REPORT OF THE CSR PROJECTS IMPLEMENTED IN FY 2016-17

I. WATER SHED PROGRAM THROUGH NABARD



For the FY 2016-17, MCX continued to part fund the two water shed programs in collaboration with National Bank for Agricultural and Rural Development (NABARD), namely, Ghotaka Watershed Project in Loha Taluka of Nanded District and Shedechimad Watershed Project in Ralegaon Taluka of Yavatmal district, implemented by Dilasa Janvikas Prastishsan (Dilasa) and Maharashtra Institute of Technology Transfer for Rural Areas (Mittra) respectively. Both the areas of the watershed project are characterized by seasonally erratic rainfall, low agricultural productivity, degraded natural resources and low economic status.



Given the sufferings from continued drought and an opportunity for employment, local committees have participated in the implementation process of treatment measures like field bunds, continuous contour trenching and refilling of CCT work, plantation, farm pond, Wadi (agro horti forestry), gully plugs and stone outlets. The technical efforts for the watershed development projects are aimed to address the issues of soil erosion, reduced agriculture productivity and to maximize the utilization of surface and subsurface water for crop production and improve water availability at micro level.

The core interventions for the success of such programs are financial support, capacity building and contribution by the community in the form of *shramdaan*.



The impact, inter alia, of such intervention/programs is that more area is made available for cultivation providing an additional income to farmers. The plantations helps in retention of soil & moisture in the area which in turn helps in increasing water table. Throughout its operating life, the watershed shall provide visible and invisible benefits enriching the lives of the hinterland families and immensely benefit regional communities.

The implementing agencies, namely Dilasa and Mittra, have completed the First phase namely the capacity building phase and have started implementing the second phase i.e. the Full Implementation Phase, as per the sanctions. These projects are being coordinated, supervised and monitored in consultation with NABARD.

II. FINANCIAL SUPPORT FOR TRICYCLES – BHAGWAN MAHAVEER VIKLANG SAHAYATA SAMITI (JAIPUR FOOT)



For the rehabilitation and to bring a transformation in the life of the disabled individuals suffering from loco-motor disabilities due to rail/road accidents, mining, etc., your Company provided financial support to Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS), the parent body of the world renowned Jaipur Foot, for providing Tricycles to disabled persons. Accordingly, BMVSS has, on behalf of MCX, provided 867 tricycles to individuals below the poverty line with permanent disability. The disabled medically assessed were provided hand paddled tricycles for their rehabilitation by augmenting their mobility and earning capacity.

III. REHABILITATION OF CHILDREN WITH DISABILITIES – ARUSHI SOCIETY

With the objective of rehabilitation of children with disabilities, your Company provided financial support to Arushi Society, Bhopal for the same and also provided financial support for purchase of two Sanitary Napkins manufacturing Machines. Necessary interventions for 50 children with different disabilities were made for their rehabilitation for preparing them with school readiness skills, functional skills and activity for daily living. Further, for sensitising and creating awarenes, five posters on awareness on disability were developed and a Blind Challenge Car Rally, where the vehicle was driven by a sighted person and the navigator was a blind person with the route map in Braille, was organised. The Arushi team participated in the "Disability category" in Standard Chartered Mumbai Marathon.



For the purpose of providing livelihood, and to make available sanitation napkins to adolescent girls and adult women at a cheaper rate, your Company has provided financial support for purchase of two Sanitary Napkins manufacturing Machines alongwith the initial raw material required. The napkins produced by such machines cost about ₹1.8 – ₹2.00 per pad, potentially 20% of the cost of what's available in the market, generating employment for under-privileged and physically challenged women. By making the napkins affordable to rural and urban poor women, it shall help reducing medical complications, reduce loss of days from either school/work due to menstruation and improve hygiene level.



IV. VOCATIONAL TRAINING – DHARMA BHARATHI MISSION

The Company has, for the purpose of empowerment of women and youth through livelihood skills building, has provided vocational activities/courses namely Tailoring, Computer, Para Nursing and Balwadi teacher Training through Dharma Bharathi Mission, a unit promoted by Navasrushti International Trust, at its Trombay and Santacruz centers. Vocational training of Tailoring and Computer was provided to 179 and 133 women respectively, and Para-nursing and Balwadi Teachers training was provided to 17 and 20 women respectively during the FY 2016-17. Through such courses most of the participants are able to secure their livelihood either by seeking employment or by self-employment.



V. BORN LEARNING CAMPAIGN – THE UNITED WAY BENGALURU'S

To addresses the issue of malnutrition and early learning development requirements of children from the lower economic section, the Company has provided financial support for the Born Learning Campaign, to ensure Holistic Childhood Development of children aged below 6 years in 10 Government Anganwadis'. The project to transform early childhood was implemented by United Way Bengaluru in Kodihalli cluster in Bengaluru, with the approval of and in collaboration Women and Child Development Department, Government of Karnataka. The areas of interventions for the support were (i) Enhance early learning skills of children; (ii) Educating parents on early child care; (iii) Improve the infrastructure of Government Anganwadi centers.



VI. IMPARTING EDUCATION TO THE STUDENTS OF BMC SCHOOLS MOSTLY BELONGING TO SOCIALLY BACKWARD SECTION AND AS A PART OF EMPLOYEE ENGAGEMENT IN THE CSR ACTIVITIES OF THE COMPANY

During the year, your Company financially supported, with employee engagement, a project for imparting qualitative education and grade improvement to the students, in Brihanmumbai Municipal Corporation (BMC) schools mostly belonging to socially backward section in Mumbai. To this effect, Company provided funds to Global Education Trust (GET) for its coaching intervention for grade improvement project in BMC schools.





GET, with requisite permission from Education Department, designed and conducted Coaching sessions for underprivileged school children studying in V, VI, VII and VIII standard at 16 BMC Schools in and around Andheri (6 English, 5 Urdu, 4 Hindi and 1 Marathi medium Schools). Further, in addition to the teachers engaged by GET, the employees of the Company also voluntary participated in the same by teaching in various schools.

VII. GRAMIN SUVIDHA KENDRA PROGRAMME

Gramin Suvidha Kendra, a joint programme by your Company and India Post, seeks to include farmers in the modern commodity market ecosystem by enhancing their value realization from agricultural activities. It is a single window service designed to empower small and marginal farmers with knowledge about market prices of the locally produced commodities and best practices for enhancing quality standards of their produce and making farming economically sustainable. The Gramin Suvidha Kendra is a service to, and for the benefit of, the farmers by providing necessary assistance, guidance, and support in agriculture and allied activities to make farming viable and a profitable livelihood means.

Gramin Suvidha Kendra aims to empower farmers with knowledge on market price – spot (current) and futures prices of commodities grown locally and other information; thus, enabling them to take informed decisions, easy market accessibility and for prevention of distress sale. The activities help redress crop related query(ies), develop knowledge of new techniques, adopt good agricultural practices, etc. by providing various baskets of services at the doorstep and help them save time and money. The program is managed, reviewed and monitored, and the activities are modified through continuous field learning, interactions, advice and are introduced in the Program in the form of necessary service.

Conceptualized in 2006, this program provides value-added services by assisting farmers in formulating a cropping strategy and maximizing returns; creating awareness, providing knowledge/guidance and value added services helping the farmers to raise their standard of living. This basket of services has augmented manifold since its inception and the programme as on March 2017 operates across 4 states (Maharashtra (7 Districts namely Jalgaon, Amravati, Akola, Wardha, Solapur, Yavatmal and Gondia), Uttar Pradesh (2 Districts namely Raebareli and Meerut), Gujarat (8 Districts namely Ahmedabad, Patan, Surendranagar, Banaskantha, Morbi, Devbhumi Dwarka, Rajkot and Mehsana), and Madhya Pradesh (1 District Chhindwara) and 32 centers locations, reaching out to more than 32,000 farmers residing in over 1400 villages.

Activities undertaken under the Gramin Suvidha Kendra (GSK) Program during FY 2016-17 are as under:

- **System of Rice Intensification (SRI):** The System of Rice Intensification known as SRI is an agro ecological methodology for increasing the productivity of rice by changing the management of plants, soil, water and nutrients. The objective of the programme is to increase the productivity of irrigated rice for which MCX trained farmers and provided them with requisite guidance, quality seeds, weeders, pesticides etc. SRI helps the farmers to raise their household income, enhances soil fertility, and protects the crops against climatic, pest, and disease stresses. MCX has, during FY 2016-17, trained and implemented SRI with 320 farmers at various paddy producing centers in Uttar Pradesh and Maharashtra. The enhanced productivity has motivated many more farmers to adopt SRI method of rice cultivation.



- **Front Line Demonstration (FLD) programme:** FLD is an agriculture technology which is evolved by the Indian Council of Agricultural Research. It's a field demonstration which is conducted under the close supervision of agri. scientists. The basic purpose is to demonstrate newly released crop varieties and its management practices in the farmers' field under different agro-climatic regions and farming situations. We have executed FLD programme with 172 farmers on wheat crop in 20 centres in 3 states in FY 2016-17.



➢ **Kitchen garden initiative for empowering women:** To provide support to women farmers with a sustainable livelihood option, MCX has supported Kitchen Gardening programme at its various centers. Under this initiative, women are encouraged, through support from MCX, to grow vegetables in their back yard/home gardens which helps to enhance income and better health. Through this initiative, 503 women farmers across 18 centers of Gujarat, UP, Maharashtra and MP, were supported to earn supplementary income from agricultural activities. With 60 per cent one-time contribution from MCX, GSK has been empowering women farmers in financial decision making with respect to agriculture.



➢ **Wadi/Fruit orchard program:** With and intent to provide an additional income and empower women, we have initiated Wadi/ Fruit orchard program. GSK assist and encourages women to develop fruit orchards, generally on 1 hector of land by cultivation of drought tolerance fruit plants like mango, lime, jackfruit, etc. with cultivation of seasonal vegetables and other species in the interspace between them. In FY 2016-17, 16 farmers participated and were benefitted through this initiative.



➢ **Floriculture initiative for small and marginal farmers:** Considering the potential of generating self-employment, meeting local demand and increase the income for small and marginal farmers, GSK has promoted floriculture at its various centers. For FY 2016-17, we have promoted floriculture with 140 farmers at various centers in Maharashtra and Uttar Pradesh.



➢ **Establishment of Nursery:** For the purpose of creating local employment opportunity and making plants available locally and for the purpose of the future need of the GSK activities, the Company has contributed of setting of nurseries with the technical support of district horticulture department. Such local centers shall reduce cost and help to produce superior quality saplings and enable the local community in order to earn additional income. During FY 2016-17, MCX has supported the setting of 31 nurseries at different GSK centers in Maharashtra, UP and Gujarat.



➢ **Farmer training and/or awareness programmes:** Through these programs GSK organizes and sponsors training by agricultural experts from different agricultural universities and Krishi Vigyan Kendras on agriculture or allied services, new/advanced agriculture techniques, allied opportunities, etc. Such training and awareness programmes not only increase the agricultural production and income but also encourage them to use new scientific methods of farming or adopt diversified farming. The training needs are generally customized as per the needs of the local farmers. More than 6400 farmers participated in 183 GSK centers conducted in FY 2016-17.



➢ **Agri. expert visit:** To help the farmers to identify and solve various problems related to various stages of crop cycle, GSK organizes and facilitates field visit of an Agricultural Expert in demonstration plot, research center or infield. Such advice by the Agri-Experts provide farmers with a learning opportunity or follow recommended practices to increasing their agricultural productivity, minimize the financial/crop loss and increase income. 14 Agri-Expert visits have been conducted in FY 2016-17 to address various crop related issues.



➢ **Exposure visit of the farmers:** To provide farmers with first-hand information and knowledge on various aspects of agriculture like productivity, technology, processes, quality management, crop diversification, marketing, or any other valuable agricultural information, exposure visits are organized by the GSK to different agriculture colleges, universities, *Krishi Vigyan Kendras, Krishi Melas,* etc. Such events help the farmers to observe the result and impact of such programmes with the entailing benefits and outcomes of such practice and enable them to replicate such programs. In FY 2016-17, 25 exposure visits benefitting 634 participant farmers at its GSK centers were conducted.



➢ **Organizing Farmers field day event:** To provide an opportunity to the farmers to get in-field exposure on the practices adopted, the problems and experiences connected therewith and interact with successful/ innovative farmers, Farmers field day events were organised.



➢ **Orientation Programmes and convergence with Government schemes:** To provide a means of employment and livelihood to marginal farmers/ landless labourers, MCX has conducted Orientation Programmes for imparting know how on commercial opportunities like Mushroom Farming, dairy and sericulture, etc. The consultants also help and assist the farmers to know and avail different Government schemes. As a new livelihood based promotional activities, your Company has supported Mushroom cultivation programme with 3 farmers in Maharashtra on a pilot basis.



➢ **Village level meeting:** To create a well aware and informed farmer, MCX organizes village level meetings on weekly basis, wherein farmers are made aware about the services and benefits of GSK program and are encouraged to join the same.



➢ **Spot and futures market price dissemination:** With the intent to provide with knowledge about market prices of the locally produced commodities to enable farmers to take informed decisions, end-of-day spot and futures market prices of the locally grown crops are updated on the GSK board at the Village post office on a daily basis. The daily display of market price of the locally grown crops helps the farmers for easy market accessibility and prevention of distress sale and making farming economically sustainable.



➢ **Branch Post Masters' awareness programme:** GSK organises training programme for the Branch Post Masters' comprising of the information and activities of the GSK programme, the need and update of the informational content displayed at the Post Office and the roles and responsibilities of different partners, etc.



➢ **Awareness Programme for women farmers:** To empower women and bring together women from the same socio-economic background collectively for achieving certain goals, MCX has initiated, on pilot basis, the process of forming women Self Help Group (SHG). For this intervention to make women economically stable for social change, MCX encourages involvement of women by conducting awareness programme at some of the GSK Centers. Under this initiative, several village level training and awareness programmes have been organized in some of the GSK centers in Gujarat.



➢ **Awareness programme on health and sanitation:** To make the students aware of the clean and hygiene environment, School level health and awareness programmes were conducted at various GSK centres with the support of District Health Department. Such events make the students aware of cleanliness, usefulness of sanitation, safe drinking water and accessibility of sanitation facility etc., who convey the proper usage and knowledge at their home. During FY 2016-17, 14 such training programmes were conducted in which 2364 students participated.



➢ **Soil and water testing initiative:** To enable the farmer to assess the characteristics and identify the deficiencies of the soil, MCX has encouraged and supported the farmers to do soil testing of their respective farms. Based on the Reports, expert advice suitable and economic nutrient doses through fertilizers and/or organic manure and recommend better soil management practices for increasing agricultural production. Apart from Soil testing, water testing at various schools for analysing the water quality and the suitability for consumption. Awareness of Soil & water testing was carried at various centers with more than 500 farmers. In FY 2016-17, water testing of 10 schools in Gujarat and soil testing for 425 farmers was done.



➢ **Organic farming/Sustainable Agriculture:** In order to maintain soil quality and fertility and to minimize the use of harmful chemicals on the crop, which in turn endangers human and other life forms, MCX has promoted organic farming and encouraged sustainable agricultural practices to enhance soil productivity and to facilitate farmer to grow best quality crops using cultural practices, crop rotation, bio fertilizers and biological pest controls rather than inorganic/synthetic fertilizers and pesticides, resulting in sustained and biologically rich biodiversity. Through this initiative, your Company has, at the Solapur center, supported the sustainable agricultural practices for conservation of the environment and land scape species including conservation of one of the most critically endangered bird species the Great Indian Bustard *Ardeotis nigreceps*.



➢ **Vermi-compost:** To improve soil quality, fertility for enhanced yield, MCX has provided training and vermi-composting units/beds, to support farmers to shift to organic agriculture. MCX has provided 80 vermi-compost units/beds across 11 centres in Maharashtra, Madhya Pradesh, Gujarat and Uttar Pradesh.



➢ **Deepening/Renovation of dug well:** The Dug well intervention is one of the effective meansin providing water for irrigation and domestic requirements and hence promotes household livelihood security. MCX provides necessary guidance and support to the farmers and partially contributes in the Deepening/ Renovation of dug well, benefitting 10 farmers across various GSK centers of Gujarat.



➢ **Training material/information Brochure:** The Company has for the purpose of awareness and dissemination of information, printed and distributed various brochures covering certain programs and containing information on System of Rice Intensification, Cultivation of Marigold, Soil Testing and also banners of events/programs in Hindi, Marathi and Gujarati languages.



IMPACT OF MCX GRAMIN SUVIDHA KENDRA PROGRAM

Through the above services and interventions, MCX has demonstrated how farm activity can be economically sustainable while engaging the community on a continuous basis. Farmers now have access to knowledge on market price, easy market accessibility and are in a better position to prevent themselves from distress selling. Local agricultural experts, field visits and exposure visits enable farmers to adopt good agricultural practices, new techniques, processes and innovations maximise productivity and enhance their livelihoods and have social impact. Easy access to redress crop related queries, exposure to different agriculture universities and *Krishi Vigyan Kendras*, technical knowledge of new techniques like FLD, SRI, organic farming, etc. save cost, enhance soil productivity and increase yield and enrich bio diversity. Training and orientation programmes provide an access to local youth on various employment opportunities like mushroom farming, dairy and sericulture, etc., and the assistance to avail various government schemes. The initiative of formation of women self-help groups shall take shape in the coming years and this intervention shall make women economically stable for social change. The Village level meetings are held with the objective of encouraging villagers for setting priorities and taking participatory decision for the development of the village. The awareness programme on health and sanitation is to promote cleanliness, and proper sanitation. Through the support to the sustainable agricultural practices, the Company ensures for the conservation of environment and its species. The many-fold objectives of the Programme are aimed at creating sustainable and viable model for future scalability and replication aspects.