



CHAMBAL FERTILISERS
AND CHEMICALS LIMITED



Investing today for a
sustainable tomorrow



Saroj Kumar Poddar
Chairman, Chambal Fertilisers
and Chemicals Ltd.

CHAIRMAN'S MESSAGE

Businesses have an unprecedented opportunity – and responsibility – to use their reach and presence to collaborate for the shared good and to transform lives at scale

We are in an age where the actions of a few can affect the lives of many. For businesses, this fact is significant in the context of humanity's pursuit of sustainable development goals such as inclusive and equitable development, education and healthcare for all, and resilient and thriving communities.

A keen visionary and a staunch patriot, our founding chairman, Dr K. K. Birla knew that a business must always be a force for good. While companies today are sharpening their focus on environmental, social, and governance (ESG) parameters, CFCL already has a long and distinguished legacy of social responsibility and good corporate citizenship behind it. A philosophy embedded in our corporate DNA, our approach is reflected in the theme of this CSR compendium: 'Investing today for a sustainable tomorrow'.

As you will see in the coming pages, CFCL invests in areas across the CSR spectrum. Facilitating quality education for communities has always been a core priority. But we also support causes related to infrastructure, healthcare, stakeholder empowerment and livelihoods, sports, environmental sustainability and social welfare. Our initiatives are geared towards the socio-economic needs of the communities near our plants and at other locations.

What CFCL does is not just philanthropy. CSR and community development are key pillars of our ESG strategy and future growth roadmap. Our role is to partner with communities to create better tomorrows: by helping girls and poorer students become financially independent; by skilling youth to join the workforce or become job-creators; by creating better rural roads, drinking water and sanitation facilities; by empowering farmers to adopt modern, sustainable and profitable farming practices, or in other ways.

I am pleased to say that our interventions have amassed strong momentum over the years. The trust we have assiduously built among community partners and local governments is generating rich social capital and strong outcomes in terms of education, health, empowerment and prosperity, especially for girls, women and disadvantaged sections of society.

CFCL's grassroots projects today infuse joy and hope in millions of households and communities and support the efforts of policymakers to achieve the nation's social development goals. You will find many such heart-warming stories in this compendium. I hope that you find it an enjoyable read, and look forward to your continued support as we forge ahead.





OVERVIEW	06
VISION AND GUIDING PRINCIPLES	08
PROJECT AKSHAR Taking learning to the last mile	10
PROJECT SAKSHAM Upgrading skills, enhancing livelihoods	26
PROJECT AROGYA Strengthening rural healthcare services	40
PROJECT SAAKAR Uplifting rural communities	50
PROJECT PRAGATI Building capacities – Transforming lives	58
PROJECT BHOOMI Seeding sustainability	70
PROJECT UDAAN Unearthing sporting talent from rural India	82
AWARDS	90



OVERVIEW



A legacy of social good, a commitment to nation- building

A remarkable journey of consistent and continuous contribution to nation-building began in 1985. For Dr. Krishna Kumar Birla, the pioneering industrialist, outstanding visionary and founder of Chambal Fertilisers and Chemicals Limited (CFCL), social development was an integral part of doing responsible business. Dr. K. K. Birla's corporate ethos was shaped by the life and times of his father Shri Ghanshyam Das Birla, the founder of the Birla Group and a pioneer of corporate social responsibility (CSR), long before the term became part of the corporate lexicon.

Besides shaping the contours of the Bombay Plan in the 1940s, Shri G. D. Birla founded the Birla Engineering College (later, Birla Institute of Technology and Sciences) in 1964 and the Technological Institute of Textile and Sciences in Bhiwani, among other educational institutions, to provide quality education in the country. His writings are a collection of memoirs, letters and lectures based on his vision of philanthropy. In 1950, he authored 'Paths to Prosperity', a collection of speeches at the time of Independence that reflect on his experiences and ideas on the path of nation-building.

Dr. K. K. Birla inherited this legacy in which the creation of wealth, philanthropy and political leadership were regarded as part of nation-building. Following in the footsteps of his father, Dr. K. K. Birla went on to shift the paradigm of CSR, transforming it from philanthropy to socio-economic development. Over the years, even as CFCL emerged as a prominent and profitable business house under the leadership of Dr. K. K. Birla, it also gained a solid reputation for being a socially responsible corporate house.

While overseeing the phenomenal growth of CFCL, Dr. K. K. Birla also served as a member of the Rajya Sabha for three successive terms from 1984 to 2002, and served on several committees of Parliament. Be it as the head of the Federation of Indian Chambers of Commerce and Industries (FICCI) or as the Chancellor of BITS Pilani, Dr. Birla used his deep understanding of society and communities to make a meaningful contribution to national development.

Through the years, Dr. K. K. Birla fostered a culture of 'creating value with values' at Chambal, conceiving and implementing several initiatives to empower individuals and enable communities. Today, Chambal's CSR programmes, rooted in the six pillars of Education, Skill Development, Employment and Livelihood, Healthcare, Rural Development, and Sustainable Agriculture, are touching the lives of millions of Indians and enabling a better tomorrow.



CSR VISION STATEMENT AND GUIDING PRINCIPLES



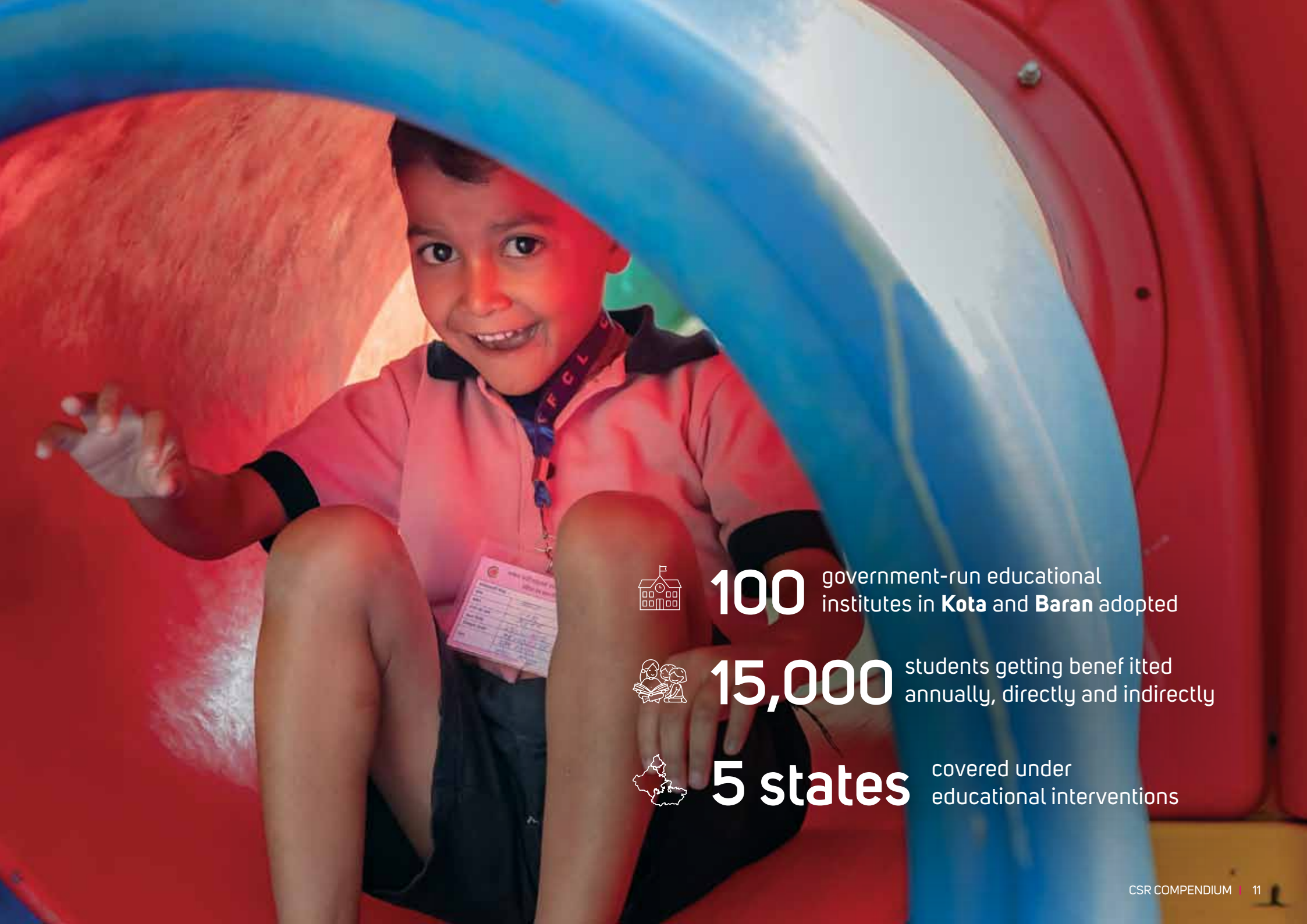
Chambal is committed to building a sustainable enterprise for the benefit of its present and future generations of stakeholders. The Company shall integrate and follow responsible practices into its business strategies and operations, to achieve three goals—economic prosperity, social development and environmental integrity. Towards this commitment, the Company shall:

- ▶ Build a sustainable enterprise that effectively balances financial strengths with social and environmental responsibilities
- ▶ Deliver sustainable top-line and bottom-line growth while upholding the highest corporate governance standards
- ▶ Reduce its environmental footprint by investing in eco-friendly and reliable technologies and practices
- ▶ Increase efficiency through the optimum utilisation of resources and technology
- ▶ Promote sustainable farming practices to boost crop productivity in rural India through its soil testing facilities and other advisory services
- ▶ Work towards improving quality of life by building self-reliant communities in the areas within which it operates
- ▶ Build lasting social capital through interventions in rural development, healthcare, education, vocational training and other social initiatives for communities residing in the vicinity of its plants and other places in India
- ▶ Ensure the welfare, growth and safety of all the people associated with the Company
- ▶ Promote inclusive growth and equal opportunity by remaining a caste, gender and religion neutral organisation

Project

Akshar

Taking learning to
the last mile



100 government-run educational institutes in **Kota** and **Baran** adopted



15,000 students getting benefitted annually, directly and indirectly



5 states covered under educational interventions

Illuminating lives with Education

4 QUALITY
EDUCATION



5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES



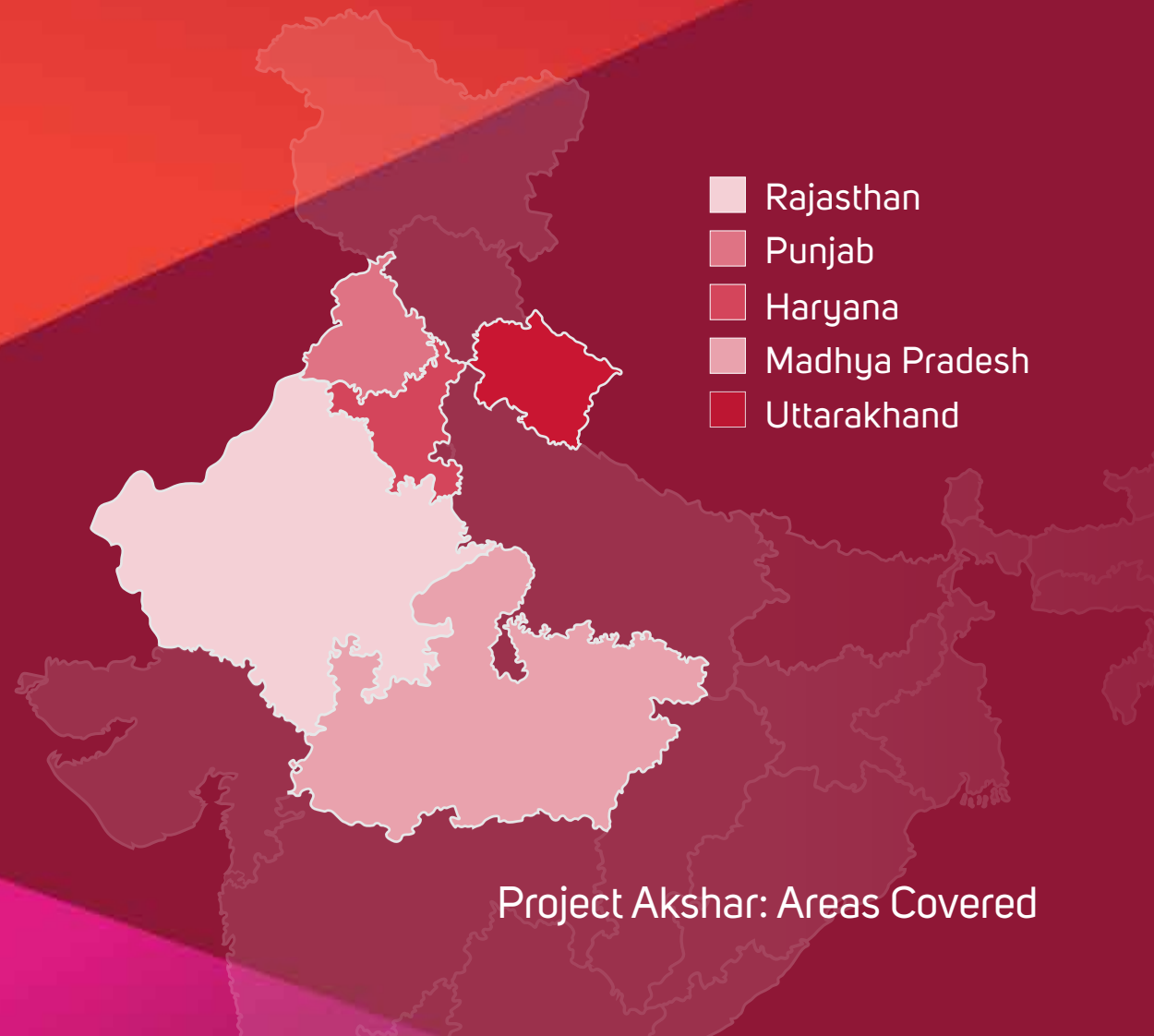
17 PARTNERSHIPS
FOR THE GOALS



SDG alignment

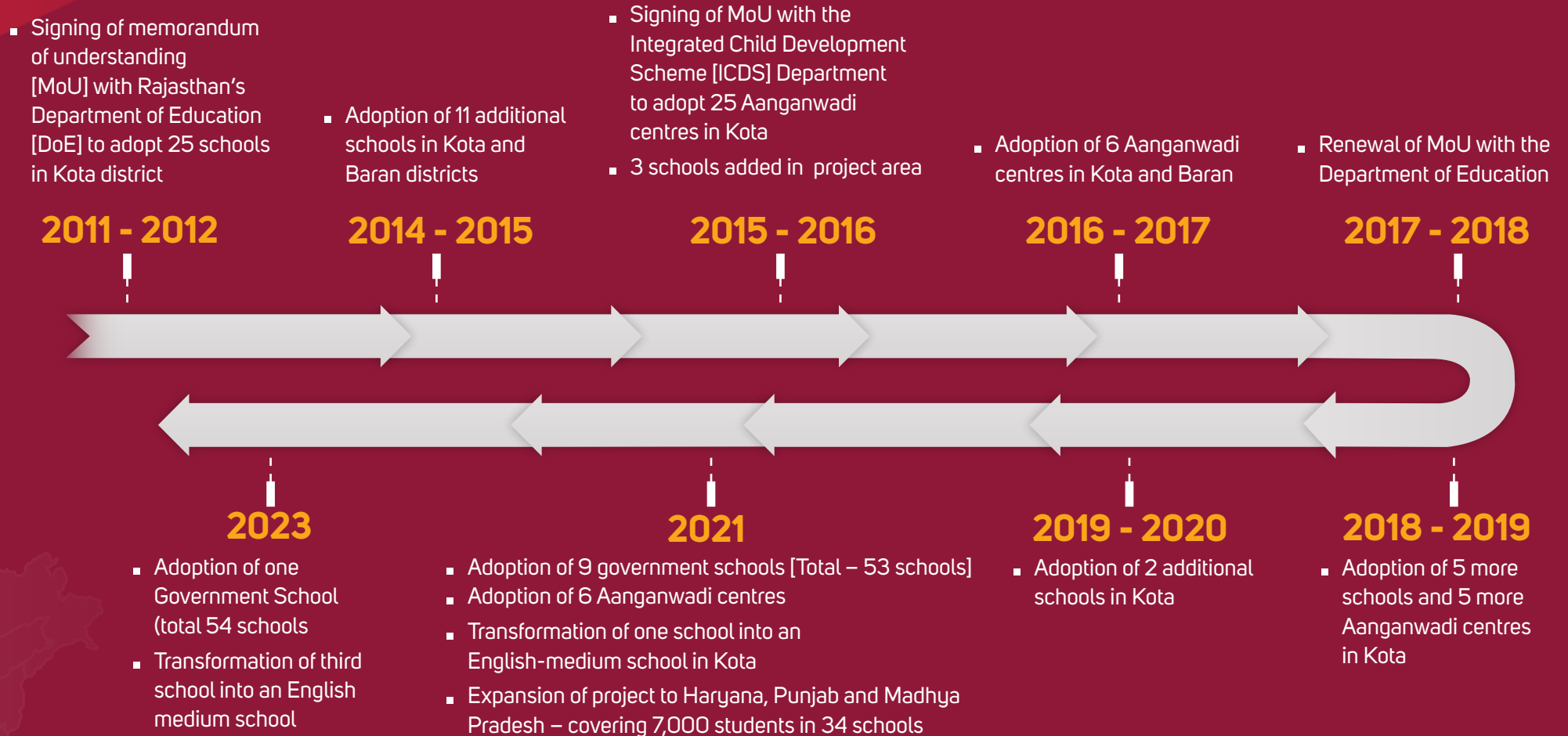
Chambal's work aligns with the following Sustainable Development Goals [SDGs]:

- Rajasthan
- Punjab
- Haryana
- Madhya Pradesh
- Uttarakhand



Project Akshar: Areas Covered

Chambal's Journey To Date



Changing the educational paradigm

Key interventions under **Project Akshar** include:

- ▶ Transforming adopted Aanganwadi centres into modern pre-schools
- ▶ Introducing age-appropriate and innovative pedagogies at all levels
- ▶ Engaging communities through sensitisation

drives and ratri jagran karyakrams to increase their participation in day-to-day project activities, increase student enrolments, and reduce drop-outs, especially among girl students

- ▶ Upgrading the learning environment by setting up student-friendly classrooms, science and computer labs, SMART classrooms and mini-science centres
- ▶ Providing academic support in higher classes to

achieve 100% results in Board exams

- ▶ Career counselling and mentoring of students to pursue higher education
- ▶ Improving health and hygiene conditions through the provisioning of drinking water, sanitation and hygiene infrastructure in schools
- ▶ Facilitating students to participate in co-curricular activities, cultural events and sports.

Making
learning for all a
Reality



Project Akshar aims to streamline rural education at scale by improving the learning experiences of students and ensuring equitable access to opportunities for all

Having access to quality education in their formative years introduces children to a lifetime of learning and opportunities. In many parts of rural India, however, access to the 'right learning environment at the right time' is hampered by challenges like inadequate schooling infrastructure, low enrolments, high drop-outs and resource shortages, to name a few. These are the gaps that Project Akshar – Chambal's education portfolio – is addressing in mission mode, with its goal of *'learning for all'*.

Inspired by the Company's mentor Dr K K Birla's conviction in the transformational power of education, Project Akshar was launched in rural Rajasthan in 2011. It later expanded to Madhya Pradesh, Haryana and Punjab. Project Akshar currently reaches around 15,000 students from underserved, underprivileged and marginalised communities who are enrolled in government-run institutions, including 100 schools and Aanganwadi centres in Kota and Baran districts that have been adopted by Chambal in partnership with the Department of Education, Government of Rajasthan.

Furthering the Government's agenda to modernise education in the country, Chambal aspires to transform Aanganwadi centres and schools into 'model' institutions with modern classrooms, state-of-art infrastructure and amenities, and contemporary pedagogies. It also implements behavioural change campaigns to change attitudes towards education in rural areas, specially to encourage girls' education.

Transformation at scale

Project Akshar has touched the lives of lakhs of students over the years. At present, 12,000 students are enrolled in Chambal's adopted Aanganwadi centres and schools in Kota and Baran districts of Rajasthan. With innovative learning mechanisms, remedial classes, digital learning infrastructure, co-curricular activities, and behaviour-change campaigns for parents and communities, a visible change in the education domain can be witnessed.

Chambal is also bridging resource gaps at around 40 schools in Madhya Pradesh, Haryana and Punjab. These initiatives help the schools make adequate provisions for the availability of quality education and material resources such as RO machines and water coolers, dual desks and SMART classes, office furniture, etc.

By modernising education in government schools, Project Akshar builds confidence and self-reliance among students and invests in their overall development over the long term. This makes it an example of a 'pre-school to livelihood' education model whose benefits last for a lifetime.



4 Pillars of Project Akshar

- ▶ Building robust educational infrastructure
- ▶ Creating enabling facilities for students
- ▶ Integrating technology into learning
- ▶ Improving pedagogy through innovative learning mechanisms

Reimagining pre-school **education**



Project Akshar's Early Childhood Care & Education (ECCE) interventions are transforming its adopted Aanganwadi centres into model pre-school centres

Preparing a child for the formal education system requires a key focus on their early childhood development – especially motor and cognitive skill development– during their pre–primary education years. Under Project Akshar, Chambal is transforming dozens of rural Aanganwadi centres in Rajasthan into vibrant, engaging, and inclusive child development centres.

Chambal has adopted 47 Aanganwadi centres under the Government of Rajasthan's Nandghar scheme. These Aanganwadi centres, presently catering to around 1,300 students, have been transformed into model pre-schools that implement the globally-recognised kindergarten system. The infrastructure has also been augmented with lively rooms, functional toilets, and child-friendly furniture such as round tables and low-height chairs.

Project Akshar has also improved the delivery of education at these centres. This is done through the play-way method and by roping in partner agencies.

Educational paintings, e-learning aids, toys and games have been added to engage kids and develop their motor skills. Discussions are also held with mothers and community members to sensitise them about the importance of pre-school education. These programmes have significantly increased pre-school enrolments and reduced drop-outs. A testament to the project's success is the fact that Chambal's model pre-school system has inspired other government Aanganwadi centres across Rajasthan to emulate some of its initiatives.



Features of model pre-schools

- ▶ Adoption of kindergarten system
- ▶ Implementation of quality pedagogies
- ▶ Child-friendly tables and chairs, uniforms and ID cards for students
- ▶ E-learning tools and games for digital learning
- ▶ Fortnightly mothers' meetings
- ▶ Integrated health services at pre-schools

Pencil model transforms Aanganwadis into advanced learning centres



The “Protective, Effective and Context-based Initiation of Learning” approach is reinventing child-care centres into vibrant educational hubs

Chambal recognises the effectiveness of early intervention, when it comes to initiation of young children on the path of education. The Aanganwadi centres in the impact areas are the earliest social interaction spaces for young children, and Chambal’s Project Akshar has nurtured the potential of these centres over the years. Keeping with its philosophy of continuous efforts to improve the lives of stakeholders, Project Akshar has adopted the “Protective, Effective, and Context-based Initiation of Learning” (PENCIL) Model – designed and developed by one of the partner organisation in education domain to transform Aanganwadi centres into vibrant educational hubs.

By embracing this Model, Chambal envisions these centers as dynamic educational ecosystems that foster the development of motor, cognitive and creative skills of the children being provided the childcare services. This holistic approach is envisioned to promote Social Emotional Learning, which is crucial for children in their formative years.

Chambal places significant importance on the pivotal role caregivers play in children’s development and actively engages parents in the educational journey. Central to this approach is the Mothers’ Meetings, which serve as a

vital platform for involving mothers in their child’s growth and learning process. These meetings are designed to achieve three primary objectives: firstly, to provide updates on the child’s growth and learning progress, ensuring parents remain informed and involved in their child’s development; secondly, to reinforce learnings from the Aanganwadi by empowering mothers to facilitate educational play at home; and lastly, to promote optimal child health by advocating good hygiene practices within the households. Through these discussions, mothers are encouraged to share feedback, express concerns and connect with a supportive community of fellow mothers who may have encountered similar challenges.

Project Akshar, cognizant with the importance of digital literacy, prioritises the integration of digital learning concepts for children. The project aims to cultivate an innovative and tech-forward learning atmosphere that captivates children’s interest and facilitates quick learning. Additionally, Project Akshar has pioneered the establishment of library corners, strategically designed to enrich children’s cognitive and linguistic abilities. These corners host a variety of age-appropriate educational and interactive activities, including “Chitron pe Charcha”, “Bal Geet” storytelling sessions, and more, further enhancing the learning experience.

Project Akshar’s PENCIL model nurtures the holistic growth of children and enables their development from the earliest stages. Through this approach, Chambal ensures that children receive extensive support not only at the Aanganwadi centres but also within the comfort of their homes. With a vision to create a contemporary and vibrant educational environment, Project Akshar

endeavors to create a modern and dynamic educational ecosystem that prepares young children for the challenges and opportunities of the future.



PENCIL Model (*Protective, Effective N Context-based Initiation of Learning*)

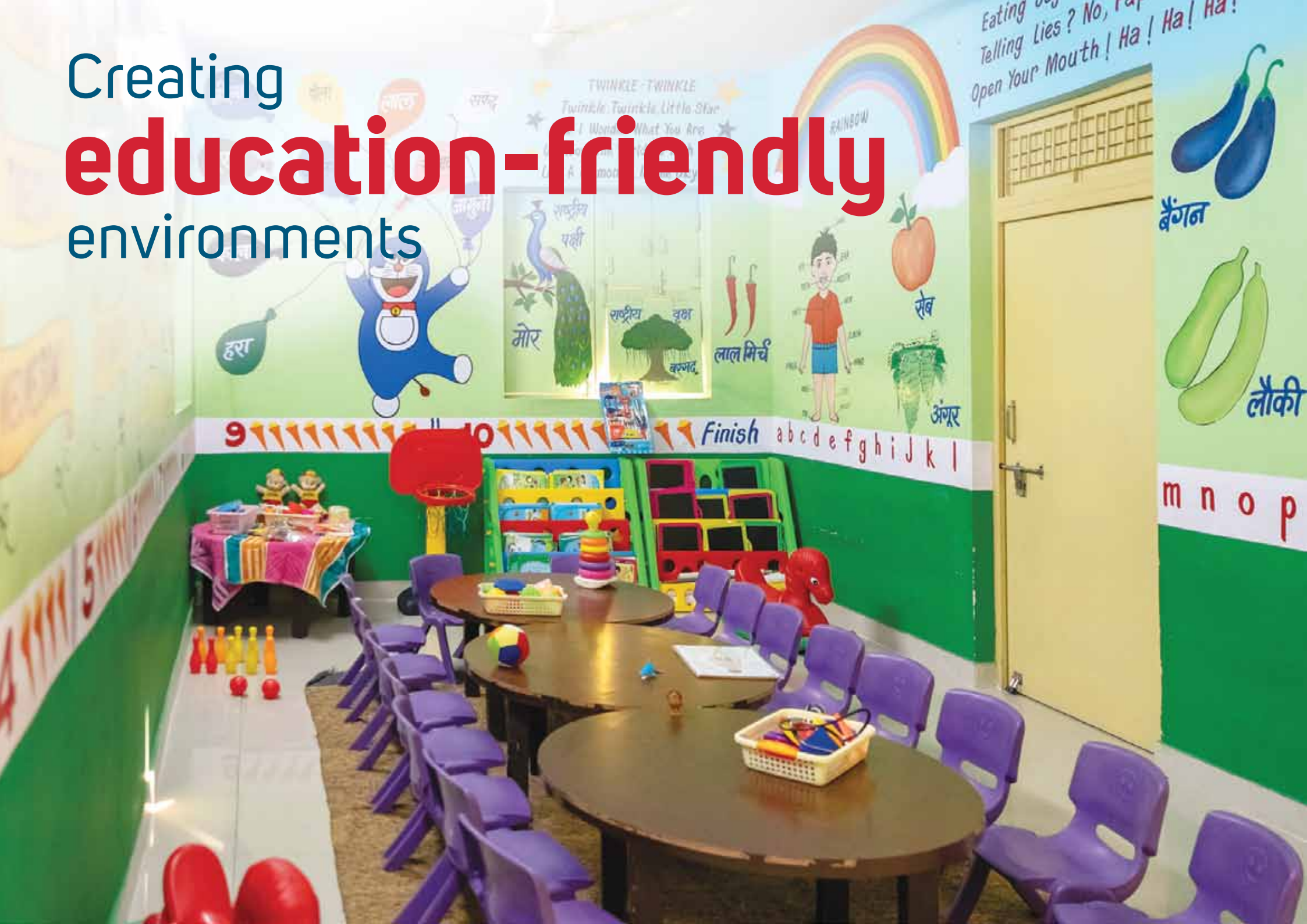
AIMS:

- ▶ Back to school: Help children back into the education system
- ▶ Supporting Retention and Transition
- ▶ Ensuring a smooth transition to higher education

APPROACH:

- ▶ Prepare the school: Enhance facilities and teaching practices
- ▶ Inspiring imagination with books: Stimulate a multi-lingual learning environment
- ▶ Empowering with Socio-emotional learning skills (SEL)
- ▶ Pacing with Digitisation: Using technology and promoting STEM education

Creating **education-friendly** environments



Under Project Akshar, digital classrooms, science labs and sports fields are becoming a reality in schools in rural India

Improving the access, quality and equity of education are national priorities for India. To achieve these critical goals, Project Akshar advances and accelerates learning and growth opportunities for around 11,000 children in 54 schools adopted by Chambal in Rajasthan's Kota and Baran districts.

As a step towards transforming these institutions into model schools, Chambal has brought them up to speed in terms of infrastructure and amenities such as science and computer laboratories, 'SMART' (technology-enabled) classrooms for digital learning and mini-science centres that draw students towards STEM (science, technology, engineering and mathematics) fields. Along with this, to address the challenge of school dropouts, remedial classes have been conducted for secondary and senior secondary school students to strengthen their language and basic mathematics skills and their reading, writing and comprehension abilities.

Chambal also brings students at these schools on a par with their peers in urban areas through innovative pedagogies and updated reading materials. Since many of the students at these 54 schools hail from underprivileged backgrounds, Chambal helps ease their financial burden by providing learning aids such as stationery, notebooks, reading materials, school bags, and uniforms.

Besides providing academic support, Chambal also helps adopted institutions create a strong foundation of sports and physical fitness. By creating or enhancing sports facilities at these institutions, the company encourages students to discover their athletic talents and take pride in their own – and their schools' – achievements.

Extra-curricular activities have not been left out either. Chambal's annual cultural event, Samvartika, is immensely popular among students, parents and local government officials at its model schools and Anganwadi centres.

The quest for gender equity and inclusion underlines Project Akshar's initiatives across all its schools. All schools have separate toilet blocks for boys and girls. Girl students are also provided health check-ups and menstrual hygiene training. These efforts have played a role in their increased enrolment and improved retention. Today, Chambal takes pride that girls comprise 52% of the children enrolled in its adopted schools.

The company's efforts to bridge vital resource gaps have been further extended to 34 government schools in Punjab, Haryana and Madhya Pradesh, where an additional 7,000 students are being supported under Project Akshar's initiatives.

Bringing up the next generation of citizens is a huge responsibility, and teachers, administrators, and education workers need all the support they can get. Project Akshar aims to provide that support by reinforcing the nationwide effort to uplift and modernise the school education system.



School infrastructure created under Project Akshar



118 SMART Classes
(81 in Rajasthan and 37 in Punjab, Haryana and Madhya Pradesh)



10 STEM labs
(mini-science centres)



54 computer labs



12 science labs

Awaiting a brighter future

Like her engineering college batch mates, Deepika Suman too dreams of embarking on a successful career soon. "I am confident of getting a decent job with a good salary through campus selection," says the native of Kota district in Rajasthan.

Deepika's present optimism is in contrast to the financial struggles of her past. Although the daughter of a daily-wager father and homemaker mother was a bright student, her ambition to pursue higher studies was always shadowed by the family's precarious income.

Fortunately, Deepika's excellent performance in academics and co-curricular activities didn't go unnoticed. Among those who stepped up to support her ambitions was Chamba, which offered the deserving student a scholarship under Project Akshar. This support eliminated her financial worries and enabled Deepika to appear for entrance tests to get into a good engineering college. Not long after, Deepika cleared the tests and enrolled at the Government Engineering College in Baran. "Once I get a job, I will support my family financially and emotionally," says Deepika, who is today on the verge of realising a secure and happy future for herself and her parents.





“ I am confident of getting a decent job with a good salary through campus selection ”

Helping rural schools shine

Our school used to be in a dismal state," recalls the Hindi teacher of the Government Secondary School at Palaitha (GSS Palaitha), in Rajasthan's Baran district. "The building was damaged, access to clean drinking water was a problem, and students did not have proper desks. There was no computer lab either," he says, adding that budget shortages were to blame for the situation.

However, things have turned around since 2015, when Chambal's Project Akshar commenced the process to turn GSS Palaitha into a model school. Chambal has renovated the school building and installed RO drinking water facilities. Classrooms have been transformed into interactive learning spaces, complete with age-appropriate furniture. Digitally-enabled learning is being promoted through SMART classes and a computer lab has been built as well.

These are just a handful of the changes that the Project Akshar has kickstarted at schools in rural Rajasthan. In many cases, playgrounds have been restored, art and cultural events are being promoted, and uniforms, bags, books, etc. are distributed to students. The team even addresses resource shortages when needed. Khushi Chauhan, a student from one of the government schools in Kota district, says, "Our school had a shortage of teachers. Chambal ensured that additional teachers were available so that we could continue to learn."

An important component of Project Akshar is its remedial classes which help students, especially at the 10th and 12th standard level, to grasp subjects better. Yash Nagar, a 15-year-old from Digod village in Kota says, "Due to these classes, we don't need to go for coaching elsewhere."

The GSS Palaitha teacher adds that Chambal's work in spreading education-related awareness in communities is bearing rich dividends in terms of enrolments. "Students now prefer to study at government schools, because the quality of education is better than that of private schools," he says with pride.

Students now prefer to study at government schools, because the quality of education is better than that of private schools



Project **Saksham** Upgrading skills, enhancing livelihoods



5 government Industrial Training Institute (ITIs) and 1 polytechnic college adopted



Over
2,000 students being upskilled in 11 key trades & 5 diploma engineering branches



3 Project area: districts of Rajasthan - Kota, Jhalawar, Baran educational interventions



Nearly
100% eligible students are receiving job offers from prominent blue-chip companies



Fixing the rural employability gap

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



SDG alignment

Chambal's work aligns with the following Sustainable Development Goals (SDGs):

17 PARTNERSHIPS FOR THE GOALS



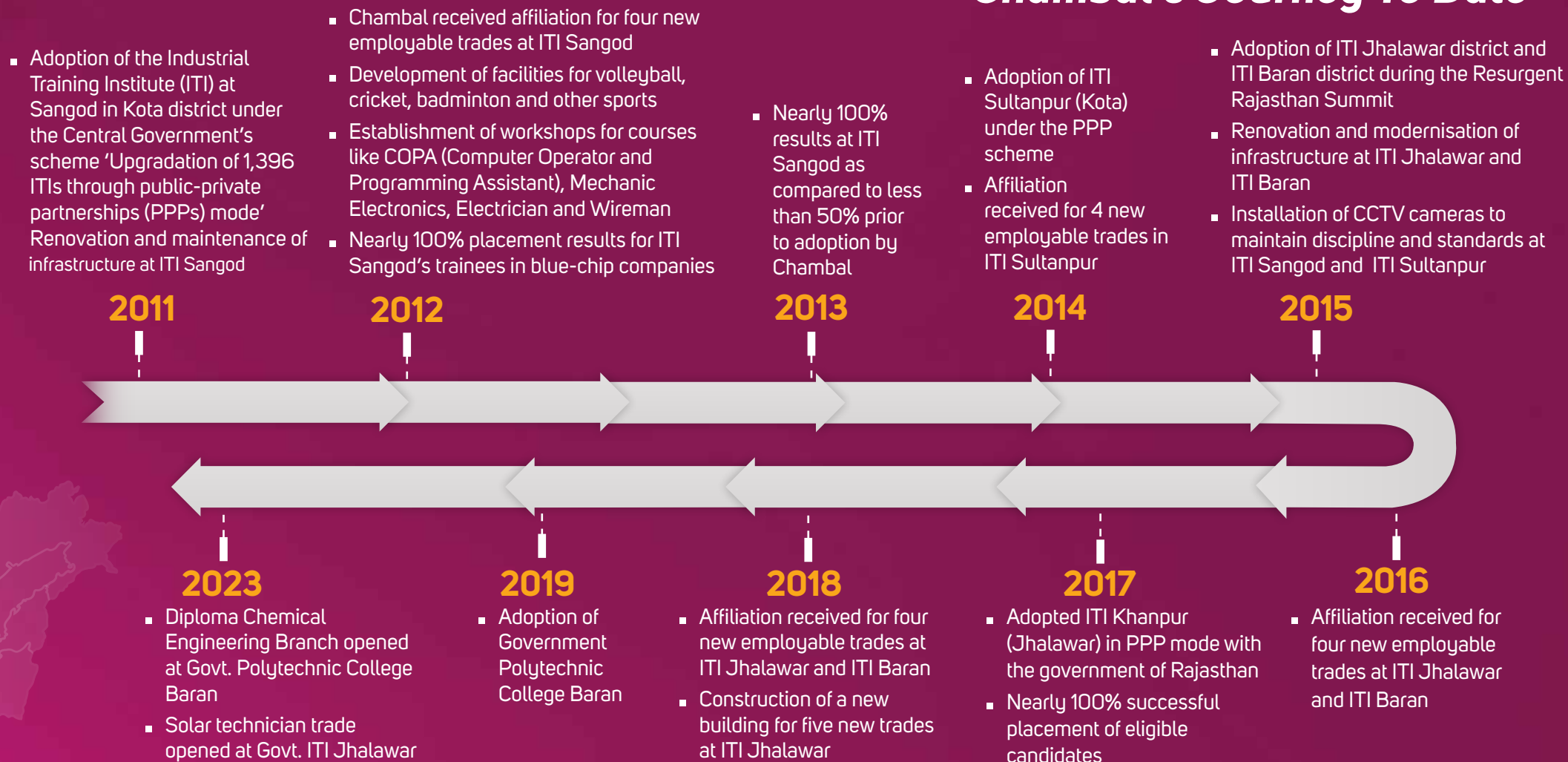
10 REDUCED INEQUALITIES



■ Rajasthan
Kota, Jhalawar, Baran

Project Saksham: Areas Covered

Chambal's Journey To Date



Creating a vibrant skilling ecosystem

Key interventions under **Project Saksham** include:

- ▶ Revamping infrastructure and augmenting facilities in institutes
- ▶ Focusing on practical training modules for students
- ▶ Providing industry exposure to align students' competencies with employers' needs
- ▶ Augmenting skills through digital literacy training and other certificate courses
- ▶ Facilitating holistic development of students
- ▶ Organising campus placements with leading employers
- ▶ Supporting students to develop technical and working models to solve daily-life issues

Putting skill development on the **fast track**



By upgrading the quality and delivery of technical education, **Project Saksham** is helping rural youth reconnect with the job market

Millions of young people enter India's workforce every year. However, equipping this massive population with employment-oriented skills has largely been an unfinished agenda for decades. A recent study co-authored by UNICEF found that over 50% of Indian students are still not on track to have the education and skills necessary for employment by 2030.

Upskilling youth, especially those from underserved and disadvantaged communities, is a national priority. It is also critical for the health of India's manufacturing sector, which absorbs large numbers of technical professionals. In 2011, Chambal rose to this challenge by launching its technical and vocational education initiative, Project Saksham, in partnership with the Rajasthan government. Closely aligned to the Central Government's Skill India mission, Project Saksham's goal is to endow students across Rajasthan with the 'right skills for the right job'.

The initiative presently reaches around 2,000 students of five Industrial Training Institutes (ITIs) and a polytechnic college adopted by Chambal across Kota, Jhalawar and Baran districts of Rajasthan.

Taking challenges head-on

Saksham's interventions are geared towards fixing age-old

gaps within the technical training system. Many technical schools have dilapidated infrastructure or outdated equipment that prevent students from getting hands-on experience. Teaching methods, too, have not changed for decades. Other issues include the lack of industry exposure and placement opportunities for trainees.

Inefficiencies like these hamper students' knowledge and industry-readiness and make it harder for them to find gainful employment. Saksham systematically addresses these issues and plugs the gaps, enabling its adopted

institutes to holistically develop trainees' skills and equip them for careers in the real world. By providing underprivileged students with better infrastructure, practical trainings, improved tools and equipment, pedagogies, industry exposure and placement assistance, Project Saksham is transforming rural youth into confident and capable job-seekers.

With its large reach and enviable track record, Project Saksham has truly become a conspicuous bright spot in Rajasthan's and India's skilling landscape.



Features of institutes upgraded under Project Saksham

- ▶ Certificate programmes in Fire & Safety, Occupational Health & First Aid, Road Safety and Personality Development
- ▶ Industrial exposure visits for trainees
- ▶ Personality development, motivation and English language classes
- ▶ On-job training in companies for students while studying in adopted institutes
- ▶ Computer and digital literacy training centres
- ▶ Sports infrastructure and cultural activities

A holistic approach to **training**



Project Saksham goes beyond merely imparting technical skills and takes a holistic approach to grooming students

Project Saksham has comprehensive range of interventions to support the holistic development of students at its institutes. Covering everything from infrastructural makeovers for the institutes, to technical and soft skills training for the students, these interventions facilitate conducive learning environments where professionalism and excellence thrive.

Bridging infrastructure and equipment gaps is a key aspect of the programme. Chambal ensures that workshops are equipped with the necessary tools for scientific and technological research, experiments and measurements across different trades.

When Project Saksham began in 2011, its partner ITIs offered only a limited set of trade-related programmes. However, over the years Chambal received government affiliations to add more trades under the Saksham umbrella. Today, the programme offers 11 technical trades. In addition to providing the equipment required for these trades, Chambal also organises training sessions for faculty members to create efficient mentors catering students' learning needs.

Another pedagogically important step was the addition of certificate courses. Chambal offers certificate courses on subjects like Fire & Safety and Occupational Health &



First Aid. These allied courses help trainees become well-rounded, job-ready professionals in the true sense.

Technical competence, while important, is not enough; job aspirants also need traits like adaptability, professionalism and communication skills. With an eye on the learners' all-round development, the Saksham team conducts personality development, English and motivational training sessions for students. Extracurricular development is also emphasised – the sports infrastructure at the institutes has been upgraded and cultural programmes have been introduced.

Project Saksham's transformation of technical institutions across Rajasthan has turned the latter into magnets for students and aspiring job-seekers. More significantly, it has encouraged top employers to approach the campuses to scout for talent. Over the years, thousands of students – many from underprivileged communities – have been placed through these campus interviews. Quality technical education is vital to generate jobs at scale. By addressing the underlying challenges faced by the sector, Project Saksham is empowering rural job-seekers and supporting the national mission of sustainably creating mass employment at the grassroots.

A new beginning



CHAMBAL FERTILISERS SKILL INSTITUTE (CFSI)



Newly-inaugurated Chambal Fertilisers Skill Institute (CFSI) aims to train and equip youth with essential skills to make them job-ready

Empowering and enabling rural youth through skill development is one of the key focus areas of Chambal's CSR initiatives. Keeping with this objective, Chambal has embarked on a transformative journey since 2011, elevating five Government Industrial Training Institutes and one Government Polytechnic College into institutes of excellence within their regions. As part of Project Saksham, aiming to extend the scope of impact, the 'Chambal Fertilisers Skill Institute – CFSI' has been established in the village of Gadepan in Kota District of Rajasthan. This institute has emerged as an epicenter for skill development, catering to the needs of the entire region.

The primary objective of CFSI revolves around empowering rural youth aged between 18-35 years, equipping them with vocational education, and enhancing their skill-sets to secure promising employment opportunities for all the students enrolled. Presently, the institute offers three meticulously designed job-oriented training courses: Customer Relationship Manager, Banking Correspondent & Banking Facilitator, and General Duty Assistant. Aligned with the current demands of the job market, CFSI has integrated Information Technology (IT), personality development and life-skill courses as mandatory components for all trainees. Leveraging cutting-edge AI-based personality development software, the institute aims

to identify areas for improvement among trainees, fostering comprehensive personal and professional growth. Each course is meticulously curated, facilitated by dedicated faculty members and abundant resources. The institute, set up with the support of implementation partner also extends its help to the trainees in terms of placement assistance and community mobilisation.

Looking ahead, the CFSI aims to broaden its horizons by introducing a wide range of industry-specific courses, enhancing the skill sets of its students even further. With an unwavering commitment to empowering rural youth and fostering socio-economic development, Chambal remains

steadfast in its pursuit of excellence, paving the path for a brighter and more prosperous future for the communities it serves and works with.

Staying on course

- ▶ Customer Relationship Manager
- ▶ Banking Correspondent & Banking Facilitator
- ▶ General Duty Assistant



Overcoming adversity with grit

Life had dealt Narendra Kumar and his two sisters a tough hand. The trio was suddenly orphaned at a young age after the death of their parents in a road accident. The family was never well off to begin with; and now, the children had to worry about fending for themselves.

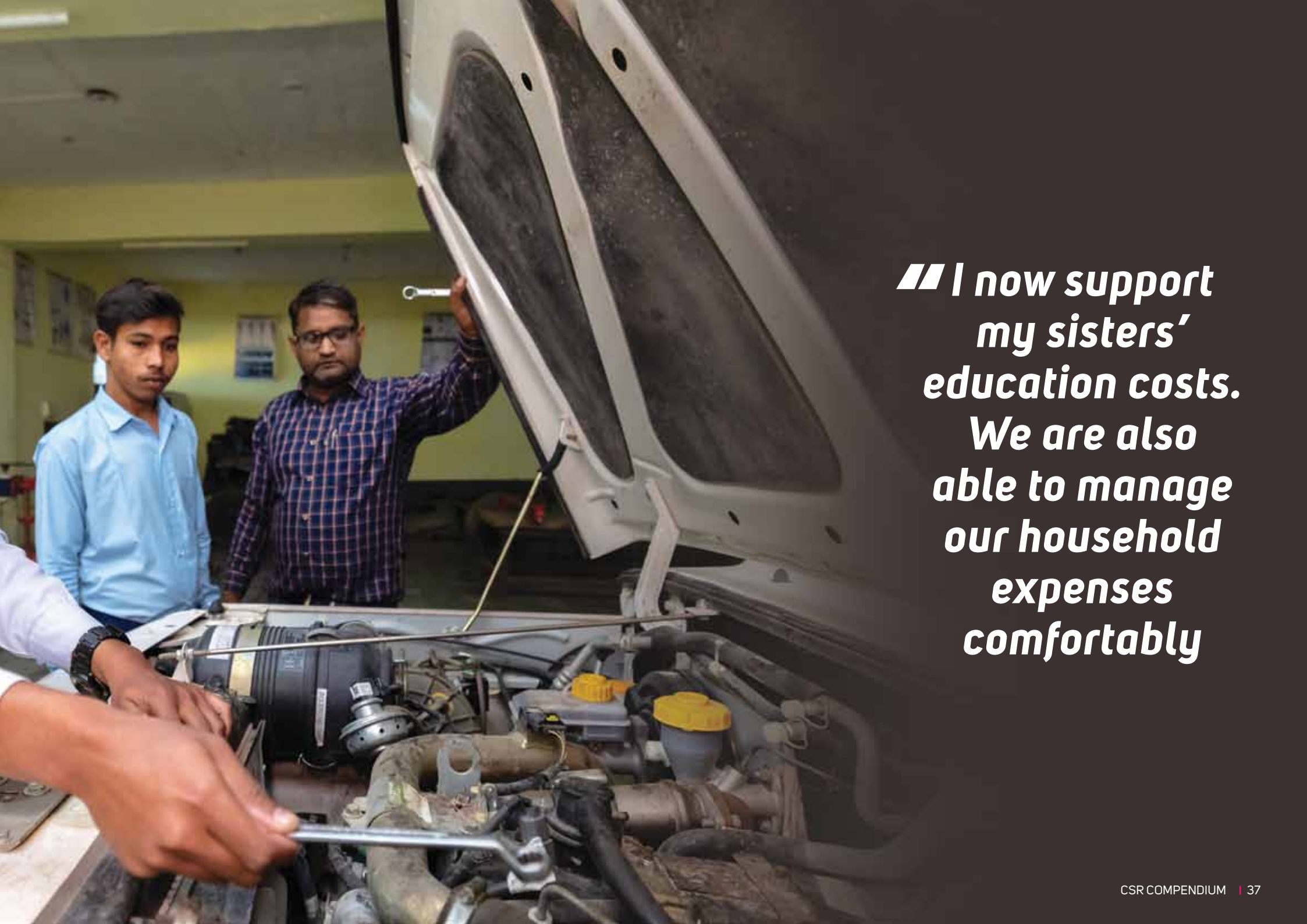
In a happy turn of events, 21-year-old Narendra is today able to provide well for his family – with timely help from Chambal’s upskilling programme, Project Saksham. Things began to turn around in 2019, after Narendra enrolled at the Government Polytechnic College in Baran district for his diploma in Mechanical Engineering. Following the institute’s adoption by Project Saksham, it has undergone a number of upgrades.

For one, the technical pedagogy has vastly improved. Chambal also ensures that the students get industrial exposure and assists them with job placements.

Being an active learner and participant in all the Project initiatives, Narendra quickly turned into a well-rounded professional. He cleared his course with flying colours and bagged a campus placement as a diploma engineer at a Kota-based vendor of a leading packaged water brand.

The job has revived the family’s fortunes. “I now support my sisters’ education costs. We are also able to manage our household expenses comfortably,” says the young man, whose grit and hard work have steered his whole family from a childhood tragedy to a life of financial security.





**“I now support
my sisters’
education costs.
We are also
able to manage
our household
expenses
comfortably**

Partnering

communities' aspirations

He hails from a family of farmers, but Ankit Prajapati knew that he would take a different route in life. So, when he read about the Industrial Training Institute (ITI) in Baran district, which has been adopted by Chambal under Project Saksham, Ankit immediately signed up.

"I knew I had to get a proper job to make my family economically stronger," says the resident of Karadiyapar village in Baran's Chabra tehsil.

The trade Ankit enrolled for was the Fitter course. Technical courses rely heavily on the availability of quality machinery and tools, and thanks to Project Saksham, Ankit and his batchmates had access to all the equipment they needed. "Chambal prepares regular health reports of all tools and machines.

They have also upgraded the ITI's teaching pattern with smart classes," he says. Chambal doesn't just focus on imparting core technical skills; it also enabled students with soft skills. The students' all-round personality development is ensured through

English classes, motivational sessions, and sports and cultural activities. Upon completion of the course, students also get an opportunity to secure a job through campus placements of the company.

It's not just the students who have benefited from Project Saksham.

Chambal also provides helpful inputs for the overall management of the institute. A Group Instructor at ITI Baran says, "With the support of Chambal, it became much easier for the ITI to provide industry exposure and training to the students." He adds that the trainees have become more "disciplined, punctual and progress-oriented" after Chambal stepped in.

For Ankit, the experience has expanded his options. "I am planning to pursue higher education and upgrade my knowledge so that I can get a well-paying job soon," says the confident young man.

“I am planning to pursue higher education and upgrade my knowledge so that I can get a well-paying job soon”





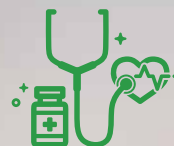
Project
Arogya
Strengthening rural
healthcare services



Health services offered in Rajasthan



Adopted four Primary Health Centres in Kota district of Rajasthan



Doorstep health facilities available in 26 villages, and over 100 academic institutions (54 government schools, 47 Aanganwadi centres, 5 ITI and 1 Polytechnic College)



Reaching out to
25,000+
beneficiaries annually

Transforming the rural healthcare system

6 CLEAN WATER
AND SANITATION



Rajasthan

SDG alignment

Chambal's Project Arogya aligns with the following Sustainable Development Goals (SDGs):

3 GOOD HEALTH
AND WELL-BEING



Project Arogya: Areas Covered

Proactive Prevention

Key interventions under **Project Arogya** include:

- ▶ Offering early diagnosis of health issues and offering preventive healthcare through the adopted Primary Health Centres (PHCs) in Kota district of Rajasthan
- ▶ Promoting institutional delivery mechanisms in adopted PHCs
- ▶ Organising health awareness camps in selected villages of Rajasthan
- ▶ Conducting community awareness sessions on various health-related themes such as improved sanitation & good hygiene, menstrual health & hygiene, anti-tobacco drives, maternal health, balanced nutrition, tuberculosis detection, cancer awareness, AIDS awareness & prevention of water-borne diseases across the project areas
- ▶ Established Pressure Swing Adsorbent (PSA) based Medical grade Oxygen plants in 10 Community health centers in Kota & Baran district





Ensuring easy access to
quality healthcare
services for underserved communities



Project Arogya facilitates modern medical care for the poorest of poor in some of India's remotest corners

The vast majority of the eight billion people inhabiting our planet live in developing countries with minimal access to resources. Proper healthcare services are only guaranteed to a tiny percentage of this population. A similar situation is seen in rural India. Infection cycles triggered by unhygienic living conditions, lack of access to potable water, and poor sanitation facilities further compound this challenge. With almost 72% infants in rural India being anaemic and 44% being underweight, child malnutrition is yet another cause for concern. Despite significant improvement in life expectancy and child mortality rates in recent years, a vast section of the country's rural population is still vulnerable and deprived of access to good healthcare.

Chambal believes that easy and affordable access to basic healthcare services is an inalienable right of every citizen, irrespective of where they live. But for this to become a reality, gaps in health infrastructure and human resources need to be plugged. That's where Project Arogya comes in. Project Arogya brings relief to rural and underserved populations by filling critical gaps in the quality and immediate delivery of grassroots healthcare services. Currently operational in Rajasthan, Project Arogya supports and accelerates the respective state governments' efforts to promote better public health outcomes in interior regions. The programme aims to promote access to

From addiction to hope

- ▶ Substance abuse, especially tobacco addiction, is a huge public health challenge. Baran and Kota districts of Rajasthan, where Project Arogya has its strong presence, tobacco consumption is a major health risk.
- ▶ Deeply ingrained in daily lives of the community members in some parts of the state, the consumption of tobacco (locally known as 'gutkha' and "paan masala") doesn't just plunge families into poverty; it is also a source of mental health disorders in addicted individuals and their loved ones.
- ▶ Addressing the malaise of substance abuse, Chambal implements targeted interventions in affected areas under the umbrella of Project Arogya. The project's healthcare workers engage with tobacco addicts to help wean them off the debilitating substance, encouraging them to join de-addiction centres, and providing them with counselling to kick out the addiction.





Healthcare initiatives under *Project Arogya*

- ▶ Interventions at local aanganwadi centers, schools, Industrial Training Institutes (ITIs) and Polytechnic College
- ▶ Access to specialists such as paediatricians, gynaecologists, dermatologists, dentists, ophthalmologists and ENTs
- ▶ Emergency medical services, including ambulances to move seriously ill patients to city hospitals for better care
- ▶ Satellite out-patient departments (OPDs) and specialised OPDs in villages
- ▶ Pathological test services, with nearly 90 medical tests available free of cost
- ▶ Facilities like computerised X-ray, new-born and neo-natal care through the PHCs

quality healthcare by using modern and efficient medical interventions and technologies to address lacunae within the existing healthcare system. These technologies help in improving the programme's scale and broaden its long-term impact.

A key pillar of Project Arogya's strategic approach is its work in rural Rajasthan to strengthen the healthcare infrastructure and services at government-run Primary Health Centres (PHCs). The company has adopted four PHCs in Simliya, Gadepan, Kundanpur and Bamori villages of Kota district. These PHCs serve over 25,000 beneficiaries annually from villages located in the vicinity. Under Project Arogya, each of the PHCs today boasts of high-tech medical tools and equipment, comparable to those in any private hospital in the region.

Besides the targeted outreach of the four PHCs, the

company regularly organises awareness camps as well as general and specialised health camps in selected villages, schools, aanganwadi centres and technical education institutes across Rajasthan, Haryana, Punjab and Madhya Pradesh. The Project Arogya team conducts these programmes around thematic subjects like improved sanitation and good hygiene, menstrual health and hygiene, anti-tobacco drives, maternal health, balanced nutrition, tuberculosis detection, cancer awareness, AIDS awareness, prevention of water-borne diseases, etc.

The programmes aim to break the cycle of health issues across all age groups. Project Arogya's specialists work closely with local bodies and district administrations to design effective health and hygiene systems and support the execution and accessibility of their services for local residents.

Rediscovering the joy of motherhood



Janvi's second pregnancy was not the joyous moment it should have been. Instead, the 27-year-old from Simliya Village in Kota district of Rajasthan was a bundle of nerves. During her first pregnancy, Janvi had developed high blood pressure which also led to frequent bleeding from the nose. She was worried about facing a similar fate this time around.

A routine meeting with an ASHA health worker in the village took Janvi to Simliya's Primary Health Centre (PHC), which is one of the state-run health facilities adopted under Project Arogya. The ASHA worker had learnt of the availability of a gynecologist at the centre and shared the information with Janvi, for whom getting access to a specialist was a Godsend.

Janvi met the gynecologist early on in her pregnancy to get treated for her hypertension. This timely treatment not only normalised her blood pressure levels, but also prevented nose-bleeding this time around. Encouraged, Janvi has made regular follow-up visits to the PHC. She also has access to the doctor through WhatsApp and gets her queries answered from the comfort of her home.

"I am no longer worried about the pregnancy and am hopeful that I will be able to have a safe delivery under the supervision of the expert doctor," says Janvi. She adds that Chambal's Project Arogya is a boon for the local community, which now has access to quality medical care at no cost. "We are thankful to Project Arogya for touching our lives in a positive way."

The healing touch

For 57-year-old Ramnathi Bai, the heavy cost of treating her skin condition was just part of her overall misery. Not only was she in immense physical discomfort, the visible symptoms and scars of the disease also made her an object of stigma in her remote Rajasthan village. The constant fear of transmitting the disease to her family also made day-to-day living a challenge.

The Project Arogya implementation team learnt about Ramnathi Bai's suffering during one of their awareness programmes in Gadepan Ki Jhopdiyan village. The team then met her and advised her to visit the specialist dermatologist at the project's Gadepan Primary Health Centre. A thorough investigation and diagnosis by the doctor revealed a case of chronic actinic, dermatitis, lichen planus pigmentosa and lichenoid eruptions. Ramnathi Bai was prescribed a comprehensive treatment of oral medicines and topical applications. Within a matter of weeks, she made good progress – something that had not happened for years.

Ramnathi Bai says that Project Arogya's free interventions have helped locals like her save considerable money and time on commuting to the city hospital and on procuring medicines. "I have got much relief, and am immensely thankful to the Project Arogya doctors for that," she says, adding that her family members and neighbours no longer maintain a distance from her. "I am grateful to Chambal for providing such good quality medical care in such a remote village."



An aerial photograph of a rural landscape. A wide, unpaved dirt road with visible tire tracks curves through the center of the image. To the left of the road is a large, open field with some green grass and patches of bare earth. Several cows are grazing in this field. To the right of the road is a small village with several buildings, some with blue roofs, and a line of trees. The background shows more fields and a few distant buildings under a hazy sky.

Project **Saakar** Uplifting communities



Developing urban-like infrastructure facilities in villages



Creating common spaces for community



Restoring and rejuvenating water bodies to augment water supply to villages



Strengthening local institutions for better governance and strong service delivery



10 model villages being created under Project Saakar in Kota district of Rajasthan

Engaging communities to enable rural development

3 GOOD HEALTH
AND WELL-BEING



6 CLEAN WATER
AND SANITATION



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



SDG alignment

Project Saakar aligns with the following Sustainable Development Goals (SDGs)

■ Rajasthan
(Kota, Baran and Bundi
districts of Rajasthan)

Project Saakar: Areas Covered



Creating Model villages – ensuring rural progress

Key interventions under **Project Saakar** include:

- ▶ Leveraging government funds for infrastructural development
- ▶ Creating dedicated common spaces for community at large
- ▶ Development of all-weather roads to connect nearby villages
- ▶ Restoring and revamping water bodies, storm water drainage system in villages
- ▶ Ideating and implementing community projects to lift standards of living

Enabling rural transformation through **sustainable solutions**



Chambal's multi-pronged interventions to develop villages are transforming the lives of the community

Agriculture has powered India's rural economy for centuries. However, over time, systemic weaknesses in the agriculture sector have adversely affected rural infrastructure and standards of living, and widened the gap between rural and urban India. The need of the hour is to develop the core segment of Indian economy into a model sector fully equipped with basic facilities, so that rural citizens can make a decent, self-reliant and sustainable living on a par with their counterparts in towns and cities.

Project Saakar is committed to bridge the urban-rural divide and uplifting lives in rural areas through sustained and focused development initiatives to build resilient rural communities. As a part of this initiative, Chambal focuses on 'model village development' through the provision of basic amenities in the villages of Kota, Baran and Bundi districts of Rajasthan. The company pursues its goal of building model villages through a holistic approach constituting everything from the construction of concrete roads to the installation of waste management systems, provision of drinking water to strengthening local institutions.

Aligning its rural transformation initiatives to the government's efforts and leveraging public funds, the project focuses on the construction of roads, sanitation systems, and drinking water augmentation. Another key

Creating water-secure communities

Project Saakar extensively works with local self-government and communities to implement initiatives to ensure adequate water supply in the project areas. Chambal devises plans and structures to conserve and harness water resources in sustainable ways, thus improving residents' access to this vital resource. Restoration of ageing water bodies to improve water holding capacity of ponds is one of the key initiative done by the company. All such efforts are well aligned with the community needs and ensures their active participation.

Working with experts for technical, financial and capacity-building helps to plan and execute appropriate water security measures and builds capacities through the participation of community institutions like gram panchayats, self-help groups, and youth groups. In the regions where community is facing acute water scarcity, Chambal's sustained efforts have ensured drinking water security for villages in Kota and Baran districts.



initiatives to create common spaces for communities like multi-purpose community halls, community sheds, parks, open gyms, playgrounds and plantations that can be used for community events and wedding ceremonies as well as recreational activities. The project also facilitates the construction of all-weather roads to improve connectivity between villages. The project's resources are also deployed to strengthen the local self-government and Panchayati Raj institutions to ensure equitable and easy access to resources. Chambal's efforts to facilitate the construction of a much-needed community halls in several villages of Kota and Bundi district, is an example of how a common space can become a magnet for rural convergence and uplift the lives of community members.

Drinking water and sanitation are key priority areas of the

project. Over 100,000 people have received access to clean drinking water through various interventions in collaboration with the local government. Focus is given on rejuvenation of 3 major water bodies in nearby villages under various government schemes (Mukhya Mantri Jal Swawlamban Abhiyan). The project has also aligned itself to the government's Swachh Bharat Abhiyan to ensure open-defecation-free communities by enabling the construction of toilets in 3,500 households within the project area, making these villages 100% open-defecation free and achieving ODF++ status.

Project Saakar focuses on key levers that help create positive social change. Armed with this approach, it has succeeded in fostering positive social change in several rural communities across the district.

Enabling hygiene, according dignity



For Mukesh Meghwal's family of five, the daily journey to the open fields on the outskirts of the village for defecation was not only a time-consuming affair; it was also a dent to their dignity. With many families in the Sultanpur tehsil of Rajasthan getting

their own toilets constructed, defecating in the open had somewhat acquired a social stigma.

Things took a turn for the better when Project Saakar reached the villages to create awareness about the

Government of India's Swachh Bharat Mission for rural areas. The project team informed the residents about the importance and benefits of household toilets – especially how they protect families and communities from diseases. The team also educated the locals about the financial assistance provided by the government to build the toilets. Enthused by the scheme, 45-year-old Mr Meghwal, a daily wage worker, decided to construct a toilet in his house.

Once the decision to build the toilet was made, the Company helped Mr Meghwal approach the right government departments, complete the paperwork, and submit the documents to the local panchayat samiti. This not only made it easier for Mr Meghwal to avail the benefits of the scheme, but also expedited the construction of the toilet.

Having a toilet to themselves has changed the lives of the Meghwal. "We are living a life of dignity and are thankful to Chambal for helping us to build the toilet," says Mr Meghwal. He adds that the family is conscious that proper sanitation will not only protect the family, but also others in the village, from possible diseases that spread in unhygienic conditions.

Thanks to Project Saakar's concerted efforts in Sultanpur, the village has now become clean, hygienic and open-defecation-free. The village is now well-equipped with sanitation workers who collect the waste from door to door, and the villagers have migrated to a healthier and more dignified way of life.



Ending the drudgery

For residents of Gadepan and other villages in Kota, fetching water meant an arduous walk to a borewell on the village's outskirts and back. In most households, it is the women who fetch water. Besides the drudgery, this daily chore costs these women between 60-90 minutes of their precious time; time that could otherwise be spent on income-generation activities. Sixty-year-old Mahesh Gocher's six-member family was among the many that faced immense hardships to get clean water.

Encouraged to avail of government schemes for the supply of clean water to their village, Gadepan's locals sought the company's support to get the process started. Sustained efforts by the Company under its Project Saakar resulted in the local administration sanctioning water supply to Gadepan and nearby villages like Cheensa and Ruggi.

A 310,000-litre water tank was then approved and

built. A pipeline was also installed, connecting the supply to every household. Having easy access to clean water has completely transformed the beneficiary households. Mr Gocher's family now gets clean drinking water right in their home, and the drudgery of fetching water has been eliminated. "We are grateful to Chambal for making extensive efforts to develop our village and raise our standard of living," says Mr Gocher.

Project **Pragati**

Building capacities -
Transforming lives





10 villages

Supporting women's economic empowerment



500+

small and marginalised farmers

Supporting through farmers' groups



500+

youth and women

Trained annually on various vocational skills



50+

women

Productively engaged at the apparel, school bag and sanitary napkin manufacturing units



Hundreds of citizens

Supported to claim their rightful benefits under various government-run social security schemes

Creating **sustainable** livelihoods at scale

1 NO POVERTY



5 GENDER EQUALITY



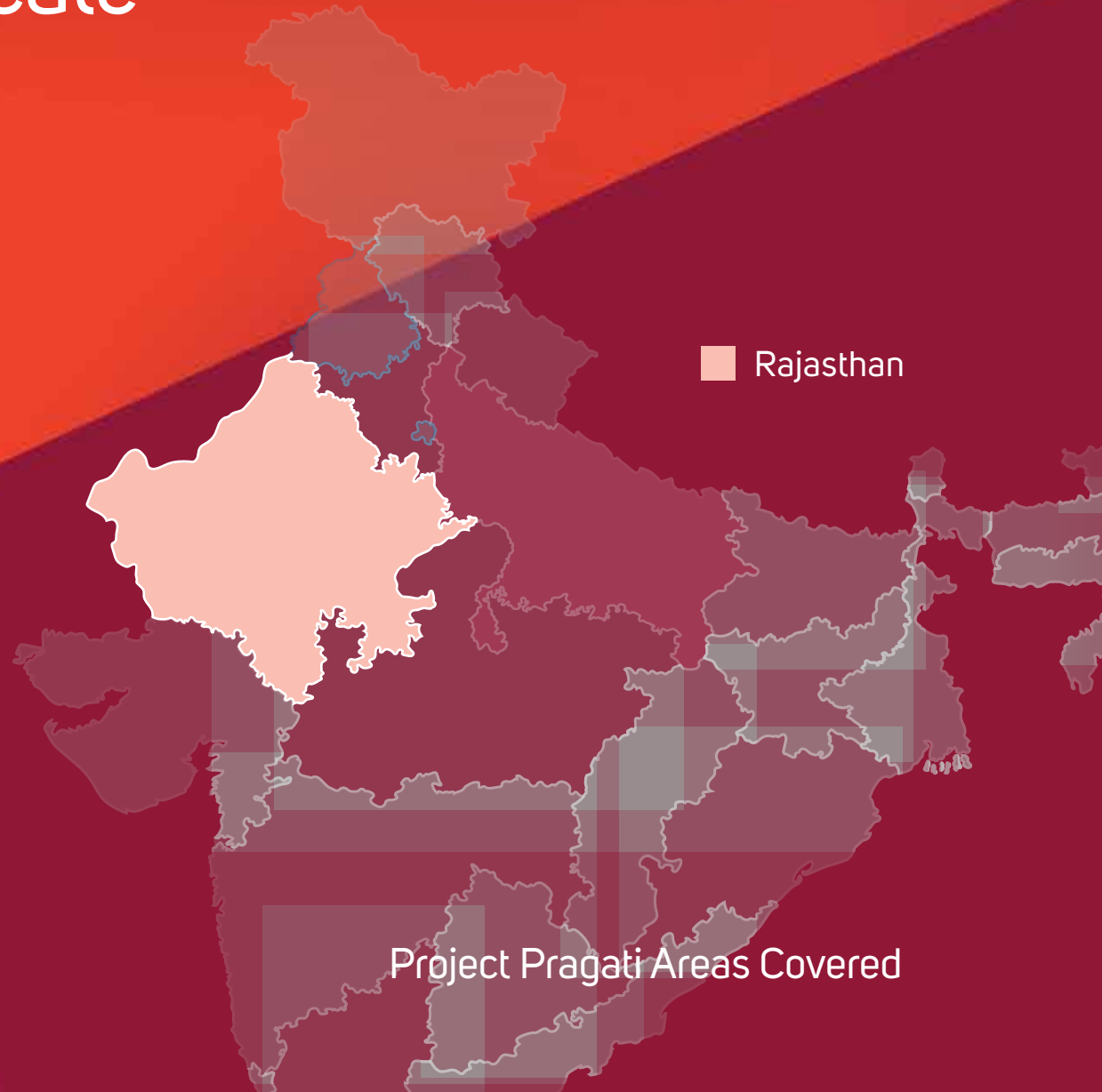
SDG alignment

Chambal's work aligns with the following Sustainable Development Goals (SDGs):

8 DECENT WORK AND ECONOMIC GROWTH



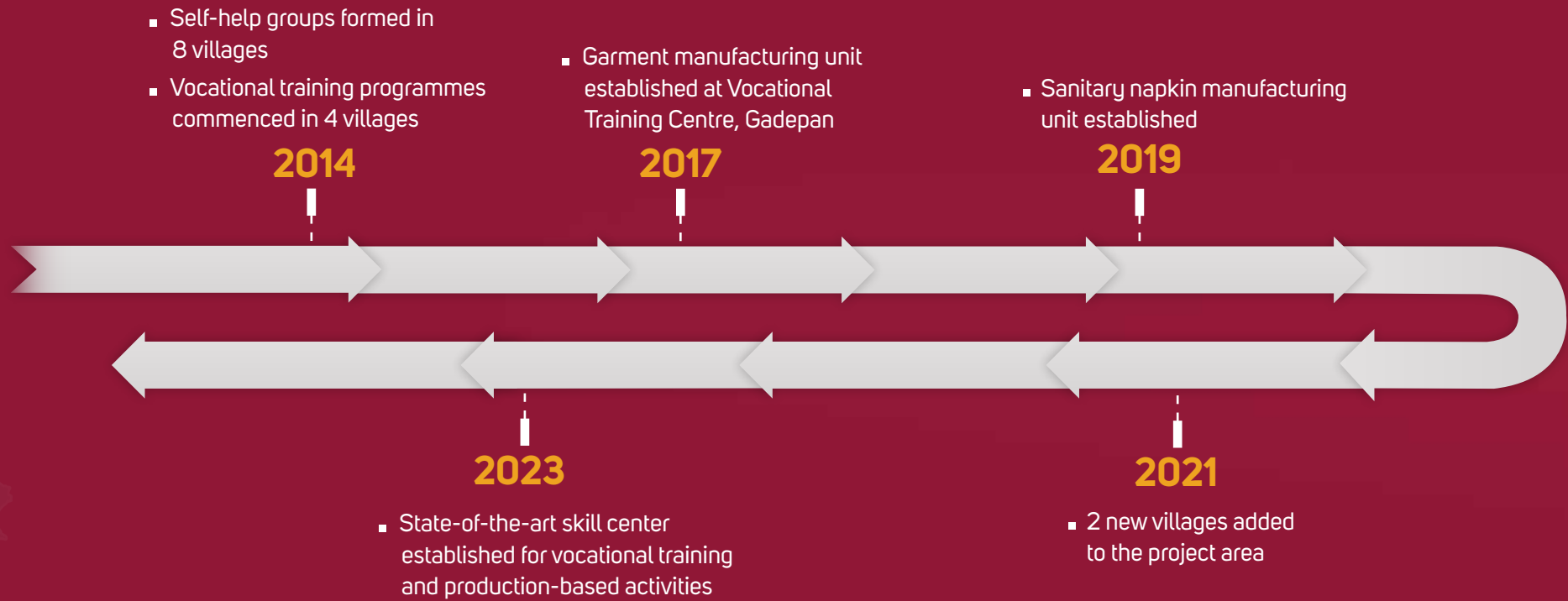
10 REDUCED INEQUALITIES



■ Rajasthan

Project Pragati Areas Covered

Chambal's Journey To Date



Building better livelihoods

Key interventions under **Project Pragati** include:

- ▶ Promoting the 'One village – One Product' initiative in selected villages to promote artisans and rural entrepreneurs
- ▶ Supporting women through vocational training, financial literacy, micro-saving, and entrepreneurial activities
- ▶ Creating empowered self-help groups (SHGs) and common interest groups (CIGs) to build economic self-reliance among rural women
- ▶ Refining rural women's skill-sets through vocational programmes and turning them into micro-entrepreneurs
- ▶ Creating employment opportunities for women at the company's local manufacturing units and ensuring backward and forward linkage for their products
- ▶ Enabling farmers to adopt scientific and sustainable agriculture techniques
- ▶ Promoting modern agriculture techniques, mixed farming concepts, and intercropping methods to augment farming-based income sources
- ▶ Connecting community members to their entitlements under various government schemes

Transforming lives and **livelihoods**



Project Pragati support activities for youth, women, farmers and the larger community restoring economic self-reliance among marginalised sections of society

Pragati – i.e., ‘progress’ – elevates rural livelihoods with a focus on youth, women, farmers, and the community at large. A multi-faceted initiative, Project Pragati is currently being implemented in 10 selected villages near Chambal’s plant in Rajasthan’s Kota and Baran districts. It is the company’s way of seeding prosperity in the villages surrounding its plant.

Women are the key stakeholders of Project Pragati. The programme turns many women into rural entrepreneurs by forming self-help groups (SHGs) and common interest groups (CIG’s) in 10 selected villages near Gadepan, a village in Kota district. The members are receiving regular training around the day-to-day functioning of the SHGs – i.e., the ‘Panch Sutra’ concept, which includes regular meetings, regular savings, regular inter-lending, timely repayment and record-keeping – so that these groups can become self-reliant and sustainable. These women-led SHGs are now focussing on a wide range of vocational activities to create alternative non-farm-based livelihoods for their members.

In addition to this, youth from the community, especially girls, are being encouraged to acquire new skills through various vocational training programmes regularly organised by the Company in the villages. Many of these

girls and women have turned into micro-entrepreneurs and are engaged in small income-generating businesses. The idea of ‘One village - One product’ has also been introduced in 10 villages to create a unique, location-specific identity for various products and to support local artisans.

Agrarian distress in rural India is an age-old challenge. It arises from multiple issues: small landholdings, resource challenges and a lack of knowledge of modern and scientific farming techniques. Project Pragati addresses these challenges by encouraging the formation of farmer’ groups. It also supports marginal farmers in adopting modern agricultural techniques, thus enhancing their earnings. The implementation of intercropping methods and introduction of horticulture crops are helping the beneficiary farmers to develop additional sources of farm income.

The Project’s third pillar is community mobilisation and sensitisation. Under this, the company focuses on creating awareness among citizens about their eligibility and entitlement for various government schemes and helps them access these benefits. These schemes range from pension schemes (old-age pension, widow pension, specially-abled pension) and health insurance schemes, to programmes like Pradhan Mantri Awas Yojana, Ayushman Bharat Scheme, Jan Aadhar Yojana, Ujjwala Yojana, Shramik Card, PM Kisan Yojana and more. Thousands of community members are benefitting annually through door-to-door campaigns and village-level and mega social security camps. Project Pragati is thus gradually building a foundation of community empowerment and prosperity in rural Rajasthan.



Vocational skills offered to youth

- ▶ Bag-making, apparel making and embroidery.
- ▶ Block and tie-dye printing
- ▶ Spice-packaging and food processing
- ▶ House wiring, plumbing, carpentry and solar panel assembling
- ▶ Motor driving and motor mechanic
- ▶ Soft toy-making





Empowering women to **take charge**

A unique grassroots brand is enhancing the financial security and self-confidence of women in and around Gadepan village in Kota and Baran districts

Women form one half of the rural economy. However, their potential remains untapped to a great extent.

Project Pragati helps rural women to augment their incomes by creating a local ecosystem of support.

A great example of this supportive ecosystem (beyond SHG formation and upskilling) is the women's collective, Kriti.

Kriti is a grassroots brand that is helping rural women to take their handmade products to a wider audience. The products are manufactured in Gadepan and nearby villages under the "One village – One product" initiative and marketed under the umbrella of Kriti. While the members are engaged in production, the team supports them with product innovation and diversification inputs to widen the reach of these products to a larger customer base.

Many of these women entrepreneurs were once home-makers who had never worked in a formal set-up. Finding gainful employment has not only improved their financial security but encouraged them to think seriously about their careers.

Contributing to the household income has also enhanced their social status and given them a greater voice in their family affairs. Driven by the relentless efforts of its members, the Kriti brand is helping keep traditional rural handicrafts alive for future generations.

Over the years, the initiative received success in bringing rural transformation across the project area by training women to become financially independent and successful entrepreneurs, Chambal is creating a solid foundation of empowered communities.



Harvesting
rural prosperity

**“ My income has increased
four times since joining the
FPO. I am very happy ”**



Until recently, Ramswaroop Nagar and his family had never thought about financial security. Eking out a living from their low-yield soybean and wheat crops was becoming increasingly difficult and the family's financial situation kept deteriorating. Their situation, however, changed drastically after Chambal's Project Pragati came in to support small and marginalised farming families like his.

The project implementation team invited Mr Nagar to a sustainable agricultural training session in his village Palaitha, in Baran district. At the event, he received thorough training from an expert from the tehsil-level Krishi Vigyan Kendra. Mr Nagar learnt invaluable things on life skills like how to create an additional revenue source by introducing horticulture crops on his farm.

Emboldened by the training, Mr Nagar decided to diversify into guava cultivation to augment his income. Through soil testing lab, soil analysis was conducted at his land, and team helped him prepare a two-bigha farm land area where he planted 49 guava trees. Mr Nagar also started diversifying his crops by planting wheat, garlic and other crops after learning about the benefits of intercropping. The team also assisted him in preparing a vermiculture bed to improve soil quality.

These interventions instilled a feeling of confidence in Mr Nagar. He went on to join the local Farmer Groups that was formed by progressive farmers with small landholdings. Being an active member, it became easier for him to access farm equipment and other inputs. The collection of farm produce at a common place and its direct sale at agriculture markets also helped him augment his income.

Mr Nagar now rents out his guava farm for Rs 1,00,000 a year. This has created a comfortable financial cushion for his family. Mr Nagar is elated that he can now support his loved ones adequately: "My income has increased four times since joining the FPO. I am very happy," adds Mr Nagar.

Bringing women workers into the mainstream

Born and raised in poverty, Fatima Begum never imagined that she would, one day, become independent. Today, she makes anywhere from Rs 250-300 a day from her sewing business, started with help from Project Pragati. The added income is a game-changer for her five-member family. “The very picture of my family has changed,” she says.

For years, Fatima’s household was entirely dependent on the earnings of her husband Irfan, who runs a tea stall in Khan Ki Jhopadiyan village, located in Palaitha gram panchayat. After a meeting with Chambal’s implementation team, Ms Fatima co-founded a self-help group (SHG) with 10-12 women from her village. The SHG has transformed the lives of every member in multiple ways.

Financial independence has been the first benefit. Each SHG member contributes Rs100 a month, and a contingency fund has been created with the pooled contributions. “We don’t need to rely on outside sources during financial crises; we can borrow from the

SHG at a nominal interest rate,” she says. Under the project team’s guidance, the SHG also organises social security camps in the village to disseminate information about government-run schemes. It was through one such camp that Ms Fatima was able to apply for a government pension on behalf of her father-in-law.

Chambal also organised two vocational training sessions on apparel making & advanced tailoring, and food processing for their self-help group. Fatima enrolled for the first course, and after completing it, started stitching clothes from home. She now earns a regular income from the activity, and uses it for financial crises and to educate her children.

“Our household income has gone up since I started working. Learning about micro-savings at Swayam Sahayata Samuh helped me to understand the need for small savings during tough times. With these small savings, I can help my children to complete their education and live a happy life,” reveals Ms Fatima, who now looks forward to a brighter future, thanks to Pragati.



A photograph of two women standing outdoors in a grassy area with flowering bushes in the background. The woman on the left is wearing a black top and a light purple scarf, holding up a large pink fabric with white diagonal stripes. The woman on the right is wearing a green patterned dress and a green scarf, holding up a large yellow fabric with blue and green wavy patterns. Both women are smiling and looking towards the camera. The sky is clear and blue.

**With these small
savings, I can
help my children
to complete their
education and live
a happy life**



Project **Bhoomi** Seeding sustainability



380 villages
covered by the project in 10 districts of
Rajasthan, Haryana and Punjab



14 states

State-of-the-art laboratories set up for
soil and water testing



60 villages

Sustainable and modern farming
techniques in Kota and Baran



Ecological park developed and biodiversity
spaces secured to protect flora and fauna



Natural resources restored in nearby
areas for the wellbeing of future generations



Comprehensive waste management
system being built in core villages near
plant location, with a special focus on
plastic management

Smart farming for sustainable incomes

2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



SDG alignment

Chambal's Project Bhoomi aligns with the following Sustainable Development Goals (SDGs):

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



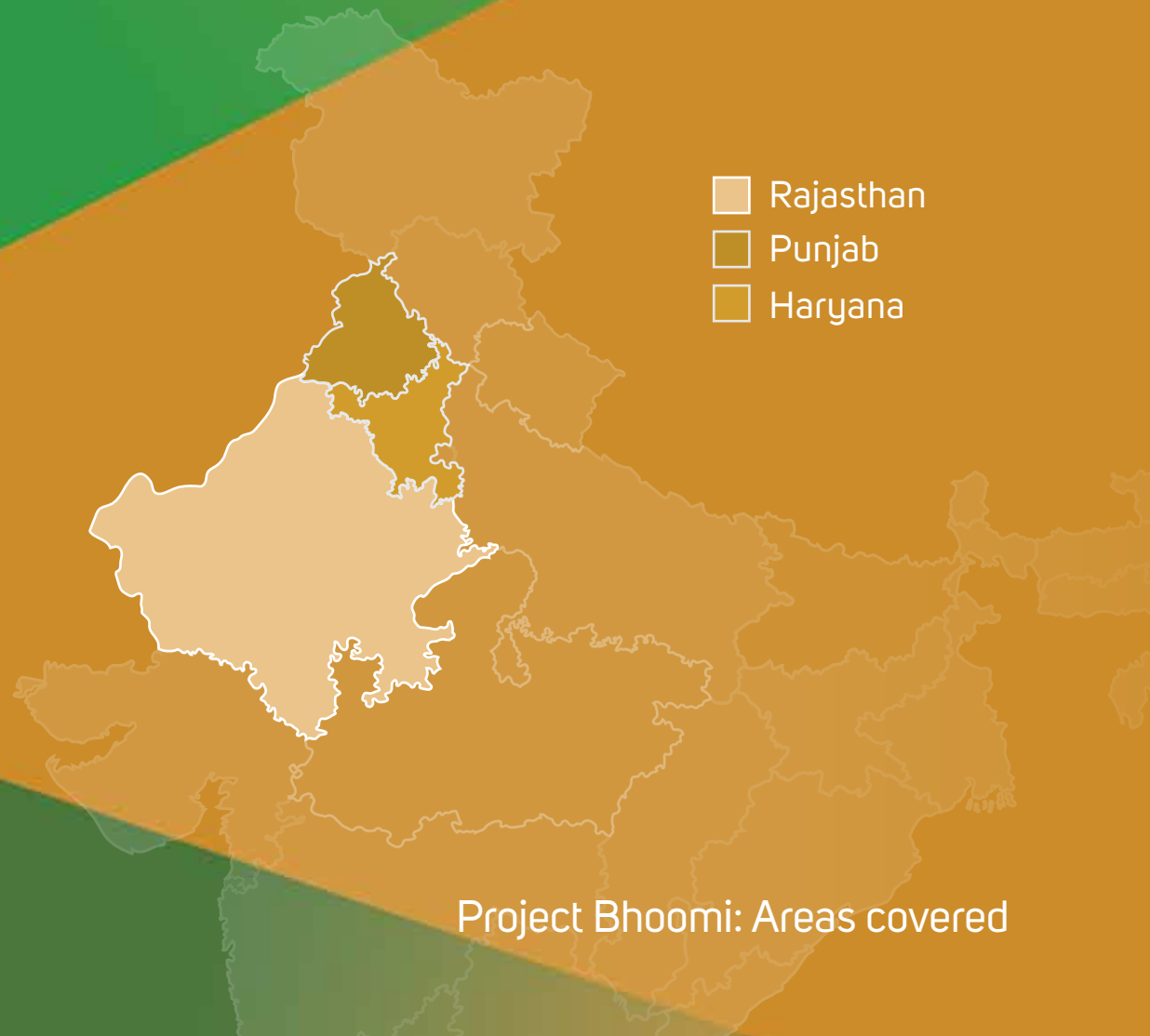
13 CLIMATE
ACTION



15 LIFE
ON LAND



■ Rajasthan
■ Punjab
■ Haryana



Project Bhoomi: Areas covered



Promoting modern agricultural practices for enhanced farm productivity

Key interventions under **Project Bhoomi** include:

- ▶ Promoting soil health and alternative and scientific methods of crop residue management
- ▶ Conducting farmer outreach programmes for the promotion of sustainable agriculture practices among small and marginalised farmers
- ▶ Empowering the farmer community through training sessions and demonstration units
- ▶ Protecting flora and fauna in biodiversity-rich areas to support blackbucks and migratory birds
- ▶ Installing of PET plastic crushing machines at railway stations
- ▶ Restoring and rejuvenating natural resources like water, soil and plants
- ▶ Undertaking initiatives for the preservation of ecological biodiversity

Promoting sustainability for a secure future

Project Bhoomi aims to introduce modern and sustainable agriculture, optimise natural resources, and enhance the agricultural output, climate resilience, and future-readiness of farmers and rural communities in three north-western states

It is projected that India's agricultural output needs to double by 2050 to ensure food security for its people. But for this to translate into reality, obstacles like outmoded farming practices, the lack of institutional support for farmers, exploitation of natural resources, and the adverse impacts of climate change need to be navigated. Project Bhoomi, the environmental sustainability initiative of Chambal, takes various initiatives to build sustainable communities across Rajasthan, Haryana and Punjab by addressing these gaps and helping the communities to improve their standard of living.

Compared to the other sectors, India's agriculture sector has historically seen slow growth. Modern and scientific

techniques of cultivation, crop and resource management, and marketing are yet to be made accessible to farmers, especially small and marginalised farmers.

Committed to helping farmers adopt modern and climate-resilient farming practices, Project Bhoomi strives to achieve sustainability through focused interventions. The project's approach is to create awareness about increasing ecological imbalances and to equip the farming community to become more resilient and resource-efficient. By bringing the sustainability dimension into agriculture, Project Bhoomi strengthens the Indian farm sector's future-readiness.

Interventions under Project Bhoomi For Chambal, sustainability revolves around three key pillars: building a healthy environment; increasing economic profitability for local stakeholders; and ensuring social and economic equity. Chambal strives to create a comprehensive, enhanced and sustainable ecosystem for community members without negatively impacting the availability of local resources. The company has launched various initiatives to achieve these goals.

Successful interventions in agriculture can economically empower rural communities and ensure the country's food security. The right to food is a basic human right, and Project Bhoomi is aligned with the country's broad spectrum of programmes that address food security.

Some of the company's primary initiatives are related to soil health management. These initiatives today cater to farming communities in more than 14 states. Chambal has set up a soil health lab located in Gadepan that analyses the soil collected from farms. Advisory services are also offered to the





farmers to optimise the usage of agriculture inputs and augment their farm income.

Besides this, Chambal imparts regular training to farmers on diversifying their crops (based on their soil health reports) and adopting modern agriculture methods. Cropping methods like intercropping – which help increase the farmers' incomes – are then explained. The farmers are also made aware of the importance of efficiently using inorganic fertilisers and organic manure, which reduces their input costs while maintaining soil health.

Besides ensuring sustainable farming, the organisation is focusing on restoring and protecting the flora and fauna in its operational areas. With an aim to preserve the natural resources like soil, air, water and native species of trees and animals, Chambal is securing sites that are 'second homes' for migratory birds during winters. An example of this is the lush and thriving ecological park at Sorsan, Rajasthan, which is maintained under Project Bhoomi. Conducting intensive plantation drives on the available land is helping to increase the green cover in the locality. The project also focuses on restoring and rejuvenating the water bodies in nearby areas to save every drop of water.

The project team also helps communities to build efficient solid waste management systems to recycle and reuse their waste and reduce the usage of plastic. For this, extensive awareness drives and information, education and communication (IEC) drives are being organised in the 10 selected villages to make the community responsible for sustainable and effective waste disposal and proper waste segregation at the household level. The waste warriors then move door-to-door to collect and dispose of the household waste effectively. Selected community members also receive recognition on a regular basis for their effective waste management efforts.





Crop residue management: Promoting productivity, preventing pollution

Every year, about 23 million tonnes of paddy straw is burnt by farmers in Punjab and Haryana, who see it as a cheap and quick method of clearing residue from their mechanically-harvested fields before the next sowing season. But the result of this polluting, ecologically-destructive method is the eventual degradation of farmland and a major surge in pollution that affects air quality in Haryana, Punjab and the National Capital Region. Millions of people, especially in Delhi and its neighbouring regions, are left gasping due to the toxic smog/haze caused by stubble burning and other air pollutants.

With a vision to prevent crop residue burning and to encourage the adoption of alternative methods for crop residue management (CRM), Chambal under Project Bhoomi works closely with farming communities in around 380 villages in 10 districts of Rajasthan, Punjab and Haryana.

Awareness sessions, farmer field schools, chetna yatras, door-to-door campaign, webinars, farm demonstrations, and farm advisory sessions are organised for farmers to make them understand the harmful effects of stubble burning on soil health and long-term agricultural productivity. The farmers are being trained to adopt in-situ (use of happy seeder, super seeder, PUSA Decomposer, mulching methods) and ex-situ (baler machines) methods to scientifically dispose of stubble from farms.



**/// I am happy with the positive change and
I would encourage other farmers also to
switch to crop residue management ///**



Sustainable agriculture through crop residue management

Ashmeet Singh, a 39-year-old farmer from Punjab's Bhatinda district, cultivates wheat and paddy on his 13-acre farm. Thanks to the assured minimum support price offered by the government, his last year's yield earned him an income of Rs 10 lakh. But beyond that, Mr Singh also has the satisfaction of being able to cut air pollution and enhance the soil fertility of his land with Chambal's assistance.

Until last year, Mr. Singh would burn the remaining paddy stubble to clear his fields before sowing his wheat crop. This left him with no time to dispose of the stubble properly. He was also unaware of the impact of stubble burning on soil health and the broader ecology. Even though his elderly parents had difficulty in breathing during the early winter months, it was difficult for him to link the damaging air pollution to the paddy straw burning.

Project Bhoomi's intervention in his village had a transformative impact. Mr Singh participated in the nukkad natak (street plays) and weekly farmer meetings organised by the field co-ordinators in his village. He met a baler owner who agreed to collect the stubble from Mr Singh's farm after the harvesting season. Next, he deployed a super-seeder (a machine used to plant seeds while simultaneously removing stubble and roots) for the first time to sow wheat. Although he was initially hesitant, Mr Singh was encouraged by the field team to adopt this new way of cultivating his land. A soil test conducted on his farmland after the wheat harvest helped him to understand that burning residue was not a good solution.

As a result, the new crop has germinated well and his wheat yield is likely to improve. "I am happy with the positive change and I would encourage other farmers also to switch to crop residue management," says Mr Singh, adding that the new practice has not only been financially beneficial, but has also improved the health of his family members. "I am thankful to Chambal for creating awareness and bringing the CRM initiative to our village," he says.

Maximum farming with minimum fertilisers

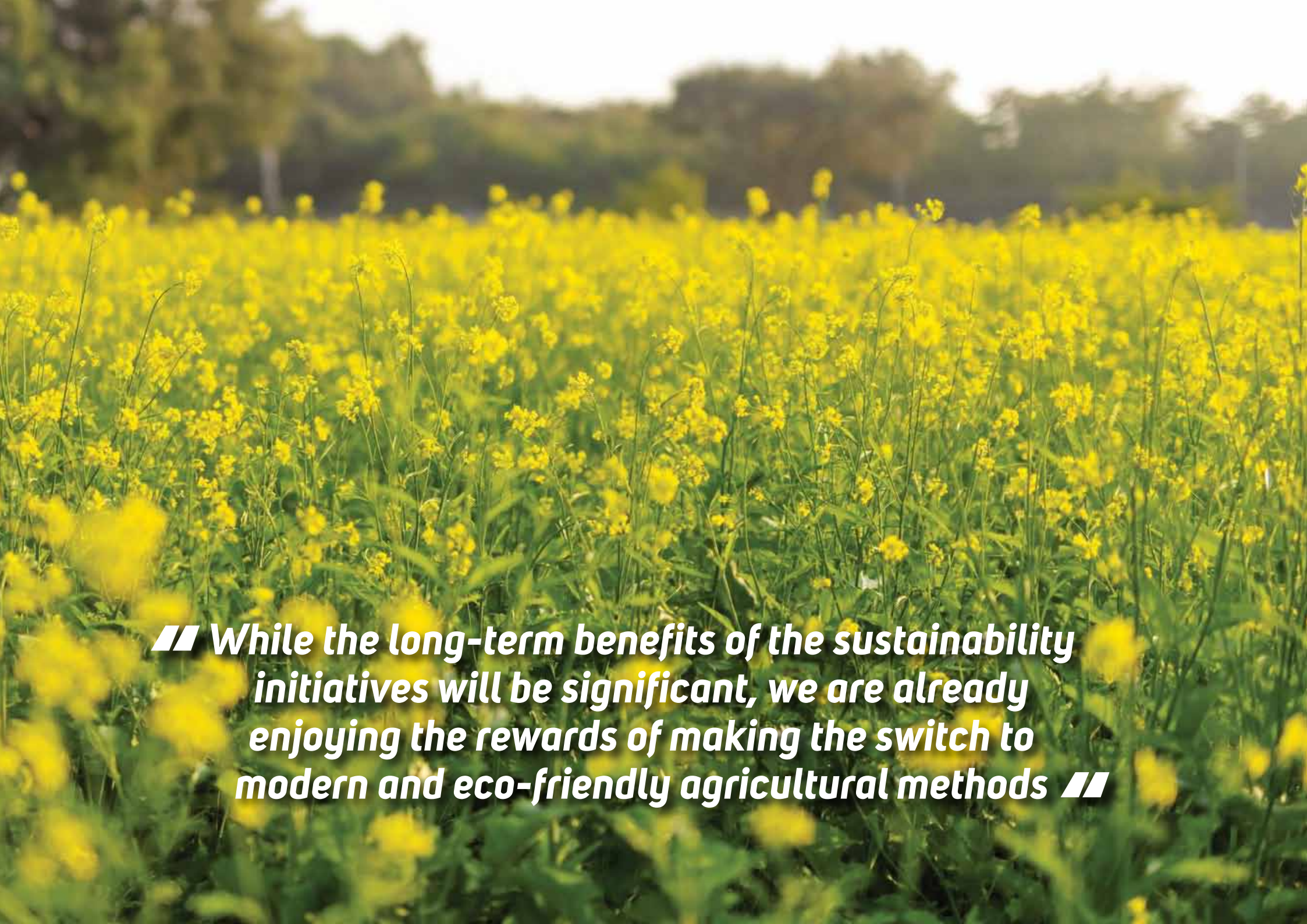
Farming is a way of life for Dimple Sharma and her family. Like other farmers, the Haryana-based family from Jind district's Dhartrath village revere their ancestral land. Therefore, when Project Bhoomi's team recommended crop residue management (CRM) practices to improve their soil's fertility and productivity, the family was extremely keen to implement the ideas.

After being introduced to Project Bhoomi through pamphlets and banners in the village, Ms. Sharma met the local project co-ordinators to seek more information about ways to improve soil fertility and augment the produce on the family's farm. She sought detailed and specific knowledge about soil parameters, crop diversification and environmental conservation through non-burn activities. She understood that discontinuing the prevalent practice of stubble-burning and adopting CRM would not only help mitigate pollution across the region, but also directly benefit her own family's health and well-being.

She also availed of Chambal's soil-testing services at its dedicated laboratory. This gave her guidance about the right crops for her land and also reduced the costs incurred on excessive use of fertilisers.

With assistance from the implementation team, the family adopted the new initiatives on their land last year. "While the long-term benefits of the sustainability initiatives will be significant, we are already enjoying the rewards of making the switch to modern and eco-friendly agricultural methods," says Ms Sharma. She adds that while managing the crop residue through ex situ techniques has directly led to savings in fertiliser costs, the mixing of field residue in soil with the super-seeder has made the soil more fertile.





▲▲ While the long-term benefits of the sustainability initiatives will be significant, we are already enjoying the rewards of making the switch to modern and eco-friendly agricultural methods ▲▲

Project

Udaan

Unearthing sporting
talent from rural India





20 Government
Senior Secondary schools and
6 technical institutions in Kota,
Baran and Jhalawar districts of
Rajasthan to promote sports and fitness



5 sports development centres
Set up to train local children
and youth



Mini sports stadium
built in Sangod block, Kota, with all
the essential sporting infrastructure
needed to nurture rural talent

A grassroots initiative to **promote sports**

3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



10 REDUCED
INEQUALITIES



SDG alignment

Chambal's Project Udaan aligns with the following Sustainable Development Goals (SDGs):

■ Rajasthan
Kota, Baran, Jhalawar

Project Udaan: Areas Covered



Developing youth through sports

Key interventions under **Project Udaan** include:

- ▶ Creating sporting infrastructure in rural academic spaces, including government schools and technical institutes
- ▶ Collaborating with the state government to

develop sports infrastructure in villages in public-private-community partnership mode under the Major Dhyan Chand Sports Stadium Scheme

- ▶ Nurturing and training talented sportspersons to help

them achieve their potential

- ▶ Encouraging sports by investing in teams and players
- ▶ Promoting competitive sports activities among students at various levels



Giving wings to young
India's aspirations



Project Udaan focuses on building and upgrading rural sports infrastructure and developing a sports culture at the grassroots

India's small towns and rural areas have given the nation a wealth of sporting legends. Creating a rich sporting culture at the grassroots will help India identify and encourage budding champions who, with the right support and direction, can bring laurels to their sport and the country.

With an aim of building and nurturing an ecosystem that supports the holistic development of children and youth in rural areas, Chambal has embarked on a mission to promote a vibrant culture of sports in Rajasthan. Project Udaan, the company's dedicated initiative for rural sports promotion, aims to tap the athletic talents of rural children and youth by creating avenues for their upliftment.

Under the project, the Company has focused its effort to promote sports in 20 Government Senior Secondary Schools and six technical institutes and villages in Kota, Baran and Jhalawar districts. Within each of these districts, the Project implementation team has identified popular sports and built the infrastructure to encourage those sports and promote excellence in them.

A major initiative is the development of a state-of-the-art sports stadium in Sangod block of Kota district under the public-private-community partnership scheme – 'Major Dhyan Chand Stadium Scheme', with the Government of Rajasthan. The stadium was developed in collaboration with the state's Department of Sports and Youth Affairs and the Rajasthan State Sports Council (RSSC). The Company is also developing several mini-sports development centres in Kota and Baran districts to provide an opportunity to rural youth to showcase their skill and perform on a bigger platform. Project Udaan also organises endurance and flexibility tests, training camps, community mobilisation activities and sports events to find and promote sports talent in the region.

By supporting and facilitating competitive sports in rural areas, the Company is helping local youth to develop values like discipline, confidence, and self-respect, while simultaneously creating a pipeline of competitive and well-trained sports talent for the nation.

My goal is to represent India



Ajay Laskari, a farmer's son, discovered a passion and talent for kabaddi at a young age. The Class XI student took to the sport at the age of 11. Today, he hones his kabaddi skills at one of Project Udaan's sports development centres (SDC), under the guidance of its coaches.

"Having started out at the village level, today I am confident of playing at the State level. My aspiration is to represent India one day and make my country proud," says Ajay, who divides his time between his studies, helping his father on the farm, and training for kabaddi.

The sports infrastructure created by the Company under Project Udaan has paved the way for several rural youth like Ajay to get structured training and proper opportunities to showcase their talent. The foundation has not only provided facilities and coaches, but also created a conducive atmosphere for the village's residents to take to sports.

Sharing his message for other youth in the region, Ajay says, "Chambal has given me new hope in life. Just as my parents encouraged me to play, I would urge others to encourage their children to take up sports and pursue their passion."



Judo teaches self-defence, gives confidence

Laxmi Nagar took up judo in Class VI. Today, five years on, the 17-year-old daughter of a farmer in Darbiji village of Rajasthan has done her school and parents proud by making it to the state's judo team. The Class XI student attributes her success to the early exposure to the sport in school, the systematic training by the coaches, and the encouraging culture of sports at the school.

"As much as I am thankful to my family for their support, I am also grateful to Chambal for creating the environment in school for daily judo practice, which has enabled me to improve my technique and become better at the sport," says Laxmi. She adds that judo has not only prepared her for self-defence, but also given her confidence as a young woman.

The talented teenager now plans to pursue judo as a career. "My aspiration is to represent India. Even after my playing years, I plan to become a self-defence trainer and train youngsters, especially girl students," says Laxmi, whose message to every youth in the region is to learn self-defence and actively participate in sports.

Awards and Recognition

2010

Golden Peacock Corporate Social Responsibility Award

2011

Golden Peacock Special Commendation Award for sustainability

2013

ASSOCHAM - Appreciation Certificate
Government of Rajasthan - CSR Excellence Awards

2014

Think Media CSR Case Study Award

2016

BT - CSR Excellence Award for promotion of education
Indian Chemical Council - CSR Award for promotion of education
FICCI - CSR Commendation Award for promotion of education
ASSOCHAM – 'Best ITI-Skill Development through PPP Model' Award to ITI Sangod Technical Education
World CSR Congress - Best Corporate Social Responsibility Practices Award
Kota Administration - Bhamashah Award for promotion of education

2017

ASSOCHAM – 'Best ITI-Skill Development through PPP Model Award' to ITI Jhalawar

BSE Skoch - Environment Management and CSR Award for education

PHD Chamber of Commerce and Media Bytes - CSR Excellence Award

Government of Rajasthan - CSR Excellence Award

2018

Indywood - CSR Excellence Award for education

Government of Rajasthan - Bhamashah & Shiksha Vibhushan Award for education

ASSOCHAM – 'Best NGO in Skill Development in India' Award to K K Birla Memorial Society

ASSOCHAM Jury Commendation – 'Skill Development through PPP Model' Award to ITI Baran

Government of Rajasthan - CSR Excellence Award for decent work and economic growth (SDG 8)

2019

Government of Rajasthan - Bhamashah Samaan and Shiksha Vibhushan Award for promotion of education

Government of Rajasthan - CSR Excellence Award for promotion of technical education

2020

7th Annual Greentech CSR Award for excellence in education

2022

Indian Chamber of Commerce - Social Impact Award for promotion of education

Government of Rajasthan - Bhamashah Samaan and Shiksha Vibhushan Award

FICCI - CSR Commendation Award for promotion of education

2023

Indian Chamber of Commerce - Social Impact Award for environmental sustainability

Government of Rajasthan - Bhamashah Samaan and Shiksha Vibhushan Award



