AGRICULTURE AND RURAL DEVELOPMENT
The National CSR Awards, instituted by Ministry of Corporate Affairs (MCA), Government of India, are the apex recognition for CSR initiatives in India. The award seeks to infuse excellence in CSR initiatives undertaken by corporates in pursuance of Section 135 of the Companies Act 2013.

This award is bestowed to not only recognise the contribution of corporates towards the communities but also to appreciate the ways undertaken to make it more effective. The premier think tank on corporate functioning, the Indian Institute of Corporate Affairs (IICCA) has been given the responsibility to execute the awards ceremony on behalf of MCA.

This booklet is a sectoral compilation of entries shortlisted for the National CSR Awards 2019. It provides information to various stakeholders, regarding the sectoral outcome of CSR initiatives of companies in compliance with Section 135 of the Companies Act 2013.
AGRICULTURE AND RURAL DEVELOPMENT

Government of India
Ministry of Corporate Affairs

NATIONAL CSR AWARDS
India Lives In Its Villages

Around 67 percent of the population of India lives in rural areas whereas agriculture contributes nearly one-fifth to the gross domestic product of the country, which was 14.4% in 2018-19 having a growth of 2.9% in the same year. With a significant part of population in rural areas living under poverty, rural development acquires strategic importance for nation building.

In order to increase the growth of agriculture, the Government has planned several programs pertaining to Rural Development. However the role of corporates contributing to the government’s efforts through their Corporate Social Responsibility (CSR) initiatives is equally vital.

It is encouraging to note that a lot of companies have started their CSR initiatives to improve the lives of rural populace in terms of access to facilities like education, healthcare, sanitation, livelihoods, water availability, agricultural improvement and many more related aspects.

The National CSR awards 2019 has shortlisted more than 10 companies working towards rural development. The CSR initiatives of these companies, featured in this booklet, have started contributing to make the lives of rural populace including poorest of the poor, tribals and SC/ST, better even in remotest corners of India. The initiatives of these companies span from providing education, healthcare, sanitation to watershed management, enhancing farmers income and reducing seasonal migration.
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Adani Ports and Special Economic Zone Limited

The Problem
The fishermen community near the Mundra port lacked facilities such as education, alternative livelihoods, and clean drinking water. To alleviate the developmental concerns of the local communities, Adani Port undertook CSR activities in the region. The projects have made several positive differences.

The Initiative
With the aim of improving the lives of the fishermen community in the Kutch region of Gujarat, the company has made some planned interventions in the realms of education, health, livelihood, women empowerment, and construction of schools - benefitting more than 1780 children from fishermen communities.

The activities under the initiative among others include plantation of mangroves in 500 acres, provision of drinking water for more than 4230 fishermen residents, and training for improved livelihoods. So far, they have covered 7 villages comprising of 6067 fishermen as part of the CSR activities.

The Impact
The project has made positive impact towards improving life of fishermen community in the challenging environment of Kutch. It has led to intergenerational mobility with regard to economic and social advancement.

The Company
A part of the Adani Group, the company is India’s largest private multi-port operator. Its business caters to coal mining, trading, ports and logistics, renewable, thermal power generation and transmission and agro commodities.
The Problem
Water harvesting structures were found to be inadequate in the areas of Gondia district in Maharashtra, which was hampering the growth of paddy and other water intensive crops. To alleviate the water distress, Adani Foundation undertook water harvesting programs amongst the villagers.

The Initiative
The company’s initiatives not only strive to provide solutions to this issue, but also to promote overall water conservation and management for better irrigation in the area. The Adani foundation has been implementing water resource conservation and development programmes under its Rural Infrastructure thrust area. Gondia has traditionally had a rich heritage of village ponds. By dovetailing Government schemes of Jalyukt Shivar Abhiyan, they have been able to achieve much more. The villagers’ traditional wisdom was utilized for selection of sites of ponds with continuous engagement with communities. The activities under this initiative include:

1. Creating water literacy and motivating villagers to conserve water.
2. Activating and training village development committees to effectively manage water resources.
3. Creating awareness amongst farmers for judicious use of water in irrigation

Seeing the positive changes and benefits, the programme were replicated at other sites of Adani like Sarguja, Dhamra, and Kawai.

The Impact
The impacts of the water harvesting exercise are helping control the rain water spillage problems in villages and increasing the area under irrigation in the vicinity. It has also been helpful in increasing assured water for family and efficiency of water usage thereby making villages self-sustained in water.

The Company
Adani Power Maharashtra Ltd. is a 3300 MW, state-of-the-art, super critical thermal power plant. Supplying electricity to Government of Maharashtra, the plant is situated in an under-privileged area of the state and the single largest industry of Gondia district.
Bharat Financial Inclusion Limited

**The Problem**
Veterinary care in remote rural areas is saddled with challenges such as unavailability of qualified vet professionals, access to quality medicines, timely care and advisory support, lack of awareness, erratic infrastructure and transportation, and lack of farmer awareness. BFIL’s CSR initiative ‘Sanjeevani’ is a unique contribution to the often-neglected area of livestock care in remote rural areas. Sanjeevani address the challenges through a simple mobile phone app-based intervention.

**The Initiative**
The health of livestock and cattle has usually been ignored due to the high costs involved in veterinary checkups and services. This intervention provides an appropriate solution to increase household income through livestock management. Animal healthcare service ‘Sanjeevani’ works to reduce the costs and increase the availability of veterinary care in backward districts of many states.

The need-based program has been implemented in collaboration with the state government. ‘Sanjeevani’ makes use of IT and Telecommunication – call centres, linking the Government Veterinary Services to the farmers. BFIL has identified 12 states in the country to implement ‘Sanjeevani’ through call centres.

In the economically challenged areas of Jharkhand, which are mostly affected by extremism, some of the important features of the project are:
1. Doorstep delivery of animal healthcare services
2. Low cost services (INR 100)
3. Toll-free number for the farmers to register their request
4. Notifications sent to farmers by SMS
5. Mobile App to register service request and record all relevant details regarding the service
6. Monitoring and follow-up on daily basis

**The Impact**
This intervention provides an appropriate solution to increase household income through livestock management. Territorial and beneficiary coverage of the project includes 1.11 lakh farmers and 3.61 lakh cattle in 16 districts of Jharkhand including 12 aspirational districts. The company has already replicated this project in Madhya Pradesh successfully and is trying to replicate it in Odisha as well.

**The Company**
Bharat Financial Inclusion Limited is a Non-Banking Finance Company under the purview of RBI. The company engages with rural communities, offering them financial products to support their livelihoods in the form of micro-loans, micro-insurance and productivity enhancement product loans. They have covered one lakh villages across 16 states, catering to 82 lakh members.
The Problem
Widespread ignorance on proper techniques to diagnose diseases and taking care of livestock and cattle prompted Fullerton to undertake CSR efforts to address this issue. Through Pashu Vikas Day, Fullerton has tackled these issues and enhanced productivity of cattle across India.

The Initiative
Fullerton India has identified 9 States - Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Andhra Pradesh, Telangana and West Bengal, to implement its initiatives focused on enhancing cattle care through sustained effort. This programme has not only provided free medicine and nutritional supplements to cattle owners but also provided a discussion and learning forum for their best practices with fellow cattle owners.

As the project’s name indicates, the company organises ‘Pashu Vikas Day’ for educating and creating awareness about cattle development, which is part of the daily life of an average villager. It has twin objectives: to make people aware about health of cattle, as well as to provide healthcare services. Secondly, it is being executed with the help of staff at branches of the company, thus forming a major part of employees’ volunteering. The same model is being replicated at a number of other places simultaneously.

The Impact
Pashu Vikas Day is being celebrated across all its centres, more than 200 locations across India. Some of the activities include creating awareness about cattle health, providing information and education on cattle development and availability of treatment facilities.

The Company
Fullerton India Credit Company Limited (Fullerton India) is one of India’s leading Non-Banking Finance Companies (NBFC) and it is a wholly-owned subsidiary of Fullerton Financial Holdings, Singapore, which in turn is a subsidiary of Temasek Holdings, Singapore.
The Problem
Villagers in the remote area of Korba district in Chhattisgarh were struggling to make ends meet due to low agricultural income. HDFC Bank’s Parivartan initiative seeks to help them enhance their income through increased area under irrigation and thus, a better production of agriculture crops.

The Initiative
The Holistic Rural Development Programme ‘Parivartan’ increased irrigated area and thus, production of agriculture crops. This became possible due to water availability and multi-cropping. The programme has been recognised at state and country level for its economic, social and ecological long-term benefits as it targets a remote area with ultra-low-income levels in a majority of the households. It also helps non-farm households and women SHGs in selected villages.

Multiple income generating activities make it sustainable. Its implementation in 567 villages across 16 states demonstrates its replicability and scalability.

The Impact
The project has long-term benefits that enhances the income of the beneficiaries. Approximately, 3587 households in 17 villages of Kartala Tehsil in Korba District of Chhattisgarh have benefitted under this program.

The Company
HDFC Bank is a scheduled commercial Bank operating since 1995. The bank has operations across the country as well as overseas. HDFC Bank is India’s largest private sector lender by assets. It is the largest bank in India by market capitalisation as of February 2016.
The Problem
The rural areas of Bhopal and Damoh districts in Madhya Pradesh were struggling either with scanty rainfall or waterlogging which was adversely affecting the farmers as the area is mostly dependent on rain-fed irrigation. The intervention by M&M has improved soil and water conservation, increased agricultural production, enhanced incomes of farmers, availability of water for people, animal and birds, and thus has positive impact on ecology.

The Initiative
Mahindra & Mahindra has identified nine states in the country to implement the Integrated Watershed Management Programme (IWMP). Efforts for soil and water conservation prevent water logging and increase incomes of the households through irrigation of agriculture land. Availability of water has encouraged farmers to go for multiple crops.

The IWMP has potential for sustainability, replicability and scalability as is evident from its implementation across 70 villages in two districts of MP.

The Impact
In Madhya Pradesh, IWMP has been implemented on 21,800 hectares of land covering 70 villages of Damoh and Bhopal districts. It benefits a population of 54464 out of which 39947 belong to marginalised communities (SC, ST and OBC). The programme has long-term benefits to the people in these districts.

The SHGs engage in various activities like dairy, candle making, cups-making, and tailoring. Dairying is providing a consistent source of income to lower income groups. Renovation and restoration of ponds and other traditional water harvesting structures has brought about positive social benefit.

The Company
Mahindra and Mahindra Limited is a leader in utility vehicles and is also the world’s largest tractor company, by volume. Mahindra & Mahindra Limited also enjoys a strong presence in electric vehicles, commercial vehicles, power back-up solutions, construction equipment and two wheelers.
Mytrah Energy India Pvt. Limited

The Problem
The farmers in Vikarabad district lacked resources and capacities to employ better agricultural practices. Mytrah Energy, under its CSR function, undertook investment and capacity building of these farmers through its Grameen Mytrah programme.

The Initiative
Grameen Mytrah has been implemented in Telangana, Andhra Pradesh, Rajasthan, Punjab, and MP.

The major aspects of the project are fodder cultivation, integrated livestock development with a focus on artificial insemination of hybrid livestock, shade net development which produces high yielding seeds for rural cultivation, and the organisation of a Farmers Collective.

The whole idea of Farmers Collective and operating all the activities through the same in the community is working towards sustainability. The RO water plants are sustainable and are taken up by the local governments. The AI program has become sustainable and is a source of income for the person involved in the same. The shade net program also has produced rural employment and new entrepreneurship avenues for the community.

The program is scalable as it has spread outside the implemented villages without much effort, and another 12 villages are also benefiting out of the intervention. The program is highly replicable as the process followed has a universal appeal and has been tried and tested on the field. The strong technical and ground level involvement of the implementing agency (BAIF) is a key strength in terms of replicability of the program.

Formation of farmers collective is a major step. Collective procurement of fertiliser and seeds, regular monthly collection of the revolving funds and management of the same is really helping the farmers to access credit and also save from middlemen in the procurement process.

The Impact
Farmers Collective has organised 200 farmers in Pragi village of Vikarabad district in Telengana and fodder cultivation and shade net are directly benefitting 1100 farmers in the region. The livestock development has touched close to 200 farmers in the area and has produced over 600 calves resulting in wealth creation of approximately Rs. 1.5 crores. More than 285 unemployed youth were trained and placed into meaningful employment with average earnings of Rs 8000-10000 per month.
The Problem
Poor agricultural practices and persistent pest attacks crippled the local farmers of Jhanor (Bharuch) in Gujarat. NTPC has focussed on enhancing the productivity of farmers by systematically training them in crop diversification and pest control through its ‘Enhancing agricultural incomes by improving productivity’ initiative.

The Initiative
The programme has identified 23 villages for implementation. It has devised activities for infusing knowledge in agriculture, educating farmers about the recent developments in agriculture, handholding for making self-help groups for sourcing of goods and seeds, and making them aware about government schemes for agriculture, which helps them to increase their production/income in a sustainable way.

The beneficiaries became aware of and adopted modern farming techniques, diversified their crops, and after implanting the innovative method, the income of farmers rose by more than 50% and in some cases by three times.

The project is now being replicated at several other locations. The success of these farmers has inspired other farmers to adopt these techniques and reap similar benefits.

The Impact
The project has been very successful in Jhanor, where it was first implemented. The farmer’s income from old cropping pattern ranged from Rs 10,000 - Rs 25,000 per annum per half acre (Bigha). These practices enhanced incomes of farmers significantly. Apart from the income, farmers saved more than 50% water for irrigation. This project has already been replicated at Rihand area in Uttar Pradesh and is now being replicated at several other locations.

The Company
One of Government of India’s Maharatna companies, NTPC’s principal business is engineering, construction and operation of power plants, and generation of electricity. With an installed capacity of over 50 GW, NTPC is ranked 512th in the 2018, Forbes Global 2000; ranking of the World’s biggest companies. NTPC has also ventured into power trading, ash utilization, coal mining and oil exploration.
The Problem

Tribal farmers of Dhule district were suffering from lack of income despite relative abundance of agricultural resources. To alleviate this, a capacity building program in bee-keeping was conducted by RBL Bank under its 'Improving Tribal Livelihoods through Bee-keeping' project.

The Initiative

Ratnakar Bank Limited has identified Maharashtra, Gujarat, Madhya Pradesh, Haryana, Karnataka and Delhi to implement its CSR initiative - 'Improving Tribal Livelihoods through Bee-keeping'. The project aims at skilling and creating additional livelihoods for tribal farmers. A cadre of master trainers were trained to provide support to the bee-keepers for the management of bee-keeping and promote agricultural cultivation including honey and honey wax. Further, the project aimed at reducing honey hunting for promotion of pollination in view of increased agricultural yields.

The project has developed a local technical team which motivates the local community to have bee-boxes at their house. This project has also shown results for increasing income through agricultural growth and selling of honey. It has helped the farmers to increase agricultural yield particularly of vegetables. The excess produce is often sold locally which provides additional income to small farmers.

The pilot project has demonstrated the ability to scale up the project activities covering 463 tribal families in the districts of Dhule and Palghar (Maharashtra), Chhindwara (MP), and Valsad and Dang (Gujarat). This project can be replicated across regions which have favourable flora and fauna.

The Impact

The project has developed skills of local women and youth in beekeeping and brought out a positive change in the income and employment levels of women by gainfully engaging them in agriculture. The number of beehives has increased, strengthening the existing flora and fauna in the region. This initiative has also helped farmers to increase their agricultural productivity in regions where water supply continues to be a grave concern.
The Problem
The problem of insufficient agricultural returns in the tribal district of Rayagada (Odisha) was affecting farmer incomes and forcing them to take other livelihood options. To tackle this, Utkal Alumina undertook the initiative of creating agricultural infrastructure such as irrigation facilities.

The Initiative
Utkal Alumina identified an area spread over 30 sq km in the Kashipur block of Rayagada District, Odisha to implement Project ‘Samriddhi’. This is a predominantly tribal area. Under this commercial vegetable cultivation programme, farmers have been supported, trained and provided marketing facilities to promote commercial vegetable farming. Earlier farmers were only growing paddy and it was not profitable.

Farmers have benefitted from the inputs, support, and enhanced irrigation facilities. Vegetable farming, mostly organic in nature, is done. A farmers club has been formed to encourage collective decision-making. The project has ensured an increase in the income of farmers and production of vegetables in the local area. One of the most important developmental challenges addressed is poverty. The project has forged both backward and forward linkages and is taking institutionalised shape.

The Impact
The project has brought attitudinal change among the beneficiaries and people have embraced the interventions. The overall income of farmers has increased by nearly 4 times. 25 villages and 500 families have benefitted in this area as a result of this intervention.

Utkal Alumina International Ltd., is a unit of Aditya Birla Group. It comprises of 1.5 million TPA Alumina Refinery, 3x30 MW Cogeneration Power plant, and captive bauxite mines at Baphlimali which transports bauxite to alumina through an 18.5 km long distance conveyer belt, a railway siding with lead line of 11 km., a water intake facility from a distance of 14 km. It started commercial production of Alumina in April 2014. It is one of the lowest cost producers of Alumina in the world.