



Knowledge grows

Corporate Social Responsibility

Activity Report 2024-25

Kiran - A Yara India Community Initiative





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List of Abbreviations



AGM	Annual General Meeting	LFPR	Labour Force Participation Rate
ALFA	Accessible Learning For All	MEPSC	Management & Entrepreneurship and Professional Skills Council
ANC	Antenatal Care	MSME	Micro, Small and Medium Enterprises
ASER	Annual Status of Education Report	NCVET	National Council for Vocational Education and Training
ASLC	After School Learning Centre	NEP	National Education Policy
BCG	Bacillum Calmette- Guerin	NFHS	National Family Health Survey
CAED	Computer Aided Embroidery and Designing	NIIT	National Institute of Information Technology
CII	Confederation of Indian Industry	NRLM	National Rural Livelihoods Mission
CIPET	Central Insitute of Petrochemicals Engineering and Technology	NSSO	National Sample Survey Office
CLAP	Continued Learning Access Program	NSTI	National Skill Training Institute
COPA	Computer Operator and Programming Assistant	OBC	Other Backward Caste
CSA	Customer Service Associate	OPD	Out-Patient Department
CSR	Corporate Social Responsibility	PLFS	Periodic Labour Force Survey
ESTC	Electronic Service & Training Centre	RAC	Refrigeration & Air Conditioning
FLFPR	Female Labour Force Participation Rate	RO	Reverse Osmosis
FMD	Foot and Mouth Disease	SC	Scheduled Caste
FY	Financial Year	SDGs	Sustainable Development Goals
GDP	Gross Domestic Product	SHG	Self Help Group
GMRVF	Grandhi Mallikarjuna Rao Varalakshmi Foundation	ST	Scheduled Tribe
GSA	Guest Service Associate	STEM	Science, Technology, Engineering, and Mathematics
HF	Holstein Fein	STP	Sewage Treatment Plant
HP	Hewlett-Packard	TCSR	Tata Chemicals Society for Rural Development
HS	Hemorrhagic Septicemia	TDS	Total Dissolved Solids
HYV	High Yield Variety	UDISE	Unified District Information System for Education
ICT	Information and Communication Technology	UNICEF	The United Nations Children's Fund
IFA	Iron Folic Acid	VT	Vocational Training
IGA	Income Generating Activity	VTC	Vocational Training Centre
ILO	International Labour Organisation	YFI	Yara Fertilisers India
KGBV	Kasturba Gandhi Balika Vidyalaya	YFIPL	Yara Fertilisers India Private Limited
LCBP	Leadership Capacity Building Program		



From the Desk of the
**MANAGING
DIRECTOR (MD),**
Yara South Asia

Yara's vision- "Responsibly feeding the world and protecting the planet" shapes both our business strategy and our social responsibility efforts. As we present the seventh Annual CSR Activity Report, we reflect on our ongoing journey to create shared value with the communities at the heart of India's growth. This decade is crucial for India, as the nation aims for global leadership through innovation and inclusion. The Government's Viksit Bharat @2047 vision urges every stakeholder to help build an equitable and resilient India, making the corporate sector's role in driving social transformation more critical than ever.

Yara's commitment to nature-positive food systems and sustainability is deeply woven into our India CSR approach. Our efforts- ranging from digital education and women's empowerment to agricultural development and water stewardship, are closely aligned with India's National Development Agenda

and the UN Sustainable Development Goals (SDGs). By partnering with government bodies, civil society, and local communities, we strive to create tangible and localized impact.

In 2024- 25, as India made strides in economic recovery and rural transformation, challenges like the rural-urban education gap and youth employability persisted. Yara's CSR initiatives innovated to address these issues, directly impacting thousands of families and equipping them with new opportunities. The results demonstrate our belief that growth is meaningful only when it uplifts communities alongside us.

We extend sincere gratitude to our team, partners, stakeholders, and the communities we serve. Together, we continue to co-create a legacy of shared growth and sustainable impact for a better future.

Meet the **TRUSTEES**



MR. M S PRASAD

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



MS. ALKA TALWAR

*Ex. Chief CSR and Sustainability,
Tata Chemicals Limited, India*



MR. KHEMRAJ DUREJA

*General Manager (Maintenance),
Yara Fertilisers India, Babrala (UP)*



MR. K P SHEKHAR

*General Manager (Legal- Africa & Asia),
Yara Fertilisers India, Gurgaon (Haryana)*



MR. SAURABH MATHUR

*General Manager
(Technical Services and Sustainability),
Yara Fertilisers India, Babrala (UP)*



From the Desk of the **CHAIRPERSON**, Kiran and **VP** (Manufacturing) Yara Fertilisers India

It gives me great pleasure to present Yara Fertilisers India's Corporate Social Responsibility (CSR) Activity Report for the fiscal year 2024-25. This report is not just a reflection of our projects but an illustration of the enduring partnerships and trust that we have built with the communities around us. Through our social arm, **Kiran- A Yara India Community Initiative**, we continue to uphold our vision of *"Rural Empowerment through economic upliftment, social development, and sustainable climate resilience."* Over the years, Kiran has evolved into a catalyst for rural transformation, touching lives. Our work spans key developmental domains, each designed to build self-reliant and resilient communities. In alignment with India's national and global development priorities, our efforts this year have been focused on enhancing access, equity, and sustainability in every sphere of rural life.

Under Community Health, our initiatives such as **Project Vatsalya**, and **Project Sanjeevni** have provided quality healthcare services to over 9,000

beneficiaries through OPDs, mobile health camps, and awareness programs. Over 1,200 women and children were immunized, 928 individuals regained their eyesight through cataract surgeries, and 66 people were supported with prosthetic limbs- reaffirming our commitment to accessible healthcare for all. Through **Project Kishori Shakti** over 1400 adolescent young girls have been empowered with awareness, guidance, and access to interventions on menstrual health, hygiene, nutrition, and overall well-being.

In Community Education, projects like **Rainbow** and **Digital Pathshala (CLAP & ALFA)** have bridged the digital divide in rural learning. The establishment of 24 new Smart Classes, bringing the total to 44 Smart classes, 10 Rainbow Centres, and 6 libraries has enriched the learning experience for over 10,000 students. In the areas of Agriculture and Animal Husbandry, we have continued to empower farmers and livestock owners with sustainable solutions. Over 500 acres have been brought under soil and water conservation

practices, and 20 underground irrigation pipelines have been installed- strengthening climate resilience and local water management. While around 37,000 animals were vaccinated and 3,000 animals treated through animal OPD sessions, over 16,000 artificial inseminations were successfully facilitated, collectively promoting better cattle health, breed improvement, and enhanced productivity.

Women Empowerment continues to be a cornerstone of our community initiatives. With 359 active Self-Help Groups (SHGs) representing over 4,400 women and inter-lending activities exceeding Rs. 1.37 crores, local enterprise and financial independence have been promoted. Projects like **Karzobi** and **Aakriti** have nurtured local women entrepreneurship, while the **Leadership Capacity Building Program** supported 100 women entrepreneurs by combining digital literacy with enterprise management. Additionally, our Vocational Training Centres in Babrala and Gunnaur

have empowered 497 youth with relevant skills, paving the way for self-reliance. Our Affirmative Action programs have ensured that marginalized communities are not left behind as 133 youths were trained at national-level skill institutes.

This year also witnessed active employee participation on World Environment Day, Daan Utsav (Joy of Giving Week), eye camps and other community engagement activities- reflecting Yara's culture of collaboration, collective responsibility and compassion.

Lastly, on behalf of the Trustees of Kiran and Yara Fertilisers India, I express my heartfelt appreciation to our dedicated teams, internal and external stakeholders, and above all, the community members- our true partners in progress. Together, we will continue to nurture the seeds of change and shape a more equitable and empowered rural India.



Coverage of Social Initiatives in the past 05 years

Years	Unit	2020-21	2021-22	2022-23	2023-24	2024-25
Community Education						
Children Benefited out of Primary Educational Initiatives	No. of students	427	612	589	609	-
Students enrolled in Nagaliya Kazi School	No. of students	166	70	70	70	80
Students benefited from After School Learning centre	No. of students	44	105	156	137	141
Students enrolled in Rainbow centers	No. of students	-	348	405	331	294
Number of Bench and Desk Provided to Government Schools	No. of bench/ desk	-	160	250	-	-
Access to basic computer education to students of government/government-aided school - HP (ALFA)	No. of schools	-	-	-	-	10
Smart classes established in government/government-aided schools - HP (CLAP)	No. of smart classes	-	-	-	20	24
Access to basic life skills to students of government/ government-aided school - HP (CLAP)	No. of students	-	-	-	-	1420
Community Health						
Women received ANC vaccination	No. of women	2028	530	433	410	410
Children vaccinated	No. of children	5179	1458	1207	890	811
Elderly underwent cataract surgery	No. of patients	-	-	270	346	928
Persons treated in the Health Centre OPD	No. of patients	1835	647	4013	5064	6258
Persons treated in the Village Health camps	No. of patients	-	4838	6275	5743	3419
Number of severely and moderately malnourished (SAM and MAM) children supported	No. of children	614	628	328	107	162
Children benefited from School health checkup camps	No. of children	-	305	1175	1341	1552
Individuals assisted with social security schemes	No. of beneficiaries	-	-	167	556	-

Years	Unit	2020-21	2021-22	2022-23	2023-24	2024-25
Adolescents Anaemia Checkup & Treatment camps	No. of adolescent camp	-	-	-	-	48
Hemoglobin test	No. of adolescents	-	-	-	-	3264
Deworming and Iron Folic Acid Supplementation	No. of patients	-	-	-	-	2413
Kitchen Garden for nutritional support	No. of kitchen garden	-	-	-	-	159
Awareness meeting through Kishori Club (nutrition, menstruation, vaccination, Improve birth preparedness, complication readiness)	No. of meetings	-	-	-	-	407
Agriculture Development						
Acres covered under Laser Leveling	Acres	187	136	213	259	507
Acres covered under Deep Ploughing	Acres	187	136	213	259	507
Acres covered under Organic Promotion	Acres	187	136	213	259	507
Farmers benefited from Soil Testing	No. of farmers	92	200	146	178	203
Farmers received agriculture implements	No. of farmers	96	82	33	30	51
Farmers received Training on Agriculture practices	No. of farmers	0	263	225	234	206
Farmers benefitted through exposure visits	No. of farmers	48	133	125	112	152
Farmers received high yield variety seeds of different crops	No. of farmers	370	343	381	345	276
Farmers adopted SWI	No. of farmers	344	359	178	-	-
Farmers adopted TPR	No. of farmers	104	57	62	-	-
Farmers covered under Underground pipeline	No. of farmers	-	-	30	30	20
Farmers benefitted under Underground pipeline indirectly	No. of farmers	-	-	537	519	388
Individuals benefited from Solar based home lighting system	No. of farmers	50	-	50	44	45
Animal Husbandry						
Artificial Inseminations	No. of AI	21432	22030	20374	19920	16820
Animals Vaccinated for H.S	No. of animals	8396	25607	32182	39741	28340
Animals Vaccinated for FMD	No. of animals	7557	19586	8626	6074	8839
Animals de-wormed	No. of animals	2424	3162	2639	2950	2375
Animals treated in Animal OPD	No. of animals	367	2678	2645	2616	3053
Animals treated in Gynae and Surgery Camp	No. of animals	974	-	22	-	379
Farmers provided with fodder seeds	No. of farmers	655	561	550	620	587

Years	Unit	2020-21	2021-22	2022-23	2023-24	2024-25
Families benefited from floor construction	No. of households	-	-	61	80	88
Cattles benefited from floor construction	No. of animals	-	-	250	315	367
Families benefited from cattle mattress	No. of households	-	-	-	-	45
Cattles benefited from cattle mattress	No. of animals	-	-	-	-	103
Paravets associated	No. of paravets	-	-	35	30	35
Women trained on Animal Husbandry	No. of women	-	-	130	27	24
Skill Development and Affirmative Action						
Youths enrolled skill development training in Internal Vocational Training- Babrala and Gunnaur	No. of youth	272	615	543	588	497
Youths trained in External Institutions	No. of youth	63	89	326	151	130
Women Empowerment						
Self Help Groups operating	No. of SHGs	277	346	379	379	359
Women members of SHGs	No. of women	3472	4192	4974	4754	4465
Cumulative Savings of the SHG Members (In Lakhs)	Amount in Rs.	24	56	78	74	62.89
Credit Disbursed to the SHG Members (In Lakhs)	Amount in Rs.	76	176	269	144	137
SHG Members trained for Enterprises	No. of women	-	30	30	30	228
Women members of SHG into enterprises	No. of women	23	54	147	-	55
Infrastructure Development						
Toilets constructed	Metres	40	41	50	60	48
Meters of pavement (brick paved track) made in villages	Metres	205	60	283	260	-
Meters of drainage channel made in villages	Metres	-	65	160	150	-
Safe drinking water system (RO) installed in villages	No. of units	1	-	1	1	1
Community Members having access to safe drinking water	No. of beneficiaries	500	-	800	1050	1250

Introduction



Yara International is a leading global fertilizer and chemicals company headquartered in Oslo, Norway. It has production and sales operations on six continents across countries worldwide. Yara specializes in nitrogen-based fertilizers and crop nutrition products. Its portfolio of highvalue, crop-specific nutrient solutions helps farmers use soil nutrients more efficiently, boosting crop yields. By enabling attractive returns on investment, Yara's approach ultimately improves farmers' incomes and living standards.

In India, Yara operates as Yara Fertilisers India Pvt. Ltd. (YFIPL), which was established in 2011. The Yara name, however, has served Indian agriculture for much longer – Yara has supplied highvalue soil nutrients and raw materials nationwide for over two decades. Today YFIPL markets a broad range of crop nutrition products across India. Its portfolio includes wellknown brands like Yara Mila, Yara Tera, Yara Vita Folier and Yara Liva, which are popular with progressive farmers.

Yara India's key production facility is the Babrala plant in Uttar Pradesh. This complex is located in Sambhal district (about 70 km from Moradabad) and enjoys excellent road and rail connectivity as a regional farm-produce hub. Babrala specializes in urea production: its annual capacity is roughly 0.7 million tonnes of ammonia and 1.2 million tonnes of urea. Much of this urea is supplied to farmers in Punjab, Uttar Pradesh, Uttarakhand, Bihar, West Bengal and Haryana. The surrounding area is an important agricultural belt known for commercial sugarcane and mentha cultivation, with many nearby sugar mills and mentha distilleries reflecting the local crops.

Corporate Social Responsibility

At Yara Fertilisers India Private Limited (YFIPL), our commitment to community development is deeply rooted in our belief that business growth and social progress go hand in hand. We recognize that the true measure of success lies not only in productivity and profitability but also in the well-being of the people and communities around us. Guided by this philosophy, Yara India has institutionalized its social responsibility efforts through **Kiran – A Yara India Community Initiative**, which serves as the cornerstone of our Corporate Social Responsibility (CSR) engagements.

Through Kiran, Yara India focuses on holistic rural development, addressing key pillars such as Health, Education and Skilling, Agriculture, Animal Husbandry, Women Empowerment and Infrastructure Development. Our initiatives are designed to benefit every section of the rural community- from farmers and animal rearers to school children, women, and youth, ensuring inclusive and sustainable progress.

The CSR initiatives of YFIPL are implemented in accordance with Section 135 of the Companies Act, 2013, under the guidance of a dedicated CSR Committee and an approved CSR Policy. The committee oversees the strategic direction, budget allocation, and monitoring of all CSR programs is undertaken by the designated Community Development Department along with its execution by Kiran, working closely with community members.

Yara India's CSR activities are primarily concentrated in 11 Core Command Villages within a 5-kilometer radius of the Babrala Fertiliser Plant, reflecting the focus on sustainable impact in our immediate

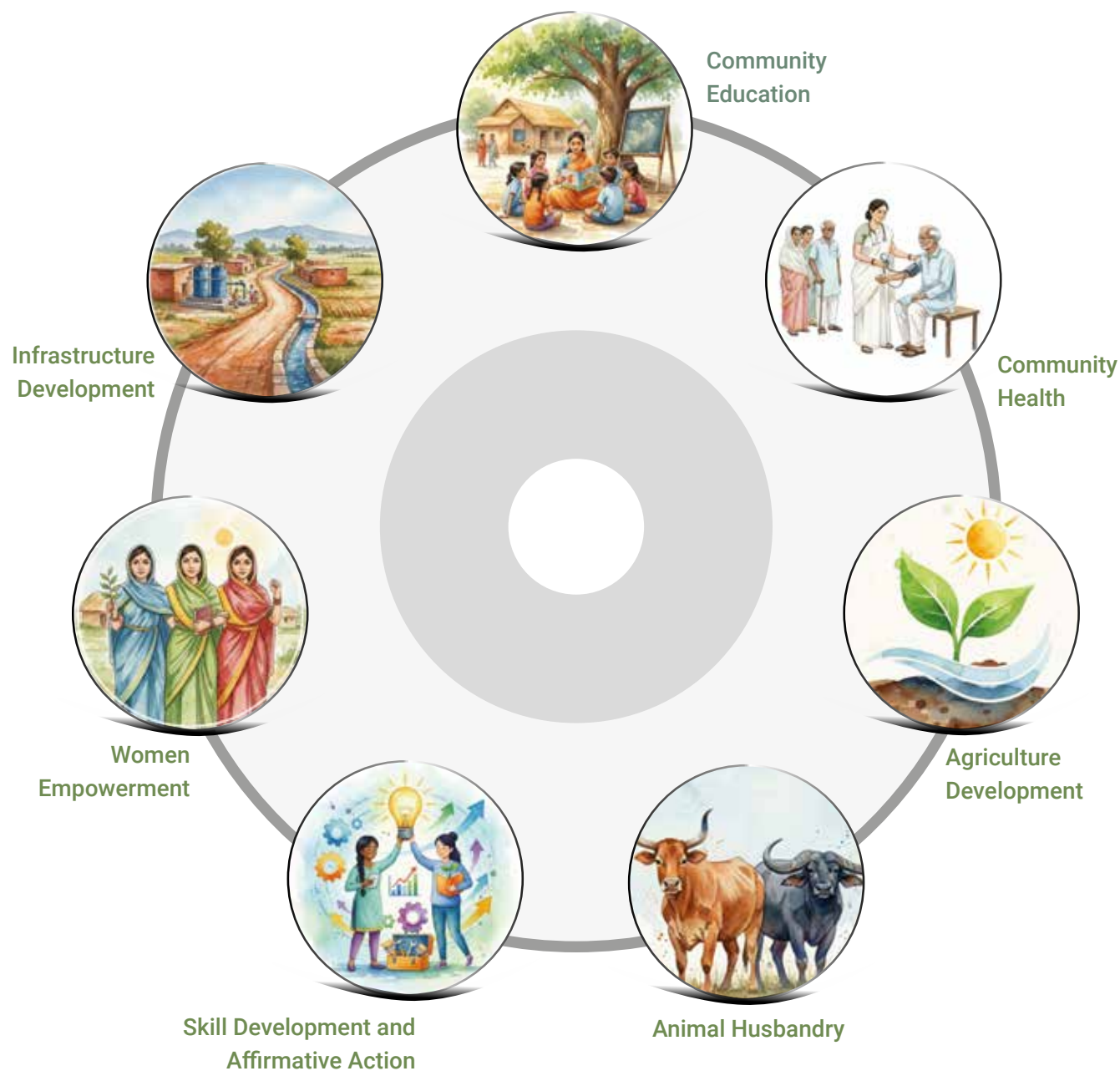


operational area. Over time, the reach of Kiran has organically expanded, driven by community demand, district administration requests, and collaborations with partner organizations, now extending to nearly 60 villages. Through sustained engagement, evidence-based planning, and a deep sense of purpose, Yara India continues to strengthen its bond with the communities it serves- creating pathways for empowerment, prosperity, and shared growth.

Financial Outlay in 2024-25

In the financial year 2024-25, a total of Rs. 2.52 Crore was spent on CSR activities. Additionally, Kiran received Rs. 0.53 Crore as contributions from the beneficiaries of these activities.

Intervention Domains



Community Education



COMMUNITY EDUCATION



India has made remarkable strides in ensuring universal enrollment in primary education, yet enrollment alone does not guarantee learning. National surveys highlight persistent learning gaps, nearly one in four rural youth aged 14–18 struggle to read a standard-2 text, and many lack basic numeracy skills. Bridging this gap between schooling and learning remains a critical national priority under NEP 2020, which emphasizes foundational literacy, digital integration, vocational exposure, and girls' education.

In Uttar Pradesh, while enrollment and transition rates have improved, challenges persist in learning quality, digital access, and infrastructure. Teacher shortages and limited Science, Technology, Engineering, and Mathematics (STEM) / Information and Communication Technology (ICT) Exposure hinder student outcomes, especially in underserved geographies. These challenges are pronounced in Sambhal district, which has historically recorded lower literacy levels than the state average.

Through Kiran, these systemic gaps are addressed through a continuum of education interventions, from early childhood education to digital learning. Our initiatives span- Rainbow Centres for Pre-primary education, After-School Learning Centres (ASLC), Digital learning through Continued Learning Access

Program (CLAP), Accessible Learning for All, and E-Libraries sparking curiosity and digital literacy in rural learners, primary school Nagaliya Kazi, Summer Camps, etc.

The independent impact assessment conducted highlights that more than 90% parents have reported positive behavioral changes among children attending Rainbow Centres. Most learners access centres within 0.1–0.5 kms of their homes, making education affordable and inclusive. Almost all enrolled children have shown improvements in listening ability and expressiveness. More than 90% parents acknowledge that the ASLC program has enhanced the regular school attendance due to improved performance. Project Digital Pathshala addresses the digital divide between urban and rural schools as UDISE+ (2021–22) shows only 11.7% of schools in Uttar Pradesh had functional desktop/laptop computers (versus 25.9% nationally).

Looking ahead, the aim is to scale digital and remedial interventions, improve basic infrastructure, and focus on girl child education specifically the dropouts. By working closely with communities, government schools, and partners, Kiran is contributing to a stronger education-to-employability pathway for children and youth in rural Uttar Pradesh.

Advancing Digital Learning and Educational Access

Digital Pathshala

Project Digital Pathshala is Kiran's flagship initiative to integrate digital learning into rural classrooms, bridging the educational and technological divide in the Sambhal district. Through partnerships with HP India, NIIT Foundation, and the Department of Education, the project brings interactive, technology-enabled education to students in government and government-aided schools. It comprises of two major components- ALFA (Accessible Learning for All) and CLAP (Continued Learning Access Program) both working towards enhancing digital access, improving learning outcomes, and building skills among students.

A. ALFA (Accessible Learning for All)

This program focuses on supporting traditional classroom teaching through Smart Classes in government and government-aided schools. In collaboration with Hewlett-Packard (HP) India and NIIT Foundation, Kiran has set up a total of 44 smart classrooms across 36 schools in Sambhal district in the last 2 years, each equipped with computers, smart TVs, webcams, and printers. Teachers have been trained to effectively use digital tools and integrate multimedia content into their lessons, making learning more engaging and interactive. Through these efforts, over 12,000 students (Classes 9- 12) have benefited from improved access to digital resources, better conceptual understanding in subjects like science and mathematics, and enhanced digital literacy.

"Smart Classes have made learning much more interesting and effective for us. The large and clear smart board, along with proper lighting facilities, ensures excellent visual clarity. The animations and videos make it easier to understand and remember difficult concepts.

Earlier, traditional classroom teaching sometimes felt confusing, but now, through Smart Classes, we can grasp topics more easily and understand lessons better. The stable connectivity also helps us attend classes without any time loss.

Our teachers motivate us and make learning enjoyable. The use of videos and interactive content not only improves understanding but also helps maintain discipline and increases our interest in studies. Smart Classes have truly made learning simpler, engaging, and more meaningful for all of us."

—Yatika Thakur, Student at Saraswati Girls Senior Secondary School Babrala



B. CLAP (Continued Learning Access Project)

This program has been also supported by HP, taking digital education a step further by bringing technology to students' doorsteps through a specially equipped mobile learning vehicle. This vehicle houses 115 HP Chromebooks with internet connectivity and is accompanied by a trained facilitator who conducts

sessions across different schools. The program offers a comprehensive curriculum under HP's Life Skills Program, which includes basic computer education, digital literacy, and communication and leadership modules for students in grades 9-12 and college youth. During FY 2024-25, 1,420 students were trained across 5 schools and 5 villages, gaining essential computer and soft skills that enhance their employability and confidence.



By combining classroom-based and mobile learning models, Digital Pathshala is not only expanding educational access but also equipping rural youth with the skills needed for the future, making learning more inclusive, relevant, and technology-driven.

Leadership Capacity Building Program

The Leadership Capacity Building Program (LCBP), a flagship initiative by Yara Africa & Asia, has been designed to nurture the digital and leadership capabilities of rural women entrepreneurs. This 15-week online learning program was launched at Yara Babrala during FY 2024-25, covering key themes such as entrepreneurship, financial literacy, digital

tools, product development, customer engagement, stock management, enterprise management, etc. A total of 50 SHG women and 50 vocational-training graduates enrolled in the program. Each participant received a digital learning kit, enabling seamless access to e-learning modules and active participation in interactive sessions with trainers and mentors throughout the course.

The LCBP model is uniquely positioned due to its strong alignment with the Digital India Mission and the National Rural Livelihoods Mission (NRLM). By leveraging technology as an enabler, it effectively bridges the gap between traditional livelihoods and modern enterprise frameworks, enabling greater inclusivity and empowering rural women to build sustainable enterprises.



CASE STUDY

Jyoti's Path to Smart Entrepreneurship

Jyoti Sharma, a resident of Chaopur, comes from a family of seven members. Her family's primary source of livelihood is agriculture, but she also runs a small cosmetic shop and a beauty parlour. While her business was running, she faced several challenges in managing stock, handling customers, and expanding her reach.

Jyoti participated in the 15-week LCBP training, which turned out to be a trigger towards change in her business. She learned various aspects of business management. Earlier, Jyoti used to buy products in bulk without assessing customer demand. This resulted in product wastage due to expiry. Now, she carefully stocks items based on demand, ensuring quick sales and reducing losses. She learned how to treat customers better, ensuring they return to her parlour regularly. By improving her service quality and customer interactions, she built a loyal customer base. The training gave her clarity on setting appropriate prices and how to negotiate with customers to retain them.

Jyoti started using Facebook and WhatsApp to showcase her products and services, which helped her attract more customers even further preparing idea of developing her catalogue. With new business insights, Jyoti is now exploring ideas for opening another shop to retain her husband's engagement from



home instead of working in a distant city. She also realized the importance of continuously upgrading her knowledge and practicing her skills.

The training through LCBP helped Jyoti transition from traditional business practices to a more structured and strategic approach. Her business is now more efficient, and she has gained the confidence to expand further. Jyoti is eager for more training opportunities to enhance her skills and take her business to greater heights.

Her story is an example of how the right guidance and training can empower small business owners to achieve success and financial stability.

E- Library

The E-Library Program has also been a valuable learning hub for children in the community, developing digital literacy. This project has been also supported by HP providing students from Grades 3 to 8 with opportunities to explore the digital world through guided computer-based learning. During FY 2024- 25, the program successfully trained 194 students in basic computer skills, helping them gain confidence in using technology for education. Under the supervision of a dedicated instructor, students engage in grade-appropriate learning modules- solving arithmetic problems, expanding their vocabulary, and exploring subjects through online lectures and educational videos.



2 Continued Projects

Rainbow

In rural India, pre-primary education remains one of the weakest links in the schooling system. According to ASER 2023, only 42% of children aged 4–5 years are enrolled in formal pre-schools or Anganwadis, leaving many without foundational skills for future learning. To bridge this gap, Kiran's Rainbow initiative was launched to strengthen early childhood education in the rural villages located around the plant's periphery. Recognizing that the early years (0–8 years) are crucial for a child's cognitive, emotional, and social development, the program aims to fill the gap left by Anganwadis, which largely focus on nutrition and health but not structured pre-primary learning. The initiative began with the objective of establishing community-led, sustainable pre-primary centers driven by the active involvement of Self-Help Groups (SHGs) and minimal parental contributions to nurture children aged 3 to 6 years and prepare them for formal schooling. The program emphasizes interactive and experiential learning methods through color exploration, visual aids, stories, and play-based activities to nurture curiosity and school readiness.

Across 10 Rainbow Centres in the core command villages, 294 children were enrolled this year. Infrastructure support also stands out: centres in Baghau and Panwari were built on land donated by the Panchayat and village leaders, symbolizing collective responsibility. Beyond learning, children receive school kits, updated pedagogy and appropriate learning environment, ensuring holistic development. For families where more than 50% depend on daily-wage labour, Rainbow provides not just education but dignity and hope.



S. No.	Village	No. of Boys	No. of Girls	Total No. of Students
1	Mehua Hassanganj	28	22	50
2	Mehua Ki Madhaiya	19	11	30
3	Panwari	20	20	40
4	Dadpur	15	20	35
5	Kail	29	12	41
6	Kail Ki Madhaiya	6	4	10
7	Noorur	21	19	40
8	Baghau	14	7	21
9	Baghau Ki Madhaiya	5	9	14
10	Lodhi Nagla	5	8	13
	Total	162	132	294

"I work as a daily wage labourer and earn between Rs. 7,000 to Rs. 10,000 per month to support my family. The *Rainbow Centre* has been a great support in my child's education journey, providing everything from stationery, dresses, shoes, and bags to tiffin boxes- along with regular academic learning.

Since joining the program, my child has shown wonderful progress- now listens attentively, expresses needs more clearly, eats properly, and has become more active and playful. The program has also guided us throughout the process of preparing for formal school admission, helping us build good habits and behaviours for my child's overall development. Even the simple act of giving a tiffin box has encouraged my child to develop the habit of bringing food from home.

The *Rainbow Centre* has truly been a guiding light, helping my child take confident steps toward formal education and a brighter future."

— Ompal Yadav, Parent

After School Learning Centres

This program supports school-going children by offering evening tutoring and remedial coaching to help them better grasp what they learn in school. It focuses on strengthening their understanding of key subjects like Maths and Science through structured sessions, personal attention, and continuous guidance.

Beyond academics, the centers encourage regular attendance, better retention, and help children with their homework, assignments, and problem-solving, making learning less stressful and more enjoyable. Acting as a friendly learning space after school, the program has helped many children gain confidence and improve their performance, especially in Maths and Science. By the end of the year, 141 children were enrolled across 5 centers in five villages.



Enrolment Status of Students at After School Learning Centres										
S.No	Village	Boys			Total Boys	Girls			Total Girls	Total No. of students
		8th	9th	10th		8th	9th	10th		
1	Baghau	6	5	3	14	8	2	2	12	26
2	Noorpur	7	7	6	20	2	3	2	7	27
3	Panwari	7	5	5	17	4	5	6	15	32
4	Baghau Ki Madhaiya	6	5	6	17	6	4	3	13	30
5	Mehua	6	6	5	17	4	2	3	9	26
	Total	32	28	25	85	24	16	16	56	141

Primary School- Nagaliya Kazi

The Primary School Nagaliya Kazi present in the village Nagaliya, highlights how community effort and consistent support can transform education in rural areas. Managed by the Nagaliya Kazi Shiksha Samiti, the school provides education from Nursery to Class V, offering English medium instruction.

Over the years, with Kiran's support in developing school infrastructure and assistance through training

and development of teachers, the school has grown into a nurturing space for young learners. Each class has its own dedicated room, and a small library that encourages children to explore reading beyond their textbooks. During FY 24-25, 80 students were enrolled in the school ensuring that every child receives individual attention, with teachers preparing them well in both academics and life skills. With nominal monthly fees, the effort is to make quality education accessible to families in the village.

Enrollment Status of Students at Nagaliya Kazi Primary School							
No. of students	Nursery	Class 1	Class 2	Class 3	Class 4	Class 5	Total
Boys	12	05	10	07	04	11	49
Girls	4	06	04	04	06	7	31
Total	16	11	14	11	10	18	80



Library

To nurture reading habits among children, 06 libraries were established during the previous year across primary and upper-primary government schools in 4 core-command villages. In FY 2024- 25, these libraries continued to serve as vibrant learning spaces, offering students new avenues for intellectual exploration and creative expression. Beyond promoting a love for reading, the libraries double as activity rooms, where over 1,200 children engage in drawing, craft work, and other interactive activities. These spaces have become hubs of creativity, inspiring students to read, imagine, and express themselves beyond the traditional classroom setting.



Summer Camp

The summer camp is a non-formal educational camp designed to blend learning with play during school holidays in the month of June. In 2024, 106 village children participated in a week of activities. The camp curriculum included yoga and meditation for well-being, creative arts (skits, dance, singing), basic computer tutorials, and craft workshops using recycled materials. These activities aimed

to broaden students' horizons and life skills: for instance, teamwork and public speaking were practiced through group skits, while computer classes introduced digital literacy. The camp provided a platform for children to explore their talents, build self-confidence, and experience collaborative learning in a supportive environment. The structured sessions helped participants gain independence and interpersonal skills, offering a refreshing and purposeful break from routine life.



Community Health



COMMUNITY HEALTH



India's healthcare landscape reflects sharp contrast- while 75% of healthcare infrastructure is concentrated in urban areas, only 27% of the population lives there, leaving vast rural communities underserved. Nearly 30% of Indians remain without financial health protection, compounding barriers to access. Uttar Pradesh, one of the states with the poorest health indicators, reflects these challenges vividly. State wise around 83% of births take place in institutions and 83.3% of children are fully immunized, while just 21% of women report compliance with iron and folic acid intake during pregnancy as per NFHS report for Sambhal. These gaps highlight the urgent need for targeted, community-centric interventions.

Kiran's health initiatives are designed to bridge these divides by strengthening primary healthcare access, improving maternal and child health outcomes, and promoting preventive health practices aligning with national priorities such as the National Health Mission, Janani Suraksha Yojana, and Ayushman Bharat. The interventions span across the life cycle- from safeguarding maternal and child health through vaccination and nutrition under Project Vatsalya, to empowering adolescent girls with anaemia prevention and

menstrual health awareness through Kishori Shakti. With Sanjeevni, quality healthcare is brought closer to underserved communities through OPDs, mobile medical camps, and school health check-ups, while Divya Drishti and Helping Hand restore independence by enabling cataract surgeries and providing prosthetic support.

Through the interventions, in the last five years more than 90% women have opted for institutional deliveries due to improved awareness in our operational areas and almost 100% of the mothers have completed ANC (Antenatal Care) registrations. More than 90% of expectant mothers received home visits, nutritional advice and supplement support. Over 95% of women have registered their pregnancies- most of them within the first trimester. This not only has boosted survival of infants but also has increased first-hour breastfeeding and institutional deliveries, vital for long-term health. More than 90% women and girls have received adequate information about hemoglobin levels while more than 60% of them consume iron tablets. Together, all these initiatives have ensured that for the most vulnerable healthcare is accessible, preventive, and inclusive.

Project Vatsalya

Project Vatsalya aims to reduce child and maternal mortality rates by ensuring mandatory antenatal health check-ups and left out children through vaccination drives and ANC checkups. In FY 2024- 25, 210 vaccination camps were conducted through the program, immunizing 1,221 women and children against preventable diseases. 162 malnourished children were also tracked with monthly weight checks and nutrition counseling, ensuring no child slipped through the cracks. Hospital deliveries have risen markedly, indicating a shift in preference toward institutional childbirth, likely reflecting the program’s role in raising awareness and improving access to care through regular home visits, periodic group meetings, awareness camps and one-to-one counselling.



Vaccination Done			
Group	Type of vaccine	Villages	No. of beneficiary
Women	TT	26	410
Children	BCG	26	186
	Penta I	26	127
	Penta II	26	126
	Penta II	26	112
	Measels	26	121
	Vitamin A	26	139
Total No. of Beneficiaries			1,221

Project Sanjeevni

Project Sanjeevni brings doctors to the doorsteps of rural families. This year 102 regular OPD sessions (treating 6,258 patients) and 181 village-level mobile medical camps (treating another 3,419 people)

were held. It also held 15 school health check-ups for 1,552 children’s preventive care. This expanded access matters: Indian rural communities often lack clinics, and many must travel 50–100 km for care. Awareness campaigns have been similarly effective where project beneficiaries learn about communicable and chronic disease camps. As a result, more than 85% families in the operational area have reduced travel for basic care and reported better management of seasonal illnesses due to the OPD.



Heathcare Services Provided	
OPD sessions held at Community Health Centre	102
Patients Treated	6258
Mobile Camps held	181
Patients Treated	3419
School Health Checkup Camps held	15
Children Treated	1552

Project Kishori Shakti

Project Kishori Shakti is an effort towards holistically empowering young adolescent girls from age group 13-19 years. This year 48 anemia screening camps were held, conducting 3,264 hemoglobin tests and providing deworming and ironfolic supplementation to 2,413 girls. This is critical in Uttar Pradesh, where 66% of girls (15–19) are anemic. 77 Kishori Clubs have been institutionalised across 18 villages, engaging 1,410 adolescent girls as a structured platform to promote awareness and facilitate interventions on menstrual health, haemoglobin testing, IFA supplementation, and deworming through regular engagement and support activities. To tackle nutrition related concerns, the project has successfully established 159 kitchen gardens and conducted 407 Kishori

Club meetings on topics from nutrition and hygiene to birth preparedness. These peer group sessions developed girls' health knowledge and confidence. Nearly all adolescent girls who participated in the awareness sessions have transitioned to using sanitary napkins and received guidance on menstrual health and hygiene.



Project Shubhangi

Under *Project Shubhangi* local production and distribution of sanitary pads was facilitated, selling 3,767 pad packets. Crucially after the program, nearly all girls in intervention villages reported using sanitary

pads, versus only a third in non-intervention areas as per the data suggested by the impact assessments held.

Project Drishti & Helping Hand

Through *Project Drishti*, the focus is on eye health, providing free eye-checkups, treatments, and surgeries for cataracts- restoring sight for hundreds, and *Helping Hand* gave new mobility to amputees. This year 928 elderly received cataract surgeries through organized camps with support from Gandhi Eye Hospital, Aligarh, and 66 people received prosthetic limbs with support from Inali Foundation, Pune. These efforts align with India's eye-care mission: the national blindness program aims to cut blindness to 0.25% by 2025, and cataract is the leading cause of vision loss.



Helping Hand

Case Study

A New Light in Her Life

Shanti Devi, a 65-year-old homemaker from Panwari village, had been losing vision in her right eye for over a year. A widow living with her son's family, she thought her fading eyesight was simply a part of growing old. Financial worries and lack of awareness kept her from seeking treatment, and soon, her right eye turned almost completely opaque. For her even the daily chores were a struggle, and she often felt dependent and left out.

During a mobile health camp organized by Kiran, Shanti Devi was identified for further screening at the eye camps held at the Village House campus. At the follow-up camp, doctors diagnosed her with a mature cataract and advised surgery. She was referred to Gandhi Eye Hospital, Aligarh, where she received free



cataract removal surgery with lens implantation. All costs- transport, surgery, medicines, and follow-ups were covered under the program.

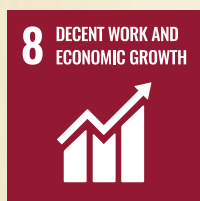
Within days, Shanti Devi's vision was restored. "I can see clearly again! This completely changed my world and given me a new life" she says, her eyes glistening with joy.

Agriculture

Development



AGRICULTURE DEVELOPMENT



Agriculture continues to be the backbone of India's rural economy, employing 43% of the workforce and contributing about 18% to the national GDP. Despite remarkable progress in industry and services, agriculture remains central to livelihoods and food security, particularly in rural India. The sector supports over 85% of rural households but faces persistent challenges such as small landholdings, declining soil fertility, depleting groundwater, and low mechanization (below 50%) compared to global standards. Climate variability and erratic monsoons further threaten yields and incomes.

Uttar Pradesh, the "Grain Bowl of India"- contributes over 20% of the country's foodgrain output. However, 86% of its farmers are smallholders, limiting scale and productivity. Declining soil health, falling water tables (by 0.3- 0.5 meters annually), and low mechanization (47%) further constrain growth. In Sambhal district, agriculture remains the primary livelihood, with farmers traditionally dependent on paddy, sugarcane, and wheat. However, persistent challenges- including low productivity, rising input costs, declining soil health, and water scarcity- hinder economic stability. To ensure long-term sustainability, there is a growing focus on promoting soil and water conservation, efficient irrigation systems, crop diversification, and farmer capacity-building through technological interventions and knowledge dissemination.

Kiran's agriculture program has taken a holistic approach to strengthening rural farming systems by improving soil health and water conservation measures through Land development activities- including laser land leveling, deep ploughing, and promotion of organic manure, installation of underground pipelines, and equipping farmers with modern knowledge through training and exposure visits.

The post-intervention assessment shows significant productivity and income improvements. After the intervention, 58.6% of farmers reported yields of 4-5 quintals and 41.4% achieved 3- 4 quintals, compared to the earlier 69% struggling at 2-3 quintals. Notably, 85.2% reported over 70% improvement in production. Income levels have also risen, with 37.9% now earning Rs. 1- 2 lakhs annually, 10.3% reaching the income range of Rs. 2.1- 3 lakhs, and the remaining exceeding Rs. 3 lakhs. A third-party impact assessment confirmed major water savings per hectare- paddy (40.45%), wheat (41.47%), and sugarcane (33%)- far higher than non-intervention groups which showed minimal or no water savings. The program's integrated interventions have enhanced productivity, reduced water use, and improved soil health, strengthening the resilience and income stability of small and marginal farmers across Sambhal.

Soil and Water Conservation

Through the Soil and Water Conservation Project, targeted interventions benefiting farmers across diverse landholding categories- Marginal, Small, Semi-Medium, and Medium, have resulted in tangible social, economic, and environmental gains. Complementing these efforts, the Underground Pipeline Project introduced a cost-effective and scalable irrigation solution, ensuring equitable water distribution, reducing labor requirements, and eliminating waterlogging along chak roads.

During the reporting year, soil and water conservation measures were implemented across 507 acres,

benefiting 228 farmers from 26 villages, while soil testing on 203 plots enabled precise soil management and improved crop productivity. In collaboration with 20 tubewell owners across 07 villages, a total of 8.42 km (1,382 pipes of 20 feet each) of underground pipelines were installed enabling efficient irrigation across 2,236.5 bighas and supporting 388 farmers. Out of these, 1.79 km (294 pipes) were laid with the support of Kiran, and the remaining 6.63 km (1,088 pipes) were installed through farmer contributions. These collective efforts underscore the program’s commitment to promoting resource efficiency, climate resilience, and sustainable livelihoods in rural communities.

Table 1. Impact on Water Saving, Production and Income

Crop	Area in Hectare	Saving in Consumed Water (m3)	Yield Inc. (in Kg)	Increase in Net Income (In Lakhs)
Wheat	87.52	0.29	1051.94	61.82
Paddy	34.04	0.26	495.62	9.44
Sugarcane	19.68	0.21	4596.26	21.48
Total	141.24	0.76	6143.83	92.74

Chart 1. Coverage of Soil and Water Conservation Project

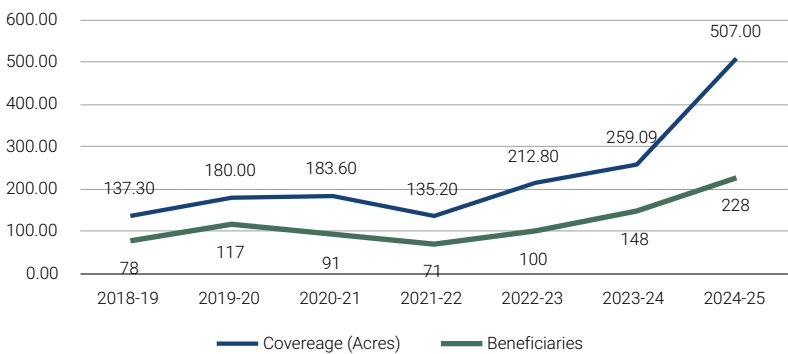
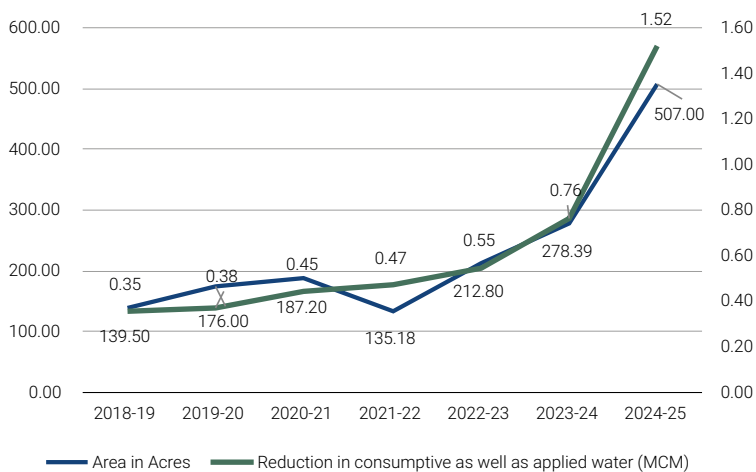


Chart 2. Impact on Water Saving



"My average production has increased considerably as a result of the intervention. Before the intervention, I was having an average production of 2-3 quintals per bigha. Now after intervention, my present average production has increased to 3-4 quintals each bigha."

— Virendra, Village Mehua Ki Madhaiya



Table 2. Details of the Irrigational Pipeline Installation Project FY 2024-25

No. of pipes (20 ft. each) and Area	No. of beneficiaries (Secondary)	Area (in Acre)
1382 pipes/ 2236.5 Bigha	388	447.30

"The assistance of Rs. 15,000 (50 pipes) subsidy from Yara India helped me in improving the land irrigation. My farming efficiency has increased and at present 16 farmers are benefitting from my tube well."

— Harishankar, Village Panwari

Above-Ground Results: How One Farmer Found Better Value in Every Drop

Mr. Prem Shankar, a 62-year-old farmer from Noorpur village, lives with his wife and a family of eleven members. Farming is his only source of income, and he owns 2.8 acres of land where he grows rice and wheat. For many years, his annual income remained around Rs. 1.5 lakh, just enough to meet basic family needs. One of his main challenges was irrigation. Like most farmers in the area, he used open field channels, which led to frequent water leakage, soil erosion, and uneven watering. This also increased fuel and labour costs, making irrigation time-consuming and inefficient.

Mr. Shankar often visited the Village House old STP- a resource centre established by Kiran- A Yara India Community Initiative, where farmers receive information on better farming practices, crop planning, and government schemes. During one such visit, he learned about a project that supports installation of Underground Pipelines, which helps farmers improve irrigation efficiency by laying underground water pipelines. After understanding its benefits and consulting with experts and fellow farmers, he decided to participate in the project along with 18- 20 other farmers from nearby fields. Together, they installed an underground pipeline system covering about 30 acres (150 bighas) of land.

The total cost of the installation was Rs. 1,06,600. Each farmer contributed Rs. 100 per bigha, and Mr. Shankar received Rs. 15,000 as financial support from Kiran for his share. The underground system replaced surface channels, reducing water loss and labour requirements. The results were significant- water savings of around 20–25%, higher yields of 3-4 quintals per bigha, and an increase in annual income to Rs. 2- 2.5 lakh.

The new system made irrigation faster and more efficient. Mr. Shankar now saves fuel, faces less crop stress, and can complete sowing and harvesting on time. With better water availability, he has even started taking an occasional third crop. He also



earns additional income by supplying irrigation to 26 neighbouring farmers. With the increased income, he has purchased a tractor, four cows, and a buffalo calf, and now grows some vegetable crops for his family's use. The success of this project has encouraged more farmers in Noorpur to adopt similar systems. Water disputes have reduced, irrigation costs have become standardised, and farmers are working together more closely.

The Underground Pipelines project, supported by Kiran, has helped farmers like Mr. Shankar make better use of every drop of water. The project has led to clear improvements in productivity, income, and cooperation within the farming community, proving that small infrastructural interventions can bring long-term benefits for both farmers and their villages.

Agriculture Knowledge Enhancement Services

Over the years, Kiran has worked towards enhancing the knowledge of farmers about modern agriculture practices through training sessions, Kisan Mela (farmers' fair) and exposure visits. During the reporting year, 152 farmers participated in farmers'

fair organized by GB Pant University of Agriculture & Technology, Pantnagar, gaining practical insights into scientific farming and improved crop management techniques. 206 farmers attended seasonal training sessions facilitated by agricultural scientists from Krishi Vigyan Kendra. These knowledge-driven interventions are vital in a state where over 70% of the workforce depends on agriculture.



Farmers' Exposure visit to GB Pant University, Pantnagar



Farmers' Awareness Training

Agriculture Input and Technology Support

Access to quality agricultural inputs is a critical driver of farm productivity and resilience. In the reporting period, Kiran supported local farmers through the distribution of high-yield variety (HYV) seeds and subsidized farm implements. A total of 200 acres were covered with HYV paddy seeds and 50.70 acres with wheat seeds, enhancing yield potential and

strengthening crop resilience during the Rabi season- thereby contributing to income diversification. Additionally, 51 power-operated sprayers were distributed to reduce manual labor and improve crop protection. As part of the Promotion of Cash Crops initiative, 223.5 acres were cultivated with mustard, encouraging crop diversification and improving prospects for higher income generation among smallholder farmers.

Farmers Promoted with High Yield Variety Seeds			
Crop Name	Villages	Farmers	Acres
Paddy	10	111	200
Mustard	10	128	223.5
Wheat	10	37	50.7

Case Study

Turning the Soil, Changing the Story- Bunty's Journey from Daily Wage Work to Running His Own Rural Enterprise

Mr. Bunty, 41, lives in Kail Ki Madhaiya village with his wife Ushma, three daughters, and a son. The family owns 3.8 acres of land but struggled for years to meet daily needs. With limited income from small-scale farming, Bunty worked as a daily wage labourer earning only Rs. 50 a day, while his children studied in the nearby village of Bhakroli. Having no formal education, he had few work opportunities, but he was always eager to learn and try new things.

Initially with TCSR's subsidy support purchased his first tractor to support his own farming but during the last few years, through Kiran's community meetings, Bunty learned more about modern agricultural tools such as tractors and laser levelers used by farmers for various purposes and rented by farmers who cannot purchase the equipments directly. With growing confidence, he invested in few more machines but this time to offer services to other farmers in nearby villages. In the starting, he faced challenges- he didn't know how to set service rates or attract customers effectively, which led to slow progress and some financial pressure.

During later training sessions under by the Kiran's team leading the Agriculture Development program, Bunty received guidance on how to manage his machinery-based business. He learned how to fix hourly rates, identify high-demand seasons, and plan his work efficiently. He began charging Rs. 700 per hour for tractor services and Rs. 300 per hour for subsoiler work. Depending on the season, his machines now operate up to 18 hours a day. In 2024, he earned Rs. 1,62,900 from subsoiling 108.6 acres



of land and Rs. 2,80,000 from laser leveling, bringing his total annual income to Rs. 4,42,900- a significant increase from his earlier daily wage income.

Today, Bunty employs two workers, paying them Rs. 500 per day. He also uses part of his income to maintain his equipment and cultivate rice, wheat, and mustard on his own land. His family's financial condition has improved greatly- he has cleared his debts, his children continue their education, and he can now plan his future with stability.

Bunty's progress shows how access to information, modern tools, and continued support can help small farmers become self-reliant entrepreneurs allowing Bunty to move from daily wage labour to running a successful agricultural service enterprise, improving not just his own life but also supporting others in his community.



Power Spray Machine

"My farming methods have improved as a result of the Yara India support. The assistance provided me allowed me to focus on growing crops such as sugarcane and mustard. The training program has been very impactful for me, and it opened new opportunities for better, had an evident impact on my farming activities and it opened new opportunities for better profitability and increased productivity."

— Dinesh Kumar, Village Lodhi Nagla

Rural Energy and Environment

In 2024- 25, Kiran focused on promoting clean energy and environmental protection. A total of 45 solar-powered lighting and charging units were distributed, each equipped with two LED bulbs and provision for mobile charging, providing families with safe and reliable light. Additionally, 12,600 saplings were distributed to 1,606 community members, contributing to increased green cover. This initiative

supports Uttar Pradesh's plantation efforts, especially as the state's green cover (9.96%) remains below the national average (25.17%). These efforts also align with India's target of achieving 40% renewable energy use by 2030. To strengthen community involvement and ensure long-term impact, 04 Farmers' Clubs were formed, creating platforms for collective learning, collaboration, and better access to government schemes and services.



Solar Light

Animal Husbandry



ANIMAL HUSBANDRY



In India, the livestock sector serves as a vital pillar of the rural economy, with over 70 million households dependent on livestock-based livelihoods. It contributes nearly 4.5% to the National GDP and about 30% to the Agricultural GDP, as highlighted in the Economic Survey 2024. The Government of India, through flagship programs such as the National Livestock Mission and Rashtriya Gokul Mission, has prioritized breed improvement, fodder development, vaccination coverage, and the expansion of veterinary infrastructure. These initiatives aim to improve productivity, ensure income stability for rural families, and promote sustainable livestock practices that strengthen the rural economy.

In Uttar Pradesh, livestock rearing provides an essential supplementary income to small and marginal farmers. However, the state continues to face challenges such as low milk productivity, frequent animal diseases, fodder scarcity, and limited access to veterinary services. According to the Uttar Pradesh Animal Husbandry Statistics 2022-23, the average milk yield per indigenous cow is 4.79 litres per day, while for buffaloes it is 6.84 litres per day—figures that underline the productivity gap within the sector.

In Sambhal district, where agriculture remains the primary livelihood, baseline assessments revealed that over 75% of households earn below Rs. 10,000 per month from farming and allied activities. For many families, livestock provides an important

source of income when farming is uncertain. However, lack of preventive healthcare, and poor breed quality have constrained productivity and income levels.

In the program areas, livestock productivity and farmer income showed remarkable improvement. Buffalo milk yields increased to 6- 15 litres per day, almost double the state average, while monthly livestock income rose to Rs.10,000- Rs.16,000 compared to the state's Rs.3,500- Rs.4,500. Vaccination coverage reached over 87%, more than twice the state average of 30- 35%, and Artificial Insemination services became widely available, ensuring better breed improvement and animal health than typically seen across the state. Women, who traditionally shoulder most of the cattle-care responsibilities, have been among the main beneficiaries of the program. Interventions such as improved cattle-shed flooring, better hygiene practices, and reduced drudgery have improved their working conditions, health, and dignity.

During the reporting year, Kiran focused on enhancing livestock productivity and improving rural livelihoods through a comprehensive approach to animal husbandry, addressing breed improvement, animal health, balanced nutrition, and cattle shed management. These interventions are designed to increase milk yield, reduce livestock mortality, and ensure sustainable income generation for farming households.

Animal Health Care Services & Preventive Health Care

Animal health care is another critical area of intervention, ensuring that livestock remains healthy, productive, and disease-free. Kiran provided treatment through regular OPD sessions, organized mega health camps, and implemented extensive vaccination and deworming drives. Across 99 OPD sessions, 3,053 animals were treated, while 37,179 animals were vaccinated, preventing disease outbreaks and improving herd health. Deworming was conducted for 2,229 milch animals, reducing parasitic infections and enhancing animal welfare. Additionally, 03 mega animal health camps offered specialized gynecological and surgical services to 379 animals of 304 beneficiaries across 66 villages, addressing critical reproductive and clinical health issues and ensuring long-term productivity of the livestock.

Animal OPD Services Provided		
Treatment Type	Villages	No. of animals treated
Reproductive Problems	56	1360
Medicine	94	1460
Surgery	35	233
Total	185	3053



Deworming

"Every week, we farmers make it a point to visit the OPD for our animals' health checkups. It has now become a regular part of our routine. The best part is that it doesn't cost much, so it's affordable, and we can also go for immediate checkups whenever needed. This helps us keep our animals healthy without worrying too much about expenses. I'm thankful for the program because it has truly improved animal health in our village. Since the program began, my income has increased from Rs. 4,500- 5,000 rupees to Rs. 5,000- 8,000 rupees, and my milk production has gone up by 4 litres."

— Poshake Lal, Village Kail Ki Madhaiya

Vaccination and Deworming Services Provided

Vaccination	FMD	8839
	HS	28340
Deworming		2375



Vaccination



OPD

"The deworming program in our village has made a big difference in our cows' health. Getting deworming tablets at the OPD is simple and low-cost. It helps us take better care of both young and older cows. Since the program started, fewer cows have been falling sick or dying. It has been a great support for our village, and I'm very thankful. My income has increased from Rs. 8,000 to 12,000 rupees, and I'm hopeful that my milk production will rise by 50%."

— Nasir Haji, Village Panwari

Breed Improvement Program

The Breed Improvement program has been a cornerstone of Kiran's interventions, aiming to enhance the genetic quality and productivity of milk-yielding animals. Through the facilitation of 16,820 artificial inseminations using good quality semen, the program has significantly improved livestock genetics, resulting in higher milk production per animal. The program has achieved a conception success rate of 53%, demonstrating effective reproductive management. To complement this, Kiran organized ten training programs for cattle owners, creating

awareness about modern breeding techniques, animal care, and best practices of livestock management. These efforts have not only improved productivity but also empowered farmers with knowledge to make informed decisions about livestock management.

Balanced Nutrition

Balanced nutrition is key to achieving higher milk yields and overall livestock well-being. Kiran supported 587 farmers with high-quality fodder seeds, including sorghum, Makkhan grass, oat, and barseem, ensuring that animals receive proper nutrition throughout the year. Access to nutritious fodder, combined with breed improvement and health care interventions, has contributed to increased milk production, reduced animal mortality, and enhanced resilience of households dependent on dairy income. Farmers have reported better animal growth, improved lactation, and overall healthier livestock, highlighting the importance of nutrition-focused interventions.

Farmers Undertaking Fodder Cultivation			
Fodder Type	Villages	Farmers	Quintals
Sorghum Grass (Millet)	10	74	256.5
Makkhan Grass (Loliumperenne)	10	19	15
Barseem (Lucene)	10	435	651
Oat Grass (Aelatious)	8	59	103



Cattle Owner Awareness Training



Green Fodder Cultivation

Strengthening Livelihoods Through Better Cattle Care: The Story of Mr. Yadram Singh

Mr. Yadram Singh, a senior farmer from Makhdoompur village, lives with his wife, Mrs. Ramvati. Although he has a large family- four sons, four daughters-in-law, and eleven grandchildren- the couple now manages their home and fields on their own, as their children have moved to nearby cities for work. A former village Pradhan, Yadram ji has always been closely connected to farming and livestock care. He owns four cattle, including indigenous and Holstein Friesian (HF) breeds, and cultivates four acres of land that supports both his household and fodder needs. Milk is the primary source of income, but he struggled earlier with low-yield breeds, irregular access to veterinary services, limited green fodder, and very little updated guidance on cattle management.

Through the Animal Husbandry program interventions implemented by Kiran, Yadram ji began receiving structured support. Regular health check-ups, animal health camps, and low-cost vaccinations helped him maintain timely treatment for his cattle. Vaccines earlier often got missed simply because he did not know the right schedule. With guidance from the field team, his animals now receive routine vaccinations for diseases like FMD and HS.

Breed improvement through Artificial Insemination has also made a significant difference. Instead of buying new cattle- a cost that earlier went up to Rs. 60,000-70,000, he could access high-quality semen at just Rs. 150 per cycle. One of these inseminations resulted in his HF cow, which now produces the highest milk in his shed.

Along with breed improvement, Yadram ji was trained and encouraged to grow seasonal green fodder such as jowar, napier, sorghum, and berseem. With consistent green fodder, milk production increased from about 15- 16 litres to nearly 25 litres per day. He notes that nothing major changed, just better feeding



practices- which quickly reflected in milk yield and overall cattle health.

Regular participation in awareness meetings organised by the Kiran team has helped him refresh and update his knowledge. These meetings focused on practical issues like identifying early symptoms of illness, planning fodder by season, maintaining clean cattle sheds, and understanding good insemination practices. Despite decades of experience, he appreciates having access to clear, timely information.

With improved milk production and fewer medical delays, Yadram ji now earns around Rs. 30,000 per month by selling milk at Rs. 40 per litre. The structured support has helped him manage his livestock more confidently and sustainably, while continuing the traditional practices he values. He often summarises his experience simply: he has always cared for his animals, but now he does it with better understanding and less uncertainty.

Cattle Shed Management

Cattle shed management was emphasized to improve animal comfort, hygiene, and overall welfare. Kiran supported 367 cattle across 88 households by constructing concrete floors in cow sheds, while 103

animals in 45 households were provided with animal mattresses to enhance comfort and reduce the risk of infections. Proper cattle shed management not only protects animals from adverse weather conditions but also reduces daily labor and drudgery for farmers, particularly women, who manage livestock care.

Cattle Shed Floor Construction Over the Last 3 Years						
Village	2022		2023		2024	
	Beneficiary	Animals	Beneficiary	Animals	Beneficiary	Animals
Baghau Ki Madhaiya	21	152	24	102	19	81
Kail Ki Madhaiya	36	88	12	44	4	21
Lodhi Nagla	4	10	5	19	2	6
Mehua Hassanganj	0	0	18	74	25	126
Mehua Ki Madhaiya	0	0	4	11	11	42
Panwari	0	0	17	65	26	86
Baghau	0	0	0	0	1	5
Total	61	250	80	315	88	367



Cattle Floor

Skill Development



SKILL DEVELOPMENT



Skill development continues to be one of India's foremost national priorities, essential to harnessing the potential of its demographics. As per the Periodic Labour Force Survey (PLFS) 2023-24, only 4.4% of India's workforce aged 15-59 years has received formal vocational or technical training, while over 67% have not undergone any form of skill development. The situation is more concerning in Uttar Pradesh, where this figure stands at merely 2.2%, reflecting a deep gap in employable skills among the youth population. Simultaneously, India's rural youth unemployment rate remains around 12.9%, with overall youth unemployment (15-29 years) estimated at 10.2% in 2023-24. Despite an improving trend, the labour force participation rate (LFPR) continues to highlight gender disparities. Nationally, the LFPR for women increased from 23.3% in 2017-18 to 41.7% in 2023-24, while for men it stood at 78.8%. In Uttar Pradesh, the state's youth unemployment rate stands around 9.8%, with male youth unemployment at approximately 9.3% and female youth unemployment at 12.3%.

In this landscape, YFI strategically addresses the national challenges of low formal skilling, and limited employability among marginalized and rural populations through its Skill Development

programs. By mobilizing youth, especially women from marginalized communities, these efforts aim to promote inclusion while tackling high dropout rates and low workforce participation. Through its Vocational Training Centres and collaborations with reputed training partners externally, YFI contributes to the goals of the National Skill Development Mission, Digital India, and Skill India. Its blend of practical training, industry exposure, and placement support enables beneficiaries to move confidently from education to employment and from dependence to self-reliance.

The initiative's outcomes as per the impact study conducted highlights that around 40% of graduates from the in-house Vocational training courses have launched self-employment ventures and 30% have moved on to pursue higher education demonstrating its effectiveness in responding to India's most urgent development challenge: transforming its youth potential into productive human capital. The study also highlights that the more than 90% of the trainees have experienced improved decision making and enhanced contribution within their families post engaging through the employability program.

Skill Development at Vocational Training Centres at Babrala and Gunnaur

During FY 2024- 25 through Kiran, YFI continued its commitment to empowering rural youth through comprehensive skill development initiatives. The internal training programs were designed with a clear focus on self-employment and livelihood generation, enabling young men and women to acquire market-relevant skills and enhance their income potential.

A total of 497 youth received structured training across four major trades- Basic Computer Skills, Basic Cutting & Sewing, Fashion Designing, and Beautician Training- through two Vocational Training Centres (VTCs) located at Babrala and Gunnaur. The curriculum combined technical knowledge with practical exposure, creating a robust local skill ecosystem.

Of the total participants, 397 were women, reflecting Yara's emphasis on gender balance and inclusion.

Targeted efforts were also made to encourage women's participation in non-traditional domains such as computing and digital literacy- with 67 girls successfully completing computer training courses during the year.

The Basic Sewing & Cutting, Fashion Designing and Beautician courses conducted, trained 327 women across the two centers (Gunnaur and Babrala). A nominal course fee of Rs. 610 was charged for Sewing and Rs. 1,510 for Industrial Tailoring. The Sewing course spanned 6 months, while the Industrial Tailoring course extended to one year, equipping women with the skills necessary to establish home-based tailoring units and engage in garment production units. The Beautician course is offered for 6 months at a fee of Rs. 810, enabling participants to learn practical beauty care techniques and supported them in starting small beauty parlors or salon services in their communities. The Computer Training courses included Basic Computing & MS Office for 3 months duration with a fee of Rs. 710 and trained 167 youths during the year.



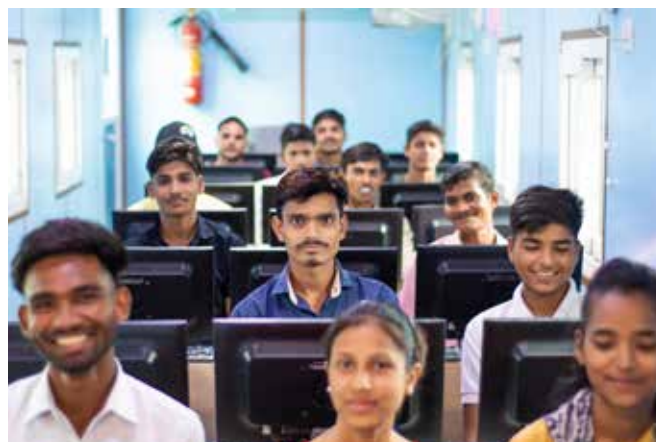
Beautician Course



Basic Sewing Course



Fashion Designing Course



Basic Computer Course

Skilling Youths for Self-Employment						
Course		Basic Sewing	Fashion Designing	Beautician	Basic Computer	Total
No. of Villages		39	34	19	68	160
Youths Trained	Male	0	0	0	100	100
	Female	97	84	149	67	397
	Total	97	84	149	167	497

Valedictory Function

The annual Valedictory Function is also held at the end of every year in the CSR campus to honor the dedication and accomplishments of our trainees in the Beautician, Sewing, and Fashion Designing courses. Students were presented with certificates acknowledging their completion of the training programs. The highlight of the event was a fashion

show where students showcased self-stitched outfits- symbolizing creativity, confidence, and empowerment in rural youth. The program not only enhances technical competency but also builds leadership and communication skills, preparing participants to adapt to emerging local markets and digital platforms.



Case Study

Mamta Rastogi: A Brush, A Mirror, A New Beginning

Mamta Rastogi, a 19-year-old from Chandausi which is located around 50 kms from Babrala, is one of the many young women who have benefited from the Beautician Vocational Training (VT) Course by Kiran- A Yara India Community Initiative. With just Rs. 10 as a registration fee and Rs. 800 for the course, it provides free training materials, tools, and mentorship, making professional learning accessible to girls from low-income families.

Mamta lost her father, Late Mr. Shiv Kumar Rastogi, when she was 14 years old. Her father used to run a small Chole Bhature stall at Chandausi Railway Station, earning around Rs. 25,000 per month. After his passing, the family's financial situation became difficult. Her mother, Malti Devi, began working as a cook, earning around Rs. 10,000- 12,000 per month to support her three children.

After completing Class 12, Mamta decided not to pursue college as she was more interested in practical work which shall allow her to start earning as a support to her mother. She started offering self-tutored basic facial services at home, charging Rs. 100 per service, but her limited skills restricted her earning potential. When customers asked for threading or bridal makeup, she had to turn them down. She looked for professional beautician courses, but private institutes charged Rs. 1.5- 2 lakhs, which her family could not afford.

Through her aunt, Mamta learned about the Beautician VT Course facilitated by Kiran at the Village House and joined in July 2024. Every morning, she took the 7:30 AM train from Chandausi to Babrala to attend the classes. Despite the long travel, she remained regular and committed. Under the guidance of her trainer, Mamta learned a wide range of beauty services,



including threading, waxing, facials, bleaching, hair spa, manicure, pedicure, mehendi, bridal makeup, and permanent straightening. Along with technical skills, she gained confidence in herself.

In December 2024, Mamta met with a minor accident but continued her training without interruption. She completed the course in January 2025 and soon started her own salon at home. She also provides home services and currently earns around Rs. 12,000 per month. She uses her earnings to improve her salon setup, support her family, and contribute to her brothers' education.

Mamta is now preparing to join the GMR Varalakshmi Foundation, Delhi and National Skill Training Institute, Noida to pursue advanced beautician training programs with Kiran's support. She hopes to further improve her skills and expand her business in the future.

Mamta's journey shows how access to affordable vocational training can change lives. From a difficult situation, she has built her own livelihood, supported her family, and become financially independent. Her story reflects how skill development can create real opportunities for young women to stand on their own feet.

Skill Development at Renowned Institutions

To ensure high-quality, industry-linked training, Kiran collaborated with leading national institutions such as the GMR Varalakshmi Foundation (GMRVF),

Central Institute of Petrochemical Engineering & Technology (CIPET) Lucknow, Electronic Service & Training Centre (ESTC) Ramnagar, and National Skill Training Institute (NSTI) Noida. The collaborations enabled the program to offer diverse range of vocational courses and connect the beneficiaries with

employment opportunities, contributing to economic empowerment. In FY 2024-25, 130 students from marginalized communities benefitted from these programs under the Employability Program as follows:

Name of the course	Unit	No. of youth enrolled (joined)
Youths trained in GMRVF	No. of youth	95
Youths trained in CIPET	No. of youth	10
Youths trained in NSTI	No. of youth	11
Youths trained in ESTC	No. of youth	14

About the institutions and courses:

1. GMR Varalakshmi Foundation is the CSR arm of GMR Group, focusing on education, health, and skill development. The foundation runs vocational training centres to equip youth with job-oriented skills and support their employment in relevant industries. Most courses are typically 3 months unless specified by centre guidelines. The institution supported 95 youth during the year through short-term vocational courses such as the following:

Trades offered at GMRVF	Youth enrolled
Basic Computer	9
Business Banking	3
Guest Service Associate (GSA)	16
Refrigeration & Air Conditioning (RAC)	15
Front office	10
Electrician	19
JCB Operation	4
Welding	2
Cargo	4
Customer Service Associate (CSA)	13

2. Central Institute of Petrochemicals Engineering & Technology, Lucknow is a Government of India institute under the Ministry of Chemicals & Fertilizers, specializing in plastics, moulding, tooling, and petrochemicals education/training. The institution supported 10 youth through a 6- month course on Machine Moulding Operator.

3. National Skill Training Institute (Women), Noida is an institute under DGT (Directorate General of Training), Ministry of Skill Development and Entrepreneurship and specializes in women-focused technical and vocational education with strong placement linkages. During the year it supported 11 youth through one year-long courses as follows:

Trades offered at NSTI (W)	Youth enrolled
Computer Aided Embroidery and Designing (CAED)	3
Computer Operator and Programming Assistant (COPA)	3
Fashion Design and Technology	3
Interior Designing	2



NSTI admissions

4. Electronics Service & Training Centre (ESTC), Ramnagar is an autonomous institute under the Ministry of Micro, Small & Medium Enterprises (MSME), providing technology training, product development support, and electronic service skills. The institute supported 14 youths through the Handheld products course which provided training on repair and servicing of handheld electronic devices such as mobile phones, tablets, point-of-sale devices, and other small electronics. Includes chip-level diagnosis, soldering, troubleshooting, and assembling.

Affirmative Action



AFFIRMATIVE ACTION



The socio-economic situation of India's Scheduled Castes (SCs) and Scheduled Tribes (STs) remains one of uneven progress: together they make up about 16.6% (SC) and 8.6% (ST) of India's population in Census-2011, while in Uttar Pradesh SCs alone account for roughly 20.7% of the state population and STs form a very small share (under ~0.6%). Educational indicators show measurable gains but persistent gaps: literacy among SC and ST groups lags the national average (SC literacy ~66.1%, ST literacy ~59% by Census/PLFS measures), and though higher-education enrolment for SCs and STs has grown substantially in recent years (SC enrolment rose ~44% and ST enrolment ~65% between 2014–15 and 2021–22), gross enrolment ratios for these groups still trail the national average.

On employment and skilling, SC/ST workers are disproportionately present in informal, low-paid and agricultural work, exhibit lower labour-force participation (especially for women), and face higher under-employment and vulnerability- while government skilling and targeted schemes have expanded, evaluation and PLFS/NSSO data show gaps in translation from training to formal, stable jobs and in access to quality placement and apprenticeships. In short, India and Uttar Pradesh have seen important improvements in school enrollment, literacy and skilling access for SC/ST communities, but caste-linked disadvantages persist in education quality, higher-education representation, formal employability and stable livelihoods- underscoring the need for targeted,

outcomes-focused interventions (quality schooling, placement-linked skilling, social protection and anti-discrimination enforcement) informed by up-to-date census and labour-force data.

Hence, Affirmative Action in India plays a crucial role in addressing these historical and structural inequalities faced by the marginalised communities, aligning with the national priorities of inclusive growth, social justice, and the Sustainable Development Goals. It ensures equitable access to education, employment, and opportunity, promoting social mobility and economic participation among marginalized groups. Under YFI's CSR framework, Affirmative Action is embedded across all thematic domains, ensuring focused inclusion of backward communities in every major intervention. Each domain identifies dedicated activities to enhance access and opportunities for these groups. This includes targeted school health camps, quality education initiatives, and special efforts to mobilize SC girls for admission into Kasturba Gandhi Balika Vidyalayas (KGBVs). Efforts have been also made through strong emphasis on skill development, proactively engaging youths from the under-represented groups for both in-house vocational programs and external skilling opportunities. YFI aims to strengthen equity, promote social mobility, and create sustained pathways through an integrated approach for inclusion in employment, employability, entrepreneurship, education, and empowerment within marginalised communities.

Entrepreneurship

YFI's Affirmative Action efforts extend to creating strong avenues for entrepreneurship focusing mainly on women of the nearby communities through the strengthening and promotion of Self-Help Groups (SHGs). Across the project geography, 359 SHGs comprising 4,465 women are being nurtured as platforms for economic participation and collective empowerment. Of these members, 478 belong to Scheduled Caste families and 3,597 are from OBC communities, reflecting the program's deep engagement with marginalized groups. Through regular capacity-building sessions, promotion of savings habits, inter-loaning mechanisms, and facilitation of bank linkages, YFI through Kiran enables women to access affordable credit and build financial discipline. These SHGs are further supported to identify viable income-generating activities, initiate microenterprises, and gradually transition into sustainable livelihood models.

Employability

Employability is a central focus area where structured skill development opportunities are extended to rural youth from marginalized communities- ensuring inclusive access to market-relevant training. In FY 2024- 25, Kiran trained 497 youth across its internal Vocational Training Centres at Babrala and Gunnaur, of which 343 belonged to OBC communities and 74 were from Scheduled Castes. The VTC at Kasturba Gandhi Girls School, Gunnaur, exclusively mobilizes and trains girls from OBC and SC families, ensuring targeted outreach and inclusion. Through trades such as basic sewing, fashion designing, beautician, and basic computer, the program creates early-stage employability, promotes self-employment, and strengthens the participation of women and youth from unrepresented groups in the local economy.

Employment

Kiran also extends its Affirmative Action efforts beyond internal training through strategic partnerships with premier external training institutions such as GMR Varalakshmi Foundation, ESTC Ramnagar, CIPET Lucknow, and NSTI Noida. These partnerships are designed to enhance formal employment opportunities for marginalized groups- especially youth from SC communities. In the previous year, Kiran mobilized 133 youth for external vocational programs, comprising 48 from OBC communities and 75 from SC families, with mobilization primarily conducted in SC-dominated villages to ensure focused outreach. These training courses, which include industry-oriented courses such as cargo management, electrician work, RAC, JCB operation, welding, and electronics servicing, lead to higher employability and formal sector placements.

Education

Under the continued focus on inclusive and equitable education, Kiran has also taken measures to ensure that children, especially girls from marginalized and economically weaker backgrounds, gain access to quality education and equal learning opportunities. Recognizing that early intervention is key to breaking the cycle of poverty and exclusion, the Quality Education Program emphasizes supporting girls' transition into formal higher-level schooling, particularly in government residential schools. During FY 2024-25, 47 girls from marginalized and disadvantaged households were mobilized and facilitated with the admission into Kasturba Gandhi Balika Vidyalaya (KGBV), Gunnaur. These residential schools, established by the Government of India, provide free education, accommodation, and holistic development opportunities for these girls.

Krishan Kumar's Journey from Uncertainty to Opportunity

Krishan Kumar, a 25-year-old resident of Haimadpur village in Rajpura, comes from a Scheduled Caste (SC) family that depends mainly on farming and daily-wage labour work. Like many others in his village, his family has limited resources but a strong desire to improve their living conditions. Krishan completed his B. Com from IFTM University, Moradabad, and hoped to get a stable job. For some time, he worked as a private college teacher in Moradabad, earning Rs. 10,000 per month, which was not enough to support his large joint family of nine members, including his parents, wife, son, and two school-going brothers. His father, a small-scale cattle farmer, owns three buffaloes and earns around Rs. 40,000- Rs. 50,000 per month from milk sales. However, due to rising expenses and family responsibilities, the income was barely sufficient. Krishan had also wanted to pursue a B.Ed. degree to become a teacher but could not afford it due to financial constraints.

In late 2023, during a home visit by Kiran- A Yara India Community Initiative, Krishan learned about the GMR Varalakshmi Foundation's Skill Development Centre in Delhi. The centre offered free residential vocational training programs to help rural youth gain employable skills. The training includes free food, accommodation, travel, and placement support, with only a Rs. 1,000 refundable deposit. The available courses include Cargo Management, Business Banking, Customer Service, Welding, JCB Driving, Electrician Work, and Basic Computers. Considering his interest in practical work, Krishan enrolled in the Cargo Management course.



His training started on January 1, 2024, and ended on April 1, 2024. During the three-month program, he learned about air cargo operations, import/export documentation, tarmac safety, and airport logistics. After completing the course, he secured a job at Indira Gandhi International (IGI) Airport, Delhi, in the Control Department. His work includes handling cargo loading and unloading, managing cash collection, and coordinating logistics at aircraft parking areas. This job gave him a stable position in the formal sector with a monthly salary of Rs. 31,000- more than three times his previous income.

Krishan's new job has greatly improved his family's financial situation. He has been able to resume his B.Ed. studies, a goal he had set aside earlier due to lack of funds. His family can now manage daily expenses more easily, and his younger brothers continue their education without interruption.

Women Empowerment



WOMEN EMPOWERMENT



The progress of any country is deeply tied to the empowerment of its women. India's female labour force participation rate (FLFPR) stands at 41.7% (PLFS), still below the global average of 48.7% (ILO, 2023). According to the McKinsey Global Institute, increasing women's participation by just 10 percentage points could unlock nearly 70% of India's untapped GDP potential. National frameworks such as the National Policy for Women (2016 Draft) and global development agendas emphasize equal opportunities, financial inclusion, and women's leadership as essential drivers of sustainable development.

In Uttar Pradesh, gender disparities remain significant. While female literacy stands at 57.2% compared to 77.3% for men, the state's women labour force participation has risen from 14.2% in 2017-18 to 32.10% in 2022-23. Challenges like limited mobility, low access to finance, and restricted decision-making power continue to hinder progress. Against this backdrop, Kiran has positioned women empowerment as a core pillar of its CSR strategy. By strengthening collective platforms and nurturing local leadership, it tackles systemic inequities that inhibit women's potential.

Through its initiatives, Kiran has supported SHGs reducing dependence on moneylenders (earlier

dependence of over 90% of the women). Impact assessments show that more than 65% of members accessed collateral-free loans and began individual or group enterprises ranging from animal husbandry to micro-businesses. While only 54% of SHGs in Uttar Pradesh practice inter-lending, all Kiran-supported SHGs maintain it, and every member holds an operational bank account- far exceeding the state's 68% female financial inclusion rate. Moreover, in contrast to the state's 10.6% women-owned MSMEs, 37% of SHG members in the project area are engaged in income-generating activities.

The study also reveals that 60% of women reported increased income, with household earnings rising from Rs. 7,000 to Rs. 12,000- Rs. 15,000 per month through activities such as beauty parlours, grocery stores, fast-food stalls, milk collection centres, welding shops, sweet shops, garment units, etc. This shift from savings to entrepreneurship marks a deeper livelihood transformation. Supported entrepreneurs now earn Rs. 12,000- Rs. 15,000 per month on average, with more than 60% sustaining their businesses for over two years and 37% for over six years. Kiran's continuous handholding, business planning support, and sector-specific training have further strengthened the capabilities and long-term sustainability of these rural enterprises.

Financial Capacity Building through Project Swa-Shakti

Under *Project Swa-Shakti*, Kiran continued its commitment to collective empowerment by strengthening 359 Self-Help Groups (SHGs) across 55 villages in Gunnaur, Rajpura, and Junawai blocks of Gunnaur Tehsil, Sambhal district comprising of 4,465 women. The initiative focuses on building sustainable women-led institutions that promote financial inclusion, entrepreneurship, and community leadership. The project enables women to come together, pool their resources, and access formal financial systems through SHGs that act as community-based microfinance units. These groups provide savings and credit facilities, promote transparent financial practices, and encourage participatory decision-making. Each member contributes to group operations, handling savings and loan repayments on a rotational basis, promoting accountability and leadership.



Credit support is extended for a range of needs including livelihood generation (such as livestock purchase and asset creation) as well as health and education expenses. A nominal interest rate of Rs. 2 per Rs. 100 per month is charged on internal loans, which members recognize as much lower than prevailing market rates. The interest earned remains within the group, thereby strengthening the internal fund corpus and ensuring self-reliance.

During FY 2024-25, a total of Rs. 62.89 lakh in savings was mobilized and Rs. 1.37 crores facilitated through

inter-lending, creating a robust and self-sustaining model of microcredit. The groups also generated Rs. 62.63 lakh through interest and penalties, reflecting sound financial management and adherence to group norms. To ensure transparency, village level annual general meetings were conducted with 293 SHGs across 30 villages, engaging 2,805 women to assess financial performance, record-keeping, and governance.



Currently, the average savings per SHG range between Rs. 10,000 and Rs. 50,000, with most groups having remained active for 8-10 years, demonstrating institutional maturity, social cohesion, and long-term sustainability.

Livelihood Support through Project Samriddhi (Income Generating Activities)

Beyond collective savings, *Project Samriddhi* promotes economic self-reliance by facilitating group enterprises. Through this initiative, women have transitioned from micro-savers to micro-entrepreneurs. SHGs are now managing diversified enterprises such as incense stick and cone manufacturing, sanitary pad production, tailoring units, and local trades like fast-food stalls, grocery stores, and milk collection centres. Enterprises supported by Kiran like *Sri Sai Rural Mart*, *Aakriti*, *Suikriti*, and *Karzobi* clusters recorded a collective sales turnover of Rs. 5.45 lakhs during FY 2024- 25.

A. Sri Sai Rural Mart

The Sri Sri Sai Abhiruchi Group, operating under the Sevarthi Cluster was initially established to promote small-scale enterprise of production of incense sticks, cones and various other products used during traditional Hindu rituals. Since 2021, the members began contributing monthly savings of Rs. 200 each, accumulating Rs. 40,260 as working capital. To further strengthen their enterprise base, each member also invested an initial contribution of Rs. 5,000.

The program team has played a central role in guiding the group's operations- facilitating training, raw material procurement, accounting, marketing, and retail sales management. The products are now sold under the "Sevarthi" brand. The group specializes in producing and marketing Dhoop sticks of different fragrances and Havan Kits catering to consistent local and regional demand.

Through persistent effort and structured support, the group members have been able to establish a sustainable income base, earning between Rs. 1,500 to Rs. 2,000 per month, which rises to Rs. 3,000 during the peak season depending on sales volume. The enterprise provides the members with a steady source of income.

B. Aakriti

Aakriti Self-Help Group (SHG) was formed in June 2022, bringing together 12 determined girls from the local community who had completed their Industrial Tailoring (Fashion Designing) course facilitated by Kiran. After completing their course, the girls shared a common concern that despite their new skills, traveling outside the village for work was difficult due to mobility restrictions, family responsibilities, and prevailing social norms. They had aspired to find a way to earn within their own community, without compromising their safety or household roles.

Understanding this need, Team Kiran came forward to help them transform their skills into a livelihood model and formed the Aakriti Production Unit. Aakriti began

its operations with the production of safety suits for plant workers at YFI and simple matty bags. This not only provided a ready market for their work but also gave the girls their first professional exposure to industrial standards and bulk production. Starting with a modest order, the team ensured quality, consistency, and timely delivery, earning appreciation and repeat orders. The SHG now handles uniform stitching for schools, chappatti covers, bottle covers, file covers, duffle bags, fancy purses, tote bags, etc. expanding its client base gradually.



According to survey data, 60% of members have earned more than Rs. 2 lakhs since joining the production unit, while others reported earnings between Rs. 20,000 and Rs. 50,000, depending on their duration of engagement. On average, each member earns Rs. 4,000- Rs. 5,000 per month, with some taking additional private orders, adding Rs. 2,000- Rs. 4,000 to their income, depending on their output becoming a steady source of income that has changed household dynamics. Where earlier they were seen as dependents, today they are contributors to family finances. Their work has also inspired other young girls in the village to take up vocational training and dream beyond traditional boundaries.

C. Karzobi

Initiated in 2008, *Project Karzobi* is a women-led craft enterprise that celebrates and sustains the traditional art of zari-zardozi embroidery, a form of intricate

needlework deeply rooted in the cultural heritage of the Muslim community of Gunnaur, Uttar Pradesh. The craft, locally known as **Karzobi**, combines the techniques of **Zari-Zardozi** and **Karchovi**, using golden salma-sitara, resham, and dazzling beads to create exquisite designs.

Before Karzobi was formed, the women artisans, though immensely skilled, struggled to earn a fair income. Most depended on local **thekedaars** (middlemen) who provided irregular work at exploitative rates. Despite their artistry, they were often underpaid or, in some cases, not paid at all. Market exposure was limited, leaving them financially insecure and socially confined within their homes.

With the intervention of Tata Chemicals Society for Rural Development (TCSR) in 2008, and later through YFI's continued support, these artisans found a new direction. The initiative began with 40 women who came together with a shared vision to revive their traditional craft while creating dignified livelihood opportunities. They were organized into Self-Help Groups (SHGs), gradually building financial discipline and collective strength.

Through regular capacity-building and design enhancement training, supported by external experts, the artisans learned to adapt their embroidery to modern market needs. Their range now includes **kurtas**, **dupattas**, **stoles**, **cushion covers**, etc. products that beautifully blend heritage with contemporary appeal.



Today, the Karzobi artisans are not just skilled craftswomen but confident entrepreneurs. Many who once never stepped outside their homes now participate in exhibitions, handle client orders, and proudly represent their craft at regional and national platforms. Most members earn a steady income of Rs. 8,000- Rs.10,000 per month, marking a significant shift from their earlier struggles.

D. Suikriti

Suikriti is a new livelihood-based initiative aimed at nurturing women's skills through intricate thread embroidery work. During their regular SHG meetings, several members expressed interest in learning art and embroidery to utilize their time productively and contribute to their family income. Responding to this interest, a training program was organized, focusing on inducing and enhancing embroidery techniques, design understanding, and product finishing.



With the help of an external design consultant, products like kurta material, wall hangings, embroidered aprons, etc. were developed allowing the members to earn around Rs. 3000- Rs. 4000 per month. For many participants, this marked the first time they had ever earned an income, and importantly, it was achieved without stepping outside their homes.

Capacity Building and Vision Development Program

To strengthen the women-led Self-Help Groups (SHGs) and enhance their journey towards sustainable livelihood and economic empowerment, a structured Capacity Building and Vision Development Program was initiated in collaboration with Manjari Foundation. The initiative aimed to identify and nurture 24 identified SHGs from the existing pool of 300+ SHGs under our purview, with the vision of developing them as model groups for long-term engagement.

The goal was to empower the identified SHG women to move beyond savings and credit activities, towards self-reliant and enterprise-driven livelihoods through a process of structured training, vision building, and enterprise planning. To strengthen the leadership and managerial capacities of SHG representatives, a series of central-level workshops were organized for SHG leaders and volunteers. These sessions were designed to broaden their understanding of livelihood opportunities, market linkages, and the importance of planning for sustainable income. The workshops emphasized the need for effective group processes by promoting collective decision-making, enhancing internal coordination, and developing conflict resolution skills within the groups. A major focus was placed on clarifying the roles, responsibilities, and leadership qualities required to drive group progress.

Additionally, the sessions integrated discussions on gender and livelihood, helping women reflect on gender-based challenges and empowering them to take on leadership roles in economic activities with greater confidence and agency.

To ensure inclusivity and deeper participation at the grassroots level, decentralized training sessions were conducted across villages, engaging a total of 240 SHG members. These trainings encouraged members to collectively reflect on their aspirations, challenges, and potential opportunities. Through participatory exercises, women were guided to develop a shared vision for their respective groups, aligning their collective goals with long-term livelihood objectives.

Following this, the identified SHGs worked on developing long-term Vision Documents and Livelihood Strategies through a participatory planning approach. Each group articulated its goals, identified potential livelihood activities, and prepared action plans. Building on the capacity-building phase, the project facilitated the initiation of new Income Generation Activities (IGAs). Also, the process not only enhanced the entrepreneurial understanding of SHG members but also significantly improved their confidence in managing group operations and participating in decision-making processes.



Infrastructure Development



INFRASTRUCTURE DEVELOPMENT



Infrastructure serves as the foundation for inclusive and sustainable development. According to *NITI Aayog's 2024 SDG India Index*, India's infrastructure score under SDG 9 (Industry, Innovation and Infrastructure) improved by 15% over the last five years, yet disparities persist across rural regions. As per National Sample Survey Office (NSSO) and National Family Health Survey (NFHS-5), over 37% of India's rural population still lacks access to safe drinking water, and 45% of rural households face poor sanitation or drainage. In Uttar Pradesh, only 62.5% of households have improved sanitation, 63% rely on hand pumps or untreated sources for drinking water (NFHS-5, 2021) and just 36% have piped water access. This infrastructural deficit directly impacts public health, education, and livelihoods- particularly among marginalized rural communities.

Across rural Uttar Pradesh, only 36% of households have access to piped drinking water (Jal Jeevan Mission, 2024), and hence, through this intervention, a significant localized leap toward safe water security is represented. Nationally, Uttar Pradesh achieved 97% coverage of individual household toilets under the Swachh Bharat Mission, yet open defecation remains at 12% in rural pockets (UNICEF, 2024).

The infrastructure project of Kiran has tried to bring transformative changes within the community. Through the strategic implementation of Reverse Osmosis (RO) plants, the project has enhanced access to safe drinking water. Concurrently, the project's sanitation endeavours, particularly the construction of resilient toilets, have ushered in enhanced safety and convenience. The data regarding the present status of toilets highlighted that the majority (85.7%) have functional toilets. Moreover, the construction of roads and effective drainage channels, along with infrastructure renovation at schools and Anganwadi centres has effectively addressed a holistic development for the communities. These combined efforts represented substantial strides to elevate living standards, uphold the essential rights of community members and mark a defining phase in the community's progress and well-being.

In FY 2024-25, Kiran has been strengthening physical infrastructure in and around its operational area in Babrala, Sambhal district. The objective is to enhance access to safe water, sanitation, mobility, and education infrastructure, thus building healthier and more sustainable communities.

Safe Drinking Water

Access to safe drinking water is a critical challenge in western Uttar Pradesh, where groundwater contamination and high Total Dissolved Solids (TDS) levels are prevalent. The project was initiated to address water quality and accessibility issues prevalent in communities. The project aimed to improve water accessibility, ensure better water quality, and mitigate health concerns caused by waterborne diseases. Additionally, it sought to encourage active community participation in managing and maintaining water resources.



The year saw the installation of RO plant in the village Baghau thus increasing the number to 04 ROs in four different villages. These units provide potable water for 200 families. The intervention directly addressed water quality issues, particularly those leading to waterborne diseases.

Construction of Community Building

In Village Baghau, the Gram Panchayat had a piece of land where a temple stood, and the local community had long been concerned about the poor quality of drinking water in the area. Responding to this need, the Kiran team planned to install a Reverse Osmosis (RO) plant to ensure safe and clean drinking water for the villagers. For this, a community-owned space was required. During the discussions, the villagers came forward with an idea that since the temple land was already available, they suggested developing a community building at the same site. The building would not only house the RO plant but also serve as a space for social and cultural gatherings. Taking this forward, the community and the Kiran

team worked together to develop and successfully establish the building during FY 2024-25. This initiative became a symbol of collective effort addressing the need for safe drinking water while creating a shared space that strengthens community bonds and supports multiple village-level activities.



Sanitation through Toilet Construction

Through the construction of toilets, the initiative significantly transformed daily lives, particularly for women exposed to safety risks during outdoor trips at night. The intervention led to a notable reduction in prevalent health issues and social barriers. Comparative analysis with non-intervention villages highlighted the project's efficacy in mitigating challenges and enhancing safety and overall well-being in rural areas.

In the financial year, the construction of 48 toilets was facilitated, addressing the pressing need for improved sanitation facilities in rural areas. These efforts have not only contributed to public health and hygiene but have also enhanced dignity and privacy for households within the community. The provision of household toilets also improved safety.

The transformative impact of the toilet construction initiative facilitated in village Lodhi Nagla is noteworthy. For women, the absence of a nearby toilet posed severe difficulties, especially at night, exposing them to risks and other safety concerns. The community members emphasized the substantial relief and convenience the newly constructed toilet brought to their lives. The provision of a household toilet has eliminated the earlier hardships and risks associated with open defecation, significantly improving their daily lives. Moreover, they shared that while they contributed an amount of Rs. 10,000 - 15,000 towards the construction, the project covered the remaining expenses, making the facility accessible and affordable for their families.

“The distance covered for open defecation, especially during rainy seasons or when someone fell ill, was distressing. Nights were particularly tough for us. But now, thanks to the program, our lives have taken a turn for the better. It has eliminated our earlier struggles and made daily life so much easier and safer”

—Kamlesh of village Lodhi Nagla.



Construction of Rainbow Centres

Aligning with Samagra Shiksha Abhiyan and National Education Policy (NEP 2020), ensuring safe, inclusive, and engaging learning environments for children, Kiran has constructed 2 Rainbow centres in village Baghau and village Panwari. The centre in Baghau has been constructed on land allocated by the Gram Panchayat, while the Panwari centre has been built

on land donated by the family of the Sarpanch of village Panwari Gram Panchayat- reflecting a strong spirit of collective responsibility. Each centre has been designed to accommodate 40 students. In contrast, only 56% of government schools in Uttar Pradesh have access to usable toilets and adequate infrastructure (UDISE+, 2023–24). While these interventions now record 100% functional facilities and visible community trust in public education.



Notable Moments of the Year



Rewards and Recognition

Awards received at National Level

- Yara India Babrala was awarded the Commendation for Significant Achievement in CSR Excellence by the CII-ITC Sustainability Awards 2024. The prestigious award ceremony was graced by Shri Jagdeep Dhankhar, Hon'ble Vice President of India, along with other eminent leaders.



- Yara India Babrala was honoured with the Mahatma Award 2024 for CSR Excellence. The event was graced by Dr. Kiran Bedi (India's First Female IPS Officer) as the chief guest along with other distinguished personalities.



Awards received at Unit Level

- Community Development Department was awarded the Commendation Award by the Plant Head for the year during the Annual Awards Ceremony 2024.



- Ms. Soumya S. Sahoo from the Community Development Department was presented with the Rising Star Award during the Annual Awards Ceremony 2024.



Visit of the Ambassador of Norway Embassy

A visit was held by Ms. May-Elin Stener, Ambassador of Norway in New Delhi, and Mr. Sanjiv Kanwar, Managing Director, Yara South Asia, accompanied by the corporate team of Yara India, to witness the ongoing CSR initiatives. The visit, held at the Village House, underscored Yara's collaborative approach to establish meaningful partnerships that drive long-term positive changes in rural communities.

During the visit, the esteemed guests unveiled the CSR Impact Assessment Reports conducted for the last 5 years across all thematic areas, marking a significant milestone in Yara's social impact journey. The reports highlighted tangible outcomes and measurable progress achieved through various initiatives, emphasizing continuous improvement, accountability, and the organization's dedication to enhancing community welfare through inclusive and impactful interventions.



Employee Engagement through Daan Utsav (Joy of Giving Week)

Daan Utsav, also known as the Joy of Giving Week, is celebrated every year across India during the week of Gandhi Jayanti, beginning on October 2nd. The week encourages people to come together in the spirit of giving by looking beyond personal needs to support and uplift others. At Babrala, we proudly observe this celebration each year, uniting employees and community members to spread happiness, compassion, and togetherness through meaningful acts of kindness.

In 2024, our Daan Utsav initiative extended support to the Missionaries of Charity, Prem Niwas, located at Chowki Chauraha, Bareilly. Founded by Mother

Teresa in 1950, the Missionaries of Charity is devoted to serving the most vulnerable destitutes and abandoned children by offering them shelter, care, and love. Prem Niwas, Bareilly is home to over 60 intellectually disabled girls and women, many of whom have been abandoned or rescued.

With generous contributions from our employees, we were able to support the residents of Prem Niwas with essential items that improved their comfort and quality of life. The funds collected were used to provide blankets and sweaters to ensure warmth, sand filters for making underground water usable, a water cooler with UV/UF filtration for safe drinking water, geysers, and fans to enhance living conditions for the girls and women of the shelter.



Celebration of International Women's Day

Kiran- A Yara India Community Initiative marked the occasion of International Women's Day 2025 with a vibrant celebration at the Village House. This year's theme, "Accelerate Action," inspired a powerful display of strength and diversity among women in the community. A rich cultural program showcased a variety of traditional dance forms from different parts of the country, including Bengali Shadi ki Rasm from the state of West Bengal, Ghoomar from Rajasthan,

Thiruvathira from Kerala, Braj Rasiya from Uttar Pradesh, Haryanvi Dance from Haryana, Bihu Dance from state Assam, and Jharkhand Loknrutya from the state of Jharkhad, reflecting the vibrant cultural heritage of India.

A key highlight of the event was the performance of thought-provoking skits by Aakriti Self Help Group (SHG) and Adolescent girls of project *Kishori Shakti*, which addressed sensitive issues such as Girl Child Education and Menstrual Health and Hygiene.



Meet the Team



- | | |
|---|---|
| 1. Mr. Binay Kumar
<i>Senior Manager, YFI</i> | 9 Mr. Ganga Prasad
<i>Project officer, Kiran</i> |
| 2 Mr. Suraj Kumar Sivan
<i>Deputy Manager, YFI</i> | 10 Mr. Nekram
<i>Project Officer, Kiran</i> |
| 3 Ms. Soumya Subhra Sahoo
<i>Assistant Manager, YFI</i> | 11 Mr. Mauharpal Singh
<i>Project Officer, Kiran</i> |
| 4 Ms. Shubha Sharma
<i>Senior Program Manager, Kiran</i> | 12 Mr. Mohammad Alam
<i>Project Officer, Kiran</i> |
| 5 Dr. Veer Pal Singh
<i>Program Manager, Kiran</i> | 13 Mr. Sarvendra Singh
<i>Project Officer, Kiran</i> |
| 6 Mr. Dharendra Singh
<i>Assistant Program Manager, Kiran</i> | 14 Ms. Anupam Yadav
<i>Assistant Project Officer, Kiran</i> |
| 7 Ms. Manju Kumari
<i>Senior Project Officer, Kiran</i> | 15 Mr. Shekhar Gupta
<i>Assistant Project Officer (Accounts), Kiran</i> |
| 8 Ms. Mamta Kumari
<i>Project Officer, Kiran</i> | 16 Mr. Amarpal
<i>Field Officer, Kiran</i> |

Notes





Knowledge grows

CORPORATE SOCIAL RESPONSIBILITY ACTIVITY REPORT 2024–25
Department of Community Development
Yara Fertilisers India Private Limited
Indira Dham, Babrala
District- Sambhal, Uttar Pradesh-242021