunities for their products. It is a one-of-a-kind entrepreneurial venture started by NABARD in Sambhal District. It is a significant step towards supporting women to break the glass ceiling and the gender stereotype. The women members successfully manage and run the mart, bringing a sense of economic dependence.

The SHG has successfully employed a salesperson who is helping the group in marketing their products and increasing the reach of the product to various customers. During the year, the mart had a total turnover of Rs 861281.00. It included the selling of goods at the Shop and selling of goods in the open market.



e. Project Akriti

This project aims to provide earning opportunities to girls and women by skilling and capacity building women/girl tailors to produce quality products for the contemporary market. After their training, in stitching the final products (apparel, home décor, other products) from the embroidered work /raw materials and design supplied at Aakriti Production Centre. During the

year, 18 trainees of this centre supported the production of masks. This centre made a business turnover of Rs 307000.00 during the year.

f. Project Karzobi

Karzobi is the brand name of Karchovi-Zardozi embroidered apparel. Kiran promotes this traditional handicraft by engaging around 40 artisans from Gunnaur Block. These artisans independently work from their homes. The aim is to uplift the socio-economic status of artisans dependent on this handicraft work for their income. The artisans do the work on dress materials and shawls. Unfortunately, the pandemic situation marred the prospect this year for these artisans to make a better deal.

The Women Empowerment program has helped women from the community to become financially inclusive and acted as a catalyst in building economic self-reliance. Furthermore, the success of this project has created confidence predominantly among other women who are coming forward to engage themselves in income generation activities to bring change at the household level and the society.



Affirmative Action

A. Affirmative Action

“Affirmative Action” refers to corrective actions introduced to eliminate the effects of persistent discrimination against a subgroup of the population. The purpose of the Affirmative Action (AA) program is to bring marginalised people to the mainstream. The program focuses on the 4 E’s, namely Education, Employment, Employability and Entrepreneurship. Kiran sees this intervention not from the perspective of reservation in jobs and education but mainly as supporting the community from the vulnerable sections to continue with their education, attain skill training, and develop employability skills. Therefore, Kiran undertakes the Affirmative Action initiative to help the youths gain access to employment and thus pursue a vocation and, subsequently, livelihood. Unfortunately, because of COVID-19, most of the activities planned for the year were postponed.

1. Employability skills of Youths from Socially Vulnerable Communities

The AA program aims to build vocational and life skills directly and through partnerships to build skills that help improve the employment potential.

a. GMR Varalaksmi Foundation (GMRVF)

Collaboration with agencies like GMRVF helped youths from the villages of Gunnaur Tehsil gain access to the different vocational trades through a skill training programme organized by GMRVF. Kiran takes the responsibility of mobilization, selection of students and enrolling them at the training Centre. As a result, 50 youths got enrolled in the GMR Skill training centre at Shahbad Muhhamadpur, Dwarka. GMRVF sponsored the rest of the expenses for their skill training.

Trades	Number of Youths
Electrician	17
Customer Service Associates	6
Basic Computer	21
Refrigeration Mechanic	3
JCB Operator	1
Carpentry and Wood Work	2

b. Central Institute of Petrochemical Engineering and Tech (CIPET)

CIPET is a Govt. of India initiative to train youth on plastic technology and provide job opportunities in plastics and allied industries. Kiran sponsored 10 youths from the Tehsil to undergo Skill Training at CIPET, Lucknow. 4 of these youths were from our core command village (Mehua Hasanganj). Kiran supported the students by Paying Rs 69000.00 as fees for the training of each youth. Whereas, each of the youth contributed Rs 5000.00. Rs 64000 towards the cost of each youths training. The student paid an amount of Rs 5000.

c. Vocational Training Centre, Babrala

In the vocational training centre, Babrala, 20 youths from the nearby areas were enrolled under different trades.

2. Supporting expenses of higher education

Kiran provided scholarship support to youths studying in colleges and other Government Institutions to help them complete their education. During the year, 99 students, of which 21 were girls, received the Support amount varying from Rs 5000.00 to 25000.00.

The scholarship support aims at reducing the dropouts and easing the burden on parents who may not pay for their ward's education financially.

	Boys	Girls
Total (All Villages)	78	21
Core Command Villages		5
Kail		1
Baghau		2
Mehua Hasanganj		1
Panwari		1

3. Support for Agriculture Development

Farmers belonging to the SC community received free seeds of Onion (3 farmers) and Mustard (50 farmers). These are one-time support activities.

4. Meeting with SHGs

Kiran supported 4 SHGs comprising women from households belonging to the excluded community to ensure financial and social inclusion of economically homogeneous affinity groups through a participative and collaborative approach and promote savings and credit among the SHG members. These SHGs belong to Mehua and Baghau village.





Infrastructure Development

A. Infrastructure Development

For long, one among the many efforts that the earlier agency TCSR was involved with and whose legacy continues to be carried forward, albeit on a much lesser scale, is to help build social infrastructures. These social infrastructures are those that support the inhabitants in rural areas to live with better physical setups. With the NitiAyog now emphasizing the Bare Necessity Index (BNI) for all locations in the country, the efforts by Kiran continue towards developing particular critical infrastructure in the villages adjoining its plant locations. In the community meeting, villagers often come up with a special request to help build some of the physical infrastructures, which are either difficult to be constructed by Panchayat because of less funds or technically, the project is challenging to execute. During 2020-21, the efforts by Kiran had been along the following lines.

Toilet construction during 2020-21 was carried out in 40 households in ten core command villages. Under this program, Kiran constructed the units at the cost of Rs. Twenty-eight thousand where the contribution by the beneficiary is decided using a scale of deprivation. The higher the level of deprivation, the higher is the contribution by Kiran. The breakup of the contribution across the criterion of deprivation is shown in the following table

Deprivation Category	Beneficiary Contribution	Number of Beneficiaries in 2020-21
A	14000	6
B	12000	15
C	10000	12
D	5000	7
Total Toilet Constructed		40

B. Brick Paved Internal Village Roads

The demand for all weathered village internal roads had always been there, mainly from the panchayat representatives. However, many Panchayats are now getting their funds to carry out this work. During the year, Kiran extended support to construct Brick Paved internal roads in three villages. As a result, two hundred five meters of bricked pave roads got constructed during 2020-21.

Villages	Meters
Baghao	110
Nurpur	50
Baghao Ki Madhaiyan	45

C. Renovation of Anganwadi centre

This year saw the Renovation of the Anganwadi centre of Village Mehua, which included Repair of the Building, Plastering of the Walls, flooring, Whitewashing and Painting. Apart from this, Kiran also carried out Carpentry work, which included repairing and replacing Doors and Windows.

D. Safe drinking water

To provide clean and safe drinking water to the villagers, Kiran installed Reverse Osmosis (RO) units with Ultraviolet Radiation (UV) capacity to process 1000 litres per hour in village Panwari and BaghaukiMadhiyan. Kiran got these two units installed in the place provided by the community near to the existing water source. A water management committee looked at the planning, execution, operation, and maintenance of these RO plants. The committee also identified a local community member to manage the day to day operation. The resource organization trained the member to take care of the day to day operations. RFID cards have been issued to the villagers to access water on a pay per use basis. The committee will use revenue generated by collecting a user fee to operate and maintain the plant, making it a self-sustaining model.



E. Development of Eco-park – ‘Shanti Upwan’

Rajghat, in the bank of river Ganga is the holy place near Babrala where people of 2-3 districts creminate the dead for ages. Moreover, Ganga Aarti also is performed at this place regularly. Thus, people have emotional relationships and belongingness with the place. However, the facilities for the people in the area is very meagre as there are issues of environment and sanitation. This year to support the district administration, Kiran carried out several renovation efforts on three acres of land. The work taken up at this location included Plantation, Gardening, Lawn Development, fencing and provision for a resting arrangement for those who come to this place. This eco-park is known as Shanti Upwan.



F. Other Infrastructure Efforts

The Panchayat building used for hoisting guests during marriage ceremonies in village LodhiNagla required Flooring and Plastering the walls.



Celebration of Joy of Giving Week (Daan Utsav)

The Joy of Giving Week (Daan Utsav) is celebrated every year from October 2 to 8 by taking sincere steps by employees for the neighbouring community. The beneficiaries are from underprivileged communities. The purpose for Kiran is to return a smile and spread Joy amongst them.

This year, stepping forward, the employees contributed generously. They provided cash, stationery, clothes, toys, groceries items to this cause. In addition, the Volunteers from DAV School and the Tejasvini club (Ladies Club) provided their time and energy for the initiative's success.

The cash got utilised to buy a washing machine for the organisation that runs an elderly home at village Charra. This aged person's home has 90 aged people staying. The food items received as part of the donation drive got distributed among the residents of this elderly centre. We spent the remaining amount purchasing educational toys for the pre-primary education centres in the core command villages.





ANNEXURE

Trustees of Kiran (2020-21)

MR. BHASKER KUMAR SIVALANKA
*Senior Vice President (Manufacturing),
Yara Fertilisers India, Babrala (U.P.)
Chairman Trustee (Kiran- A Yara India
Community Initiative)*



MR. VIVEK TALWAR
*Ex Chief Culture and
Chief Sustainability Officer
TATA Power Limited,
North Goa, Goa, India*



MR. KHEMRAJ DUREJA
*General Manager (Maintenance),
Yara Fertilisers India Private Limited,
Babrala (U.P.)*



MR. ADARSH MUNDHRA
*General Manager
Finance and Accounting),
Yara Fertilisers India Private Limited,
Gurgaon (Haryana)*



MR. AJAI DWIVEDI
*Assistant General Manager
(Finance and Accounting),
Yara Fertilisers India Private Limited,
Babrala (U.P.)*



MS. PREETI SANGHI
*Senior Manager (Human Resources)
Yara Fertilisers India Private Limited,
Babrala (U.P.)*





2 ANNEXURE

List of Employees

1. Mr. Binay Kumar
Senior Manager, YFIPL
 2. Mr. Suraj Kumar Sivan
Assistant Manager, YFIPL
 3. Dr. Veer Pal Singh
Program Manager, Kiran
 4. Mrs. Shubha Sharma
Program Manager, Kiran
 5. Mr. Dharendra Singh
Assistant Program Manager, Kiran
 6. Mr. Nirajan Singh
Assistant Program Manager, Kiran
 7. Mr. Varun Kumar Khudania
Senior Project Officer, Kiran
 8. Mrs. Manju Kumari
Project Officer, Kiran
 9. Mrs. Mamta Sagar
Project Officer, Kiran
 10. Mr. Mahurpal Singh
Assistant Project Officer, Kiran
 11. Mr. Nekram Singh
Assistant Project Officer, Kiran
 12. Mr. Ganga Prasad
Assistant Project Officer, Kiran
 13. Mohd. Alam
Assistant Project Officer, Kiran
 14. Mr. Yashlesh Kumar
Field Officer, Kiran
 15. Mr. Amar Pal
Field Officer, Kiran
 16. Mr. Bidhan Chandra Sarkar
Field Officer, Kiran
 17. Mr. Shekhar Gupta
Accountant, Kiran
 18. Mohd. Zeeshan
Instructor, Kiran
 19. Mr. Raj Kumar Sharma
Instructor, Kiran
 20. Mrs. Anupam Yadav
Instructor, Kiran
 21. Mrs. Geeta Gupta
Instructor, Kiran
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CORPORATE SOCIAL RESPONSIBILITY ANNUAL REPORT 2020-21
Department of Community Development
Yara Fertilisers Private Limited
Indira Dham, Babrala
District: Sambhal, Uttar Pradesh 242021