

REPORT ON SOCIAL AUDIT FOR THE PERIOD OF 2022-23
OF
USHA MARTIN LTD CSR INITIATIVES

Report Submitted to



Report Prepared by



.....
Citizens Foundation, 7Betar Kendra, Niwaranpur, Ranchi, Jharkhand 834002

Website: www.citizensfoundation.org, Email: mail@citizensfoundation.org

Ph. No: 0651-2481777/2482777

ACKNOWLEDGEMENT

We are grateful to USHA MARTIN LTD management for giving us the opportunity to work on this report. First of all, we are thankful to Dr. Mayank Murari, Senior DGM CSR and PR and other personnel of UML for providing us the opportunity of conducting the social audit for the period of 2020-21. We express our sincere gratitude to the field and supporting staffs of UML who helped us to understand the implementation process and provided relevant data related to the different initiatives. We would like to express our deep gratitude to Gram Panchayat Mukhiya, and all those who have directly or indirectly helped us in this audit process. Without their support and cooperation at the field this task could not have been achieved successfully.

We would like to thank Mr. Ganesh Reddy, CEO, Citizens Foundation for his immense support. We are also thankful to all support staffs of Citizens Foundation for their kind support in crucial time. We would also extend warm thanks to Mr. Hemant Tirkey, Director-Partnership and Mr. Shyamal Herenz-Director NRML, CF who contributed magnanimously to this social audit with their comments and insights. Nevertheless, we would like to express our sincere thanks towards researchers who devoted their time and knowledge in this social audit.

INDEX

Sr. No	Particulars	Page No
1	Acknowledgement	02
2	Chapter I <ul style="list-style-type: none">a. Introductionb. Mission and Visionc. CSR Mission and Strategyd. Evaluation Methodology	04-05 06 07 07-08
3	Chapter 2 <ul style="list-style-type: none">a. Project Area	09
4	Chapter 3: Thematic Interventions <ul style="list-style-type: none">a. Natural Resource Managementb. Health and Nutritionc. Education and Learningd. Skill and Livelihoode. Training and Capacity Buildingf. Other Activities	10-12 13-17 17-19 20-23 23-26 26-27
5	Chapter 4: Success Stories	28-33
6	Chapter 5: Master Plan for next 5 years	34
7	Recommendations	35-36

CHAPTER 1: INTRODUCTION

Usha Martin Ltd hereinafter referred as “Usha Martin” commenced business in 1962, the Founder’s vision was to be a global company and a world leader in manufacturing wire ropes. Amongst many challenges that lay in the pathway of achieving that vision, was awareness that it would not succeed as a global company and world leader by just being an island of prosperity in a sea of poverty and discontent outside its factory gates in Jharkhand. For several years the Founders of Usha Martin searched for answers to achieve inclusive growth that eliminates discontent in a manner that could be sustained over generations and scalable across a wide population that our capabilities would allow. It is a long-standing observation that India is essentially two countries – one fuelling the drive for urbanization in India’s burgeoning cities and another striving for development in the vast rural landscape of Bharat.

Usha Martin acknowledges that business and society are interdependent and there is a need to balance the interests and needs of many diverse groups in society. To be a responsible corporate citizen is a commitment and this guiding force is also reflected in the mission statement of the company –“Reinforcing our commitment to safety, health, environment and the community around us.”It is indeed a great divide, one that has seemed to widen over the past four decades. Pursuing inclusive growth to bridge this gap was one of the reasons why the Founders of Usha Martin set up Usha Martin Foundation is a Registered Society under Societies Registration Act, 1860 in Jharkhand. The vision of foundation is Social development and Economic growth of the rural community. Usha Martin, the company implement activities in the development of people, started in Angara & Namkum (neighbouring) block covering 29 villages where the plants are situated. To make a change in the living of rural community, the company provides support in implementation of sustainable models of development with regular monitoring of change in the project area with participation of people. This commitment is further reinforced as a part of the company’s SHE policy - .by conducting all operations in a manner that is protective of the environment and health and safety of employees, customers and the community. The aim of the society is to promote the growth of rural economy, develop facilities for public education and the socio-economic development, welfare and upliftment of the rural communities. Accordingly, mobilizing the community and its available resources, we sought to find a way to ensure sustainable development in the region.

Community Development Policy

Usha Martin Limited pledges itself to serve the community by:

- Designing, evolving and implementing sustainable community development programmes in its area of influence that lead to measurable socio-economic development of the community.
- Involving the beneficiaries in all stages of the process in the true spirit of participatory development.
- Having a focused and transparent beneficiary selection criterion, that provides for equal opportunity, favors the economically weaker sections and promotes enthusiasm.
- Partnering and networking with central and state governments, development bodies and NGOs to implement appropriate community development programmes.
- Involving the employees in volunteering for community development programmes.

The main focus of the policy is sustainable development of tribal and underprivileged community through participatory development programme. As one shifts more and more towards working in participation with the target beneficiaries, the structure of project implementation changes and ownership of development has started becoming evident. Usha Martin became more project-oriented engaging with various institutions to understand the needs of rural communities that would make a real measurable difference in their lives.

Usha Martin philosophy is market-based bottom-up approach of integrated interventions that are multi-disciplinary and integrated to effectively deliver and impact poverty reduction strategies. Usha Martin model is conscious about abdication of personal financial gain and tends to support social entrepreneurship among the communities by advocating effective use of resources and available capital which is in contrast with the conventional charity approach. Decades of government-led and entitlement-based approach to charity towards the local communities of Jharkhand yielded poor results. Human Development Index (HDI), per capita income, per capita consumption and other socio-economic indicators for the local community was abysmally low. Secondary data from different official reports and websites provided enough material to preliminarily analyse the broader trends of socio-economic conditions of local communities. The needs were many and basic in nature. While others take these for granted but the reality is that we cannot deliver on rural development unless we develop water infrastructure for drinking and agriculture; provide access to energy; stabilize the domestic environment by tending to the health needs of the mother and child and deliver education; empower women towards an earnings-based vocation; build capacity through training and create market linkages to enable an opportunity to increase income.

Mission



To create an equal and sustainable society by empowering poor, tribal and marginalized Communities and farmers.

Vision



Engaging society to become active and supportive partners, advocating and supporting community for sustainable development.

CSR Mission and Strategy

- ✚ To achieve inclusive growth in our areas of operations and neighboring communities through integrated community and rural development that is sustainable, scalable and adaptable by transforming beneficiaries to become producers, entrepreneurs and customers.
- ✚ To be a responsible corporate citizen by driving inclusive growth with social equity, strengthening sustainable development and an active participant in nation building process

The Organization's CSR initiatives focus on following thrust areas



Evaluation methodology

The research team followed a strategic methodology to conduct a qualitative evaluation study. The available programmes related data was analysed and multiple evaluation stages along with appropriate information collection tools viz. questionnaires, interview schedules, observation sheets were created for each programme component. Appropriate sampling of project sites/ locations as well as beneficiaries was done to receive justifiable information for the qualitative research.

The following processes were followed as per the evaluation methodology:

- ❖ Programme information review – data evaluation. The team reviewed all necessary information available with the Organisation with regard to each programme.
- ❖ Beneficiaries and project sites sampling
- ❖ Site visits, interviews, Group Meetings and FGDs
- ❖ Observation research

Outcomes

The primary outcomes along with the relevant output data have been shared in this brief report.

CHAPTER 2: PROJECT AREA

The Project Area includes 18 villages of three blocks Angara, Namkum and Kanke of Ranchi District. List of villages are given in the following table

Block	No. of Villages	Villages covered under CSR activities by UML
Angara	08	Baheya, Chatra, Masu Hahaey, Hesal, Lupung Bedwari, Angara
Namkum	07	Mahilong, Arrah, Baram Tati East, Tati West Silwai, Haratu
Kanke	03	Lalganj, Khatanga, Pairshol

CHAPTER 3- THEMATIC INTERVENTION

NATURAL RESOURCE MANAGEMENT

Energy is required for the evolution of life forms on earth. We obtain energy from different sources. The natural resources that we use today are the prime source of energy for the day-to-day activities of humans, without which we would still be lurking around in the Stone Age.

Management of natural resources refers to the plan of action related to renewable and non-renewable resources. Natural resources like land, soil, water, plants and animals are affected by global warming, overpopulation, industrial expansion and other related reasons; therefore the management of natural resources is important:

1. To maintain a balance in the ecosystem.
2. To avoid further destruction of the environment.
3. To avoid over-consumption of natural resources.

Issues of the Project Area

Issues in the area mostly relate to land deterioration, water-related issues and land-use changes due to Unsustainable Agricultural Production. Unsustainable practices have serious impacts on people and the environment. Pesticides, fertilizers and other toxic farm chemicals can poison fresh water, marine ecosystems, air and soil. Agricultural production consumes excessive water and degrades water quality. This adversely impacts freshwater systems. Many farming practices—such as burning fields and using gasoline-powered machinery—are significant contributors to the buildup of greenhouse gases in the atmosphere. With an effective NRM policy in place, it is possible to address these issues.

Program's Objectives

- To encourage farmers for advance Agriculture practices
- Ensuring Food availability in the Project Area
- Ensuring sufficient water availability for agriculture
- To ensure Good Agriculture

practices **Activities undertaken by the**

Organization *Facility of Drinking Water*

Agriculture production is highly dependent on water and increasingly subject to water risks. It is also the largest using sector and a major polluter of water. Improving agriculture's water management is therefore essential to a sustainable and productive agro-food sector; therefore Usha Martin Foundation undertaken the activities like Hand Pump Repairing and Construction of Jalminar for Drinking Water.

Irrigation facility to Farmers

For the efficient distribution of available water and to avoid the problems of Land Acquisition, use of pressurized pipe system wherever feasible is encouraged .Usha Martin Foundation focuses on water use efficiency at farm level through precision/irrigation and hence installed Drip Irrigation in the Project Area.

Distribution of Seeds

To boost agricultural productivity, Usha Martin Foundation has distributed seeds (Mung, Arhar, Urad and Chana Dal), Vegetable Seed, Wheat Seed and Fruit Plants etc., to the farmers.

Distribution of Farm inputs

Other Farm inputs like Spawn, Net and Feed has also been provided to the Farmers.

Soil Testing

A soil test is important for several reasons: to optimize crop production, to protect the environment from contamination by runoff and leaching of excess fertilizers, to aid in the diagnosis of plant culture problems, to improve the nutritional balance of the growing media and to save money and conserve energy by applying only the amount of fertilizer needed. The organization has done Soil Testing Activity in the project area to overcome agriculture related problems.

SRI Practice with Farmers

The System of Rice Intensification (SRI) is gaining popularity among small and medium farmers in not just because it has high potential in increasing rice yield, but also because it uses much less seed and water .Farmers have reaped success with SRI method of cultivation provided by Usha Martin Foundation.

Sl.	Activities	Total Nos
1	Hand pump repairing	515
2	Drip irrigation installation	34
3	Jalminar for drinking water	310
4	Distributed of Mungdal, Arhar, Urad & Chana seeds	340
5	Soil test	88
6	Spawn/Net/Feed Distribution	24
7	Forestry/Fruits plant distribution	40
8	SRI with progressive farmer	53
9	Wheat seed distribution	15
10	Seed Distribution (Vegetable)	599

Impact

- ❖ Ensured sustainable yield protected the environment with development of livelihood
- ❖ Improved the safety and quality of food and other agricultural products
- ❖ Reduced the risk such as hazards of pesticide, other chemicals, microbiological, physical contamination etc.
- ❖ Promoted sustainable agriculture thereby meeting social development objectives.

Outcome

Outcome can be defined in four categories:

Economic Viability

- Improved the cost of production
- Provided an additional rate of return
- Improved the economic viability of agriculture
- Increased farmer's welfare

Environment Sustainability

- Farm produced long-term crops
- Agricultural practices and livestock don't negatively impact the environment.

Social acceptability

Usha Martin Foundation contributed to society by:

- Providing food and other essential materials for citizens
- Acting as the economic backbone of rural communities

Food Safety and Quality

- Good hygiene practices in agriculture helped to reduce the emergence and spread of antimicrobial resistance along the food chain
- Reduced the risk of harmful contamination of produce
- Quality and shelf-life of product is maintained and spoilage reduced

HEALTH & NUTRITION

Usha Martin Foundation's comprehensive and community-centric health programme takes primary healthcare services to the doorsteps of underserved communities. They provide high quality and affordable primary medical care to low-income and underprivileged groups in Jharkhand. Their aim is to make healthcare accessible to the poorest and the most deprived sections. Following a two pronged approach, the programme provides curative as well as preventive services, addressing the gaps in availability, accessibility and affordability of healthcare. The Organization is working in various areas such as child and reproductive health, nutrition, early identification of diseases, and treatment of endemic and communicable diseases.

During the recent past, the Organization adopted a conscious change in approach, moving to the Phygital mode of implementation of health programmes, including various camps, Life Style Promotion, Health Session Program, Nutrition Promotion etc. which strengthened its reach and expanded its ability to reach out to the community.

The Organization is also concern for enhancing the state of the physical, social, mental and emotional well-being of people. This is done through interventions like courses, classes, workshops and one-on-one interactions. The programmes are designed based on integrating various modalities of well-being like yoga, nutrition, counseling, etc.

Issues of the Project Area

One among the numerous challenges is the lack of access to quality services for the poor and marginalized communities.

There is widespread hunger, high levels of morbidity, higher rates of chronic health problems and a vast unmet need for curative health care. The following are some of the major issues we see among our patient population and are working to address:

- Less access to health care
- Hunger and under nutrition
- Malaria
- Tuberculosis
- Maternal Health
- Malnutrition
- Low rates of vaccination

Program's Objectives

The Organization aims to ensure a successful, high-quality and sustainable healthcare system that effectively adapts to the needs of the population and is accessible to all residents of its Project Area. Following are the major objectives of our Healthcare Program:

- Reducing the burden of chronic diseases in children, adolescents and adults
- Including vulnerable individuals in preventive healthcare, and
- Introducing the community approach model for health promotion and reducing healthinequalities in local communities.

Activities undertaken by the Organization

Organizing Health Camps

The Organization is envisaging better health and related facilities for the tribal society. To encourage people to be proactive about their health and make preventive tests a habit, the free medical camp embraced Eye Check-Up, Dental Check-Up, Multispecialty Health Check-Up, in collaboration with renowned doctors of reputed hospitals.

These timely interventions provide early diagnosis and treatment reducing the incidence of morbidity and mortality. Such health camps address immediate health care needs of the marginalized communities.

Implementing healthy lifestyle promotion

Lifestyle-related illness and disease, such as cardiovascular diseases, cancers and diabetes, are a leading cause of death worldwide. Healthy lifestyle promotion is the promotion of an active lifestyle, healthy eating habits, tobacco cessation and moderate drinking of alcohol including screening for risky lifestyle, brief advice about healthy living and extended counseling. The organization is therefore encouraged to integrate healthy lifestyle promotion in routine care.

Supportive supervision of VHND

This VHND program was conceived to get an insight in to the quality of service delivery in the districts, to identify the gaps and highlight best practices. VHND was introduced with an aim that it could bring about the much needed behavioral changes in the community, and can also induce health-seeking behavior in the community leading to better health outcomes. Main objectives of the program are:

- To provide essential and comprehensive health & nutrition services to pregnant

women, lactating mothers, children (0-5 yrs) and adolescent girls

- To strengthen linkages between Health & ICDS in promoting comprehensive maternal & child survival programmes
- To ensure early registration, identification and referral of high risk children and pregnant women
- To provide an effective platform for interaction among beneficiaries, service providers, and community members including Mothers Group, PRI, and SHG To sensitize beneficiaries, their families and community members on health, nutrition care and services at village level through discussion of various health topics as envisaged in the Health Calendar
- To render quality health and nutrition services to beneficiaries at door step through home visits, referrals services and follow ups.

Immunization Program

Usha Martin Foundation believes that Immunization is the most cost effective Public Health intervention, since it provides direct and effective protection against preventable morbidity and mortality. The Organization aims to conduct immunization for underprivileged children.

Our Immunization Program provides free of cost immunization to the underprivileged children and protects them from several life threatening diseases. In each camp, children aren't just provided a shot of vaccine, but are also checked for vitals and any delays in their developmental milestones. Additionally, children and parents are educated about the importance of vaccines for prevention of diseases.

Health Session at Village and School level

The health promotion activities have been implemented in targeted villages as well as government and government aided schools to fulfill following objectives:

- To provide age appropriate information about health and nutrition to the children in schools
- To promote healthy behaviors among the children that they will inculcate for life
- To detect and treat diseases early in children and adolescents including identification of malnourished and anemic children with appropriate referrals to PHCs and hospitals
- To promote use of safe drinking water in schools

Awareness Program on HIV/AIDS and Tuberculosis and Supplementary food distribution to TB patients

The Organization has implemented awareness campaigns on HIV/AIDS and Tuberculosis. The campaign endeavors to generate awareness regarding prevention of HIV/AIDS and TB, promotion of related services and reduce stigma and discrimination related to HIV/AIDS and TB.

The organization has also conducted a nutrition programme for TB patients and provided nutritional supplements to the patients suffered from TB.

Village Health Committee Meeting

In order to take collective actions on issues related to health and its social determinants at the village level, a Village Health Committee Meeting was conducted. The committee is envisaged to take leadership in providing a platform for improving health awareness and access of community for health services, address specific local needs and serve as a mechanism for community based planning and monitoring.

Nutrition Promotion through Kitchen Garden

We have facilitated the kitchen garden programme in our Project Area. This is done to ensure nutritional security for the member families apart from promoting health initiatives such as sanitation, personal hygiene, and safe drinking water. The concept is promoted to ensure nutritious food to the member family.

Sanitary Pad distribution

In order to promote safe menstrual hygiene practices by girls, Sanitary Pad distribution to the adolescents has been done.

Yoga Program

Yoga Program has been conducted to promote yoga and meditation through Health & Wellness Ambassadors

4 COVID -19 Vaccination camp

We have arranged COVID Vaccination Camp at our Project Area, in Which 99 People were vaccinated.

Sl.	Activities	Total Nos.
01	General Health, Eye/Dental camp & Life style promotion	2944 Patients
02	Supportive supervision of VHND/ immunization program	54 VHND
03	Health session (village & school)	39 Students
04	Covid -19 Vaccination camp	99 COVID Tests
05	AIDS/ TB/Other health awareness	66 Patients
06	Village health committee meeting	265 People
07	Kitchen Garden (Nutrition promotion)	154 People
08	Sanitary pad	1790 Women
09	Supplementary food distribution to TB patients/ TB health awareness	60 Patients
10	Yoga program	666 Students

Impact

Health interventions by Usha Martin Foundation reached 6137 individuals in the last Financial Year, with the aim to impact the lives of communities in the areas of maternal and reproductive health, child health and nutrition, Endemic and communicable diseases. Significant improvements have been made in the quality of healthcare delivery services and health and nutrition outcomes of people such as institutional delivery, newborn care, infant and child feeding practices and child immunization have contributed to reducing infant and child deaths. Through HIV/AIDS and Tuberculosis intervention, there has been a steady decline in the number of cases reported.

People got aware of Health and Sanitation issues and its cure through various Camps, Health Session, and Village Committee Meeting etc.

EDUCATION & LEARNING

Usha Martin Foundation design and implement high-quality, scalable solutions to achieve improved student engagement and a focus on academic outcomes. The Organization plays a significant role in ensuring that every child, especially those from vulnerable communities, receives the opportunity to build a better future through education. We work at the grass-root level to strengthen the education system, spread awareness about the importance of education and enroll as many children as possible so that they can thrive in life.



Through workshops and various activities, awareness is generated amongst parents and local communities about the importance of education. Usha Martin Foundation also conducts regular counseling sessions to encourage parents to send their children especially girls to school and help them participate in various activities.

We conduct multiple activities in schools that help students learn their rights, build skills and develop confidence. We also focus on Quality Education and hence strengthen school infrastructure, provide books, computers and other learning materials to children and schools in need.

Issues of the Project Area

Following are the issues of Educational System in our Project Area:

- **Lack of quality teachers and poor attendance of Teachers and Students:** One of the major problems of education in our Project Area is the lack of quality teachers. Another issue is the poor attendance of teachers and students. This problem is a vicious circle.
- **Lack of Transport:** Lack of transport is also the major issue. Students are unable to commute the long distances from their homes to the school premises.
- **Poor Infrastructure:** The construction of schools is also below satisfactory. The condition of many schools is in a pathetic state with broken walls, poor lighting and poor sanitation.
- **Lack of Finances:** Another challenge we face is the Lack of Finances. As the finances are low, the rural population finds it burdensome to spend on the education of their children. As a result, a large portion of the youth in the rural sector stays away from school.

Program's Objectives

Following are the objectives of our Educational Programs:

- To increase the number of school going children
- To develop other learning skills in local schools & communities through quality Education
- Providing inclusive education to children with special needs
- To bring sustainable change in the lives of the children with a life-cycle approach of development.
- To maintain infrastructure facilities of schools

Activities undertaken by the Organization

Repairing of “Kanya Vidyalaya”

We encourage learning by improving the Infrastructure of Government Schools; therefore we have undertaken repairing of “Kanya Vidyalaya” in our Project Area.

Distribution of teaching and learning materials

In order to promote safe, inclusive, and effective learning environment under SDG 4, the Organization has distributed Computers and Books among the students of our Project Area.

Village Education Committee Meeting

The Village Education Committee Meeting was conducted to address the various issues particularly the issue of access to disadvantaged groups, and out of school children, Improving school effectiveness, Strengthening the non-formal education system and other alternatives to schooling aswell as planning and organizing school improvement programmes.

Sl.	Activities	Total Nos.
01	Running Sanskar Kendra	1126
02	Repairing of Kanya Vidyalaya (UM PANG)	204 students
03	Infrastructure Development	301 students
04	Distribution of Computer and Books for Quality Education	305
05	Village Education Committee Meeting	335 villagers

Impact

Through our Educational Programs, we have improved access to education and promoted educational quality. We also worked to provide support and resources to help improve educational opportunities for children and adults. Our endeavors resulted in decreasing school dropout rate and increasing school going children in our Project Area. We have also supported in repairing and Infrastructure Development of many schools of our identified location which encouraged parents and students and therefore more number of students have been enrolled at schools.

SKILL AND LIVELIHOOD ENHANCEMENT

Our Organization believes in inclusive growth through building the capacity of people from underprivileged section of the society. It supports Livelihood Generation Programs for creating opportunities, enhancing skills and facilitating enabling environment that empower associated communities to explore more possibilities for better income generation. We are implementing programs in the field of improved agriculture, livestock management, skill development, financial literacy and entrepreneurship development. These programs are designed with participation of the local communities and using their knowledge to make the initiative sustainable.

Usha Martin Foundation has made significance contributions to upgrade agricultural techniques and encourage vegetable farming on a large scale. Fruit bearing saplings have been distributed to the poor rural families for plantation. Vegetable seeds and seedlings have also been distributed. To encourage the tribal villagers to adopt modern agricultural techniques, meeting with SHG Members and Farmers are organized at village level from time to time.

We provide skill enhancement trainings which can generate employability. Some of the trainings are Training on Agriculture, Vegetable Farming, Fruit Plant , etc. The organization is also assisting the trainee in getting employment.

Issues of the Project Area

In achieving the major objective of enhancement of rural livelihoods, the main areas that need to be taken into consideration are, poverty alleviation, innovative approaches in creating better livelihoods opportunities, basic amenities and infrastructure facilities and wage and self-employment. In rural communities, it is vital to ensure that individuals are able to generate sufficient income through which they would be able to augment their living conditions. In rural areas, individuals normally have large families; there are more than two children in a nuclear family. Therefore, in order to sustain their living conditions, the individuals are required to adopt more than one task or activity. In most cases, individuals belonging to rural communities migrate to urban areas to acquire job to enhance their living conditions. It has been found that they not only obtain employment opportunities in urban communities, but also are seeking enrolment in higher educational institutions to enhance their educational qualifications. Hence, it can be stated that rural individuals are generating information regarding programs, schemes and measures that would lead to up-gradation of their livelihoods opportunities.

Program's Objectives

Following are the major objectives of our Skill and Livelihood Enhancement Program:

- To increase employability, reduce unemployment, raise wages, and boost living standards
- To enhance the abilities and thus opportunities of the Rural Poor by equipping them with necessary and relevant skills
- To help people in learning the appropriate skill and then finding a source of livelihood based on that
- To increase crop productivity
- To create awareness amongst target farmers regarding best practices in agriculture and Livestock
- To generate awareness amongst farmers regarding best farm technologies
- To make community confident, self-reliant and to develop in them the ability to be a part of decision making

Activities undertaken by the organization

Meeting with SHG

A meeting has been organized with the SHG members. In this meeting, necessary guidance and support inclusive of monitoring their books of accounts and such was extended by the members of the NGO. Under the shade of it, many of the groups had taken up certain livelihood activities within their periphery of skill and resources.

Meeting with Farmers

In order to promote income generation activities by developing agriculture and crop production, a meeting was organized with the farmer's group of our Project Area.

Exposure Visit to support villagers

One Day Exposure visit was organized in our project area to promote sharing knowledge and experiences while allowing Farmers to view evidence-based successful climate resilience practices and farm-based innovations. Total 25 Farmers have been supported through this Exposure Visit.

Distribution of Dragon Fruit Plant

With the growing interest in farmers and the quick returns that they are getting from cultivation of Dragon Fruit in agricultural and marginal lands, distribution of Dragon Fruit Plant has been done to 21 Farmers of our Project Area.

Distribution of Strawberry Plant

In view of the demand for Strawberry cultivation, Usha Martin Foundation is working to encourage its cultivation. Keeping this in view of the demand of the farmers, Strawberry Plant has been distributed to 13 Farmers of our Project Area.

Mushroom Seed distribution

With an aim to skill the rural community in mushroom farming and providing a platform to strengthen their entrepreneurial qualities, distribution of Mushroom seeds have been done by the organization.

Cash Crop Promotion

We have initiated Promotion of Cash Crop in our Project Area. It aims to increase production of sugarcane, tobacco and oilseeds (mustard and rapeseed). It will improve support services for these crops and will build on existing efforts to upgrade agricultural extension

Establishment of Polyhouse Nursery

Usha Martin Foundation Knows that capacity to produce food all year round is only one of the many advantages of using Poly houses rather than traditional agricultural methods; therefore Polyhouse Nursery has been established in the Project Area.

Training on Kitchen Garden

The Organization focuses on promoting Kitchen Garden. The initiative aims to reduce malnutrition by enabling communities to grow vegetables and fruits rich in micronutrients. We target vulnerable and marginalized communities and families with a high prevalence of malnutrition and anaemia, which includes both, Severe Acute Malnourished (SAM) and Moderately Acute Malnutrition (MAM) children. To fulfill this endeavor, we have conducted training on Kitchen Garden.

Training on Jute Craft

The Organization has conducted a training program in jute manufacturing. The jute product designing aims at replacing plastic bags, providing livelihood for participants after completion of Training.

Sl.	Activities	Total Nos.
01	SHG meeting	493 villagers
02	Dragon fruit plants distribution	21 farmers
03	Cash crop promotion	34 people
04	Exposure visit and support to villagers	25 farmers
05	Duck farming	11 people
06	Kitchen Garden training	397 people
07	Village meeting (Farmers)	28 farmers
08	Strawberry plants distribution	13 farmers
09	Establishment of polyhouse nursery	60
10	Jute training	11 people
11	Mushroom seed distribution & training	212 people

Impact

Our efforts have resulted in better socio economic conditions of various communities. Our programs aim to create an opportunity for them to escape the cycle of poverty by creating opportunities at various levels. We focus on creating local opportunities where possible, up skilling them in their existing occupations be it agriculture or allied businesses such as dairy, poultry etc. Each of these initiatives is tailor-made to address the prevailing market conditions and geography.

TRAINING & CAPACITY BUILDING

We work to alleviate poverty and empower the underprivileged through various activities, such as training, mentoring, networking, advocacy, and resource mobilization. We work towards training young people from vulnerable backgrounds. We are putting in our efforts to make youth skilled and employed through our various training programs and to give them marketable skills so that they can get permanent employment easily for a Sustainable Livelihood. We also work towards empower young women and girls of Jharkhand by providing them with the tools, opportunities, and support they need to discover their voice, exercise their choice, and transform their lives.

The Organization is implementing various training programmes. We are imparting effective and quality capacity building, support in providing trainings by experts and experienced trainers and also provide handholding support to our Beneficiaries.

Issues of the Project Area

Rural and remote areas often experience a range of difficulties that impede their social and economic growth, such as limited access to services, infrastructure, and opportunities; geographic isolation and low population density; high levels of poverty, unemployment, and

inequality; environmental degradation and climate change impacts; and cultural and linguistic diversity and marginalization. These issues can have a detrimental effect on the health, well-being, and livelihoods of rural and remote communities, and can limit their capacity to participate in community outreach and development initiatives. Capacity Building Program can help to address these challenges by improving the skills and confidence of community members and leaders, reinforcing the relationships and collaboration among community groups and stakeholders, increasing the availability and accessibility of resources and information, improving the representation and voice of rural and remote communities in decision-making processes, and promoting the recognition and appreciation of local culture and values.

Program's Objectives

We aim to empower communities to become more self-reliant, resilient, and sustainable, and to foster a sense of ownership and participation among community members. The major objectives of our Training and Capacity Building Program are:

- To create awareness
- Transfer of skills and know-how
- To promote decentralization
- To encourage and motivate the knowledge sharing among Participants
- To grow Youth Productivity
- Expansion of skill sets
- Rise in the young people's performance

Organization Training on Strawberry Cultivation

There is insatiable demand in the market for the fruit and after looking this demand, we have Offered trainings to people willing to succeed in strawberries farming.

Tailoring Training

We have provided skills training in tailoring to Women Group. During this training, women have learned and developed skills in tailoring.

Training on Plantation

A training Programme on Plantation was organized by our Organization. The main objective of the training was to demonstrate and impart the skill of participants in plantation.

Training on Mushroom Cultivation

We have imparted training to the rural farmers and unemployed youths who wish to grow Mushroom at low level with a limited investment.

Training on Polyhouse Nursery

Poly house farming is growing in India as it provides better income in a short period of time with less labor. Usha Martin Foundation conducted training on Poly House. The basic objectives of this training are:

- To provide technical skills to establish small commercial poly house unit
- To provide training in the planting of seedlings, preparation of bed, soil sterilization, pestand disease management in poly house.
- To impart basic technique in production of flowers in playhouse like Gerbera, Carnation, Rose, color capsicum & cucumber, etc.

Paper Cup and Plate Training

Training on Paper Cup and Plate has been provided to the beneficiaries of our Project Area. There are numerous advantages of paper products like; they are manufactured in a very simple process using Food Grade Raw Materials with least waste and are easiest to recycle. They are ideal for individual servings at all kinds of parties, functions, picnic occasions, marriages, chat, tea & food joints, etc. Non-toxic in nature, the shapes and surface designs on these paper cups are attractive and present an inviting look.

Youth Empowerment Training on Motorcycle Repairing

Youth Empowerment and capacity building programs aim to teach life skills including personal, social, mental and spiritual development; therefore we have facilitated a training program on Motorcycle Repairing for the rural youths of our Project Area.

Training on Fisheries

Fisheries are a fast-growing 'Sunrise Sector' in India, which provides nutrition and food security to a large population and there are huge market demand of Fish; therefore we have organized training programme on Fish Breeding Techniques to our identified beneficiaries.

Sl.	Training & Capacity Building	Total Nos.
01	Village Meeting	46 Meetings
02	Strawberry Cultivation Training	19 farmers

03	Wheat Cultivation	11 farmers
04	Jalminar Application	82
05	Samshan Ghat Application	2
06	List of Kishan Sangathan	332 farmers
07	Tailoring Training	31 villagers
08	List of SRI	270 Villagers
09	Plantation Training	20 peoples
10	Distributed items to Ekal Vidyalay	30 farmers
11	Blanket Distribution	121 villagers
12	Lemon Cultivation	18 villagers
13	Mushroom Cultivation Training	83 villagers
14	Polyhouse Nursery Training	62
15	Paper Cup & Plate Training	85
16	Youth Empowerment Training (Motorcycle Repair)	32 peoples
17	Fisheries Training	34 peoples

Impact

After initiated Capacity Building Program, the income of Rural Community has enhanced and they are now independent. They need not depend on anyone else. With these skills training youth became self-reliant and lived happily. The economic development of these community members has increased and they participated in decision making process. They taught these learnt skills to other youth who are in needy position.

OTHER ACTIVITIES

SPORTS

Rural individuals depict interest in various forms of sports activities as well as make them sources to augment livelihoods opportunities. The various forms of sports that individuals depict interest in are, running, wrestling, taekwondo, badminton, tennis, cricket, boxing, swimming and so forth. In the present world, rural individuals are getting involved in sports activities to a major extent to augment livelihoods opportunities. In order to encourage these Rural Youths; Usha Martin Foundation has initiated many Sports Activities in its Project Areas.

Issues of the Project Area

Youth of Rural India is not very much aware of the sports and its benefits. Usha Martin Foundation is therefore conducting several activities to increase participation of the rural youth in sports. The Organization is actively involved in the promotion of sports among rural youth. Also, they are dedicated in the promotion of rural and indigenous/tribal games which provides for financial assistance.

Program's Objectives

- Improvement of physical fitness.
- Improvement of mental capabilities.
- Improvement of Sports personality and physical fitness
- Performance efficiency and acquisition of sport skills
- To provide and co-ordinate a cohesive framework for sports specific development

Activities undertaken by the Organization

Distribution of Sport Items

The Organization extended its helping hands in distributing games and sports items among the rural youths of Project Area.

Sl.	Sports ,infrastructure and others	Total Nos.
01	Distribution of sports items	230

Impact

After initiating Sports Activities in our Project Area, now Rural Youth are taking interest in Sports and more numbers of Young populations of our identified area got enrolled in Sports.

Other Activities

Sl.	Activities	Total Nos.
01	Solar lights installation	282 villagers
02	Form filled	106 peoples
03	Hand pump repairing application	315 Peoples
04	Chabutra with shade	13 villagers

Bhadya became an example of Progressive Farmer

A person is an asset for the family when he is successful and in turn becomes a personality when he/she becomes a standard for the society. This is the story of Bhadya Mahto from Mahilong village. There were times when farming on self-obtained land was also not enough to manage the household and now People of Mahlong village provide their land themselves .

On this Bhadya Mahto says, “ *Humari zameen kahan hai sahib ! Gaanv wale zameen diye hain, uspar kheti kar lakho ka arjan kar rahe hain.*”

Remembering the time four years ago Bhadya Mahto states that those days was very different. Either profit or loss, he would be doing farming like an addiction or passion. He invested Rs. Four lakh rupees at a stretch in 2019 in farming but the entire amount was gone as he incurred a huge loss. At the same time, he got in touch with the supervisor of Usha Martin Academy Foundation. He has been taking nominal and substance benefits from Usha Martin Academy foundation earlier as well. He then took benefits from them on the direction of supervisor which paid him good results.

On asking what were the benefits he git from Agriculture, Bhadya mentions that once he was known as a failure in farming in the village, now the same people from the village let him the farming land to do farming. He mentions that from the support of Foundation 1000 strawberry saplings were provided which were planted in 10 dismil of land. He has earned ruppes 50000/- since last November till now which will generate income till April month. Crops like peas and French beans were also cultivated with support of foundation yielding about 35000/- rupees. He also distrubites his produce in family and neighborhood. UMA Foundation has helped to make farming his livelihood and income generating opportunities.

भद्री माहो

24/03/23
मुखिया
ग्राम पंचायत-महिलौग (नामकुम)

Promotion of Pisciculture done with scientific methods

The experience of successful Pisciculture

My name is Manoj Kumar. I belong to Silve Mankidipa. While pandemic I thought to utilize the land I own by doing Pisciculture in there. I have failed in bamboo plantation and mango cultivation miserably before this. I started Pisciculture in one acre of land in 2020. I brought spawns and tried to farm it in pond but not even five percent of fishes survived even after six months. All small spawns were eaten by frogs, crab and snakes etc., I was not able to track the mistakes and analyze the proper procedure for the less mortality.



During that time, I was enlightened by Mr. Bhubaneswar Mahto, supervisor of UMA Foundation that fish farming training has to be initiated. In 2021, with courtesy of UMA foundation, we were trained in Fisheries department of Jharkhand Government for three days. Then we realized that half knowledge is dangerous. Sowing in spawns in pond has to be accompanied by care, maintenance etc., Fishes will increase and grow even in less water provided scientific approach is taken up.

After this, I was regularly in touch with UMA Foundation's supervisors. Now I sell 7 to 8 quintals of fishes twice or thrice a year. I don't have to go anywhere. Buyers come in the village and we get good bargain in selling them. Every transaction has 10 to 15000/-. Now I am learning the techniques of Bamboo Plantation so that I could become an example in the village.

मुखिया 21/3/23
ग्राम पंचायत-सिलवे
प्रखण्ड-नामकुम, राँची

Manoj Kumar

Mini Mushroom Farming

My Name is Mulu Mahto. I belong to Masu Village and I am a farmer who does mixed farming. My family members have my wife Shila Devi. I have a son and a daughter. I have a small shop and a small garden farm in which I dedicate some for kitchen garden. Initially my grocery store was at its peak but after 2021 the sales got down. My household expenses were not met properly due to this and I was very much in trouble. To cope up with this I bought five cows so that I could come out of poverty.



One day the supervisor from



UMA Foundation told me that I could mushroom cultivation in a small space which is high yielding. He suggested that with dairy, I should continue mushroom farming simultaneously. I was excited that I could do this. I was given the training for mushroom cultivation by UMA foundation. I started the farming with seed money of Rupees 500 after which UMA Foundation gave me mushroom seeds. I made 50 bags of mushroom from it and earned a

profit of Rs. 10000 where 30 bags are yet to be taken up. I got immense benefit in Mushroom farming. I tell other people in masu village the techniques of mushroom farming in small place and earn income from it.

Farming with Self Dependence made me Successful Entrepreneur



My name is Premnath Mahto. I belong Masu village of Hesal Gram Panchayat. Initially I used to work at Sarojini ITI where my monthly income was 7000 per month which was not enough for keeping up my household. Today, I am a self-dependant farmer. Farming made me a successful entrepreneur. Now I motivate the other progressive farmers in village for generating livelihood and rise in income opportunities.

Remembering his old days, he mentions that before 2020 he used to grow paddy and somehow manage his household. Due to lack water availability, life conditions were miserable. Farming was going well but the impact and benefit was not seen. My wife Mamta Devi met a supervisor from UMA foundation while the pandemic hit the country which led us to farm high yield shrividhi paddy cultivation which increased the produce. After that, I went in training

where I realised that farming could be a medium of self-dependence for me. We got drip irrigation to meet the lack of water facility which helped us do farming in less amount of water. Once the officials of UMA foundation told me to be the lord if this amount of land is owned by you. I felt that to my heart and started working on it.

Then since 2021, I started more coverage for farming. We planted water melon in two acres in total with support of UMA Foundation. I earned more than one lakh from this. I earned 3.5 lakhs by selling about 20 tons of water melon where half



of it was our profit. In 2023, we cultivated water melons in 3 acres for which seeds and training from UMA

Foundation. We also cultivated strawberries in 7 dismils of land with support of UMA Foundation. From with about 80000/- has been our earning. The produce is being sold in market till now. Last year, we planted chilies which were worth 90000/- in market rate with support of the company. Now I say that If you can do farming, it's better to be the entrepreneur than taking a job elsewhere and make our neighborhood and locality self-dependent too.

Mushroom Cultivation

Jagni Devi and Vishnu Pahan is a couple residing in Silve Basti of Silve Panchayat of Namkom Block of Jharkhand. Jagni Devi is a housewife and her husband is an auto rickshaw driver. Auto rickshaw was not fetching good income for him to survive due to which Jagni Devi was unable to take care of the household and education of their children. Jagni Devi was once told about the Mushroom farming and training provided by UMA Foundation. This made her realise that she could earn additional income from mushroom cultivation sitting at home herself and taking care of everything is she gets the training and opportunities. Then she requesting for mushroom seeds fro UMA foundation CSR and gave them 600 rupees for that. Jagni Devi mentioned that her family faced a lot of problems in pandemic when auto rickshaws were not plying on the road due to restrictions and hence no income was generated. She earned profit of Rs. 9000 from Mushroom cultivation at home which made her feel very happy. She started one Snack Shop nearby her house with that amount as seed capital and with that she was also selling mushrooms simultaneously. This slowly brought them out of poverty.



Chapter 5: Master Plan for next 5 years

The Following Activities shall be carried out in 10 villages under CSR

Master Plan of 05 Years for CSR 10 Villages	
(Tati, Haratu, Ara, Mahilong, Silwai, Chatra, Masu, Angara, Lupung, Lalganj)	
No	Activities Pillars
Capacity Building of Villagers	
1	Nursing training for rural women
2	Training of Tailoring and fashion Designing
3	Beautician Course for young girls
4	Computer training for youth
5	Plumbing
6	Repairing and maintenance of two wheeler
7	Training of repair of Home appliance
Enhancing Health & Nutrition	
1	Antenatal coverage to Children
2	Institutional Delivery
3	Anaemia Prevention (Girl & Women)
4	Enhancing Public Health (Mobile Camp)
5	Cataract Operation
Promotion of Agriculture Activities	
1 Promoting Water Conservation	
a)	Drip Irrigation
b)	Well/Dova/Jalminar Repair/ Construction
c)	Water harvesting Structure
2 Conservation of Environment	
a)	Multi Cropping/SRI
b)	Horticulture/Social Forestry
c)	Soil Test
Cash Crops Promotion for livelihood	
a)	Farmers linkage to Strawberry/ Dragon fruits
b)	Promotion of cash crops in farmers
c)	Mushroom Cultivation for Livelihood
4 Promotion Renewable Energy	
a)	Installation of Solar Street light
b)	Solar Water Pump
Promoting Education, Sports & Others	
1	Infrastructure Development of School/ AWC's
2	Providing Books/ Computer
3	Development of Adivashi Children through Eakal Vidyalay
4	Promotion of Sports in village

Chapter 6: Recommendation:

The Policy recognizes that corporate social responsibility is not merely compliance; it is a commitment to support initiatives that measurably improve the lives of underprivileged by one or more of the following focus areas as notified under Section 135 of the Companies Act 2013 and Companies (Corporate Social Responsibility Policy) Rules 2014.

Scopes: Education:

- Awareness Programmes on girl education. Counseling of parents Special attention on education, training and rehabilitation of mentally & physically challenged children/persons.
- Spreading legal awareness amongst people and disadvantageous sections of the society about their rights & remedies available.

Water Supply including Drinking Water:

- Installation/Repair of Hand Pumps/Tube Wells.
- Digging/Renovation of Wells.
- Formation of a Task Force of Volunteers to educate people regarding proper use of drinking water.
- Empowerment to the villagers for maintenance of the above facilities for availability of water

Health Care

- Organizing, health awareness Camps: AIDS TB and Leprosy, Social evils like alcohol, smoking, drug abuse etc.
- Child and Mother care
- Organizing Blood donation camps.

- Fully equipped Mobile Medical Vans.

Social Empowerment:

- Training of Rural Youth for Self Employment on Welding, Fabrication, and other Electronic appliances.
- To provide assistance to villagers having small patch of land to develop mushroom farming, medicinal plants, farming & other cash crops to make them economically dependent on their available land resources.
- Training may be provided by agricultural experts for above farming.
- Organizing training programmes for women on tailoring Embroidery designs.

Sports and Culture:

- Promotion of Sports and Cultural Activities for participation in State and National level.
- Promotion/Development of sports activities in nearby villages by conducting Tournaments like Football, Kabaddi and Khokho, Cricket etc.
- Providing sports materials for Football, Volleyball, Hockey sticks etc. to the young and talented villagers.
- Sponsorship of Cultural event to restore Indian Cultural Traditions and Values. Possibility of providing facilities for physically handicapped persons may be explored. Medias for preparing of documentary films.