

**Social Audit of Corporate Social Responsibility  
Initiatives by  
USHA MARTIN LIMITED  
2023-24**

**Sponsored by**

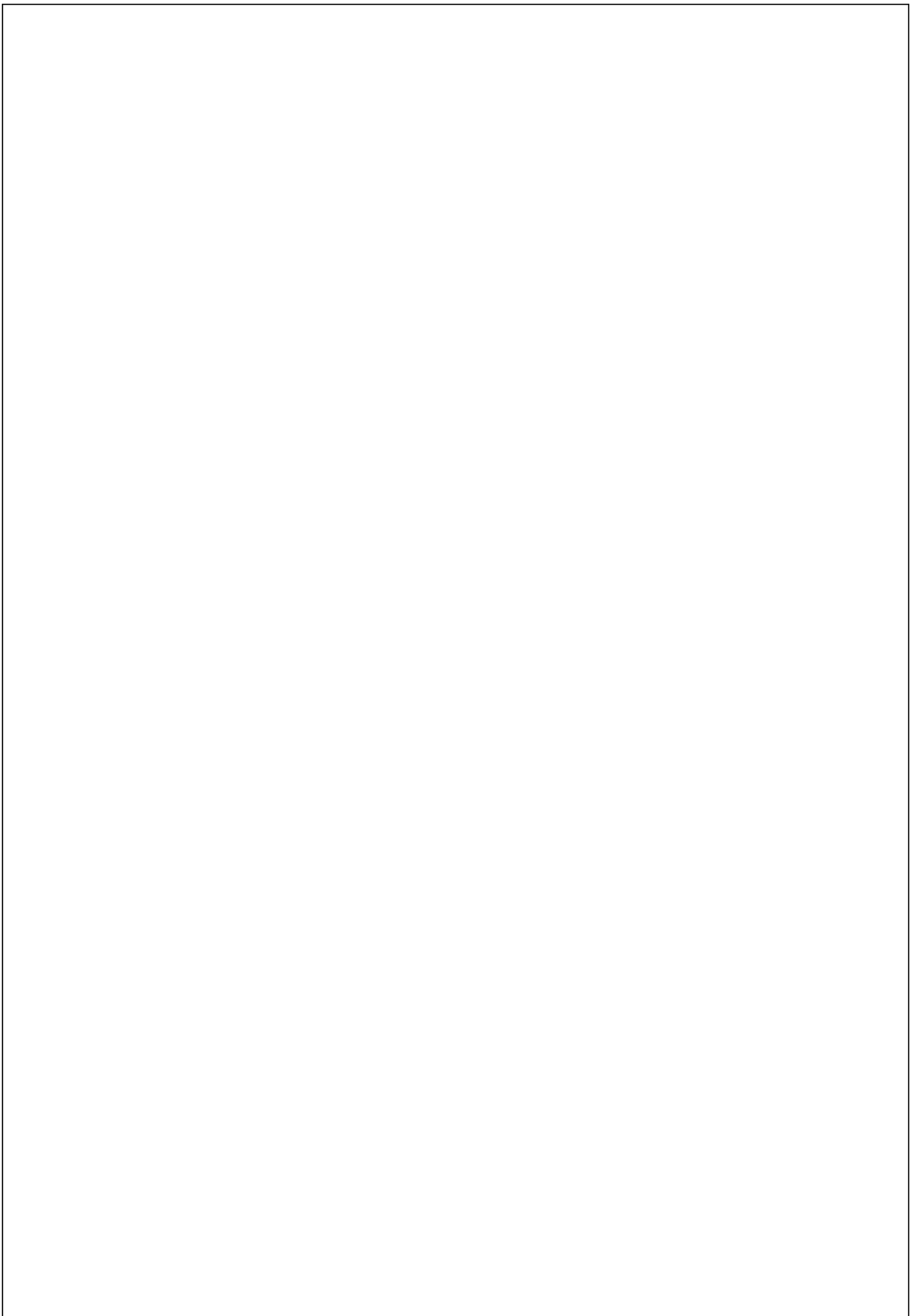


**Usha Martin Limited  
Tatisilwai, Ranchi, Jharkhand**

**Prepared by**



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# *Certificate*

This is to certify that the Xavier Institute of Social Service (XISS), Ranchi, has successfully completed the CSR study titled "**Social Audit of Corporate Social Responsibility (CSR) Initiatives by Usha Martin Limited: 2023-24.**" This study was entrusted to XISS by the Usha Martin Limited, Ranchi, Jharkhand, India, under Work Order No. 08/23-24/UMF, dated 25.07.2024.

The study was conducted by **Dr. Sanjay Kumar Verma**, serving as the **Principal Investigator**, and the final report is now ready for submission.

30 October 2024

**Dr. Joseph Marianus Kujur S.J.**  
**Director, XISS, Ranchi.**

# *Foreword*

The Xavier Institute of Social Service (XISS), Ranchi, was entrusted with conducting the study titled "*Social Audit of Corporate Social Responsibility (CSR) Initiatives by Usha Martin Limited: 2023-24,*" sponsored by Usha Martin Limited, Ranchi. We express our sincere gratitude to the Management of Usha Martin Limited for their support and commitment in facilitating this study. We also extend our thanks to the officials and staff of Usha Martin Limited for their valuable cooperation and assistance throughout the research process.

It is our hope that the insights from this study covering outcomes, challenges and strategies, youth engagement strategies, and key recommendations will provide Usha Martin Limited with a comprehensive framework for the effective planning and implementation of CSR activities. We are confident that these findings will contribute positively to meeting the needs of stakeholders in each of the 18 study villages in the near future.

30 October 2024

**Dr. Joseph Marianus Kujur S.J.**  
**Director, XISS, Ranchi.**

# *Acknowledgements*

For the execution and completion of this Social Audit work, I would like to express my appreciation to all the people whose efforts and inputs have made it a success.

I express my deepest gratitude to **Shri Rajeev Jhavar, Managing Director of Usha Martin Ltd.**, for his visionary leadership, and commitment to fostering community development. His guidance and dedication have been instrumental in driving impactful initiatives and uplifting the lives of many.

I extend my sincere gratitude to **Shri S.B.N. Sharma, Executive Director of Usha Martin Ltd.**, for his invaluable help and cooperation during the Social Audit. His efforts in promoting sustainable growth and empowering underprivileged communities are commendable and deeply appreciated.

I would like to extend my deepest thanks to **Dr. Mayank Murari, CSR Head of the Usha Martin Foundation**, for his remarkable initiative, invaluable cooperation, and constant encouragement throughout this project.

I would like to express my deepest gratitude to **Rev. Fr. (Dr.) Joseph Marianus Kujur S.J., Director, Xavier Institute of Social Service (XISS), Ranchi, Rev. Fr. (Dr.) Pradeep Kerketta S.J., Assistant Director of XISS, Ranchi, and Rev. Fr. Claber Minz S.J., Finance Officer of XISS** for their unwavering support and encouragement throughout my Social Audit work. Their continuous guidance, insightful suggestions, and the administrative support they provided were invaluable to me. I am especially grateful for the time and resources they generously made available, which played a crucial role in the successful completion of this work.

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My sincere gratitude goes to the **Mukhiyas, Gram Pradhan, Villagers, Teachers, Health Care Workers, SHG members** of studied villages of Angara, Namkum and Kanke blocks of Ranchi district for their active participation, cheerful response and genial support, the Social Audit could not have taken this shape without their cooperation and support.

I thank to all those who helped me directly or indirectly for the completion of the Social Audit work.

*Dated: 04.10.2024*

*Dr. Sanjay Kumar Verma*

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## Executive Summary

This social audit evaluates the Corporate Social Responsibility (CSR) initiatives undertaken by Usha Martin Foundation (UMF) during the fiscal year 2023-24, focusing on six key areas: Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, Natural Resource Management, and Sports, Infrastructure & Others. The audit examines the scope, coverage, beneficiaries, and outcomes of these initiatives on the targeted communities, particularly marginalized groups such as Scheduled Tribes (ST) and women.

### 1. Health & Nutrition

UMF's health and nutrition initiatives aimed to improve access to healthcare and promote better nutritional practices in rural communities. Key programs included:

- **Health Camps:** Organized in multiple villages, these camps provided general check-ups, specialized consultations, and free medicines to more than 400 individuals, with 60% being ST/women beneficiaries.
- **Nutritional Support:** Focused on pregnant women, lactating mothers, and malnourished children, this initiative provided supplementary nutrition and health education to over 300 beneficiaries.

#### Outcomes:

- Increased awareness of health and hygiene among marginalized populations.
- Early detection and treatment of common health issues, particularly for women and children.
- Improved nutritional intake, leading to better overall health in rural communities.

### 2. Education & Learning

UMF has made significant contributions to enhancing educational access and quality through infrastructure development, capacity building, and informal education programs.

- **School Renovations:** Improved learning environments in several schools, benefiting over 500 children, with 60% being ST/women.
- **Gurukul System & Digital Learning:** Focused on providing foundational education to children outside the formal school system, promoting cultural education and digital literacy.
- **Book Distribution and Library Repairs:** Increased access to learning resources, impacting over 600 students.

**Outcomes:**

- Enhanced academic performance and school attendance due to improved infrastructure.
- Greater inclusivity in education for underprivileged children, particularly from ST and women groups.
- Strengthened community engagement through educational meetings and workshops.

**3. Livelihood & Entrepreneurship**

UMF's livelihood initiatives aimed to improve income-generation opportunities for rural populations through targeted interventions in agriculture, livestock farming, and small-scale businesses.

- **Mushroom Cultivation & Spawn Distribution:** Conducted across 33 villages, impacting 190 farmers, 81% of whom were ST/women.
- **Duckery and Cow Farming Initiatives:** Distributed livestock to ST and women farmers, supporting their income diversification.
- **Tailoring Training & Fish Farming:** Vocational training programs empowered over 44 ST/women participants in various villages.

**Outcomes:**

- Significant improvement in household income for participating farmers and entrepreneurs.
- Increased self-reliance and economic independence, particularly among women.
- Adoption of sustainable farming practices, contributing to long-term community resilience.

**4. Skill Development & Training**

Skill development initiatives were designed to enhance employability, entrepreneurship, and self-sufficiency in rural populations.

- **Polyhouse Nursery and Drip Irrigation Training:** Reached 161 beneficiaries, equipping them with modern agricultural techniques.
- **Tailoring and Beautician Training:** Ongoing training programs for 40 ST/women, promoting self-employment and entrepreneurship.
- **Tally & MS Office Training:** Provided digital literacy to 30 participants, preparing them for modern office roles.



**Outcomes:**

- Enhanced skill sets in both traditional and modern vocations, increasing employability.
- Empowered women to pursue entrepreneurial ventures, particularly in tailoring and beauty services.
- Increased productivity in agriculture through the adoption of drip irrigation and polyhouse nursery techniques.

**5. Natural Resource Management**

Natural resource management initiatives focused on improving agricultural productivity, water conservation, and environmental sustainability in rural areas.

- **Soil Testing & Seed Distribution:** Benefited 100 farmers across 8 villages, with 63% ST/women. Seed distribution activities reached over 500 farmers in multiple villages, introducing high-yield crop varieties.
- **Water Management:** Repairing 31 hand pumps and 10 Jalminars, benefitting over 1,700 people, including 74% ST/women.
- **Support for Vermicomposting & SRI Plantation:** Promoted sustainable farming practices in 8 villages, impacting 30 farmers.

**Outcomes:**

- Improved water access and conservation, reducing the burden on women and marginalized groups.
- Enhanced agricultural productivity and sustainability through soil management and the adoption of eco-friendly practices.
- Increased awareness and participation in natural resource conservation among rural communities.

**6. Sports, Infrastructure & Others**

UMF supported community development through infrastructure improvements and sports promotion, aiming to create a conducive environment for holistic development.

- **School and Community Center Renovations:** Improved infrastructure across several villages, impacting over 1,000 beneficiaries, particularly students and women.
- **Sports Equipment Distribution:** Encouraged physical activity and team sports among rural youth, enhancing community cohesion.

## **Outcomes:**

- Improved community infrastructure has fostered better access to education and public services.
- Sports initiatives promoted health, teamwork, and social inclusion, especially among the youth.

## **Overall Observation**

- **Inclusion of Marginalized Groups:** Across all initiatives, UMF has consistently focused on ensuring that ST and women beneficiaries are prioritized. Over 70% of total beneficiaries belong to these groups, highlighting the inclusive nature of the programs.
- **Sustainability and Long-Term Impact:** Many programs focus on sustainability, particularly in agriculture, skill development, and natural resource management, ensuring long-term benefits for the communities.
- **Holistic Approach:** UMF's initiatives span multiple domains, addressing health, education, livelihoods, and infrastructure in a comprehensive manner that fosters overall community development.

## **Recommendations**

- **Scaling Successful Programs:** Expand mushroom cultivation, polyhouse training, and drip irrigation initiatives to additional villages for broader impact.
- **Monitoring and Evaluation:** Strengthen monitoring mechanisms to track the long-term success and sustainability of these initiatives.
- **Youth Engagement:** Increase focus on youth-targeted vocational training and entrepreneurship programs to address unemployment and migration challenges in rural areas.

## **Conclusion**

UMF's CSR initiatives have had a significant positive impact on the socio-economic conditions of the rural communities they serve, particularly focusing on marginalized groups such as STs and women. By adopting an inclusive, sustainable, and holistic approach, UMF has successfully empowered these communities, improving their health, education, livelihoods, and overall quality of life. Continued investment in these initiatives, along with strategic scaling and monitoring, will further enhance the positive outcomes of CSR efforts.

# CHAPTER I

## INTRODUCTION

### **1.1. Corporate Social Responsibility (CSR) and Sustainability**

Corporate Social Responsibility (CSR) is the ongoing commitment of businesses to operate ethically while contributing to economic development and enhancing the quality of life in local communities. CSR aims to ensure that businesses not only focus on generating profits but also prioritize social and environmental responsibilities. By engaging in CSR, companies actively work toward creating a positive impact on society, fostering sustainable growth, and addressing broader societal concerns. The primary objective of CSR is to promote a responsible and sustainable business philosophy at a macro level. This involves encouraging companies to develop innovative solutions and robust management systems that address the social and environmental challenges facing the country. CSR initiatives are broadly aligned with national priorities, including public health, education, livelihood development, water conservation, and natural resource management. By integrating these priorities into their business strategies, companies can play a significant role in achieving social progress and environmental sustainability.

In recent years, CSR awareness and consciousness have grown significantly, especially among large and medium-sized companies. These businesses now recognize CSR as a means to establish a strategic alignment with the communities and environments in which they operate. By adopting a more proactive and structured approach to CSR, companies are better equipped to contribute to the well-being of society while ensuring their operations remain sustainable in the long term.

### **1.2. CSR Initiatives of Usha Martin Foundation (UMF)**

Usha Martin Foundation (UMF), the CSR division of Usha Martin Limited, plays a pivotal role in driving the company's social responsibility agenda. The foundation is dedicated to improving the quality of life in local communities by implementing impactful and sustainable CSR initiatives across various sectors. These initiatives are designed to address the specific needs of the community and are aligned with national priorities such as education, healthcare, livelihood development, and environmental sustainability.

### **1.3. Mission and Vision**

**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.**

The Usha Martin Foundation's mission and vision are to promote social development and economic growth in rural communities. The foundation's approach is to:

- Empower people to make their own decisions, manage their own resources, and define their own needs
- Ensure equitable and sustainable development
- Work with multiple stakeholders, including the government, corporate, NGOs, scientific institutes, and beneficiaries

The Usha Martin Foundation is a registered society under the Societies Registration Act, 1860 in Jharkhand. The company's vision and mission statement emphasize responsible corporate citizenship and the well-being of the communities it operates in.

### **1.4. Strategic Approach to CSR**

Usha Martin Foundation adopts a participatory approach to CSR, engaging with local communities, stakeholders, and experts to ensure that its initiatives are need-based and impactful. The foundation's CSR efforts are strategically aligned with the company's long-term vision of sustainable development, focusing on areas where the company can make a meaningful difference.

Through these initiatives, UMF has made significant strides in improving the socio-economic conditions of the communities where it operates, empowering individuals, and contributing to the overall development of the region.

### **1.5. Background of the Study**

Usha Martin Limited, one of India's leading wire rope manufacturing companies, has been actively involved in social development through its CSR division, the Usha Martin Foundation (UMF). The company has implemented various CSR activities in selected villages with a focus on improving education, healthcare, livelihood, and infrastructure. To ensure that these efforts are meeting their

intended goals and addressing the actual needs of the communities, Usha Martin felt the need for an independent evaluation through a social audit.

To maintain objectivity and credibility, Usha Martin Limited approached the **Xavier Institute of Social Service (XISS), Ranchi**, a reputed academic institution with expertise in social research and development, to conduct the social audit.

The social audit of the CSR initiatives of Usha Martin Limited for the period of 2023-2024 is a critical exercise in evaluating the effectiveness of the company's efforts to contribute to community development. By involving an independent agency like Xavier Institute of Social Service (XISS), Ranchi, Usha Martin is demonstrating its commitment to transparency, accountability, and continuous improvement in its CSR activities. The findings from the audit will provide valuable insights into how well the company's initiatives are meeting the needs of the communities and guide future CSR efforts to ensure sustainable and impactful development in the selected villages.

### **1.5. Objectives of the Social Audit**

**The Objectives of a Social Audit** in CSR (Corporate Social Responsibility) are essential to ensure transparency, accountability, and effectiveness in CSR activities. Here are the key objectives:

1. Assessing the Effectiveness of CSR Initiatives
2. Identifying Areas for Improvement
3. Enhancing Community Engagement
4. Sustainability of CSR Projects
5. Providing Recommendations for Future CSR Planning

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## CHAPTER II

### PROJECT DESCRIPTION

This chapter deals with the brief overview of population in all the 18 studied villages analyzed on the basis of available secondary data from different sources like the Census of India and records available at UMF, Village schools, Anganwadi Centres and ASHA Workers.

#### 2.1. Demographic profile of the study villages

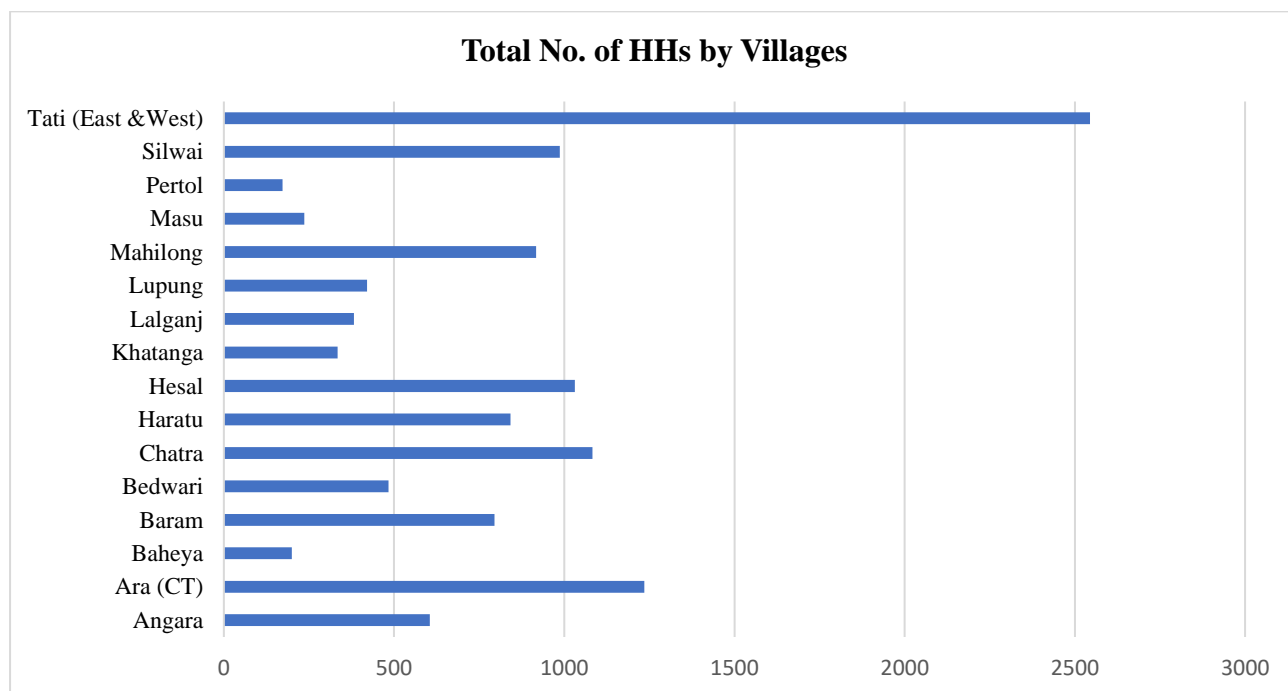
This section comprises of the demographic profiles of the 18 studied villages analyzed on the basis of data available from the Census of India 2011.

**Table 2.1: Demographic profile of the study villages**

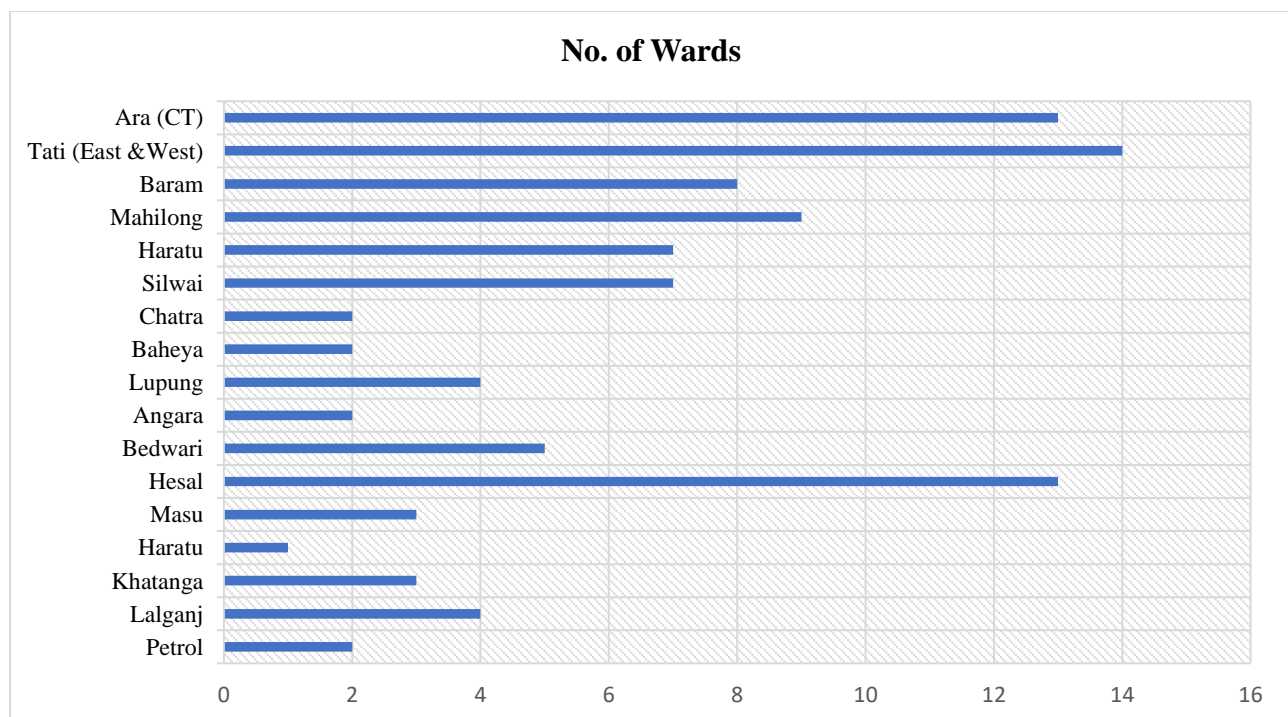
Block	Village	No. of Wards	Total No. of Households
Kanke	Petrol	2	172
	Lalganj	4	382
	Khatanga	3	334
Angara	Haratu	1	212
	Masu	3	236
	Hesal	13	1031
	Bedwari	5	484
	Angara	2	605
	Lupung	4	421
	Baheya	2	200
	Chatra	2	1083
	Namkum	Silwai	7
Haratu		7	630
Mahilong		9	917
Baram		8	795
Tati (East) & Tati West)		14	2544
Aara		13	1235
<b>03 Block</b>	<b>18 Villages</b>	<b>102 Wards</b>	<b>12268 HH</b>

Source: GOI 2011

The village size variation shows a significant variation in village sizes, with Tati (East & West) being the largest by far in terms of households (2,544 households across 17 wards) and Pertol being the smallest with 172 households across 2 wards. The distribution of wards and households appears uneven, suggesting that some villages have a higher density of households per ward. For example, Tati (East & West) has 2,544 households distributed across 17 wards, which implies a higher concentration of households per ward compared to a village like Pertol, which has only 172 households in 2 wards.



**Fig. 2.1: Number of HHs by Villages**



**Fig. 2.2: Number of HHs by Wards**

The graphs above represent two key data points from the studied villages i.e., Number of HHs by Villages and Number Wards by Villages. The graph 2.1 clearly shows that Tati (East & West) has the highest number of households (2,544), followed by Ara (CT) and Chatra. On the other end, Pertol, Baheya, and Haratu (Angara) have the lowest numbers of households. This suggests significant variability in the size of villages, which could be influenced by factors like geography, economic activities, or available resources. Villages with more households might have a higher population density and potentially more infrastructural demands. Villages like Chatra and Angara have significantly higher household densities per ward, which may indicate more crowded conditions or larger families. On the other hand, villages like Masu and Pertol have relatively lower densities, suggesting that either the wards are larger geographically or the population is more dispersed.

The graph 2.2 clearly shows that Tati (East & West) also leads in terms of the number of wards (17), followed by Hesal and Ara (CT). Villages like Pertol, Haratu (Angara), and Baheya have only 1-2 wards. A higher number of wards often indicates larger administrative divisions, which can correlate with a larger population or more complex village structure. The distribution of wards can also indicate how governance and services are organized in these villages.

By comparing the number of households to the number of wards, we can infer the household density per ward. For instance, Tati (East & West) has a high number of households and wards, which suggests a more evenly distributed population. In contrast, smaller villages like Pertol and Baheya might have higher or lower densities depending on the ward and household ratio.

Villages like Chatra and Angara show much higher densities compared to others, suggesting potential infrastructural challenges, while lower-density villages may have different resource allocation needs.

The strong correlation between households and wards implies that administrative divisions generally scale with population size. However, the variability in household density per ward suggests that the relationship is not uniform, and some villages may have more densely packed wards than others.

## **2.2. Overview of CSR Initiatives of UML**

The **Usha Martin Foundation (UMF)** is the Corporate Social Responsibility (CSR) arm of **Usha Martin Ltd.** Its initiatives focus on sustainable development, community upliftment, and improving the quality of life for underprivileged sections of society. The foundation's CSR programs primarily



aim at education, healthcare, skill development, and natural resource management, with an emphasis on long-term impact.

### **1. Health & Nutrition**

The **Health & Nutrition** initiatives under Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) programs aim to improve the overall well-being of communities, particularly in rural and peripheral areas. These initiatives focus on enhancing healthcare access, addressing malnutrition, raising awareness about hygiene and sanitation, and promoting preventive healthcare. UMF collaborates with local governments, healthcare providers, and NGOs to deliver healthcare services and build community resilience in terms of health and nutrition.

### **2. Education & Learning**

The **Education & Learning** initiatives under Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) programs focus on improving access to quality education, enhancing learning outcomes, and providing equitable educational opportunities to underserved communities. UMF's initiatives target different age groups, from early childhood education to adult literacy, and emphasize the holistic development of students by addressing both academic and non-academic needs. These programs aim to create a more educated and empowered society by improving infrastructure, providing resources, and building capacities among students, teachers, and educational institutions.

### **3. Livelihood & Entrepreneurship**

The **Livelihood & Entrepreneurship** initiatives under Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) programs are designed to create sustainable economic opportunities for local communities, especially in rural and underserved regions. These initiatives aim to reduce poverty, enhance self-reliance, and empower individuals through skills training, financial support, and entrepreneurship development. By focusing on both traditional livelihoods and new entrepreneurial ventures, UMF seeks to foster long-term economic growth and resilience in the communities it serves.

### **4. Skill Development & Training**

The **Skill Development & Training** initiatives under Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) efforts aim to empower local communities by enhancing employability, promoting entrepreneurship, and supporting livelihood generation. These initiatives focus on equipping individuals, particularly youth and women, with market-relevant skills that improve their job prospects or enable them to start small businesses, ultimately leading to economic self-reliance.

## **5. Natural Resource Management**

The **Natural Resource Management (NRM)** initiatives under Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) programs are designed to promote sustainable use and management of natural resources such as water, soil, and forests. These initiatives focus on preserving the ecological balance, improving livelihoods through resource conservation, and enhancing agricultural productivity in rural areas. UMF's NRM projects often involve community participation and awareness, ensuring that local populations are both contributors to and beneficiaries of these efforts.

## **6. Sports, Infrastructure Development & Others**

Usha Martin Foundation (UMF) incorporates **Sports, Infrastructure Development, and Other Initiatives** as part of its Corporate Social Responsibility (CSR) efforts. These initiatives aim to improve the quality of life in underserved communities by promoting sports as a means of youth empowerment, creating essential infrastructure to support community well-being, and addressing a range of other social needs that enhance livelihoods and social development.

These initiatives reflect the holistic approach Usha Martin Foundation takes toward development, ensuring that their efforts positively impact the social, economic, and environmental dimensions of the communities they serve.

### **2.3. Key Stakeholders**

- **Community:** The primary beneficiaries of CSR initiatives, including women, children, farmers, and marginalized groups such as ST (Scheduled Tribes) communities.
- **Government and Local Authorities:** Collaborate with companies to ensure the smooth implementation of CSR initiatives.
- **Employees and Volunteers:** Engage in CSR activities, often through volunteering programs, to contribute to social causes.
- **NGOs and Implementation Partners:** Play a vital role in executing CSR projects on the ground.

## **2.4. Objectives of the Study**

The social audit aims,

- 1.** To evaluate the effectiveness and impact of the CSR initiatives undertaken by Usha Martin Limited through its CSR division, Usha Martin Foundation (UMF), in 18 selected villages.
- 2.** To assess these initiatives from the perspective of the villagers, providing an unbiased evaluation of the outcomes and identifying areas for improvement.

## **2.5. Methodology**

The study will employ a qualitative research method to gather comprehensive data on the CSR initiatives.

### **1. Key Informant Interviews:**

- In-depth interviews with key stakeholders, including community leaders, local authorities, and CSR project implementers, to gather qualitative insights.

### **2. Focus Group Discussions (FGDs):**

- FGDs with villagers and specific target groups (e.g., women, youth, farmers) to understand the community's collective perception of the CSR initiatives.

### **3. Field Observations:**

- On-ground observations in the villages to assess the actual implementation of the projects and infrastructure created as part of the CSR initiatives.

### **4. Secondary Data Analysis:**

- Review of existing records, reports, and documentation of the CSR activities to corroborate findings from primary data.

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## **CHAPTER III**

### **FOCUS AREAS, KEY INTERVENTIONS AND OUTCOMES**

#### **CSR Initiatives of USHA MARTIN FOUNDATION (2023-2024)**

In the financial year 2023-2024, **USHA MARTIN FOUNDATION** remained committed to creating a positive social impact by implementing a diverse range of **Corporate Social Responsibility (CSR)** initiatives. These initiatives were designed to address the pressing needs of the community while promoting sustainable development across various sectors. The foundation's approach focuses on holistic development, touching lives in areas such as health, education, skill development, natural resource management, infrastructure, and sports.

Key CSR initiatives undertaken in 2023-2024 include:

1. **Health & Nutrition:** To improve the overall well-being of the community, the foundation carried out health camps, nutrition awareness programs, and distributed essential health supplies. Focus was placed on maternal and child health, sanitation, and access to medical services in underserved areas.
2. **Education and Learning:** The foundation supported education by providing infrastructure support to schools, distributing educational materials, and running programs aimed at enhancing literacy and learning outcomes. Special focus was given to promoting education for underprivileged children and improving school attendance rates.
3. **Livelihood & Entrepreneurship:** Empowering local communities through entrepreneurship and income generation was a key focus. Various initiatives were undertaken to promote self-employment, including assistance for small businesses, access to government schemes, and financial literacy programs, aimed at fostering economic independence.
4. **Skill Development & Training:** Usha Martin Foundation conducted skill development programs tailored to local needs, focusing on enhancing employability and entrepreneurship. These included vocational training in agriculture, tailoring, handicrafts, and other trades, equipping individuals, especially women and youth, with marketable skills.

5. **Natural Resource Development:** This initiative focused on enhancing agricultural productivity and sustainability in rural areas. Activities included soil testing, water resource management through hand pump and Jalminar repairs, seed distribution (vegetables, fruits, and grains), and promoting advanced farming techniques such as SRI (System of Rice Intensification). Workshops and equipment like polyhouse accessories and spray machines were also provided to support modern farming practices.
6. **Sports, Infrastructure Development and Other Initiatives:** Recognizing the role of sports in fostering youth development, the foundation supported various sports programs, providing equipment and organizing events to encourage participation. The foundation invested in improving local infrastructure, with projects focusing on the construction and repair of schools, community centers, sanitation facilities, and water management systems.

## I. Health & Nutrition

The **Health & Nutrition** issues in the areas where UMF operates are deeply rooted in socio-economic challenges, limited healthcare infrastructure, and cultural practices. Addressing these issues requires a multi-faceted approach, including improving healthcare access, promoting preventive healthcare, raising awareness about nutrition and hygiene, and strengthening maternal and child health services. UMF's CSR initiatives aim to tackle these causes through comprehensive health and nutrition programs designed to improve the well-being of vulnerable populations.

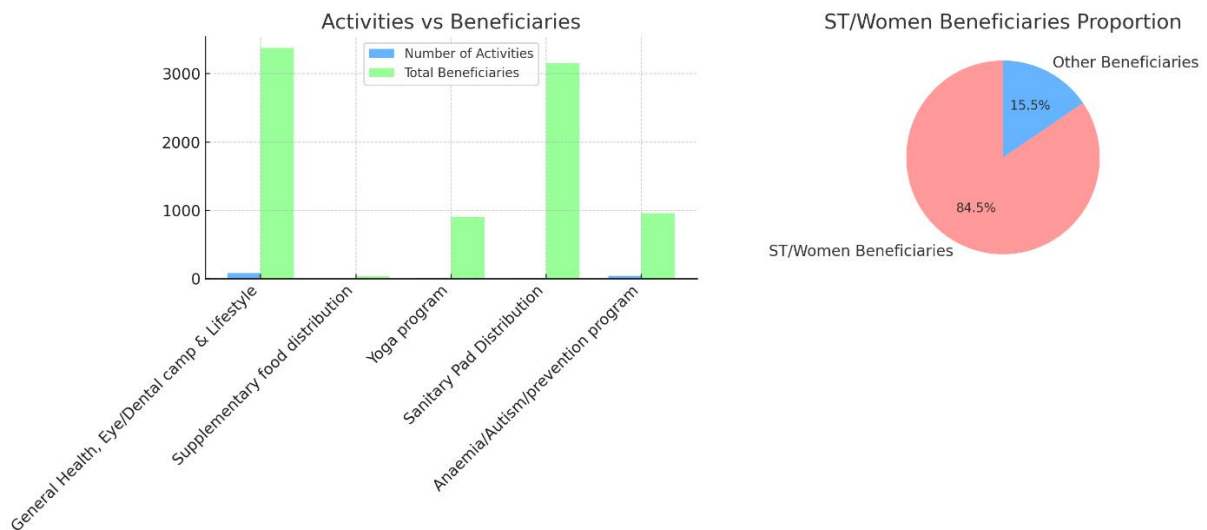
### Strategy for improving in Health & Nutrition Initiatives:

The key activities undertaken by UMF to address the issues under Health & Nutrition:

**Table 3.1: Activities Under Health & Nutrition during 2023-24**

Sl. No.	Key Activities	Number of Activities	Total Beneficiaries	ST/women
1.	General Health, Eye/Dental camp, & Life style promotion	80	3379	2366
2.	Supplementary food distribution to TB patients	-	35	24
3.	Yoga program	11	900	618
4.	Sanitary Pad Distribution	02	3159	3159
5.	Anaemia/Autism/prevention/awareness programme	36	960	960
<b>Total</b>		<b>129</b>	<b>8433</b>	<b>7127</b>

Table 3.1, provides insights into various health and nutrition activities taken by Usha Martin Foundation across 18 villages in Namkum, Kanke, and Angara blocks. These initiatives address vital health concerns and aim to improve the well-being of the rural population, especially focusing on women and tribal communities.



**Fig. 3.1: The bar and pie charts that visualize the distribution of activities and the breakdown of beneficiaries (ST/Women vs. Others) for key activities.**

Bar Chart shows the number of activities and the total beneficiaries for each program, allowing a clear comparison of the scope of each initiative and Pie Chart illustrates the proportion of ST/Women beneficiaries relative to total beneficiaries, highlighting the significant involvement of these groups.

## Analysis of Activities, Village Covered and Outcomes

### 1. General Health, Eye/Dental Camp & Lifestyle Promotion

- **Village Covered:** Tati east, Tati west, Haratu, Silwai, Aara, Mahilong, Baram, Chatra, Masu, Hesal, Bahaya, Lapung, Angara, Lalganj & Khatanga.
- **Total Activities:** 80 activities were conducted, covering 15 villages.
- **Patients Served:** 3,379 individuals, with 2,366 from ST/women communities.

**Outcomes: Improved Access to Healthcare:** Mobile health units have reached a significant number 3,379 patients across 15 villages, especially in Angara village (16 activities), showing high engagement in that region and thousands of people in remote areas with access to essential healthcare services. The services were vital for both preventive and curative healthcare, addressing a wide range of health concerns in the community.

## 2. Supplementary Food Distribution to TB Patients

- **Village Covered:** Tati east, Tati west, Haratu, Baram & Chatra,
- **Total Activities:** 35 TB patients across 5 villages received supplementary food.
- **ST/Women Beneficiaries:** 24 patients from vulnerable groups.

**Outcomes:** The provision of supplementary food is crucial for 35 TB patients, as proper nutrition plays a key role in their recovery. Baram and Chatra villages had significant engagement, suggesting higher TB prevalence or proactive efforts in these areas.

## 3. Yoga Program

- **Village Covered:** Haratu, Silwai, Mahilong, Chatra, Masu, Bahaya, Angara & Lalganj.
- **Total Activities:** 11 activities across 8 villages.
- **Participants:** 900 villagers, with 618 from ST communities.

**Outcomes:** The yoga programmes were aimed at promoting physical and mental well-being. Villages like Silwai, Chatra, and Angara had notable participation, indicating community interest in holistic health practices. Health education and awareness programs have helped communities adopt healthier lifestyles and preventive health measures.

## 4. Sanitary Pad Distribution

- **Village Covered:** Silwai, & Masu.
- **Total Activities:** 2 activities across 2 villages.
- **Beneficiaries:** 3,159 women, all from the ST category.

**Outcomes:** The initiative was focused on improving menstrual hygiene. Though only 2 villages were covered, the reach was high with a focus on ST women, indicating a targeted intervention. The promotion of sanitation and hygiene practices has contributed to cleaner environments and reduced the spread of communicable diseases.

## 5. Anaemia/Autism Prevention & Awareness Program

- **Village Covered:** Tati east, Haratu, Silwai, Mahilong, Chatra, Masu, Hesal, Bahaya, Angara & Lalganj.
- **Total Activities:** 36 activities across 10 villages.
- **Beneficiaries:** 960 individuals, all from the ST category



**Outcomes:** Health awareness programs focused on critical health issues like anaemia and autism. Villages such as Haratu, Silwai, Chatra, Mahilong, Masu and Angara saw the most activities, emphasizing the need for awareness in these regions.

### **Overall Observations**

- **High Participation from ST Communities:** Many of the initiatives had a significant number of participants from the ST communities, especially in the general health camps and yoga programs.
- **Women-Centric Activities:** The sanitary pad distribution and anaemia awareness programs were critical interventions targeted at improving women's health and hygiene.
- **Geographical Distribution: Angara, Silwai, and Haratu** consistently showed higher activity levels across various programs, indicating concentrated efforts in these villages.

Usha Martin Foundation's CSR initiatives under Health & Nutrition during 2023-2024 made a considerable outcome in terms of improving healthcare access, promoting healthy lifestyles, and focusing on vulnerable groups such as TB patients, women, and tribal communities. The data highlights a successful outreach in key areas, with specific emphasis on promoting preventive healthcare and addressing nutritional needs.



## Health & Nutrition Initiatives

## II. Education and Learning

The **Education & Learning** issues in the areas where UMF operates are influenced by a combination of poverty, infrastructure limitations, cultural practices, and systemic gaps in the education system. By addressing these root causes through initiatives such as repairing educational infrastructure, providing teacher training, promoting girl-child education, and raising awareness about the importance of education, UMF's CSR programs aim to improve educational access and quality, ultimately empowering communities and fostering long-term socio-economic development.

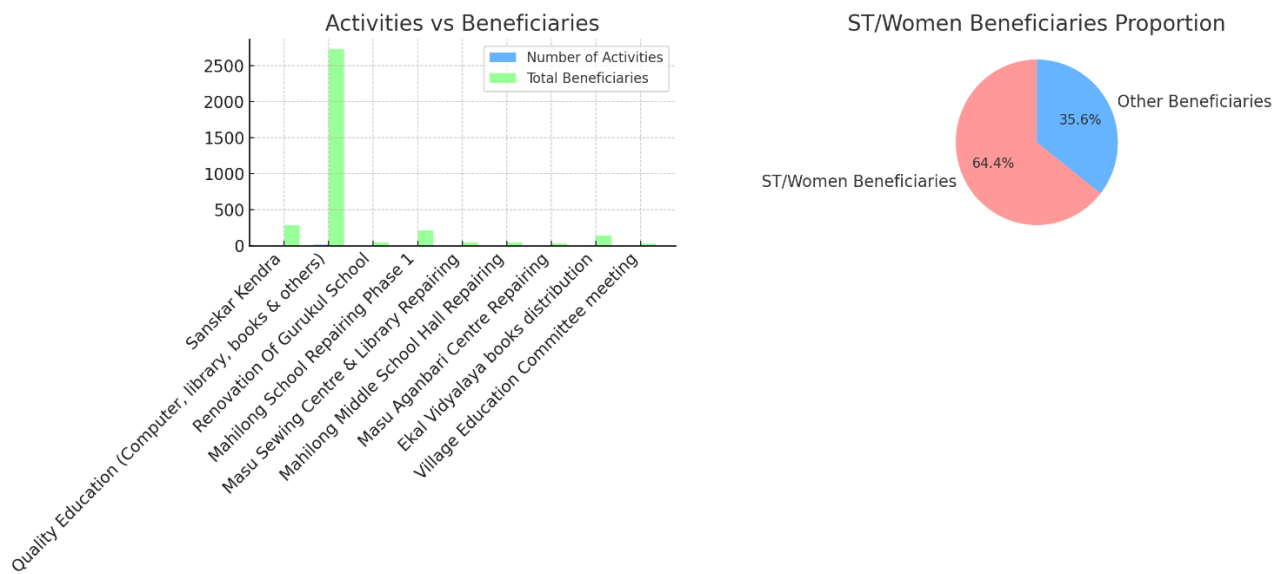
### Strategy for improving Education & Learning Initiative:

The key activities undertaken by UMF to address the issues under **Education & Learning**:

**Table 3.2: Activities Under Education & Learning during (2023-2024)**

Sl. No.	Key Activities	Number of Activities	Total Beneficiaries	ST/women
1.	Sanskar Kendra	10	289	-
2.	Quality Education (Computer, library, books & others)	15	2734	1890
3.	Renovation Of Gurukul School	01	50	28
4.	Mahilong School Repairing Phase 1	01	215	170
5.	Masu Sewing Centre & Library Repairing	01	52	40
6.	Mahilong Middle School Hall Repairing	01	50	35
7.	Masu Aganbari Centre Repairing	01	35	35
8.	Ekal vidyalaya books distribution	05	146	102
9.	Village Education Committee meeting	01	28	18
<b>Total</b>		<b>36</b>	<b>3599</b>	<b>2283</b>

The table 3.2, provides an overview of the CSR initiatives related to education undertaken by USHA MARTIN LTD in various villages, with a focus on activities like running Sanskar Kendras, quality education initiatives, and school repairs.



**Fig. 3.2: The bar and pie charts that visualize the distribution of activities and the breakdown of beneficiaries (ST/Women vs. Others) for key activities.**

Bar Chart compares the number of activities and total beneficiaries for each initiative, showing the scope and impact of each activity and Pie Chart highlights the proportion of ST/Women beneficiaries relative to total beneficiaries, emphasizing the reach of these categories.

## Analysis of Activities, Village Covered and Outcomes

### 1. Sanskar Kendra

- **Village Covered:** Besides 18 villages, Jaratoli, Asri, Baijana, Shasanbera, Salhan, Masrijara, Jarga, Paika, Medha and Banpur were covered.
- **Beneficiaries:** 289 students are receiving supplementary education through Sanskar Kendra centers.

**Outcomes: Sanskar Kendra** initiative is implemented in 28 villages including Jaratoli, Asri, Baijana, and others, covering a total of 289 students received supplementary education. This initiative helps children outside the formal schooling system build foundational skills, such as reading, writing, discipline, and cultural awareness. By focusing on informal education, children who may otherwise be left behind due to socio-economic barriers are brought into the learning process. The inclusion of cultural education helps preserve local traditions while also integrating modern education, resulting in well-rounded development.

## **2. Quality Education (Computer Education, Libraries, Book Distribution)**

- **Village Covered:** Tati east, Haratu, Silwai, Mahilong, Bahaya & Angara.
- **Beneficiaries:** 2,734 students benefitted, including 1,890 who are Scheduled Tribes/women.

**Outcomes:** In **Quality Education** activities related to computer education, libraries, and book distribution have been conducted in 06 villages in which a total 2,734 students benefitted, including 1,890 who are Scheduled Tribes/women. These activities enhance digital literacy and improve access to reading materials empower students with essential skills for the modern world. As digital skills become increasingly important for economic opportunities, providing children with access to technology and educational content helps level the playing field for marginalized communities. This also cultivates a culture of self-learning and curiosity, essential for lifelong learning.

## **3. Renovation of Gurukul School in 1 location**

- **Village Covered:** Haratu village, 1 location.
- **Beneficiaries:** 50 students benefitted, of which 28 are ST/women.

**Outcome:** A **Renovation of Gurukul School** has been carried out in one location, village Haratu impacting 50 students of which 28 are ST/women. By renovating the school, making it more conducive to academic and cultural development. A safer and well-maintained school infrastructure can lead to better attendance and improved engagement from students. By incorporating traditional cultural values through the Gurukul system, this initiative respects local customs while promoting academic achievement.

## **4. School Repairs (Mahilong) - Phase 1**

- **Village Covered:** Mahilong village.
- **Beneficiaries:** 215 students benefitted, 170 of whom are ST/women.

**Outcomes:** A **School Building in Mahilong** was repaired in **Phase 1** which has impacted 215 students, 170 of whom are ST/women. The repair work likely improved the infrastructure and overall school facilities, creating a safer and better learning environment. Educating marginalized groups contributes to breaking the cycle of poverty and exclusion, as educated women and children can have lasting impacts on their families and communities.

## **5. Masu Sewing Centre & Library Repairing**

- **Village Covered:** Masu village.
- **Beneficiaries:** 52 people benefited, with 40 being ST/women.

**Outcomes: Masu Sewing Centre & Library Repaired** in which 52 people benefited, with 40 being ST/women. The sewing centre is a skill development initiative, especially for women. It provides women with valuable skills that lead to economic independence and potential entrepreneurship. This not only empowers women but also strengthens the economic fabric of the community by promoting self-employment and small-scale businesses. This helps women contribute financially to their families and fosters a sense of independence and confidence. The repairs of libraries and school halls provide critical spaces for learning and community engagement. The availability of a library improves access to educational resources, encouraging literacy and fostering a culture of reading among students.

## **6. Hall Repairing in Mahilong Middle School**

- **Village Covered:** Mahilong Middle School.
- **Beneficiaries:** 50 students benefitted, 35 of whom are ST/women.

**Outcomes: A Hall Repairing in Mahilong Middle School** took place and 50 students benefitted, 35 of whom are ST/women. The hall repairs improve the school's capacity for hosting educational and cultural activities. It serves as a community resource for students and local events. The repairs of libraries and school halls provide critical spaces for learning and community engagement. The availability of a library improves access to educational resources, encouraging literacy and fostering a culture of reading among students. A well-maintained hall allows for educational, cultural, and social events, creating a hub for community development activities. This multi-functional space strengthens the community's educational infrastructure and cultural identity.

## **7. Anganbari Centre Repairing in Masu**

- **Village Covered:** Masu village.
- **Beneficiaries:** 35 people benefited, all of whom are ST/women.

**Outcomes: An Anganbari Centre Repairing in Masu** village, benefited 35 people, all of whom are ST/women category. The repair of the Anganbari center enhances early childhood

education and nutrition services. This has a significant impact on the health and education of young children, particularly in marginalized communities. These repairs enhance early childhood education and ensure that young children receive both nutritional support and basic learning. This early intervention has a profound impact on the health and cognitive development of children in marginalized communities, setting the foundation for future learning and personal growth.

### **8. Ekal Vidyalaya Books Distribution**

- **Village Covered:** Besides 18 villages, Shasanbera, Masrijara, Jarga, Paika, Medha and Paika were covered.
- **Beneficiaries:** 146 students benefitted, 84 of whom are ST/women.

**Outcomes:** In **Ekal Vidyalaya** books have been distributed across 24 villages, impacting 146 students out of which 84 of whom are ST/women. Distribution of books helps promote literacy and education in remote areas within the forest. The high number of ST/women beneficiaries emphasizes UMF's focus on marginalized groups and gender equity in education.

### **9. Village Education Committee Meeting**

- **Village Covered:** Chatra village.
- **Impact:** 28 people benefitted, 18 of whom are ST/women.

**Outcomes:** A **Village Education Committee Meeting** was held in Chatra village and 28 people benefitted, 18 are ST/women category. These meetings aim to engage the local community in the educational process, fostering a sense of ownership and responsibility within the local community regarding their educational process. The discussions addressed challenges and solutions related to village education, ensures that the community is actively participating in the decision-making process. The focus on ST/women in these meetings reflects a commitment to inclusive development, ensuring that marginalized voices are heard in shaping the future of the educational system.

## Overall Observations

- **No Activity in Certain Villages:** It seems that some villages listed under CSR pillars (like Tati East and West, Haratu, etc.) may not have reported significant activities under the education pillar. This could point to potential areas for expansion.
- **Sustainability of Sanskar Kendras:** These centers serve as a valuable platform for students, and ensuring their continued operation will be essential to maintaining the impact.



## Education & Learning Initiatives



### III. Livelihood & Entrepreneurship

The **Livelihood & Entrepreneurship** CSR initiatives by Usha Martin Foundation (UMF) aim to address several issues prevalent in rural areas, especially those that hinder economic development and self-reliance through targeted programs like skill development, women's empowerment, rural entrepreneurship, and sustainable agriculture. The key is to overcome challenges such as lack of skills, market access, financial inclusion, and infrastructure while promoting gender equity and innovation in rural livelihoods. By addressing these root causes, UMF seeks to create sustainable and inclusive economic growth in rural communities.

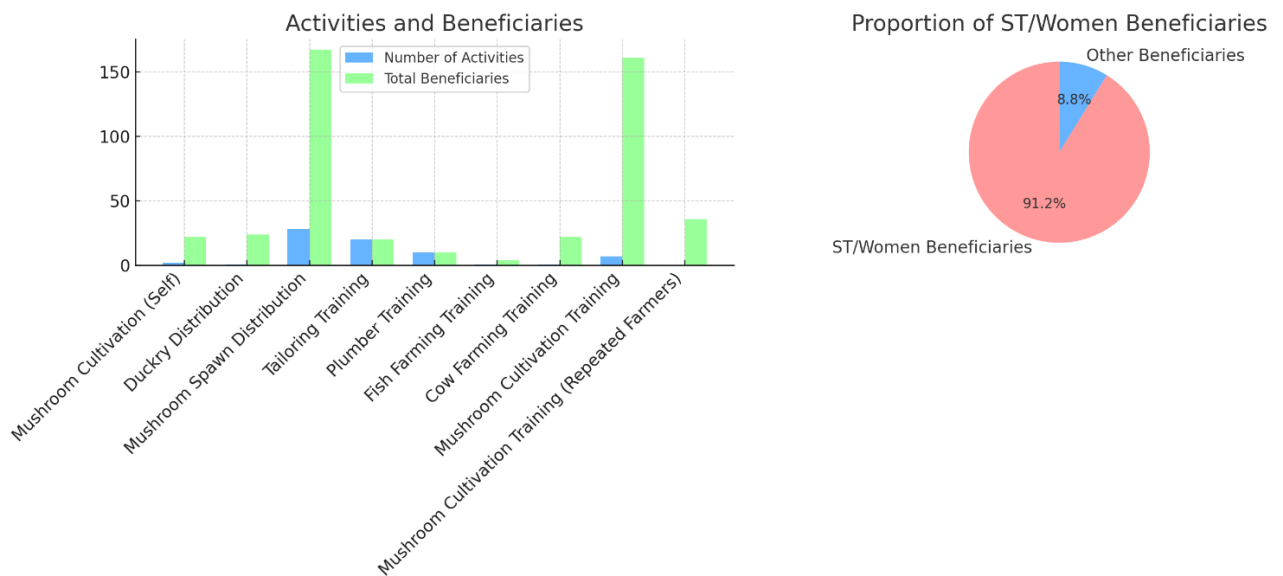
#### Strategy for improving in Livelihood & Entrepreneurship Initiatives:

The key activities undertaken by UMF to address the issues under Livelihood & Entrepreneurship:

**Table 3.3: Activities under Livelihood & Entrepreneurship during 2023-24**

Sl. No.	Key Activities	Number of Activities	Total Beneficiaries	ST/women
1.	Mushroom Cultivation (Self)	02	22	08
2.	Duckry Distribution	01	24	24
3.	Mushroom Spawn Distribution	28	167	146
4.	Tailoring Training	20	20	20
5.	Plumber Training	10	10	10
6.	Fish Farming Training	01	04	04
7.	Cow Farming Training	01	22	22
8.	Mushroom Cultivation Training	07	161	155
9.	Mushroom Cultivation Training (Repeated Farmers)	-	36	36
<b>Total</b>		<b>70</b>	<b>466</b>	<b>425</b>

The table 3.3, outlines various livelihood and entrepreneurial initiatives carried out by Usha Martin Foundation across different villages, focusing on activities such as mushroom cultivation, duckery distribution, training programs, and farming.



**Fig. 3.3: The bar and pie charts that visualize the distribution of activities and the breakdown of beneficiaries (ST/Women vs. Others) for key activities.**

This Bar Chart represents the number of activities and the total beneficiaries for each activity. It shows how various activities like "Mushroom Spawn Distribution" and "Mushroom Cultivation Training" have impacted a large number of beneficiaries. The Pie Chart illustrates the proportion of ST/women beneficiaries compared to other beneficiaries across all activities, highlighting the significant contribution to these groups.

## **Analysis of Activities, Village Covered and Outcomes**

### **1. Mushroom Cultivation (Self-Initiated)**

- **Villages Covered:** 02 villages, Aara & Chatra.
- **Beneficiaries:** 22 villagers, including 8 ST/women.

**Outcomes: Mushroom Cultivation (Self-Initiated)** directly benefited 22 villagers, including 8 women and ST members, by introducing mushroom cultivation as an alternative livelihood. Equipping participants with the skills to cultivate mushrooms independently, the program has increased self-reliance and income generation in five villages. This has particularly empowered ST communities and women, providing them with a sustainable, low-cost agricultural practice.

## 2. Duckery Distribution

- **Villages Covered:** 02 villages, Haratu & Silwai
- **Beneficiaries:** 24 farmers, all of whom are ST/women.

**Outcomes:** The **distribution of ducks** to 24 farmers, all of whom are ST/women, demonstrates a targeted approach to uplifting underprivileged groups. Duck farming not only provides a supplementary income source but also contributes to improved household nutrition. This initiative strengthens the economic resilience of the beneficiaries, enhancing their ability to diversify livelihoods in Tati West and Tati East.

## 3. Mushroom Spawn Distribution

- **Villages Covered:** 09 villages, Tati east, Tati west, Haratu, Silwai, Mahilong, Masu, Hesal, Bedwani, & Angara.
- **Beneficiaries:** 167 farmers, 146 of whom are ST or women.

**Outcomes:** **Mushroom spawn distribution** has enabled large-scale participation in mushroom farming across 28 villages, making it one of the widest-reaching initiatives. A significant percentage of ST and women beneficiaries highlights the emphasis on inclusivity and empowerment of underprivileged groups. This initiative has provided farmers with the essential inputs to produce mushrooms, facilitating income generation and enhancing food security. Participants have developed an entrepreneurial mindset, with some expanding operations or engaging in market selling.

## 4. Tailoring Training

- **Villages Covered:** 07 villages, Tati east, Tati west, Haratu, Silwai, Chatra, Masu, & Hesal.
- **Beneficiaries:** 20 people, all ST/women.

**Outcomes:** **Tailoring training** has empowered 20 women and all were under ST/women category, across 07 villages, giving them marketable skills that enhance their ability to generate independent income. This initiative is a critical component of women's economic empowerment in rural areas, as it not only fosters entrepreneurship but also helps women contribute to household income, leading to increased financial stability and self-confidence.

## 5. Plumber Training

- **Villages Covered:** 05 villages, Aara, Mahilong, Baram, Chatra & Angara.
- **Beneficiaries:** 10 participants (male and female).

**Outcomes:** The **Plumbing training** provided to 10 participants (both male and female) across 05 villages addresses the skills gap in rural infrastructure services. By offering vocational training in a highly demanded skill, the program has improved employment prospects for rural workers. The inclusion of women in this traditionally male-dominated field highlights UMF's commitment to gender equality in skill development.

## 6. Fish Farming Training

- **Villages Covered:** 02 villages, Silwai & Angara.
- **Beneficiaries:** 4 villagers.

**Outcomes:** **Fish Farming Training** provided although small in scale, the fish farming training provided in three villages (benefiting 4 participants) represents an important effort to diversify income sources. Fish farming offers a supplementary livelihood, especially in regions where agriculture may be insufficient. This training helps rural villagers explore new avenues of economic activity, contributing to their overall economic resilience.

## 7. Cow Farming Training

- **Villages Covered:** 02 villages, Haratu & Silwai.
- **Beneficiaries:** 22 farmers, all ST/women.

**Outcome:** **Cow Farming Training** initiative directly benefited 22 ST/women farmers across Haratu & Silwai. By introducing modern techniques in cow farming, the program supports the development of dairy farming as a viable livelihood. This not only enhances rural income but also promotes better livestock management practices, leading to increased productivity and improved nutrition for households.

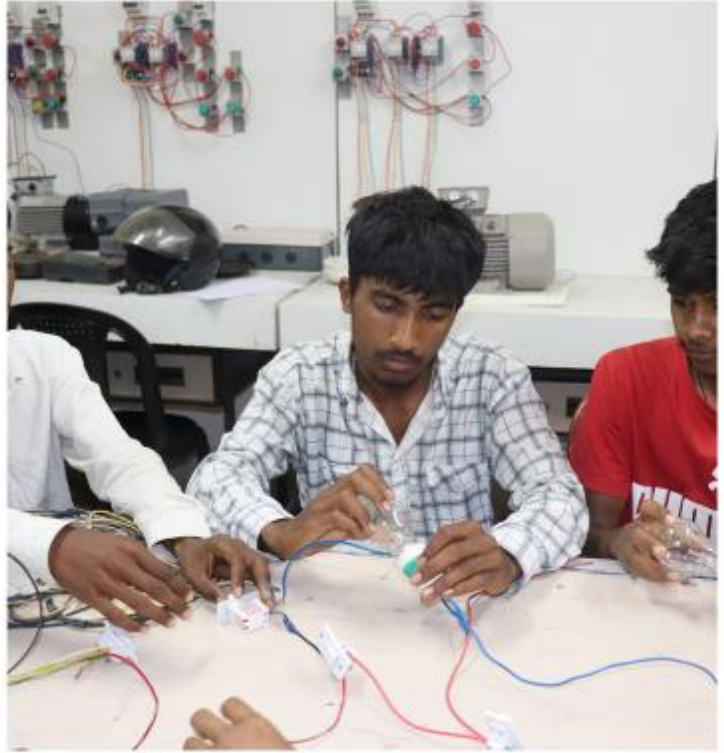
## 8. Mushroom Cultivation Training

- **Villages Covered:** 06 villages, Tati west, Haratu, Silwai, Masu, Bahaya & Angara.
- **Beneficiaries:** 161 farmers, 155 of whom are ST/women.

**Outcomes: Mushroom Cultivation Training** conducted across 06 villages, benefiting 161 farmers (including 155 ST/women), has significantly impacted the agricultural landscape in these communities. By focusing on advanced techniques and offering repeated training to 36 additional farmers, UMF ensures that participants can sustain and scale their mushroom farming efforts. This creates a lasting impact on food security and economic development, particularly for marginalized groups.

### **Overall Observations:**

- **Strong Focus on Mushroom Cultivation:** Mushroom cultivation and spawn distribution cover the most villages and participants, showing it as a key livelihood activity in the CSR efforts. Both training and material support (spawn distribution) are provided, indicating a comprehensive approach.
- **Empowerment of Women and Tribal Communities:** Across all initiatives, a large majority of beneficiaries are women and members of the tribal community. This highlights a targeted approach to empower vulnerable groups through skill-building and sustainable livelihoods.
- **Skill Development:** Training programs in tailoring, plumbing, and farming (cow and fish) provide new skills to participants, which can help diversify their income streams. These trainings cover fewer villages but are critical for long-term rural development.
- **Limited Activity in Certain Villages:** Some villages, such as Khatanga, Pertol, and Bahaya, appear to have fewer or no activities. Expanding the programs to these villages can help reach more people.
- **Scalability of Training Programs:** While training programs such as fish farming and plumbing are important, they currently cover very few participants. Scaling these up could provide more comprehensive livelihood opportunities.
- **Sustainability of Mushroom Cultivation:** Repeated training for mushroom cultivation suggests an ongoing commitment to sustainability, but ensuring market linkages and access to resources will be key for long-term success.



## **Livelihood & Entrepreneurship Initiative**

#### IV. Skill Development & Training

**Skill Development & Training** initiatives are pivotal in creating economic opportunities for rural communities, especially for women, youth, and ST populations. By focusing on both vocational and entrepreneurial skills, these programs not only enhance employability but also encourage self-reliance and entrepreneurship. The holistic approach to skill development ensures that participants are well-prepared to meet the demands of both rural and urban job markets, thereby contributing to the overall socio-economic development of the region.

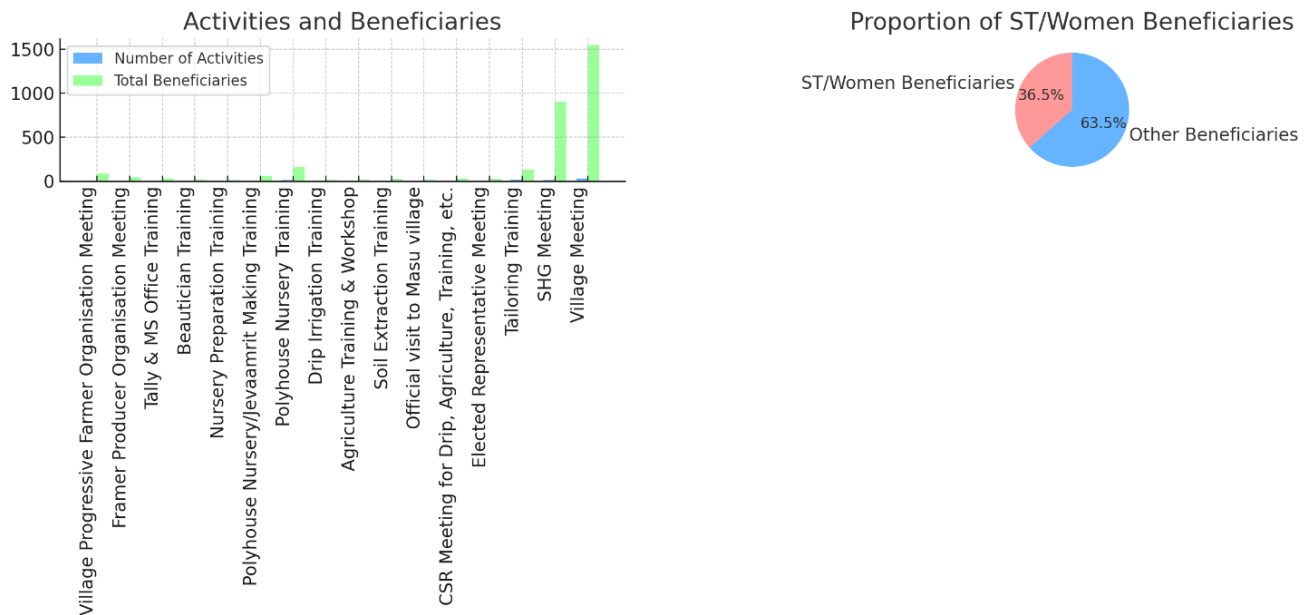
##### **Strategy for improving in Skill Development & Training Initiatives:**

The key activities undertaken by UMF to address the issues under Skill Development & Training:

**Table 3.4: Activities under Skill Development & Training during 2023-24**

Sl. No.	Key Activities	Number of Activities	Total Beneficiaries	ST/women
1.	Village Progressive Farmer Organisation Meeting	04	85	43
2.	Framer Producer Organisation Meeting	02	41	16
3.	Tally & MS Office Training	01	30	16
4.	Beautician Training	01	20	20
5.	Nursery Preparation Training	02	12	04
6.	Polyhouse Nursery/Jevaamrit Making Training	03	61	53
7.	Polyhouse Nursery Training	09	161	110
8.	Drip Irrigation Training	03	09	03
9.	Agriculture Training & Workshop	02	20	20
10.	Soil Extraction Training	03	25	03
11.	Official visit to masu village	01	15	08
12.	CSR Meeting for Drip, Agriculture,Cash crop , Training , Health etc.	01	30	20
13.	Elected Representative Meeting	02	21	12
14.	Tailoring Training	20	Ongoing	-
15.	SHG Meeting	10	130	102
16.	Village Meeting	32	906	706
<b>Total</b>		<b>96</b>	<b>1546</b>	<b>1116</b>

Table 3.4, shows details of the CSR activities under **Skill Development and Training** initiated by Usha Martin Foundation across different villages. These activities focus on training villagers in agriculture, vocational skills like tailoring and beautician work, and organizing meetings for progressive farmer groups and self-help groups (SHGs).



**Fig. 3.4: The bar and pie charts that visualize the distribution of activities and the breakdown of beneficiaries (ST/Women vs. Others) for key activities.**

These visuals through Bar and Pie Chart can be enhanced by making key data trends more understandable at a glance. The Bar Chart compares the number of activities and total beneficiaries across different programs, helping to understand which initiatives have had the most impact. This Pie Chart shows the proportion of ST/Women beneficiaries compared to the total beneficiaries, highlighting their involvement in the programs.

## Activities/Village Coverage and Outcomes

### 1. Village Progressive Farmer Organization Meeting:

Conducted 04 meeting at UML & impacting 85 farmers, with 43 of them being from ST/women categories. These meetings promote collaboration among farmers, encouraging the adoption of modern agricultural techniques. The significant inclusion of ST and women ensures that marginalized communities gain access to knowledge and decision-making platforms, fostering inclusive development.



## **2. Farmer Producer Organization Meeting:**

02 meetings held UML, reaching 41 farmers, 16 of whom are ST/women categories. These meetings help farmers organize cooperatives to strengthen their bargaining power, access markets, and secure fair prices. By engaging ST and women, the initiative promotes equal opportunities in the agricultural value chain, enhancing rural livelihoods.

## **3. Tally & MS Office Training:**

Conducted across 8 villages (Tati East, Tati West, Haratu, Mahilong, Baram, Chatra, Masu & Angara, benefiting 30 students, with 16 being from ST/women. This training enhances digital literacy and accounting skills, directly improving employability. By focusing on ST/women participants, the program aims to bridge the digital divide and promote workforce participation among these groups.

## **4. Beautician Training:**

Focused entirely on ST women, with 20 participants received training in this skill. The program empowers ST women by providing them with vocational skills that enable self-employment in the beauty industry. This fosters entrepreneurship and financial independence among traditionally disadvantaged groups.

## **5. Nursery Preparation Training:**

Provided in 2 villages (Silwai & Angara), with 12 farmers (04 ST/women's categories) participated. The training equips participants with horticultural skills, promoting sustainable livelihoods. The inclusion of ST/women helps diversify their income sources, making them less dependent on traditional farming.

## **6. Polyhouse Nursery/Jevaamrit Making Training:**

Conducted in 3 villages (Silwai, Masu & Angara), impacting 61 farmers out of which 53 belonged to ST/women's categories. The focus on organic farming and Polyhouse techniques improves agricultural productivity while promoting sustainability. Targeting ST/women ensures that these groups benefit from advanced farming methods, fostering long-term community resilience.

### **7. Polyhouse Nursery Training:**

A broader initiative conducted in 7 villages (Tati East, Haratu, Silwai, Mahilong, Masu, Lapung & Angara) benefiting 161 villagers (110 ST/women's categories), which is one of the larger outreach programs related to agricultural training. This large-scale initiative strengthens rural economies by equipping farmers with the knowledge to cultivate high-value crops in controlled environments. It significantly benefits marginalized groups, particularly ST and women, by improving their agricultural output and income potential.

### **8. Drip Irrigation Training:**

Conducted in 3 villages (Haratu, Silwai & Lapung) with 9 villagers, 03 belonged to ST/women's categories. Drip irrigation increases water-use efficiency in farming, which is crucial in water-scarce areas. This technical training enables participants to boost crop yields, directly benefiting their economic status, especially for those from ST/women categories.

### **9. Agriculture Training & Workshop:**

A workshop held in 2 villages (Haratu & Aara), benefiting 20 farmers. These workshops likely provide a broad understanding of modern farming techniques, improving overall agricultural productivity. Though the activity reaches a smaller audience, it ensures the dissemination of practical farming knowledge.

### **10. Soil Extraction Training:**

Provided in 3 villages (Haratu, Lapung & Angara) benefiting 25 villagers, 03 of whom are ST/women. Soil extraction and testing help farmers improve crop yield through better soil management. Including ST/women in these technical workshops empowers them with critical agricultural knowledge that boosts their productivity.

### **11. Official Visit to Masu Village:**

This activity involved a visit to Masu village, benefiting 15 farmers, 08 of whom are from ST/women. Official visits serve to strengthen relationships between CSR teams and local communities, ensuring that development plans align with local needs. This benefit marginalized groups, as they receive direct attention and guidance from CSR initiatives.

**12. CSR Meeting for Drip Irrigation, Agriculture, Cash Crop, Training, Health, etc.:**

A meeting involving multiple topics like agriculture, health, and irrigation, benefiting 30 farmers (20 ST/women) held at UML. Multi-faceted meetings help address various community development aspects, from agriculture to health. By focusing on ST/women, the initiative ensures that these key areas of development include marginalized groups, leading to equitable progress.

**13. Elected Representative Meeting:**

Conducted meeting with 21 people, including 12 people from ST/women's categories. This meeting promotes local governance and leadership, ensuring that community representatives actively participate in decision-making. Engaging ST/women in leadership meetings promotes inclusivity in governance and community development.

**14. Tailoring Training:**

One of the most consistent activities, conducted in 08 villages (Tati East, Tati West, Haratu, Silwai, Chatra, Masu, Hesal & Angara) and benefiting 20 participants that is ongoing training programme. This initiative provides vocational skills to women and ST participants, enhancing livelihood opportunities.

**15. SHG Meeting:**

Conducted at UML and 03 villages (Haratu, Silwai & Chatra) focusing on self-help group (SHG) formation and management, benefiting 130 villagers, 102 of whom are ST/women's categories. Self-help groups (SHGs) empower communities by promoting savings and credit mechanisms, enabling financial inclusion. The focus on ST/women enhances their economic independence, improving their social standing in rural areas.

**16. Village Meeting:**

Conducted at UML and across 07 villages (Haratu, Silwai, Mahilong, Chatra, Masu, Lapung & Angara) this is the largest activity in terms of reach, impacting 906 villagers, 706 of whom are from ST/women's categories. Village meetings offer a platform for community engagement, enabling local voices to participate in planning CSR activities. The large participation of ST/women ensures that marginalized groups contribute to and benefit from community development initiatives.

## Overall Observation:

- **Focus on Agriculture and Farming:** A significant portion of the skill development initiatives focuses on agriculture, with multiple trainings on polyhouse nurseries, drip irrigation, and soil extraction. These activities aim to modernize farming practices and improve productivity.
- **Empowerment through Vocational Training:** The beautician and tailoring training programs are designed to empower women, providing them with skills to generate income. These initiatives help foster entrepreneurship and self-reliance.
- **Community Mobilization:** SHG and Village meetings are vital for mobilizing communities and providing them with platforms for collective action. The large reach of these meetings indicates an effort to create strong community networks.
- **Technical Skill Development:** The inclusion of Tally & MS Office training shows a focus on building digital and technical skills, particularly for students and younger participants, enhancing their employability in non-agricultural sectors.
- **Limited Training in Certain Villages:** Some villages like K hatanga, Pertol, and Lalganj appear to have fewer or no activities, especially in terms of skill development. Expanding the programs to these areas would increase inclusivity.
- **Scaling Up Agricultural Training:** While agricultural training is widespread, scaling up successful programs like polyhouse nursery training and drip irrigation would have a larger impact on improving farming practices.
- **Post-Training Support:** Ensuring that participants, especially in vocational skills like tailoring and beautician training, have access to markets, materials, and further support for setting up businesses will be key to the long-term success of these initiatives.



## Skill Development & Training

## V. Natural Resource Management

The **Natural Resource Management (NRM) initiatives** of Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) programs focus on promoting sustainability, improving agricultural productivity, and enhancing the livelihoods of rural communities. The focus on marginalized groups particularly Scheduled Tribes (ST) and women and the implementation of modern farming practices highlight the foundation's commitment to sustainable development and social empowerment. The primary objective is to ensure sustainable use and conservation of natural resources.

The overall objective of UMF's Natural Resource Management initiative is to **create a balance between environmental conservation and livelihood generation**, empowering rural communities to manage their natural resources sustainably while improving agricultural productivity and securing long-term income stability.

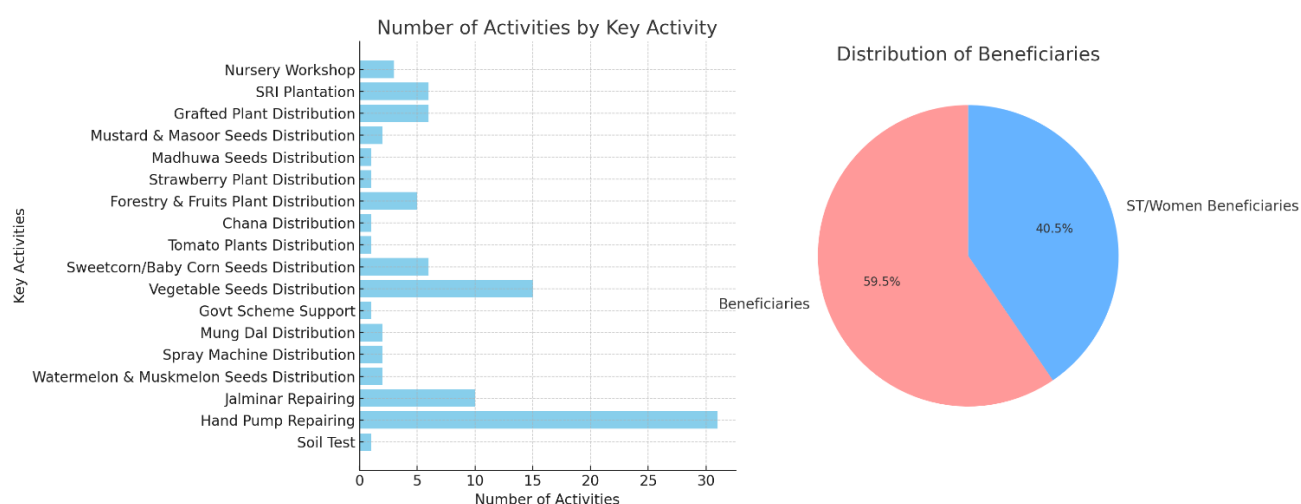
**Key activities and distributions carried out in the fiscal year 2023-2024 include:**

**Table 3.5: Activities under Natural Resource Management during 2023-24**

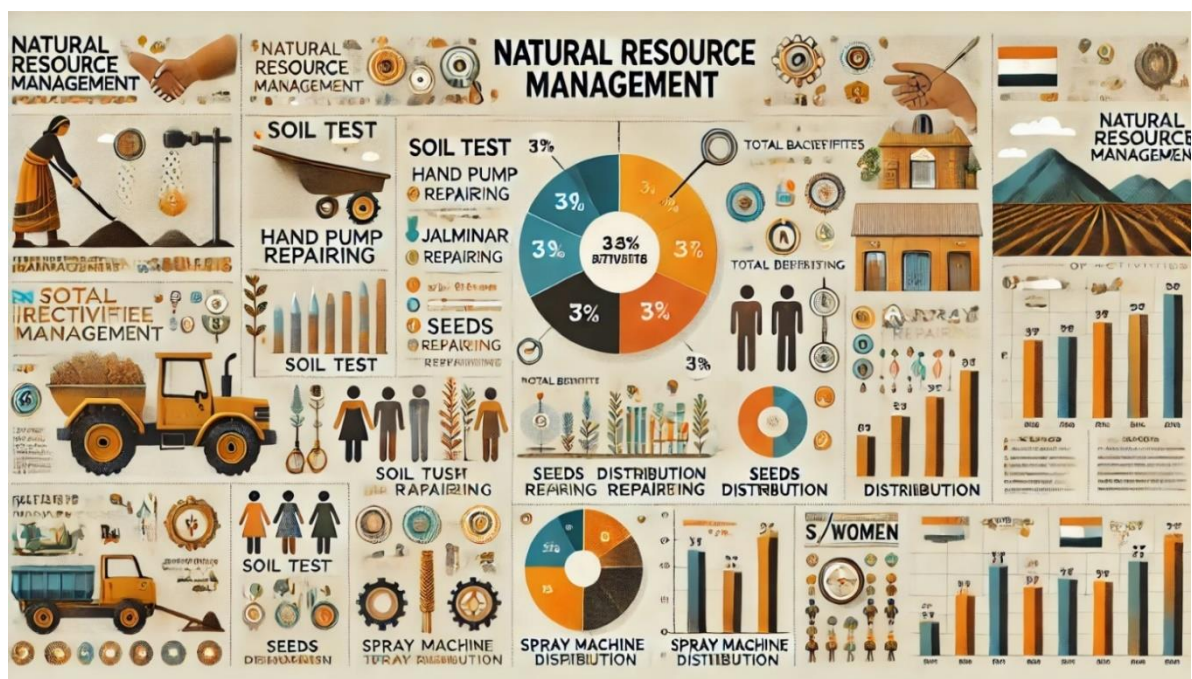
Sl. No.	Key Activities	Number of Activities	Beneficiaries	ST/women
1.	Soil test	01	100	63
2.	Hand pump Repairing	31	773	476
3.	Jalminar Repairing	10	1000	774
4.	Watermelon & Muskmelon Seeds Distribution	02	28	14
5.	Spray Machine Distribution	02	04	01
6.	Mung Dal Distribution	02	28	12
7.	Supporting farmer to connect with government scheme like vermi compost unit, Fertilizer & inteccide distribution	01	02	01
8.	Vegetables Seeds Distribution	15	477	297
9.	Sweetcorn/baby corn Seeds Distribution	06	41	31
10.	Tomato Plants Distribution	01	09	09
11.	Chana Distribution	01	30	19
12.	Forestry & Fruits Plant Distribution	05	64	34
13.	Strawberry Plant Distribution	01	12	07

14.	Madhuwa Seeds Distribution	01	10	05
15.	Mustard, Masoor Seeds Distribution	02	61	45
16.	Grafted Plant (Tomato,Brinjal&Chilli)Distribution	06	17	05
17.	SRI Plantation	06	28	18
18.	Nursery Preparation Workshop through Polyhouse	03	63	57
<b>Total</b>		<b>96</b>	<b>2747</b>	<b>1968</b>

Table 3.5, gives a detailed breakdown of activities under **Natural Resource Development**, part of the CSR initiatives taken by Usha Martin Foundation. It covers various interventions across 18 villages in Namkum, Kanke, and Angara blocks. The activities span several categories, including soil testing, repairs, seed and plant distribution, support for farmers, and workshops.



**Fig. 3.5: The bar and pie charts that visualize the distribution of activities and the breakdown of beneficiaries (ST/Women vs. Others) for key activities.**



**Fig. 3.6:** The infographic representing the key data trends for the CSR activities, including visuals for each major area like soil testing, hand pump repairs, seed distributions, plant distributions, and training workshops across the various villages. The layout highlights beneficiary totals and ST/women impacts with charts and color-coding.

## Analysis of Activities, Village Coverage and Outcomes

### 1. Soil Test

- **Villages Covered:** Haratu, Silwai, Aara, Mahilong, Baram, Chatra, Masu, Angara
- **Total Soil Tests:** 100
- **Beneficiaries:** 63 ST/women out of 100

**Outcomes:** The soil testing initiative improves farmers' knowledge of soil health, enabling them to make informed decisions regarding fertilizer usage and crop selection. This helps increase crop yields and soil fertility over time, especially benefitting marginalized communities. By covering 8 villages and a significant number of ST/women beneficiaries, the program has effectively enhanced agricultural awareness and capacity among these groups.

### 2. Hand Pump Repairing

- **Villages Covered:** Tati East & West, Haratu, Silwai, Baram, Masu, Hesal, Bahaya, Angara.
- **Total Hand Pumps Repaired:** 31
- **Beneficiaries:** 773 people, with 476 being ST/Women



**Outcomes:** The repair of 31 hand pumps across 8 villages has improved access to safe drinking water for 773 beneficiaries, a majority being ST/women. This initiative addresses water scarcity, reduces the burden of water collection on women, and promotes community health. The improved water access also has a positive effect on sanitation and hygiene practices.

### **3. Jalminar Repairing**

- **Villages Covered:** Tati East, Tati West, Haratu, Silwai, Chatra, Masu
- **Total Jalminars Repaired:** 10
- **Beneficiaries:** 1000 people, 774 from ST/Women

**Outcomes:** The repair of 10 Jalminars (water storage units) has enhanced water security for 1000 people. This initiative ensures a more consistent supply of water, reducing the need for daily water collection and contributing to improved agricultural irrigation. The high ST/women beneficiary ratio emphasizes UMF's focus on uplifting vulnerable sections by ensuring their access to critical resources.

### **4. Seed Distribution Initiatives**

- **Watermelon & Muskmelon Seeds:**
  - **Villages Covered:** 8 villages
  - **Beneficiaries:** 28 farmers (14 ST/Women)
- **Vegetables Seeds Distribution:**
  - **Villages Covered:** 16 villages
  - **Beneficiaries:** 477 farmers (297 ST/Women)
- **Sweetcorn/Babycorn Seeds:**
  - **Villages Covered:** 9 villages
  - **Beneficiaries:** 41 farmers (31 ST/Women)
- **Mustard & Masur Seeds:**
  - **Villages Covered:** 2 villages
  - **Beneficiaries:** 61 farmers (45 ST/Women)
  
- **Total Beneficiaries:** 607 farmers, 387 of whom are ST/women.

**Outcomes:** The distribution of diverse seeds such as Watermelon, Muskmelon, Sweetcorn, Mustard, and Masur has broadened the agricultural options for 607 farmers, enabling crop

diversification, improved nutrition, and increased income potential. This initiative is pivotal in promoting food security and resilience against market and climate variability. The large-scale outreach across 35 villages has contributed to strengthening agricultural capacity. Nearly half of the beneficiaries were from ST and women farmers, ensuring equitable access to resources and promoting agricultural sustainability.

## **5. Plant Distribution**

- **Forestry & Fruits Plants:**
  - **Villages Covered:** 5 villages
  - **Beneficiaries:** 64 farmers (34 ST/Women)
- **Grafted Plants (Tomato, Brinjal & Chilli):**
  - **Villages Covered:** 6 villages
  - **Beneficiaries:** 17 farmers (5 ST/Women)
- **Strawberry Plants:**
  - **Villages Covered:** 7 villages
  - **Beneficiaries:** 12 farmers (7 ST/Women)
- **Total Beneficiaries:** 93 farmers (46 ST/women).

**Outcomes:** The distribution of forestry, fruit, and grafted plants supports agroforestry and horticulture practices, promoting sustainable land use and long-term income generation. By introducing high-value crops like strawberries, the initiative offers new income streams and improves nutrition diversity for farmers. Out of 93 farmers 46 farmers were ST/women beneficiaries reflects a focus on economic empowerment for marginalized communities.

## **6. Support for Farmers and SRI Plantation**

- **Support for Vermi Compost/Fertilizer Distribution:**
  - **Villages Covered:** 2 Villages
  - **Beneficiaries:** 2 farmers (01 ST/Women)
- **SRI Plantation:**
  - **Villages Covered:** 6 villages
  - **Beneficiaries:** 28 farmers (18 ST/Women)

**Outcomes:** The support for vermi compost and SRI plantation introduces sustainable agricultural practices aimed at enhancing soil health and increasing crop yields with minimal

resources. This initiative promotes eco-friendly farming and empowers farmers to adopt practices that are both cost-effective and environmentally sustainable, thereby contributing to long-term agricultural resilience.

## 7. Equipment Distribution & Training

- **Spray Machine Distribution:**
  - **Villages Covered:** 4 villages
  - **Beneficiaries:** 4 farmers (1 ST/women)
- **Nursery Preparation Workshop through Polyhouse:**
  - **Villages Covered:** 3 villages
  - **Beneficiaries:** 63 (57 ST/women)
- **Polyhouse Accessories Distribution:**
  - **Villages Covered:** 06 villages
  - **Beneficiaries:** 120 (35 ST/women)

**Outcomes:** The distribution of Spray Machines, Nursery Preparation through Polyhouse and Polyhouse Accessories along with specialized training, has enhanced the technical know-how and capacity of farmers to adopt modern agricultural techniques. The focus on polyhouse training introduces advanced cultivation methods, extending growing seasons and improving productivity. With 152 beneficiaries (93 ST/women), these activities contribute significantly to skill development and agricultural modernization.

### Overall Observation:

1. **Broad Geographic Impact:** The initiatives covered multiple villages, with varying levels of involvement in activities. Villages like **Silwai**, **Haratu**, and **Angara** showed extensive participation across multiple activities.
2. **Focus on Women and ST Farmers:** A significant portion of the beneficiaries were women and Scheduled Tribe farmers, ensuring inclusivity in CSR efforts. This aligns with the foundation's aim to support marginalized groups.
3. **Agricultural Sustainability:** The CSR initiatives focus heavily on **agricultural development**—from soil testing and seed distribution to advanced techniques like polyhouse farming and SRI plantation. These efforts are likely to improve crop yields, promote sustainability, and contribute to long-term food security.

4. **Water Resource Development:** The repairing of **hand pumps** and **Jalminars** directly addresses water scarcity issues, benefiting thousands of villagers. Access to clean water is essential for both domestic and agricultural purposes.
5. **Supporting Farmer Linkages:** Efforts to connect farmers with government schemes and provide equipment like spray machines have helped enhance farming efficiency. This support enables farmers to access better inputs and resources.



### **Natural Resource Management Initiatives**

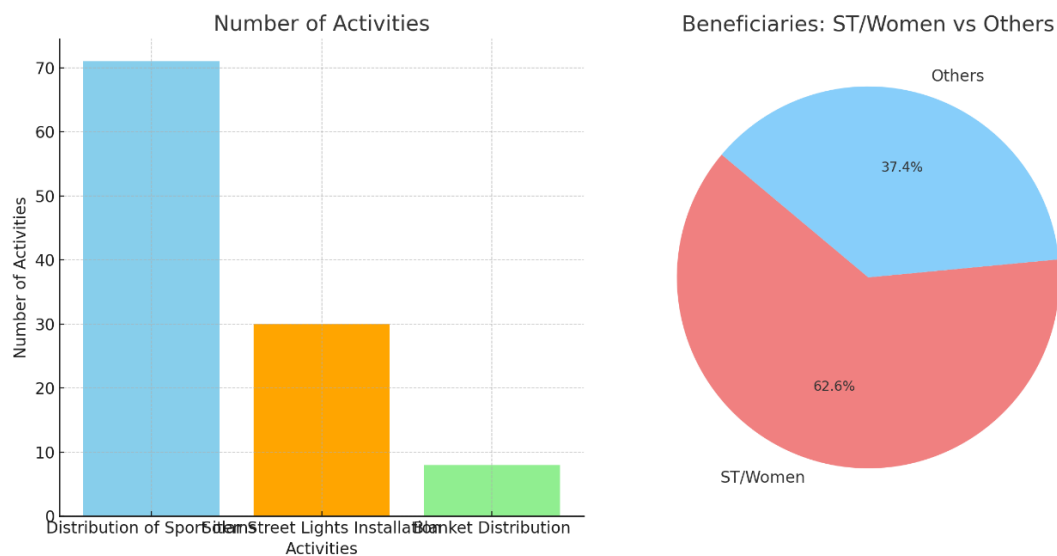
## VI. Sports, Infrastructure and Others

CSR activities related to **Sports, Infrastructure and Others** conducted by Usha Martin Foundation. The initiatives include the distribution of sports items, installation of solar street lights, and blanket distribution.

The key activities undertaken by UMF to address the issues:

**Table 3.6: Activities under Sports, Infrastructure and Others during 2023-24**

Sl. No.	Key Activities	Number of Activities	Beneficiaries	ST/women
1.	Distribution of Sport items	71	923	447
2.	Solar Street Lights Installation	30	750	552
3.	Blanket Distribution	08	130	130
<b>Total</b>		<b>109</b>	<b>1803</b>	<b>1129</b>



**Fig. 3.7: The bar and pie charts that visualize the distribution of activities and the breakdown of beneficiaries (ST/Women vs. Others) for key activities.**



**Fig. 3.7:** The infographic featuring activities like distribution of sports items, solar street lights installation and blanket distribution and distinct visual elements for easy interpretation.

## Analysis of Activities, Village Coverage and Outcomes

### 1. Distribution of Sports Items:

- **Villages Covered:** UML, Tati east, Tati west, Haratu, Silwai, Aara, Mahilong, Baram, Chatra, Masu, Hesal, Bahaya, Lapung, Angara, Lalganj, Khatanga & Petrol.
- **Sports Item Distribution:** 923 people, including 447 ST/women.

**Outcomes:** Sports items were distributed across 17 villages, benefiting 923 people, of which 447 are from ST or women’s categories. Villages such as Tati East, Tati West, Haratu, Silwai, and Angara received a high number of distributions, indicating a strong focus on youth engagement and promoting sports.

### 2. Solar Street Light Installation:

- **Villages Covered:** Tati east, Tati west, Haratu, Silwai, Mahilong, Chatra, Masu, Hesal, Bedwari, Angara, & Petrol.
- **Solar Street Lights:** 750 villagers, with 552 from ST or women’s groups.

**Outcomes:** Solar street lights were installed in 11 villages, benefiting 750 villagers, with 552 of them being ST or women. Villages like Tati West, Aara, Mahilong, Baram, and Lalganj need installations, helping improve infrastructure and safety in these areas.

### **3. Blanket Distribution:**

- **Villages Covered:** Tati west, Haratu, Silwai, Chatra, Masu, Angara, & Lalganj,
- **Blanket Distribution:** 130 people, all from ST/women's groups.

**Outcomes:** This initiative covered 7 villages, benefiting 130 villagers, all of whom are from ST/women's groups. The villages receiving blankets include Haratu, Silwai, and Masu, where vulnerable groups received support, likely during colder months.

A significant portion of the beneficiaries belong to the ST/women's categories, particularly for the solar street light installations (552 out of 750) and blanket distribution (130 out of 130).

### **Overall Outcomes:**

•**Sports Distribution as a Key Activity:** The distribution of sports items reaches the largest number of beneficiaries (923 people across 17 villages). This suggests a focus on community engagement, youth development, and promoting physical activity. Given that almost half of the beneficiaries are ST/women, the initiative also promotes inclusivity in sports.

- **Solar Street Lights for Improved Infrastructure:** Installing solar street lights in 11 villages benefits 750 villagers, contributing to better infrastructure, enhanced safety, and energy access in rural areas. The high proportion of ST and women beneficiaries (552 out of 750) suggests the initiative targets underserved communities, helping improve quality of life in these areas.
- **Targeted Distribution of Blankets:** The blanket distribution program, though smaller in scale, directly benefits 130 ST/women beneficiaries across 7 villages. This initiative likely provides relief during colder months, addressing immediate needs for warmth among vulnerable populations.
- **Limited Activity in Some Villages:** Villages like Bahaya, Bedwari, and Pertol appear to have received fewer or no activities under this category. Expanding the distribution of sports items and solar lights to these areas could increase the reach of CSR efforts and provide more balanced coverage across all villages.

- **Scaling Up Infrastructure Initiatives:** While the solar street light installations have reached 11 villages, expanding this initiative to more villages (especially those without current coverage) would enhance rural infrastructure and improve safety, particularly for women and vulnerable groups.
- **Sustainability of Sports Initiatives:** While sports item distribution is impactful, ensuring that there are platforms or programs for continued sports engagement (such as regular sports events, coaching, or competitions) could enhance the long-term value of these items.







## Infrastructure, Sports, and Other Initiatives

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## Success Stories

### **Bhadya Mahto: A Beacon of Progressive Farming**

Success is often measured not just by personal achievement, but by the ability to inspire others and uplift the community. This is the story of Bhadya Mahto, a farmer from Mahilong village, who transformed his life and became a symbol of progressive farming in his village.

There was a time when Bhadya's efforts on his own land were barely enough to sustain his household. Today, however, his reputation as a successful farmer is such that villagers themselves offer him their land for cultivation. Reflecting on this transformation, Bhadya says, **“I don't have much land of my own, sir! The villagers have given me their land, and I've been able to generate significant income from it.”**

#### **The Turning Point**

Bhadya recalls the difficult times he faced four years ago. Back in 2019, farming had become more of an obsession or passion, regardless of whether it brought profit or loss. In one particularly risky venture, he invested ₹4 lakhs into his farming efforts—only to face a devastating loss, which wiped out his investment entirely.

Around this time, Bhadya came into contact with a supervisor from the Usha Martin Foundation (UMF), an organization from which he had received some basic support earlier. On the advice of the supervisor, he accessed more comprehensive support, which eventually led to a remarkable turnaround in his fortunes.

#### **The Impact of Support**

Describing the benefits, he received, Bhadya explains that, once regarded as a failure in farming, he is now sought after by fellow villagers, who willingly lend him their land to cultivate. Thanks to the support from UMF, Bhadya received 1,000 strawberry saplings, which he planted on 10 decimals (approx. 0.1 acres) of land. Since November, he has earned ₹50,000 from strawberry cultivation, and he expects the harvest to continue generating income until April.

In addition to strawberries, Bhadya cultivated crops like peas and French beans with the foundation's assistance, which yielded another ₹35,000. Beyond monetary gain, Bhadya shares

his produce generously with family and neighbours, reflecting his gratitude and sense of community.

### **Farming as a Sustainable Livelihood**

For Bhadya, farming is no longer just a risky endeavour—it has become a sustainable livelihood and a reliable source of income. The support provided by the Usha Martin Foundation played a key role in this transformation. Today, he stands as a model of resilience, determination, and progressive farming for others in his village.

What once seemed impossible is now a reality for Bhadya Mahto, who has not only lifted himself out of hardship but has become a beacon of hope and inspiration for his community.



**Strawberry Cultivation of Bhaidya Mahto at Mahilong Village**

## **Manoj Kumar's Journey: Scientific Fish Farming for Sustainable Success**

In every challenge lies an opportunity, and for Manoj Kumar, a resident of Silve Mankidipa, this opportunity came through the promotion of scientific fish farming, or pisciculture. His journey from failure in bamboo and mango cultivation to becoming a successful fish farmer is a testament to perseverance and the power of learning.

### **The Struggles Before Success**

Manoj's initial attempts at farming were far from successful. Before the pandemic, he tried his hand at bamboo plantation and mango cultivation on his land but faced significant setbacks. Undeterred by these failures, Manoj decided to utilize his one acre of land for pisciculture in 2020. He purchased fish spawn and began raising them in his pond. However, despite his efforts, the results were disheartening. After six months, less than five percent of the fish had survived. Predators like frogs, crabs, and snakes consumed the small spawn, and Manoj couldn't pinpoint where he had gone wrong.

### **The Turning Point**

It was during this period of frustration that Manoj was introduced to Mr. Bhubaneswar Mahto, a supervisor from the Usha Martin Foundation (UMF). Mr. Mahto informed him of an upcoming fish farming training session organized by UMF in collaboration with the Fisheries Department of the Jharkhand Government.

In 2021, Manoj attended a three-day training program that completely transformed his understanding of fish farming. **"We realized that half-knowledge is dangerous,"** says Manoj, reflecting on his earlier efforts. He learned that successful pisciculture requires not only sowing the fish spawn but also proper care, maintenance, and protection from predators. The training provided him with valuable insights into the scientific methods of fish farming, including how fish can thrive even in low water levels when managed correctly.

### **The Fruits of Scientific Fish Farming**

Armed with this newfound knowledge, Manoj began applying scientific techniques to his fish farming. He regularly sought guidance from UMF's supervisors, which helped him navigate the challenges he faced. The results were astonishing. Now, Manoj harvests 7 to 8 quintals of fish two to three times a year. His success has drawn buyers directly to his village, eliminating the need for him to seek markets. Each sale earns him between ₹10,000 and ₹15,000 per transaction, providing him with a stable and sustainable income.

## Looking Ahead

Manoj’s journey does not end here. Inspired by his success in fish farming, he is now learning advanced techniques for bamboo cultivation, with the hope of becoming a model farmer in his village. **“I want to set an example for others,”** he says, determined to continue his journey of growth and innovation.

## Conclusion

Manoj Kumar’s story is a powerful example of how education, scientific methods, and perseverance can transform livelihoods. Through UMF’s support and the right training, he turned a failing venture into a profitable and sustainable business. His success in fish farming has not only improved his own financial stability but has also inspired others in his village to explore scientific farming methods. Manoj stands as a testament to the saying that **knowledge truly is power**—especially when paired with determination.



**Manoj Mahto’s Fish Farming Pond**

## **Mulu Mahto: The Journey to Success through Mini Mushroom Farming**

Mulu Mahto, a farmer from Masu village, has always relied on mixed farming to support his family. Alongside his wife, Shila Devi, and their two children, he managed a small grocery store and a modest garden farm, where he grew vegetables for household consumption. For a while, the grocery store provided enough income to meet the family's needs. However, in 2021, sales began to decline, and Mulu faced increasing financial strain. To overcome this, he decided to invest in dairy farming and bought five cows, hoping to generate enough income to pull his family out of poverty.

### **A New Opportunity: Mushroom Farming**

During this difficult time, Mulu received a visit from a supervisor at the Usha Martin Foundation. The supervisor introduced him to the idea of mushroom cultivation, a high-yield farming method that requires minimal space. He encouraged Mulu to pursue mushroom farming alongside his dairy farming, explaining that it could become an additional, profitable income source. Excited by the prospect, Mulu decided to give it a try. With the help of the UM Foundation, he received training on mushroom cultivation and learned the techniques needed to succeed in this new venture.

### **From Struggle to Success**

Mulu began his mushroom farming journey with a small investment of ₹500, and UM Foundation provided him with mushroom seeds to get started. With this modest beginning, Mulu prepared 50 bags of mushrooms and soon saw a promising return. From his first harvest, he earned a profit of ₹10,000, and he still had 30 more bags of mushrooms yet to sell. This experience proved to be life-changing for Mulu and his family. Not only did mushroom farming help stabilize their financial situation, but it also introduced a new income stream that required very little space and effort.

### **Sharing Knowledge with the Community**

Encouraged by his success, Mulu has become a local advocate for mushroom farming in his village. He shares his knowledge and experience with others in Masu, teaching them how to cultivate mushrooms in small spaces and earn a good income from it. His efforts are helping to inspire other farmers and households in the village to explore mushroom farming as a viable and profitable livelihood.

## Conclusion

Mulu Mahto's success story is an inspiring example of how innovation and new farming techniques can transform lives. Through the support and guidance of the Foundation, Mulu not only overcame financial difficulties but also became a source of knowledge and inspiration in his community. His journey in **mini mushroom farming** has shown that even small changes can lead to big rewards, and that with determination and the right support, any challenge can be overcome.



**Mulu Mahto's Mushroom Farming**

## **Premnath Mahto: From Struggles to Success as a Self-Reliant Farmer and Entrepreneur**

My name is Premnath Mahto, and I come from Masu village in Hesal Gram Panchayat. My journey to becoming a successful entrepreneur began humbly. I used to work at Sarojini ITI, earning ₹7,000 per month—a sum that was barely enough to support my family. Today, I stand as a self-reliant farmer, and farming has transformed my life, making me an entrepreneur who now motivates other progressive farmers in my village to pursue agriculture for generating livelihoods and increasing income opportunities.

### **The Early Struggles**

Before 2020, life was challenging. I cultivated paddy on my land, but the lack of water availability made farming difficult, and the results were not promising. My family and I managed, but the returns from farming were insufficient to meet our needs. The situation worsened due to unreliable water resources, and life felt like a constant struggle with little to show for our hard work.

### **The Turning Point**

The turning point came during the pandemic when my wife, Mamta Devi, met a supervisor from the Usha Martin Foundation. Through this connection, we were introduced to Shrividhi Paddy Cultivation, a high-yield farming method that increased our paddy output significantly. Inspired by the results, I realized that farming could become a path to self-dependence.

With support from the UM Foundation, I attended a training program that opened my eyes to the potential of farming as a sustainable and profitable venture. During the training, we were introduced to drip irrigation, which allowed us to grow crops with minimal water—solving one of our biggest challenges.

### **The Rise to Success**

In 2021, I expanded my farming operations with the help of UM Foundation. We planted watermelons on two acres of land. The results were astounding—I earned more than ₹1 lakh from the first harvest. Over the next few seasons, we grew 20 tons of watermelon, earning ₹3.5 lakhs, with half of that as profit.

Building on this success, in 2023, we expanded our watermelon cultivation to three acres, again with the support of UM Foundation. We also diversified into other crops, planting strawberries



on 7 dismils of land, which brought in an additional ₹80,000. The produce is still being sold in the market today. Additionally, last year we cultivated chilies, which earned us ₹90,000 at market prices, all with the support of UM Foundation.

### **A Message of Self-Reliance**

Farming has given me much more than just an income—it has given me a sense of purpose and independence. I now believe that if one can farm, it is better to become an **entrepreneur** than to work for someone else. Farming has not only made me self-reliant, but it has also allowed me to contribute to the development of my village. Today, I encourage other farmers to follow the same path of entrepreneurship and help make our locality self-dependent.

### **Conclusion**

Premnath Mahto’s journey from struggling farmer to successful entrepreneur is a powerful example of how farming, when supported by the right resources and training, can transform lives. His story demonstrates the impact of modern farming techniques and the value of self-reliance in rural communities. With support from UM Foundation, Premnath has not only improved his own livelihood but is now inspiring others to pursue sustainable farming practices and contribute to the prosperity of their village.



**Drip Irrigation of Bajo Devi at Masu Village**

## **Jagni Devi's Journey: From Hardship to Success Through Mushroom Cultivation**

Jagni Devi and her husband, Vishnu Pahan, reside in Silve Basti, Silve Panchayat, Namkom Block, Jharkhand. Vishnu is an auto-rickshaw driver, and for a long time, his earnings were barely enough to make ends meet. The couple struggled to manage household expenses and provide for their children's education due to the low income from auto-rickshaw driving.

### **The Challenge**

Their financial difficulties worsened during the pandemic when restrictions prevented auto-rickshaws from operating, leaving the family with no income. Faced with mounting challenges, Jagni Devi sought ways to supplement their household income. It was during this time that she heard about **mushroom cultivation** training provided by the Usha Martin Foundation (UMF) as part of its CSR initiative.

### **A New Opportunity: Mushroom Farming**

Jagni Devi realized that mushroom farming could be the opportunity she needed to earn extra income without having to leave her home. She could manage the household, take care of her children, and earn simultaneously if she learned this skill. Motivated by the possibility of change, she approached the foundation to request mushroom seeds, contributing ₹600 as seed capital.

### **The Turning Point**

With support from the foundation, Jagni Devi began cultivating mushrooms at home. She soon found success, earning a **profit of ₹9,000** from her first mushroom harvest. This not only brought her financial relief but also gave her immense satisfaction as she had found a way to contribute to her family's income.

### **Building on Success**

Encouraged by her success in mushroom farming, Jagni Devi used the profit to open a **snack shop** near her home. This small business venture, combined with her ongoing mushroom sales, became a steady source of income for the family. Her efforts helped them gradually lift themselves out of poverty, offering her family a brighter future.

## **Conclusion**

Jagni Devi's story is a testament to the power of perseverance and resourcefulness. Through the support of the UM Foundation and her dedication to making a change, she transformed her family's financial situation. What began as a small step into mushroom cultivation has turned into a sustainable livelihood, and Jagni Devi now serves as an inspiration to others in her community, demonstrating how opportunities, when seized with determination, can lead to lasting success.



**Jagni Devi's Mushroom Cultivation**

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## CHAPTER IV

### PERSPECTIVES OF KEY STAKEHOLDERS

#### **Perspectives of Key Stakeholders on CSR Initiatives by Usha Martin Foundation**

The Corporate Social Responsibility (CSR) initiatives carried out by Usha Martin Foundation (UMF) across 18 villages in Namkom, Angara and Kanke Blocks have significantly impacted the local communities. To assess the effectiveness of these initiatives, key stakeholders, including villagers and community leaders, were interviewed. Their responses provide valuable insights into the awareness, participation, impact, decision-making involvement, sustainability, and challenges related to the CSR programs. This section summarizes the key perspectives gathered from stakeholders.

#### **1. Awareness and Participation**

Stakeholders from various villages expressed a high level of awareness about the CSR initiatives being carried out by UMF. Villagers such as Birju Oraon from Ullatu, Nisha Devi from Silwai, and Rekha Devi from Tati (West) confirmed their knowledge of the programs. Furthermore, many villagers and their families have actively participated in CSR programs, such as health camps, educational programs, and skill development activities. For instance, Leelawati Devi from Silwai participated in health camps, Dudhraj Munda from Chatra took part in skill development programs, and Khusi Kumari from Chatra benefited from educational support.

Stakeholders mentioned that they were informed about these initiatives through **Gram Sabha meetings, Community meetings, and local leaders**, as shared by **Baburam Mahto from Bedwari, Sirel Oraon from Bahaya, and Lalji Mahto from Masu**. This reflects an effective communication strategy employed by UMF to ensure widespread awareness and participation in its initiatives.

#### **2. Impact and Benefits**

The CSR initiatives have brought tangible benefits to the villagers. According to Parmeshwar Munda from Ullatu, access to improved water resources has significantly enhanced the quality of life in his village. Sarika Devi from Masu mentioned that the healthcare services provided

by the foundation have been a major improvement, while Madhri Kumari from Aara emphasized the benefits of skill development programs.

In terms of overall impact, villagers reported that the CSR programs have improved income, education, and health outcomes in their communities. Premnath Mahto from Masu noted an increase in his family's income, Anuj Kumar from Masu highlighted better education opportunities, and Pawan Nayak from Silwai observed noticeable improvements in healthcare access.

When asked about the most successful CSR programs, responses varied. Anita Kumari from Masu pointed to the success of health initiatives, Emil Balmuchu from Mahilong emphasized the positive effects of agriculture initiatives, and Mahabir Munda from Ullatu praised the educational programs.

### **3. Involvement in Decision-Making**

Villagers reported feeling actively involved in deciding which projects or initiatives should be implemented in their villages. Deoraj Pahan from Masu, Anil Linda from Lalganj, and Sandeep Tirkey from Mahilong confirmed that they were involved in discussions about the programs that would be most beneficial to their communities. This indicates a participatory approach adopted by UMF, ensuring that the community has a say in the initiatives affecting them.

The CSR teams have also been highly responsive to feedback and suggestions from the community. Villagers such as Jaba Behan from Aara, Shailesh Mishra from Tati (West), and Shivlal Pahan from Bahaya expressed satisfaction with the responsiveness of the CSR teams. Furthermore, villagers like Anuj Pahan from Tati (East) and Gopal Munda from Haratu confirmed that the initiatives have addressed the real needs of their villages.

### **4. Sustainability and Long-Term Impact**

Many stakeholders believe that the CSR initiatives have created lasting benefits for their villages. Rajendra Mahto from Mahilong, Sanju Devi from Ullatu, and Balkesh Mahto from Angara are confident that the programs will continue to benefit future generations. However, for these benefits to be sustainable, villagers like Anita Devi from Masu emphasized the need for ongoing maintenance of infrastructure and resources. Additionally, Dhaneshwar Gope from Ullatu and Arun Mahto from Kapil Tola suggested that additional training would help ensure long-term sustainability.



**FGD & Interview with Key Informants in Village Masu & Ullatu**

## **5. Challenges and Gaps**

Despite the success of the CSR initiatives, villagers identified several challenges in accessing or participating in the programs. Madhusudan Munda from Angara, Sadhu Oraon from Mahilong, and Lalitlal Choudhary from Lapung mentioned difficulties related to timing, accessibility, and a lack of resources. Addressing these challenges could improve participation and ensure that the benefits reach a wider section of the community.

When asked where CSR efforts could be more effective, villagers pointed to the areas of agriculture, livelihood, education and health. Alok Lohra from Janum, Santosh Mahto from Pertol, and Pinki Ekka from Mahilong suggested that improvements in these sectors would further enhance the impact of the programs. Additionally, disability support was highlighted as an area that has not yet been fully addressed by the CSR initiatives.

## **Conclusion**

The feedback from key stakeholders indicates that the CSR initiatives of Usha Martin Foundation have been widely appreciated and have made a significant positive impact on the villages of Namkom, Angara and Kanke Blocks. Awareness and participation in the programs are high, and the tangible benefits of improved healthcare, education, and livelihood opportunities are evident. Villagers also feel involved in the decision-making process, contributing to the relevance and effectiveness of the initiatives.

However, addressing challenges related to **accessibility, timing, and expanding** programs to meet **unmet needs** such as **disability support** could further enhance the impact. Ensuring **long-term sustainability** through ongoing maintenance and additional training will be key to maximizing the lasting benefits of the CSR initiatives for the community.

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## CHAPTER V

### CHALLENGES AND STRATEGIES

To ensure the long-term sustainability of its key initiatives in **Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, Natural Resource Management, and Sports, Infrastructure Development & Others**, the Usha Martin Foundation (UMF) can adopt a multi-pronged approach that includes community engagement, capacity building, partnerships, and monitoring. Here's how UMF can plan for sustainability beyond the current financial year, addressing potential challenges and strategies:

#### 1. Health & Nutrition

##### **Sustainability Strategies:**

- **Training of Local Health Workers:** UMF can train local women and community members as community health workers, ensuring ongoing health education and support long after the CSR interventions conclude. This will create a sustainable, locally-driven healthcare network.
- **Partnerships with Government Health Programs:** By partnering with government health departments and NGOs, UMF can ensure that the health camps, nutrition workshops, and vaccination drives continue even after the formal CSR period ends.
- **Health Awareness Campaigns:** Establish health committees in the community that can run awareness programs on preventive healthcare, maternal and child health, and hygiene practices.

##### **Challenges:**

- Dependency on external health camps.
- Inconsistent funding for ongoing healthcare needs.

##### **Opportunity:**

- Create a health fund or initiate community-based health insurance programs to sustain access to medical care.
- Engage public-private partnerships to integrate long-term healthcare initiatives with government programs.



## 2. Education & Learning

### Sustainability Strategies:

- **Teacher Training Programs:** Train local teachers in modern educational techniques and continuous professional development, ensuring that the quality of education remains high even after external involvement.
- **Community-Based Schools:** Engage community members in school management committees, giving them a stake in the sustainability of educational infrastructure and quality.
- **Digital Learning Infrastructure:** Invest in digital education tools, including e-learning modules, which can be used long-term by students even after the CSR project has ended.

### Challenges:

- High dropout rates or lack of interest from students after initial support ends.
- Maintenance of infrastructure and digital tools in schools.

### Opportunities:

- Work with local education authorities to ensure continued support, monitoring, and investment in school maintenance.
- Establish school-based income-generating activities (e.g., school farms or community centers) to support operational costs.

## 3. Livelihood & Entrepreneurship

### Sustainability Strategies:

- **Formation of Self-Help Groups (SHGs):** Empower local entrepreneurs, particularly women, through SHGs, which foster a culture of savings, mutual support, and reinvestment into small-scale businesses.
- **Access to Microfinance:** Connect entrepreneurs with microfinance institutions to offer financial support for expanding their businesses beyond the CSR funding period.
- **Capacity Building & Mentorship:** Provide ongoing business development training and mentorship support to budding entrepreneurs. Entrepreneurs who have already succeeded under UMF programs can serve as mentors to new participants.

**Challenges:**

- Access to markets and continued funding.
- Sustainability of small businesses without external support.

**Opportunities:**

- Establish market linkages to ensure entrepreneurs have continuous access to consumers and buyers for their products.
- Encourage local cooperatives or entrepreneurship hubs for sharing resources and knowledge.

#### **4. Skill Development & Training**

**Sustainability Strategies:**

- **Industry Collaborations:** Partner with local industries and vocational institutes to ensure that skills training remains relevant and is directly tied to job placements or entrepreneurial opportunities.
- **Certification Programs:** Offer nationally-recognized certification programs in skills training that give participants credibility in the job market long after the training period is complete.
- **Apprenticeship Programs:** Create a system of apprenticeships or internships with local businesses, allowing trainees to get practical experience and increasing their employability in the long term.

**Challenges:**

- Skill mismatch if local employment markets shift or trainees don't continue to update their skills.
- Lack of funding for continuous training.

**Opportunities:**

- Foster **public-private partnerships** to ensure continued skill training through local industry.
- Encourage **community-based training centers** that can offer ongoing vocational courses.

## 5. Natural Resource Management

### Sustainability Strategies:

- **Community-Based Water and Forest Management Committees:** Train local communities in water management, reforestation, and soil conservation, empowering them to manage their resources sustainably.
- **Rainwater Harvesting:** Promote rainwater harvesting systems and sustainable farming practices such as SRI (System of Rice Intensification) that can be maintained by local farmers with minimal external inputs.
- **Sustainable Agriculture:** Encourage organic farming and the use of bio-fertilizers, which are low-cost, environmentally friendly, and sustainable practices for long-term agricultural productivity.

### Challenges:

- Depletion of natural resources due to unsustainable practices.
- Inconsistent adoption of sustainable techniques.

### Opportunities:

- Encourage community ownership of natural resource management through village councils.
- Establish incentive programs for farmers who adopt sustainable practices, such as additional training or access to advanced farming equipment.

## 6. Sports, Infrastructure Development & Others

### Sustainability Strategies:

- **Sports Infrastructure Maintenance Committees:** Create local committees responsible for maintaining sports facilities and organizing community events, ensuring that sports and physical activity continue to thrive in the community.
- **Cultural and Sports Programs:** Encourage **youth clubs** to lead local sports leagues and cultural activities. These clubs can take ownership of community events, reducing reliance on external funding.
- **Community-Led Infrastructure Maintenance:** Train locals to maintain key infrastructure (e.g., schools, community halls), and establish **funding mechanisms** through local taxes or contributions to ensure these structures remain in good condition.

**Challenges:**

- Maintenance of infrastructure such as sports facilities and schools.
- Lack of community engagement once the external support ends.

**Opportunities:**

- Foster ownership by creating community funds or micro-financing models to maintain infrastructure.
- Collaborate with local authorities to ensure long-term investment in sports and cultural programs.

By addressing these potential challenges and adopting the strategies mentioned, UMF can ensure that its CSR initiatives continue to deliver value to the community long after the formal project period has ended.

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## CHAPTER VI

# YOUTH ENGAGEMENT STRATEGIES

To more actively involve youth in its programs, particularly in **skill development**, **entrepreneurship**, and **addressing unemployment**, Usha Martin Foundation (UMF) can implement the following **Youth Engagement Strategies**:

### 1. Tailored Skill Development Programs for Youth

**Objective:** Equip youth with market-relevant skills to enhance employability and foster entrepreneurship.

**Strategies:**

**Youth-Centric Vocational Training:**

- Develop specific vocational training programs aimed at youth in fields such as information technology (IT), digital marketing, renewable energy (solar panel installation), mobile repair, and hospitality. These sectors are high-growth areas and align with employment trends.
- Collaborate with local industries to design training that matches the skills in demand within the local and regional job market.

**Life Skills and Soft Skills Training:**

- Integrate soft skills training—such as communication, teamwork, problem-solving, and emotional intelligence—into skill development programs. These are critical to succeeding in both entrepreneurship and formal employment.

**Challenges:**

- Limited awareness of new-age jobs and digital opportunities.

**Opportunities:**

- Conduct awareness campaigns on emerging employment sectors and success stories from other youth in the community.

## **2. Youth-Led Entrepreneurship Programs**

**Objective:** Foster an entrepreneurial mindset and create pathways for youth to establish their own businesses.

### **Strategies:**

#### **Entrepreneurship Training and Mentorship:**

- Develop a comprehensive entrepreneurship program that trains youth in business planning, financial management, market analysis, and digital marketing. This will help them build sustainable businesses.
- Pair young entrepreneurs with mentors from the local business community or successful entrepreneurs who have navigated similar challenges.

#### **Youth Business Incubation Centers:**

- Establish business incubation centers that provide young entrepreneurs with the space, resources, and support needed to develop their business ideas. These centers can provide access to shared office space, internet access, and business tools.

#### **Access to Finance:**

- Partner with microfinance institutions and impact investors to provide youth-friendly loans or seed funding for start-up ventures. Set up youth-specific Self-Help Groups (SHGs) to foster collaborative savings and borrowing for small business projects.

#### **Peer-to-Peer Networks:**

- Create youth entrepreneurship networks or clubs where young business owners can share experiences, ideas, and collaborate on projects. This promotes a culture of innovation and peer support.

#### **Challenges:**

- Access to capital for starting businesses.

#### **Opportunities:**

- Provide **business plan competitions** where youth can pitch ideas and win seed funding, further encouraging innovation.

### **3. Creating Youth Employment Linkages**

**Objective:** Build strong connections between skilled youth and local employers to address unemployment.

#### **Strategies:**

##### **Apprenticeship and Internship Programs:**

- Partner with local businesses and industries to develop apprenticeship or internship programs for youth. These programs allow them to gain hands-on experience, network with potential employers, and develop industry-specific skills.

##### **Job Placement Services:**

- Set up a **youth job placement center** that provides employment counseling, CV writing assistance, and job matching services. The center can help youth connect with employers who are looking for the skills that they have acquired.

##### **On-the-Job Training (OJT):**

- Implement On-the-Job Training (OJT) programs that allow youth to work while continuing to learn. This can include stipends or paid internships that lead to full-time employment opportunities.

##### **Career Fairs and Networking Events:**

- Organize career fairs in partnership with local industries, NGOs, and educational institutions. These events can give youth direct access to employers, networking opportunities, and job openings.

#### **Challenges:**

- Mismatch between available skills and job opportunities in the local market.

#### **Opportunities:**

- **Adapt training programs** to match the evolving needs of industries by engaging local businesses in the design and execution of skill development programs.

#### **4. Youth-Led Community Development Initiatives**

**Objective:** Engage youth in community-based projects that build leadership, responsibility, and a sense of purpose.

##### **Strategies:**

##### **Youth Leadership Programs:**

- Offer leadership development programs where youth can take on roles of responsibility within the community, such as leading social development projects (e.g., waste management, health campaigns, clean water initiatives). This helps develop civic responsibility and leadership skills.

##### **Community Service Initiatives:**

- Encourage youth to participate in volunteering and community service activities that are aligned with their interests and skills (e.g., tutoring younger children, organizing sports activities, or running awareness campaigns).

##### **Youth-Led Environmental Projects:**

- Engage youth in environmental sustainability projects such as tree planting, rainwater harvesting, and solid waste management. This promotes a sense of ownership over their community's future and builds skills in natural resource management.

##### **Challenges:**

- **Low engagement** due to limited understanding of the role youth can play in community development.

##### **Opportunities:**

- Encourage **peer-led initiatives** where youth who have successfully led community projects can mentor and inspire others.



## 5. Youth Empowerment through Sports and Cultural Activities

**Objective:** Use sports and cultural programs to build confidence, discipline, and social skills among youth.

### Strategies:

#### Sports Development Programs:

- Organize regular sports leagues, tournaments, and training camps for youth in popular sports such as football, volleyball, and cricket. Sports help build teamwork, discipline, and a sense of achievement, which can translate to professional skills.

#### Cultural Programs:

- Create cultural clubs where youth can participate in music, dance, theatre, or art programs. These activities provide a platform for self-expression and build confidence, creativity, and leadership skills.

### Challenges:

- Limited access to sports facilities and equipment.

### Opportunities:

- **Partner with local government** or NGOs to improve access to sports and cultural infrastructure, ensuring long-term sustainability.

### Conclusion:

UMF can significantly enhance youth engagement in **skill development, entrepreneurship,** and **unemployment reduction** by creating tailored training programs, supporting entrepreneurial initiatives, fostering local employment linkages, and encouraging youth-led community projects. By providing mentorship, access to finance, and creating platforms for youth to lead and participate, UMF can ensure that youth become active contributors to the community's development and economic growth. These strategies will build long-term, sustainable opportunities for young people, addressing unemployment and fostering a generation of empowered leaders and entrepreneurs.

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## **CHAPTER VII**

### **CONCLUSION & RECOMMENDATIONS**

#### **Conclusion**

The social audit of Usha Martin Foundation's (UMF) CSR initiatives in 18 villages across Namkum, Angara, and Kanke blocks of Ranchi district for the year 2023-24 reveals a positive and transformative impact on the rural communities. The initiatives, spanning the domains of Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, Natural Resource Management, and Sports, Infrastructure & Others, have successfully targeted marginalized groups, with a particular focus on Scheduled Tribes (ST) and women.

UMF's CSR initiatives have been inclusive, with over 70% of the total beneficiaries being ST or women, reflecting a strong commitment to equity and social justice. By addressing the multidimensional needs of these rural communities, UMF has contributed significantly to their socio-economic development. These interventions have not only improved the immediate quality of life for the beneficiaries but have also built a foundation for long-term growth and self-sufficiency.

The audit highlights the importance of continuing these programs with a focus on sustainability, scalability, and ongoing community engagement to ensure that the positive changes are sustained and expanded in the future. The CSR initiatives of UMF stand as a model for impactful and inclusive rural development, fostering resilience, empowerment, and growth in the communities of Namkum, Angara, and Kanke blocks.

## **Recommendations**

Based on the analysis of the focus areas of **Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, Natural Resource Management,** and **Sports, Infrastructure & Others** within the CSR activities of UMF, the following recommendations can help enhance the overall impact and sustainability of these initiatives:

- 1.** Enhance preventive healthcare in rural areas, it is essential to increase awareness and improve access to services such as vaccination camps, health check-ups, and nutrition workshops, with a particular emphasis on maternal and child health to combat malnutrition and anaemia. Train local women as community health workers can help establish a sustainable health network, ensuring ongoing support and health education within the villages, even after CSR initiatives conclude. This approach fosters long-term health improvements and community resilience.
- 2.** Empower women entrepreneurs and ensure long-term success, it is crucial to provide not only entrepreneurship programs but also mentorship support and continuous business development training. This holistic approach will help women gain the skills and confidence needed to thrive in their ventures. Additionally, diversifying livelihood options by offering training in sustainable agriculture, handicrafts, and eco-tourism can create alternative income streams for rural communities, fostering economic resilience and sustainability.
- 3.** Diversify livelihood options through targeted training in sustainable agriculture, handicrafts, and eco-tourism can open new, alternative income streams for rural communities, enhancing economic resilience and promoting sustainable development. This approach not only supports economic independence but also strengthens the overall economic fabric of the community.
- 4.** Expand Digital Literacy Programs to cover more villages and provide advanced computer skills training to older students to enhance their employability.
- 5.** Expand the renovation of Anganwadi centers and provide training for Anganwadi workers to improve early childhood education outcomes. These centers should also offer parental education on early childhood development.
- 6.** Provide training not only on production (e.g., mushroom cultivation, tailoring) but also on market access, branding, and pricing strategies. This would help beneficiaries convert skills into profitable businesses by connecting them to urban markets or online platforms.

7. Strengthen vocational training programs, it is crucial to expand them by incorporating modern skills such as solar energy installation, automotive repair, and hospitality services, which align with current employment trends. Partnering with recognized institutions or government bodies to offer certified training will further enhance participants' credibility, significantly improving their prospects for securing formal employment. This approach ensures that trainees acquire relevant, marketable skills while also gaining the qualifications needed to compete effectively in today's job market.
8. Promote Sustainable Agriculture Practices by providing training in organic farming, crop rotation, and water-efficient practices like drip irrigation to improve farm productivity.
9. Scale up efforts in Repairing Hand Pumps & Jalminars, and also introduce more sustainable water management practices like rainwater harvesting, small-scale dams, and check dams to ensure long-term water availability.
10. Increase Tree Plantation Drives by initiating large-scale afforestation and community forestry programs, which could generate additional income for the community.
11. Foster sports talent in rural areas, organize regular sports events and camps that focus on popular activities like football, volleyball, and athletics, while ensuring that schools and communities have access to basic sports infrastructure and equipment. Additionally, introduce cultural programs and youth clubs that encourage social interaction and talent development in music, arts, and literature, contributing to both community cohesion and the preservation of cultural heritage. This holistic approach supports physical and creative growth, providing rural youth with opportunities for personal development and community engagement.
12. Foster local ownership of CSR initiatives by forming community management committees for education, health, and livelihood projects. This will encourage self-sustaining programs and ensure that CSR activities have long-lasting impacts.

These recommendations aim to maximize the **effectiveness, sustainability, and scalability** of CSR initiatives under Usha Martin Foundation, ensuring that the benefits are felt across **all segments** of the target population, with a continued focus on **marginalized groups like women and ST communities**.

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# *Annexure*

## **General Questions for all Stakeholders**

### **1. Awareness and Participation:**

- Are you aware of the CSR initiatives being carried out by Usha Martin Ltd. in your village?
- Have you or your family members participated in any of these CSR programs (e.g., health camps, educational programs, skill development)?
- How do you get informed about these initiatives (e.g., through Gram Sabha meetings, community meetings, local leaders)?

### **2. Impact and Benefits:**

- What specific benefits have you seen as a result of the CSR initiatives? (e.g., better health services, improved water resources, education support, skill development)
- How have these initiatives impacted your family's or village's quality of life (e.g., increased income, better education, improved health)?
- Which CSR programs do you feel have been most successful in addressing the needs of the community?

### **3. Involvement in Decision-Making:**

- Were you or any community members involved in deciding what projects or initiatives should be implemented in your village?
- How responsive are the CSR teams to your feedback or suggestions?
- Do you feel that the CSR initiatives address the real needs of the village, or are there gaps?

### **4. Sustainability and Long-Term Impact:**

- Do you think the CSR initiatives have created lasting benefits for the village?
- What more can be done to ensure the long-term sustainability of these programs (e.g., additional training, ongoing maintenance)?

### **5. Challenges and Gaps:**

- What challenges have you faced while accessing or participating in CSR initiatives (e.g., timing, accessibility, lack of resources)?

- Are there any areas where you think the CSR efforts need improvement or could be more effective?
- Are there community needs that have not yet been addressed by the CSR initiatives?

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# Photo gallery





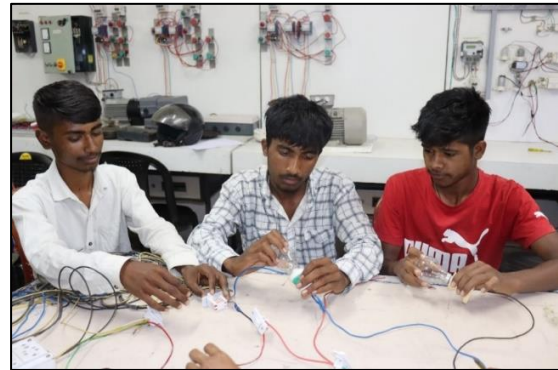
**Cataract Surgery**



**Drawing Competition**



**Nutrition & Women Empowerment**



**Youth skill enhancement**



**Natural Resource Management**



**Solar Street Light**



## स्ट्राबेरी की खेती ने बदल दी प्रेमनाथ की जिंदगी



स्ट्राबेरी के खेत में प्रेमनाथ महतो • जागरण

जासं, रांची : अमासू के प्रेमनाथ महतो ने स्ट्राबेरी की खेती से पिछले तीन माह में डेढ़ लाख की कमाई की है। पिछले साल नवंबर में सात डिसमिल जमीन पर स्ट्राबेरी के एक हजार पौधे लगाए थे। अभी बाजार में सजागर सिद्धी जारी है। प्रेमनाथ

का हथियार बनना होगा। पानी को सिंचित करने के लिए ड्रिप इरिगेशन किया, ताकि इससे कम पानी में खेती हो सके। उषा मार्टिन ने इसमें सहयोग किया। इस दौरान फाउंडेशन के अधिकारियों ने कहा कि इनका जमीन है जो प्राथमिक

## टिकाऊ पर्यावरण की दिशा में उषा मार्टिन की पहल सामूहिक वृक्षारोपण के लिए गांवों में नर्सरी का निर्माण



विना संभवदा

रांची। उषा मार्टिन फाउंडेशन ने टिकाऊ पर्यावरण को दिशा में पहल की है। गांवों में प्रयोग के बीच सुशोभीय को संस्कृति को बढ़ावा दिया जा रहा है। पौधारोपण से आसानी के लिए प्रारंभिक किसानों के माध्यम से जमीन का निर्माण किया जा रहा है। किसान गांव के स्तर पर अपने खेतीबाड़ी में आसुनिर्भर हो, इसके लिए कंपनी के माध्यम मासु, अनाज और सिलवर्ष में पौधे-निर्देश स्वच्छिण किया गया है, जिससे बीज एवं पौधों के निर्माण में कोशुपु से

बचाया जा सके। गांव पर किसानों को बीज उगने का प्रशिक्षण, बीज बनने की कला और उसके माध्यम से खेती तथा अन्न के लिए इसका उपयोग पर कार्यक्षमता भी लगाया जा रहा है। गांवों के किसान में पौधों के महत्व पर मासु गांव में अन्न किसानों के बीच जागरूकता अधिष्ठाण चलाया गया। जहां हर घर एक पौधे के अधिष्ठाण की शुरुआत की गई। इस अवसर पर गांव की ही प्रारंभिक किसान रासो देवी ने कहा कि टिकाऊ विकास के लिए फाउंडेशन के द्वारा



विना संभवदा

पहले चरण में 80 किसानों के जमीन को मूदा जांच की गई। इसके बाद 33 किसानों के जमीन को ड्रिप इरिगेशन के लिए चर्चनित किया गया। सरकारी सहयोग से इन किसानों के खेतों में ड्रिप इरिगेशन की पूरी सुविधा मुहैया कराई गई, जिसके अंतर्गत की राशि कंपनी के द्वारा उपलब्ध कराई गई। इसके बाद किसानों को शब्जों, नकदी फसल एवं मोटे अनाज को खेती के लिए चरणबद्ध तरीके से प्रशिक्षण मुहैया कराया गया। यह प्रशिक्षण सामुहिक मिशन एवं संस्थाओं के सहयोग से गांव

स्तर पर संयुक्त हुआ। किसानों को नकदी फसल के साथ अन्न फसल एवं जलनी कृषि को उपयुक्तता के बारे में जागरूक किया गया है। अनाज के विना मासु ने अन्न एकड़ जमीन में अन्न का पैठ लगाया है। आठ किसानों को स्ट्रुबेरी, 25 से अधिक किसानों को तरबूज, खरबूज, पुरजामुखी एवं अन्य नकदी फसल के लिए बीज मुहैया कराया गया। इसके अलावा 16 गांवों के चार सौ से अधिक किसानों को गन्ना एवं शक्कर के बीज मुहैया कराया गया है।

### ग्रामीण महिला सशक्तिकरण के लिए उषा मार्टिन सम्मानित

## महिलाओं के विकास से ही उज्ज्वल भविष्य संभव: सोनाली सरकार

विना संभवदा

रांची। समाज का प्रविण्य कैसा बनना चाहते हैं, यह महिलाओं के विकास से ही निर्धारित होगा। अपने आवादी को सशक्त बनाकर ही गांव और समाज को विकसित बनाया जा सकता है। उक्त बात उषा मार्टिन के वरीय अधिकाणी एवं विकास तथा प्रशिक्षण की हेड सोनाली सरकार ने कही। झाखंड सरकार के उद्योग विभाग की संस्था मिनी टून रुम द्वारा ग्रामीण महिला सशक्तिकरण सम्मान प्राप्त करने के बाद यह बोल रही थीं। संस्था की ओर से कंपनी को सर्टिफिकेट ऑफ एप्रीसिएशन का प्रमाण पत्र दिया गया। सोनाली सरकार ने कहा कि महिलाओं को अपनी क्षमता को पहचान करनी होगी। इसके बाद घर से



बाहर निकलकर प्रशिक्षण के माध्यम से कौशल विकास करना होगा, ताकि वह एक साथ घर और बाहर की दोहरी भूमिका को सफलतापूर्वक निर्वहन कर सके। उन्होंने कहा कि उषा मार्टिन फाउंडेशन के माध्यम से टार्टीसिलवे के इवैटिर्द के गांवों की महिलाओं को विभिन्न प्रशिक्षण एवं कौशल विकास से जोड़ा जा रहा है,

ताकि वे आसुनिर्भर हो सके। इस अवसर पर संस्थान के प्राचार्य एम0के0 गुप्ता ने कहा कि वर्तमान में रोजगार करना ही या स्वरोजगार। प्रशिक्षण जरूरी है। इसके माध्यम से ही इन अपने अंदर छिपी हुनर और ताकत को पहचान सकेंगी। उषा मार्टिन ग्रामीण विकास के लिए महिला सशक्तिकरण को पिछले एक साल से जो अधिष्ठाण

चला रहा है, वह काबिलेगारी है। फाउंडेशन के हेड जू मयंक मुरारी ने कहा कि अभी तक तीन सौ से अधिक ग्रामीण महिलाओं को खेती-बारी, मशरूम, मछली एवं मूनी पालन से जोड़ा गया है। इसके अलावा 70 से अधिक महिलाओं को सिलवर्ष, कढ़ाई, कप-प्लेट निर्माण एवं अन्य स्वरोजगार के माध्यम से जोड़ा जा चुका है। अभी कंपनी के माध्यम से पलंबर और सिलवर्ष एवं फैशन टेकनोलॉजी के दो कोर्स चलाए जा रहे हैं। इस अवसर पर गांव की महिलाओं ने अपना विचार रखा। कार्यक्रम का संचालन मंगल टोपड़े ने किया। इस अवसर पर वरुण कुमार, राहुल उराव सहित बड़ी संख्या में महिलाएं उपस्थित थीं।

## 66 एकड़ बंजर भूमि को बना दिया उपजाऊ

जागरण संवाददाता, रांची : उषा मार्टिन फाउंडेशन ने ड्रिप इरिगेशन के माध्यम से भूमि को सिंचित बनाया है। बंजर एवं गैर उपजाऊ जमीन पर मोटा अनाज एवं नकदी फसल को खेती होगी। टार्टीसिलवे रिचल कवडखने के इवैटिर्द के गांवों के 66 एकड़ जमीन को वैभव प्रदान किया गया है। इस पूरे अधिष्ठाण को पिछले एक साल में पूरा किया गया है। फाउंडेशन के संविण टा, मयंक मुरारी ने बताया कि यह अधिष्ठाण भारत सरकार के लक्ष्य मिशन के तहत ऊर्जा एवं जल संरक्षण तथा भूमि को मूदा को बचाने के अधिष्ठाण के तहत चलाया जा रहा है। फाउंडेशन की ओर से पिछले एक साल से अनाज एवं नामकूम के चिह्नित प्रारंभिक किसानों के समूह को वैभव कर खेती से आसुनिर्भरता एवं आय सृजन के लिए अधिष्ठाण चलाया जा रहा है। इसके लिए पहले चरण में 80 किसानों के जमीन की



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कंपन भूमि पर लातहातो फसल को देखने अडिकारी • जडडड मूदा जांच की गई। इसके बाद 33 किसानों की जमीन को ड्रिप इरिगेशन के लिए चर्चनित किया गया। सरकारी सहयोग से इन किसानों के खेतों में ड्रिप इरिगेशन की पूरी सुविधा मुहैया कराई गई, जिसके अंतर्गत की राशि कंपनी के द्वारा उपलब्ध कराई गई। इसके बाद किसानों को सब्जों, नकदी फसल एवं मोटे अनाज को खेती के लिए चरणबद्ध तरीके से प्रशिक्षण मुहैया कराया गया। यह प्रशिक्षण सामुहिक मिशन एवं अन्य

अधिकारियों ने की गांवों में कार्या की समीक्षा जासं, रांची : उषा मार्टिन के वरीय अधिकारियों ने फाउंडेशन के माध्यम से गांवों में पहल जा रहे कार्यों की समीक्षा की। कंपनी के पराशर डायरेक्टर जेन कुरु, पराशर ईड एलपन झा और सोनाली सरकार ने मासु एवं अनाज गांव का दौरा किया। उन्होंने गांव के प्रारंभिक किसानों से ड्रिप इरिगेशन से खेती एवं अन्न संरक्षण पर अजागरूकता जांच की। मासु में 12 से अधिक किसानों ने नकदी फसल से होने वाले लाभ के बारे में बताया। रासो देवी ने प्रारंभिक की उपस्थिति की आभारवादी थी। अधिकारियों ने स्ट्रुबेरी, ड्रैम फूडस, तरबूज एवं अन्न उपजाने के अन्य विविध विधियां पर किसानों से बातचीत की।

### शुभम संदेश

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विना संभवदा रांची • जडडड मूदा जांच की गई। इसके बाद 33 किसानों की जमीन को ड्रिप इरिगेशन के लिए चर्चनित किया गया। सरकारी सहयोग से इन किसानों के खेतों में ड्रिप इरिगेशन की पूरी सुविधा मुहैया कराई गई, जिसके अंतर्गत की राशि कंपनी के द्वारा उपलब्ध कराई गई। इसके बाद किसानों को शब्जों, नकदी फसल एवं मोटे अनाज को खेती के लिए चरणबद्ध तरीके से प्रशिक्षण मुहैया कराया गया। यह प्रशिक्षण सामुहिक मिशन एवं संस्थाओं के सहयोग से गांव

## अभियान उषा मार्टिन की ओर से किसानों की समृद्धि के लिए अभियान चलाया जा रहा है 25 से अधिक किसानों को तरबूज के बीज दिए गए

• 66 एकड़ जमीन को खेतीबाड़ी के लिए तैयार किया गया



विना संभवदा

आज के अजागरूकता में उषा मार्टिन फाउंडेशन को समूह बनने में सक्षम है। इसके तहत ड्रिप इरिगेशन के माध्यम से भूमि को सिंचित किया गया है। बंजर एवं गैर उपजाऊ जमीन पर मोटा अनाज एवं नकदी फसल को खेती होगी। टार्टीसिलवे रिचल कवडखने के इवैटिर्द के गांवों के 66 एकड़ जमीन को वैभव प्रदान किया गया है। इस पूरे अधिष्ठाण को पिछले एक साल में पूरा किया गया है। फाउंडेशन के संविण टा, मयंक मुरारी ने बताया कि यह अधिष्ठाण भारत सरकार के लक्ष्य मिशन के तहत ऊर्जा एवं जल संरक्षण तथा भूमि को मूदा को बचाने के अधिष्ठाण के तहत चलाया जा रहा है। फाउंडेशन की ओर से पिछले एक साल से अनाज एवं नामकूम के चिह्नित प्रारंभिक किसानों के समूह को वैभव कर खेती से आसुनिर्भरता एवं आय सृजन के लिए अधिष्ठाण चलाया जा रहा है। इसके लिए पहले चरण में 80 किसानों के जमीन की



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स्तर पर संयुक्त हुआ। किसानों को नकदी फसल के साथ अन्न फसल एवं जलनी कृषि को उपयुक्तता के बारे में जागरूक किया गया है। अनाज के विना मासु ने अन्न एकड़ जमीन में अन्न का पैठ लगाया है। आठ किसानों को स्ट्रुबेरी, 25 से अधिक किसानों को तरबूज, खरबूज, पुरजामुखी एवं अन्य नकदी फसल के लिए बीज मुहैया कराया गया। इसके अलावा 16 गांवों के चार सौ से अधिक किसानों को गन्ना एवं शक्कर के बीज मुहैया कराया गया है।