



# SOCIAL AUDIT REPORT OF CSR INITIATIVES OF USHA MARTIN LTD. 2024-25



## *Preface*

Corporate Social Responsibility (CSR) has emerged as an important contributor to inclusive and sustainable development. Usha Martin Limited has consistently demonstrated its commitment to community welfare, not merely as a statutory mandate but as a corporate value rooted in ethical responsibility. The present study, “Social Audit of Corporate Social Responsibility (CSR) Initiatives by Usha Martin Limited: 2024–25,” was assigned to the Xavier Institute of Social Service (XISS), Ranchi, to independently assess the outreach, effectiveness, and sustainability of the company’s CSR initiatives.

This audit covers 18 villages in Angara, Namkum and Kanke blocks of Ranchi district. The CSR initiatives are structured around six core pillars, Natural Resource Development, Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, and Infrastructure, Sports & Others. Together, these interventions represent a holistic development model that addresses fundamental community needs, while ensuring participation of marginalized groups including Scheduled Tribes, women, children and elderly citizens.

I express our sincere appreciation to the management of Usha Martin Limited for their cooperation and openness in facilitating this study. Their willingness to undergo an independent evaluation reflects transparency, accountability, and commitment to continual improvement. We also acknowledge the support of the Usha Martin Foundation team for enabling field visits, providing data, and coordinating interactions with beneficiaries.

The findings of this audit are based on field observations, stakeholder interviews, focus group discussions, and verification of official records. The study highlights several strengths improved health access, quality education support, livelihood opportunities, youth and women empowerment, and better village infrastructure. Many initiatives show measurable outcomes such as enhanced agricultural productivity, increased income generation, improved sanitation, and greater school attendance. At the same time, the report identifies areas for further strengthening, including deeper youth participation, stronger community-led monitoring, and long-term sustainability mechanisms.

I extend our gratitude to the villagers, Gram Sabha members, teachers, SHG leaders, farmers, health workers and local representatives who participated in this study. Their cooperation and feedback added authenticity and depth to this audit. Without their support, such an evidence-based assessment would not have been possible.

Additionally, I would like to express my deep appreciation for Dr. Sant Kumar Prasad, Coordinator, Dept of Research & Planning; Dr. Uma C Saha, Asst. Professor, Dr. Hemant Tigga, Asst Professor; Dr. Sanjay Kumar Verma, Asst. Coordinator; Mr. Arvind Dey, Sr. Project Officer; Mr. Aditya Raj, Project Officer for being instrumental in the successful execution of the project.

I believe the insights and recommendations presented in this report will support Usha Martin Limited in refining its CSR strategy and achieving greater community impact. With continued commitment and participatory approaches, CSR can build stronger, self-reliant rural systems and contribute to long-term development.

**Dr. Joseph Marianus Kujur, S.J.**  
Director  
Xavier Institute of Social Service

## *Acknowledgement*

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Finally, I wish to thank all individuals who contributed directly or indirectly to this social audit. Their collective efforts have helped transform the study into a meaningful documentation of community needs, impact, and development progress.

**Dr. Sant Kumar Prasad**  
Associate Professor (Rtd.) & Coordinator  
Dept. of Research and Planning  
XISS, Ranchi

## *Research Team*

### **Project Head**

Dr. Sant Kumar Prasad

### **Principal Investigator**

Dr. Uma Chatterjee Saha

### **Co- Principal Investigators**

Dr. Hemant Tigga

Dr. Sanjay Kumar Verma

### **Research Coordinator**

Dr. Hemant Tigga

Dr. Sanjay Kumar Verma

### **Report Writer**

Dr. Hemant Tigga

Dr. Sanjay Kumar Verma

Mr. Arvind Dey

Mr. Aditya Raj

## *List of Abbreviations*

ASHA	Accredited Social Health Activist
AWC	Anganwadi Centre
CBO	Community-Based Organization
CHC	Community Health Centre
CSR	Corporate Social Responsibility
DPR	Detailed Project Report
FGD	Focus Group Discussion
IAY	Indira Awaas Yojana
IEC	Information, Education & Communication
IMR	Infant Mortality Rate
KPI	Key Performance Indicators
LHS	Left Hand Side
MDM	Mid-Day Meal
MGNREGA	Mahatma Gandhi National Rural Employment Guarantee Act
MMR	Maternal Mortality Ratio
MMU	Mobile Medical Unit
NABL	National Accreditation Board for Testing and Calibration Laboratories
NGO	Non-Governmental Organization
NHM	National Health Mission
NRM	Natural Resource Management
O&M	Operation and Maintenance
OBC	Other Backward Classes
PDS	Public Distribution System
PEO	Programme Executive Officer
PHC	Primary Health Centre

PRA	Participatory Rural Appraisal
PRI	Panchayati Raj Institution
PWD	Persons with Disabilities
RHS	Right Hand Side
RTE	Right to Education
RTI	Right to Information
SBM	Swachh Bharat Mission
SC	Scheduled Caste
SDG	Sustainable Development Goals
SHG	Self-Help Group
SHW	Safe Drinking Water
SMC	School Management Committee
SNA	State Nodal Agency
ST	Scheduled Tribe
TFR	Total Fertility Rate
UMF	Usha Martin Foundation
UML	Usha Martin Limited
VHND	Village Health and Nutrition Day
XISS	Xavier Institute of Social Service

## *Table of Contents*

Preface	i
Acknowledgement	ii
Research Team	iii
List of Abbreviations	iv
Table of Contents	vi
List of Tables	ix
List of Figures	x
List of Exhibits	x
Executive Summary	xi
<b>1 Introduction</b>	<b>1-4</b>
1.1 Origin and Philosophy of Usha Martin Limited	1
1.2 Corporate Social Responsibility and Sustainability	2
1.3 CSR Policy of Usha Martin Foundation	2
1.4 CSR Initiatives of Usha Martin Foundation (UMF)	3
1.5 Background of Study	3
<b>2 Research Methodology</b>	<b>5-6</b>
2.1 Objectives of the Social Audit	5
2.2 Methodology of the Study	5
2.3 Data Collection Methods	5
2.4 Key Stakeholders Engaged	6
<b>3 Profile of the Project Villages</b>	<b>7-10</b>
3.1 Demographic Profile of the sample villages	7
3.2 Block-wise and ward-wise distribution of villages	7
3.3 Overview of CSR Initiatives of UML	9
<b>4 Focus Areas, Key Interventions and Impact</b>	<b>11-34</b>

4.1	CSR Initiatives of Usha Martin Foundation (2024-2025)	11
4.2	Holistic Development Approach	11
4.3	Alignment with Sustainable Development	13
4.4	Focus Area of CSR Intervention of UMF	14
	4.4.1 Natural Resource Development	14
	4.4.2 Health & Nutrition	17
	4.4.3 Education and Learning	20
	4.4.4 Livelihood & Entrepreneur	24
	4.4.5 Skill Development and Training	27
	4.4.6 Infrastructure, Sports and Others	30
<b>5</b>	<b>Best Practices under CSR</b>	<b>35-38</b>
5.1	Innovative Plantation Drive Avocado, Lemon, Dragon Fruit: Towards Prosperous Farming	35
5.2	A New Step Towards Life: The Story of Jumki Devi	36
5.3	Reviving Traditional Craft for Sustainable Livelihood: The Story of Sadho Mahli and Family	37
<b>6</b>	<b>Challenges and Strategies</b>	<b>39-43</b>
6.1	Natural Resource Development	39
6.2	Education and Learning: Dependency vs. sustainability	40
6.3	Livelihood & Entrepreneur	41
6.4	Promoting Indigenous Skill-Based Livelihoods	41
6.5	Skill Development & Training	42
6.6	Health & Nutrition	42
6.7	Sports, Infrastructure & Others	43
<b>7</b>	<b>Recommendation</b>	<b>44-48</b>
7.1	Natural Resource Development	44
7.2	Expand Avocado Cultivation	44

7.3	Promote Dragon Fruit Cultivation	45
7.4	Health & Nutrition	46
7.5	Education & Learning	46
7.6	Livelihood & Entrepreneur	47
7.7	Skill Development & Training	47
7.8	Sports, Infrastructure & Others	48
<b>8</b>	<b>Conclusion</b>	<b>49-53</b>
8.1	Key Takeaways for management	49
8.2	Road Ahead 2026–27	50
	<i>Annexure I : Keys Research Questions of Data Collection</i>	54
	<i>Annexure II : Glimpse of the Study</i>	55
	<i>Annexure III: Media Coverage of CSR Intervention of UML</i>	59

## *List of Tables*

Table 3.1:	List of Villages	7
Table 3.2:	Block-wise and ward-wise distribution of villages	9
Table 4.1:	CSR focus areas for the financial year 2024-2025, detailing the key initiatives, objectives, and SDG alignment for each area.	13
Table 4.2:	Activity type, village coverage, beneficiaries' number and impact of Natural Resource Development	14
Table 4.3:	Key activities, village covered, total beneficiaries and their impact of Health & Nutrition	18
Table 4.4:	Key activities, village covered, beneficiaries and impact of Education and Learning initiatives	21
Table 4.5:	Key activities, village covered, beneficiaries and impact of Livelihood & Entrepreneur initiatives	25
Table 4.6:	Key Activities, village covered, beneficiaries and impact of Skill Development and Training initiatives	27
Table 4.7:	Key Activities, village covered, beneficiaries and impact of Infrastructure, Sports and Others Initiatives	31

## *List of Figures*

Figure 3.1: Block-wise distribution of villages covered under CSR activities	7
Figure 3.2: Block-wise and ward-wise distribution of villages covered under CSR activities	8
Figure 3.3: Block-wise percentage of villages covered under CSR activities	8
Figure 4.1: Top 10 CSR Activities by Number of Female/ST Beneficiaries for the period April 2024 to March 2025	12
Figure 4.2: Beneficiaries by Natural Resource Development Activity	16
Figure 4.3: Beneficiaries by Health & Nutrition Activities	19
Figure 4.4: Number of Students Reached by Education Program	22
Figure 4.5: Proportion of Students Reached by Each Education Program	23
Figure 4.6: Participants in Livelihood and Entrepreneur Training Programs	26
Figure 4.7: Participants in Skill Development and Training Programs	29
Figure 4.8: Participation in Infrastructure, Sports, and Other Programme	33

## *List of Exhibits*

Exhibit 4.1: Natural Resource Development Initiative	17
Exhibit 4.2: Health & Nutrition Initiative	20
Exhibit 4.3: Educational activities under CSR	24
Exhibit 4.4: Livelihood activities under CSR	26
Exhibit 4.5: Skill and Entrepreneurial activities under CSR	30
Exhibit 4.6: Infrastructure activities constructed under CSR of UMF	33
Exhibit 5.1: Shri Rit Lal Mahto in his farm	35
Exhibit 5.2: Jumki Devi at her Residence	36
Exhibit 5.3: Picture: Sadho Mahli and his family	37

## Executive Summary

This social audit focuses on six key thematic areas: Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, Natural Resource Management, and Sports, Infrastructure & Others. It reviews the Corporate Social Responsibility (CSR) initiatives implemented by the Usha Martin Foundation (UMF) during the fiscal year 2024–25. The audit assesses the scope, reach, and impact of these programs on the targeted communities, with special attention to vulnerable groups, including women and Scheduled Tribes (STs). It evaluates how effectively the interventions have addressed community needs and contributed to inclusive and sustainable development.

### Focus Areas

- I. **Natural Resource Development** is one of the core CSR pillars of the Usha Martin Foundation, emphasizing sustainable management and enrichment of natural assets in rural communities around its operational areas.

#### Key Initiatives

- **Soil Health:** Soil testing, awareness, and improved fertilization
- **Water Resource Management:** Repair of ponds, hand pumps, Jal Minars, and related infrastructures
- **Agroforestry & Plantation:** Distribution and planting of fruit, forestry, and grafted plants
- **Sustainable Agriculture:** Support for crop diversification (e.g., pulses, millets, and vegetable seeds), fertilizer support, and introduction of innovative inputs for climate-resilient farming.
- **Capacity Building:** Farmer meetings, training, and mobilization to adopt best practices

#### Outcomes:

- Soil health improved through testing.
- Sustainable water accessibility is ensured from hand pump and Jal Minar repairs.
- Biodiversity regeneration is done through pond renovation and fish spawn activities.
- Overall, these activities contribute to long-term resilience in agriculture and rural livelihoods by ensuring productive natural resources.

- II. **Health & Nutrition** is a core focus area under Corporate Social Responsibility (CSR) initiatives, targeting improved well-being and enhanced quality of life in the communities around its operations. Health and nutrition initiatives are designed to reach the most vulnerable, including women, children, and marginalized groups, delivering real improvements in health status and supporting sustainable community development.

#### Key Initiatives

- **Health Camps & Mobile Clinics:** The company regularly organizes free health camps
- **Maternal and Child Health:** Programs focus on maternal care, child immunization, nutrition awareness, and anaemia prevention
- **Nutrition Drives:** Distribution of supplementary nutrition, nutrition education sessions, and school-based interventions
- **Promotion of Sanitation & Hygiene:** Awareness campaigns on handwashing, menstrual health management, and safe drinking water,

- **Access to Clean Water:** Restoration and installation of pumps, water filtration systems, and community water structures

#### **Outcomes:**

- The majority of interventions strongly targeted marginalized groups (Scheduled Tribes, women, differently-abled).
- Preventive health and nutrition were prioritized through ANC, TB nutrition support, anaemia prevention, and sanitation drives.
- Large-scale awareness and provision of sanitary pads helped empower young girls, support menstrual hygiene, and reduce dropout rates among adolescent females.
- Programs such as yoga and cataract surgeries contributed to overall quality of life and functional wellness within rural communities.

**III. Education and Learning:** Education and learning is one of the core focus areas of the CSR initiatives undertaken by the Usha Martin Foundation. The Foundation's education-related programs reflect a deep commitment to enhancing access, quality, and inclusivity in rural and marginalized communities near its operational areas.

#### **Key Initiatives**

- **Sanskar Kendra (Value-Based Learning Centres):** These centres operate in multiple villages to foster holistic development, life skills, and ethical values among children.
- **Quality Education Infrastructure:** Initiatives include establishing computer labs, libraries, and providing digital resources, as well as supplying books and improving overall learning environments.
- **Distribution of Learning Materials:** The Foundation supports picture books for community-based schools (such as Ekal Vidyalaya) and assists with resources to help early-grade reading and creativity.
- **School Engagement Programs:** Activities designed to strengthen the bond between school and community, increase student engagement, and reduce dropout rates.
- **Educational Training:** Regular teacher, student, and parental workshops
- **School Repairs and Sanitation:** Infrastructure work like repairing school buildings and toilets,
- **Children's Engagement Programs:** Extracurricular initiatives promoting well-rounded development, creativity, and leadership among rural children.
- **Installed Smart class set-up:** As a very innovative step a Smart class set-up is installed at GMS, Masu.

#### **Outcomes:**

- Over 2,000 students benefited from programs such as Sanskar Kendra, school repairs, educational trainings, and learning material distribution.
- Improved infrastructure, digital resources (computers, libraries), and enriched classroom environments
- Special initiatives like, school toilet repair, safe infrastructure, reduced gender-based and social barriers to schooling.
- Activities went beyond academics, focusing on value-based education, life skills, creativity, and extracurricular engagement, nurturing well-rounded development and confidence among participants.

#### IV. Livelihood & Entrepreneur

Livelihood & Entrepreneur is a core focus area of Usha Martin Foundation's CSR, designed to empower rural and marginalized communities through the promotion of income-generating skills, microenterprise, and self-reliance.

##### Key Initiatives

- **Skill Development for Rural Enterprises:** The Foundation offers hands-on training in areas such as mushroom cultivation (button and oyster), appliance repair, and solar panel technician skills, enabling community members
- **Women's Economic Empowerment:** A significant emphasis is placed on mobilizing self-help groups (SHGs) and creating livelihood opportunities tailored for women, fostering financial inclusion, leadership, and resilience.
- **Microenterprise Promotion:** Beyond agricultural livelihoods, practical programs help villagers diversify their income sources, addressing seasonal unemployment and building local entrepreneurship.
- **Sustainable, Climate-Resilient Techniques:** Mushroom farming is promoted as a sustainable, low-investment income source with nutritional benefits
- **Green Jobs Training:** New technologies and vocational skills (such as solar repair) prepare youth for emerging employment sectors

##### Outcomes:

- Over 380 individuals trained, including numerous women and Scheduled Tribe (ST) members which is leading to tangible improvements in household earnings, economic resilience, and self-confidence across participating communities.
- Enhanced local food production and technical skills have fostered an environment of innovation, entrepreneurship, and upward economic mobility.

#### V. Skill Development and Training

Skill Development and Training is a core focus area of Usha Martin Foundation's Corporate Social Responsibility (CSR), reflecting the organization's commitment to empowering rural and marginalized communities with practical, market-oriented abilities.

##### Key Initiatives

- **Vocational Skill Building:** The Foundation conducts diverse hands-on training programs in tailoring, beautician services, home appliance repair, motorcycle repair, food and beverage services, and more.
- **Entrepreneurship Promotion:** Special meetings and workshops on entrepreneurship enhance villagers' ability to start and scale microenterprises,
- **Women's Empowerment and SHGs:** Through Self-Help Group (SHG) meetings and targeted skills training (such as tailoring and beautician courses), women are equipped for leadership roles and sustainable livelihoods.
- **Traditional Skills & Artisanship:** Programs like *Sohrai* art training help preserve local heritage while creating new income streams through crafts and artisanship.
- **Community Capacity Building:** Village, Gram Sabha, and FPO meetings encourage collective decision-making, local governance participation, and collaborative business models for long-term rural transformation.

### Outcomes:

- Total beneficiaries were 2,097 including a high proportion of women, youth, and ST communities they have been benefited from skill development and training initiatives in FY 2024–25.
- The initiatives strongly prioritized women (via SHGs, tailoring/beautician training), tribal youth, and local farmers, strengthening rural resilience and self-reliance.
- Gram Sabha, FPO, and village meetings fostered democratic participation, collective decision-making,
- Preservation of Culture: *Sohrai* art training promoted local tribal/folk traditions as viable income-generating skills.
- By building skills in both modern and traditional vocations, the foundation boosted employability

## VI. Infrastructure, Sports and Others

**Infrastructure, Sports & Others** is one of the core CSR focus areas of Usha Martin Foundation, aimed at improving village infrastructure, promoting sports as a tool for youth engagement, and addressing the welfare needs of marginalized citizens. The Foundation integrates social infrastructure, community amenities, and inclusive welfare programs to uplift the quality of life in its operational areas across Jharkhand.

### Key Initiatives

- **Community Infrastructure Development:** Upgradation and renovation of schools, toilets, community halls, and public infrastructure such as Haratu Devi Mandap to create sustainable spaces
- **Basic Amenities for Welfare:** Facilitated access to government entitlements and welfare schemes like *Old Age Pensions*, *Ayushman Bharat health cards*, and *Ration Cards* for rural households.
- **Inclusivity for Differently-Abled:** Distributed tricycles, wheelchairs, and hearing aids to specially-abled individuals, enhancing mobility, dignity, and independence.
- **Renewable Energy Initiatives:** Installed solar street lights across multiple villages to enhance community safety, improve energy access, and promote sustainability.
- **Sports & Cultural Promotion:** Distributed sports kits and organized games to encourage youth participation, physical well-being, and social inclusion in village communities.
- **Winter & Relief Initiatives:** Distributed blankets among poor households to support vulnerable populations during the winter season and strengthen humanitarian relief.

### Outcomes:

- Strengthened social infrastructure and public amenities in backward tribal areas.
- Promoted youth participation and inclusion through sports and communal activities.
- Improved sanitation, electrification, and safety through tangible infrastructural developments.
- Fostered livelihood stability and healthcare access via administrative facilitation (ration, Ayushman, pension).

## Overall Finding

The Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) initiatives are built upon six vital pillars that collectively drive sustainable and inclusive community

development. These pillars encompass Natural Resource Development, focusing on environmental conservation and sustainable agriculture; Health & Nutrition, aimed at enhancing community well-being through improved healthcare access and nutrition; Education & Learning, promoting better educational opportunities and outcomes; Livelihood & Entrepreneurship, supporting income generation and entrepreneurial initiatives; Skill Development & Training, strengthening vocational skills and employability; and Infrastructure, Sports & Others, which addresses essential infrastructure needs while encouraging sports and cultural activities. Together, these initiatives demonstrate UMF's holistic commitment to balancing social, economic, and environmental objectives for lasting community impact.

The social audit highlights UMF's strong emphasis on inclusion, sustainability, and holistic growth. The Foundation ensures that women and Scheduled Tribes (STs) remain central to all programmatic interventions, promoting equitable participation and empowerment. Many initiatives are designed with a focus on sustainability, particularly in the areas of agriculture, natural resource management, and skill development, ensuring enduring community benefits. By integrating multiple sectors—such as livelihoods, education, health, and infrastructure—UMF adopts a comprehensive approach that not only addresses immediate community needs but also contributes to long-term, self-reliant, and inclusive development.

## Suggestions

The present report recommends several areas for strengthening future interventions. Successful initiatives such as drip irrigation projects, polyhouse training, and mushroom cultivation should be scaled up to reach a wider community base and enhance overall impact. Strengthening the monitoring and evaluation systems is essential to track the progress, sustainability, and long-term effectiveness of various programs. Additionally, greater emphasis should be placed on youth engagement through targeted vocational training and entrepreneurship development initiatives, addressing challenges of unemployment and migration in rural areas while fostering self-reliance and innovation.

# 1. Introduction

## 1.1 Origin and Philosophy of Usha Martin Limited

Usha Martin Ltd. (UML), also referred as "Usha Martin", was founded in the year 1962 with the goal of becoming a multinational corporation and a pioneer in the wire rope production industry. Being conscious that it would not become a worldwide corporation and world leader by merely being an island of riches in a sea of poverty and dissatisfaction beyond its factory gates in Jharkhand was one of the many obstacles in the way of realizing that objective.

The founders of Usha Martin spent many years looking for solutions to attain inclusive growth that eradicates dissatisfaction in a way that is scalable over a large population that our skills would permit and that can be maintained over generations. It has long been noted that India is really two countries: one that is promoting urbanization in its expanding cities and the other that is working to improve Bharat's vast rural areas.

Usha Martin agrees that there is a need to balance the demands and interests of several varied groups in society and that business and society are intertwined. The company's goal statement, "Reinforcing our commitment to safety, health, environment, and the community around us," reflects the company's dedication to being a responsible corporate citizen. Indeed, there is a significant divergence that appears to have widened during the last forty years. One of the reasons the founders of Usha Martin founded the Usha Martin Foundation, a Registered Society in Jharkhand under the Societies Registration Act, 1860, was to pursue inclusive growth in order to close this gap.

The foundation's goal is for the rural community to prosper economically and socially. Usha Martin, a corporation that works to improve people's lives, began in the Angara and Namkum (neighbouring) block, which includes 29 villages where the factories are located. The firm supports the implementation of sustainable development models with frequent monitoring of change in the project area with engagement from people in order to improve the quality of life in rural communities.

This dedication is further strengthened by the company's SHE policy, which calls for all activities to be carried out in a way that protects the environment as well as the health and safety of staff, clients, and the community. The society's goals are to support the expansion of the rural economy, build public school facilities, and advance the socioeconomic advancement, welfare, and upliftment of rural communities. Therefore, we looked for a means to guarantee sustainable growth in the area by organizing the community and its resources.

In order to successfully implement and have an influence on poverty reduction methods, Usha Martin's concept is a market-based, bottom-up approach to integrated interventions that are multidisciplinary. As opposed to the traditional charity method, the Usha Martin model is mindful of sacrificing personal financial gain and encourages social entrepreneurship in communities by promoting efficient use of resources and available money. Poor outcomes were obtained from decades of government-led, entitlement-based charitable giving to Jharkhand's rural communities.

The local community's socio-economic metrics, including the Human Development Index (HDI), per capita income, per capita consumption, and others, were appallingly low. There was sufficient secondary data from various official papers and websites to conduct a preliminary analysis of the socio-economic conditions of local populations. The requirements were numerous and fundamental. Some people take these things for granted, but the truth is that we cannot achieve rural development unless we build drinking and agricultural water infrastructure, provide energy access, stabilize the home environment by attending to the health

needs of the mother and child and providing education, empower women to pursue earnings-based careers, build capacity through training, and establish market connections to allow for the possibility of income growth.

## 1.2 Corporate Social Responsibility and Sustainability

The continuous dedication of companies to conduct themselves morally while promoting economic growth and improving the standard of living in their communities is known as corporate social responsibility, or CSR. It seeks to guarantee that companies prioritize their social and environmental obligations in addition to making a profit. Through CSR, businesses actively seek to improve society, promote sustainable growth, and address more general societal issues.

CSR's main goal is to advance a sustainable and ethical business philosophy on a larger scale. This entails motivating businesses to create creative answers and strong management frameworks that tackle the nation's environmental and social problems. In general, CSR activities are in line with national goals, such as natural resource management, livelihood development, education, public health, and water conservation. Businesses may significantly contribute to social development and environmental sustainability by incorporating these principles into their business plans.

CSR knowledge and awareness have increased dramatically in recent years, particularly among big and medium-sized businesses. These companies increasingly understand that CSR may help them integrate strategically with the communities and ecosystems in which they operate. Businesses are better able to contribute to the welfare of society while making sure their operations are long-term sustainable when they take a more proactive and organized approach to corporate social responsibility.

## 1.3 CSR Policy of Usha Martin Foundation

Usha Martin Limited (UML) is committed to reducing its environmental impact while prioritizing the health and safety of its customers and communities. The company addresses key environmental concerns such as air pollution, biodiversity conservation, product end-of-life management, water stewardship, resource efficiency, hazardous material management, energy consumption, greenhouse gas (GHG) emissions, and environmental awareness. To support sustainable development, UML focuses on improving energy efficiency, increasing the use of renewable energy, conserving water sources, enhancing recycling practices, reducing air emissions, ensuring safe handling of hazardous materials, promoting resource conservation, and restoring biodiversity.

In line with these commitments, our major environmental measures include the following:

- i. **Minimizing Environmental Impacts:** Apply a Risk-Based Thinking (RBT) approach to proactively identify, assess, and reduce environmental risks. Reduce the environmental footprint of both operations and supply chain activities, and lower GHG emissions through improved energy efficiency and renewable energy adoption.
- ii. **Hazardous Material Compliance:** Ensure that hazardous chemicals are handled, stored, and disposed of safely in accordance with the *Hazardous and Other Wastes (Management & Transboundary Movement) Rules, 2016*.
- iii. **Pollution Prevention:** Implement effective measures to prevent chemical discharge and waste contamination of land and water across operations and supply chain partners.

- iv. **Water Conservation:** Promote responsible water use by protecting natural water sources near operating sites, adopting efficient water practices, and enhancing water recycling systems.
- v. **Air Quality Management:** Reduce emissions of particulate matter (PM), NO<sub>x</sub>, and SO<sub>x</sub> through advanced filtration and emission control technologies.
- vi. **Environmental Awareness and Culture:** Engage employees, vendors, and surrounding communities in building an environmentally responsible culture and increasing awareness through capacity-building and outreach activities.

## 1.4 CSR Initiatives of Usha Martin Foundation (UMF)

A key driver of Usha Martin Limited’s social responsibility mission is the **Usha Martin Foundation (UMF)**, the dedicated CSR arm of the company. The Foundation works to improve the quality of life of local communities by implementing meaningful and sustainable CSR initiatives across multiple sectors. These initiatives are designed to address community-specific needs while also contributing to national priorities such as livelihood development, healthcare, education, and environmental sustainability.

### Mission and Vision of UMF

**Mission:** *To create an equal and sustainable society by empowering poor, tribal, and marginalized communities and farmers.*

**Vision:** *To engage society as active and supportive partners, advocating for and assisting communities in achieving sustainable development.*

The core goal of the Usha Martin Foundation is to promote the economic and social development of rural communities. Its approach focuses on:

- Empowering people to make their own decisions, manage resources independently, and identify their own needs.
- Ensuring equitable and sustainable development.
- Collaborating with diverse stakeholders, including government agencies, businesses, NGOs, academic institutions, and community beneficiaries.

The Usha Martin Foundation is registered under the Societies Registration Act of 1860 in Jharkhand. The company’s mission and vision emphasize responsible corporate behaviour and the welfare of the communities where it operates. To ensure its initiatives are relevant and need-based, UMF follows a participatory approach, engaging with stakeholders, experts, and local communities in planning and decision-making.

Aligned with the company’s long-term goal of sustainable development, the Foundation targets areas where it can create measurable and meaningful impact. Through its CSR interventions, UMF has contributed significantly to improving socio-economic conditions, empowering individuals, and supporting the holistic development of the regions it serves.

## 1.5 Background of Study

Usha Martin Limited (UML), one of India’s leading wire rope manufacturers, undertakes its community development initiatives through its dedicated CSR wing the Usha Martin Foundation (UMF). Over the years, the Foundation has implemented a range of community-centric programs across selected villages, focusing on infrastructure development, livelihood

enhancement, healthcare facilities, educational support, and environmental initiatives. These interventions were designed to improve the quality of life of rural and marginalized communities, in line with the company's commitment to sustainable and inclusive development.

To ensure that these CSR interventions were meaningful, impactful, and aligned with the actual needs of the communities, Usha Martin Limited decided to conduct an independent social audit. The purpose of this assessment was to verify the effectiveness of ongoing CSR programs, evaluate their reach and outcomes, identify possible gaps, and determine whether the intended objectives were being met on the ground.

For this purpose, UML commissioned Xavier Institute of Social Service (XISS), Ranchi, to carry out an impartial social audit of its CSR programs for the financial year 2024–2025. By engaging an external institution, the company demonstrates its commitment to transparency, accountability, and continual improvement in its CSR practices.

The findings of the audit will provide valuable insights into how well the company's initiatives are addressing community needs, contributing to sustainable development, and creating long-term impact in the selected villages. These results will further guide future CSR planning, helping UML strengthen its strategies, fill implementation gaps, and ensure that its programs continue to create positive and lasting change in the communities it serves.

## 2. Research Methodology

This chapter outlines the methodological approach adopted to conduct the social audit of UML's CSR initiatives. The research design was developed to ensure that the findings are objective, evidence-based, and reflective of community perspectives. It details the objectives of the audit, the methods and tools used for data collection, and the key stakeholders engaged in the process. The approach emphasizes participatory assessment, enabling a comprehensive understanding of the reach, effectiveness, and impact of CSR interventions on the target communities.

### 2.1 Objectives of the Social Audit

The social audit was carried out to ensure that the CSR activities are useful, transparent, and effective. The main objectives are:

- a) To assess the impact and results of the CSR programs implemented in 18 selected villages by Usha Martin Foundation (UMF).
- b) To understand the programs from the community's point of view and identify what is working well and what needs improvement.
- c) To provide suggestions for planning and improving future CSR activities.

### 2.2 Methodology of the Study

To assess the effectiveness, community relevance, and sustainability of Usha Martin Limited's CSR initiatives, a mixed-method approach, combining both qualitative and quantitative techniques, was adopted for the social audit. This approach enabled a transparent, participatory, and evidence-based assessment aligned with the key objectives of the audit measuring impact, capturing community perceptions, identifying gaps, and suggesting improvements for future CSR planning across the 18 selected villages.

The methodology focused on:

- In-depth understanding of the direct feedback from beneficiaries
- Validating project outcomes through field verification
- Reviewing official records and documents

This ensured a fair, accurate, and comprehensive evaluation of the CSR interventions implemented in the selected locations.

### 2.3 Data Collection Methods

- a) **Key Informant Interviews (KIIs):** Interviews were conducted with community leaders, local government representatives, and CSR project implementers. These helped assess relevance, performance, acceptance, and operational challenges of CSR activities.
- b) **Focus Group Discussions (FGDs):** FGDs were held with women, farmers, youth, and marginalized community members. This participatory method captured community opinions, benefits, challenges, and suggestions for improvement.

- c) **Field Observations:** On-site verification of CSR infrastructure and services was carried out to check functionality, usage, maintenance, and actual benefits to the community.
- d) **Secondary Data Analysis:** Project documents, reports, and records were reviewed to verify facts and provide additional insight into planning, implementation, and outcomes.

## 2.4 Key Stakeholders Engaged

Stakeholder Group	Role in the Social Audit
Community Members (women, farmers, youth, ST groups)	Provided direct feedback on usefulness, access, and challenges of CSR initiatives
Local Government & Panchayat Representatives	Supported implementation, monitoring, and coordination
NGOs / Implementation Partners	Shared insights on project delivery, coverage, and challenges
Usha Martin Foundation Staff, Employees & Volunteers	Provided plans, records, and monitoring details; supported field verification

### 3. Profile of the Project Villages

This section presents a demographic profile of the 18 project villages covered under the CSR interventions of Usha Martin Limited. Secondary data sources such as Census 2011, UMF records, school registers, Anganwadi Centres, and ASHA workers were referred to for validating population and household details.

#### 3.1 List of the CSR intervention villages

The CSR intervention area comprises 18 villages located across three administrative blocks Angara, Namkum, and Kanke within Ranchi district. Out of the total 18 villages, Angara block accounts for the highest coverage with 8 villages, followed by Namkum with 7 and Kanke with 3 villages, indicating a wider concentration of project activities in Angara (Table 3.1).

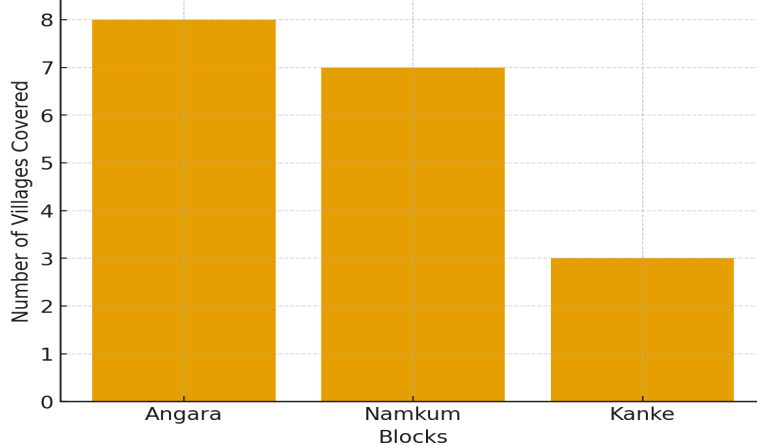
**Table 3.1: List of Villages**

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

#### 3.2 Block-wise and ward-wise distribution of villages

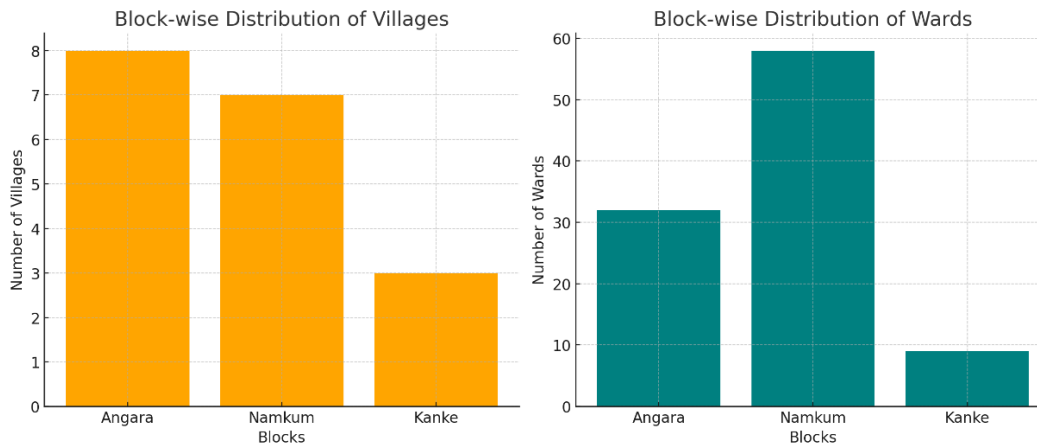
Across these villages, a total of 12,268 households is distributed over 102 administrative wards, reflecting considerable demographic diversity (Table 3.2). The household strength varies sharply from village to village. Tati East and West in Namkum block have the highest concentration with 2,544 households spread across 14 wards, followed by Arra (1,235 households), Chatra (1,083), and Hesal (1,031). These figures indicate relatively large settlements with higher population densities and consequently greater demand for infrastructure, basic services, and monitoring. In contrast, smaller villages such as Petrol (172 households), Baheya (200 households) and Haratu in Angara block (212 households) reflect low-density habitations, which may face challenges such as dispersed populations and limited institutional services.

Block-wise Distribution of Villages Covered under CSR Activities by UMF



**Figure 3.1: Block-wise distribution of villages covered under CSR activities**

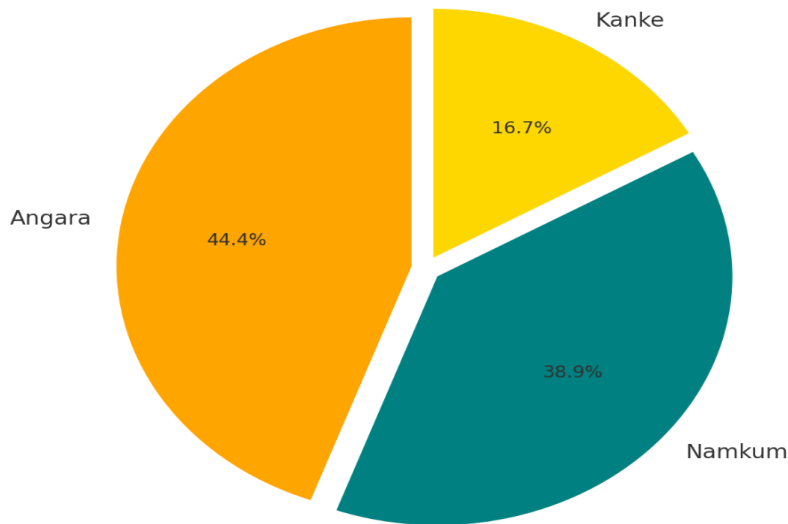
Block-wise and Ward-wise Distribution under CSR Activities by UMF



**Figure 3.2: Block-wise and ward-wise distribution of villages covered under CSR activities**

Variation in the number of wards further highlights administrative and governance differences between villages. Larger villages like Tati, Arra, Hesal, Mahilong and Silwai have multiple wards, reflecting wider geographic spread and greater requirement for public service delivery. Smaller settlements with 1–2 wards often function as compact habitations with limited administrative segmentation. Interestingly, the distribution of wards is not always proportionate to the number of households. For instance, Chatra shows a high concentration of households in only two wards, suggesting denser habitation patterns, whereas villages like Masu or Bedwari show a relatively balanced spread of households across multiple wards.

Block-wise Distribution of Villages Covered under CSR Activities by UMF



**Figure 3.3: Block-wise percentage of villages covered under CSR activities**

**Table 3.2: Block-wise and ward-wise distribution of villages**

<i>Block</i>	<i>Village</i>	<i>No. of Wards</i>	<i>Total No. of Households</i>
<i>Kanke</i>	Petrol	2	172
	Lalganj	4	382
	Khatanga	3	334
	Haratu	1	212
	Masu	3	236
	Hesal	13	1031
<i>Angara</i>	Bedwari	5	484
	Angara	2	605
	Lupung	4	421
	Baheya	2	200
	Chatra	2	1083
	Silwai	7	987
	Haratu	7	630
<i>Namkum</i>	Mahilong	9	917
	Baram	8	795
	Tati (East) & Tati (West)	14	2544
	Aara	13	1235
<i>03 blocks</i>	<i>18 Villages</i>	<i>102 Wards</i>	<i>12268 Households</i>

Overall, the demographic profile reveals that the CSR area includes both densely populated villages requiring high-scale service and infrastructure support, and smaller communities that may need targeted, need-based interventions to ensure equitable outreach. This demographic diversity has direct implications for CSR planning, implementation, and resource allocation—larger villages may require wider coverage and multiple delivery channels, while smaller villages may benefit from focused interventions, awareness outreach, and service accessibility improvements. Hence, understanding population distribution at village and ward level helps in prioritising CSR efforts and designing need-specific interventions in an inclusive manner.

### 3.3 Overview of CSR Initiatives of UML

Usha Martin Ltd.'s Corporate Social Responsibility (CSR) division is called the Usha Martin Foundation (UMF). Its programs include community upliftment, sustainable development, and enhancing the standard of living for disadvantaged groups in society. With a focus on long-term effects, the foundation's CSR initiatives mainly target skill development, education, healthcare, and natural resource management.

#### 3.3.1 Health & Nutrition

Under the Corporate Social Responsibility (CSR) activities of the Usha Martin Foundation (UMF), the Health & Nutrition projects seek to enhance the general well-being of communities, especially those in rural and outlying regions. These programs concentrate on improving access to healthcare, combating malnutrition, increasing public knowledge of sanitation and hygiene, and encouraging preventative healthcare. In order to offer healthcare services and increase community resilience in terms of nutrition and health, UMF works with NGOs, local governments, and healthcare professionals.

### **3.3.2 Education & Learning**

Enhancing learning outcomes, expanding access to high-quality education, and giving underprivileged populations fair educational opportunities are the main goals of the Education & Learning activities within the Corporate Social Responsibility (CSR) programs of the Usha Martin Foundation (UMF). From early childhood education to adult literacy, UMF's programs focus on a range of age groups and prioritize students' overall development by attending to their academic and non-academic requirements. Through resource provision, infrastructure improvement, and capacity building among students, educators, and educational institutions, these initiatives seek to promote a more informed and empowered society.

### **3.3.3 Livelihood & Entrepreneurship**

The Corporate Social Responsibility (CSR) projects of the Usha Martin Foundation (UMF) include Livelihood & Entrepreneurship initiatives that aim to establish sustainable economic possibilities for local people, particularly in underserved and rural areas. Through entrepreneurial development, financial assistance, and skill training, these programs seek to empower people, improve self-reliance, and lessen poverty. UMF aims to promote resilience and long-term economic growth in the communities it serves by emphasizing both new business endeavours and traditional means of subsistence.

### **3.3.4 Skill Development & Training**

Through improving employability, encouraging entrepreneurship, and aiding in the creation of livelihoods, the Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) programs for skill development and training seek to empower local communities. These programs concentrate on giving people, especially women and young people, marketable skills that enhance their employment opportunities or allow them to launch small enterprises, ultimately resulting in financial independence.

### **3.3.5 Natural Resource Management**

Under the Corporate Social Responsibility (CSR) activities of the Usha Martin Foundation (UMF), the Natural Resource Management (NRM) projects aim to encourage the sustainable use and management of natural resources including soil, water, and forests. These programs concentrate on maintaining the natural equilibrium, raising rural agricultural output, and promoting livelihoods via resource conservation. In order to ensure that local communities are both contributors to and beneficiaries of these initiatives, UMF frequently incorporates community awareness and engagement into its NRM programs.

### **3.3.6 Sports, Infrastructure Development & Others**

The Usha Martin Foundation's (UMF) Corporate Social Responsibility (CSR) activities include infrastructure development, sports, and other initiatives. By supporting sports as a tool for youth empowerment, building necessary infrastructure to promote community well-being, and attending to a variety of other social needs that improve livelihoods and social development, these programs seek to improve the quality of life in disadvantaged areas. These programs demonstrate the Usha Martin Foundation's all-encompassing approach to development, which makes sure that their work has a beneficial effect on the social, economic, and environmental aspects of the communities they support.

## 4 Focus Areas, Key Interventions and Impact

### 4.1 CSR Initiatives of Usha Martin Foundation (2024-2025)

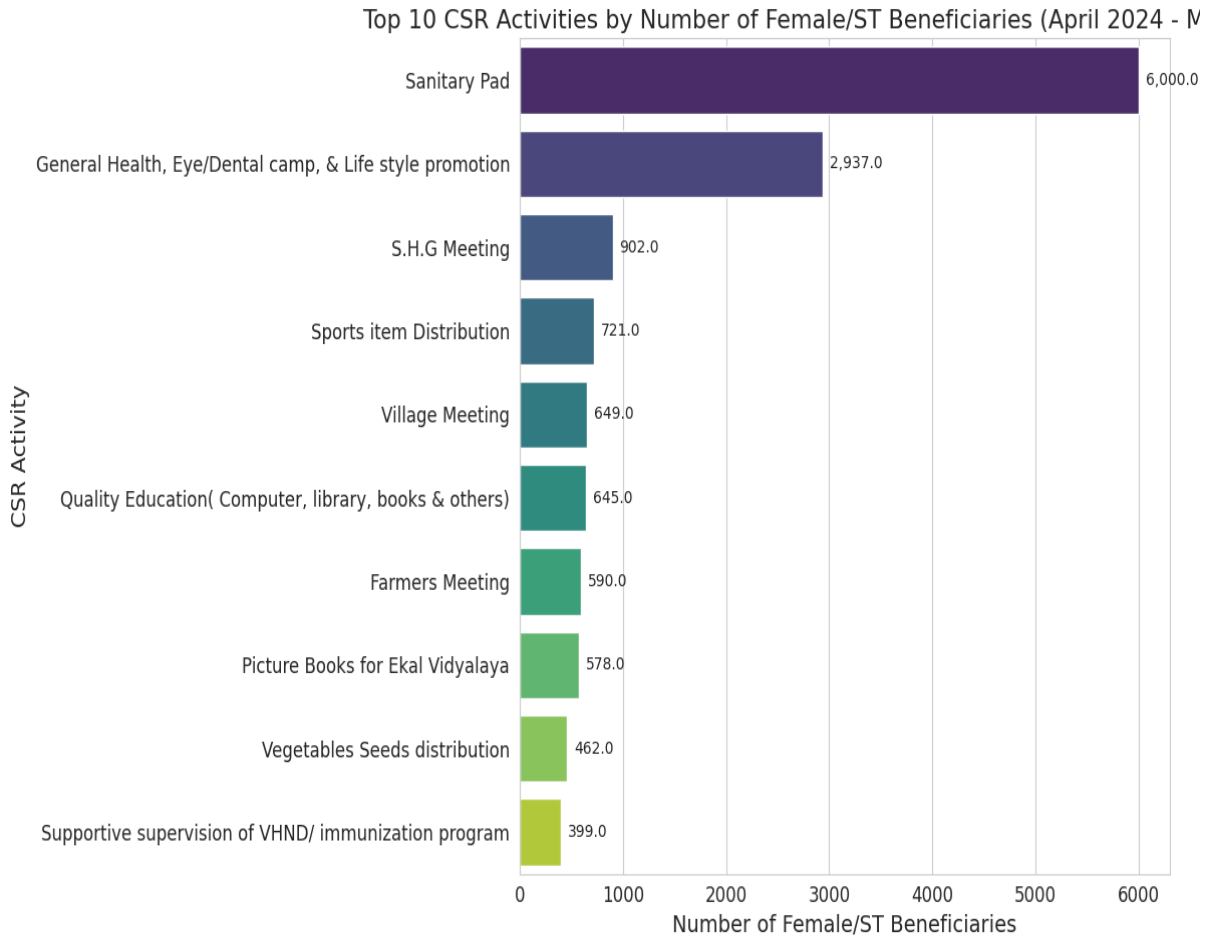
In the financial year 2024-2025, Usha Martin Foundation demonstrated a strong commitment to positive social impact through a broad spectrum of Corporate Social Responsibility (CSR) initiatives. These efforts were thoughtfully tailored to address critical community needs and drive sustainable, inclusive growth in the regions surrounding the company's operations.

### 4.2 Holistic Development Approach

Usha Martin Foundation's CSR strategy was anchored in the belief that development must be comprehensive and community-driven. By engaging in diversely themed initiatives, the foundation ensured that benefits reached every segment of society especially marginalised, tribal, and rural populations.

#### Key Thematic Areas

- i. **Natural Resource Development:** Activities covered soil test, soil and water conservation, agroforestry, sustainable agriculture, and the creation or repair of vital rural infrastructure, supporting both environmental and economic sustainability.
- ii. **Health & Nutrition:** Health camps, maternal and child nutrition programmes, immunization drives, and sanitation campaigns ensured improved health outcomes and access to medical care for vulnerable groups.
- iii. **Education & Learning:** Initiatives included scholarships, digital literacy, school infrastructure upgrades, and distribution of educational materials, fostering equal opportunities and holistic learning.
- iv. **Livelihood & Entrepreneurship:** The foundation promoted entrepreneurship and rural income-generation through the formation of self-help groups, microenterprises, and financial inclusion programme targeting youth and women.
- v. **Skill Development & Training:** Vocational, technical, and livelihood skill programmes were implemented to build employability and support modern and traditional livelihoods, particularly for youth and women.
- vi. **Infrastructure, Sports, and Others:** Community infrastructure projects, sports events, playground installations, and targeted support for Scheduled Tribes (STs) and marginalised groups enhanced social cohesion and quality of life.



**Figure 4.1: Top 10 CSR Activities by Number of Female/ST Beneficiaries for the period April 2024 to March 2025**

The chart above shows the **Top 10 CSR Activities by Number of Female/ST Beneficiaries** for the period April 2024 to March 2025, based on the data you provided. The activities with the highest number of female and/or Scheduled Tribe (ST) beneficiaries are:

1. **Sanitary Pad** distribution, with **6,000** beneficiaries.
2. **General Health, Eye/Dental camp, & Life style promotion**, with **2,937** beneficiaries.
3. **S.H.G Meeting** (Self-Help Group Meeting), with **902** beneficiaries.

### 4.3 Alignment with Sustainable Development

Every initiative was planned in alignment with the United Nations Sustainable Development Goals (SDGs) and Schedule VII of the Companies Act, 2013, ensuring measurable social, economic, and environmental benefits over the long term. The foundation’s participatory approach and focus on inclusion made meaningful progress toward transforming communities while strengthening rural resilience and empowering underprivileged populations.

**Table 4.1: CSR focus areas for the financial year 2024-2025, detailing the key initiatives, objectives, and SDG alignment for each area.**

<i>Focus Area</i>	<i>Key Initiatives &amp; Objectives</i>	<i>SDG Alignment</i>
<i>Natural Resource Development</i>	<ul style="list-style-type: none"> <li>• Soil and water conservation</li> <li>• Sustainable agriculture (soil testing, improved seeds)</li> <li>• Water infrastructure (pond, Jal Minar, handpump repairs)</li> <li>• Agroforestry/plantation drives</li> <li>• Promotion of climate-resilient farming</li> </ul>	SDG 2 (Zero Hunger), SDG 6 (Clean Water & Sanitation), SDG 13 (Climate Action), SDG 15 (Life on Land)
<i>Health &amp; Nutrition</i>	<ul style="list-style-type: none"> <li>• Health camps and mobile clinics</li> <li>• Maternal and child nutrition and immunization</li> <li>• Awareness on hygiene and sanitation</li> <li>• Access to clean drinking water and preventive care</li> </ul>	SDG 3 (Good Health & Well-being), SDG 6 (Water)
<i>Education &amp; Learning</i>	<ul style="list-style-type: none"> <li>• Enhancement of school infrastructure</li> <li>• Distribution of learning materials</li> <li>• Scholarship programs</li> <li>• School attendance drives</li> <li>• Digital literacy interventions</li> </ul>	SDG 4 (Quality Education), SDG 10 (Reduced Inequality)
<i>Livelihood Promotion &amp; Entrepreneur</i>	<ul style="list-style-type: none"> <li>• Creation and support of self-help groups (SHGs)</li> <li>• Facilitation of rural microenterprises</li> <li>• Promotion of inclusive income-generation activities</li> <li>• Financial inclusion and entrepreneurship training</li> </ul>	SDG 1 (No Poverty), SDG 8 (Decent Work & Economic Growth)
<i>Skill Development &amp; Training</i>	<ul style="list-style-type: none"> <li>• Vocational and technical skills training</li> <li>• Promotion of youth and women’s employability</li> <li>• Training for integrated, modern, and traditional livelihood activities</li> </ul>	SDG 8, (Decent Work & Economic Growth) SDG 5 (Gender Equality)
<i>Infrastructure, Sports &amp; Others</i>	<ul style="list-style-type: none"> <li>• Sports events, playground and facility development</li> <li>• Community infrastructure (roads, sanitation, community centres)</li> <li>• Targeted interventions for Scheduled Tribes, women, and other marginalized groups</li> </ul>	SDG 9 (Industry, Innovation & Infrastructure), SDG 10 (Reduced Inequality), SDG 5 (Gender Equality)

## 4.4 Focus Area of CSR Intervention of UMF

### 4.4.1 Natural Resource Development

Natural Resource Development is one of the core CSR pillars of Usha Martin Foundation, emphasizing sustainable management and enrichment of natural assets in rural communities around its operational areas.

**4.4.1.1 Objectives:** Enhancement of soil health, sustaining farming, water resource management, and biodiversity improvement.

#### 4.4.1.2 Key Initiatives

- i. **Soil Health:** Soil testing, awareness, and improved fertilization to increase agricultural productivity and sustainability.
- ii. **Water Resource Management:** Repair of ponds, hand pumps, Jal Minars, and related infrastructures for secure irrigation and safe drinking water.
- iii. **Agroforestry & Plantation:** Distribution and planting of fruit, forestry, and grafted plants to promote biodiversity, green cover, and supplementary farmer income.
- iv. **Sustainable Agriculture:** Support for crop diversification (e.g., pulses, millets, vegetable seeds), fertilizer support, and introduction of innovative inputs for climate-resilient farming.
- v. **Capacity Building:** Farmer meetings, training, and mobilization to adopt best practices and improve yields.

An analysis of the Natural Resource Development of CSR activities of Usha Martin Foundation of FY (2024-25) given in a tabular format below (Table 4.2)

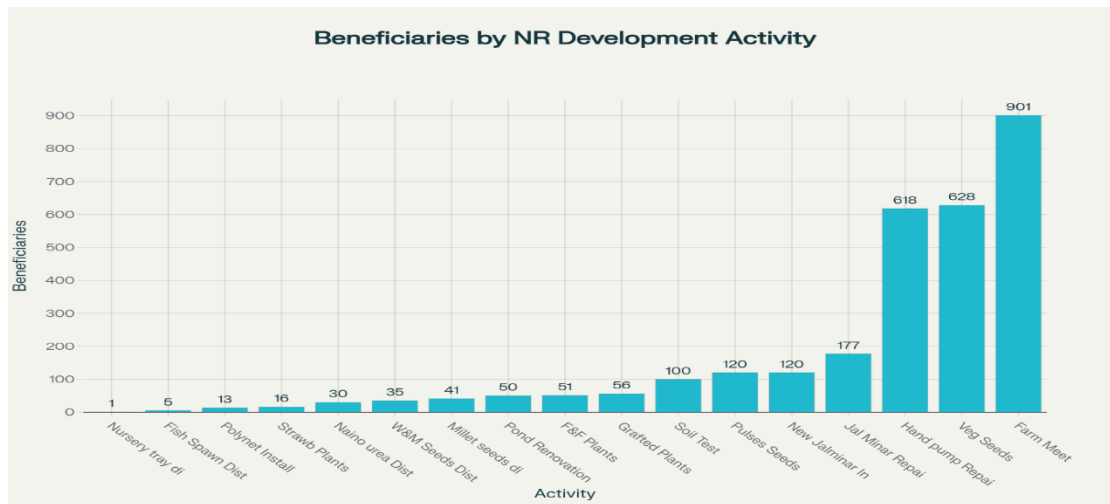
**Table 4.2 Activity type, village coverage, beneficiaries' number and impact of Natural Resource Development.**

<i>Sl No.</i>	<i>Activity</i>	<i>Village Covered</i>	<i>Total Beneficiaries</i>	<i>Impact</i>
1.	Soil Test	Tati East, Haratu, Silwai, Mahilong, Ulatu, Masu, Bahaya, Bedwari, Angara & Lapung	100 Farmers	Informed soil management
2.	Hand pump Repairing	Tati East, Haratu, Silwai, Aara/Baram, Mahilong, Ulatu, Chatra, Hesal & Angara	618 Villagers	Improved water access
3.	Arhar & Urad Pulses Seeds Distribution	Haratu, Mahilong, Bedwari, Ulatu, Masu & Angara	120 Farmers	Crop diversification
4.	Grafted Plant Distribution	Tati East, Tati West, Silwai, Haratu, Masu, Mahilong, Ulatu, Bedwari & Lapung	56 Farmers	Horticulture livelihood
5.	Fruits & Forestry Plant Distribution	Tati East, Tati West, Haratu, Silwai, Ulatu, Masu, Hahe, Mahilong, Bedwari, Lapung, Angara, & Pertol	51 Farmers	Biodiversity support
6.	Millet (Maduwa) Seeds Distribution	Ulatu, Bedwari, Masu & Hesal	41 Farmers	Nutritional security

7.	Vegetable Distribution	Seeds	Tati East, Haratu, Aara/Baram, Ulatu, Chatra, Hahe, Bahaya, Lapung, Angara, Khatanga, Pertol	Tati West, Silwai, Mahilong, Masu, Hesal, Bedwari, Lalganj,	628 Farmers	Widespread adoption
8.	Pond Renovation		Silwai & Masu		Ongoing	Water resource development
9.	Nursery Distribution	Tray	Bedwari		1 Farmer	Nursery management
10.	Strawberry Distribution	Plant	Mahilong, Bedwari & Khatanga	Ulatu, Masu,	16 Farmers	Horticulture promotion
11.	Watermelon/Muskmelon Seeds Distribution		Tati East, Haratu, Bedwari, Masu, Ulatu, Angara	Tati West, Silwai, Mahilong, Aara/Baram,	35 Farmers	Seasonal cropping
12.	Naino Urea Distribution		Ulatu		30 Farmers	Fertilizer support
13.	Fish Spawn Distribution		Ulatu & Hesal		5 Farmers	Livelihood diversification
14.	Jal Minar Repairing		Ulatu, Haratu & Silwai,		177 Villagers	Water infrastructure
15.	New Jalminar Installation		Mahilong & Ulatu		120 Villagers	New water facilities
16.	Farmers Meeting		UML, Tati East, Haratu, Silwai, Mahilong, Bedwari, Angara, Lapung & Petrol	Aara/Baram, Ulatu, Hesal, Masu, Bahaya,	901 Farmers	Capacity building
17.	Polynet Installation		Tati East, Haratu, Bedwari & Angara,	Mahilong, Silwai, Masu,	13 Farmers	Protected cultivation

This table highlights the diversity and scale of interventions as a core pillar of Usha Martin Foundation's CSR, ensuring wide and inclusive community benefit.

The bar chart below presents the number of beneficiaries for each Natural Resource Development activity conducted under Usha Martin Foundation's CSR programme.



**Figure 4.2: Beneficiaries by Natural Resource Development Activity**

It clearly shows that Farmers Meetings (901 beneficiaries), Vegetable Seed Distribution (628), and Hand Pump Repairing (618) have the highest outreach, while activities like Nursery Tray Distribution and Fish Spawn Distribution engaged relatively fewer participants. This highlights the Foundation’s strong emphasis on community-oriented and agricultural initiatives aimed at improving natural resource sustainability and farm productivity.

Total villagers/farmers covered were 2,912 among them 1865 were ST/Women's participants. Village covered were 18. Key focus areas were Agro-resource enhancement, infrastructure development, and resilient community livelihoods.

#### 4.4.1.3 Impact of Natural Resource Development activities

Activities such as soil testing, repair or installation of hand pumps and water structures (Jal Minar), pond renovation, and fish spawn distribution clearly fall under NRM as they strengthen the sustainable management of land and water resources. These efforts improve soil fertility, groundwater availability, and livelihood resilience in farming communities.

The NRM-linked projects account for over one-third of the Foundation’s outreach. Their impact is multipronged: soil health improvement through testing, sustainable water access from hand pump and Jal Minar repairs, and biodiversity regeneration through pond renovation and fish spawn activities. These contribute to long-term resilience in agriculture and rural livelihoods by ensuring productive natural resources.

In contrast, the remaining 63.44% of beneficiaries were supported via seed distributions, plant grafting, and capacity-building (like farmer meetings), which also complement NRM indirectly by promoting climate-resilient agriculture. Overall, the integrated design combining NRM with agricultural and community development, illustrates a balanced, sustainability-oriented CSR approach by the Usha Martin Foundation.

All initiatives prioritize marginalized groups (ST, women, low-income families) and community participation.



**Exhibit 4.1 Natural Resource Development Initiative**

### 4.4.2 Health & Nutrition

Health & Nutrition is a core focus area under Corporate Social Responsibility (CSR) initiatives, targeting improved well-being and enhanced quality of life in the communities around its operations. Health and nutrition initiatives are designed to reach the most vulnerable, including women, children, and marginalized groups, delivering real improvements in health status and supporting sustainable community development.

#### 4.4.2.1 Objective

To improve the overall health and well-being of rural communities by ensuring access to quality healthcare, promoting balanced nutrition, enhancing awareness on hygiene and

sanitation, and addressing maternal and adolescent health needs through preventive and participatory approaches.

#### 4.4.2.3 Key Initiatives

- i. **Health Camps & Mobile Clinics:** The company regularly organizes free health camps to provide general checkups, specialist consultations, and basic medicines, especially in underserved rural and tribal areas.
- ii. **Maternal and Child Health:** Programs focus on maternal care, child immunization, nutrition awareness, and anemia prevention among women and children, working closely with public health systems for greater reach.
- iii. **Nutrition Drives:** Distribution of supplementary nutrition, nutrition education sessions, and school-based interventions to address malnutrition and promote healthy eating practices among children, adolescents, and women.
- iv. **Promotion of Sanitation & Hygiene:** Awareness campaigns on handwashing, menstrual health management, and safe drinking water, aiming to reduce disease and improve public health outcomes.
- v. **Access to Clean Water:** Restoration and installation of handpumps, water filtration systems, and community water structures to ensure villages have safe, year-round drinking water.
- vi. **Initiatives for Disables:** For the inclusiveness for disables, aids and appliances distributed to 15 disable patients. Artificial limb is given to one women beneficiary. Along with that for the awareness for differently abled people meetings conducted.

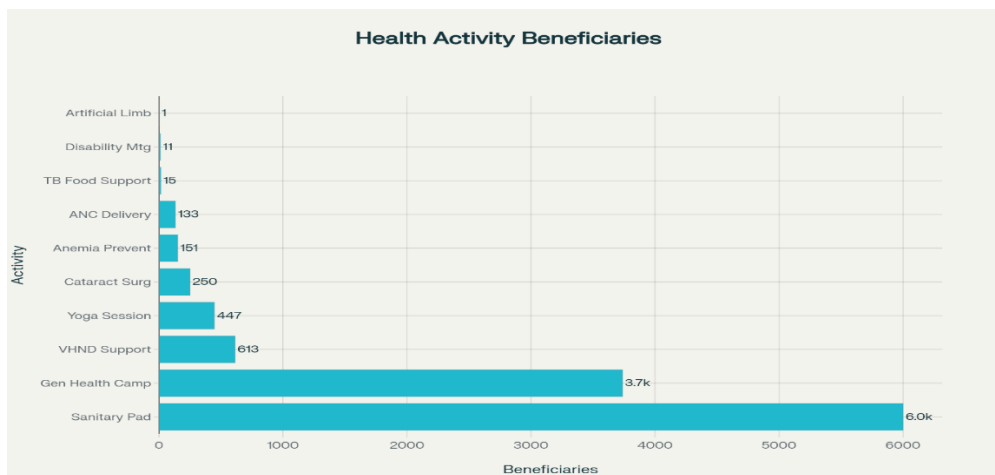
During 2024–25, Usha Martin Foundation's Health & Nutrition initiatives made a substantial impact by addressing the healthcare and nutritional needs of rural and marginalized communities. Here’s an analysis of the key activities and their outcomes, based on the provided data and supporting context in Table 4.3.

**Table 4.3: Key activities, village covered, total beneficiaries and their impact of Health & Nutrition**

Sl. No.	Activity	Village Covered	Total Beneficiaries	Impact
1.	General Health, Eye/Dental camps, Lifestyle	Tati East, Tati West, Haratu, Silwai, Aara/Baram, Mahilong, Ulatu, Chatra, Masu, Hesal, Hahe, Bahaya, Bedwari, Lapung, Angara, Lalganj & Khatanga	3,738 Patients	Free check-ups, dental/eye care, promotion of healthier lifestyles.
2.	Disability Meeting	Masu	11 Patients	Inclusion, support, and awareness for differently abled people.
3.	Supplementary Food for TB Patients	-	15 Patients	Nutrition support to combat TB.
4.	Aarogyam- ANC & Institutional Delivery	Ulatu, Masu, Hesal & Bahaya	133 Women	Antenatal care, promoting safe deliveries in institutions.
5.	Aarogyam- Anemia Prevention	Ulatu & Masu	151 Women	Anemia awareness, screening,

6.	Sanitary Distribution	Pad Ulatu & Masu	6,000 Women	supplements for at-risk groups. Women's hygiene, reducing school absenteeism and stigma.
7.	Artificial Limbs (Leg) Installation	Hesal	1 Woman	Mobility for physically challenged, social inclusion.
8.	VHND/Immunization Support	Tati East, Tati West, Haratu, Silwai, Mahilong, Ulatu, Chatra, Hesal, Aara/Baram & Masu	613 Children & Women	Supporting vaccination drives, maternal/child public health.
9.	Cataract Surgery	-	250 Patients	Free eye surgeries for the visually impaired.
10.	Yoga Sessions	Haratu, Ulatu, Hesal, Hahe, Bahaya & Angara	447 Students	Lifestyle, mental health, well-being promotion.

Dozens of different health and nutrition programs (camps, outreach, surgeries, education). 11,359 people participated as a total beneficiary with a strong focus on ST, women, and children (10,181 from marginalized groups). The bar chart showing below illustrates the number of beneficiaries reached under each Health & Nutrition activity of Usha Martin Foundation's CSR programs.



**Figure 4.3 Beneficiaries by Health & Nutrition Activities**

It shows that Sanitary Pad Distribution (6,000 beneficiaries) had the largest impact, followed by General Health, Eye/Dental & Lifestyle Camps (3,738) and Supportive Supervision of VHND/Immunization (613). Activities like Yoga Sessions, Cataract Surgeries, and Aarogyam Projects made moderate contributions, while specialized medical support such as Artificial Limb Installation and Disability Meetings had smaller beneficiary groups.

This distribution highlights the Foundation's strong commitment to large-scale preventive health outreach and women's hygiene initiatives.

These activities collectively address preventive health, maternal and child nutrition, women's hygiene, and special medical needs, forming the core pillars of the Foundation's health and nutrition interventions.

#### 4.4.2.4 Impact

- i. The majority of interventions strongly targeted marginalized groups (Scheduled Tribes, women, differently-abled), with focused outreach in health-vulnerable villages.
- ii. Preventive health and nutrition were prioritized through ANC, TB nutrition support, anaemia prevention, and sanitation drives—tackling root causes of poor health.
- iii. Large-scale awareness and provision of sanitary pads helped empower young girls, support menstrual hygiene, and reduce dropout rates among adolescent females.
- iv. Programs such as yoga and cataract surgeries contributed to overall quality of life and functional wellness within rural communities.

Usha Martin Foundation's extensive outreach, with activities distributed across all major villages in the CSR intervention area, prioritizing regions with vulnerable populations and limited access to health and nutrition services. Usha Martin Foundation's Health & Nutrition interventions stand out for their scale, inclusion, and tangible, multi-dimensional impact across rural Jharkhand.



**Exhibit 4.2 Health & Nutrition Initiative**

### 4.4.3 Education and Learning

Education and Learning is one of the core focus areas of the CSR initiatives undertaken by Usha Martin Foundation. The Foundation's education-related programs reflect a deep commitment to enhancing access, quality, and inclusivity in rural and marginalized communities near its operational areas.

#### 4.4.3.1 Objective

To enhance access to quality education and foster holistic learning by strengthening educational infrastructure, promoting innovative teaching practices, and ensuring equitable learning opportunities for children and youth in underserved communities.

#### 4.4.3.2 Key Initiatives

- i. Sanskar Kendra (Value-Based Learning Centres):** These centres operate in multiple villages to foster holistic development, life skills, and ethical values among children.
- ii. Quality Education Infrastructure:** Initiatives include establishing computer labs, libraries, and providing digital resources, as well as supplying books and improving overall learning environments.
- iii. Distribution of Learning Materials:** The Foundation supports picture books for community-based schools (such as Ekal Vidyalaya) and assists with resources to help early-grade reading and creativity.
- iv. School Engagement Programs:** Activities designed to strengthen the bond between school and community, increase student engagement, and reduce dropout rates.
- v. Educational Training:** Regular teacher, student, and parental workshops to build educational capacity and improve outcomes.
- vi. School Repairs and Sanitation:** Infrastructure work like repairing school buildings and toilets, making schools safer and more accessible to all students, with a special focus on girls.
- vii. Children’s Engagement Programs:** Extracurricular initiatives promoting well-rounded development, creativity, and leadership among rural children.

An activity-wise villages covered under Usha Martin Foundation's Education and Learning CSR initiatives in FY 2024–25.

**Table 4.4 Key activities, village covered, beneficiaries and impact of Education and Learning initiatives**

Sl No.	Activity Name	Villages Covered	No. of Beneficiaries	Impact
1.	Sanskar Kendra Running	Jonja, Asri, Girki, Sasanbera, Barwatoli, Masrijara, Heslabera, Paika, Medha & Banpur	289 Students	Running educational centers in multiple villages, impacting student learning and development.
2.	Quality Education	Tati east, Haratu, Silwai, Mahilong, Chatra, Masu, Angara & Lalganj	900 Students	Providing computers, libraries, books & other resources to enhance education quality.
3.	Picture Books for Ekal Vidyalaya	Jonja, Asri, Girki, Sasanbera, Barwatoli, Masrijara, Heslabera, Paika, Medha & Banpur	578 Students	Distribution of picture books promoting literacy and early reading habits among students.
4.	School Engagement Program	Mahilong	30 Students	Engaging students in supplemental educational activities beyond the classroom.
5.	Educational Training	UML & Masu	68 Students	Training sessions aimed at building educational skills among students and educators.
6.	Gurukul School Repairing	Haratu	45 Students	Infrastructure repair supporting safer and better learning environments.
7.	Mahilong School Toilet Repairing Work	Mahilong	120 Students	Enhancing sanitation facilities to improve health and attendance, particularly for girls.

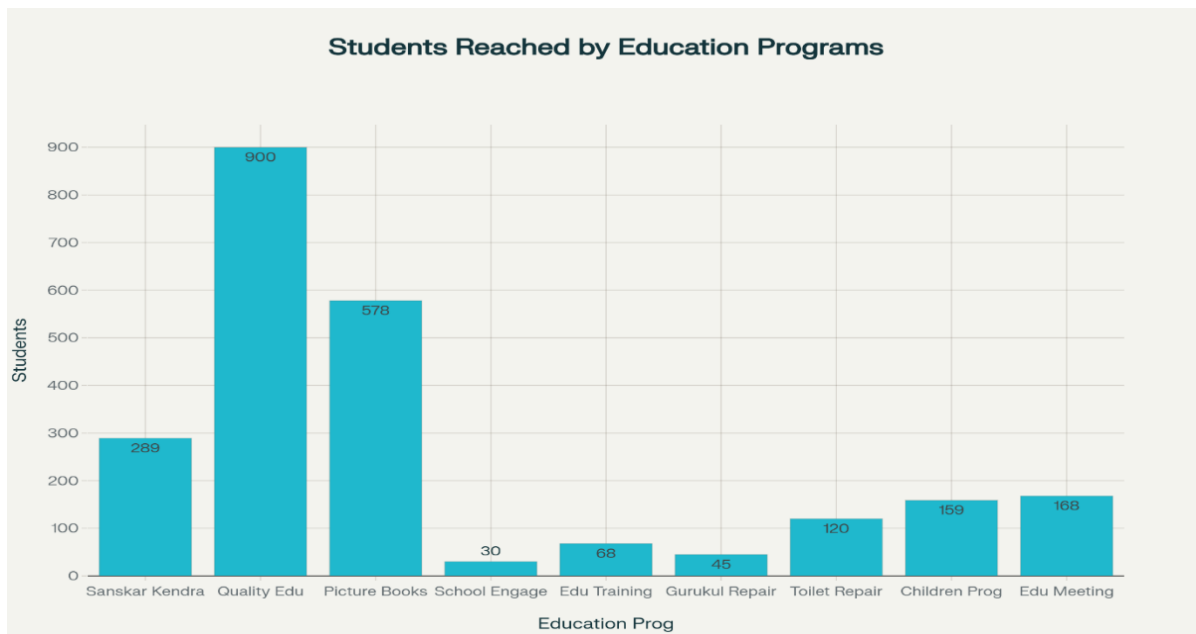
8.	Children Engagement Program	Hesal	159 Students	Activities to engage children in learning and development programs.
9.	Educational Meeting	UML, Mahilong, Chatra, Masu, Hesal & Angara	168	Engage children in learning and development programs.

This distribution shows Usha Martin Foundation’s reach in both tribal and rural areas, addressing education quality, infrastructure, extracurricular engagement, and inclusive access for local children and youth.

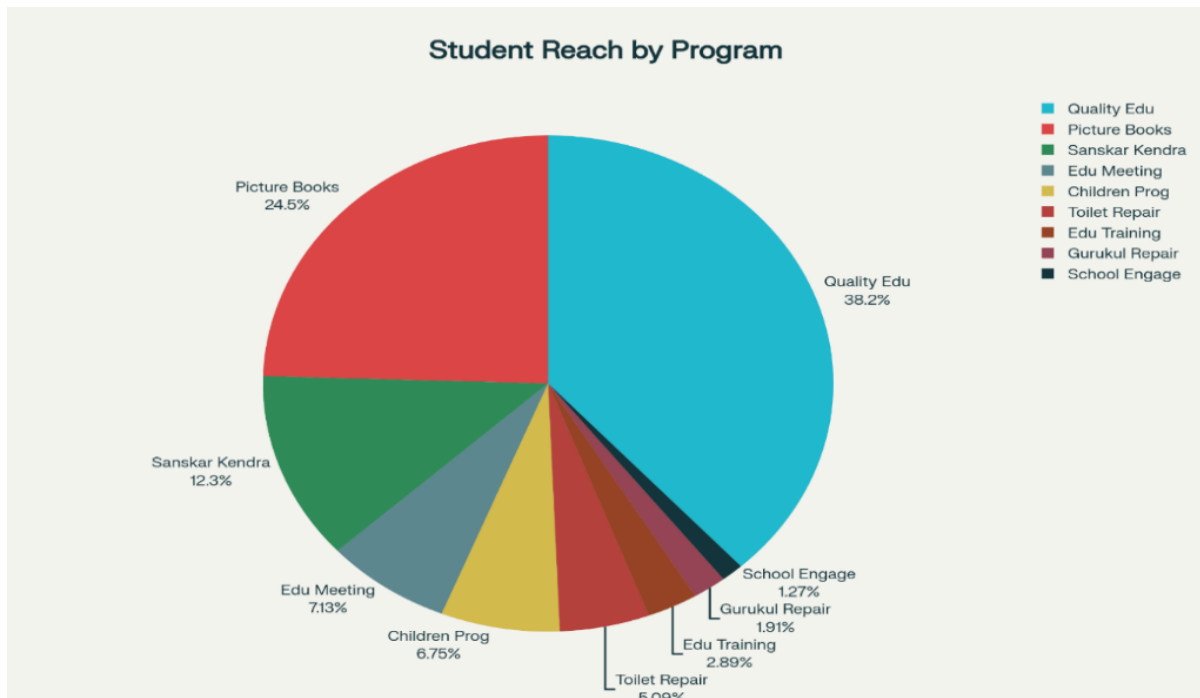
Total beneficiaries impacted were 2,198 (mostly students, some teachers/parents). Initiatives reached both rural, remote, and marginalized populations, concentrating support in schools and community centers across Jharkhand. Activities included, value-based learning centres, infrastructure improvement (including toilets), training, meetings, book distribution, and direct school engagement.

These interventions contributed significantly to improving education quality, expanding access to learning materials and technology, promoting value-based education, and strengthening school infrastructure in rural Jharkhand.

The bar chart shown below illustrates the number of students reached by each education and learning program activity of Usha Martin Foundation’s CSR programme.



**Figure 4.4 Number of Students Reached by Education Program**



**Figure 4.5 Proportion of Students Reached by Each Education Program**

The data has been visualized using two charts: a bar chart showing the number of students reached by each education and learning program, and a pie chart illustrating the proportion of total students served by each programme.

#### 4.4.3.3 Impact of Education and Learning initiatives

- Over 2,000 students benefited from programs such as Sanskar Kendra, school repairs, educational trainings, and learning material distribution, marking a tangible increase in educational opportunities for rural and tribal children.
- Improved infrastructure, digital resources (computers, libraries), and enriched classroom environments led to better attendance, engagement, and learning outcomes, especially in villages with previously limited educational facilities.
- Special initiatives like, school toilet repair, safe infrastructure, and direct support for girls and marginalized groups and empowered disadvantaged children and helped reduce gender-based and social barriers to schooling.
- Activities went beyond academics, focusing on value-based education, life skills, creativity, and extracurricular engagement, nurturing well-rounded development and confidence among participants.

The Foundation’s approach successfully reached remote and underserved villages, fostering a culture of learning that encourages both academic achievement and personal growth. Community and school engagement programs boosted parental involvement and strengthened the bond between teachers, students, and communities, paving the way for sustained impact.



**Exhibit 4.3 Educational activities under CSR**

#### 4.4.4 Livelihood & Entrepreneur

Livelihood & Entrepreneur is a core focus area of Usha Martin Foundation's CSR, designed to empower rural and marginalized communities through the promotion of income-generating skills, microenterprise, and self-reliance.

##### 4.4.4.1 Objective

To promote sustainable livelihoods and foster entrepreneurship by empowering rural communities through skill-building, and enterprise development for enhanced self-reliance and economic resilience.

##### 4.4.4.2 Key Initiatives

- i. **Skill Development for Rural Enterprises:** The Foundation offers hands-on training in areas such as mushroom cultivation (button and oyster), appliance repair, and solar panel technician skills, enabling community members especially women and youth to launch small businesses or secure local employment.
- ii. **Women's Economic Empowerment:** A significant emphasis is placed on mobilizing SHGs and creating livelihood opportunities tailored for women, fostering financial inclusion, leadership, and resilience.
- iii. **Microenterprise Promotion:** Beyond agricultural livelihoods, practical programs help villagers diversify their income sources, addressing seasonal unemployment and building local entrepreneurship.
- iv. **Sustainable, Climate-Resilient Techniques:** Mushroom farming is promoted as a sustainable, low-investment income source with nutritional benefits that is well suited to local agro-climatic conditions.
- v. **Green Jobs Training:** New technologies and vocational skills (such as solar repair) prepare youth for emerging employment sectors and local enterprise growth.

These initiatives empowered marginalized villagers by providing practical skills and sustainable microenterprise options, strengthening the foundation for inclusive rural development.

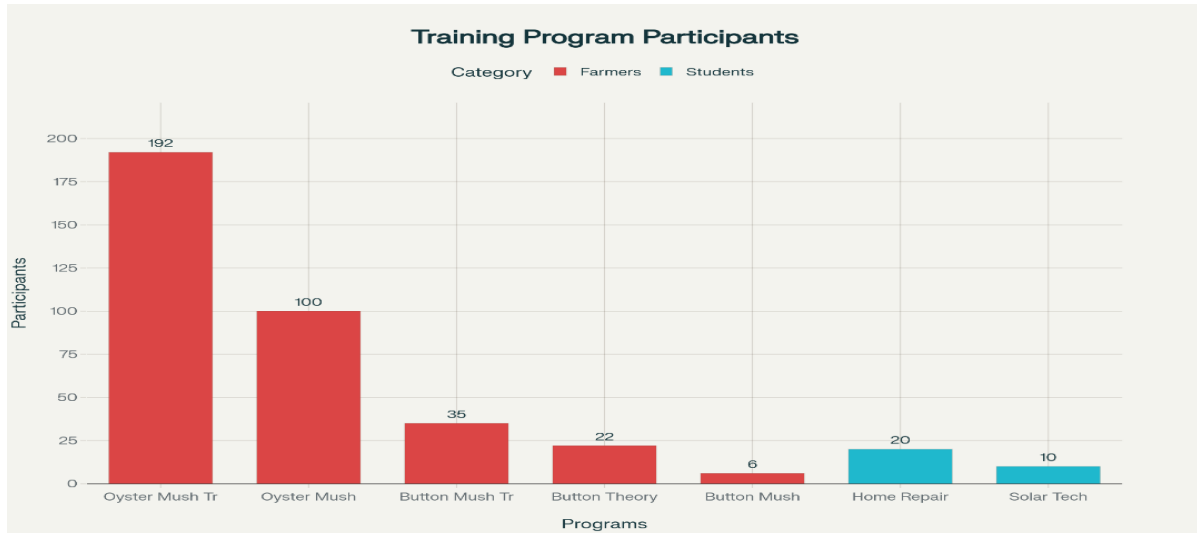
Usha Martin Foundation’s Livelihood & Entrepreneur initiatives for FY 2024–25 focused on building practical, income-generating skills in rural and tribal communities through targeted vocational training and enterprise promotion.

**Table 4.5 Key activities, village covered, beneficiaries and impact of Livelihood & Entrepreneur initiatives**

<i>Sl No.</i>	<i>Activity</i>	<i>Villages Covered</i>	<i>Number of Beneficiaries</i>	<i>Impact</i>
1.	Home Appliance Repairing Training	UML	20 students	Vocational skills for rural youth
2.	Button Mushroom Cultivation Training	Ulatu & Masu	35 farmers	Direct farm-based enterprise, higher rural income
3.	Button Mushroom Theory Training	UML	22 farmers	Scientific cultivation techniques
4.	Oyster Mushroom Cultivation Training	Haratu, Silwai, Aara/Baram, Ulatu, Chatra, Masu, Hesal & Bedwai	192 farmers	Sustainable food production & women’s microenterprise
5.	Button Mushroom Cultivation (practical)	Haratu, Masu, Hesal & Angara	6 farmers	Pilot entrepreneur models
6.	Oyster Mushroom Cultivation (production)	UML	100 farmers	Immediate economic benefit
7.	Solar Pannel Technician Training	UML-	10 Students	Empowered youth with technical skills for sustainable livelihoods through renewable energy solutions.

Total direct beneficiaries were 385 (with around 340 from ST/women groups). Activities concentrated in key project villages such as Tati East, Haratu, Silwai, Aara/Baram, Ulatu, Chatra, Masu, Hesal, Bedwari & Angara which are around the operational areas.

The bar chart shown below illustrates participation in livelihood and entrepreneur training programs. It distinguishes between Students and Farmers across the various programs based on the number of participants.



**Figure 4.6 Participants in Livelihood and Entrepreneur Training Programs**

#### 4.4.4.3 Impact of Livelihood & Entrepreneur initiatives

- i. Over 380 individuals trained, including numerous women and Scheduled Tribe (ST) members which is leading to tangible improvements in household earnings, economic resilience, and self-confidence across participating communities.
- ii. Enhanced local food production and technical skills have fostered an environment of innovation, entrepreneurship, and upward economic mobility.

The Foundation’s Livelihood & Entrepreneur initiatives represent a strategic commitment to transforming rural economies and building future-ready, self-sustained communities. Usha Martin Foundation considers Livelihood & Entrepreneur one of its most vital CSR focus areas, aiming to create sustainable income streams and foster entrepreneurship among rural and marginalized populations.



**Exhibit 4.4: Livelihood & Entrepreneur initiatives under CSR**

### 4.4.5 Skill Development and Training

Skill Development and Training is a core focus area of Usha Martin Foundation’s Corporate Social Responsibility (CSR), reflecting the organization's commitment to empowering rural and marginalized communities with practical, market-oriented abilities.

#### 4.4.5.1 Objective

To empower youth and local communities by enhancing employability through vocational training, technical skill-building, and capacity development programs that promote self-reliance and sustainable livelihoods.

#### 4.4.5.2 Key Initiatives

- i. **Vocational Skill Building:** The Foundation conducts diverse hands-on training programs in tailoring, beautician services, home appliance repair, motorcycle repair, food and beverage services, and more. These trainings are designed to equip youth and women with employable and self-employment skills, tailored to local economic opportunities.
- ii. **Entrepreneurship Promotion:** Special meetings and workshops on entrepreneurship enhance villagers’ ability to start and scale microenterprises, increasing economic self-reliance and innovation in rural areas.
- iii. **Women’s Empowerment and SHGs:** Through Self-Help Group (SHG) meetings and targeted skills training (such as tailoring and beautician courses), women are equipped for leadership roles and sustainable livelihoods.
- iv. **Traditional Skills & Artisanship:** Programs like Sohrai art training help preserve local heritage while creating new income streams through crafts and artisanship.
- v. **Community Capacity Building:** Village, Gram Sabha, and FPO meetings encourage collective decision-making, local governance participation, and collaborative business models for long-term rural transformation.

Usha Martin Foundation’s Skill Development & Training initiatives in FY 2024–25 played a crucial role in increasing employability, entrepreneurship, and economic independence for rural and marginalized communities.

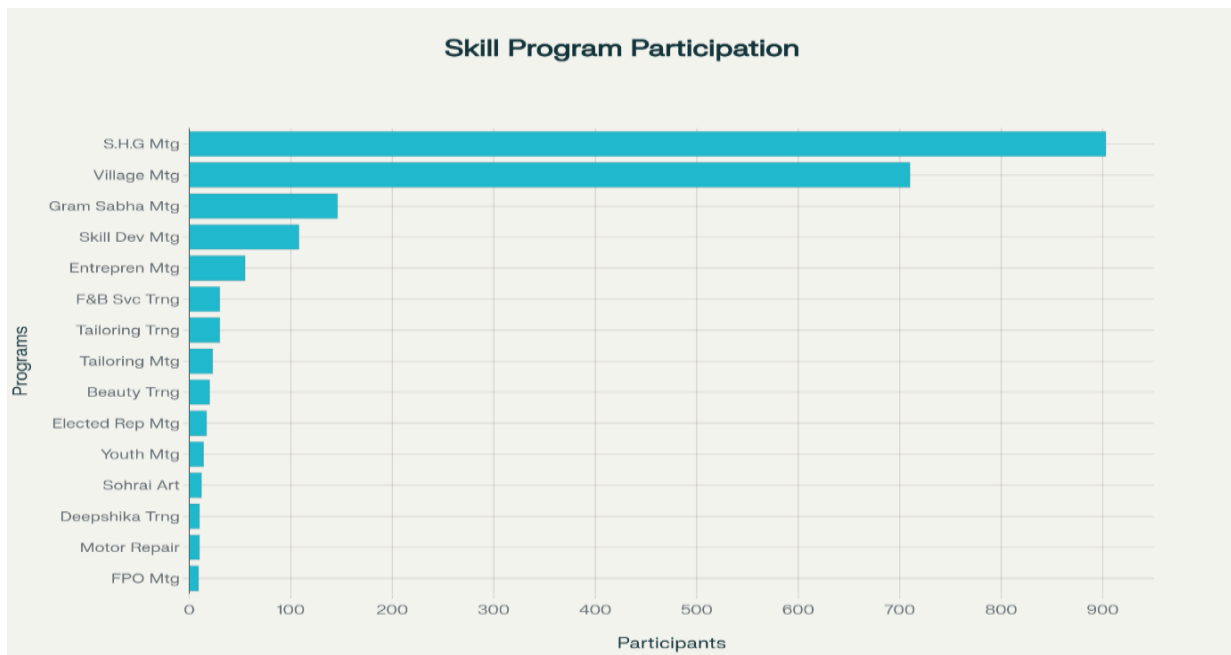
**Table 4.6: Key Activities, village covered, beneficiaries and impact of Skill Development and Training initiatives**

Sl No.	Activity Type	Villages Covered	Beneficiaries	Impact
1.	SHG Meeting	UML, Tati East, Haratu, Silwai, Aara/Baram, Mahilong, Ulatu, Chatra, Masu, Hesal & Angara,	903 villagers	Financial inclusion and women’s collective empowerment
2.	Tailoring Training	Tati west, Silwai, Haratu, Aara/Baram & Masu	30 candidates	Women’s self-employment, fashion skills
3.	F&B Services Training	Not specified (central/vocational based i.e., UML) center	30 candidates	Hospitality industry placement and entrepreneurship
4.	Youth Meeting	Aara Baram	14 villagers	Youth engagement and mobilization
5.	Skill Development Training Meeting	UML	108 people	General upskilling and career readiness

6.	Gram Sabha Meeting	Several (administrative cluster locations) Haratu, Silwai, Ulatu & Masu	146 villagers	Democratic participation and local governance
7.	Elected Representative Meeting	UML	17 Mukhiyas	Engagement of Mukhiya for inclusive development
8.	Motorcycle Repairing	Not specified (vocational training centre likely)	10 candidates	Technical skills, self-employment for rural youth
9.	Beautician Training	Not specified (vocational training centre likely)	20 candidates	Livelihood for women in beauty/wellness
10.	Entrepreneurship Meeting	UML	55 villagers	Fostering microenterprise and rural entrepreneurship
11.	Tailoring Training Meeting	UML	23 candidates	Upskilling women for self-reliance
12.	Sohrai Art Training	Not specified	12 candidates	Preserving traditional/tribal art and promoting livelihoods
13.	Deepshika Tailoring Training	Not specified	10 candidates	Focus on rural women's economic empowerment
14.	FPO (Farmer Producer Organization) Meeting	Tati east	9 people	Aggregation and collective marketing in agriculture
15.	Village Meeting	Aara/Baram, Mahilong, Ulatu, Chatra, Masu, Hesal, Bedwari & Pertol)	710 villagers	Community mobilization and awareness

Usha Martin Foundation's efforts under this focus area have effectively laid pathways for rural innovation, self-employment, and leadership, resulting in transformative, community-led growth in its areas of operation.

The bar chart below illustrates participation in various skill development and training programs. The programs with the highest engagement are SHG meetings with 903 villagers and village meetings with 710 villagers, showing strong community involvement. Other programs like Gram Sabha Meeting and Skill Development Training Meeting also have notable participation, reflecting diverse skill-building efforts.



**Figure 4.6: Participants in Skill Development and Training Programs**

#### 4.4.5.3 Impact

- i. Total beneficiaries were 2,097 including a high proportion of women, youth, and ST communities they have been benefited from skill development and training initiatives in FY 2024–25.
- ii. The initiatives strongly prioritized women (via SHGs, tailoring/beautician training), tribal youth, and local farmers, strengthening rural resilience and self-reliance.
- iii. Trainings equipped participants with vocational and entrepreneurial skills aligned to local job markets i.e., tailoring, motor repair, food & beverage, art, and Agri-entrepreneurship.
- iv. Gram Sabha, FPO, and village meetings fostered democratic participation, collective decision-making, and an entrepreneurial ecosystem that supports long-term rural upliftment.
- v. *Preservation of Culture*: Sohrai art training promoted local tribal/folk traditions as viable income-generating skills.
- vi. By building skills in both modern and traditional vocations, the Foundation boosted employability, productivity, and economic independence in the region.

These structured and inclusive interventions are helping to transform local economies, build self-reliant communities, and lay the foundation for lasting socio-economic progress in Usha Martin Foundation’s areas of operation.



**Exhibit 4.5: Skill Development and Training under CSR**

### 4.4.6 Infrastructure, Sports and Others

Infrastructure, Sports & Others is one of the core CSR focus areas of Usha Martin Foundation, aimed at improving village infrastructure, promoting sports as a tool for youth engagement, and addressing the welfare needs of marginalized citizens. The Foundation integrates social infrastructure, community amenities, and inclusive welfare programs to uplift the quality of life in its operational areas across the state.

#### 4.4.6.1 Objective

To enhance community well-being by developing rural infrastructure, promoting sports and physical fitness among youth, and undertaking need-based initiatives that improve quality of life and foster social inclusion in underserved regions.

#### 4.4.6.2 Key Initiatives

- i. **Community Infrastructure Development:** Upgradation and renovation of schools, toilets, community halls, and public infrastructure such as Haratu Devi Mandap to create sustainable spaces for social interaction and village gatherings.
- ii. **Basic Amenities for Welfare:** Facilitated access to government entitlements and welfare schemes like *Old Age Pensions*, *Ayushman Bharat health cards*, and *Ration Cards* for rural households.
- iii. **Inclusivity for Differently-Abled:** Distributed tricycles, wheelchairs, and hearing aids to specially-abled individuals, enhancing mobility, dignity, and independence.
- iv. **Renewable Energy Initiatives:** Installed solar street lights across multiple villages to enhance community safety, improve energy access, and promote sustainability.
- v. **Sports & Cultural Promotion:** Distributed sports kits and organised games to encourage youth participation, physical well-being, and social inclusion in village communities.
- vi. **Winter & Relief Initiatives:** Distributed blankets among poor households to support vulnerable populations during the winter season and strengthen humanitarian relief.

In FY 2024–25, Infrastructure, Sports & Others remained one of the core focus areas of Usha Martin Foundation’s CSR initiatives. This focus area centres on improving community infrastructure, enhancing access to essential facilities, promoting sports and cultural inclusion, and supporting marginalised groups to uplift their living standards.

**Table 4.7 Key Activities, village covered, beneficiaries and impact of Infrastructure, Sports and Others Initiatives**

Sl No	Activity Type	Villages Covered	Beneficiaries	Impact
1	Haratu Devi Mandap renovation	Haratu	56 villagers	Enabled social gatherings, festive and community meetings promoting cultural cohesion.
2	Toilet repairing (Mahilong)	Mahilong	150 students	Improved hygiene and sanitation, especially benefitting girl students and promoting school attendance.
3	Old age pension facilitation	Ulatu	6 elderly people	Enhanced access to social security schemes for elderly rural beneficiaries.
4	Ration card support	Ulatu & Masu	8 people	Enabled inclusion in public distribution system, reducing food insecurity.
5	Ayushman Card distribution	Ulatu & Masu	8 people	Strengthened health access through government insurance, improving coverage for marginalized ST families.
6	Chabutra construction	Ulatu	48 villagers	Improved communal spaces used for meetings, local markets, and cultural exchange.
7	Community hall repairing	Ulatu	45 villagers	Created inclusive venues for social programs, SHG meetings, and training events.

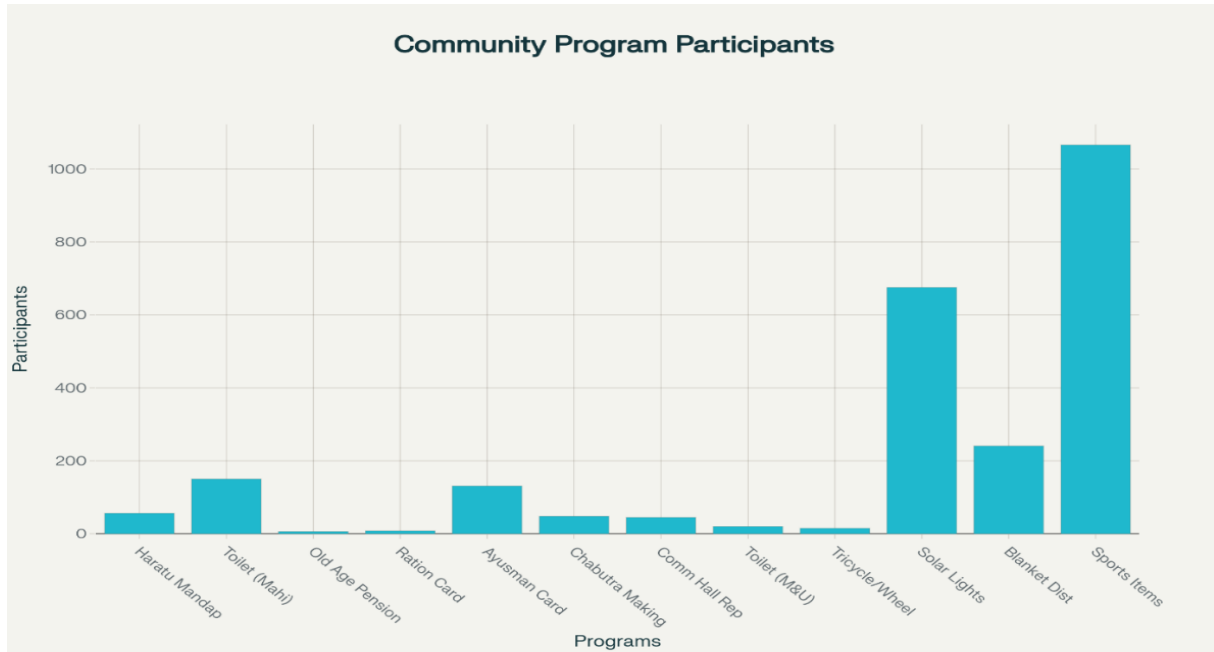
8	Toilet repairing (Masu & Ulatu)	Ulatu & Masu	20 villagers	Ensured functional sanitation in tribal villages; reduced open defecation incidence.
9	Distribution of tricycle, wheelchair & hearing devices	Tati east, Haratu, Silwai, Ulatu, Masu, Hesal & Hahe	15 patients	Promoted mobility and social inclusion for differently-abled individuals.
10	Solar street light installation	Tati east, Haratu, Silwai, Ulatu, Masu, Hesal, Aara/Baram, Mahilong, Chatra, Bedwari & Angara	675 villagers	Improved safety, extended work hours, and enhanced village security.
11	Blanket distribution	Tati east & west, Haratu, Ulatu, Masu, Hesal, Aara/Baram, Mahilong, Chatra, Bedwari Angara, Lalganj & Khatanga	241 villagers	Supported vulnerable groups during winter; improved health resilience.
12	Sports items distribution	UML, Tati east & west, Haratu, Masu, Silwai, Hesal, Aara/Baram, Hahe, Mahilong, Chatra, Bedwari Angara, Bahaya, Lapung, Lalganj & Khatanga	1,066 people	Empowered youth engagement, teamwork, and local sporting talent, especially among school-aged children.

The initiatives covered 18 villages across the three blocks:

- Angara (including Haratu, Masu, Hesal, Bedwari, Lupung, Baheya)
- Namkum (Haratu, Silwai, Mahilong, Baram)
- Kanke (Petrol, Lalganj, Khatanga)

A total 2,311 beneficiaries benefitted out of which 1,551 were ST/Women and other marginalised beneficiaries. Target groups were tribal communities, youth, students, women, the elderly, and differently abled persons.

The bar chart shown below displays beneficiaries in various infrastructure, sports, and other community programs. The highest numbers were seen in Sports item distribution (1066 beneficiaries) and Solar Street light installation (675 beneficiaries), indicating significant community engagement in these areas. Programs like Toilet repairing (in Mahilong) and Blanket distribution also had notable outreach, reflecting diverse support initiatives.



**Figure 4.8 Participation in Infrastructure, Sports, and Other Programme**

#### 4.4.6.3 Impact

- Strengthened social infrastructure and public amenities in backward tribal areas.
- Promoted youth participation and inclusion through sports and communal activities.
- Improved sanitation, electrification, and safety through tangible infrastructural developments.
- Fostered livelihood stability and healthcare access via administrative facilitation (ration, Ayushman, pension).

The Infrastructure, Sports & other segments under UMF’s CSR in FY 2024–25 demonstrated a community-centred, inclusive strategy impacting over 2,300 rural inhabitants, directly enhancing basic living conditions, empowerment, and participatory growth across tribal and rural Jharkhand.





#### Exhibit 4.6 Infrastructure activities constructed under CSR of UMF

Usha Martin Foundation’s CSR is anchored in six vital pillars that collectively foster sustainable, inclusive development. These pillars encompass Natural Resource Development, focused on environmental stewardship and sustainable agricultural practices; Health & Nutrition, which aims to improve community well-being through enhanced healthcare access and nutrition; Education & Learning, dedicated to increasing educational opportunities and outcomes; Livelihood & Entrepreneur, supporting economic empowerment through livelihood enhancement and entrepreneurial initiatives; Skill Development & Training, enhancing vocational skills to boost employability; and Infrastructure, sports & Others, addressing essential community infrastructure needs and promoting sports and cultural activities, reflecting a holistic approach that balances social, economic, and environmental objectives for lasting community impact.

## 5. Best Practices under CSR

### 5.1 Innovative Plantation Drive Avocado, Lemon, Dragon Fruit: Towards Prosperous Farming

**Location:** Baijnath Tata Tola, Angara Block

**Beneficiary:** Shri Rit Lal Mahto

**Initiative:** Avocado Plantation (40 Decimal Plot), Lemon Plantation (20 Decimal Plot), Dragon fruit Plantation (30 decimal Plot)

**Implemented by:** Usha Martin Foundation (UMF) under Sustainable Livelihoods Program

#### Background

Usha Martin has taken an innovative step in the field of agricultural productivity coming under NRM pillar. Even if the majority of farmers rely on traditional farming this step to introduce Avocado, Dragon fruit and Lemon plantation to the interested hard-working farmer like him is a huge step towards innovation in farming. Understanding the agroclimatic potential of the area, UMF started growing avocados, a high-value fruit crop with growing demand both domestically and internationally.

#### The Intervention

A modest farmer from Baijnath Tata Tola named Shri Rit Lal Mahto was chosen and given assistance to test this project on a 40-decimal piece of land. Not only this the dedicated field staff from the CSR team give unconditional support whenever asked. Through frequent follow-ups by the CSR field team, UMF gave him capacity-building support, high-quality saplings, and technical guidance. In order to ensure scientific planting, irrigation, and organic composting procedures, the Foundation also connected the farmer with regional agricultural specialists.

#### Key Features

- The first effort under the CSR agriculture diversification concept of UMF.
- The introduction of high-value crops to an agricultural region that is economically underdeveloped.
- Training and demonstration-based learning to improve skills.
- A long-term, low-input income plan that is appropriate for small and marginal farmers.

#### Emerging Impact



The plantation has demonstrated encouraging growth and adaptation to local soil and climate conditions, despite being in its early phases. Rati Lal says his story is found inspiring by many in the village and seen as an example of hope, and many are coming to the location to find out more about the new crop. In Angara block, it is evolving into a demonstration plot for lucrative and sustainable farming.

**Exhibit 5.1 Shri Rit Lal Mahto in his farm**

## Future Prospects

The approach will be a repeatable example for other UMF supported communities once the first yield starts. By moving the emphasis from low-return subsistence farming to commercial, climate-resilient, and sustainable agriculture, the expansion of such high-value crop ventures might revolutionize rural lifestyles.

## Conclusion

The Usha Martin Foundation's avocado growing project is a trailblazing attempt at rural innovation that supports the Foundation's mission to empower farmers via sustainability, experimentation, and knowledge. It illustrates how modest, well-thought-out actions may establish models, encourage replication, and pave the road for rural prosperity.

## 5.2 A New Step Towards Life: The Story of Jumki Devi

**Location:** Hesal Village, Ranchi

**Project Area:** Usha Martin CSR – Health & Livelihood Support

When Mrs. Jumki Devi of Hesal village had a serious accident one day when she was returning from the market with one of her friends. In this accident she lost her leg and also hope. She was seriously hurt when a tree fell on the autorickshaw she was riding in during a torrential storm. Her friend accompanying her escaped with minor injuries, but Jumki Devi's leg was badly crushed. Her leg had to be amputated in spite of the physicians' best attempts. In addition to causing her great bodily suffering, the tragedy also caused her emotional anguish and anxiety about how she would continue to live and provide for her family. Her greatest obstacle became mobility, and she started to feel reliant on others for even little everyday tasks.



**Exhibit 5.2 Jumki Devi at her Residence**

Her fate has turned up again when Usha Martin took interest on her predicament and genuinely tried to help her. The Usha Martin CSR team saw her predicament and stepped in right away to assist with her recovery. She received an artificial leg (prosthetic limb) through the organization's health and welfare program, with Usha Martin providing all of the funding. In order to help her regain her confidence and mobility, the CSR team also made sure that she had the right fitting, counselling, and follow-up appointments.

Jumki Devi is once again independent today. She can once again walk about, take care of her housework, go to the market, and take part in community activities. In addition to giving her mobility back, the support gave her newfound optimism and self-worth.

"I never imagined that I'd be able to walk again." I got a new limb and a new life because to Usha Martin. Jumki Devi smiles and says, "I am thankful that they supported me when I had lost everything.

Her experience serves as evidence of Usha Martin's dedication to using prompt, compassionate interventions to change lives and restore dignity. We met Jumki devi in her residence and her hope for life has touched out heart. Her story is sad yet inspiring.

### 5.3 Reviving Traditional Craft for Sustainable Livelihood: The Story of Sadho Mahli and Family

**Location:** Mahli Tola, Hahe Village, Angara Block

**Project Area:** Usha Martin CSR – Livelihood Development (in collaboration with Yuwa Jagriti NGO)

Mahli is a tribe in Jharkhand who are known for their traditional skill of crafting, which has been well identified and used by Usha Martin as a ray of hope. In Mahli Tola of Hahe village, the Mahli community has long been known for its traditional craftsmanship in tokri (basket) making — a skill deeply rooted in their cultural heritage. However, with changing times, many members of the community gradually shifted to small-scale farming and daily wage work, leaving behind their ancestral art due to lack of opportunity and market exposure.

Among them was Mr. Sadho Mahli, who once depended solely on farming for his family’s livelihood. Seasonal income and uncertain weather conditions made it difficult to sustain his household. Recognising this potential for revival of traditional skills, Usha Martin Foundation, in collaboration with Yuwa Jagriti NGO, initiated a three-month training program focused on enhancing and commercializing the tokri-making skills of the Mahli community.

Through this structured training, participants like Sadho Mahli not only refined their craftsmanship but also learned new techniques in design, finishing, and market linkage. They were guided on quality improvement, pricing, and ways to reach larger markets. Many people are learning skill from Sadho Mahli his entire family is inspiring the village.



**Exhibit 5.3 Sadho Mahli and his family**

Today, Sadho Mahli and his family have completely transformed their lives. They are regularly producing and selling beautifully handcrafted tokris in the Angara market, where demand rises especially during festive seasons such as Karma, Chhath, and Sohrai. The family now earns a steady and respectable income, with every member contributing to the craft — turning their home into a vibrant workshop filled with artistic creations.

During a recent field visit, the CSR team witnessed their immense pride and joy. The entire house of Sadho Mahli resembled a small art museum, with intricately woven tokris hanging from the roof and displayed across the veranda and rooms — each piece reflecting skill, patience, and tradition.

“Earlier we worked in the fields and earned very little. Now, with this training and support, our whole family works together making tokris. People in the market appreciate our work. It feels good to earn with our own hands and art,” says a proud Sadho Mahli.

This initiative stands as a model example of community-based livelihood promotion — where identifying and strengthening caste-based traditional skills can create sustainable income opportunities while preserving indigenous art forms. Encouraged by this success, Usha Martin aims to replicate similar initiatives across other tribal and artisan communities to promote inclusive and sustainable rural development.

During our visit we get the opportunity to meet him and his family and really get inspired by his hard work and skill used in such a useful way.

## 5 Challenges and Strategies

The section discusses the major challenges identified in Usha Martin Foundation's CSR Program, and along with that, strategies for improvement are discussed which might help the CSR in improving its impact in the future.

### 6.1 Natural Resource Development

#### 6.1.1 Ensuring Community Ownership and Youth Participation in Natural Resource Development

One of the challenges that we identified for Usha Martin in engaging the community is to transfer the sense of ownership for their resources and the assets given by Usha Martin. The inadequate community ownership of optimum agricultural techniques is one of the major gaps found in the social audit of the Natural Resource Management (NRM) initiatives of the Usha Martin Foundation. Numerous programs are being carried out at the individual farmer level, such as those involving avocado, dragon fruit, or other high-value horticulture commodities. This strategy aids in producing early success stories, but unless the larger community as a whole accepts and owns the process, it might not guarantee long-term sustainability or repetition.

Prioritizing communal ownership models above individual ownership is advised in order to close this gap. Regular village-level and farmer group meetings should foster the idea of "Our Farm, Our Resource" by exchanging, discussing, and incorporating successful methods into a common strategy.

The sense of ownership can be gained through the establishment of village management committees for taking care of resources, regular monitoring etc. Farmers, women's self-help organizations, and especially young people should be included on these committees to promote diversity and intergenerational involvement.

Rural youth's low involvement in agricultural and natural resource activities was one of the audit's key challenges. Youth participation has many hurdles added with digital access, smart phone and social media distractions. An aging agricultural workforce is the result of many young people moving to cities in pursuit of contemporary lives, work, and education. Therefore, the Foundation ought to create focused youth engagement initiatives that foster interest and a sense of pride in the management of regional natural resources. For the younger generation, agriculture may become more aspirational through demonstration farms, digital learning resources, and entrepreneurship-based training centered on high-value crops, organic farming, and agroforestry.

In particular, organic farming has a great chance of closing this disparity. As a contemporary, environmentally beneficial means of subsistence, it not only promotes sustainable agriculture but also appeals to both urban and rural consumers. Within certain clusters, the Foundation may look into creating "learning farms" or "model organic farms" that demonstrate integrated organic techniques, such as intercropping, composting, bio-input preparation, and soil health management. These farms might develop into training and resource hubs that draw tourists, researchers, and students while advancing ecotourism and rural travel.

Through the integration of youth involvement, community-managed resource centers, and organic agriculture, the Usha Martin Foundation may establish a self-sustaining ecosystem of pride, creativity, and local ownership. These strategies comes very close to the mission of Usha Martin also align with the sustainability model that a CSR seek to establish.

Additionally, this would lessen rural migration, which is a major issue in Jharkhand. Instead

than being an isolated system with a few numbers of dedicated farmers as the greatest examples, villages might be established as self-sustaining entities.

This will show a shift in behavior that is only sustainable. Many of the young people were discovered to be unemployed, lazing about the house, or just doing nothing. Given the sustainability of the natural resources, this is a significant issue. As a result, some attention should be paid to changing young people's behavior to protect natural resources.

## 6.2 Education and Learning: Dependency vs. sustainability

Teachers, trainers, village leaders, and other self-driven individuals have played a crucial role in the success of Usha Martin CSR's Education and Learning pillar. However, to ensure long-term sustainability, greater community participation, accountability, and youth involvement are essential. Forming village-based Education Management Committees (SMCs), led and actively supported by local youth, will strengthen ownership and continuity of educational initiatives.

The results of the social audit show that a small number of self-motivated people, such as dedicated teachers, trainers, and village leaders, have played a major role in the development of the Education and Learning pillar under the Usha Martin Foundation's CSR initiatives. Even though these people are essential in igniting change locally, the program's institutional sustainability is constrained, and it is susceptible to disruption due to its reliance on a small number of important individuals.

Individual-driven efforts must give way to community-owned institutions of educational governance to maintain continuity and long-term effect. Youths are a great opportunity they can be strategically used to be involved in the process of education and learning, giving accountability for community engagement. One of the best strategies could be to build village level education committees with youth participation.

These committees, which are made up of parents, educators, youth representatives, and local officials, can serve as local guardians of student attendance, infrastructure upkeep, educational quality, and the overall growth of schools. In addition to decentralizing decision-making, these organizations will improve educational governance's responsiveness, openness, and ownership.

Ultimately in the long run sustainability depends upon generating self-reliance. The Foundation can support this by organizing capacity-building workshops for SMC members, especially for rural youth and women, to help them understand their roles in monitoring and improving educational outcomes. Encouraging youth volunteers as "Education Ambassadors" can bridge the gap between schools and the community — motivating children to attend school, assisting in remedial teaching, and facilitating digital literacy programs.

Additionally, by incorporating digital learning, life skills, and local context-based education models, learning may become more relevant and meaningful to village realities, maintaining community engagement. Peer learning groups, neighborhood reading nooks, and youth-led education initiatives are further options the Foundation might investigate since they increase group involvement and lessen reliance on outside assistance.

The challenges can be turned into opportunity by Usha Martin. its Education and Learning pillar can be turned into a self-sustaining, community-driven model that thrives. They can promote local culture, cultural integration in this pillar will ensure long term participation without much guidance. They can do this by promoting a culture of shared responsibility, encouraging local educational leadership, and guaranteeing youth involvement.

## 6.3 Livelihood & Entrepreneur

Indigenous tribes make up a sizable portion of the villages covered by Usha Martin's CSR initiatives. These tribes are always endowed with traditional skills that are just waiting to be developed by finding a knowledgeable individual who is already practicing them and teaching them to others in the village. A sustainable model based on self-reliance that empowers the community can be developed with the help of institutional support, market linkage, and post-training assistance. These skills can be identified by looking at the daily problems they solve and the traditional skills they learned from generations of wisdom passed down from their ancestors.

## 6.4 Promoting Indigenous Skill-Based Livelihoods

Indigenous (tribe) communities make up a sizable portion of the villages covered by the Usha Martin Foundation's CSR activities, and many of them have extensive traditional knowledge and craftsmanship that has been passed down through the years. Bamboo work, handloom weaving, herbal medicine, forest-based goods, traditional agriculture, and natural resource management are among the skills that these tribes are naturally proficient in. However, because of a lack of institutional support, organized training, and market access, these important abilities are frequently neglected or unacknowledged.

The Foundation may create a community-based talent identification and development program that maps traditional skills that are already existing in the communities in order to build on these innate capabilities. This might be accomplished by:

### **I. Finding Master Trainers:**

Find and include skilled farmers, crafters, and artists in the community who are currently using traditional techniques. For others in the village, these people can act as mentors or expert trainers.

### **II. Community Skill Mapping:**

Use participatory evaluations to record the variety of native crafts and abilities that are practiced in each community, noting how residents use customs and knowledge that have been passed down from their ancestors to address daily issues.

### **III. Training and Institutional Support:**

To improve and modernize these age-old methods without sacrificing their integrity, offer organized training courses, financial aid, and technical support. Implementation may be strengthened by institutional collaborations with regional technical institutes, non-governmental organizations, and government skill missions.

### **IV. Post-Training Handholding and Market Linkage:**

In order to guarantee sustainability, trained people and organizations should get ongoing post-training support, which should include help with branding, packaging, marketing, and product development. Creating connections with internet and urban marketplaces can assist producers and craftspeople in obtaining equitable profits.

### **V. Creating a Self-Reliant Livelihood Model:**

A sustainable, community-led model of self-reliance may be created by promoting indigenous talents as feasible sources of income. The community's socioeconomic resilience will be strengthened, eco-friendly lifestyles will be promoted, tribal history will be preserved, and local jobs will be created.

## 6.5 Skill Development & Training

The skill development initiatives of the Usha Martin Foundation exhibit a high degree of inclusion and community mobilization. However, it would greatly improve long-term effect and self-reliance in the target communities if its breadth, depth, and sustainability were increased through cross-sectoral integration, monitoring mechanisms, and market links.

### I. Limited Diversification by Sector

Insufficient attention is paid to modern, high-demand industries, including growing rural farms, ecotourism, handicraft marketing, and computer skills. More attention must be paid to the skills that will be needed in the future, which are similarly predicated on community involvement, a sort of rural centre, and the efficient and sustainable use of local resources.

### II. Additional Post-Training Assistance

More sophisticated arrangements must be created for handholding after training requirements, finance facilities, market connections, etc.

### III. Restricted Geographic Infiltration

It is discovered that the majority of the activities in this pillar are focused on the key project villages, which include UML, Haratu, Masu, Silwai, etc.

### IV. Youth Male Involvement

More male youth engagement is required, and livelihood programs targeted at male youth must be implemented with a longer-term goal of encouraging community involvement and village-level management.

### V. Including every CSR pillar

For any sort of convergent model, it needs to be combined with other CSR pillars.

## 6.6 Health & Nutrition

The Health & Nutrition pillar has shown a strong commitment to diversity and community outreach. The Foundation's activities will transition from service delivery to sustainable health empowerment in the future thanks to increased emphasis on continuity, integration, local capacity building, and effect monitoring. There is a great deal of room for lifestyle and mental health initiatives that promote holistic well-being. Even young people in rural regions are now very conscious of and worried about their fitness, health, and general well-being. Due to the widespread use of social media platforms like Instagram, young people in rural areas are now more conscious of their physical appearance and the worldwide standards of fitness. There aren't many regions that can be:

### I. Mental health outreach:

Since anxiety and depression are prevalent among young people, CSR should collaborate with NGOs to host counseling camps and raise awareness of mental health issues. It will undoubtedly improve communal well-being. Addressing the stress and misunderstanding caused by young people limiting their involvement in community activities is crucial. Potential is wasted when mental health assistance is insufficient.

### II. Inclusion of men and boys:

To break societal taboos and foster community support, involve male community members in hygiene and menstrual health awareness campaigns.

### III. Adolescent health clubs:

To teach young people, particularly females, about menstruation, nutrition, and reproductive health, start Adolescent Health & Nutrition Clubs in schools.

## 6.7 Sports, Infrastructure & Others

Sports infrastructure at Usha Martin CSR is progressing well, although there are still some gaps in community ownership, cultural integration, maintenance committees, etc.

### **I. Increasing the Sustainability of Infrastructure**

**Create maintenance committees:** A committee including the villagers must be established to serve as village maintenance committees in order to guarantee the long-term operation of the infrastructure created by Usha Martin CSR and community ownership.

### **II. Improving Athletics by Involving Youth**

To encourage young engagement, certain local competitions may be held in place of the sporadic distribution of sporting goods.

**III. Connect sports with life skills:** For comprehensive youth development, incorporate leadership, career counselling, and health workshops into sporting activities.

**IV. Sports infrastructure:** In important communities, construct or renovate outdoor playgrounds and fundamental sports facilities (such as kabaddi fields and volleyball courts).

### **V. Increasing Cultural Identity and Community Cohesion**

- i. **Cultural revival initiatives:** To protect tribal cultural heritage, community halls should promote traditional sports, folk music, and festivals.
- ii. **Community ownership:** Promote the establishment of Village Development Committees (VDCs) to oversee the upkeep of neighborhood resources and plan social gatherings.

## 7. Recommendation

A positive and transformational impact on rural communities is shown by the social audit of Usha Martin Foundation's CSR programs in 18 villages located in the Namkum, Angara, and Kanke blocks of Ranchi district during the 2024–2025 fiscal year. With an emphasis on women and STs, the programs have effectively targeted marginalized groups in the areas of health and nutrition, education and learning, livelihood and entrepreneurship, skill development and training, natural resource management, sports, infrastructure, and others.

With more than 70% of all recipients being ST or women, UMF's CSR efforts have been inclusive and shown a strong commitment to social justice and fairness. UMF has made a substantial contribution to the socioeconomic development of these rural communities by attending to their multifaceted needs. In addition to improving the recipients' immediate quality of life, these treatments have laid the groundwork for their long-term development and independence.

In order to guarantee that the beneficial changes are maintained and extended in the future, the audit emphasizes the significance of carrying on with these initiatives, with an emphasis on sustainability, scalability, and continuous community involvement. UMF's CSR programs serve as a paradigm for inclusive and effective rural development, promoting growth, empowerment, and resilience in the Namkum, Angara, and Kanke blocks' communities.

In this context, the following suggestions can improve the overall impact and sustainability of these initiatives, as determined by the analysis of the UMF CSR activities' focus areas of Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, Natural Resource Management, Sports, Infrastructure & Others:

### 7.1 Natural Resource Development

Natural Resource Development: Usha Martin-supported villages' trial fruit plantations show how bringing in high-value crops may help marginal farmers. In Angara block, for instance, a dragon-fruit patch and a tiny avocado orchard have yielded encouraging early results. Birsa Agriculture University affirms that local trials of both avocado and dragon fruit (cacti) are prospering under Jharkhand's warm, humid environment, and investigations reveal "conducive" conditions for large-scale avocado growth.

- Currently, dragon fruit sells for around ₹70 to ₹80 per kg at local markets and ₹150 to ₹220 per kg in bulk (with organic grades reaching ₹350 to ₹600/kg). Both fruits are nutrient-rich and command high prices.
- Additionally, avocados are high-value; they are "demanding and expensive," and producers stand to gain a lot from them.
- These elements imply that expanding these plantations can result in numerous success stories and greatly increase farm profits.

*High-value crops, higher hopes—  
will be turning Jharkhand's soil  
into a source of sustained  
prosperity.*

### 7.2 Expand Avocado Cultivation

Pilot avocado gardens in Jharkhand show that this crop may flourish there. The state's temperatures (around 30 to 35 °C) and rainfall (>1000 mm annually) are ideal for avocado plants, according to researchers. Avocados are a popular and profitable fruit since they are high

in vitamins and good fats. Trees may produce for decades once they become fruitful, even if it takes them four to five years to bear a complete crop.

On comparable marginal soils, we advise repeating the Angara block avocado trial. Other farmers may be motivated by the expansion of demonstration plots (e.g., 0.1-acre orchard per farmer) and orchard management training.

During the establishing years, farmers should get financial help (loans or subsidies) and agricultural extension. Following this, they may profit from a high-value perennial crop. Small subsistence plots might eventually be turned into lucrative orchards, providing underprivileged farmers with a route to success.

*Avocado cultivation: a long-term investment for resilient rural livelihoods.*

### 7.3 Promote Dragon Fruit Cultivation

Another lucrative crop that fits in nicely with Jharkhand's topography is dragon fruit. When irrigation fails, this low-water cactus thrives on stony or damaged soils. Early adopters in the Khunti area say that dragon fruit yields "handsome" profits. According to the district administration's campaign, demand is strong after the first investment, and a single fruit may sell for between ₹70 and ₹80. Currently, wholesale A-grade dragon fruit costs between ₹150 and ₹220 per kilogram, whereas specialty organic kinds cost between ₹350 and ₹600 per kilogram.

*From barren plots to blooming profits — dragon fruit is redefining farm potential in Jharkhand*

Depending on the season and species, retail stores often charge between ₹70 and ₹100 for a 300–400 g dragon fruit. With current prices, a well-managed dragon fruit plot may yield a sizable income when it reaches maturity. In reality, the 200-plant pilot project at Birsa Agriculture University anticipates harvests in the upcoming growing season. Given the substantial health and financial advantages, we advise promoting the wider adoption of dragon fruit by farmers through extension assistance with planting methods, trellis construction, and staking.

### Key Recommendations

➤ **Increase the size of pilot programs.**

Create other avocado and dragon fruit demonstration orchards in Usha Martin communities to replicate the Angara block's success stories. Other farmers will be inspired by apparent achievements.

➤ **Offer assistance over several years.**

These perennial crops demand patience; dragon fruit takes about a year and a half to bear fruit, and avocados take around four to five years. Until harvests start, farmers require inputs, technical assistance, and short-term financial help.

➤ **Verify market connections.**

To take advantage of the high pricing (₹70–₹80 per dragon fruit; ₹150–₹220/kg wholesale), assist growers in connecting with purchasers (local marketplaces, wholesalers, or exporters). Profitability will be further increased by gathering fruits in large quantities and gaining access to premium organic marketplaces (₹350–₹600/kg).

➤ **Track and assess long-term effects.**

Since these programs are young, track results across a number of seasons. Monitor farmer adoption rates, yields, and changes in revenue. This will assist illustrate the program's advantages to the community and guide future scaling. Usha Martin and partner organizations may transform successful trials into widely used farms that generate cash by aggressively extending these fruit-orchard efforts. Such targeted initiatives can turn today's disadvantaged growers into "large prosperous farmers" because to Jharkhand's ideal growing circumstances and robust customer demand.

## 7.4 Health & Nutrition

Some suggestions for enhancing Usha Martin's nutrition and health activities include the following.

➤ **Community health volunteers:**

To guarantee last-mile health awareness and follow-up care for chronic or recurrent illnesses, train and assign local volunteers as Health Ambassadors.

➤ **Community nutrition gardens:**

To add iron-rich vegetables and in-season fruits to diets, encourage households and educational institutions to have kitchen gardens.

➤ **Integration of yoga and mindfulness:**

To address stress, posture, and mental health issues, institute weekly yoga and wellness classes at community centers and schools.

## 7.5 Education & Learning

Assisting Ekal Vidyalaya's teachers is a fantastic project that undoubtedly fosters a culture of knowledge production. It is quite admirable that they are taking the initiative to eradicate caste prejudice and restore societal purity.

➤ **Building Teacher Capacity:**

We would suggest adding some skill-based training as well. For example, Ekal Vidyalaya teachers should occasionally receive training on current job market demands and how to improve the quality of students in grades 4–14. This training could cover topics like computer proficiency, English speaking, communication in English, or other market-related skills that could help students generate some income for themselves.

➤ **Finding and developing future talented students:**

They have previously produced a large number of successful students, and some of them have even competed in swimming events. As a result, they believe that further abilities in kids may be found and encouraged. In addition to the academic support that instructors currently provide, Jharkhand kids are renowned for their physical abilities, which may be developed.

## 7.6 Livelihood & Entrepreneur

Some suggestions for enhancing Usha Martin's livelihood and entrepreneurship activities include the following.

➤ **Create post-training incubation:**

At the village or cluster level, establish Livelihood Support & Enterprise Cells to assist trained recipients in launching or growing businesses following training.

➤ **Branding and market linkage:**

Through cooperative partnerships, internet platforms, and local fairs, assist recipients with packaging, branding, and market access for mushrooms and other rural goods.

➤ **Village entrepreneurship hubs:**

Establish rural enterprise resource centers in a few chosen communities to serve as test grounds for solar maintenance, repair services, and mushroom units.

➤ **Youth start-up promotion:**

Through small innovation incentives and exposure to prosperous rural businesses, encourage young people in rural areas to create creative microenterprises.

## 7.7 Skill Development & Training:

One excellent example of how additional abilities should be recognized and encouraged is the bamboo handicrafts made by the Mahil caste in Hahe. Many tribes and castes have underdeveloped traditional skills that can be supported and developed. For example, they have collaborated with the NGO Yuva Jagriti on these kinds of activities; more collaborations of this nature may be undertaken in the future, as well as some collaborations to provide market links for these final products.

The solar panel training session, which was organized in partnership with Lok Sewa Bharti and Usha Martin Limited, is very commendable. More training and identification of these abilities is possible. The youngsters will receive guidance from this in a very purposeful way.

### Key Recommendations

- i. Introduce a variety of future-focused skills that are in line with market trends and local resources (e.g., honey processing, digital literacy, handcraft e-commerce, sustainable agricultural equipment maintenance).
- ii. Boost business incubation, loan facilitation, and post-training handholding by forming alliances with banks, NABARD, the Jharkhand Skill Development Mission (JSDM), or MSME programs.
- iii. Create a system for monitoring and evaluation that includes regular impact evaluations, including success stories and quantifiable gains in livelihood.
- iv. Use satellite or mobile training units as part of a cluster-based outreach strategy to guarantee fair participation from all accepted communities.
- v. Create youth-specific livelihood initiatives (such as solar energy installation, agri-startups, mobile repair, and green occupations) and leadership development programs to successfully involve both sexes.
- vi. Promote online selling options, exhibits, partnerships with handcraft cooperatives, and market linkage platforms (e.g., GeM, Etsy, Amazon Karigar).
- vii. Combine these initiatives into a convergent paradigm, such as educating farmers about value addition through Livelihood & Entrepreneur or tying educational initiatives to exposure to the workforce.

## 7.8 Sports, Infrastructure & Others

Some suggestions for enhancing infrastructure, sports, and other areas include the following.

➤ **Adopt sustainable practices:**

Include local youth organizations or Self-Help Groups (SHGs) in the monitoring and repair of public assets and implement regular maintenance checklists.

➤ **Integration of eco-friendly design:**

For environmental sustainability, eco-materials and water-saving technology should be incorporated into future infrastructure projects (toilets, halls, platforms).

➤ **Inclusive community planning:**

Make sure that recently constructed facilities (such as community halls, restrooms, and platforms) are made accessible to the elderly and those with disabilities.

➤ **Model village approach:**

In other operating villages, replicate effective programs (such as sports participation and solar illumination).

## 8. Conclusion

The six main areas of this social audit are Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, Natural Resource Management, Sports, Infrastructure & Others, and Corporate Social Responsibility activities carried out by Usha Martin Foundation during the fiscal year 2024–25. The breadth, coverage, beneficiaries, and effects of these programs on the targeted communities especially vulnerable groups like women and Scheduled Tribes are all examined in the audit.

Usha Martin Foundation's CSR is anchored in six vital pillars that collectively foster sustainable, inclusive development. These pillars encompass Natural Resource Development, focused on environmental stewardship and sustainable agricultural practices; Health & Nutrition, which aims to improve community well-being through enhanced healthcare access and nutrition; Education & Learning, dedicated to increasing educational opportunities and outcomes; Livelihood & Entrepreneur, supporting economic empowerment through livelihood enhancement and entrepreneurial initiatives; Skill Development & Training, enhancing vocational skills to boost employability; and Infrastructure, sports & Others, addressing essential community infrastructure needs and promoting sports and cultural activities, reflecting a holistic approach that balances social, economic, and environmental objectives for lasting community impact.

### 8.1 Key Takeaways for management

The following suggestions can improve the overall impact and sustainability of these initiatives, as determined by the analysis of the UMF CSR activities' focus areas of Health & Nutrition, Education & Learning, Livelihood & Entrepreneurship, Skill Development & Training, Natural Resource Management, Sports, Infrastructure & Others:

- i. Usha Martin and partner organizations may transform successful trials in Natural resource development like Avocado, Lime and Dragon fruit Plantation into widely used farms that generate cash by aggressively extending these fruit-orchard efforts. Such targeted initiatives can turn today's disadvantaged growers into "large prosperous farmers" because to Jharkhand's ideal growing circumstances and robust customer demand.
- ii. We would suggest adding some skill-based training as well. For example, Ekal Vidyalaya teachers should occasionally receive training on current job market demands and how to improve the quality of students in grades 4–14. This training could cover topics like computer proficiency, English speaking, communication in English, or other market-related skills that could help students generate some income for themselves.
- iii. Introduce a variety of future-focused skills that are in line with market trends and local resources (e.g., honey processing, digital literacy, handcraft e-commerce, sustainable agricultural equipment maintenance).
- iv. Boost business incubation, loan facilitation, and post-training handholding by forming alliances with banks, NABARD, the Jharkhand Skill Development Mission (JSDM), or MSME programs.
- v. For increasing the sustainability of infrastructure made by Usha Martin Include local youth organizations or Self-Help Groups (SHGs) in the monitoring and repair of public assets and implement regular maintenance checklists.
- vi. Community participation and ownership have to be the top agenda in village meeting,

- farmers meeting, SHG meeting, until and unless community doesn't learn to own its resources or that which is built by Usha Martin by making village committees owned and run by them sustainability can't be ensured.
- vii. One or two hardworking self-motivated resource persons, farmers or skilled people can be used as example but that is not sustainable ultimately village participation has to be ensured with permanent behaviour change.
  - viii. All the activities done by CSR should be handled and forwarded by Youth participation that only will ensure sustainability.
  - ix. Need to focus more on future centric initiatives in all pillars.
  - x. Need to converge all CSR Pillars for developing convergent models.
  - xi. Need to develop modal villages, self-sustaining, with active community participation and management of resources.
  - xii. Need to identify and develop traditional skills of tribals and rural people.
  - xiii. Need to integrate Tribal art, culture, folk music, literature, festivals for their active participation.
  - xiv. 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.

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.

## 8.2.Way Forward

### Strengthening CSR Impact of Usha Martin Foundation

#### Strategic Vision

Based on the findings of social audit 2024-25 the Usha Martin Foundation (UMF) could advance more towards a CSR model based on more ownership to community, youth and at the same time is sustainable which can be an ideal to be replicated by other CSRs. The 2026–27 plan could focus on expanding impact through renewable energy, quality rural education, and robust infrastructure, ensuring that every initiative promotes inclusivity, resilience, and measurable outcomes across UMF's six CSR pillars.

#### Key Strategic Directions

##### 1. Sustainability and Convergence

- They can focus on forming model sustainable villages integrating health, education, livelihood, and green infrastructure. Strengthen community ownership through local committees, SHGs, and youth forums.

- They could plan to collaborate more projects with state and central government schemes (NRLM, JSDM, NABARD, MNREGA) for resource pooling and technical support.

## **2. Renewable Energy and Climate Action**

- They can increase CSR budget allocation for renewable energy initiatives—install additional solar streetlights, can introduce solar training programs for rural youth and promote climate-smart agriculture and waste-to-energy projects.

## **3. Quality Education at Village Level**

- Some more focus has to be given for upgrading village schools with digital classrooms, libraries, and e-learning facilities. Enhance teacher training, remedial education, and early literacy programs.
- They can Expand Sanskar Kendras into Community Learning Centres which can be integrated with value-based education, art, and cultural heritage into schooling.

## **4. Infrastructure and Connectivity Development**

- They can Focus more on durable infrastructure such as roads, drinking water systems, sanitation, and community halls.
- There can be more focus on Improving school buildings, playgrounds, and sports facilities.
- There can be more Collaboration with panchayats for long-term maintenance of community assets and transfer of ownership.

## **5. Livelihoods and Skills for the Future**

- They can Scale up fruit cultivation (avocado, dragon fruit, lemon) and develop farmers' cooperatives for marketing.
- Strengthen skill and entrepreneurship hubs for training in tailoring, crafts, solar maintenance, and food processing.
- Introduce eco-entrepreneurship programs promoting bamboo, honey, and other organic products.
- Some culturally endowed traditional wisdom-based skills can be identified and groomed.

## **6. Recharging Traditional Water Resources and Promoting Water Harvesting**

- Prioritizing the revival of traditional water structures such as ponds, stepwells, and community tanks, by integrating both local wisdom and modern hydrology can give self-reliant on water deficiency. It's a permanent solution to water problem.
- Promote rooftop rainwater harvesting in village schools, health centers, and anganwadis is a good initiative for preserving water with community participation.

## **7. Social and Community Forestry**

- Develop village-based social forestry programs by planting native and fruit-bearing trees on common and school lands.
- Promote agroforestry models through farmer cooperatives and community nurseries.
- Integrate youth clubs and SHGs in maintenance, linking it to climate action and eco-entrepreneurship.

## 8. Renewable Energy and Climate Solutions

- Expand solar-based interventions: solar pumps for irrigation, streetlights, and rooftop solar for schools.
- Introduce rural youth training in solar panel installation, repair, and energy entrepreneurship.
- Pilot waste-to-energy systems where feasible, in line with India's Green Energy Mission and global ESG practices.

## 9. Value-Based and Local Language Education

- Introduce structured **moral science** and **value education** modules through Sanskar Kendras and primary schools.
- Encourage curriculum integration of tribal and regional stories, songs, and history to foster identity and pride.
- Leverage NEP 2020's emphasis on mother tongue education, and align with UNESCO's global framework on value-based, place-rooted learning.

## 10. Sports and Youth Development

- Invest in developing school and community playgrounds with equipment for indigenous and modern sports.
- Organize seasonal inter-village sports events to promote leadership, health, and inclusion (including girls' participation).
- Partner with sports organizations or programs like **Vedanta Sports** for advanced coaching where possible.

## 11. Integration with NEP 2020 and Skilling Missions

- Align CSR educational initiatives with NEP's push for digital learning, vocational education, and school clustering.
- Provide support for digital infrastructure (e.g. tablets, e-learning apps), vocational workshops (tailoring, agriculture), and teachers' capacity building.
- Link with Skill India and state missions for certification and scalability.

## 12. Reference Global CSR Innovations

- Reference CSR trends in the U.S. and U.K., where over 85% of companies have increased sustainability budgets in 2024–25.
- Use models like Vedanta's **Nand Ghar** and UNICEF's rural education programs as benchmarks.
- Align UMF's initiatives with international ESG norms (e.g., ISSB, CSRD) to improve transparency, reporting, and attract global CSR partners.

## 13. Health and Wellness Inspired by The Hans Foundation

- Set up **Mobile Health Units** to deliver regular medical services to remote villages.
- Launch **school-based wellness centers** for regular screening, counseling, and menstrual hygiene education.
- Develop collaborations for specialized services (e.g. pediatric surgeries, disability care) in partnership with organizations like The Hans Foundation.

#### 14. Budget Enhancement and Strategic Investment

- Recommend increasing the CSR allocation by 10–20% over the next cycle, particularly in energy, education, and rural health.
- Support flexible, innovation-driven funding models for experimentation in social forestry, clean energy, and tech-enabled education.
- Justify this increase by aligning with global trends in CSR budgeting that link sustainability with brand value and talent retention.

#### Budget and Financial Management Suggestions

They can increase overall CSR spending on renewable energy, education, and infrastructure to align with new priorities.

They can maintain transparent financial reporting with digital expenditure tracking.

They can allocate more budget for innovation, monitoring, and impact evaluation, and promote partnership-based funding models for efficiency.

#### Organizational Recommendations

Create a CSR Convergence and Innovation Cell for project integration and data monitoring. Conduct annual staff capacity-building programs on participatory development and sustainability reporting. Formulate a three-year CSR Strategic Plan (2025–28) aligned with UN SDGs, with clear strategy for education, energy, and infrastructure impact.

We could conclude with the remark that 2026-27 could be a year of transition for UMF towards a greener, educated, skilled, better connected sustainable self-reliant model rural ecosystem driven by renewable energy, quality education and sustainable infrastructure.

## Keys Research Questions of Data Collection

### A) Knowledge and Involvement

1. Do you know about the CSR projects that Usha Martin Ltd. is doing in your community?
2. Have you or any members of your family taken part in any of these CSR initiatives, such as skill development, educational programs, or health camps?
3. How do you learn about these initiatives—for example, via local leaders, community gatherings, or Gram Sabha meetings?
4. Have you seen how the CSR team at Usha Martin Ltd. is contacting and interacting with you?

### B) Impact and Benefits

1. In your opinion, what particular advantages have the CSR activities brought about? (e.g., enhanced health care, better water resources, education assistance, skill development)
2. How have these programs affected the standard of living for your family or town (e.g., more income, better education, improved health)?
3. Which corporate social responsibility initiatives, in your opinion, have done the best job of meeting community needs?
4. To what extent are you satisfied with Usha Martin's interventions?
5. Do you believe that the CSR programs have enhanced the well-being of your village?

### C) Participation in the Making of Decisions

1. Did you or any other members of the community participate in choosing which initiatives or projects to carry out in your village?
2. To what extent do the CSR staff respond to your comments or recommendations?
3. Are there any gaps in the CSR projects, or do you think they adequately meet the village's actual needs?
4. How well do underrepresented groups attend village meetings?
5. Are you at ease discussing your issues and recommendations with the CSR representatives?
6. Do you think the CSR team is listening to the voices of the voiceless?

### D) Sustainability and Long-Term Effects:

1. Do you believe the village has benefited in the long run from the CSR initiatives?
2. What further can be done (such as extra training or continuous maintenance) to guarantee these programs' long-term viability?
3. How do village institutions contribute to the upkeep of village resources?
4. Do you believe that young people who participate in the community may advance CSR efforts on their own?

### E) Challenges and Gaps:

1. Do you believe that the CSR initiatives might be more successful or need to be improved in any particular areas?
2. Are there any community needs that the CSR programs haven't yet addressed?
3. Is it difficult to fully participate in CSR programs?
4. Is CSR taking climate change seriously?
5. What obstacles—such as lack of resources, accessibility, or timing—have you encountered while attempting to access or take part in CSR initiatives?

*Annexure-II*

*Glimpses of the Study*







Jan 21, 2025 1:03:18 PM  
Mahilong  
South Chotanagpur Division  
Jharkhand

## Media Coverage of CSR Intervention of UML

# टिकाऊ कृषि पद्धति से सशक्त बन रहे किसान : डॉ मयंक मुरारी

● गेंदा फूल से त्योहार के दौरान हुई लाखों की आमदनी

● पांच एकड़ बंजर भूमि पर हुई फूल की खेती

राष्ट्रीय सागर संवाददाता

रंची : फूलों की खेती किसानों के बीच काफी तेजी से लोकप्रिय हुई है। फूलों की खेती किसानों को कम वक्त में बढ़िया मुनाफा दे जाती है। गेंदा फूल की खेती से टाटीसिलवे के इर्द गिर्द के किसान हजारों तक का मुनाफा कमा रहे हैं। उषा मार्टिन फाउंडेशन के सहयोग से टिकाऊ कृषि पद्धतियों को प्रगतिशील किसानों ने अपनाया है। कृषि गतिविधियों में विविधता से खेती अब अब आय बढ़ाने का माध्यम हो गया है। इससे न केवल उनकी आजीविका में सुधार हुआ बल्कि उनके गांव के समग्र विकास में भी योगदान मिला। पिछले साल प्रयोग के तौर पर कुछ किसानों को फूल की खेती करायी गयी थी। इस बार 12 किसानों ने पांच एकड़ से अधिक भूमि पर फूल की खेती की और त्योहार के मौसम में हजारों का मुनाफा कमाया। उषा मार्टिन फाउंडेशन के हेड डॉ मयंक मुरारी ने बताया कि सीएसआर क्षेत्र में खेती केवल जीवनयापन का माध्यम नहीं है, बल्कि अब किसान इससे अपने आय में गुणात्मक सुधार ला रहे हैं।



250 से अधिक किसान फाउंडेशन से जुड़े: मेवालाल महतो

एग्री बिजनेस कोऑर्डिनेटर मेवालाल महतो ने बताया कि उषा मार्टिन फाउंडेशन 20 गांवों में खेती कर रही है। एनआरएम कार्यक्रम के तहत अभी तक 250 से अधिक किसानों को जोड़ा गया है। इन किसानों को टिकाऊ खेती के लाभ और आय वृद्धि के उपाय से जोड़ा गया है। इसका परिणाम है कि 50 से अधिक किसानों का आमदनी लाखों में हो गयी है।

### एक्सआईएसएस के ग्रामीण विकास के छात्रों ने किया गांवों का भ्रमण

एक्सआईएसएस के वर्तमान सत्र में नामांकित ग्रामीण विकास के छात्रों ने आज उषा मार्टिन के ग्रामीण गांवों का भ्रमण किया। कंपनी के माध्यम से गांवों में चलाये जा रही गतिविधियों की जानकारी प्राप्त की। इस दौरान मेवालाल महतो, संगीत कुमार ने उनको सीएसआर के तहत किये गये आधारभूत संरचनाओं को दिखाया गया। इसमें राहुल कुमार, कुमार शशांक राज और मृणाल सिंह शामिल थे।



महिलौंग के किसान इमिल बालमुचु अपनी भूमि पर शब्जी और फूल की खेती से पिछले दो माह में एक लाख से ज्यादा रुपये की कमाई की है। पिछले साल भी त्योहार के मौसम में लाखों के फूल की बिक्री की। उषा मार्टिन फाउंडेशन की ओर से ग्रामीण विकास कार्यक्रम के तहत वैज्ञानिक विधि एवं आधुनिक उपायों के माध्यम से खेती को रोजगार के वैकल्पिक माध्यम बनाने का प्रयास

किया जा रहा है। आज गांवों के किसानों में एक जागरूकता आयी है, जिसका परिणाम है कि इमिल बालमुचु, हेसल के ईश्वर महतो, बड़वारी के राजकुमार महतो, होरहाप के केदार महता सहित दर्जन भर अन्य किसान भी इस सफलता को अपने टोला में जमीन पर उतार रहे हैं। उषा मार्टिन के सहयोग से प्रगतिशील किसानों को उन्नत बीज, पॉलिनेट, टपक सिंचाई आदि की

व्यवस्था करायी गयी। इस साल 55 किसानों की मिट्टी जांच करायी गयी। सिंचाई के तरीकों में बदलाव ने खेती को अधिक प्रबंधनीय बना दिया है जिसके कारण फसल की पैदावार में उल्लेखनीय सुधार हुआ। फाउंडेशन ने मौसम के हिसाब से 120 से अधिक किसानों को फूलगोबी, टमाटर, करैला, खीरा, बिस, नेनुआ और लौकी के निर्धारित बीज और पोषे उपलब्ध कराए गए।

# उषा मार्टिन की पहल : गेंदा फूल से त्योहार में लाखों की आमदनी टिकाऊ कृषि पद्धति से सशक्त बनते किसान: डॉ मयंक मुरारी

पांच एकड़ बंजर भूमि पर  
हुई फूल की खेती

आजाद सिपाही संवाददाता

नामकुम। फूलों की खेती किसानों के बीच काफी तेजी से लोकप्रिय हुई है। फूलों की खेती किसानों को कम वक्त में बढ़िया मुनाफा दे जाती है। गेंदा फूल की खेती से टाटासिलवे के इर्द गिर्द के किसान हजारों तक का मुनाफा कमा रहे हैं। उषा मार्टिन फाउंडेशन के सहयोग से टिकाऊ कृषि पद्धतियों को प्रगतिशील किसानों ने अपनाया है। कृषि गतिविधियों में विविधता से खेती अब आय बढ़ाने का माध्यम हो गया है। इससे न केवल उनकी आजीविका में सुधार हुआ, बल्कि उनके गांव के समग्र विकास में भी योगदान मिला। पिछले साल प्रयोग के तौर पर कुछ किसानों को फूल की खेती करायी गयी थी। इस बार 12 किसानों ने पांच एकड़ से अधिक भूमि पर फूल की खेती की और त्योहार के मौसम में हजारों का मुनाफा कमाया। उषा मार्टिन फाउंडेशन के हेड डॉ मयंक मुरारी ने बताया कि सीएसआर क्षेत्र में खेती केवल जीवनयापन का माध्यम नहीं है, बल्कि अब किसान इससे अपने आय में गुणात्मक सुधार ला रहे हैं। महिलाओं के किसान इमिल बालमुचू अपनी भूमि पर शब्जी और फूल की खेती से पिछले दो माह में एक लाख से ज्यादा रुपये की कमाई की है। उषा मार्टिन फाउंडेशन की ओर से ग्रामीण विकास कार्यक्रम के तहत वैज्ञानिक विधि एवं आधुनिक



## 250 से अधिक किसान फाउंडेशन से जुड़े : मेवालाल महतो

एग््री बिजनेस कोऑर्डिनेटर मेवालाल महतो ने बताया कि उषा मार्टिन फाउंडेशन 20 गांवों में खेती किसानों का कार्य कर रही है। एनआरएम कार्यक्रम के तहत अभी तक 250 से अधिक किसानों को जोड़ा गया है। इन किसानों को टिकाऊ खेती के लाभ और आय वृद्धि के उपाय से जोड़ा गया है। इसका परिणाम है कि 50 से अधिक किसानों का आमदनी लाखों में हो गयी है।

## एक्सआइएसएस के छात्रों ने ग्रामीण विकास का कार्य देखा

एक्सआइएसएस के वर्तमान सत्र में नामांकित ग्रामीण विकास के छात्रों ने शनिवार को उषा मार्टिन के ग्रामीण गांवों का भ्रमण किया। कंपनी के माध्यम से गांवों में चलाये जा रही गतिविधियों की जानकारी प्राप्त की। इस दौरान मेवालाल महतो, संगीत कुमार ने उनको सीएसआर के तहत किये गये आधारभूत संरचनाओं को दिखाया गया। इसमें राहुल कुमार, कुमार शशांक राज और मृणाल सिंह शामिल थे।



उपायों के माध्यम से खेती को रोजगार के वैकल्पिक माध्यम बनाने का प्रयास किया जा रहा है। आज गांवों के किसानों में एक जागरूकता आयी है, जिसका परिणाम है कि इमिल बालमुचू, हेसल के ईश्वर महतो, बड़वारी के राजकुमार महतो, होरहाप के केदार महतो सहित दर्जन भर अन्य किसान भी इस सफलता को अपने टोला में जमीन पर उतार रहे हैं। उषा मार्टिन के सहयोग से प्रगतिशील किसानों को उन्नत

# टिकाऊ कृषि पद्धति से सशक्त बन रहे किसान : डॉ मयंक



पौधों से फूल तोड़ते किसान.

राजी. फूलों की खेती किसानों के बीच काफी तेजी से लोकप्रिय हुई है. गेंदा फूल की खेती से टाटासिलवे के आसपास के किसान हजारों तक का मुनाफा कमा रहे हैं. उषा मार्टिन फाउंडेशन के सहयोग से टिकाऊ कृषि पद्धतियों को प्रगतिशील किसानों ने अपनाया है. इस बार 12 किसानों ने पांच एकड़ से अधिक भूमि पर फूल की खेती की और त्योहार के मौसम में हजारों का मुनाफा कमाया.

उषा मार्टिन फाउंडेशन के हेड डॉ मयंक मुरारी ने बताया कि सीएसआर क्षेत्र में खेती केवल जीवनयापन का माध्यम नहीं है, बल्कि अब किसान इससे अपने आय में गुणात्मक सुधार ला रहे हैं. महिलाओं के किसान इमिल बालमुचू अपनी भूमि पर शब्जी और फूल की खेती से पिछले दो माह में एक लाख से ज्यादा रुपये की कमाई की है. इमिल बालमुचू, हेसल के ईश्वर महतो, बड़वारी के राजकुमार महतो, होरहाप के केदार महतो समेत दर्जन भर अन्य किसान भी इस सफलता को अपने टोला में जमीन

## 250 से अधिक किसान फाउंडेशन से जुड़े : मेवालाल

एग््री बिजनेस कोऑर्डिनेटर मेवालाल महतो ने बताया कि उषा मार्टिन फाउंडेशन 20 गांवों में खेती का कार्य कर रही है. एनआरएम कार्यक्रम के तहत अभी तक 250 से अधिक किसानों को जोड़ा गया है. इसका परिणाम है कि 50 से अधिक किसानों की आमदनी लाखों में हो गयी है.

पर उतार रहे हैं. उषा मार्टिन के सहयोग से प्रगतिशील किसानों को उन्नत बीज, पॉलिनेट, टपक सिंचाई आदि की व्यवस्था करायी गयी. **छात्रों ने ग्रामीण विकास का कार्य देखा** : एक्सआइएसएस के ग्रामीण विकास के छात्रों ने शनिवार को उषा मार्टिन के ग्रामीण गांवों का भ्रमण किया. इस दौरान मेवालाल महतो, संगीत कुमार ने उनको सीएसआर के तहत किये गये आधारभूत संरचनाओं को दिखाया. इसमें राहुल कुमार, कुमार शशांक राज और मृणाल सिंह शामिल थे.





**XAVIER INSTITUTE OF SOCIAL SERVICE (XISS)**  
**DR CAMIL BUCLE PATH (PURULIA ROAD)**  
**RANCHI, JHARKHAND**  
**EMAIL: XISS@XISS.AC.IN | WEB: WWW.XISS.AC.IN**