



Knowledge grows



Corporate Social Responsibility

# ACTIVITY REPORT 2021-22

Kiran - A Yara India Community Initiative









ACTIVITY REPORT (CSR)  
2021-22



# Index

Index Page	4
Executive Summary	5
Message from the CEO	6
Message from the Chairperson	7
About Yara's CSR	8
Domain Areas of Kiran	9
Education	10
Agriculture	12
Animal Husbandry	14
Skill Development and Women Empowerment	16
Affirmative Action	18
Infrastructure	20
Healthcare, Sanitation and Drinking Water	22
Special Project - Covid Support	24
List of Trustees	25
Team Kiran	26



# Kiran - A Yara India Community Initiative

## VISION

Rural empowerment through economic upliftment, social development and sustainable climate resilience.

## MISSION

Kiran shall collaborate with agencies and stakeholders towards achieving the sustainability of the rural population. It shall empower (social and economic well-being) them and support them for their farming and non-farming livelihoods.

## VALUES

Collaboration

Integrity

Passion

Service





**Sanjiv Kanwar**  
Country Manager, Yara Fertilisers

The fourth edition of our Annual Corporate Social Responsibility Activity Report comes at a time when the world is almost “breathing again” after having gained some semblance of normalcy in FY21-22. I am pleased to share this report with all our direct and indirect stakeholders and the social development community in general. Having been subdued by the Pandemic for the last 2 years, everyone including businesses and governments have been teeming with activity during this financial year which is evident from most global indices. Life at Yara and Kiran also has followed a similar suit. After 2 years of a “forced pause” to several of our activities that included direct contact with the people, we have all reaffirmed our commitment to being responsible corporate citizens and driving inclusive growth in the communities we operate in.

Many of our programmes have restarted after the pandemic slowed down and vaccination was reaching a majority of the population. Of course, all the intervention activities have been conducted with due care towards the fact that the pandemic is under control but yet not over. In implementing our programs, we have received the full support of the local communities, members of PRI, and state and district administration, all of whose trust we cherish.

During the period covered by this Annual Report, our team of committed social development professionals has positively impacted the lives of the residents in our intervention area and brought happiness and smile to the face of many of our community members

especially children, women, and youth. Our in-school and after-school learning programmes resumed much to the delight of the children and young people who were more than happy to see their mentors and teachers in person. We were also able to start new centres for early childhood education, that have become a fabulous example of convergence between multiple stakeholders and a model worth replicating.

Our work with farmers had continued for the most part even during the pandemic. However, it soared to new highs this year because of the full reopening of the animal OPD and vaccination camps that have achieved record numbers. The construction of the new Village Farmers’ Market, in Baghau Village, is poised to serve as a confluence of buyers and sellers to boost the farm trade in this area.

As for the work on the pandemic, we continued providing our unwavering support to both the administration and the communities where needed. We continued the provision of health kits and monitors and worked towards creating awareness about vaccination which has led to encouraging results this year.

I thank the entire team of Kiran and its volunteers for having done a wonderful job of implementing social development programs which have led to a positive impact in the area of our operations. I also thank members of the communities who have put their trust in us and assure them of our continued focus on making





**Maya Shanker Prasad**  
**Chairperson, Kiran and VP (Manufacturing), YFIPL, Babrala**

This year we continued our work of supporting and empowering the communities in our operational area through another year of service-centric approach delivered with empathy. As the effect of the pandemic was wearing down and the scope of meeting community members increased we began the outreach work in all earnest.

As is, by now, well-known, the work of Kiran encompasses various critical domain areas that cover several Sustainable Development Goals of the United Nations as well as the Indian CSR Act. Our programs continued to make positive changes in the lives of our communities through these interventions despite the pandemic and have now garnered further trust in support in this metaphoric "restart year".

Our focus this year was to continue delivering the critical support to fight the pandemic where needed while also rededicating ourselves to the programmes that were affected in the last 2 years. This was done through our focus on strengthening our service delivery for the farming community and ensuring the health interventions were back in full swing. This year marked some new highs for these programs, especially in the case of pre-natal vaccination and the reach of sanitary pads sold by our "Shubhangi" women whose story is particularly inspiring. While our OPD and Mobile Health Clinic restarted their service delivery for people, the Animal OPD and Vaccination also swung into action with massive outreach numbers.

Team-Kiran experimented with the creation of a model early education centre called "Rainbow Centre" which brought together several stakeholders in a win-win-win situation which is very heartening to see. Looking at the smiles on the faces of the toddlers and the satisfaction of their parents has made us all proud of this intervention approach.

Our skilling and affirmative action programs also have created a strong impact this year with special mention of our unique collaboration with GMR Varalakshmi Foundation's skill training program which has benefited many young people. There is encouraging news on the women empowerment front too, as SHGs have reported growth in their savings and capital while many women-led enterprises have taken root.

I must put on record my appreciation for all the members of Team Kiran who have given their best to make our programs impactful and sustainable. Special mention to their commitment to duty despite the challenges of the last 2 years. As we look towards the future, we assure all our stakeholders of our commitment to improving the lives of our stakeholder communities.





Scan for CSR Policy

## About Yara's CSR



Yara International is a Norwegian chemical company with production sites in 50 countries on six continents. 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.

### 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.

### Social Responsibility of Yara

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 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. The focus areas of Kiran are in line with the SDGs as well as Schedule 7 of the Companies Act 2013. The beneficiaries of the services include farmers, animal rearers, and school-going children from the pre-primary level and above to the women and the youths.

### Financial Outlay in 2021-22

The total amount spent in the financial year 2021-22 for community development is INR 2.43 Crore.

### 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.

### 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.

### CSR Implementation and Coverage

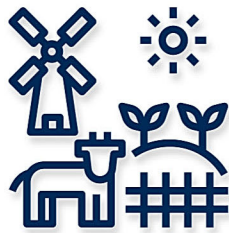
The CSR plan approved by the board is implemented through a Trust registered under the Societies Act. A professional team coordinates the activities through the YFIPL Community Development Dept. In some cases, external implementing agency's support is also taken. However, most of the activities are undertaken by team Kiran. Corporate Social responsibility activities 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. Demands from neighbouring villages and requests from the district administration and other partner agencies have taken some activities beyond the 11 core command villages covering around 60 villages.



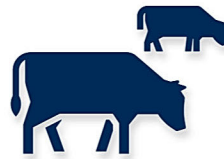
## OUR INTERVENTION DOMAINS



Education



Agriculture



Animal  
Husbandry



Skill Development &  
Women Empowerment



Affirmative Action



Infrastructure



Healthcare



## EDUCATION

Education is the most liberating and empowering tool for a child. According to a UNESCO report released before the commencement of SDGs, Education has been identified as a path out of poverty for millions of people across the globe. Research studies have also proven that Education can serve as a life improvement tool in other domains too. Education is one of the most critical Sustainable Developments Goals especially as it paves the way toward achieving the critical goals of Zero Hunger and Zero Poverty.

Kiran has been focusing on improving education, especially Early Childhood and Primary Education with encouraging success in the core outreach villages. After a two-year gap where many interventions were affected because of the pandemic, this year saw the return of relative normalcy in the education domain.



Activity Description

The year 2021-22 saw a surge of action in different centre-based education-related activities established by Kiran as schools started opening. These centre-based activities focused upon school-going children from Pre-primary to Higher Secondary. Rainbow – Pre-primary centres, developed with the help of the SHGs, concentrates on pre-school education by fostering love of learning and developing school going habits among 3 to 6 year olds from surrounding communities. Children's Learning Improvement Program (CLIP), aimed to raise educational standards by boosting children's learning using creative grouping techniques that help them acquire letters, words, and eventually sentences. After School Learning Centre (ASLC) is another project which aims to provide coaching to the students of Class 8th to 10th in their own vicinity. Apart from these centers, Nagaliya Kazi Primary School, being run by the community organisation has been supported to provide quality education to the children. Scholarships were provided to the eligible students studying in DAV school.

Highlights of 2021-22

- Established 6 New Pre-Primary Centres (Rainbow).
- 2 New After School Learning Centres (ASLCs) opened.
- Organised 3 trainings for the community teachers of project Rainbow, CLIP and for the teacher of Nagaliya Kazi school.
- Started Computer literacy classes for 27 students of Nagaliya Kazi School.



PROGRAM OUTREACH



A centre of learning - An example in convergence

Kiran has recently established an indispensable foundation for children's development through 'Rainbow' - a pre-primary education centre'. Initially, the challenge was to ensure that the centre can be community-driven and sustainable. In beginning, the response was poor as the community had no idea about the kind of centre the organisation was talking about. In some villages, the community provided their space to open the centre but when their vested interest wasn't met, they asked us to close the centres. Brainstorming led to the decision to make the centre managed by the community. The team approached the panchayat and the members of the women SHGs to open the centre. In some places the Panchayat, and others, the SHG members provided space to run the centre free of cost. Also, they involved the SHG in the selection of teachers and the overall management of the centre. Uniforms, shoes, socks, school bags, lunch boxes and books were provided to all the children at 50% of the cost. The responsibility for the collection of the fees was given to the women's Self Help Group. Every month a partial contribution of Rs. 2000 to each centre is made by Kiran. The decoration of the room and sitting arrangement were provided by Kiran. In some villages, the Panchayat supported the renovation of the building.

The strategy worked as after seeing the centre other villages started asking for the same facility. By end of the year, the centre was opened in 8 villages. Today, parents of children who used to get engaged in household chores feel a great sense of satisfaction and pride when they cook food for their children early in the morning and take them to the centre. Children enjoy coming to the centre as they feel special and loved by all.





## भा. कृ. अनु. प. - सरसों अनुसंधान निदेशालय ICAR-DIRECTORATE OF RAPESEED-MUSTARD RESEARCH



### AGRICULTURE

There is very little that has not been said or written about the importance of agriculture for India and the dependence of the rural populace on agriculture and its allied activities for sustenance. Agriculture was, is and is likely to remain the mainstay for income generation for the majority of Indians living in rural areas for years to come. As per the census of 2011, 54.5% of all Indians and 65% of residents of Uttar Pradesh rely on agriculture as their primary livelihood.

The Kiran team has initiated a support intervention in the Agriculture domain to address several local challenges like salinity, water-logging, dependence on traditional practices and a general lack of awareness about advanced techniques for improving production. Over the years, Kiran has worked towards improving soil health through land development and water conservation and enhanced the knowledge of farmers about modern agriculture practices through training sessions, Kisan Mela and exposure visits. Kiran's other focus areas have been to increase crop production and reduce the cost of cultivation by distributing high-yielding seed varieties and farm mechanisation tools where needed.

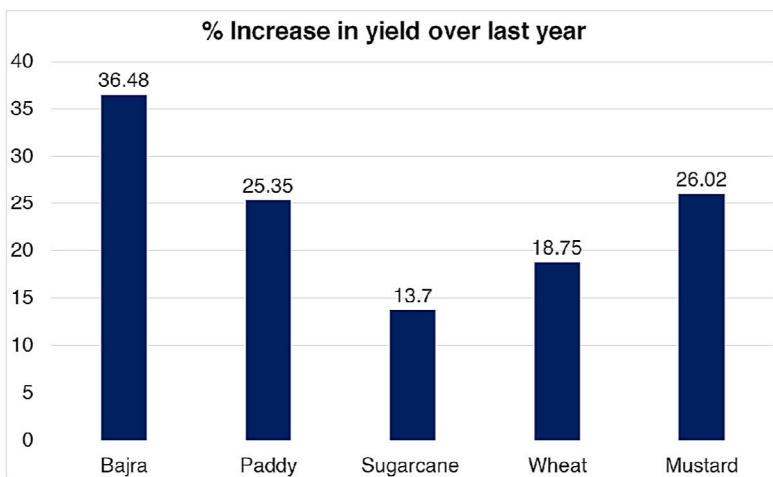


## Activity Description

In FY22, our work of supporting the farmers in the 4 sub-domains continued with a focus on laser levelling and deep ploughing to ensure better water distribution, and therefore yield. Soil testing of farmers' land was undertaken which has helped them better understand the kind of crops they can sow and the measures that need to be taken to improve yield. Awareness, Sensitisation and capacity-building programs such as farmers' training, exposure visits and farmers' fairs were organised. Promoted farm mechanisation and increased awareness through farmer's contact programs. The highlights from this intervention are as follows:

### Highlights of 2021-22

- 77 farmers were covered under laser levelling and deep ploughing
- Increase of 44% in the number of plots covered under soil nutrient management.
- To promote optimum utilization of groundwater for irrigation, a pilot project on the underground pipeline started in Village Mehua.
- Organised exposure visits of farmers to the Directorate of Rapeseed Mustard Research (DRMR), Bharatpur, Rajasthan and Govind Ballabh Pant University of Agriculture and Technology, Pantnagar.
- Development of Shak Poshan Vatika (Vegetable nutrition garden) in villages.
- Organised awareness session on Crop Insurance.



In 2020-21 a total of 158.6 Acres of Land was treated under soil and water conservation. The impact of laser levelling and deep ploughing on yield was on an average 24%. This in turn led to the farmer's income increasing by about 15%-25%.

## PROGRAM OUTREACH

135

Laser Levelling and  
Deep Ploughing (acres)

18

Shak Poshan  
Vatikas

386

Seeds support  
program (acres)

439

Exposure Visit  
Outreach

200

Soil Testing  
(plots)



### A win-win service for farmers!

Mr Hukum Singh, resident of Kail village has 06 bighas (1.2 acres) of agricultural land. According to him "Due to less land, I had a small income, and it was becoming difficult to meet the needs of the family". Determined to increase his income, he bought a 35 HP tractor and started his entrepreneurial journey by ploughing the fields of other farmers on a rental basis. Based on the guidance provided by our team, he bought a manual leveller and did the levelling work on the demo farm of the organization. With this additional income, he bought another tractor (55 HP) in the year 2014.

The Kiran team advised him to buy a computerized leveller and sub-soiler. Mr Hukum Singh bought both the agricultural implements and started doing levelling and deep ploughing in Kail and nearby villages. Kiran was providing subsidies to farmers willing to undertake the said activities. As his income increased, he continued to expand his work. Today, he is a successful entrepreneur with many farm equipment at his disposal. He is of the firm opinion that his income has increased due to the use of these agricultural machineries. Last year, through engagements provided by Kiran, he earned 3.78 lakhs from various works such as laser levelling, deep ploughing, and seed drill sowing of wheat.





## ANIMAL HUSBANDRY

Among the farmers of India, Animal Husbandry is both a primary vocation and secondary pursuit. Given that the rural economy is based mainly on Agriculture and its allied activities, Animal Husbandry becomes a critical cog in the pursuit of rural development and improving the income of farmers.

In the CSR focus area, Kiran is working on 3 key aspects of this domain viz; Animal Health Care, Breed Improvement and Balanced Nutrition. The program covers physical interventions like Animal OPD, Artificial Insemination, Balanced Nutrition, Training & deployment of Pashu Palak Mitra and Awareness Interventions like meetings and sensitization sessions with the farmers.



## Activity Description

In the reporting period of FY22, activities in the Animal Husbandry domain were taken up with great participation and support from the members of the community. After the pandemic-induced slowdown in FY21, the program was back with its usual fervour with animal vaccination drives, deworming camps, and artificial insemination numbers registering new heights. There was an increased inflow of animals at the OPD where all the animals were attended to diligently by the well-trained team of doctors and Pashu Palak Mittr (Para-vets). The breed enhancement initiative which aims to improve the breed of livestock is being carried out by the Para vets who are trained and stationed at various locations in different villages. Kiran went even further and developed Balanced Nutrition Programme to address the nutritional needs of cattle and provided high-quality green fodder and seeds to people of nearby areas. The highlights of the program are:

### Highlights of 2021-22

- Started providing sorted semen at a reasonable rate to cattle owners.
- Organised 85 animal OPD and 6 Mega Health Camps in the village.
- 35 Para vets associated with the project. 2 new artificial insemination centres established.
- Inseminator's Training – 01 training organised for Para vets.



## PROGRAM OUTREACH

**2678**

Animals Treated  
at OPD and Camp

**53819**

Animal  
Vaccinations

**3162**

Deworming of  
Milch Animals

**22030**

Artificial  
Inseminations

**561**

Green Fodder  
Distribution Outreach



### Green fodder improves family income!

Rameshji is a farmer who lives in the Kail-ki-Madhaiya village in the CSR outreach area of Kiran. He has a small land holding where he plants wheat, sugarcane and paddy and creates a meagre income for his family. Rameshji has kept a pair of buffalos and one cow to sell some milk and augment his income. There is a demand for good milk and therefore he thought this may improve his income to a certain extent. The Balanced nutrition program of Kiran came as a shot in the arm for his milk business when the Kiran team advised him to plant Multi-cut Sorghum in March in a small part of his land. This type of grass is especially beneficial for improving the overall health of the animal and also leads to improvement in both the yield and quality of milk. Given, that the grass is of multi-cut variety, it can be harvested up to 5 times before the need to replant.

Switching to Multi-cut Sorghum has meant that Rameshji can feed his buffalos with green fodder which they like to eat while saving on the grains that would have otherwise fed them. The grass has improved the health of his cattle and according to him, the yield has also improved by about 15%. Given that the milk is of superior quality and in higher quantity, Rameshji is generating more income which is helping his family in many ways not least of it, to educate his children.





## SKILL DEVELOPMENT & WOMEN EMPOWERMENT

India still has a long way to go when it comes to the global standards of gender equality and equity. While the participation of women in the paid workforce has been improving the overall contribution of women to GDP remains at a low of 18% . It is accepted wisdom that investments in the education of both boys and girls can begin a journey out of poverty, but many times, girls and young women are left out of this journey as evident from the participation data. After the pandemic India's gender gap has widened by 4.3%, owing to the dipping economic opportunities for Indian women, leading to a decline in their participation in the formal workforce .

Kiran's work in our CSR intervention area has positively impacted many women through our efforts in Health, and Education while also directly empowering them through programs like SHG Formation, the establishment of Social Enterprise, and Vocational Training. These inputs have helped women improve their income through self-employment in myriad vocations and therefore live a dignified life.



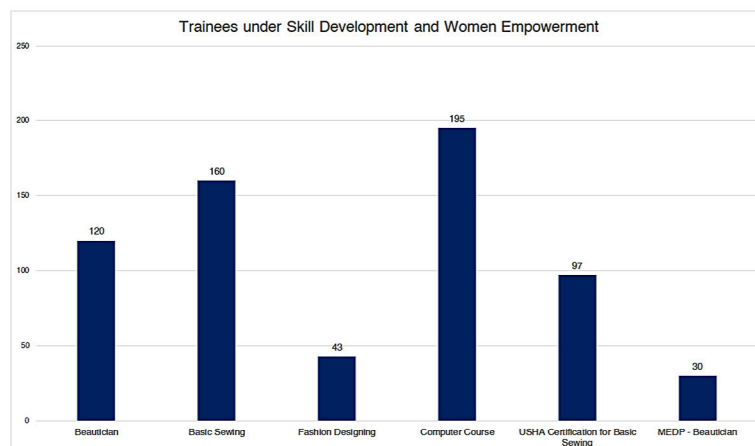
## Activity Description

During the reporting period, Kiran mobilised and supported SHGs in 55 villages to improve their economic indices. The women were engaged in entrepreneurial activities through (new and existing) small enterprises leading to improvement in their income. Under the E-shakti project of NABARD which aims at digitisation of all the SHG accounts, data of 230 SHGs was digitized and onboarded on the E-Shakti portal. As part of NABARD's "100 SHG project", groups were formed and linked with banks. This year the approval from MD - UPSRLM, for the Convergence of Kiran's women SHG program with NRLM was recieved.

Under the skill development program, students were trained in different vocational courses at skill training centres in Babrala and Gunnaur. The students who completed the Industrial Tailoring course were engaged in the Aakriti production centre. Under the social enterprise vertical, the Karzobi and Akriti projects started receiving encouraging orders. The highlights of the domains are as follows:

## Highlights of 2021-22

- Convergence with UPSRLM - 51 SHGs of 16 villages received. 31.475 Lakhs of the fund. Formed 12 village-level organizations.
- "100 SHG project" – successfully completed.
- Project Eshakti – Completed data digitization of 230 SHGs.
- 53 new individual enterprises and 01 group enterprise initiated by SHG members.



## PROGRAM OUTREACH

346

No of SHGs

4192

SHG Members

176

Inter-loaning  
Amount - Lakhs

615

Skilling Program  
Outreach

12

Rural Mart Sales -  
Lakhs



### Opening new doors through skilling!

Aisha and Ilma are two young girls with a lot of dreams. They come from a large joint family and their father works in a sugar factory. He is the only earning member of their immediate family which has 7 members. Both the sisters completed their Bachelor's Degrees and were looking for jobs when they serendipitously discovered the vocational training program run by Kiran on a visit to the PHC at "Village House". They were introduced to the industrial tailoring course under which they were trained for one year. Since completion of the training, both Aisha and Ilma are working for Project Akriti where they get regular work and a stable income of about INR 5,000 every month.

Aisha and Ilma now plan to open a small boutique in their village to begin their entrepreneurial journey. Aisha sounds confident when she shares "The trainers at the program have instilled in us self-belief. Given that an industrial tailoring machine is something not many women work on we feel that we have a rare skill that can be utilised for our future."





## AFFIRMATIVE ACTION

Indian society in the recent millennia has demonstrated division of people among various lines not least of them being caste divisions. This hierarchical nature of our populace has been observed in the developmental cycle too, with most of the marginalised communities faring worse than their co-citizenry. Almost 23% of the population has been identified as either scheduled caste or tribe and a further 52% as other backward castes, creating a large majority of the populace who have been historically wronged in one way or another. Our civil society, polity, and executive have taken various paths to empower and support these communities and yet, there is a lot more that needs to be done to create a more equal and just society.

All interventions of Kiran work towards the empowerment of all members of the village community. Under the affirmative action domain, additional support is rendered to members of the marginalised communities to further empower them. This includes special efforts under education, employability, entrepreneurship and employment for identified beneficiaries.

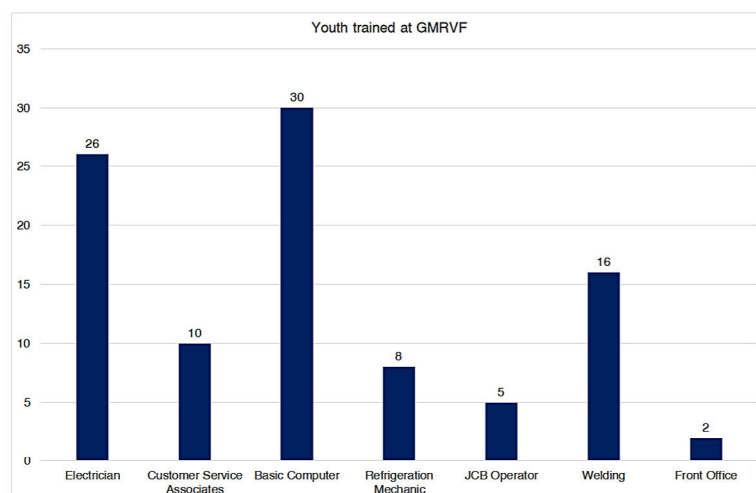


## Activity Description

During FY22, continued support was extended to beneficiaries from marginalised communities through all the 4 verticals stated above. Notably, this year Kiran had tremendous traction in referring candidates to the GMR Varalakshmi Foundation (GMRVF) and the Central Institute of Petrochemicals Engineering & Technology (CIPET). Under the education vertical, scholarship support was extended to the students and admission support to girls in the Kasturba Gandhi Schools. Youths were also mobilised and trained under the vocational training programs of Kiran wherein they were trained in income-generating activities and computer skills. Highlights of the year under this domain were:

### Highlights of 2021-22

- Employable skill development program in 03 Vocational Training Centers.
- Education support program through Scholarship and enrolment in Govt. Institution.
- Women education program.
- Agriculture support program.



## PROGRAM OUTREACH

10

CIPET Enrolments

79

GMRVF Referrals

196

Farmers' Training Outreach

55

Kasturba Gandhi Balika Vidyalyaya Referrals

62

Scholarships to Meritorious Students (Govt. Institutions)



### Passion meets opportunity!

Ankit is a bright young man from Mahmoodpur village who has had a special fondness for electric motors since he was a young kid. While other children loved to play games, Ankit spent his time opening motors and being fascinated by their inner workings. Coming from a large farming family with 12 members, Ankit was enrolled in a BSc Agri course which he passed. However, his love for motors never left him and when in October of 2021, he came to know of GMRVF's electrician course that students were being selected by Kiran, he immediately applied for the same.

After passing out of the 03 months of training that was held in Delhi, he came back to Mahmoodpur and opened a motor winding shop. As Mahmoodpur did not have such a facility and the local farmers and dwellers had to come to Babrala to get their pump sets repaired, his shop started doing well from the outset. Today, he is serving the community and can make a stable income through this service centre and is looking to expand his work by selling sundry electrical goods as well. He says: "I am lucky to have got this opportunity to skill myself through the reference of Kiran Team. This has led me to not just create a sustainable livelihood for myself, and avoid migrating to Delhi, but has also created a much-needed service in the village. Today, my friends are getting inspired by my story and are considering getting skill-development for themselves."





## INFRASTRUCTURE DEVELOPMENT

Infrastructure development can have a direct and immediate positive effect on indices related to health, sanitation, economy and overall ease of living. The efforts of Kiran to improve the lives of people in the operational villages have been supported by the work done under the domain of infrastructure development like the construction of village roads, culverts, drains and toilets that propel societies towards a better future. The organisation works closely with the communities in identifying the gaps and creating sustainable infrastructure to improve not just the local situations but also the impact of our work in all other domains like Health, Agriculture and Education.



## Activity Description

Over the last many years, the organisation has focused on developing many useful infrastructure projects for the benefit of the communities and FY22 was no different. This year with the support of the National Bank for Agriculture and Rural Development (NABARD), Kiran completed the construction of the local Village Market in Baghau. Projects like toilet construction, construction of paved brick tracks and building of drainage channels continued at a rapid pace in line with the needs and based on the requests received from the community. The highlights of this domain in FY22 were:

## Highlights of 2021-22

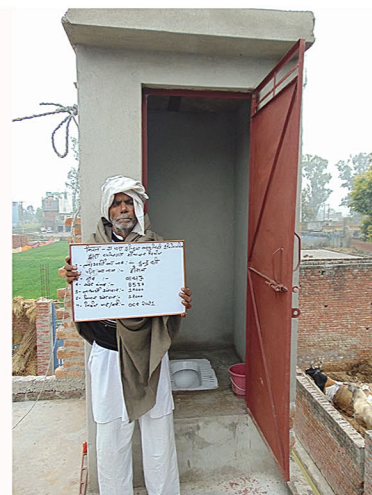
- Construction of village market in village Baghau.
- 41 new toilets were constructed in the outreach area.
- 60 meters of paved brick track constructed in village Noorpur.
- A 65-meter drainage channel was constructed in Mehua Hasanganj.
- Renovation work at Anganwadi centre at village Mehua Hasanganj.



Construction of Anganwadi Centre



Drain construction



Toilet construction



## A shot in the arm for farmers!

'Rural Haat' is a venue for both commerce as well as festivity which showcases a feeling of unity and strength. Generally managed by village-level institutions these are the best examples of community-owned places for direct interface between farmers and consumers. So, to make market facilities available to the farmers and villagers in this remotest place, a village haat was constructed by Kiran and handed over to the village institution for its management.

The project was a unique initiative in the sense that the fund for the construction was partially made available by the National Bank for Agriculture and Rural Development (NABARD) under a defined institutional framework. By providing space for the construction, carrying out earthen filling work and expediting the implementation by arranging essential facilities, the panchayat played a prominent role in the completion of the activity. Both the foundation stone laying and inauguration was done by the District Magistrate, Sambhal.





# जॉच, परामर्श एवं टीकाकरण शिविर

Kiran  
India  
A Yash Initiative  
Community



## शिशु टीकाकरण सारणी :-

जॉचे, सौ आयरन की  
प्रसव अस्पताल में

का पहला दूध,

का दूध,

हार दलिया, खिचडी,

एवं केला

- प्रथम माह बीसीजी एवं पोलियो खुराक।
- डेढ़ माह पर पेन्टा प्रथम, रोटा वाइरस, पोलियो टीका एवं खुराक।
- ढाई माह पर पेन्टा द्वितीय खुराक एवं रोटा वाइरस।
- साढ़े तीन माह पर पेन्टा तृतीय खुराक, पोलियो टीका एवं खुराक।
- नौ माह पर

भूल न जाना,

टीकाकरण  
ज़रूर करवाना

इंडिया कम्यूनिटी इनीशिएटिव,

ग्राइजर्स इंडिया प्रा० लि० ब

## HEALTHCARE, SANITATION and SAFE DRINKING WATER

Health is by far the most critical of all domains that have historically needed both government and private interventions in India. It is also the domain where meaningful investments can greatly impact the lives of individuals at a micro level and the well-being and growth of communities at a macro level. From Child and Maternal Health to Primary, Secondary and Tertiary care, India has come a long way since independence but there still is a lot to be achieved in these very domains as compared to the more developed nations.

Kiran has been focusing on the health and well-being of communities in its intervention area with interventions covering many sub-domains including Mother and Child Health Care, Nutrition, Menstrual Health and Hygiene, Health Clinics and Health awareness camps. All these interventions are with the support of government functionaries and the communities.

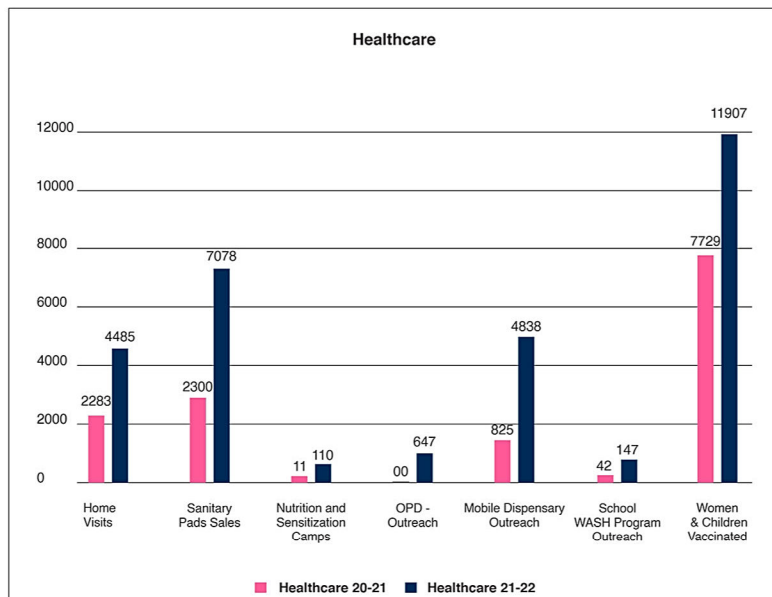


## Activity Description

In FY22, the OPD centre located at Babrala resumed full operations after the pandemic. Similarly, the thrust was given to community-level health and vaccination camps and awareness meetings. This year marked growth in the number of vaccinations for women and children and of patients treated at the mobile dispensary. Sensitization of the parents of malnourished children was done by providing monthly weight tracking reports and by providing vitamins and medicine to the children. Training of adolescent girls and women on menstrual health and hygiene was organized. Gynec camps in the villages saw a large footfall of women and girls. There was encouraging growth in the Sanitary Pad sales as women from “Shubhangi” reached more women than ever before. The highlights of the health domain are as follows:

### Highlights of 2021-22

- 01 Anagawadi centre was established and 2 Anganwadi centres were upgraded.
- 110 Nutrition camps were organized for children.
- 2 Gynaec camp was organized which benefitted 99 individuals.
- 249 Mobile camps were organized.
- 3 School health camps were organised.
- Health OPD was reinstated after the pandemic.



## PROGRAM OUTREACH

11907

Women and Children  
Vaccinated

7078

Sanitary Pads Sold

647

OPD Outreach

4838

Mobile Dispensary  
Outreach

147

School Health  
Awareness Program



### Health is indeed wealth!

In the little hamlet of Baghau ki Madhaiyan, one can come across the smiling women of project “Shubhangi” - a menstrual hygiene intervention supported by Kiran. Four women of SHG called Durga Mahila Mandal manufacture and market affordable sanitary pads for women in the area. “We feel our work is creating a healthy society and our families have supported us immensely,” says Sriwati who along with Naazma, Urmila, and Rukhsana has driven 68% growth in their sales. “It’s difficult to convince the women and break the age-old tradition but we are trying our best. For one and half years we have been continuously moving to different villages and talking to the women and girls about the importance of menstrual hygiene.

When one looks at the sales figures, it dawns that these numbers don’t just narrate revenue growth but also improvement in Health, Dignity and overall well-being of the womenfolk. The sale of napkins is inversely proportionate to the use of unsafe methods of period management. While the village has stores that sell branded products, many cannot just afford them. At INR 25 for a pack of 7 pads, “Shubhangi” is much more affordable and also supports the ecosystem of SHGs and ASHA.



## Continued Response to COVID Crisis: Wave II

The outbreak of COVID19 (first wave) had led to enormous difficulties across the world. On one hand, the virus claimed thousands of lives; whereas, on the other side, the corona warriors including medical professionals, security personnel and health workers worked assiduously to combat this situation. Yara also put in its best efforts under its CSR by helping the government functionaries and society in these difficult times. During wave one of the pandemic in 2020, the efforts included providing health kits comprising hand gloves, sanitiser, face masks, soap and liquid antiseptic to 160 village-level health workers as well as police personnel.

The CSR campus, 'Village House' was handed over to district administration for quarantining immigrants returning to their villages and testing the suspected cases (100 bedded quarantine centre). Awareness about COVID-19 through a public address system by distributing pamphlets, decontamination using bleaching powder and other disinfectants in all the surrounding villages was also done. Raw food packets were provided to 319 identified poor/landless families especially daily wage earners of surrounding villages apart from providing 300 packets to the govt. administration.

The surge of the second wave saw an unprecedented rise of COVID positive cases across the nation which exposed the health infrastructure facilities of hospitals and health management systems in rural pockets. High deaths were reported because of a lack of oxygen and other lifesaving equipment. Kiran again took a few impactful initiatives to improve the infrastructural facilities of government hospitals.

### Oxygen Generator

- o Installed 02 nos. of 45 lph capacity of oxygen generator in COVID hospital, Narauli.
- o Installed 01 nos. of 45 lph capacity of oxygen generator in Community Health Centre (CHC), Chandausi.
- o Installed 500 lph capacity oxygen generator in the Kaila Devi Covid Hospital of Sambhal.

### Oxygen Concentrator

Provided 02 nos. of 10 lph capacity oxygen concentrator to CHC Gunnour and 02 nos. to CHC Rajpura.

### Health Monitor

Provided 10 Multi Para Health Monitors to the COVID hospital, Narauli, 02 Nos. to CHC Gunnour and 02 Nos. to CHC Rajpura (Collaborated and channelized the fund from Norwegian Business Association of India (NBAI) as well as Yara Digital Farming to support the community).

### Health Kit

Provided 1000 PPE kits, 10 pulse oximeters, 5 Infrared thermometers and Sanitiser to COVID hospital, Narauli.

### Health Kit for Govt. Staff

Provided a health screening kit comprised of a pulse oximeter, infrared thermometer, Sanitizer, N95 Face mask, Face shield, surgical mask, gloves and sanitiser to 65 government health workers.

### Awareness on Vaccination

Promoted vaccination by awareness generation through informative pamphlets distribution.

In some encouraging news, Yara Fertilisers India was selected for The CSRUniverse COVID Response Impact Awards 2021 as one of the best CSR projects conceptualized and executed during COVID pandemic in the financial year 2020-21 in Category 'Health'.





## TRUSTEES

### Mr. M S Prasad

Vice President (Manufacturing), Yara Fertilisers India, Babrala (UP)  
Chairman Trustee (Kiran-A Yara India Community Initiative)



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### Mrs. Preeti Sanghi

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Yara Fertilisers India, Babrala (UP), India





Team Kiran with Trustees and Leadership of Yara Fertilisers.

## TEAM - KIRAN

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## Kiran - A Yara India Community Initiative

# Corporate Social Responsibility Annual Activity Report - 2021-22

Department of Community Development  
**Yara Fertilisers India Private Limited**  
Indira Dham, Babrala - 242021  
District - Sambhal, Uttar Pradesh