



Knowledge grows



CORPORATE SOCIAL RESPONSIBILITY

Activity Report 2023–24

Kiran – A Yara India Community Initiative





Knowledge grows

CORPORATE SOCIAL RESPONSIBILITY

Activity Report 2023–24

Kiran – A Yara India Community Initiative

CONTENTS

List of Abbreviations	iv
From the Desk of the Managing Director (MD), Yara Fertilisers India.....	v
From the Desk of the Chairperson, Kiran and VP (Production), Yara Fertilisers India	vi
Coverage of Social Initiatives in the Past 5 Years.....	viii
Chapter 1: Introduction.....	1
Chapter 2: Yara CSR.....	2
Chapter 3: Kiran – A Yara India Community Initiative.....	5
Chapter 4: Intervention Domains.....	6
Community Education.....	7
Community Health.....	15
Agriculture Development	21
Animal Husbandry.....	29
Skill Development.....	37
Women Empowerment.....	43
Affirmative Action.....	51
Infrastructure Development	55
Other Initiatives	59
Meet the Trustees.....	63
Meet the Team.....	64

LIST OF ABBREVIATIONS

AI	Artificial Insemination
ALFA	Accessible Learning For All
ASLC	After School Learning Centre
AGM	Annual General Meeting
ANC	Anti Natal Care
BCG	Bacillum Calmette- Guerin
CCL	Cash Credit Limit
CIPET	Central Insitute of Petrochemicals Engineering and Technol-ogy
CLIP	Children Learning Improvement Program
CD	Community Development
CII	Confederation of Indian Industry
CSR	Corporate Social Responsibility
DAP	Di-ammonium Phosphate
FMD	Foot and Mouth Disease
GMR	Grandhi Mallikarjuna Rao
GDP	Gross Domestic Product
HS	Hemorrhagic Septicemia
HP	Hewlett-Packard
HF	Holstein Fein
IGA	Income Generating Activity
ITI	Industrial Training Institute
NABARD	National Bank for Agriculture and Rural Development
NIIT	National Institute of Information Technology
NGO	Non-Governmental Organisations
OPD	Out-Patient Department
PoP	Package of Practices
PPM	Pashu Palak Mitras
RO	Reverse Osmosis
SHG	Self Help Group
STP	Sewage Treatment Plant
SDGs	Sustainable Development Goals
UPSRLM	Uttar Pradesh State Rural Livelihoods Mission
VLV	Village Level Volunteer
VT	Vocational Training
YFIPL	Yara Fertilisers India Private Limited

FROM THE **DESK** OF THE **MANAGING DIRECTOR (MD),** YARA FERTILISERS INDIA



It gives me great pride and fulfillment to present the sixth edition of our Annual Corporate Social Responsibility (CSR) Activity Report which highlights the unwavering commitment of our CSR efforts to create positive change and promoting sustainable development across the communities. As India faces numerous socio-economic challenges, including education gaps, rural health disparities, and environmental sustainability, we recognize the critical role businesses must play in addressing these national concerns.

Our efforts are rooted in the belief that CSR is not merely a compliance obligation but an essential part of a larger movement toward responsible corporate citizenship. In a nation as diverse and complex as India, where rural and marginalized communities face unique challenges, CSR has emerged as a powerful tool to complement government initiatives, driving inclusive growth and development.

The past year has seen businesses and communities grappling with various social and economic shifts, but we have remained steadfast

in our commitment to resilience and adaptability. Our initiatives continue to reflect our core values of collaboration, and shared accountability, underscoring our role in shaping a more equitable and sustainable future.

As we look ahead, our focus will remain on addressing pressing community-centric challenges, including empowering local economies, improving education outcomes, and improving health and well-being. We believe in building partnerships with communities, government bodies, and NGOs, to catalyze long-term solutions that are impactful and sustainable. Our CSR endeavors reflect our vision of a future where every individual can thrive, and every community can flourish.

I am deeply grateful to our dedicated team, the communities we serve, and our partners for their continued support and collaboration. I invite you to explore this report and join us in our mission to drive positive change across India, contributing to national priorities and working towards an inclusive future.

Sanjiv Kanwar

FROM THE **DESK** *OF THE CHAIRPERSON, KIRAN AND VP (PRODUCTION), YARA FERTILISERS INDIA*



I am pleased to present Yara Fertilisers India's Annual Corporate Social Responsibility (CSR) Report for the year 2023–24. This year has been a milestone in our journey of making a meaningful and lasting impact on the communities we serve. Through our CSR arm, **Kiran – A Yara India Community Initiative**, we have continued to expand our reach, bringing tangible benefits to a growing number of individuals across India. As we reflect on the past year, I am proud to report significant progress in all our thematic areas, which align closely with the national agenda of inclusive and sustainable development.

Our initiatives are deeply aligned with key national priorities, including the Sustainable Development Goals (SDGs), water conservation, education, and social equity. Our efforts toward sustainable agriculture, skill development, gender equality, and health improvements have contributed directly to the Government of India's vision for a more inclusive, self-reliant, and prosperous nation.

This year, we have intensified our focus on sustainable agricultural practices to address water management and food security, both critical components of India's strategy for rural development and economic resilience. At the same time, we continue to ensure that health, education, and women's empowerment are at the core of our social responsibility efforts.

We have made substantial strides in providing access to better health care services to the community. Our outreach has expanded to over 5000 patients through our OPD, showing a 26% increase in the number of people served compared to last year. In addition, by enrolling vulnerable community members in Government Social Security Schemes, we are playing a vital role in supporting the financial security of vulnerable individuals, in line with India's mission to build inclusive growth.

In education, we have successfully introduced smart classrooms in 20 schools, providing modern, interactive learning environments that are benefiting over 600 students. This is a significant leap from last year. Our Rainbow Centres, dedicated to early childhood education, continue to nurture over 300 children. Additionally, our Children's Learning Improvement Pro-gram (CLIP) has helped over 600 students improve in foundational subjects like math and reading.

Our agricultural programs are directly contributing to India's national goals of sustainable farming and water conservation. We have expanded our efforts in laser levelling and under-ground pipeline irrigation, benefiting over 450 farmers. This demonstrates our commitment to water-efficient farming. We have strengthened 379 Self-Help Groups (SHGs) with over 4700 members, where these SHGs have accumulated savings of over ₹73 lakh, and inter-lending activities have significantly enhanced financial resilience within the group.

This year has also seen several new initiatives that have further solidified our commitment to community welfare. We facilitated the installation of Reverse Osmosis (RO) plants, providing safe drinking water to rural communities, addressing

a critical health need. Our efforts in infrastructure development have also expanded, with the construction of toilets, drainage channels, and brick-paved tracks, significantly improving living conditions in our focus areas. Additionally, our vocational training programs have grown, with new partnerships and collaborations resulting in more than 500 youth gaining employment-oriented skills.

As we look forward, we remain committed to scaling up our projects and deepening our impact. Our focus will continue to be on creating long-term, sustainable change by addressing the root causes of inequality, poverty, and environmental degradation. We are excited about the future and confident that by working together with local communities, government agencies, and other stakeholders, we will continue to drive positive change.

On behalf of Yara Fertilisers India, I extend my heartfelt gratitude to all those who have contributed to our CSR efforts this year. It is through the combined dedication of our team, partners, and community members that we have been able to make such remarkable progress.

Maya Shanker Prasad

COVERAGE OF SOCIAL INITIATIVES IN THE PAST 5 YEARS

Years	2019-20	2020-21	2021-22	2022-23	2023-24
Health					
Women received ANC vaccination	4221	2028	3036	2937	2873
children vaccinated	11044	5179	8871	10404	10434
Elderly underwent cataract surgery	295	–	–	270	346
Persons treated in the health centre OPD	9240	1835	647	4013	5064
Persons treated in the village health camps	4491	-	4838	6275	5743
Number of severely and moderately malnourished (SAM and MAM) children supported	–	614	628	328	107
Children benefited from school health checkup camps	1574	–	305	1175	1341
Individuals assisted with social security schemes	–	–	–	167	556
Education					
Children benefited out of primary educational initiatives	591	427	612	589	609
Students enrolled in Nagaliya Kazi school	156	166	70	70	70
Students benefited from after school learning centre	25	44	105	156	137
Students enrolled in Rainbow centers	102	–	348	405	331
Number of bench and desk provided to government schools	–	–	160	250	–
Smart classes established in government/government-aided schools	–	–	–	–	20
Agriculture					
Acres covered under laser leveling	171	187	136	213	259
Acres covered under deep ploughing	198	187	136	213	259
Acres covered under organic promotion	190	187	136	213	259
Farmers benefited from soil testing	313	92	200	146	178
Farmers received agriculture implements	114	96	82	33	30
Farmers received training on agriculture practices	110	100	287	225	234
Farmers received high yield variety seeds of different crops	311	370	343	381	345
Farmers adopted SWI	350	344	359	178	–
Farmers adopted TPR	61	104	57	62	–
Farmers covered under underground pipeline	–	–	–	30	25

Years	2019-20	2020-21	2021-22	2022-23	2023-24
Farmers benefited under underground pipeline indirectly	—	—	—	537	453
Individuals benefited from solar based home lighting system	—	50	—	50	44
Animal Husbandry					
Artificial inseminations	30640	21432	22030	20374	19920
Animals vaccinated for H.S	23385	8396	25607	32182	39741
Animals vaccinated for FMD	24486	7557	19586	8626	6074
Animals de-wormed	3077	2424	3162	2639	2950
Animals treated in animal OPD	3693	367	2678	2645	2616
Farmers provided with fodder seeds	421	655	561	550	620
Families benefited from cattle floor construction	—	—	—	61	80
Cattles benefited from floor construction	—	—	—	250	315
Paravets associated	—	—	—	35	30
Women trained on animal husbandry	—	—	—	130	27
Women Empowerment and Skill Development					
Self Help Groups operating	315	277	346	379	379
Women members of SHGs	4112	3472	4192	4974	4754
Cumulative savings of the SHG members (In Lakhs)	45	24	56	78	74
Credit disbursed to the SHG members (In Lakhs)	128	76	176	269	144
SHG members trained for enterprises	30	—	30	30	30
Youths enrolled skill development training	554	272	615	543	588
Infrastructure					
Toilets constructed	43	40	41	50	60
Meters of pavement (Brick paved track) made in villages	300	205	60	283	260
Meters of drainage channel made in villages	224	—	65	160	150
Safe drinking water systems installed in villages	—	1	—	1	1
Families having access to safe drinking water	—	500	—	800	1050
Affirmative Action					
Youths trained in external organisation (GMRVF)	113	50	79	316	137
Youths trained in external organisation (CIPET)	24	10	10	10	14
Youths trained in external organisation (L&T)	18	3	—	—	—
Scholarship support to economically backward students	98	99	62	60	6



CHAPTER 1:

INTRODUCTION

Yara International, a Norwegian chemical company with production sites on six continents, operates in 50 countries. Specializing in chemical fertilizers, Yara offers a broad range of crop-specific, high-value nutrient products designed to enhance soil nutrient use and boost productivity. This proposition provides farmers with a positive return on investment, resulting in better incomes and improved living standards.

A. Yara India

Yara Fertiliser India Private Limited (YFIPL) was established in 2011, although Yara has a much longer history of business in India. For over two decades, the company has supplied high-value soil nutrients and other essential raw materials to the Indian market. YFIPL operates nationwide, offering a diverse product range to various consumer segments. Popular products like Yara Mila, Yara Tera, Yara Vita Folier, and Yara Liva are in high demand among advanced farmers. Yara's mission is straightforward yet ambitious: to responsibly feed the world while protecting the planet.

B. Yara Fertilisers Babrala

The Babrala unit of Yara specializes in Urea production, with sales regulated through a market system. This unit has an annual production capacity of 0.7 million tonnes of Ammonia and 1.2 million tonnes of Urea. The Urea produced at the Babrala plant supports agricultural production for farmers in Punjab, Uttar Pradesh, Uttarakhand, Bihar, West Bengal, and Haryana.

C. Babrala Plant Location

Located in the district of Sambhal, the Babrala unit is 70 km from Moradabad. The area has excellent road and rail connectivity and serves as a central junction for various agricultural products. Babrala is known for its commercial cultivation of Sugarcane and Mentha, and hosts numerous sugar refineries and mentha distillation units.

CHAPTER 2:

YARA CSR

Yara Fertilisers India Private Limited prioritizes the development of communities around its plant location. Kiran- a Yara India Community Initiative is the social arm of YFIPL, registered as a Trust under the Societies Act. Through Kiran, the organization supports these communities across several development themes, including Health, Education and Skilling, Agriculture, Animal Rearing, and Infrastructure Development. Kiran's efforts are designed to benefit the entire spectrum of village residents, encompassing farmers, animal rearers, school-going children from pre-primary levels and above, women, and youth. The activities undertaken by Kiran aim to enhance the lives and livelihoods of all community members.

Kiran's initiatives align with various Sustainable Development Goals (SDGs). These include No Poverty, Zero Hunger, Good Health and Wellbeing, Quality Education, Gender Equality, and Clean Water and Sanitation. Kiran ensures that its efforts address both the immediate and long-term concerns of the community, building momentum towards improving the living standards of the local population.

A. CSR Committee of Yara

The Corporate Social Responsibility (CSR) Department of Yara Fertilisers India Private Limited is overseen by its CSR board, which operates under a defined CSR policy crafted by the CSR committee and approved by the board. The CSR projects are executed under the committee's guidance, in accordance with Section 135 of the Companies Act 2013 and the accompanying rules. The board members recommend the budget for CSR activities and regularly monitor the company's CSR strategy.

B. YFIPL's Corporate Social Responsibility Policy:

1. To take activities of the area of education, providing health care services and sanitation and drinking water facilities vocational skills for employability, livelihoods, and income generation for the empowerment of

women and youth, creating and developing community infrastructure for rural development, resource management and promotion of sports, art and culture, and affirmative action activity.

2. To promote principles of inclusive growth and equitable development for stakeholder communities based on needs and priorities.
3. To promote sustainable agricultural development practice to improve food security while reducing emissions and environments/impact and addressing rural development.
4. To ensure stakeholders meaningful participation in the planning and execution of development initiatives to create ownership and accountability.
5. To optimise the use of physical, financial, and natural resources by collaborating with Government Organizations, community-based organisations, agencies, foundations, academic institutions, corporate and other development/like-minded partners.
6. To promote a clean environment by employing environment conservation methods through sustainable initiatives in the communities near its operational areas.
7. To encourage volunteering among employees and other stakeholders for robust bonding with local communities.
8. To interact regularly with stakeholders, review, publicly report the outcomes of CSR initiatives and share the best practices.
9. To enhance the capacity, skill and competence of employees, development partners, community, and other stakeholders to enable them to involve in sustainable development.
10. To pursue programs, developmental models, and projects primarily in areas that fall within the economic vicinity of the company's operations to enable close supervise and ensure maximum development focus.
11. To provide maximum help to the communities during times of disasters.
12. Any other activities as may be and/or activities as embraced in Section 135 of the Companies Act, 2013, may be amended from time to time.

C. Implementation

The implementation of the Corporate Responsibility plan approved by the board is managed through Kiran. A professional team from the YFIPL Community Development Department coordinates the activities. In some specialized areas, support from external implementing agencies is also utilized. However, most of the board-approved activities are carried out by Kiran's professional team.

D. Coverage of the CSR

Yara India's Corporate Social Responsibility (CSR) activities are intensively conducted in 11 villages within a 10-kilometer radius of the Babrala Fertiliser plant, known as Core Command Villages. Additionally, due to demands from neighbouring villages and requests from the district administration and other partner agencies, some activities have extended beyond these core villages, covering approximately 60 villages in total.

E. Financial Outlay in 2023–24

In the financial year 2023–24, a total of **Rs. 2.98 Crores** was spent on CSR activities out of which **Rs. 0.50 Crores** was received as contributions from external agencies and others.

CHAPTER 3:

KIRAN – A YARA **INDIA**

COMMUNITY INITIATIVE



Vision

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

Mission

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

Values

- Collaboration
- Integrity
- Passion
- Service

CHAPTER 4: INTERVENTION DOMAINS





COMMUNITY **EDUCATION**

COMMUNITY EDUCATION

About the Program

Despite national literacy rates showing improvement over the years, with India achieving an average literacy rate of 77.7% (2021), rural literacy remains a significant challenge. In Uttar Pradesh, the literacy rate stands at 73%, with a noticeable disparity between urban and rural areas, particularly affecting government schools. Yara's focus on education has been a prolonged effort to improve the educational standards of the rural communities in the operational villages.

The intervention areas are inclusive of nurturing the young individuals of the community at various levels such as early childhood, primary education, secondary education, and other educational activities. The primary goal is to address educational disparities, enhance learning outcomes, and promote holistic development among children and adolescents. The findings through the impact assessment conducted have demonstrated the program's success in achieving its objectives, showcasing improved literacy and numeracy skills, increased school attendance, enhanced learning environments, and positive behavioural changes among beneficiaries.



Alignment with SDG GOALS

The Education program's initiatives, align with the following Sustainable Development Goals (SDGs), highlighting the program's commitment to promoting education and development:

4 QUALITY EDUCATION



SDG 4 Quality Education

The program's focus on early childhood education, bridging learning gaps, providing vocational training, and supporting access to education in remote areas directly contributes to ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all.

10 REDUCED INEQUALITIES



SDG 10 Reduced Inequalities

The program's efforts to provide educational opportunities to marginalized communities and support access to education in remote areas contribute to reducing inequalities within and among countries.

A. Rainbow – A Pre-Primary Education Initiative

The Rainbow initiative focuses on providing a strong educational foundation for children aged 3 to 6 years, preparing them for formal schooling. The program operates across 10 centres, where **331 young learners** were enrolled and emphasizes holistic development through interactive learning sessions. It also promotes community ownership by involving Self-Help Groups (SHGs) and ensures affordability through a minimal fee structure. The program has successfully enhanced educational readiness, increased community participation, and improved various behavioural aspects among children.

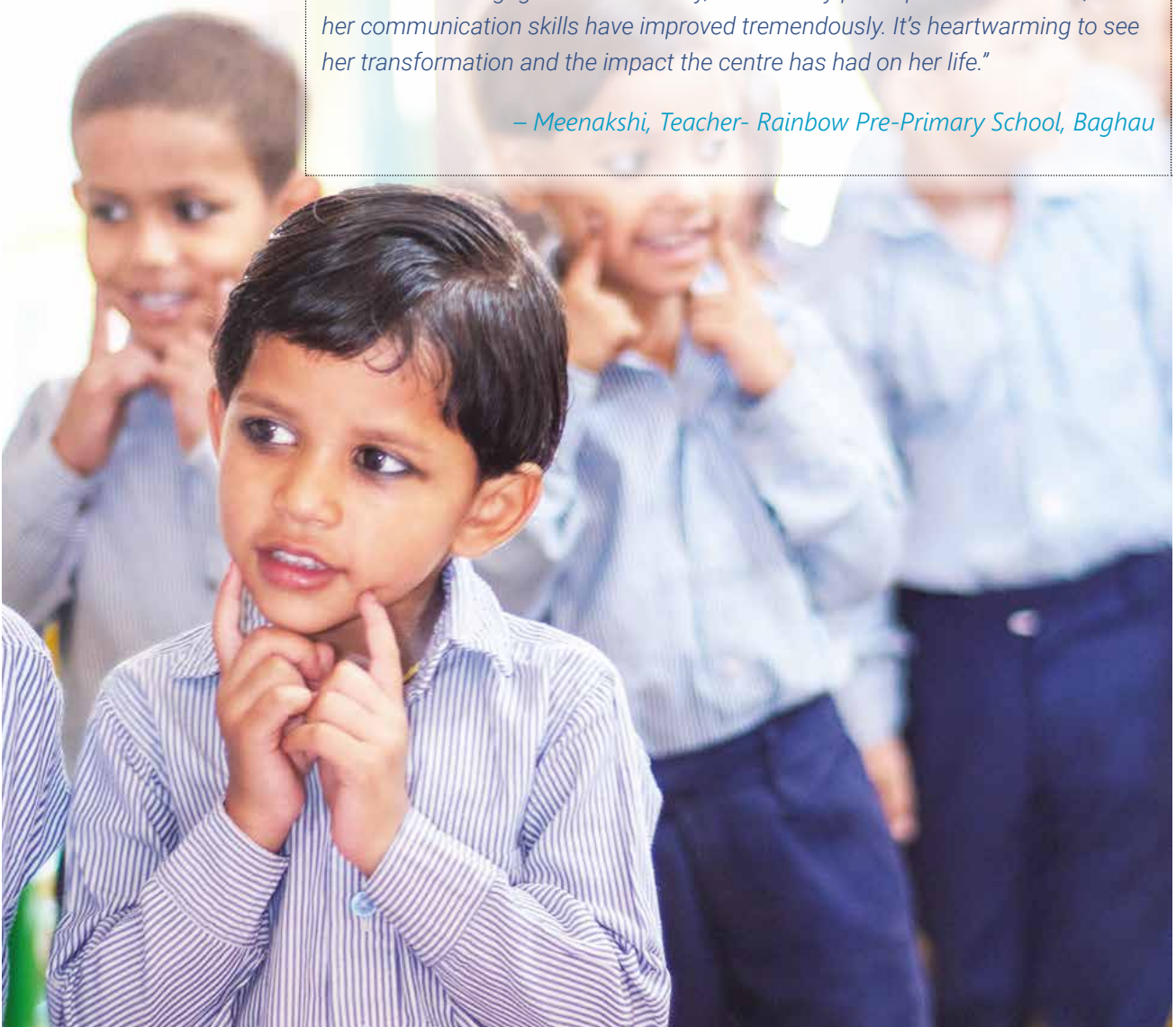
Enrollment Status of Children in Rainbow Centres			
Village	Boys	Girls	Total Students
Mehua Hassanganj	51	31	82
Mehua Ki Madhaiya	15	10	25
Kail	21	19	40
Kail Ki Madhaiya	0	0	0
Baghau	18	8	26
Baghau Ki Madhaiya	10	8	18
Panwari	22	18	40
Dadpur	12	8	20
Noorpur	21	19	40
Lodhi Nagla	27	13	40
Total	197	134	331



Testimonial: Rainbow

"Vandana was a shy and withdrawn child when she first joined our school. But with the nurturing environment and focused programs, she blossomed into a confident and engaged learner. Today, she actively participates in activities, and her communication skills have improved tremendously. It's heartwarming to see her transformation and the impact the centre has had on her life."

– Meenakshi, Teacher- Rainbow Pre-Primary School, Baghau



B. Children's Learning Improvement Program (CLIP)

Transitioning to primary education, the Children's Learning Improvement Program (CLIP) was spearheaded across nine schools, benefiting **609 students**. The CLIP initiative was designed to address learning gaps among primary school students by offering remedial sessions to enhance their educational progress. The primary objective of this program was to empower children by bridging these gaps, ensuring they perform on par with their peers, through targeted remedial sessions and a nurturing learning environment. The program's structure, focused on different groups of children categorized into Play, Akshar (Alphabet), Shabd (Word), and Kahani (Story) - each designed to address specific educational needs.

Enrollment Status of Children in CLIP Program					
Village	Play Group	Akshar Group	Shabd Group	Kahani Group	Total
Mehua Hassanganj	20	16	16	14	66
Mehua Ki Madhaiya	13	12	13	13	51
Kail	20	25	20	17	82
Kail Ki Madhaiya	17	12	12	9	50
Baghau	15	15	14	15	59
Baghau Ki Madhaiya	15	14	15	10	54
Panwari	14	23	25	19	81
Dadpur	18	16	15	10	59
Noorpur	27	25	30	25	107
Total	159	158	160	132	609

C. After School Learning Centres

In the domain of secondary education, After School Learning Centres (ASLC) were established across five villages, providing tuition classes for **137 students, including 50 girls**. To provide additional learning support for children in secondary schools, Kiran is operating After School Learning Centres for more than 150 children. These sessions are held by local youths of the community with focus on subjects of Maths and Science. Given that the students will appear for their 10th class exams after, the after-school preparation goes a long way in making them ready for the challenge.



Enrollment Status at After School Learning Centres				
Village	Class – 8	Class – 9	Class – 10	Total
Mehua	10	8	5	23
Panwari	15	11	9	35
Dadpur	8	8	2	18
Baghau Ki Madhaiya	14	10	8	32
Noorpur	14	9	6	29
Total	61	46	30	137

D. Primary School – Nagaliya Kazi

For several years, in the village of Nagaliya Kazi and with the support of few community members, a privately organized school has been providing quality education to the children. The school serves nursery and grades 1 through 5. Children attending the school pay a monthly fee of Rs. 300 for both English Medium Education and Hindi Medium Education.

Kiran has been supporting the children with uniforms and study materials. At Primary School Nagaliya Kazi, the program has directly impacted **70 students**, ensuring they receive quality education and support.

Enrollment Status at Nagaliya Kazi School							
No. of Students	Nursery	Class 1	Class 2	Class 3	Class 4	Class 5	Total
Boys	9	6	9	6	4	10	44
Girls	4	3	4	3	5	7	26
Total	15	10	13	9	10	18	70

E. Project ALFA

The ALFA (Accessible Learning for All) or Smart Classes project is a digital transformation initiative focused on government and government-aided schools in Sambhal district, Uttar Pradesh, India. In partnership with HP India and NIIT Foundation, the project established **20 smart classrooms** across 20 schools with support of the Department of Education.



Each smart classroom is equipped with essential digital tools including computers, smart TVs, webcams, and printers. To maximize the impact of this digital infrastructure, teachers have undergone training to enhance their digital literacy and effectively integrate technology into their teaching methodologies. Ultimately, the project has aimed to improve the quality of education currently impacting **13,798 students** from classes 9th-12th, bridging the digital segregation, and enhancing student learning outcomes by providing access to a wider range of educational resources and developing essential digital and interpersonal life skills.

F. E-library

The E-Library Program has become a vital educational resource for students in the community. The program has successfully imparted Basic Computer skills to **175 students** ranging from 3rd grade to 10th grade, utilizing the library's resources. The primary focus of the program is to introduce students to digital painting techniques and supplement their learning through online lectures available on YouTube across various subjects. The program has acted as a catalyst to promote digital literacy among the enrolled students. By blending creative endeavours like digital painting with online educational content, it seeks to augment their learning experience and encourage engagement with a diverse range of subjects.

G. Library

To improve the reading habits, 6 libraries have been established in primary and upper-primary government schools, providing students with additional avenues for intellectual exploration. This project aims to improve and support reading habits in the government schools located in YFIPL's operational villages. The libraries are also used as an activity room, buzzing with the potential for artistic expression, which will provide a space for **1200+ children** of these government schools to explore their creativity through drawing, craft work, and other engaging activities.



Testimonial: Library Initiative

“The library at our school has ignited a passion for reading among our students. Even on Saturdays, they come to school to spend time in the library. The impact goes beyond literacy; it has improved communication skills, creativity, and overall discipline. The library has become a hub of learning and community, promoting a love for knowledge that will last a lifetime.”

— Dharamveer Yadav, Teacher– Noorpur Upper Primary School

H. Summer Camp

A 25-day Summer Camp was organised for the children of the core command villages during the summer vacation where the children are offered a diverse range of activities like Judo Karate, Yoga, Music (singing and playing instruments), Skits, Art & Craft such as Best of Waste, Pottery, and the basics of computers to develop and complement their learnings from school. These activities promoted physical fitness, appreciation for nature, and the development of teamwork and leadership skills. **104 students** participated in the camp and during the concluding ceremony, the children gave thrilling cultural performances of folk dance, moral skits and, especially the girls demonstrated Yoga and Judo-Karate.





COMMUNITY **HEALTH**

COMMUNITY HEALTH

About the Program

Nationally, India allocates approximately 3.5% of its GDP to healthcare, yet Uttar Pradesh itself dedicates only about 4%, highlighting the need for targeted interventions in districts like Sambhal which face a higher-than-average maternal mortality rate and limited access to essential medical services compared to state averages.

Kiran has implemented mobile medical camps, vaccination drives, and healthcare awareness workshops that address the region's critical healthcare needs aligning with the primary goal of the program, which is to address healthcare disparities, enhance awareness, and promote overall well-being among beneficiaries. The program has demonstrated achievement of its target objectives, showcasing improvement in maternal and child health indicators, increment of awareness and adoption of menstrual hygiene practices, successful vision correction surgeries, enhanced access to healthcare services, and improved social security for vulnerable groups.



Alignment with SDG GOALS

The health program's initiatives align with the following Sustainable Development Goals (SDGs), showcasing its dedication to improving the health and well-being of communities:



SDG 3 Good Health and Well-being

The program's efforts to reduce child and maternal mortality rates, address malnutrition, improve menstrual hygiene management, provide vision correction surgeries, offer comprehensive healthcare services, and support differently abled individuals directly contribute to achieving this goal.



SDG 5 Gender Equality:

The program's focus on menstrual hygiene management and women's health empowers women and girls, contributing to achieving gender equality.



SDG 10 Reduced Inequalities:

The program's focus on providing healthcare access to marginalized communities and supporting differently abled individuals helps reduce inequalities within communities.

A. Project Vatsalya

Project Vatsalya focuses on reducing child and maternal mortality rates by providing antenatal check-ups, vaccinations, and nutritional support to mothers and children in rural areas. The project has successfully increased ANC service registrations, improved immunization rates, and promoted healthier pregnancies and childbirth experiences. **296 vaccination camps** were conducted, resulting in the vaccination of **13,307 women and children**.

Vaccinations Done			
Group	Types of Vaccination	Villages	Beneficiary
Women	TT	26	2873
	BCG	26	1816
Children	Penta I	26	1424
	Penta II	26	1706
	Penta II	26	1726
	Measles	26	1809
	Vitamin A	26	1953
	Total Beneficiaries		





B. Project Sanjeevni

Project Sanjeevni addresses general healthcare needs through regular OPD and medical health camps that provide health check-ups, treatments, and medicines for common ailments. This initiative ensures that the underprivileged sections of the community have access to basic healthcare services. curative healthcare services were facilitated by organizing OPDs and mobile health clinics. Over the last year, patients received essential health check-ups at the OPD and community individuals have benefited from medical assistance provided during mobile health camps. Furthermore, special health check-up camps were conducted in primary and upper-primary schools, ensuring healthcare accessibility for school children.

Healthcare Services Provided	
OPD sessions held	104
Patients Treated	5064
Mobile camps held	221
Patients Treated	5753
School Health checkup camps held	16
Children Treated	1341

C. Project Divya Drishti

This project focuses on eye health, providing free eye check-ups, treatments, and surgeries for cataracts and other vision impairments focusing on curative health treatments for the elderly. The elderly are taken for the diagnosis of vision and then post positive diagnosis are provided with support to undergo surgical procedures. This also included staying in the hospital under observation for a few days, undergoing the investigation and surgical procedure and following the surgery provision of spectacles. The elderly were also provided with required medicines for the applications at these camps. They were thoroughly briefed about the medications and processes to follow ensuring complete healing of the surgery.

A total of **346 cataract surgeries** were conducted at the **Gandhi Eye Hospital, Aligarh**, benefitting patients from **88 villages**. Of the patients, **162 were male** and **184 were females**. The initiative has restored sight for many elderly individuals, significantly improving their quality of life.

Testimonial – Divya Drishti



"I had lost almost all vision in my right eye due to cataract, making me dependent on others. Thanks to the eye camp and the support I received, I underwent successful surgery and regained my sight. I can now move around independently and enjoy life again. This program has been a blessing for me and many others in my community."

– Son Pal Singh

D. Project Helping Hand

Project Helping Hand provides support to individuals with disabilities, offering medical care, assistive devices, and rehabilitation services. This initiative helps them lead a more independent and dignified life. **85 amputees** were facilitated in receiving prosthetic limbs through 2 camps conducted with support from Inali Foundation, Pune.

E. Project Shubhangi

This project aims to provide healthcare services to women, with a focus on reproductive health and hygiene. It includes setting up health camps, providing sanitary products, and conducting awareness programs about menstrual hygiene and reproductive health. Through **16 awareness sessions**, menstrual health practices were promoted, and **3777 sanitary pads** were sold. This project



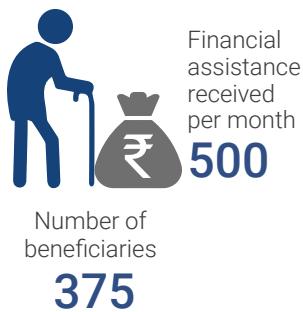
not only addressed a crucial aspect of women's health but also generated income amounting to **Rs. 15108.00 for Self-Help Groups (SHGs)** and **Village Level Volunteers (VLVs)**.

F. Social Security

This project aimed to enhance access to social security schemes like old age, widow, and disability pensions within a community by raising awareness, simplifying application processes, providing support, addressing grievances, and building capacity among stakeholders. It focused to improve the lives of the vulnerable segment such as the elderly, widowed, and disabled individuals through effective collaboration between government agencies and community organizations. **556 individuals** were assisted to access various social security schemes, ensuring comprehensive support for those in need.

SOCIAL SECURITY SCHEMES SUPPORTED

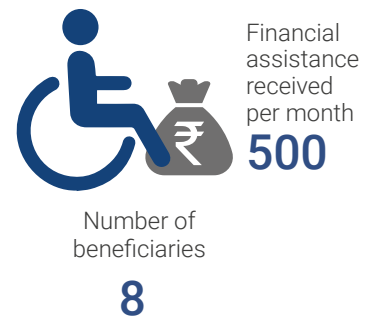
Type of Scheme:
OLD AGE PENSION



Type of Scheme:
WIDOW PENSION



Type of Scheme:
DISABILITY PENSION



Testimonial – Social Security



"In my old age, I felt uncertain and dependent on my sons for financial support. But after Kiran helped me apply for the old age pension, I now receive Rs. 3,000 every three months. This has given me a sense of security and independence. I no longer have to beg my sons for money, and I can manage my own expenses. I'm grateful for this program and the change it has brought to my life."

– Mokam Singh



AGRICULTURE DEVELOPMENT

AGRICULTURE DEVELOPMENT

About the Program

Agriculture forms the backbone of India's rural economy, with over 58% of the rural population depending on it for their livelihood, yet challenges such as low productivity and limited access to advanced farming methods persist. In Uttar Pradesh, where agriculture employs around 70% of the rural workforce, these challenges are particularly pronounced.

Through targeted interventions, Kiran promotes sustainable agricultural practices focusing on key areas such as land development, soil health, water conservation, knowledge enhancement, input and technology support, and farm mechanization. The primary goal of the program is to improve agricultural productivity and enhance the livelihoods of farmers. The interventions demonstrate the program's impact in achieving its objectives, showcasing increased crop yields, improved irrigation practices, reduced input costs, and enhanced farmer incomes.





Alignment with SDG GOALS

The program's initiatives align with the following Sustainable Development Goals (SDGs), showcasing its commitment to sustainable development and community well-being:

1 NO POVERTY



SDG Goal 1
No Poverty

The agriculture program aims to uplift the economic conditions of farmers by enhancing productivity and profitability, thereby contributing to poverty reduction.

2 ZERO HUNGER



SDG Goal 2
Zero Hunger

By improving agricultural practices and increasing yields, the program helps ensure food security and contributes to the fight against hunger.

8 DECENT WORK AND ECONOMIC GROWTH



SDG Goal 8
Decent Work and Economic Growth

The program promotes sustainable agricultural practices and enhances farmers' income, promoting economic growth and decent work opportunities in rural areas.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



SDG Goal 12
Responsible Consumption and Production

The program emphasizes sustainable agricultural practices, efficient resource utilization, and reduced input costs, aligning with the principles of responsible consumption and production.

13 CLIMATE ACTION



SDG Goal 13
Climate Action

The program promotes sustainable agricultural practices that contribute to climate change mitigation and adaptation efforts.

15 LIFE ON LAND



SDG Goal 15
Life on Land

The program focuses on improving soil health, water conservation, and sustainable land management practices, contributing to the protection and restoration of terrestrial ecosystems.

A. Soil & Water Conservation

Laser Levelling and Deep Ploughing: An important aspect of the intervention focused on promoting sustainable farming practices that conserve resources and improve agricultural productivity along with optimizing usage of irrigation water. The program also encourages soil testing to assess nutrient levels and guide fertilizer application, ensuring optimal crop growth while minimizing environmental impact. With the practice of flood irrigation techniques amongst

the local farmers on unlevelled land contributes to exploitation of water resources. Hence under this initiative, laser levelling of the land has been promoted to increase awareness amongst farmers and eventually facilitate reduced usage of irrigation water. This technique helps in levelling the land at a subsidized cost paid by the farmers.

Laser levelling has been coupled with deep ploughing and promotion of organic manure as the part of the sustainable practices. These activities are ensured only during the summer months and onset of the kharif season as turning of the soil through deep ploughing modifies the water retention capacity of the area for a long term. It also prevents the loss of topsoil and increases organic content of the soil.

During the reporting year, laser levelling, deep ploughing, and organic promotion initiatives have been implemented across **259.09 acres** of land, benefitting **148 farmers**. Additionally, soil testing activities were coordinated for **178 plots**, providing crucial insights to farmers for optimizing soil fertility and crop yields.



Testimonial: Soil and Water Conservation



"Our farm in Pahalwada faced many challenges due to the soil and water conditions. But after adopting Laser Leveling, Deep Ploughing, and Soil Testing, our wheat yields doubled! We even started growing paddy, which was impossible before. With the increased income, we built a new home and are sending our children to college. We're grateful for the support and the opportunity to transform our lives."

— Geeta Yadav

Underground Pipeline: Water conservation efforts have been particularly impactful, with the installation of underground pipeline irrigation systems across **25 tube wells**. This initiative has effectively irrigated **2799.90 bigha** of land, benefiting **453 farmers** and ensuring efficient water management in agricultural operations.

Testimonial: Underground Pipeline



"The underground pipeline initiative has been a game-changer for my farm and the entire community. Replacing open channels with durable pipes has saved me time and money, and the shared borewell has benefited 16 other farmers. My income has increased significantly, and we're using water more efficiently. This is a sustainable solution that will benefit generations to come."

— Nathu Singh

B. Agri Knowledge Enhancement

The initiative aims to empower farmers with knowledge and skills to adopt modern and sustainable agricultural practices. The program organizes training programs and workshops on various topics, including modern agricultural techniques, crop diversification, and pest management strategies. These initiatives equip farmers with the latest information and best practices, enabling them to make informed decisions, improve productivity, and enhance the quality of their produce. The program also facilitates exposure visits to government institutions, farmer fairs, and seed procurement centres, providing farmers with practical insights and opportunities to learn from successful agricultural models.



This year also the farmers were supported with a visit to the Farmer's fair at GB Pant Agriculture and Technology University at Pantnagar, Uttarakhand. Through this exposure visit, **234 farmers** have been empowered with the latest agricultural techniques, scientific farming, and practices, enabling them to make informed decisions improve their farming methods. The farmers also had the opportunity to buy high yield variety seeds and better implements.

C. Agriculture Input and Technology Support Program

This program focused on providing farmers with access to quality inputs and technology to enhance their agricultural practices. The program offers seed support, ensuring farmers have access to high-quality seeds for improved cultivation. It also provides subsidies on the Maximum Retail Price (MRP) of seeds, making them more affordable and accessible to farmers. Additionally, the program supports the procurement of modern agricultural machinery and equipment, enabling farmers to reduce manual labour, optimize resource utilization, and improve overall agricultural output.

Moreover, access to agricultural inputs and technology support for farmers were facilitated, ensuring they have the necessary resources to thrive. By providing seeds support for various crops has enabled them to diversify their agricultural activities and enhance their livelihoods. Additionally, vegetable seedlings were also provided to 55 farmers under the initiative.

Farmers Promoted with High Yield Variety Seeds				
Crop	Villages	Farmers	Acres	Varities promoted
Paddy	10	117	200	Sarwati, Pusa 2511, Pusa 1509
Mustard	10	134	212.5	Pinoneer45 S-46, Pioneer45 S-42, DRMRIJ-31
Wheat	10	39	51	DBW-222, HD-3059, DBW-187, DBW-3226, PBW-826, DBW-303

D. Rural Energy and Environment

In the realm of rural energy and environment, practices were promoted through the installation of solar panels. With **44 solar panels** installed, equipped with LED bulbs and mobile charging points, a significant contribution in this area has been made to reduce dependency on non-renewable energy sources and promote environmental conservation.

The team has also facilitated the plantation of **2000 plants** through **293 farmers** to promote environmental conservation with support of the Department of Horticulture. Also, by providing **30 power spray machines**, farmers have been supported for farm mechanization, facilitating efficient pest management and crop protection practices.



Farmers Fair

110 farmers of our neighboring communities attended the Farmers Fair held at the GB Pant University where farmers, researchers, and agricultural enthusiasts come together to showcase a wide array of agricultural products, innovations, and techniques. The fair featured exhibitions of diverse crops, livestock, and agricultural machinery, providing attendees with insights into the latest developments in agriculture. Our farmers got the opportunity to learn from the experts in the field and exchange knowledge with their peers, promoting continuous learning and improvement in their practices. They also purchased wheat, mustard, pulses, vegetables, green fodder crop and fruit seeds of amount Rs. 3,33,685.





ANIMAL
HUSBANDRY

ANIMAL HUSBANDRY

About the Program




Animal husbandry is a vital part of India's rural economy, contributing about 4.11% to the country's GDP and employing nearly 8% of the labour force. In Uttar Pradesh, one of the largest states in dairy production, animal husbandry accounts for a significant share of rural livelihoods, with over 50% of rural households engaged in livestock rearing. Through the program Kiran recognizes the importance of animal husbandry as a crucial component of diversified livelihood portfolios in rural areas, where agriculture alone may not be sufficient for economic well-being.

The program focuses on key areas such as balanced nutrition, artificial insemination, deworming, animal health check-ups, vaccination, and cattle-floor construction. The primary goal of the program is to improve the health and productivity of livestock, leading to increased income and overall economic empowerment for the beneficiaries. The program showcases improved animal health, increased milk production, reduced input costs, and enhanced farmer incomes.



Alignment with SDG GOALS

The Animal Husbandry program's initiatives align with the following Sustainable Development Goals (SDGs), showcasing its commitment to sustainable development and community well-being:

 <p>1 NO POVERTY</p>	 <p>2 ZERO HUNGER</p>	 <p>17 PARTNERSHIPS FOR THE GOALS</p>
<p>SDG 1 No Poverty</p>	<p>SDG 2 Zero Hunger</p>	<p>SDG 17 Partnerships for the Goals</p>
<p>By enhancing livestock productivity and increasing income from animal husbandry, the program helps rural households escape poverty.</p>	<p>Improved livestock health and productivity contribute to enhanced food security through increased availability of dairy and livestock products.</p>	<p>SDG 17 Partnerships for the Goals by emphasizing collaboration with various stakeholders, including farmers, veterinary doctors, and local communities, to achieve sustainable development outcomes.</p>

A. Breed Improvement Program

This program aims to enhance the productivity and genetic potential of livestock through the introduction of high-quality breeds and the promotion of artificial insemination. By improving the genetic makeup of the animals, the program contributes to increased milk production, better growth rates, and improved overall animal health. Awareness amongst the beneficiaries regarding the inclusion of good quality breeds and the potential for increased production quantity, is one of the notable contributions of the program.

The program is ensured through an entrepreneurial approach by creating a pool of paravets/ Pashu Palak Mitras (PPM). These cadres are provided with equipment and breeding materials (semen). The cadres are selected from 324 Gram Panchayats and further trained to carry on AI services in their respective Nyay panchayats. **30 individuals** are working as paravets with the team who are further, equipped with knowledge and skills to become proficient Pashu Palak Mitras (PPM) through training programs. Through the artificial insemination initiatives, a total of **19920 inseminations** were facilitated on Milch Cows and Buffaloes, contributing to the enhancement of livestock genetics and productivity. The PPMs also carry out regular Pregnancy Diagnosis tests and have ensured a conception rate of 53% during the reporting year.



Testimonial: Artificial Insemination



"My cattle rearing used to be a struggle. Low milk production and constant disease outbreaks were a major concern. But after learning about Artificial Insemination and Disease Management, I saw a dramatic improvement. Milk production increased, and my herd is healthier. With the additional income, I'm now earning a decent living. This program has truly helped me enhance my income."

— Bhagwan Singh

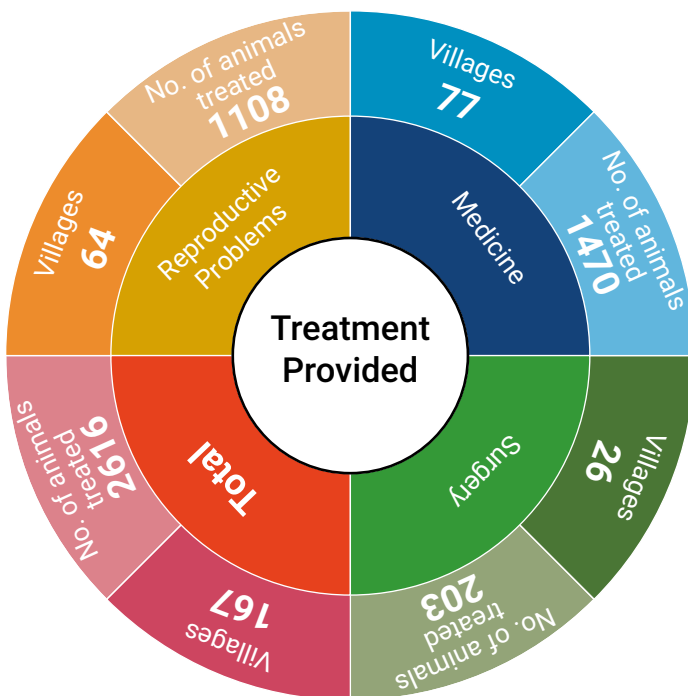
B. Animal Health Care Services & Preventive Health Care

The initiatives focus on safeguarding the health and well-being of livestock through comprehensive vaccination drives and veterinary care services. The program organizes vaccination camps to protect animals from prevalent diseases, ensuring their overall health and productivity. It also provides access to veterinary care, enabling timely diagnosis and treatment of any health issues to reduce morbidity rate among cattle, preventing diseases and promoting animal welfare.

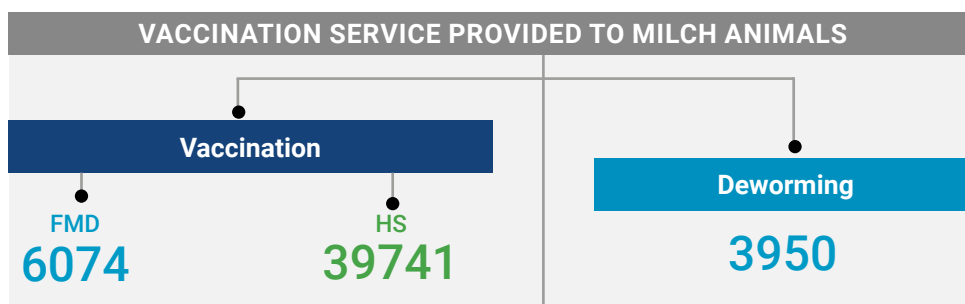
Through the establishment of Animal Health Care services at the old STP through the OPD which runs twice a week, the treatment of **2616 animals**

across **100 OPDs** was facilitated, ensuring timely medical attention and care for livestock. The OPD treats three broad categories of care that includes basic surgery, general medication for diseases and ailments and reproductive issues. A Veterinary officer is appointed to carry out the treatments with an average of 40 animals each camp.

Additionally, vaccination programs targeting diseases like Hemorrhagic Septicemia (HS) and Foot-and-Mouth Disease (FMD) have been instrumental in safeguarding the health of animals, with a remarkable **45815 animals** vaccinated. Recognizing the importance of deworming in maintaining livestock health, the deworming of **2950 milch cows and calves** has been ensured, mitigating the impact



of parasitic infections, and improving overall animal welfare. The work of vaccination and deworming is done by the PPMs. The FMD vaccination is done twice (April and September) and HS vaccination is done once in a year. The vaccines are supported by the Department of Animal Husbandry.



C. Balanced Nutrition

This program focuses on educating farmers about the importance of providing adequate and balanced nutrition to their livestock. The program conducts awareness sessions and training programs on livestock care practices, emphasizing the significance of proper nutrition for optimal health and productivity. It also distributes high-quality fodder seeds and plants to ensure that animals receive essential nutrients. These activities have put forth significant efforts in increasing the milk yield and reduce the cost of supplying other feeds to the animals.

To address nutritional deficiencies among livestock seeds of various fodder crops were supported to the farmers such as sorghum, berseem, oat, and makhhan grass, enabling **620 farmers** to cultivate nutritious fodder for their animals, thereby improving their overall health and productivity.

Illustrating Farmers Undertaking Fodder Cultivation			
Fodder Type	Villages	Farmers	Area
Sorghum Grass (Millet)	7	46	67.5
Makkhan Grass (Lolium perenne)	9	36	10
Berseem (Lucene)	10	442	249.2
Oat Grass (Aelatiuous)	9	96	30.25

Testimonial: Balanced Nutrition



"I was initially hesitant to try Berseem grass, but the results were astonishing. My cows produced more milk, and I started selling the surplus fodder to other farmers. Now, I earn an additional Rs. 100,000 per year! Thanks to the subsidized seeds and support, I've been able to improve my income and help others in my community."

— Netrapal Singh

D. Cattle Shed Management

This program aimed to create a hygienic and productive environment for cattle by training and supporting the owners with 50% of the total cost for cattle shed flooring to facilitate the cattle hygiene management practices. The program emphasizes the importance of clean and well-maintained cattle sheds to reduce the risk of diseases and improve the overall health and well-being of animals. The trainings conducted with the cattle owners regarding the awareness of the initiative cover various aspects, including proper ventilation, waste management, and hygiene practices. During the reporting year, cattle shed management was promoted by construction of floors in cattle sheds, benefiting **315 cattle** across **80 households**. This initiative was started in 2022 and below table depicts the increasing awareness amongst the farmers regarding the initiative.



Cattle Shed Flooring Construction Over the Last 2 Years

Village	2022		2023	
	Beneficiary	Animals	Beneficiary	Animals
Baghou Ki Madhaiya	21	152	24	102
Kail Ki Madhaiya	36	88	12	44
Lodhi Nagla	4	10	5	19
Mehua Hassanganj	0	0	18	74
Mehua Ki Madhaiya	0	0	4	11
Panwari	0	0	17	65
Baghou	0	0	0	0
Total	61	250	80	315





SKILL
DEVELOPMENT

SKILL DEVELOPMENT

About the Program

Nationally, India faces a pressing need for skill development, with only about 4.7% of the workforce formally trained in vocational skills, far below the global average. In Uttar Pradesh, this gap is even more significant, with limited access to structured skill training, especially in the rural areas.

Through the program, Kiran emphasizes the importance of engagement of youth into employment generating activities, irrespective of caste, gender, and economic status, to enhance their employability and economic prospects. The program offers vocational training courses in various trades, including industrial tailoring, basic sewing, beautician, and computer classes, equipping individuals with marketable skills and knowledge. The target group consists of the youth and the women of the neighbouring areas.



Alignment with SDG GOALS

The Skill Development program's initiatives align with the following Sustainable Development Goals (SDGs), showcasing its commitment to sustainable development and community well-being:

<p>1 NO POVERTY</p> 	<p>4 QUALITY EDUCATION</p> 	<p>5 GENDER EQUALITY</p> 	<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p>10 REDUCED INEQUALITIES</p> 
<p>SDG 1 No Poverty</p>	<p>SDG 4 Quality Education</p>	<p>SDG 5 Gender Equality</p>	<p>SDG 8 Decent Work and Economic Growth</p>	<p>SDG 10 Reduced Inequalities</p>
<p>The skill development programs equip individuals with marketable skills, enhancing their employability and income-generation potential, thereby contributing to poverty reduction.</p>	<p>The initiatives provide access to quality vocational training and education, empowering individuals with knowledge and skills for better livelihoods.</p>	<p>The programs actively promote gender equality by providing equal opportunities for women and girls to acquire skills and participate in the workforce.</p>	<p>By enhancing the skills and employability of individuals, the program contributes to economic growth and the creation of decent work opportunities.</p>	<p>The program targets individuals from marginalized and poor economic backgrounds, providing them with opportunities to acquire skills and improve their socio-economic status, thus reducing inequalities.</p>

A. Vocational Training

The initiatives under the program play a crucial role, aiming to empower individuals from marginalized and economically disadvantaged backgrounds by providing them with practical skills and knowledge. The program operates two Vocational Training centers, offering courses in Industrial Tailoring, Basic Sewing, Beautician, and Computer Classes at Babrala and Gunnaur. The courses are designed to be inclusive, with some having specific educational requirements while others are open to all, regardless of their educational background. The duration of the courses ranges from three months to one year, with regular sessions of one and a half to two hours. The program ensures affordability by charging only a nominal fee.

The centers are well-equipped with infrastructure, including computer labs, beautician labs, basic sewing labs, and an industrial tailoring unit, to facilitate effective learning. The program has successfully attracted a significant number of beneficiaries, primarily youth between the ages of 19 and 35, from diverse family backgrounds and income levels. The vocational training initiatives have been instrumental in enhancing the skills and employability of the beneficiaries. Many pass out students have secured employment or are pursuing further studies after completing the courses. The program has also contributed to increased income levels and improved financial stability for many beneficiaries.

During 2023-24, the skill development initiative has empowered **588 youth** from 189 villages with valuable skills and enhanced their employability prospects. The initiative also supported **65 students** at the Kasturba Gandhi Girls Residential School from classes 7th-8th to undergo the Beautician and Basic Sewing Courses at the VT center free of cost.

Skill Development for Self-Employment							
Course		Basic Sewing	Computer Hardware	Industrial Tailoring	Beautician	Basic Computer	Total
No. of Villages		57	8	17	47	60	189
Youths Trained	Male	0	34	0	0	156	190
	Female	164	7	35	150	48	404
	Total	164	41	35	144	204	588



Basic Sewing Course



Beautician Course



Industrial Tailoring Course



Basic Computer Course

Valedictory Ceremony of Vocational Training Students

A valedictory ceremony was held at the CSR campus to honour the dedication and accomplishments of our trainees in the Beautician, Sewing, and Industrial Tailoring courses. A total of 135 students were joyfully presented with certificates acknowledging their completion of the training programs. The event's highlight was an exquisite fashion show, showcasing the industrial tailoring students' self-stitched outfits as they confidently walked down the runway. It was a remarkable display, highlighting the seamless blend of their creativity and refined craftsmanship.







CASE STUDY

STITCHING DREAMS



Farheen Saifi, a 23-year-old from Rajpura village, grew up in a traditional Muslim family of eight, where women were expected to stay home and care for their families. Despite this, Farheen dreamed of becoming a fashion designer, inspired by the stylish dresses she saw actresses wearing on Television. She filled notebooks with hand-drawn designs and magazine cuttings, but her dreams faced strong resistance, especially from her grandmother, the family's decision-maker. For five long years, Farheen fought to convince her family to let her enroll in Kiran's Industrial Tailoring Course, which she saw as a steppingstone towards her passion. She eventually succeeded by persuading a friend to join her, as her grandmother refused to allow her to leave the locality alone.

After completing the one-year course in 2022, Farheen's drive didn't fade away. She wanted to join the Akriti Self Help Group (SHG)'s Production Unit, established by trainees who had completed the course from previous batches to meet local industrial and institutional demands. This decision faced more familial resistance, as her family believed earning money was a man's responsibility. However, Farheen persisted and, after several months, joined the unit. Over time, her father began to support her, especially when she took charge of the household during his injury. Today, with Rs. 13,000 in SHG savings and having earned over INR 1.5 lakhs from both the production unit and private orders, Farheen is pursuing a Fashion Designing course from ITI, with further plans to become a teacher. Her grandmother, once opposed to her dreams, now supports her journey, marking a significant shift in Farheen's life.



WOMEN
EMPOWERMENT

WOMEN EMPOWERMENT

About the Program

Women's participation in the workforce remains a critical challenge in India, with women contributing only about 18% to the GDP despite representing nearly 48% of the population. Self-Help Groups (SHGs) play a transformative role in bridging this gap, with over 6 million SHGs nationwide supporting women's economic activities and entrepreneurship.

Kiran recognizes the pivotal role of women in shaping rural economies and aims to empower them through the formation and strengthening of Self-Help Groups (SHGs) and the promotion of income-generating activities. The program's initiatives, such as the Akriti Production Unit, Karzobi and the Individual Enterprise Program, provide women with opportunities to acquire skills, access financial resources, and engage in entrepreneurial endeavors, promoting their independence and leadership within the community.



Alignment with SDG GOALS

The Women Empowerment program's initiatives align with the following Sustainable Development Goals (SDGs), showcasing its commitment to sustainable development and community well-being:

 <p>1 NO POVERTY</p>	 <p>5 GENDER EQUALITY</p>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	 <p>10 REDUCED INEQUALITIES</p>
<p>SDG 1 No Poverty</p>	<p>SDG 5 Gender Equality</p>	<p>SDG 8 Decent Work and Economic Growth</p>	<p>SDG 10 Reduced Inequalities</p>
<p>SDG 1: No Poverty: By promoting economic empowerment and income generation for women, the program contributes to poverty reduction and improved livelihoods.</p>	<p>SDG 5: Gender Equality: The program directly addresses gender inequality and promotes women's participation in economic activities and decision-making processes.</p>	<p>SDG 8: Decent Work and Economic Growth: The program's initiatives support sustainable economic growth and decent work for all by providing women with the skills and resources needed to engage in productive employment and entrepreneurship.</p>	<p>SDG 10: Reduced Inequalities: By empowering women from marginalized communities, the program contributes to reducing inequalities and promoting social inclusion.</p>

A. Self-Help Groups

The program focuses on establishing and strengthening SHGs, providing a platform for women to come together, pool their resources, and access formal financial institutions. The SHGs serve as a support system, offering financial assistance, training, and a collective voice for women to participate in decision-making processes. The SHGs have been instrumental in promoting financial inclusion serving as mini banks within the community, enhancing women's economic participation, and promoting community leadership. In the SHGs, savings and credit instalments received are deposited by the women members in the banks.



Through convergence efforts with the Uttar Pradesh State Rural Livelihoods Mission (UPSRLM), there has been a transfer of funds totaling **Rs. 51,77,500** to the Kiran promoted SHGs. This includes startup funds, revolving funds, and community investment funds, which have been allocated to support various entrepreneurial endeavors undertaken by SHG members. Credit is advanced for various other purposes such as buying livestock, assets for economic purposes and for health and educational expenses. The field level volunteers provide support to the SHG in maintaining their books of accounts and monitored flow of funds. Each of the volunteers manage around 50 SHGs and serve as a support.

A total of 379 SHGs have been strengthened in 3 blocks of Sambhal district, comprising 4754 members spread across 58 villages. These SHGs have collectively accumulated savings amounting to **Rs. 73,68,594**, showcasing the financial resilience and empowerment achieved through collective action. Inter-lending activities within the SHGs have further ensured economic activities, with a total of **Rs. 1,43,71,320** being circulated among members. Additionally, interest earned from inter-lending and penalties has amounted to **Rs. 53,64,568** highlighting the financial sustainability of the SHG model. Village level Annual General Meetings (AGM) of the SHGs were organized to motivate and educate the SHG members about the benefits of their affiliation to the SHG program.



Block-wise Financial Data					
Block	No. of SHGs	Total no. of Members	Total Savings (₹)	Total Income Earned from Bank Interest, Interests, Penalty etc. (₹)	New Loans Disbursed (₹)
Gunnaur	292	3590	55,72,464	45,31,109	1,33,21,744
Rajpura	15	194	2,10,578	88,541	2,23,747
Junawai	72	970	15,85,552	7,44,918	8,25,829
Total	379	4754	73,68,594	53,64,568	143,71,320

B. Income Generating Activities

The focus under this program is to provide the SHG members with opportunities to generate income and achieve financial independence. The program offers training and financial assistance to women for undertaking various Income Generating Activities (IGAs), such as tailoring, shops, traditional embroidery, and small businesses. These IGAs have contributed to increasing women's income, improving their standard of living, and boosting their confidence. The program's support for IGAs has not only enabled women to become self-reliant but also helped them to contribute to their families' economic well-being.

In terms of enterprise development, the establishment of individual and group enterprises within SHGs was supported. 25 new individual enterprises have been established by the SHG members which includes small village level shops, tractors, etc. Notably, the group enterprise engaged in the production of incense sticks and cones has generated revenue of Rs. 5,99,968 demonstrating the economic viability of the enterprise.



Projects like Aakriti and Karzobi have also promoted creativity and innovation, with new designs being developed and a diverse range of products in apparel being manufactured. Currently around 40 artisans from SHGs are engaged in both the projects promoting industrial level stitched products and rural handicrafts respectively. The artisans are trained through external experts and consultants in the field of design. Project Shubhangi promoting awareness

around menstrual health and hygiene management also promotes usage of sanitary pads and production of the same by the SHG members while Project Sri Sai Mart run by the Sai Sai Abhiroochi Mahila Mandal SHG promoting products like handmade incense sticks and cones along with various products used during festivals and puja ceremonies. During the reporting year a total revenue of **Rs. 8,67,22** from all the group enterprises supported by Kiran.

Sale of SHG Products	
Project	Sale (₹)
Akriti	53,608
Karzobi	1,38,106
Sri Sai Mart	5,99,968
Shubhangi	75,540
Total	8,67,222

SHG Fair at Budaun by NABARD

Few members from the Self-Help Groups participated in the fair organized by National Bank for Agriculture and Rural Development (NABARD) at Budaun which was graced by DDM, NABARD and Director, Agriculture department. They displayed hand made products by women SHGs promoted by Kiran under the project Karzobi and Aakriti like ladies kurta, shawl, tote bags, jewelry kit, organizers, file folder, sanitary pads and incense sticks and cone etc., as an effort to create visibility of our SHG program and empower the women of the SHG by supporting them to attend such events.



International Women's Day

Kiran- A Yara India Community Initiative, marked the occasion of International Women's Day with a vibrant program based on this year's campaign theme, "Inspire Inclusion." This event celebrated the strength and diversity of women in the community, showcasing various dance forms and cultural traditions while emphasizing Yara's commitment to empowering women.

The program served as a platform to spotlight India's rich cultural heritage, featuring presentations of traditional dance styles from different regions of the country. Among these were Ghoomar, a graceful folk-dance originating from Rajasthan, Laavni, a vibrant dance form with roots in Maharashtra known for its playful energy, Kalbelia, an energetic folk-dance style traditionally performed by women from the Kalbelia tribe in Rajasthan, Bhangra, a lively folk dance from Punjab celebrating harvest and community spirit, and Sambalpuri, an elegant folk-dance form originating from Odisha. Moreover, the event also incorporated local dance forms specific to Uttar Pradesh performed by the women of the Self-Help Groups (SHG), further emphasizing the region's unique cultural identity. This inclusion highlighted and celebrated the myriad of cultural expressions found throughout the country, providing an opportunity to recognize the achievements of the SHG women and female students participating in YFIPL's training centers, where they engage in courses such as tailoring, designing, hand embroidery, beautician training, and computer literacy.





CASE STUDY

FROM SURVIVOR TO A THRIVING ENTREPRENEUR: KAVITA RANI'S STORY



Kavita Rani is a 37-year-old from the village Bhakroli and a member of the Bhagyalakshmi Mahila Mandal Self-Help Group (SHG) promoted by Kiran. Initially limited to agricultural and household duties, Kavita skilled herself after being exposed to the vocational training courses provided by Kiran at the Village House, Babrala. She got to know about the courses through her association with the SHG. Through the training programs offered by Kiran's VT centre in Babrala, she learned basic sewing and beautician course. This newfound confidence empowered her to work at the Gunnour VT Centre as an instructor for six years before conveyance issues led her to explore other avenues. Through continued involvement in the SHG, she saved diligently, accessed loans, and, in July 2023, she opened her own shop, offering stationery, garments, and tailoring services. This venture now generates a steady income, marking her transition from dependency to self-reliance.

Beyond financial independence, the SHG program empowered Kavita to overcome personal adversities, including internal family issues and abandonment. With the SHG's encouragement, she became the primary provider for her children, even selling land to secure their education. Her resilience extended to her role as an Asha worker, enabling her to support others in her community. Kavita's journey from survivor to entrepreneur highlights how the SHG program has created meaningful paths, not only elevating women economically but also inspiring them to break free from adversity and uplift others along the way.



AFFIRMATIVE
ACTION

AFFIRMATIVE ACTION

About the Program

In India, gender and social inequalities remain prevalent, with girls from scheduled caste and tribes facing high dropout rates—over 50% of SC/ST girls in rural areas drop out by secondary school. In Uttar Pradesh, these disparities are intensified, with only about 40% of SC/ST women participating in the workforce.

All interventions under the program aim to empower individuals from marginalized communities by providing them with opportunities to enhance their skills, access quality education, and improve their overall socio-economic well-being. The program's success in achieving its objectives is showcased by increased employability rates, improved access to education, and enhanced awareness among women.



Alignment with SDG GOALS

The Affirmative Action program's initiatives align with the following Sustainable Development Goals (SDGs), showcasing its commitment to sustainable development and community well-being:

4 QUALITY EDUCATION



SDG 4: Quality Education

The program's vocational training courses provide individuals with the skills and knowledge needed to succeed in the workforce, contributing to quality education and lifelong learning opportunities.

10 REDUCED INEQUALITIES



SDG 10 Reduced Inequalities

The program's focus on providing skill development opportunities to individuals from marginalized backgrounds helps reduce inequalities and promote social inclusion.

A. Women's Education Program

The initiative aims to empower women through knowledge and awareness sessions on various essential life skills. The training covers topics such as sanitation, health, hygiene, clean drinking water, the importance of education (especially for girls), environmental issues, and tree plantation, etc. The program's impact assessment reveals that it has been successful in raising awareness and promoting positive changes in the daily practices of beneficiaries. The training has empowered women to make informed decisions about their health, hygiene, and environment, leading to improved well-being for themselves and their families. The program's focus on quality-of-life training underscores its commitment to holistic empowerment and sustainable development.

Women's education was focused through partnerships with government departments like the Central Board for Workers Education, Labour Department. Training programs were conducted with support from the department which focused on enhancing the quality of life benefitting **336 women** from 11 villages and equipping them with essential knowledge and skills, to improve their socio-economic status and overall well-being.

CASE STUDY

FROM STRUGGLING TO STRIVING



Manjulata, a dedicated woman from Baghau, turned her family's future with the support of the Women Empowerment and Women Education programs. Initially, Manjulata and her husband struggled to make ends meet, with her earnings as an Asha worker providing bare minimum additional income. However, her participation in the 'Quality of Life' training program under the initiative, she gained valuable insights into education, health, government schemes, and women's empowerment. This program helped Manjulata realize her family's needs and inspired her to act on the knowledge she gained.

Empowered by the training, Manjulata took significant steps to improve her family's prospects. She enrolled her eldest son in a skill development program, leading to a secure monthly income of Rs. 20,000, and encouraged her daughter to complete a Bachelor of Education, now earning an amount of Rs. 7,000 as a teacher. Manjulata's younger daughters are also pursuing vocational training at the CSR campus, bringing additional skills and income opportunities to the family. Today, Manjulata stands as a community leader, embodying the transformative power of empowerment programs like Kiran, which enable women to overcome financial and social barriers and contribute meaningfully to their families and communities.

B. Quality Education Program

The commitment to promoting equity and inclusion is further evidenced through training programs tailored for students from Scheduled Castes and Scheduled Tribes (SC/ST) backgrounds. A total of **119 students** have participated in these training programs, equipping them with the necessary skills and knowledge to pursue meaningful career paths and overcome systemic barriers.

Furthermore, in the realm of education, initiatives to ensure quality education for marginalized groups have been supported. Engagements in Kasturba Gandhi Girls Residential Schools (KGBV) have resulted in the admission of **47 girls** from marginalized communities, providing them with access to education and opportunities for personal and academic growth. Additionally, income generation vocational training programs conducted for **65 students** at Kasturba Gandhi Balika Vidyalaya in Gunnaur have empowered young women with the skills needed to generate income and achieve financial independence.

C. Employability

This aspect of the program specifically highlights the collaboration with external agencies such as the **GMR Varalakshmi Foundation (GMRVF) Vocational Training Centre** in Delhi and **Central Institute of Petrochemicals Engineering and Technology (CIPET)** in Lucknow has played a key role in providing skill development training and facilitating job placements for the **137 and 14 students** respectively from the neighbouring villages. The collaboration with GMRVF enabled the program to offer a diverse range of vocational courses and connect beneficiaries with employment opportunities, contributing to their economic empowerment and overall well-being. Also, the collaboration with CIPET for offering a specialized course in Plastic Engineering, further expanded the skill development opportunities available to the beneficiaries. The program has committed to leveraging partnerships to enhance the quality and impact of its initiatives through these external agencies.

Enrollment Status of Students in GMRVF (Tradewise)	
Trade Name	Number of Students
Basic Computer	27
CSA	9
Business Banking	4
Front Office	19
Electrician	31
RAC	16
Welding	6
JCB	6
GSA	19
Total	137



INFRASTRUCTURE
DEVELOPMENT

INFRASTRUCTURE DEVELOPMENT

About the Program

Rural infrastructure gaps persist across India, where nearly 65% of the population resides, often without adequate facilities to support quality education and digital learning. Infrastructure Development program addresses critical infrastructure gaps and improve the overall quality of life in these communities including increased access to safe drinking water, reduced waterborne diseases, improved sanitation practices, enhanced connectivity, and a cleaner environment. These infrastructures are community-centric and established with support of the residents of the villages.



Alignment with SDG GOALS

The infrastructure program's initiatives align with the following Sustainable Development Goals (SDGs), showcasing its commitment to sustainable development and community well-being:



SDG 3 Good Health and Well-being

The program's focus on providing safe drinking water and sanitation facilities directly contributes to ensuring healthy lives and promoting well-being for all ages.



SDG 6 Clean Water and Sanitation

The initiatives related to safe drinking water and toilet construction directly address the goal of ensuring availability and sustainable management of water and sanitation for all.



SDG 11 Sustainable Cities and Communities

The program's focus on improving rural infrastructure, including roads and drainage systems, contributes to making communities more sustainable and resilient.

A. Safe Drinking Water

The program has made efforts to address the critical issue of access to clean and safe drinking water in communities facing water scarcity and quality challenges. Through the installation of **01 Reverse Osmosis (RO) plant** with capacity to process 1000 litres per hour in village **Mehua Hassanganj** the program has ensured a consistent supply of purified water, significantly reduced the prevalence of waterborne diseases, and improved the overall health of residents. As such a total of 03 RO plants have been installed providing clean water facilities to over 1000 families. The respective Gram Panchayats have provided necessary infrastructure to install the systems and water supply provisions.



B. Individual Toilet Construction

The program has made significant strides in improving sanitation and hygiene in communities by facilitating the construction of household toilets. This initiative has addressed the challenges associated with open defecation, particularly for women and vulnerable groups, ensuring privacy, dignity, and safety. The program's efforts have promoted a sense of ownership and responsibility among beneficiaries, encouraging them to maintain and utilize the toilets effectively.

The program categorises the beneficiaries into four categories based on criteria of poverty assessment. According to the assessment, the beneficiary contribution is received out of the total cost of Rs. 31,000 for constructing one toilet.

Deprivation Category	Beneficiary Contribution (in Rs.)	Number of Beneficiaries
A	16000	3
B	14000	23
C	12000	31
D	7000	3
Total Toilets Constructed		60

Testimonial: Balanced Nutrition



"Before, we had to wake up at 4 am for open defecation, which was unsafe and unhygienic. But now, with the new toilet, our struggles have reduced in this aspect. We no longer have to worry about safety or inconvenience. We're grateful for the support by Kiran and are proud to be part of a cleaner and healthier community."

— Haripyari



C. Brick Paved Track

The construction of brick-paved tracks is one of the need-based activities in the core-command villages. This year the construction of **260 meters** brick-paved roads has been ensured in villages Noorpur and Mehua Hassanganj to improve connectivity and accessibility in the area. This initiative is undertaken on request by the Panchayats and, they support for the road filling with earth and levelling before laying the bricks. Proper slope is maintained for water to flow out to prevent damage during rains. Further maintenance is taken care by the respective Panchayats. The improved roads have facilitated smoother transportation, enabling easier access to markets, reduced travel time, improved safety, and enhanced mobility.

D. Drainage Channel

This activity has been taken up on account of ensuring cleanliness in the villages. During monsoon months, water clogging becomes the primary issue reducing mobility and spikes morbidity among women and children. The development of **150 meters** drainage channel in village **Lodhi Nagla** has effectively addressed the issue of waterlogging and its associated challenges, such as flooding and the spread of waterborne diseases. The excavation work towards the construction was executed by the Panchayat while the masonry work was executed by Kiran. The Panchayats employ people to clean the channels as the water from these channels flow out into a pit in the village residential boundary and percolates down eventually. The improved drainage system has mitigated the risk of crop damage, reduced the incidence of diseases like malaria, and created a cleaner and healthier environment.

OTHER INITIATIVES

Employee Engagement through Daan Utsav

Daan Utsav, celebrated annually from 2nd – 8th of October, has become a cornerstone of our YFIPL culture, embodying our commitment to social responsibility and community engagement. Over the years, this initiative has brought together employees and communities, creating lasting impacts through collective contributions. The tradition of giving back to society with immense enthusiasm and a deep sense of purpose was continued this year with the unwavering dedication of volunteering by our employees and their families. The contributions enabled us to make a difference at K J S High School in Ratanpur Khurd, Chandausi by being able to support hearing aids to 12 children with partial hearing and thoughtful gifts to each student to create a sense of encouragement.





Inauguration of New Courses at Vocational Centre

A significant step was taken forward in promoting skill development and enhancing career opportunities for rural youth through the introduction of new vocational training programs. At the Village House, two facilities were established—a Computer Hardware Training Centre and a CIPET Entrance Examination Coaching Centre. The idea behind the new courses was to further enhance the skill development of rural youth, building on the existing Basic Computer Course at the Vocational Training Centre. Recognizing the growing demand for technical expertise, the new Computer Hardware Training Centre was developed as an advanced step for students who have completed the Basic Computer Course. This progression allows learners to deepen their technical knowledge, moving from foundational computer skills to specialized training in hardware.

The CIPET Entrance Examination Coaching Centre, is a dedicated initiative aimed at preparing students for the prestigious Central Institute of Petrochemicals Engineering and Technology (CIPET) entrance exams. This coaching centre provided specialized guidance, comprehensive study materials, and personalized mentoring to enhance the academic readiness of aspiring candidates from rural areas. Both the centres were inaugurated by Mr. Mohamad Noueiri, SVP-Production & Operations Excellence, Yara Asia during his visit to YFIPL, Babrala.



Documentation

● Short Documentary

Two impactful short documentaries were produced to highlight the initiatives and outcomes of key projects – one focusing on the Rainbow Centre and the other on the Soil and Water Conservation project. The documentary on the Rainbow Centre showcases the centre’s dedication to empowering children through inclusive education and developmental support, especially for those with diverse learning needs. It captures the transformative journey of these children, the role of educators, and the positive impact on families and the community at large. The second documentary delves into the Soil and Water Conservation project, emphasizing its role in sustainable agricultural practices and environmental protection. It highlights the techniques implemented to preserve soil fertility, manage water resources effectively, and improve agricultural productivity.

● Impact Assessment Study

An impact assessment study was conducted across all intervention areas of the CSR activities with the support of external organization specializing in impact measurement and evaluation. This comprehensive study aimed to evaluate the effectiveness, reach, and sustainability of the CSR initiatives implemented by YFIPL. Covering diverse intervention areas such as education, livelihood, women empowerment, health, and environmental conservation, the study involved both quantitative and qualitative methods, including stakeholder interviews, surveys, and field visits.

The study utilized the OECD-DAC (Development Assistance Committee) framework, a globally recognized evaluation standard, to assess the relevance, coherence, effectiveness, efficiency, impact, and sustainability of YFIPL’s CSR programs. This framework ensured a systematic and holistic evaluation by aligning the initiatives with community needs, national policies, and Sustainable Development Goals (SDGs), while also measuring their long-term viability and transformative impact. The approach emphasized evidence-based insights, fostering accountability and informed decision-making.



Yara Fertilisers India Pvt. Ltd.

CSR IMPACT ASSESSMENT REPORT



MEET THE TRUSTEES



MR. M S PRASAD

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



MS. ALKA TALWAR

Ex. Chief CSR and Sustainability,
Tata Chemicals Limited



MR. KHEMRAJ DUREJA

General Manager (Maintenance, Production
Management (HESQ & Operations)),
Yara Fertilisers India, Babrala (UP), India



MR. K P SHEKHAR

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



MR. AJAY KUMAR PATHAK

Assistant General Manager
(Head, Finance and Accounting)
Yara Fertilisers India, Babrala (UP), India



MS. JHILMIL DAS

Assistant General Manager (Head, Human Resources),
Yara Fertilisers India, Babrala (U.P), India

MEET THE TEAM

- **Mr. Binay Kumar**, Senior Manager, YFIPL
- **Mr. Suraj Kumar Sivan**, Deputy Manager, YFIPL
- **Ms. Soumya Subhra Sahoo**, Assistant Manager, YFIPL
- **Mrs. Shubha Sharma**, Senior Program Manager, Kiran
- **Dr. Veer Pal Singh**, Program Manager, Kiran
- **Mr. Dhirendra Singh**, Assistant Program Manager, Kiran
- **Late Mr. Niranjan Singh**, Assistant Program Manager, Kiran
- **Mrs. Manju Kumari**, Senior Project Officer, Kiran
- **Mrs. Mamta Sagar**, Project Officer, Kiran
- **Mr. Nekram Singh**, Project Officer, Kiran
- **Mr. Ganga Prasad**, Project Officer, Kiran
- **Mr. Mauharpal Singh**, Project Officer, Kiran
- **Mohd. Alam**, Project Officer, Kiran
- **Mr. Yashlesh Kumar**, Assistant Project Officer, Kiran
- **Mr. Shekhar Gupta**, Assistant Project Officer (Accountant), Kiran
- **Mrs. Anupam Yadav**, Assistant Project Officer, Kiran
- **Mr. Amar Pal**, Field Officer, Kiran
- **Mr. Bidhan Chandra Sarkar**, Field Officer, Kiran



Knowledge grows

CORPORATE SOCIAL RESPONSIBILITY ACTIVITY REPORT 2023-24
Department of Community Development
Yara Fertilisers India Private Limited
Indira Dham, Babrala
District- Sambhal, Uttar Pradesh-242021