

Corporate Social Responsibility (CSR)

Annual Report 2018-19



Knowledge grows

Department of Community Development (CD)
Yara Fertilisers India Private Limited
Indira Dham, Babrala
Uttar Pradesh - 242021



Urea Production Unit, Yara Fertilisers, Babrala



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List of Abbreviations

AI	Artificial Insemination
ANC	Ante Natal Care
ANM	Auxiliary Nurse cum Midwife
ASER	Annual State of Education Report
BCG	Bacillus Calmette-Guerin
CCL	Cash Credit Limit
CD	Community Development
CIPET	Central Institute of Plastic Engineering and Technology
CSR	Corporate Social Responsibility
DAP	Di-ammonium Phosphate
DAV	Dayanand Anglo Vedic
DTP	Desk Top Publishing
FMD	Foot and Mouth Disease
GMR	Grandhi Mallikarjuna Rao
HF	Holstein Friesians
HP	Hewlett-Packard
HS	Hemorrhagic septicemia
ICDS	Integrated Child Development Centers
IMR	Infant Mortality Rate
MCH	Maternal and Child Health
MIS	Management Information system
MMR	Maternal Mortality Rate
NABARD	National Bank for Agriculture and Rural Development
NGO	Non-Government Organization
OPD	Out Patient Department
PD	Pregnancy Diagnosis
PNC	Post Natal Care
PoP	Package of Practices
PPM	Pashu Palak Mitra
QOL	Quality of Life
RCH	Reproductive and Child Health
SBM	Swachh Bharat Mission
SDG	Sustainable Development Goals
SHG	Self Help Groups
STP	Sewerage Treatment Plant
SVP	Senior Vice President
T & V	Training and Visit System
TCL	Tata Chemicals Limited
TCSRDR	Tata Chemicals Society for Rural Development
TFR	Total Fertility Rate
VHSC	Village Health and Sanitation Committee
WASH	Water and Sanitation for Health
YFIPL	Yara Fertiliser India Private Limited
YIT	Yara India Trust

Message from the Desk of SVP (Asia & Oceania)

Quality living standard is still a dream for larger part of the population in India and helping this dream come true is an important task that every institution working for the society, should contribute to. Government has taken several active steps to improve the situation by providing basic amenities and launching various social security measures. Industrial institutions and corporate have shown their interest by considering social development as their moral responsibility. We too are committed for the development of society and the newly established Yara India Trust is the reflection of our commitment.



The acquisition of the fertiliser unit of Tata Chemicals Ltd. (TCL) at Babrala on 12th January 2018, inspired us to start the new journey in engaging and developing the communities, primarily in the plant vicinity largely to whom we owe as the resources are being utilized for national interest. In this journey, through scientific and sustainable approach, we are trying to create value and opportunities for collective good of the society. I do consider this as a way to express our gratitude to the community who at every stage of our progress and pursuit are supporting us.

Since inception, we have shown our commitment towards local people by taking various meaningful initiatives in the area of Agriculture, Animal Husbandry, Health, Education, Women, Empowerment, Infrastructure Development and Affirmative Action. We have tried to touch the lives of the people of every age, gender, and diverse communities through various programs coordinated with the assistance of different institutions. This has been possible only because of our committed senior management, staff and volunteers of the company as well as the team of Tata Chemicals Society of Rural Development (TCSR), who have worked relentlessly to make substantial difference in the standard of living of the community.

I wish and believe that Community Development Department with the support of stakeholders, benefactors and well-wishers will continue delivering quality community services and reach out unreached through project and activities.

● — **Narasimha Rao**

Message from the Desk of SVP (Manufacturing), India

It is really a matter of satisfaction that Community Development Department, Babrala is publishing its annual report 2018-19. Our social endeavor has always been giving back to the society and all the social activities depict our commitment in improvement of lives of the community who are the most important stakeholder.



We have been trying to keep our promise for village development by contributing in physical, economic, human and social development and we have been successful to a large extent. Through various livelihood programs under Agriculture, Animal Husbandry, Formation and Strengthening of Self-Help Groups and Skill Development Program, we have tried to build the capacity and confidence of the local people so that they would largely be involved in meaningful activities. Programs to spread awareness about health and sanitation, health education among women and children and to enrich quality health services for women and old age people have received immense response from the community. Education improvement program through support to Govt. institution, village level institution and scholarships for socially marginalized communities are laying foundation for enlightened future generation. The success of the program has been largely because the model which is sustainable keeping in mind the target area and socio-cultural and economic set-up of the communities. These initiatives have helped the rural villagers in attaining quality life.

I want to express my sincere gratitude to various Government departments, NGOs, other corporate partners and village level institutions for having reposed their faith on us for our commitment to fulfill the objective of Community Development. I am also grateful to our implementation partner Tata Chemicals Society for Rural Development (TCSR) for showing great passion, perseverance and commitment to achieve the objective of the programs. This report is dedicated to all stakeholders especially the community residing in and around the plant area who kept their thoughtful mind open and have embraced Yara Fertilisers in their life!

● — ***Bhasker Kumar Sivalanka***

EXECUTIVE SUMMARY

Yara Fertilizers India Private Limited with support from the Tata Chemicals had been engaged in doing CSR activities during 2018-19. These CSR activities took place in the villages adjoining the plant of Yara located at Babrala. The efforts received technical support from TATA Chemicals Rural Development Society. The CSR programmes included Education, Health, Infrastructure Support, Agriculture, Animal Husbandry and Employability.

Education programme was focused at working with children from the pre primary level to the higher secondary level. The year saw opening of two pre primary centers. These centers are fully furnished and the children who attend the centre pay a small token fee. The efforts are targeted at making the preschool children 'school fit'. The efforts with the primary school goers continued like the previous year. Yara along with the village organization managed the running of one primary school. Educational initiatives saw activities like scholarship for children enrolled at the DAV school and also to youths who pursued higher education in colleges. Efforts were made to prepare children for the Jawaharlal Nehru Vidyalaya Entrance Examination. Similarly with children in Government run schools efforts were made towards working on their learning deficits.

Health interventions focused at Maternal and Child health (MCH). The MCH initiatives looked at antenatal care (ANC) and also at Post Natal Care (PNC). Vaccinations for children were also one of the important programme. Efforts on social marketing on the issue of Malnutrition were complemented through provisioning of Supplementary Nutrition powders to subsidized rates. This supplementary nutrition powders were provided to infants graded as severely and moderately malnourished. In addition, infrastructure support programme like Drinking Water, Sanitation and Drainage supported the health issues indirectly. These activities were taken up in the core command villages only. Health interventions included running of OPDs in villages. Yara also carried out camps for vision corrections. Cataract surgeries for the elderly was part of this initiative.

Livelihood interventions were initiated with three distinct stakeholder groups. For the youths it looked at Skill Training. The skilling initiatives were on trades like Tailoring, Beauty Parlor, mobile repairing and computer programs. These initiatives were done through partnership with specialized agencies. An important initiative had been skilling of youths as Veterinary Service Providers. The Artificial Insemination technicians received financial support towards their training.

Agriculture and Animal Husbandry related interventions continued almost on similar lines as was done earlier. The work on Agriculture focused on extension methods. This included popularizing the leveling of agricultural lands, motivating farmers through incentives to adopt practices like deep plowing, line sowing; organic agriculture etc. Farmers were also taken for exposure visits. Trainings of farmers were conducted as part of extension methodologies. As regards to Animal husbandry, health camps, health OPDs and breed improvement program also continued. Yara also initiated the Green fodder cultivation programme. This was done wherein the farmers were provided with seeds of high yielding fodder. This year Yara experimented an entrepreneurial fodder model.

Womens empowerment followed the approach of previous years. Saving and Credit operations continued in the existing Self Help Groups. The members of the groups were also provided training support for various Income Generating activities. Some groups made investments in business activities and are running small enterprises. Yara obtained resource support from NABARD for opening up a sales outlet at Babrala Town. This outlet has plans to display products manufactured by SHGs. This outlet will market products manufactured by SHG groups and women entrepreneurs.

As part of its efforts to work with the socially and economically excluded households, Yara continued with its affirmative action initiative. The initiative provided financial support to households belonging to the disadvantaged categories towards construction of Toilet. The program also provided scholarship to children and youths hailing from the disadvantaged communities to help them continue with their formal education.

The year saw the change in the management of the CSR from Tata Chemicals Rural Development Society to the Yara India Trust (YIT). The workforce that played the role of taking the programme to the stakeholders also moved from TCRDS to YIT.

01

ABOUT YARA

Yara International is a Norwegian based chemical company with production sites located in six continents and has its operation in 50 countries. Yara works towards sustainable change in the life of the farmers by offering them a wide range of crop specific high value nutrient products. It believes that by offering a positive value proposition to farmers it can ensure an attractive return for the investments - thus creating a value for the society.

Yara Fertilizers India Private Limited (YFIPL) the offshoot of Yara International was established in 2011. It has a pan India presence with products that provides a real value proposition to farmers. With the acquisition of the Fertilizer unit of Tata Chemicals Ltd. (TCL) on 12th January 2018, Yara India has deepened its footprint and is today the world's second largest fertilizer market working closely with the farmers of India to fulfill its mission to responsibly feed the world and protect the planet.

02

CSR INITIATIVE WITH YFIPL

YFIPL had been contributing to meet India's growing agriculture needs through enhanced investments and carefully balancing its business priorities with that of the stakeholder's aspiration. Upholding the need for social responsibility the YFIPL is involved in the upliftment of the quality of life (QOL) of the local communities living in rural habitations around its business interest. YFIPL strongly believes that sustainable community development is essential for harmony between the community and the industry and the company endeavors to make a positive contribution to the underprivileged by supporting a wide range of socio-economic, educational and health related initiative.

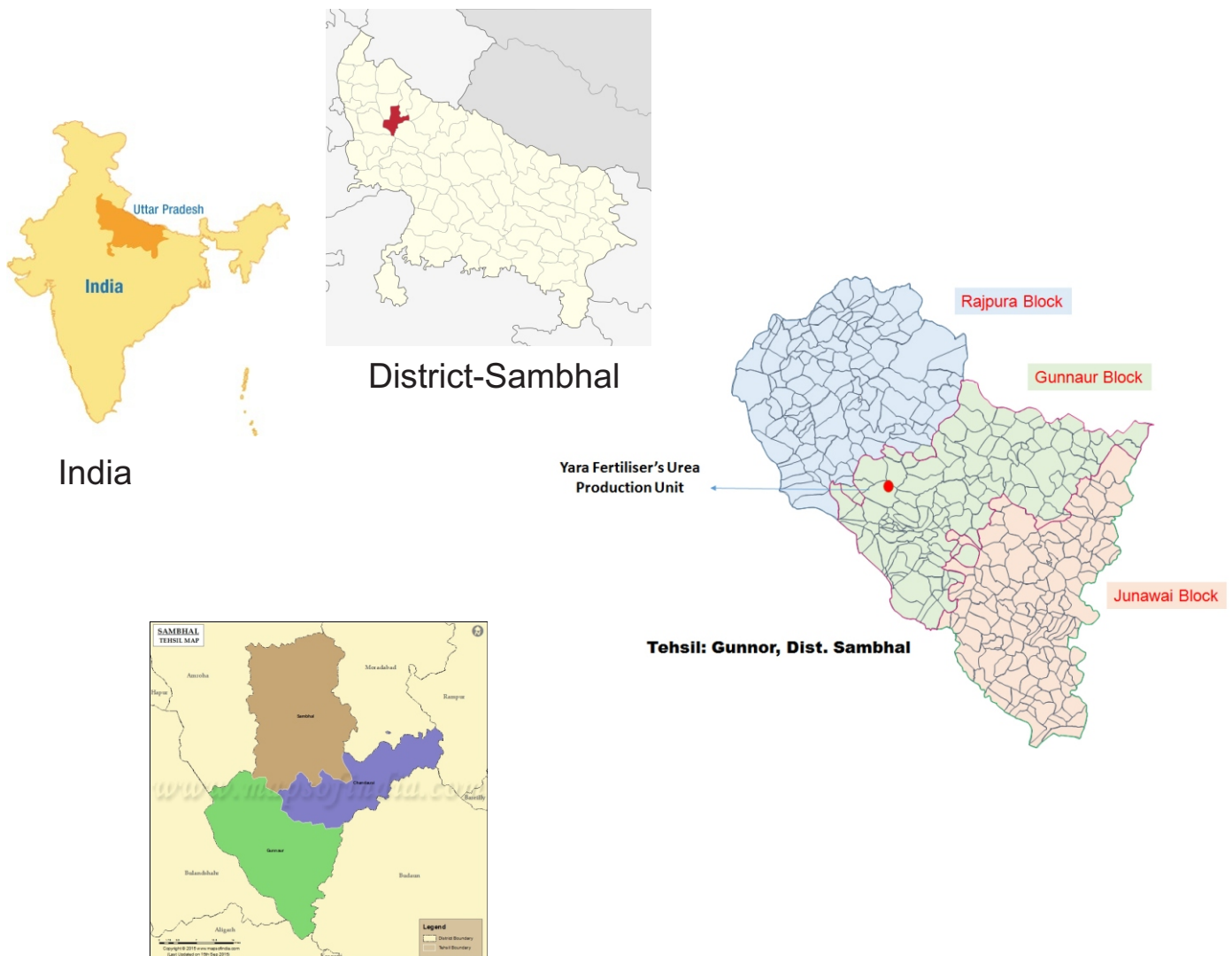
The Corporate Social Responsibility work of YFIPL is governed by its own CSR board with a well-defined CSR policy. The objective of the CSR is to improve the quality of the life of community on a sustainable basis.

Yara at Babrala continued with efforts as was initiated by its predecessor, the TATA Chemicals Society for Rural Development (TCSRSD). It consolidated upon the work so done in the location. It contributed towards ensuring that the activities of the past continued. It added a few more activities to make impacts and demonstrate change.

INTRODUCTION ABOUT THE LOCATION

Sambhal is a newly formed district in the state of Uttar Pradesh. The formation of this district was made on September 28th, 2011. The district has 3 tehsils, namely Sambhal, Chandausi and Gunnaur. It is sub divided into 8 Community Development Blocks. This district is predominantly rural. About 85 % of its population lives in the villages.

MAP SHOWING LOCATION OF THE INTERVENTIONS



Three Tehsils of Sambhal District

Of the 8 development blocks, Yara is involved intensively in 10 habitations located in Gunnaur Block. Its development efforts are also spread across another 40 villages which are located in Gunnaur and in Rajpura Block. Both these blocks are predominantly rural. The Socio economic and Caste Census of 2011 establishes that of the 273701 households, 70827 (25.87%) do not own land. Of the remaining, about 74.02 % have access to irrigation (either through their own sources or taking the pumping devices on rent).

Agriculture happens throughout the year and farmers are seen growing at least two agricultural crops and in some cases the third crop. With the establishments of some Sugar mills in the district, Sugar cane cultivation has picked up in large tracts of agricultural land. The district is also known for growing Mentha- a short durational summer crop. The second most dominant source of Livelihood in the district is dairying. The animal population as per the last animal census (2012) shows dominance of Buffaloes as milch animals. In every average sized villages, private as well as cooperative dairy exists.

Cross breed Cow	Non Descript	Total	Buffaloes	Sheep	Goats
58591	112360	170951	578606	3656	127239

In spite of the dominance of the farm sector in the rural economy, the sector is fraught with many difficulties. Crop production shows lower average yields. Similarly, the dairy sector too has its own issues. Veterinary care is almost nonexistent and cattle shed management practices are at rudimentary levels.

Health and Education both have been also quite in a state of neglect. The Annual State of Education Report (ASER report) of 2018 points out the dismal state of affairs in education. Only 27.9 % of children in the Class V can read text of Standard II. Almost same is the situation with Mathematics. Schools are existent but the quality of what is offered in the name of education is dismal. Health indicators are also quite low. The number of persons suffering from acute Chronic Illness is 1 out of every 10. This is on the higher side. The Ante Natal Care, Post Natal Care and Immunization of Children are all well below 75 %. In short these are reasons that contribute towards high Maternal and Infant Mortalities in this district. It is this background with which YFIPL is involved in bringing about a change for the better. It has been making efforts to change this situation.

04 WORK DONE IN THE PREVIOUS YEARS

Yara has been associated with developmental activities during the last one year. Prior to its efforts, Tata Chemicals Rural Development Society was involved in efforts on several fronts. The efforts included:

- Working with women through Self Help groups
- Education of Children in Schools and providing Scholarship
- Skilling of Youths
- Infrastructure development: Construction of Village approach roads, Drinking Water and Sanitation facilities.
- Agriculture Development and
- Promotion of Animal Husbandry.

The snapshots of what all took place before Yara came into existence is highlighted below.

SNAPSHOT OF WHAT HAD TAKEN PLACE

Theme	Activities	2016-17	2017-18	2018-19
Education	Number of children receiving Scholarship	45	52	52
	Number of Children undergoing preparation for Navodaya Vidyalaya	18	14	56
	Number of Youths undergoing preparation for Poly technique courses	22	17	89
Health	Number of Children receiving Supplementary Nutrition	1976	2319	5228
	Number of women receiving ANC	4286	4257	3238
	Number of Children receiving vaccination	10125	10986	13153
	Total number of Elderly undergoing Cataract surgery	252	265	252
	Number of persons treated at the Village OPD	12101	14473	10136
Skills	Number of youths undergoing skill training	888	884	728
	Number of youths finding employment and self employment	276	203	66

Theme	Activities	2016-17	2017-18	2018-19	
Animal Husbandry	Number of Artificial Insemination carried out	24577	29796	33406	
	Number of Animals given Vaccination	H. S	37750	23158	26972
		FMD	21483	16916	21569
	Number of Calves de-wormed	1342	1394	3580	
	Number of MILCH animals de-wormed	1342	1401	1781	
	Number of animals treated in OPD	4026	3632	3847	
	Number of animals treated in Camps	1333	1307	1454	
Number of Farmers provided with Fodder seeds	624	551	519		
Agriculture	Laser Leveling	330	302.8	137.3	
	Deep Plowing	288.6	487.9	549.5	
	Organic Promotion	306.8	314	208	
	Soil Testing	710	720	658	
	Farmers Training	746	548	446	
	Kisan Mela (Farmers fair)	365	258	153	
	Exposure Visit	124	47	35	
Village Infrastructure	Number of Toilets constructed	77	34	31	
	Meters of Pavement made in villages	310	232	137	
Women Empowerment	Number of SHGs operating	297	298	299	
	Number of Women members of SHGs	3554	3626	3644	
	Cumulative Savings of the SHG Members (In hundred thousand)	39.39	44.43	46.93	
	Credit Disbursed to members of SHGs (In hundred thousand)	100.02	129.3	141.69	
	SHG members trained for Enterprises	30	18	30	
	Number of women members of SHGs into enterprises	62	39	44	
	Credit advanced to SHGs from Financial Institutions	360000	660000	450000	

05

ACTIVITY DONE DURING 2018-19

A. EDUCATION

Yara is involved and is actively supporting education of children. The efforts are directed from the pre primary level to that of the secondary level. The purpose is to help children gain knowledge and the required foundation so that they can excel in their educational attainment as they grow up. It is important here to mention that Annual State of Education Report of 2018 had pointed out at the dismal state of affairs on educational outcome.

The report pointed out that only 27.2% of the children in Grade V can follow the Language skill required at the Grade 2 level. Same is with regards to Mathematics. As such given the low performance of children Yara has been making efforts to bring about a change in this situation. The efforts are targeted towards the realization of SDG 4 and two of its targets.



Alignment to efforts with the SDG target

- Ensure that all girls and boys complete free, equitable and quality primary and secondary education.
- Ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education.

During the year 2018-19, the work included the following activities.

Working with Children at the Pre primary Level

The children reaching out to the newly opened pre primary centers at the village level are taken through some play methods by which they are exposed to alphabets, words and simple sentences. This is done with the children who are supposed to attend the ICDS centers. With almost non existence of ICDS centers in the rural locations, Yara initiated piloting of a preschool centre adjacent to its location. A teacher recruited and trained in pedagogy conducted the teaching.

These centers operate in a rented accommodation. About 20 to 22 children attend these centers everyday between 3 and 5 PM. The parents pay a token fee of Rs 50 per month. The purpose is to make children school fit within the period of one year. These centers are called the rainbow centers. These centers are very well equipped in terms of benches and desks and also have colored charts of vegetables, alphabets, fruits and animals. The centers have been following a well defined curriculum which emphasizes on games and stories.



Children Learning Improvement Project (Working with Children in the Primary School Level)

The annual ASER reports have been quite critical. Recognizing the need of the children in the lower primary level, in nine villages and in nine such primary schools, a special teacher is appointed by Yara. This teacher provides the children with crash course. The idea is to help children learn alphabets, words and thereby construct sentences. The children studying in these schools are taken through a test to identify the level of their inability to identify alphabets, words and Story and are grouped accordingly (Play, Akshar, Shabd and Kahani Group).

Those with inability to identify alphabets receive inputs for six days a week before the school hours and the remaining two groups (Words group and Story groups) are taken through inputs sessions three times every week after the school hours. The four month long input for these children help them overcome their learning deficits and thereafter is able to continue with their regular schooling.

Table: Children Benefitting out of Primary Educational Initiatives

Villages	Akshar Group	Shaabd Group	Kahani group	No. of Student
9	188	170	119	689

Working with Children in the Upper Primary and Secondary School Level

The children who get admitted at the Upper primary level and beyond in the Government schools also experience learning deficits. Many reasons contribute to their situation. The major being the environment at the School and also beyond their school. Many of the children are the first generation learners and getting someone to support them at home and guide them with understanding of subjects is difficult. In such a situation if only finance permits children are sent by families for tuition classes.

The learning's too at these classes often do not match up to the expectations and children do not gain much. Yara had recognized these problems and have come up with some specific sets of activities to ensure that children - both boys and girls receive some hand holding support so that age specific learning outcomes are achieved by them. Some of the activities that have been initiated to make this can be seen in the table below. Some of these efforts include:

Table: Educational Initiatives Benefitting Children

Inputs	Villages	Children
English Development	9	219
Mathematics classes	3	52
JNV Entrance Classes	7	56
Summer Classes	3	74
Poly technique	7	39
E- Library	9	187
Scholarship (DAV School)	4	33
Scholarship to Govt. Schools	11	19



Summer Classes: These are conducted once every year for children during their summer vacations. Children from the core command villages attend the camps organized for 2 to 3 hour duration during 25th May to 25th June. The children are taught Yoga and are introduced to basic operation of computers. Some activities related to hobbies and art work is also conducted for these children.

Library Initiative: The initiative is being carried out in collaboration with HP Computers wherein the children from class 4th to class 10th attend the course and are made to learn basic skills in operating computers. At the village campus under the guidance of one instructor the children of different grades do arithmetic, and learn new words. The module looks at Grade appropriate learning for the children.

Special Coaching Classes: Yara also provided special coaching to children desirous to appear for joining Polytechnic courses. The coaching classes are held at the village campus and during the year 39 youths (High school pass outs) attended these coaching classes.



Financial Support and Scholarships: This support is provided to children attending the DAV school. The amount of fellowship ranges between 30 to 40 % of the monthly fees and are provided to children following some specific criterion. The children must have scored a minimum of 60 % score in their annual exam to qualify for such support.

In addition to this, any child from the core command villages studying at the 12th level and those who are undergoing their first degree course in Arts and Science or some technical degree courses are provided with fellowship support to reduce their parent's burden. The fellowship support is provided after a thorough selection process. It follows both the means and merit criterion for granting fellowships.

Table: Scholarships Provided by Yara

	Girls	Boys	Total
Children studying in the DAV school	7	26	33
Children in other schools from the Core villages	5	14	19

Primary School Nagalia Kazi

Since several years in Village Nagaliya Kazi and in association with an existing informal group of interested persons, a privately organized school had been providing quality education to the children. The school operates from Grade 1 to Grade 5 and has about 175 students. The children who attend the school pay a fee of Rs 250 every month for English Medium Education and Rs. 100 for Hindi Medium.



The children are prepared well by the teachers. Each of the grades has separate classrooms and the school has a small library. The children who study in this school are registered as students with the Government Schools in their respective villages. Yara has been providing the children with Uniforms and also the study materials.

The school obtains enough fees to take care of the salaries of the 6 associated teachers. The school during this year received furnitures from Yara. Construction of two additional class rooms also took place during the year. Processes are on to get this school recognized by the Primary Education Department.

To sum up, Yara continued with the previous efforts and focused its attention to children from the pre primary age group to that of the senior secondary level. The focus was to improve the learning outcomes of children through improving the quality of education being offered. Support by way of scholarship was also done to reduce the financial burden of the parents desirous of sending their children for higher studies.

B. HEALTH

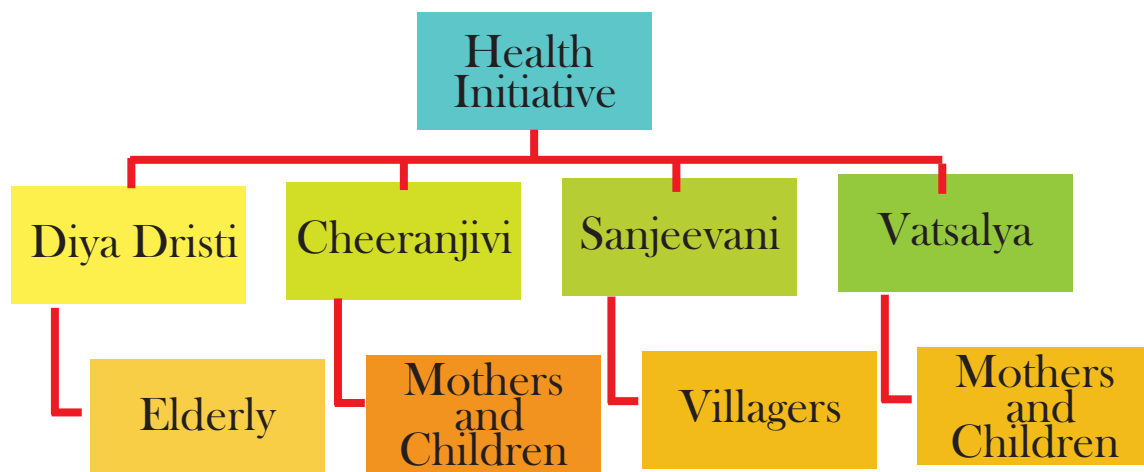
Work on health is targeted at women and children in the programme location. Yara is involved with curative and preventive healthcare. The target group includes pregnant women and the new born. It is also involved with curative health care through its village level OPD centers and through its Mobile Health Clinics. It also has its efforts directed towards vision rectification of the elderly. The action on health looked at three SDGs and Four Targets.



Alignment to the SDG target

- Ensure that all men and women, in particular the poor and the vulnerable, have equal rights as well as access to basic health services.
- Reduce premature mortality from non-communicable diseases through prevention and treatment and promote well-being.
- Achieve universal health coverage, including access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.
- Ensure universal access to sexual and reproductive health and reproductive rights.

The work is carried out with three specific target groups. These are Mothers (women); Children and the elderly. A schematic representation of the three broad programs carried out by Yara is as under.



The work on health front is carried out through four programs namely Vatsalya, Cheeranjeevi, Sanjeevani and Diya dristi initiatives. These programs have specific target groups and focus at health from the curative as well as preventive point.

Curative Health Care:

It is done to help cure persons suffering from some existing health conditions. Two of its programmes namely the Diya dristi initiative and the Sanjeevani initiative is focused at Curative health care.

Diya Dristi Initiative

This action on curative health as is indicated is focused at the elderly. During the year this programme carried out vision rectification of 252 elderly persons hailing from 126 villages. The elderly persons were taken for the diagnosis of their vision and those who agreed to undergo the vision rectification surgeries were provided support for undergoing the surgical procedures. This included staying at the hospital for a few days, undergoing the investigation and surgical procedure and following the surgeries they were also provided with spectacles.

The elderly persons were also provided with the required medicines for applications at these camps. They were also explained about the medication and the processes that they need to follow towards complete cure. The vision rectification surgeries with their post surgical procedures have helped these men and women to carry out with their own life engagements.



Regaining Vision

Shahnaz and Sartaj are two sisters from Baghau village in Babrala block. Shahnaz is a 30-year-old married woman and Sartaj is 22 years old. Shahnaz had developed cataract in both her eyes due to which she was unable to do her daily household chores.

Sartaj also had developed cataract. At an early age of 7-8 years she developed the problems and was leading a life with partial vision. She had to give up her schooling as well. She was totally dependent on her family members for supporting her in all tasks. Both of them came to know about the eye camps through volunteers. They were then screened at the eye camp at Village House. They also underwent surgery at Gandhi Eye Hospital, Aligarh. Post surgery, both the sisters are now able to see properly and carry on with their personal work. Sartaj has been assisting her family in farming operations and also is now earning a living for her family. The mother feels obliged to Yara for helping her daughters regain their vision.



Sanjeevani Initiative

Regular OPD and medical health camps in villages provide quality diagnosis and medication. The doctor's team reaches the villages at a pre-designated time and place. The villagers in the core command can avail of the services. This comes free to them. The doctor provides medication for simple ailments and advises for conditions that might require hospitalization. During the year, this OPD service provided medication and advises to 10906 patients whereas 5501 villagers were covered through the mobile health clinics.



Preventive Medical Care:

Yara ensured that children and women are provided with preventive health care to ward away diseases that may inflict them and become the cause for Maternal and Infant Mortalities and morbidity. The preventive health care initiative included two programs.

Chiranjeevi Initiative

As the name indicates, the program is directed at Children. This includes new born and the infants. The support includes vaccination and supplementary nutrition to pregnant, lactating and to the children diagnosed as malnourished. Supplements are provided at a token cost to these children. The camps happen on a regular basis in all the 10 core command villages. During the reporting period nutrition related support was extended t18 women and children. Counseling of parents on feeding practices and the initiation of supplements were also done.



Vatsalya Initiative

The aim of the program is to reduce IMR, MMR and TFR through vaccination. Both pregnant women and the new born children receive regular vaccinations. The vaccination include Tetanus Toxide for the pregnant women and BCG, Measles and Pentavelent, Polio and Rotavirus for the new born. The children were provided with Vitamin A supplement. During the year the vaccination programme reached 35 villages. The details of vaccination can be seen in the table below.

Table: Vaccinations done

Group	Vaccinations	Villages	Beneficiaries
Women	TT	35	3238
Children	BCG	34	1488
	Penta	35	5164
	Measles	35	6501
	Vitamin A	35	6009

The vaccination vials are provided by the Health department and the ANM associated with the organisation the vaccination. Logistic support, inventory and MIS are maintained by Yara, thus ensuring coverage and quality.

Sanitation Initiative

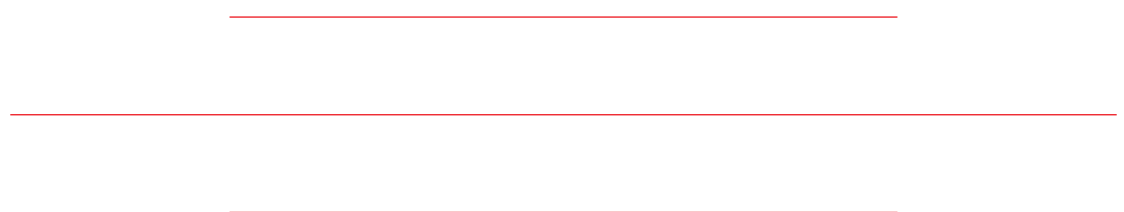
An important aspect of any health initiative is raising the awareness among the local population. This awareness is directed towards bettering the hygiene practices among the local population. The programme was taken to 35 villages during the period. The programme included WASH initiatives in the Schools as well as in the SHG meetings, Awareness on Reproductive and Child Care and also included working with the Villages Health and Sanitation Committees (VHSC). The committees are made to understand their specific roles in maintaining hygiene related practices and also in ensuring better health related interventions in the community. The work happened through meetings and through targeted capacity building initiatives.



Table: Preventive Health Care Awareness

Program	Target	Villages	Beneficiaries
School Wash / SHG -Community Meeting	Children and women	26	539
RCH	Women and Adolescent	35	959
VHSC Committee	Members of VHSC	35	345

The combined effort of all these health intervention certainly will play important role in ensuring reduction in morbidity. The effort all ensured the correction of vision of the elderly - thus making them more capable to lead a dignified life and being able to play roles in their family. The elderly are able to take self care with their restored vision.



C. INFRASTRUCTURAL SUPPORT

Development efforts carried out by government lays special emphasis on augmenting rural infrastructures. The Swacch Bharat Mission (SBM) targets households identified of not having sanitation facilities. Financial incentives are provided to support household to construct such facilities. There are similarly other schemes that provides for bettering connectivity and in accessing potable drinking water.

Yara played its role in making infrastructures reach rural habitations and households. The work carried out under Infrastructural initiative was undertaken in coordination with the Village Panchayats. All these were executed under partnerships. The Infrastructure support programme aimed at working on following SDGs.



Alignment to the SDG target

- Achieve universal and equitable access to safe and affordable drinking water for all.
- Achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.
- Support and strengthen the participation of local communities in improving water and sanitation management.
- Ensure universal access to affordable, reliable and modern energy services

In pursuance to these Goals and Targets the efforts initiated were:

Sanitation Facilities

The Swacch Bharat Mission provided rural household with financial support of Rs 12000.00 for the construction of Sanitation Facilities. Many of the households obtained such support and a few remained untouched. Yara reached out to these untouched households. During the year 32 households benefitted out of this initiative.

Based on a criterion of poverty assessment Yara made households to contribute Rs 5000, Rs.10000, Rs.12000 and Rs. 14000 towards construction of Toilet. The design of the Toilet is fixed and the team from Yara makes efforts to discuss and motivate households to adopt this design. The contribution coming from the beneficiary is to ensure affirmative action. The smaller the contribution higher is the level of poverty of the household.

Installation of Drinking Water Systems

A drinking water infrastructure which provides for filtration and removal of all physical and biological impurities was installed in Bgahu Ki Madyia hamlet. This hamlet has a population of 600 and the installed capacity provided filtration of 2400 liters of water every day. The panchayat chipped in with the necessary infrastructure required to install the system and also provided for the pumping devise for the supply of water.



The system runs on electricity to pump in the water into the overhead tank and the filtration system that came from Yara filters the water. The filtered water is stored in another tank. The candle of the filtration unit requires replacement every three years and the Panchayats are made aware so that they carry out such replacements. The cost of such replacement is expected to be around Rs 30000.00. Currently the drinking water is collected by all the households.

Pavement of Internal Roads

The lining of village internal roads has been an activity that the CSR was involved with. During this year, the efforts on this front happened at a much smaller scale. The request for undertaking this work is received from the Panchayat. The Panchayat under its obligation are supposed to do all the earth work which includes the filling of the roads and leveling them.

Yara under its agreement with the Panchayat does the laying of the bricks. Proper slope is maintained for the water to flow out of these pavements during the rainy seasons so as to ensure that damages due to rains are minimized. The maintenance of the pavements is done by the Panchayats. These roads are usually about 8 to 10 feet in width.

Construction of Drainage Channels

This activity was taken up by Yara with the objective to ensure cleanliness in villages. The drainage channels all along the pavement are usually unlined and during the monsoon months the water along with the muck spreads all along these internal roads. It makes movement difficult. It is also seen as a condition that spikes morbidity among women and children.

These drainage channels are constructed all along the pavement and are about 4 feet in depth and about 1 ½ feet in width. The excavation work towards the construction is executed by the Panchayats. The execution of the masonry works is however done by Yara. These channels also maintains proper slope for easy disposal of the water. The Panchayats employs people to clean the channels. The water from these channels flows out into a pit beyond the village residential boundary and percolates down.



Infrastructure	Villages	Households
Individual Toilet	6	32
Brick Paved Internal Village Roads	3	
Drainage Channel	1	
Drinking water	1	

D. LIVELIHOOD INTERVENTIONS

Yara had been engaged in promoting the agenda of economic development of the households around its business location. Efforts are being made to work with three target groups. These are Youths, Agriculturists and households involved with Rearing of Milch Animals. Various kinds of interventions have taken place with these three groups to augment their livelihoods.

With the youths the efforts are on bettering their employability in the Job market. Skilling them and helping them acquire new skill sets to find jobs and or become Self Employed had been the strategy. These efforts are done with both women and men. Similarly with those involved with Agriculture the strategy had been promotion of new methods of cultivation and supporting them with labour saving implements. Efforts with animal rearers are improving the breed and on supporting them on animal health care. We look at each of these in more details.

Skill Development

During the year training of the youths in skills had been done on a large scale. Many youth underwent trainings in different trades. These trainings were geared towards jobs and self employment. The activities addressed two SDG goals and six targets. These are:



Alignment to the SDG target

- Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.
- Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.
- Eliminate gender disparities in all levels of education and vocational training for the vulnerable
- Promote decent job creation and entrepreneurship.
- Achieve full and productive employment and decent work for all women and men, including young people.
- Substantially reduce the proportion of youth not in employment.

Training of youths was done using different modalities. These are:

- Skill Development through Vocational Training Centre
- Skill Development through Partners
- Entrepreneurship Development of school pass out youths.
- Quality improvement and value addition through partners
- Courses Offered under skill development

During 2018-19, the skill development initiatives included training youths in 5 different trades. These were specifically designed with the purpose of self employment. The courses and the youths receiving training during the year are elaborated in the table below.

The programmes on Skill development reached to 507 youths hailing from 126 villages. Around 272 of these youth were women- thus balancing the representation of women. Efforts to involve women into men's domains were also made. Around 16 girls underwent computer training.

Table: Skilling youths: Benefitting Youths for Self Employment

Courses	Sewing Classes	Mobile Repairing	Industrial Tailoring	Beauty Parlor	Computer Classes
Villages	26	49	19	24	77
Youths Trained	113	93	46	97	158
Girls Trained	113	00	46	97	16



Yara used a mix of strategies to ensure the conduction of skill development programme and the needed certification of the youths.

The two Tailoring courses that trained 159 women were done in collaboration with USHA. The courses were operated at three centers- two in villages and one at the Village Campus. A fee of Rs 500 was charged from the trainees for the Sewing classes and a fee of Rs 1000 for the Industrial Tailoring classes. The sewing classes were for 6 months period whereas those of the Industrial Tailoring were for one year duration. The beautician course which also targeted women had a course fee of Rs 820 offered for a duration of 6 months.

The mobile repairing courses are organized at the Village Campus and are done for a period of 4 months. A fee of Rs 1000 is charged from the trainees. The candidates who successfully underwent the course are also provided with a beginner's kit worth Rs 800 which allowed them to start their own workshop.



The computer training courses included Basic Computing, Desk Top Publishing and Tally and Accounting. Each of these courses were of 3 months and is offered at a fee of Rs 675. In most cases the youths begin with Basic Computing and latter on branch out either to DTP or to Tally depending on interest. The students joining the course can opt for a NIIT Foundation Certification at a fee of Rs 2700.

The campus centre where these trainings are imparted has 22 fully functional computers with internet connectivity. The youths attending the computer training courses can also opt for self study for courses offered by HP Life. These are courses without fees and are to help youth obtain specific inputs on starting and managing their own enterprises.

The youth who underwent the skill training are either gainfully employed or have initiated their own businesses.

In addition to these skill development training courses, Yara collaborated with other agencies and nominated youths to undergo such courses. Yara nominated youths who either paid their own money or got sponsorship.

The course on Veterinary Care saw the nomination and payment of partial fees by Yara. Five youths from the village were supported to attend the course. These youth are now on internship and will soon join the team of AI technician providing services to animal rearers on a fee basis.



Similarly, youths interested in undergoing some specific courses were nominated to courses carried out by other foundations. Yara provided token support and paid for their insurance fees and also took care of their travel expenses. With GMR Foundation, the skill training programme saw nomination of 50 youths from different villages. The youths who attended the courses are duly employed through placement services organized by GMR foundation.

Another important initiative that was designed by Yara targeted the School Drop outs (particularly for those who have not been able to complete the 10th Board). This programme of 6 months duration prepares the youths in basic Arithmetic, English, computing skills, interviewing and on etiquettes.

The purpose of this course is to help youth desirous of obtaining their first qualification join the National Open Schooling system. The course is done with a Bangalore outfit called Head Held High. Under the Yara initiative of Make India Capable this initiative was undertaken.

The partner was involved with Designing the content and execution of the 6 month initiative. The infrastructure required for running the program was provided by Yara along with the fees. The course that had started in November 2017 ended during this financial year saw 41 Youths completing the course.



E. AGRICULTURE DEVELOPMENT

The livelihood of most households living in the villages at Babrala is Agriculture. With most villages located on the mud flat pans of the Ganges basin, the soil is extremely fertile. However, with increasing population and with reduced per capita agricultural land holdings, the farming communities are in dire straits. Yara as part of its CSR intervention had been making specific efforts to promote agriculture.

Its long-term strategy on agriculture is aimed at interventions that help farmers to reduce their cost of agricultural inputs and increase crop yields. Yara also gives importance to ensure that its efforts are focused at long term sustainability. The outcomes as such is to ensure that practices adopted by farmers results in sustainable outcomes. The work on Agriculture is directed towards three broad SDGs and five Targets.



Alignment to the SDG target

- Ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and natural resources and also appropriate new technology.
- Build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.
- Double the agricultural productivity and incomes of small-scale food producers, through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition.
- Ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change and that progressively improve land and soil quality.
- Progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.

Activities carried out with the farming households in the villages around the business interest are elaborated. The groupings are along broad outcome areas.

Sustainable Use of Water

An important aspect of the intervention carried out by Yara is to ensure that farmers make efforts to optimize usage of irrigation water. With flood irrigation practiced, the land if are not leveled will only contribute to over usage of water. Yara had been promoting the leveling of the land with an understanding that such will help reduce usage of irrigation water.

Precision Laser based leveling technology helps in leveling agricultural land. The farmers pay an upfront cost. This is about 50 % of the total cost. During the reporting period 121 farmers from 9 villages leveled 213.9 acres of agricultural land using this technology.



Land Leveling Using Entrepreneurship Model

The farmer entrepreneur who owns the laser operated leveling machine is contacted by the farmers. Yara pays Rs 300 per hour limited to 2 hours per bigha and upto 4 to 5 Bigha of agricultural land to a farmer who desires his land to be leveled.

The farmers initially pay an upfront amount of Rs 600 per hour to the entrepreneur who owns the machine. He recovers the amount of Rs 300 from per hour from Yara. The work requires the presence of a person from Yara who details out the actual land to be leveled along with other details. Once such leveling is done, the farmer must do another leveling at an interval of 3 to 4 years. This would keep the land leveled and help to save irrigation water.

The farmer entrepreneur invests to buy the leveler machine. This comes to about Rs 260000 and it also requires a tractor. The entrepreneur spends about Rs 300 per hour in diesel and other consumables. There are about 9 to 10 machines that operate in the programme villages.

Sustainable use of Soil Nutrients

Soil Nutrients are factor conditions that help increase yield and hence are to be managed. The application of chemical fertilizers which has picked up in recent times and farmers are known to use them indiscriminately. Such applications in most cases are never driven by actual assessment of the soil conditions, but are driven on hearsay and practices that other farmers adhere. In short, such indiscriminate usages lead to wastage of resources. They also make the soil unfit for agriculture in the long run.

The second important activity on soil nutrient management introduced by Yara had been Deep plowing of the soil. Such inter-cultural practices help in turning the soil from the lower level to the upper level. This practice has several advantages. Prominent among them is to modify the soil water retention characteristics over the long term. It also stops the loss of topsoil and helps in increasing the organic content of soil.

Yara has been promoting the idea of making farmers understand their soil first. Before going for any application the farmers are made aware about the nutrients available in their soil. Yara supports farmers to carry out soil tests at designated laboratory and has been paying a part of the cost towards soil testing. Farmers interested in getting these test reports pay 15 % of the costs. During the reporting period 468 farmers from 39 villages carried out soil testing.

It contributes in reducing runoff of fertilizer and pesticides into the rivers. Yara having its focus on ensuring sustainable practices had been promoting the idea of deep plowing of the soil. Farmers interested in adopting this practice pay 50 % of the total cost incurred. The reporting period saw 312 farmers from 23 villages adopting deep plowing in about 547.8 acres of land.

Farmer Entrepreneur Having a Brisk Business Through Deep Plowing

Fixed to a powerful tractor (above 50 HP); deep plowing is an intervention that breaks the soil to a depth of about 24 inches. The entrepreneur who invests in the machine is paid Rs 125 per Bigha by the farmer and another Rs. 125 comes from Yara. On an average the entrepreneur uses about 10 to 12 liters of diesel a day to carry out deep plowing operation in about 8 to 10 Bigha of land. The deep plough comes at a cost of Rs 15000 of which 25 % is obtained by the entrepreneur as subsidy support from Yara.

The farmer entrepreneur mentions that this operation is possible only during the summer months and before the onset of the khariff season. Normally the entrepreneur does plowing in about 300-400 bigha of land every year. In most cases the contribution from farmers comes after the harvest of the crops.

Similarly to the promotion of the efforts in Soil Nutrient management is the promotion of Organic agriculture. Yara has been promoting this intervention quite extensively in the villages. The reduction in organic carbon content in the soil has made the soil to yield less. The Soil testing showed alarming reduction in organic carbon in the soil.

No amount of fertilizer application will help increase yield. Yara helped 258 farmers from 16 villages add organic manures in about 207.6 acres of land. As part of its effort to promote the idea, Yara footed about 60 % of the cost of manure application.

Promotion of Sustainable Practices

Deep plowing and addition of Organic manure are part of the sustainable practices and Yara promoted them using the strategy of contributory participation from the farmers. The promotion had not been through announcement of a scheme but has been through interactions with farmers groups at the village levels and through meetings and trainings that were initiated during the year.

Apart from these efforts Yara also made efforts to promote sustainable practices. The PoPs that were in vogue resulted in reduced yield at the expense of higher cost per unit of yield. Farmers had to be weaned out of these practices and through training and support the farmers were made to alter some basic tenets of practices.

For PADDY and WHEAT, Systems of PADDY and WHEAT Intensification practices were introduced. In Paddy 71 farmers from 14 villages carried out the intensification efforts in 114.7 acres of land. With good results, the belief got established and in the ensuing Rabi season 259 farmers from 16 villages carried out the Wheat Intensification practice in 207.6 acres of land.



In order to support the early adopters Yara supported farmers by way of Input supplies. 25 % of the cost of Paddy seeds and about 50 % costs of Wheat Seeds were done by Yara.



Using Machines to Ensure Sowing of Seeds

Wheat is sown using the broadcasting methods in the villages. The farm lands are thereafter made into plots measuring 10 feet by 5 feet and are divided by rising of the soil on all the side. These plots demarcation helps in the irrigation.

Yara as part of the practice promoted the idea of line sowing of wheat seeds. It used seed drillers to do the line sowing of wheat. Farmers were supported financially in this endeavor. They were paid Rs 50 per bigha to sow the seeds of wheat using seed driller machines. The machines saves on the quantity of seeds for sowing and also helped in the application of DAP as a basal dose. With two operations done in one go saves much on labor cost. The farmers thus benefitted. The seed drillers also sow seeds at a measured distance and hence leave ample space for the tillerings to happen.

There are quite a number of entrepreneur today in every village who rents out seed drillers. In about 20 days window period between the harvest of paddy and the sowing of Wheat, the entrepreneur with an investment of Rs 30000 on buying the seed driller makes an earning through renting out seed driller. The entrepreneur makes good money in this process. Every year the services of seed drillers are provided to about 300 to 400 bigha. Half of the amount received by the entrepreneur goes for the buying of diesel for the operation.

Sustainable and Incremental Yield from Agriculture

Focus of this intervention had been on SDG 1- No Hunger. The intervention provided the farmers with inputs for cereals, pulses and Oilseeds. These are designed to drive in varieties having higher capacity to produce and suited to the agro climatic conditions. Varietal demonstrations are done as part of this. If results are satisfactory more farmers adopt them in future.

During the Agricultural year which also coincided with the reporting year, Yara promoted new varieties for Cereals like Paddy and Maize during the Khariff months and Wheat as a Rabi crop. Apart from this the focus was also on expanding the pulse production during Khariff 2018 and Oilseed Mustard during the Rabi 2018 season. The varieties that were promoted during the cropping year 2018-19 can be seen in the table below. Yara in order to promote and establish the high yielding varieties provided seeds at a subsidized price. The farmers paid 75 % of the price of these seeds.

Table: Farmers Benefiting from HYV

Crops	Villages	Farmers	Acres	Varieties Promoted
Paddy	13	128	206.1	SarbatiDayal; Sarbati KRBL and Sugandh-5
Maize	05	26	25.9	1844 and 3401
Pulse	25	91	96.8	
Wheat	16	32	61.8	DBW-90; HD 3059 and HD 3086
Mustard	08	192	240	

Capacitating Farmers with Knowledge and Implements

Capacitating the farmers through Training and exposure visits also formed part of the design to ensure that farmers have enhanced knowledge on practices. The exposure that they got was critical and is likely to sustainably help establish their latent knowledge.

The extension methodology of T&V was used by Yara to fuel this process. During the financial year, the work was done with 11 vegetable growers from 4 villages, 12 sugarcane farmers from 7 villages and another 153 farmers from 36 villages.

The farmers from 36 villages were taken to attend Farmers Fair at Pantnagar. The visits to the fair organized at Pantnagar provided the farmers exposure to various aspects of scientific farming. Farmers also had the opportunity to buy implements and seeds and learn about new methods of agriculture.



The second most important aspect was capacitating farmers with better implements. The implements were provided directly to benefit individual farmers in some cases and also to create entrepreneurs. The entrepreneurs are supposed to hire out these machines at a pre decided cost to those who may not have these implements. The intervention on this count can be seen in the table below.

Table: Farmers benefiting from Improved Tools and Facilities

Implements	Purpose	Villages	Farmers
1. Seed Storage Bins	Individuals storages	09	50
2. Manual Pesticide Spray Machines	Individual	12	17
3. Powder Sprayers	Individual farmers/rent	10	20
4. Sub Soilers	Renting	05	06
5. Seed Drillers	Renting	05	05

Farmers who were provided with these implements also contributed towards the cost of these implements. It varied between 25 to 50 % of its value. Those which were provided for individual benefits had lower contribution from the farmers.

Agriculture intervention also saw the promotion of vegetable growing in the villages. Yara provided support to the vegetable growers. Quality seeds and exposure formed part of the intervention. The support was extended to 148 farmers. The details of the support can be seen in the table below.

Table: Farmers benefiting from High Yielding Vegetable Seeds

Vegetable promotion	Villages	Farmers	Acres
1. Seedlings	21	42	3.4
2. Seeds	39	106	19.26
3. Exposure visits	05	11	

An important aspect of the work thus was to help the farming community from the villages gain on knowledge front, gain in terms of bettering the soil and thus getting higher yields at reduced cost. The focus had been also to ensure sustainable growth in this sector - thus impacting the economy and reducing the inequalities in the long run. Poverty elevation was also a target of all these efforts.

Making Farmers Steal a Third Crop

Khariff season in general sees paddy as a dominant crop. It is followed by Wheat during the Rabi Months. The wheat gets harvested around the end of March to about 15th of April every year. There is a small window period between the first weeks of April to about June 15th. The agricultural land remains fallow and farmers are seen to prepare the land for the season ahead.

Yara saw that farmers in small pockets used this period to grow Mentha. The farmers growing Mentha also experienced shortages in the supply of the roots and the saplings. The roots take about 90 to 100 days to mature whereas the Saplings take anything between 65 to 75 days to mature. The production of Mentha oil is lower for the sapling variety. However if the price of Mentha remains strong (Rs 1500 to Rs 1700 per liter) a farmer with an investment of Rs 1500 for a bigha can make a net income of Rs 7500. The conditions – both climatic and industrial supports growing mentha.

Mentha : The Steal Crop

Yara provided supplies of Mentha saplings from its own farm plots in its village house campus adjoining the STP. Plots were made and mentha roots planted for the saplings. Each of these plots provided enough planting material for a two bigha plot. The farmers interested in obtaining the saplings purchased these sapling plots at Rs 1000 per plot. A bigha of Mentha plot yields in the range of 8 to 10 litres of Mentha oil. The farmers usually applies 10 kgs of DAP as basal dose and another two top dressing of 5 to 7 kgs of Urea per bigha.



As the mentha plants mature, they are cut and taken to oil processing plants. Many such plants exist in the area. The processors charge Rs 100 to Rs 120 per liter of oil as processing charges. The processing plants require an investment of Rs 600000 and can during the period of a month process about 25 to 30 Quintals of oil. The technology is rudimentary.

Yara also supplied Mentha roots to farmers. These roots were sold at Rs 28 per kg. The mentha plants coming out of the plantation of roots take a little longer time. The yield is also higher and is about 12 to 14 liters of mentha oil per bigha.

During the year, Mentha saplings and roots were provided from the Village House Campus plots to 154 farmers. These farmers used these saplings and cultivated Mentha crop in 88.98 acres.

The efforts to help promote the cause of agriculture in the villages of Babrala showed establishment of processes and systems. Demonstration of new technology and methods and provisioning of support by way of supply of inputs at subsidized rates helped to promote the spread of the varieties and also the associated technology adaptation. These all are to help target the SDGs in the long run.

F. PROMOTION OF ANIMAL HUSBANDRY AND REARING

Agriculture alone will not suffice the need for economic well being. Rural households are often known to have a diversified livelihood portfolio. Dairying and animal rearing are among the prominent livelihood opportunities with most rural households. In recognizing the need to work with the rural population and support them, Yara worked towards strengthening the livelihoods of the households engaged with animal rearing. The work on this happened on several fronts. The prominent among them is Breed improvement and animal health care. All these efforts on animal husbandry were aligned with three SDG Goals and with four targets. These are:



Alignment to the SDG target

- Ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, appropriate new technology.
- Double the incomes of the rural households having animals through secure and equal access to productive resources; inputs and knowledge.
- Maintain the genetic diversity of farmed and domesticated animals and promote access to fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge.
- Progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.

In pursuance of achieving the above goals and targets several efforts were initiated by Yara during the year 2018-19. This are:

Improvement of the Cattle Breeds

The cattle breeding programme is targeted through an entrepreneurial approach. Yara continued with the existing policy of making investment in creating cadre of AI technicians. These technicians are also provided with equipment and breeding materials (semen). The cadres are selected and thereafter trained in carrying out AI services in their respective villages. The training cost of Rs 21360 for a participant has a contribution of Rs 3300 from Yara.



A total of 51 technicians operated during the year in the program villages. The year saw a total of 33370 AIs done on Milch Cows (11412) and Buffaloes (21958). The AI technicians also carried out regular Pregnancy Diagnosis (PD) tests. This is usually done at an interval of 3 months. The PD tests confirmed about 11032 animals having conceived (AI done till November 2018).

Yara's focus on breed improvement is towards increasing the milk yield of the progeny. The breed that is promoted includes Murra breed for Buffalo and HF, Jersey, Sahiwal and Red Sindhi breed among the Cows.

With increased awareness among the cattle rearers on AI and having these technicians from the local area, the technicians are accepted well. They can also reach out to the cattle rearers in the shortest possible time. The AI technician receives the supply of quality semen and the Liquid Nitrogen from supplies procured by Yara. They extend the services to the cattle rearers and receive a fee of Rs. 100.00 for every AI they conduct. Other services like first aid and any medical visits are also provided by these technicians at a cost of Rs 40-50 per visit per animal. The AI technicians are known as Pashu Palak Mitra (PPM). They are also engaged with vaccination of the cattle.



During the reporting year, Yara nominated 6 youths. These youths underwent the training on AI. The year also saw the opening up of another 4 AI centers in four other villages.

Ensuring Health of the Cattle Stocks for Higher Yield and Sustained Income

An important intervention undertaken had been ensuring that milch animals received supplies of good quality green fodder all round the year. Though agriculture provides fodder - the dry fodder (paddy and wheat straws); the supply of green fodder is rather limited. It is the green grass that comes from the agricultural fields which is used as fodder.

Yara introduced some specific fodder varieties to boost milk production and to help reduce the cost of supplying other feeds to the animals. A normal adult animal requires a balanced intake of 6 Kgs of dry and 15-20 Kg of green fodder per day. The year saw the extension of 4 different kinds of fodder grasses in the programme villages.



Table: Illustrating the Farmers Undertaking Fodder Cultivation

Fodder Type	Villages	Farmers	Area under Cultivation (bigha)
1. Sorghom Grass (Millet)	11	121	143.8
2. Makkhan Grass (Loliumperenne)	05	17	7.6
3. Barseem (Lucerne)	11	307	176.8
4. Oats grass (A.elatious)	08	71	18.14
All Locations	11	516	346.34

Decentralised Entrepreneurial Fodder Farms

An important element of the promotion of Green Fodder is to grow them in a farm beside the STP centre at Babrala. The STP plant has two patches of land which is used to grow Green Fodder. Plots of this fodder are sold to cattle rearers on first come basis and on payment of a service fee. The care of growing the grass is done by Yara and the farmers cut and carry the grass for a specific period. During the year, a 200 sq meter plot was rented out to a farmer at Rs 700.00.

Almost on similar lines, one entrepreneurial farmer was provided with quality fodder seeds at 25 % subsidy. He grew the fodder grass and also sold the plots at a price fixed to other animal rearers.

Sundarsingh of MehuaHasanganj developed a plot measuring 6 bigha of land. He grew Lucerne Grass and rented out a portion of this plot to six other dairy farmers. He charged Rs. 4000 per farmer for a plot measuring some 1000 sq meters. The rentee was provided with the option to pay this amount in kind as well. The rentee was mandated to give 2 Quintals of Wheat or Rs 4000 towards obtaining the Fodder from the patch.

This new initiative was done to ensure the supply of Green Fodder and popularize the same in the area. The STP plot had been doing the supplies but has its own limitation. This decentralized approach to fodder production and using an entrepreneurial approach probably will spread in years ahead.



Preventing Diseases in Cattle: Towards Reducing Mortality and Reduced Milch Yield

Yara worked on preventing the Foot and Mouth Diseases among the cattle. It also initiated action on prevention the outbreak of Hemorrhagic septicemia disease and also on deworming of the milch cattle. The work is detailed out in the table below. The work was done in 40 villages during the year.



Table: Vaccination Provided to Milch Animals

Preventive Vaccination	Villages	Animals	Owners
1. FMD	17	21569	3607
2. HS	40	26972	4339
3. Deworming	18	7082	2664

As has been mentioned, the work of vaccination and deworming is done by the PPM. The PPM does FMD vaccination twice (April and September) and HS vaccination once. The vaccine is provided by the Government - Animal Husbandry Department. The PPMs carries the vaccine and does it as they receive Rs 1.00 per animal. The service fee amount is provided by the Animal Husbandry Department of the Government.



Yara also runs an OPD at its STP which runs twice during the week. The OPD treats three broad problems. This includes simple surgery, medication for diseases and ailments and also treats cattle on reproductive ailments. A Veterinary officer runs the centre and carries out the treatment. The OPD on an average receives a footfall of 50 animals in every camp..

During the reporting year, a total of 3847 animals received treatment from this OPD. The cattle rearers reach out to this OPD and receives treatment. Apart from the adjoining 11 villages cattle rearers come from some far away villages to this centre. People come with cattle from distances of 20 Kms as they are sure of good treatment at reasonable cost. The treatment is offered at fee of Rs 50 per animal. The medicine and all treatment offered comes free.

Table: Treatment Typology

Type of Treatment	Animals treated
1. Reproductive Problems	1426
2. Medical Problems	1751
3. Surgical Problems	670

Yara also carried out 8 camps in 4 locations during the year. These camps are held at interval of 3 Months in each location. Elaborate preparations are done prior to holding of these camps. The camps are done in consultation with the local administration and also with the Panchayat. The camps have a team of doctors who are also supported by the Pashu Palak Mitra (PPM).

The PPM provides support in registration and coordination and also in managing the animals when the doctor deals with the animals. All medicine and treatment comes free after the payment of the registration fee of Rs 50.00 per animal. The camps during the year provided treatment to 1454 animals.

Table: Reach of the Medical Cattle Camps

Animals Treated	Numbers	Villages	Rearers
1. Reproductive Problems	894	95	1412
2. Medical Problems	456		
3. Surgical Problems	104		

These activities on Animal Husbandry have been taken up through a cadre of Local Youths who are trained and thereafter supported by the trust. The cadre is responsible to reach out and provide services at the doorsteps of the farmers. The OPD and the Camps help in filling up the gaps and are also essential support systems. The Fodder initiative is small but is a demonstration only and is intended to make the rearers see the possibility to grow the same. However, with land parcels dwindling, the entrepreneurial approach seems to hold the key to ensure supply of quality fodder to animals.

G. WOMEN EMPOWERMENT

SHGs have been an important strategic institutional framework to provide women the space to interact and also provide them with an economic space to be free from the clutches of money lenders. The 299 women SHG have saving and credit operations in their groups. The savings ranges between Rs 50 to Rs 200 a month. The SHG members meet once every month and conducts business.

Yara supports the cause of women's empowerment through initiation of Income generation activities. It also engages women in areas like financial inclusion, enterprise development, skill development, awareness generation and capacity building. The efforts have helped households in improving their income and also bettering the quality of life. Health, Education and Livelihood indicators have shown improvement as a result of the engagement Yara with the SHGs. The intervention of Yara is aimed at two SDG Goals and three targets. These are:



Alignment to the SDG target

- Eradicate extreme poverty for all people everywhere, currently measured as people living on less than minimum income (1.25 \$) a day
- Ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance;
- Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.

In order to make one achieve these targets, various activities were conducted during the year. These are:

- Community Based Organization(CBO, e.g. SHG formation) Development
- Financial Inclusion through account Opening and linking with Banks for credit
- Financial Literacy and capacity building for banking transactions
- Promoting saving habits
- Promoting inter-lending for livelihood promotions, Income Generations and other household needs
- Reduce high interest rate loan from money lenders
- Skilling for Income generation Activities
- Enterprise development
- Awareness generation regarding better health practices, literacy, social issues, social security plans and other life skills

In SHGs, Savings and credit installments received are taken by women members of the group to the banks. This is done on rotation and every member is responsible and also is given the opportunity to serve the group. Credit is advanced for various purposes. It includes buying animals, buying assets for economic purposes and also for health and educational expenses. The volunteer provides support to the SHG in keeping accounts and also helps in preventing malpractices. Each of these Women Workers manages about 30 SHGs and serves as a supporting point for all transaction and record keeping.

Women from several SHGs also have come together to start their own group businesses. They manufacture candles, Holi Colours, Phenyl, Incense sticks etc. They also carry out packaging of various items for religious rituals and the like. NABARD through TCSRSD has provided the women SHGs a platform at Babrala market. This is a onetime support extended to display and sell the products manufactured by the members of women SHGs. This shop is in operation since March 2019.



Savings Operation

The 299 women Self Help Groups have about 3644 members. These groups meet once a month to conduct its operation. During the year the women members of these 299 groups accumulated a total savings of Rs 46,93,196.



Credit Operation

The accumulated savings are utilised by the members for various purposes. The group charges a fixed rate of Rs 2 per 100 per month for the credit advanced. This is according to the members much lower than the prevailing rate in the market. Women as such have no grudges as they understand the interest rate is much below the market rate. More so the interest amount does not go anywhere. It comes back to them in the group. During the year, the members together borrowed a total of Rs 141, 69, 618 from their respective groups.

The SHGs are also linked to the banks and some of them in order to lend money to their members have obtained Credit from the banks. About 9 SHGs took a credit of Rs 450,000 from the banks. Three other SHGs renewed the past Cash Credit Limit (CCL) and obtained another Rs 295000 from the banks.

Yara also provided training to the members of SHGs to start enterprises. These Income generations are either individual based or group based. Thirty SHG members received training in Candle making, Preparation of Packets for supplies of Materials for Religious Rituals, Incense Cone Making, Colored Powder (Gulal) manufacturing and Cow Urine Phenyl making. The trainings have provided the women encouragement to start their own enterprises.

44 Individual Enterprises which includes Small village level Shops, 4 wheeler, Tractors on rent, Auto Rickshaws, Dairy-milk collection centers, E-Rickshaw, Electric Wheat Pounding machines etc. got established during the year by the women who underwent the IG Programme. One Group Enterprise with 4 women members has also started operating. The Net Income from all these Individual Enterprises during the year stood approximately at Rs. 19, 64,500.



Enterprise Operations

In short, the empowerment efforts have targeted the economic betterment of the households who are members of these SHGs. Women coming to the forefront and providing resources to the households to obtain assets itself has given women a respectable position within their own households.

Karzobi Project: Promotion Local Handicraft and Artisans

The Artisans of Gunnaur (Sambhal District, UP) have been very enterprising and are technically skilled in embroidery craft. The artisans are practicing a craft called Karzobi. The Karzobi embroidery is one of the oldest (Mughal Art) embroidery traditions of Gunnaur. It is a combination of Zari Zardozi and Karchovi crafts. It is embroidered with dazzling beads golden salmasitara and resham etc. In Gunnaur about 160 families are engaged in manufacturing activities relating to Karzobi.



It is women dominant sector in the area near to the Yara Fertilizers. Almost 95% of the artisans are women. Presently around 40 members from SHGs are engaged with Yara which is also promoting this rural handicraft. This initiative was started by TCSR in 2008. After transition from Tata Chemicals, Yara also got engaged in promoting the crafts of artisans and artisans have been doing embroidery for Kuratas, kurtis, Dupatta(Stole) and Cushion Covers under a Yara brand named as Karzobi. These artisans receives work orders from outside vendors as well. Around 75 % of the total work received by these artisans are from the independent vendors. Yara is also helping artisans to get work orders from online apparel selling portals like Okhai.



The project has helped the women artisans to form their own Self Help Groups. Yara provides capacity building training to these artisans at regular intervals. The artisans are also introduced with experts in the field of apparel design. Yara has also been for more collaboration with corporate, apparel portals for continuous supply of work. There is also opportunity to bring government projects on board to strengthen the cause of these artisans.

H. AFFIRMATIVE ACTION

“Affirmative Action” refers to corrective actions introduced to eliminate effects of persistent discrimination against a subgroup of the population. Affirmative Action usually translates as positive discrimination and in India it is seen as to give priority when hiring people from the Scheduled Castes and Scheduled Tribes. Affirmative action rests on the concept of four Es. These are education; employability; employment, and finally entrepreneurship. The purpose is to bring those who are marginalized to the mainstream.

At the heart of all actions that Tata Chemicals Rural Development Society did at Babrala before Yara took over the mantle was targeting the most disadvantaged households in the rural habitation around its business interest. This affirmative action continued with Yara as well. Yara added a few more activities to make affirmative action show its results. The Affirmative action agenda is aligned to one goal and one target



Alignment to the SDG target

- Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

The efforts made by Yara during the year at Babrala on ensuring affirmative action included:

Scholarship to Students Studying Science:

The objective of this program is to provide financial support to meritorious students belonging to the SC and ST communities studying in Government Institutions so as to reduce their drop-outs. This encourages them to pursue and attain higher education for better carrier opportunities. The program covers all students from ST/SC communities pursuing 10th class (Science), 12th class (Science), ITI, BSc, MSc, MBBS, B.Tech., M.Tech. and other professional courses from Gunnor Tehsil (Sambhal district), Uttar Pradesh. This year 58 students were selected for scholarship support.



Support for Construction of Toilets:

Four out of the 32 toilets saw a contribution of Rs 5000 per toilet coming from the Households who were judged socially poor. The remaining amount Rs 20000 + towards the construction came from Yara. The focus of this had been to establish the asset base for the households.

Support to Youths for Employability Trainings:

Ten youths were selected for a programme from the adjoining villages of Babrala. They were sent to CIPET, Lucknow for six month training. Of the fees of Rs. 69000 per student Yara provided Rs 64000. The fees covered for the Educational expenses along with their stay and food at the CIPET hostel. All the 10 youth after successfully completing the course in October 2018 are employed in various plastic manufacturing units in Haryana.

Support Changes the Life of Marginalized Household

Ashok, a final year student of arts and a resident of Loharpura village in Junawai block comes from a marginalized social group. The family of 7 members was dependent on a 1.5 Acre land that fetched the family a net income of Rs 50000. Ashok was lucky as two of his elder brothers could not pursue education beyond their 12th grade as they had to start supporting the family economically.

Ashok came to know about the programme from the village level volunteers who worked for Yara. He showed his interest in pursuing the course. He was admitted and today he works at a manufacturing plant in Rewari Haryana. He has started contributing for this family and the training programme has made him employable.



Table: Households Benefitting out of Affirmative Action

Activity Name	2018-19
1. C.S.T.I.	18
2. Quality of Life Training	400
3. Kasturba Gandhi Admission	148
4. Agricultural Demo	2
5. Piggery & Goat Unit	2
6. V.T.P. Village House & Gunnour	83
7. Health Camp	258
8. E.A.C.	90
9. Kisan Mela and Farmer Training	155
10. Sports activity	300
11. CIPET Training	10
12. GMRF	50

Almost on similar lines 50 youths from the disadvantaged community were sent to GMR Foundation to undergo various kinds of skill trainings. Many of those who had been for the trainings are now earning for themselves. Efforts were also made to help girls from disadvantaged households get admitted to the Kasturba Gandhi Balika Vidyalaya. Around 148 girls were admitted during the year through efforts initiated of Yara. Alongside these several other efforts qualify for Affirmative action's. These are summed up in the table below.

I. OTHER INITIATIVES

Swachhata Hi Seva Campaign

Yara Fertilizers India Pvt. Ltd. and TCSR D organized a campaign on Swachhata Hi Seva across the projects with the village community and project beneficiaries of Gunnaur tehsil. The objective of this campaign was to promote Swachh Bharat Abhiyan by mobilising people and reinforce 'Jan Aandolan' (mass movement) for sanitation to contribute to Mahatma Gandhi's dream of Clean India. This campaign was in response to the call of state and union governments' Swachhata Hi Seva campaign which was organised from 15th September to 2nd October, 2018. A sanitation awareness rally was organized in which 962 students and Government and non-government Teachers of Primary Schools of 9 village participated.

Installation of SmokeEfficient Bio Stoves

Bio efficient Stoves were provided at a subsidized rate to the villagers during the year. These Fuel efficient smokeless bio mass stoves were provided to the villagers at a rate of Rs 750 per stove. The cost of these stoves came to Rs 1500 per unit. The installation of these had been a difficult one as it took longer for the households to accept this. With Bio mass available with almost all households (Cow dung cake) the bio stoves are not much popular in this location. During the year 239 such bio stoves (smokeless ovens) were provided to households.



Relief Support Materials for Kerala Flood Victims

Assisting the flood affected people of Kerala was taken up. During 21st to 25th August 2018 materials such as cloths (washed, pressed and packaged), biscuits, rice, pulses etc. were collected by the volunteers and donated to Goonj - a Delhi based NGO involved in the relief work.

Volunteers also collected money from residents, agencies associated with the company and children and teachers of DAV school who wished to support monetarily. An amount of Rs. 1.73 lakh was voluntarily contributed by the residents for the relief work which was sent to the NGOs working for the relief work.



06 CONCLUSION

The year of transition from Tata Chemicals Rural Development Society to that of Yara saw the continuation of many of the activities and actions. There were some new efforts that were initiated during this period. All these together helped in making things better for the inhabitants in the villages around the Yara Fertiliser plant. In the area of education efforts initiated continued and helped in strengthening the cause of education. The effort to work with the preschool children is likely to go a long way in establishing the foundation of education. The efforts are being done in a few villages as a pilot and in years to come if things work out the same will certainly get expanded. The effort on health has been focused on consolidation. The focus is now on Reproductive and Child Health and is more on working on prevention. With the principle of Prevention being better than cure efforts have been to work on the causative factors. The work on drainage systems in villages and that of installation of drinking water plant in one village are the new vistas for ensuring bettering the Quality of Life. These are likely to expand in years with demands coming from other villages.

Yara had also been focusing on augmenting livelihoods. The three stakeholder groups, Youths for self employability and Job Employability has now a renewed focus. Working with agencies who have similar programmes have added to expanding the scope. Collaborations with such institution are likely to expand in coming years. The efforts on Agriculture saw the introduction of new methods like SRI. This has been a new initiative and is likely to expand with farmers gaining knowledge from one another. The support that was provided will probably be done to help others adopt the system for a year or two. The work with the dairy sector saw the introduction of fodder farms on entrepreneurial basis. This is certainly going to help in bettering the yield and health of the cattle. In short the work continued with much focus on both quality and impact. The SDGs on which the work has been happening will result in ensuring the achievement of the targets. The MIS of the organization captures these elements and all this will help in capturing the Impact of the investments being made by Yara in the villages.





Knowledge grows

Department of Community Development (CD)

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