REPORT OF THE CSR PROJECTS IMPLEMENTED IN FY 2017-18

I. WATERSHED PROGRAM IN COLLABORATION WITH NABARD



Your Company provided the financial support, two Watershed programs, in collaboration with NABARD, in drought areas with erratic rainfall, low agricultural productivity, degraded resources and low economic status, namely, Ghotka Watershed Project in Loha Taluka, Nanded District implemented by Dilasa Janvikas Prastishsan and Shedechimad Watershed Project in Ralegaon Taluka of Yavatmal district, implemented by Maharashtra Institute of Technology Transfer for Rural Areas.

The core interventions for the success of such programs are financial support, capacity building and contribution by the community in the form of shramdaan. Through the intervention, more area is being available for cultivation, with employment opportunity thereby benefiting regional communities. Further, it has also increased water table and plantation resulting in retention of soil & moisture in the area. The said watershed projects are in Full Implementation Phase and nearing completion.

2. WATER FOR IRRIGATION



Your Company provided financial support for two Water for irrigation projects to Swades Foundation namely: Chalichakond, Poladpur block and Talashet, Mangaon block, both in Raigad district. Though farming is the major occupation, no crop other than paddy was cultivated in the area. Soil and water treatment measures and other intervention like water & sanitation, agriculture & dairy, livelihood options, education, health & nutrition, etc. were also carried on the said sites.

The water source(s) have been harvested and storage structure created by the intervention. Lifting and drip/surface irrigation promoted efficient distribution of water for facilitating cultivation of high value crops. This has, *inter alia*, resulted in income enhancement and overall sustainable rural development in the area of intervention.

3. SETTING OF SCIENCE LABORATORY



To facilitate, encourage and build the practical skill set of each student by providing quality education and practical orientation your Company provided financial support for setting up of Science laboratory for students of Agricultural Polytechnic (Three Year Residential Diploma Course) in Uttan Krishi Sanshodhan Sanstha, Uttan, Thane (UKSS). The Students in UKSS mainly belong to tribal or farmer families and scheduled caste/tribes, and/or other economical backward classes and are mostly from the backward areas of many districts. The laboratory has since been duly completed and available for the students for experimentation.

4. IMPARTING EDUCATION TO BMC SCHOOLS STUDENTS, WITH EMPLOYEE ENGAGEMENT

For imparting qualitative education and grade improvement for the students studying in Brihanmumbai Municipal Corporation (MCGM/BMC) schools generally belonging to socially backward section. The Company provided the financial support Global Education Trust (Mahesh Tutorials) for the said coaching intervention, in which employees also participated. More than 6000 lectures were held which benefitting 2688 Students studying in V, VI, and VII standard at 15 BMC Schools in Mumbai.

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.



5. 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 2018 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). The outreach, as on 31st March, 2018, the programme operates across 4 states (Maharashtra, Uttar Pradesh, Gujarat and Madhya Pradesh), 31 centres, reaching out +36000 farmers residing 2100 villages.

Activities undertaken under the Gramin Suvidha Kendra (GSK) Program during FY 2017-18 are as under:

(1) Capacity Building Events for Knowledge Development:





- **Farmer training and awareness programmes:** Through these programmes agricultural experts from different agricultural universities and Krishi Vigyan Kendras discuss the benefits of advanced agriculture techniques, etc. During the period, 148 such training programmes were conducted.
- **Farmer exposure visit:** To provide farmers with knowledge on productivity, quality management, crop diversification, marketing, newly developed seed varieties and other valuable agricultural information, exposure visits were organized to different agriculture colleges, universities, Krishi Vigyan Kendras, Krishi Melas, etc. During the fiscal, 10 exposure visits were conducted.
- **Awareness programme of the Postal staff:** Gramin Suvidha Kendra organized Branch Post Masters' training programme at Sausar (MP) and Tankara and Paddhari (Gujarat) with an objective to provide comprehensive knowledge on Gramin Suvidha Kendra programme.
- **Agri. expert visit/ organizing field day:** To resolve the different problems related to various stages of crop cycle, field visit of the agri. expert and organizing field day has become a regular event across all Gramin Suvidha Kendra centres. It helps the farmers to interact with successful farmers and a learning opportunity of the recommended practices. Gramin Suvidha Kendra conducted 10 such events during this period.



(2) Agriculture Productivity Enhancement Programme:





- **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. scientist. 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. Total 248 were benefitted by this programme.
- **System Rice Intensification (SRI):** The System of Rice Intensification known as SRI is an agro ecological methodology for increasing the productivity of rice and more recently other crops by changing the management of plants, soil, water and nutrients. The objective of the programme is to increase the productivity of irrigated rice. However it helps to raise household incomes, enhance soil fertility, and protect crops against climatic, pest, and disease stresses. Total 319 farmers were benefitted during the year.

(3) Income Enhancement:







- **Floriculture initiative for small and marginal farmers:** To increase the household income, Gramin Suvidha Kendra promoted floriculture with 108 farmers at different Gramin Suvidha Kendra centres of Madhya Pradesh, Uttar Pradesh and Maharashtra.
- **Kitchen garden initiative for empowering women:** To provide support to women farmers with a sustainable livelihood option, MCX has supported kitchen garden programme by encouraging women to grow vegetables in their back yard and help them to enhance income and better health. Through this initiative, around 471 women farmers across 30 centres were able to earn supplementary income from agricultural activities, thus empowering women farmers in financial decision making with respect to agriculture.

- **Wadi/Fruit orchard:** With an intent to provide an additional income and empower women, Wadi/ Fruit orchard program has been initiated. GSK assisted and has encouraged 76 women to develop fruit orchards by cultivation of drought tolerance fruit plants like mango, lime, jackfruit, etc.

(4) Sustainable Practices:





- **Construction of vermi compost:** To improve the soil quality for enhance yield, Gramin Suvidha Kendra provided 18 vermi bed at Dalmau GSK centre of Uttar Pradesh and Pandhurna, Sausar GSK centre of Madhya Pradesh.

- **Sustainable (Organic) Agriculture:** To enhance soil productivity with better quality of crop at low input cost, Gramin Suvidha Kendra has encouraged farmers to adopt sustainable organic or natural farming wherein productivity is increased by use of bio fertilizers and biological pest controls that help to conserve bio-diversity.

- **Soil testing initiative:** To assess soil fertility and recommend suitable and economic nutrient doses through chemical fertilisers and organic manure for different crops and cropping systems, the soil testing process was completed with 348 farmers.

- **Deepening/Renovation of dug well:** The Dug well intervention is the most effective in terms of its success, in providing water for irrigation and domestic requirements for household consumption and for livestock needs and promotes household livelihood security. This initiative has presently benefitted 16 farmers of various GSK centres of Gujarat.



(5) Livelihood alternatives

- **Nurseries for small and medium farmers:** For the purpose of creating local employment opportunity and making plants available locally for the purpose of the future Gramin Suvidha Kendra activities, the Company has contributed of setting of nurseries with the technical support of district horticulture department. Such local centers shall make available superior quality saplings at reduced cost and. This programme has been initiated mainly to enable the small and marginal farmers to earn additional income for the local community.



(6) Other initiatives







- **Self Help Groups:** To bring women together for achieving social goals and to make women economically stable, Gramin Suvidha Kendra has formed 13 Self Help Groups at Wankaner, Muli and Babhulgaon centers. Capacity building and awareness programmes are regularly held to mobilize the women members and is in the process of building plans for the intended business activity.
- **Convergence with Government schemes:** For availing Government programmes/schemes, various training, orientation programmes, exposurevisit were conducted. Further, necessary guidance is providing for availing Government schemes (e.g. Mushroom Farming, dairy, sericulture, good agriculture practices etc.), More than 350 farmers were directly benefitted by this initiative.
- **School level awareness programme:** To create awareness on health and hygiene among the students. 9 school level training programmes with more than 650 paricipants were conducted at various GSK location of Gujarat, Maharashtra and Madhya Pradesh with the support of Primary Health Centre (PHC).

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. 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. Access to market price, redressal of 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 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.