

# REPORT ON CSR ACTIVITIES

BY

NATIONAL SEEDS CORPORATION LTD.

April 2012- March 2013



Submitted by:

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## 1. EXECUTIVE SUMMARY: FOUR VILLAGES ADOPTED IN FOUR STATES

The saying, "India lives in its villages" is relevant even today, in the new millennium. A large number of villages and a substantial proportion of its population resides in the rural areas, thus the rural areas need provision of adequate infrastructure to ensure a decent quality of life. Village life is governed by dependency on agriculture, which in turn is plagued by the problem of low yields and low irrigated acreage, which further compounds the developmental problem. To ensure the development of villages, it is necessary to address the problem of introducing modern methods in agriculture, provision for identification of alternative sources of employment, provision of quality health facilities, education facilities, communication facilities, power supply and finally building up village institutions to empower the people.

Lack of livelihood opportunities, modern amenities and services for decent living in rural areas leads to migration of people from rural to urban areas. There are wide gaps in the availability of physical and social infrastructure between rural and urban areas. To address these issues, in the year 2003 the then President of India Dr. A.P.J. Abdul Kalam had enunciated the idea of integrated development of villages leading to urbanization through a mission for Provision of Urban Amenities in Rural Areas (PURA). Dr. Kalam visualized providing four connectivities: ***physical connectivity, electronic connectivity, knowledge connectivity leading to economic connectivity of rural areas.***

National Seeds Corporation (NSC) decided to work in four selected villages and in the broad areas that were identified through a **Baseline Study conducted by an external agency**. In the month of November, 2012 initial visits were made to validate the findings of Baseline study conducted earlier in these villages and to understand any other specific needs of people from these villages. Discussions were held in each of the four identified villages with the Sarpanch, School teachers, farmers and youth. The members took a detailed tour of the villages with community members to record needs of the villages and basic facilities available in the villages. Based on discussions held, an implementation plan was prepared and submitted to NSC Delhi.

The approved implementation plan for each village is attached. The concept of decentralized participatory planning was followed that resulted in generation of ownership which, in turn was crucial for sustainability of the development intervention. Initial buy-in for the project was obtained in the month of December by conducting initial meeting and advocacy with the stakeholders including community, pradhan/mukhia, and NSC's Regional Managers. After the initial meetings, activities for the month of December 2012 were initiated in all the four identified villages.

## 2. Initial Buy-in of Project Activities:

During the process of rolling out the identified projects, there have been extensive stakeholder consultations and learnings. The activities identified during the Baseline survey were revisited to reinforce the efficacy of the activities. Around 10-15 pilot projects were proposed. The Working Group on CSR initiatives constituted within NSC was consulted on several occasions prior to finalization of the plan. The state teams recommended changes / modifications that were included in the final plan of action. A letter including the implementation plan was sent by NSC head office to regional offices on 15<sup>th</sup> of December 2012. Based on this letter meetings were conducted with respective Regional Managers of the respective states (Maharashtra, Uttar Pradesh, Bihar and Haryana) to obtain initial buy in and to discuss the implementation plan.

NSC, has adopted four villages namely **Tikar (U.P)**, **Bhadli (Maharashtra)**, **Dumra (Bihar)** and **Kharakheri (Haryana)** for the development of villages under Corporate Social Responsibility Scheme of the organization. **Partner's in Development Initiatives (PDI)**, was contracted for **monitoring the developmental activities that were undertaken by NSC in these villages.**

A detailed implementation plan was developed by PDI for each village that was approved by NSC. NSC had further sent a letter to their regional offices with the approved plan, list of activities and budgetary allocation. (Plan is attached for the reference).

The overall aim for conducting the activities were to provide amenities similar to urban areas to the rural people by facilitating quality education for children, trainings for farmers and imparting income linked education.



### 3. List of planned activities

SL. No.	Activity	Dumra (Bihar) No. of Activity	No. of Participant / Quantity	Bhadli (Maharashtra) No. of Activity	No. of Participant / Quantity	Tikar (U.P) No. of Activity	No. of Participant / Quantity	Kharakheri (Haryana) No. of Activity	No. of Participant / Quantity
1	Vocational Training Centre (Sewing)	1	33 Female	Nil	Nil	1	30 Female	1	30 Female
2	Health Camp	1	272 (Male & Female)	3	861 (Male, Female & Children)	2	59Female 147 Male	2	95 Male 136 Female 25 Children
3	Health camp for children	Nil	Nil	Nil	Nil	1	68 Children	Nil	Nil
4	Health camp- veterinary	1	102 (Cattle)	3	578 Cattle	2	40 Cattle	2	425 Cattle
5	Awareness programs in schools	1		3	965 (Boys & Girls)	1	148 (Boys & Girls)	1	43 Boys 66 Girls
6	Farmer's training	Nil	Nil	2	110 Farmer's	Nil	Nil	Nil	Nil
7	Cleaning of drains	2	Entire Village	2	Entire Village	2	Entire Village	1	Entire Village by 73 workers
8	Distribution of learning materials in school	1	128 Books	1	350 Books	Nil	Nil	1	120 Books
9	Soil testing	1	10 Sample	1	50 Sample	1	11 Sample	1	19 Sample
10	Water testing	Nil	Nil	1	25 Sample	1	3 Samples on repeated intervals	1	10 Sample
11	Solar lantern distribution	1	30 Children 4 Sewing Centre	Nil	Nil	Nil	Nil	Nil	Nil
12	Constructio n work of Kisan haat	Nil	Nil	1	Entire Village	Nil	Nil	Nil	Nil

13	Separate toilets for girls & boys in primary	Nil	Nil	1		Nil	Nil	Nil	Nil
14	Separate toilets for girls & boys in secondary school	Nil	Nil	1		Nil	Nil	Nil	Nil
15	Increase of boundary wall in primary school	Nil	Nil	Nil	Nil	Nil	Nil	1	1.5 feet increase height
16	Repair of computers	Nil	Nil	1	8 Computers	Nil	Nil	Nil	Nil
17	Training for agarbatti making	Nil	Nil	Nil	Nil	1	28 Female 2 Male	Nil	Nil
18	Cleaning of underground & overhead tanks	Nil	Nil	1	Entire Village	Nil	Nil	Nil	Nil
19	Distribution of sewing machines & training materials	4 machines		NIL		4 machines		4 machines	
20	"GO SLOW: SCHOOL AHEAD" Sign boards	Nil	Nil	Nil	Nil	Nil	Nil	1	1 Sign Board

#### 4. BACKGROUND OF CSR ACTIVITIES IN FOUR VILLAGES:

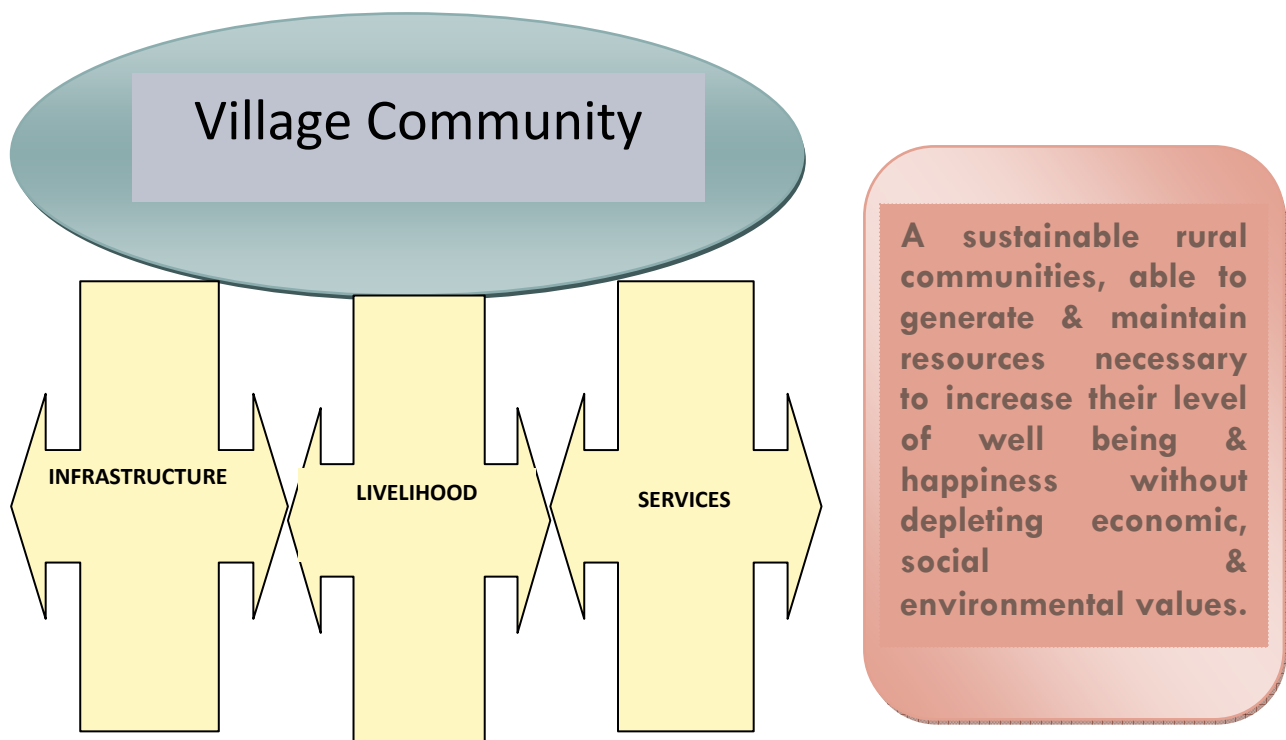


National Seed Corporation is working under the Ministry of Agriculture, Government of India. NSC undertakes production; processing and marketing of agricultural seeds and product range are cereals, pulses, oilseeds, fodder, fiber and vegetable crops and try to know the interest level of villagers mainly in youth in respect to farming.

NSC pioneered the development of Indian Seed Industry on scientific lines with its involvement in the formulation of seed certification standards. Its seeds are evaluated for quality standards by independent seed certification agencies besides internal quality checks and laboratory tests in its own Seed Testing Laboratories located at Delhi, Secunderabad, Pune, Bhopal and Kolkata.

NSC, has adopted four villages namely **Tikar (U.P)**, **Bhadli (Maharashtra)**, **Dumra (Bihar)** and **Kharakheri (Haryana)** for the development of villages under Corporate Social Responsibility Scheme of the organization. Partner's in Development Initiatives (PDI), was contracted for facilitating NSC to undertake developmental activities in these villages.

A detailed implementation plan was developed by PDI for each village that was approved by NSC. NSC had further sent a letter to their regional offices with the approved plan, list of activities and budgetary allocation. (Plan is attached for the reference) Annexure I



## **5. INITIAL PHASE: (November- December 22<sup>nd</sup> 2012)**

In the month of November initial visits were made to validate the findings of Baseline study conducted earlier in these villages and to understand any other specific needs of people from these villages. For this in each of the village discussions were made with Sarpanch, School teachers, farmers. The members took a detailed tour of the village with the farmers and others to record needs of the villages and basic facilities in the villages. Based on these discussion and visits an implementation plan was prepared and submitted with NSC Delhi. The approved implementation plan for each village is attached.

Initial buy-in for the project was obtained in the month of December by conducting initial meeting and advocacy with the stakeholders including community, pradhan/mukhia, and NSC regional managers. After the meetings the activities for the month of December were initiated in all the villages.

### **Initial Buy-in of Project Activities:**

A letter including the implementation plan was sent by NSC head office to regional offices on 15<sup>th</sup> of December 2012. Based on this letter meetings were conducted with respective regional managers of the areas to obtain initial buy in and discuss the implementation plan. Following are the dates for the meetings conducted with Regional Managers:

- Meeting with RM for Bhadli- Maharashtra at NSC regional Office Pune on 18<sup>th</sup> of December, 2012.
- Meeting with RM for Kharakheri-Haryana at Chandigarh on 20<sup>th</sup> of December, 2012.
- Meeting with RM for Dumra-Bihar at village Dumra on 22<sup>th</sup> of December, 2012.
- Meeting with RM for Tikar-U.P at village Lucknow on 22<sup>th</sup> of December, 2012.
- Meeting with RM for Tikar-U.P at village Lucknow on 16<sup>th</sup> of February, 2013.



## **6.IMPLEMENTATION PHASE: (December 23<sup>nd</sup> 2012 - March 31<sup>st</sup> 2013)**

The objectives for the first phase of implementation were to gain the confidence of the community, understand their needs and to listen to the aspirations of the younger generation.

The aim was to conduct a few concrete, clearly discernible and visible outputs by the end of the year.

**Towards this the following approaches were adopted:**

### Deployment of Field Teams:

- A common core structure of a team leader plus 1 to 2 local village based facilitators were identified and deployed.
- They were provided with appropriate assistance for travel to establish their credibility as well as to be able to carry out their SOW.
- These individuals were trained and then asked to carry out their duties which were to mobilize the community, explain the aim and benefits of the selected activities and to be a source of information and a counselor to the community especially the teenage population and females among them on their vocational and educational choices etc. as well as to motivate the community to adopt certain practices.

### **INTERVENTIONS**

- A few generic areas were selected for all sites.
- About 2 of them were selected for focus in advocacy and awareness creation for the first phase.
- A detailed house to house visit at least 3 times in 3 months {months 3 to 5} by a friendly committed village facilitator was conducted. This person was familiar with the local customs, behaved appropriately with the leaders and elders of the village, could win the confidence of the grand mothers and grand fathers, and was able to talk the language of the teenagers/ youth and build friendships with them.
- This facilitator gathered detailed information from each individual on what they would like to see happening in the village which will be a “development” How they use their time currently, working in the field, travelling to high school, etc. and what steps will help them conserve time or energy, and what alternate activity they would like to use that “saved” time for.
- In due course they also sought responses on any planned activity and how the individual can participate in it etc so as to develop a participative model of decision making and implementation.

**Meetings with Regional Managers were conducted on the following dates:**

- Meeting with RM for Bhadli- Maharashtra at NSC regional Office Pune on 18<sup>th</sup> of December, 2012. (brief notes attached)
- Meeting with RM for Kharakheri-Haryana at Chandigarh on 20<sup>th</sup> of December, 2012. (Minutes attached)
- Meeting with RM for Dumra-Bihar at village Dumra on 22<sup>th</sup> of December, 2012. (Minutes attached)
- Meeting with RM for Tikar-U.P at village Lucknow on 22<sup>th</sup> of December, 2012. (brief notes attached)
- NSC, has adopted four villages namely Tikar (U.P), Bhadli (Maharashtra), Dumra (Bihar) and Kharakheri (Haryana) for the development of villages under Corporate Social Responsibility Scheme of the organization. Partner's in Development Initiatives (PDI), was contracted for facilitating NSC's developmental activities in these villages.
- A detailed implementation plan was developed by PDI for each village that was approved by NSC. NSC had further sent a letter to their regional offices with the approved plan, list of activities and budgetary allocation. (Plan is attached for the reference).

## **7. Area Wise Report**

<b>Area:</b>	<b>Kharakheri- Haryana</b>
<b>Area Coordinator:</b>	<b>Rajesh Chaudhary</b>
<b>Village Coordinator:</b>	<b>Rajender Kumar Khanthival</b>
<b>Implementation plan:</b>	<b>(Attached)</b>

### **Activities:**

**1. Seed Distribution:** The demand from the farmers for wheat seeds was presented to NSC. Based on which 18,120 KG seeds were distributed to farmers on 22 December, 2012 under supervision of PDI.


### **2. Soil Testing:**


The soil testing was conducted in the month of March as in the previous months the fields were not empty due to cultivation of crops. Laboratories were selected for conducting soil testing. The samples were collected by their team of experts.


### **3. Drinking/Irrigation Water Testing:**

#### **Drinking water:**

 Selection of Government authorized Laboratory:

 The Public Health Engineering Department (PHED) Water Testing Research Laboratory Fatehabad Haryana was selected by NSC regional office to test the drinking water of Kharakheri village.

 Information to villagers and other stakeholders: The testing process was shared by NSC officials with the residents of the village.

 Sample Collection as per the requirement of the Lab:

- A total of ten samples were systematically drawn from ten different Hand pumps in the village.

 Report:

- The detailed testing report dated January 23, 2013 was sent to NSC's Hisar office by PHED.

**Irrigation Water Testing:** For irrigation in the village the water from the canal was utilized therefore, the testing of water was not conducted.

#### 4. Boards:

**For adoption of village under CSR by NSC:** Two Boards were placed to indicate that this village has been adopted by NSC for CSR initiatives.



#### ✚ Content:

- With mutual approval the content to be written on the board was finalized.

#### ✚ Selection of Vendor:

- By following their own corporation financial procedures vendor was selected and an iron board measuring approximately 10 X 6” was placed at two sides of the village.

✚ **Sign Board – For School:** The same vendor was selected to prepare the boards for the schools.



#### 5. Health Camps (General and Veterinary):

Total number of general & veterinary camps conducted: Four (Two for residents of the village and two for animals)

✚ Preparation of Checklist for the Health camp: A checklist was prepared and shared by PDI with Regional Office of NSC.

#### ✚ Selection of Doctor:

- General health camp: Medical Officer and Medical specialist (Physician + lady doctor) from Civil Hospital Fatehabad were invited for the general health camp.
- Veterinary health camp: A veterinary Surgeon from veterinary hospital Fatehabad was invited for the camp.

✚ Preparation of Medicine list, procurement of medicines and distribution of medicines: A list of medicines was prepared from respective doctors and was purchased following corporation financial procedures. The medicines were distributed by pharmacist and proper records were maintained of stock. Formats attached for maintaining stocks.

✚ Selection of Venue: A common centrally located place, a village chaupal/panchayat ghar was selected for conducting the camp.

- ✚ Information to villagers and other stakeholders: The information of the activity was given to all villagers by *chaukidar* and village coordinator in advance and also while conducting the activity the announcement was made over loudspeaker.
- ✚ Registration: A registration format for both Health Camps was prepared and shared by PDI with Regional Office of NSC. A proper registration process was followed by NSC in the camp.
- ✚ Conducting the Activity: First two camps (Health and Veterinary) were conducted on January 22<sup>nd</sup>, 2013. The timing for general health camp was 10:30 am- 1:30 pm and for veterinary health camp was from 2:00 pm - 4:30 pm. Appropriate registers were maintained including medicine stock for each of the participating villager. A total of 112 villagers including 71 females, 35 males and 6 children participated in general health camp and 78 villagers participated in veterinary health camp. Photographs were also taken during the camps.
- ✚ Another two camps (Health and Veterinary) were conducted on 20<sup>th</sup> March 2013. The timing for general health camp was 10:30 am- 1:30 pm and for veterinary health camp was from 2:00 pm - 4:30 pm. appropriate registers were maintained including medicine stock for each of the participating villager. A total of 140 villagers including 74 females, 66 males participated in general health camp and villagers participated in veterinary health camp. Photographs were also taken during the camps.

**6. Awareness Lecture in school:** The activity was conducted on February 23th 2013. The lecture was conducted on general health, sanitation and moral values. A total of 109 students participated in the lecture. Of which 44 were males and 65 were females. Proper records were maintained.



**7. Vocational Training – Sewing Center for females:**

- ✚ Checklist/Guidelines:
  - A guideline to set up a vocational training center was prepared and shared by PDI with Regional Office of NSC.
- ✚ Selection of Common Place for Center: Vocational Training Center: In consultation with village sarpanch and PDI's village coordinator, an appropriate common place a satsang bhavan was identified. The place is well ventilated and is centrally located.

- ✚ Selection of Trainer: Potential candidates were interviewed and three candidates were shortlisted. Following a systematic marking procedure a potential candidate was selected.
- ✚ Functioning of the center: Four sewing machines and basic amenities as per the requirement of the center such as dari, scissors were made available to the center. A batch of 30 female attends the center six days a week from 1:00 pm – 5:00 pm.

#### **8. Increase in the height of boundary wall for Primary School:**

The site was inspected by Engineers of NSC regional office. Based on the estimate prepared, quotations were called for and work order was issued. The work was initiated on March 23<sup>rd</sup>, 2013.

#### **9. Cleaning of Drains:**

Forty one MNREGA workers and 35 laborers were engaged for this activity by NSC. This activity was conducted on 17<sup>th</sup> and 18<sup>th</sup> of March 2013. NSC initiative provoked Panchayat to financially contribute (partly) for the engagement of MNREGA workers.

#### **10. Installing street lights with iron cage:**

NSC's proactiveness inspired Panchayat members and they decided to financially contribute for the installation of street lights in their village. A total of twenty lights were installed by Panchayat.



<b>Area:</b>	<b>Bhadli- Maharashtra</b>
<b>Area Coordinator:</b>	<b>Chaitali Chakraborty</b>
<b>Village Coordinator:</b>	<b>Rajender (Raju) Chowdhary</b>
<b>Implementation plan:</b>	<b>(Attached)</b>

**Activities:**

**1. Soil Testing & Drinking/irrigation Water Testing:**

- ✚ Selection of Government authorized Laboratory: The state government lab was visited by area coordinator of PDI to look at the possibility of getting the soil tested at this lab. Since the machines at the State lab were not functioning, with guidance and suggestion from NSC Area Manager, Natural's Lab & ATR Lab was identified. Photographs and quotation was taken from both the labs. For quality purposes the accreditation of the lab was also checked.
- ✚ Information to villagers and other stakeholders: Written information was provided to chaukidar (dawandi) who read out the message to each of the villager personally giving information about the event in the village.
- ✚ Sample Collection as per the requirement of the Lab: On December 21<sup>st</sup>, 2012 with cooperation of Village Bhadli Budhru Vividh Karyakari Sehkari Society, 25 samples of soil were collected by the lab & approximately 12 Samples of Water for testing were collected and sent to the lab. Report has been received.

**Health Camps General:** Health camp has been conducted.

**2. Health Camp – Veterinary:** Total number of veterinary camps conducted: One

- ✚ Preparation of Checklist for the Health camp: A checklist was prepared and shared by PDI with area office of NSC.
- ✚ Selection of Doctor:
  - Veterinary health camp: A doctor from the veterinary hospital of Jalgoan was invited.
- ✚ Preparation of Medicine list, procurement of medicines and distribution of medicines: A list of medicines was prepared by respected veterinary doctors and was purchased following corporation financial procedures. The medicines were distributed by pharmacist and proper records were maintained.

- ✚ Selection of Venue: A veterinary hospital in the village was selected which is centrally located and also has necessary equipments for physical examination of cattle.
- ✚ Information to villagers and other stakeholders: Written information was given to chaukidar (dawandi) that he read out to each of the villagers personally, providing information about the event in the village.
- ✚ Registration: A registration format for Health Camp was prepared and shared by PDI with Area Office of NSC. A proper registration process was followed by NSC in during the camp.
- ✚ Conducting the Activity: On 23<sup>rd</sup> January 2013, the camp was conducted from 8am – 2pm. A total of 126 individuals came to the camp with their cattle. They were served tea as refreshment. Along with the diagnosed problems each animal was given de-worming tablets and especially for each cow sonography was conducted.

**3. Awareness on various issues in school:** The activity was conducted in the month of February by NSC regional office.

**4. Agriculture training for farmers:**

- ✚ Selection of lecturer: NSC selected Dr. Chaure M.Sc. (Agri), Dr. Bhadane (Soil & Deed Researcher) M.Sc. (Agri), and Mr. Divekar (District Seed Certificate) from Banana Research Center as lecturers for the training.
- ✚ List of participants: Initially a list of potential participants for the training was prepared by Village Coordinator and shared with NSC.
- ✚ Outline of topics for training: An outline of the topics to be discussed in the training program was prepared by the lecturers and was shared with PDI team members. The main topics discussed were report of soil testing and crop production.
- ✚ Registration: Registration of participants was conducted by NSC during the training.
- ✚ Information to villagers and other stakeholders: Written information was given to chaukidar (dawandi) that he read out to each of the villager personally giving information about the event in the village.
- ✚ Conducting the activity: On 09<sup>th</sup> January 2013, program started with the valuable guidance of Dr. Chaure who spoke about the soil & water testing reports. He elaborated the needs and requirements in the soil for agricultural lands. Dr. Bhadane's presentation followed. Dr. Chaure explained in detail the process for sowing seeds. He guided the farmers about harvesting and sowing time. He mainly gave importance to 'Harbhara', 'Cotton' & 'Gram' for such soil and climatic



conditions. The valuable words of Dr. Divekar were shared with the villagers. Dr. Divekar spoke about the importance of Certification of Seeds, seed productions and its stages. He explained these things very thoroughly in his 20 mins speech. The program was a good experience for the villagers & they gave a positive response to make it successful.

**Other Guests were:**

Mr. S. S. Choudhary (Area Manager NSC)  
Mr. S. K. Das (Civil Engineer of NSC)  
Mr. Rajendra Choudhary (Village Co-ordinator)

5. **Cleaning of Drains – This activity has been** conducted on 21<sup>st</sup> Feb 2013
6. **Awareness on various issues – Awareness programs in schools** was carried out 07<sup>th</sup> Feb 2013 & 20<sup>th</sup> Feb 2013
7. **Development of local *kisan haat*:** The estimate has been drawn by Engineer of NSC and the tender was advertised in a local newspaper. Work had commenced as per schedule.
8. **Toilet construction in primary School:** The activity was implemented in the month of March 2013.
9. **Toilet construction in Sec. School:** The activity has been implemented in the month of March 2013.
10. **Cleaning of underground and overhead tank:** The activity has been implemented in the month of March 2013.



<b>Area:</b>	<b>Tikar- Uttar Pradesh</b>
<b>Area Coordinator:</b>	<b>Dr. Anil Pratap Singh</b>
<b>Village Coordinator:</b>	<b>Neeraj Kumar</b>
<b>Implementation plan:</b>	<b>(Attached)</b>

### Activities:

#### **1. Seed Distribution:**

- ✚ NSC Head Office approved the list for seed requirement of villagers (at 50% of cost of seed) and communicated the RM, NSC, Lucknow on 05<sup>th</sup> December 2012 but the NSC office at Gorakhpur, from where seed intended to be procured, was not well informed. Hence, Area Coordinator (AC), PDI shared the list by personally visiting Gorakhpur office of NSC on 06<sup>th</sup> December 2012 and also made the list available to concerned AM, NSC, Gorakhpur.
- ✚ Distribution of seeds: Based on “Seed/Fertilizer/Pesticide Requirement Format” as a Register was maintained which duly filled-in with requisite information by the Village Coordinator (VC) for 221 village (-Tikar) residents. The VC also took signature or thumb impression of each of the respondents after giving his/her requirement on quantity and variety of Seed, Fertilizer and Pesticide. Information thus captured was copied in soft and emailed to PDI. (Duration: 24<sup>th</sup> November 2012 to 27<sup>th</sup> November 2012.)
- ✚ Area Coordinator facilitated seed procurement from NSC office, Gorakhpur on 11<sup>th</sup> December 2012 for Tikar village and distribution was completed on 12<sup>th</sup> December 2012. 70 bags (40 kilograms in each bags) of late seed varieties of wheat- “PBW 154” (subsidized rate Rs. 11.25) & “UP 262” (Rs. 11.50 after 50% subsidy) was distributed in equal quantities.
- ✚ The collected money (for seed distribution) was deposited at NSC, Gorakhpur office by VC, PDI.

**2. Soil Testing:** Samples of Soil collected by VC from agricultural land in the village and given for free-testing at NSC, Gorakhpur on 13<sup>th</sup> December 2012.

#### **3. Drinking/irrigation Water Testing:**


- ✚ Selection of Lab: UP Pollution Control Board’s laboratory was selected for testing the water.
- ✚ Information to villagers and other stakeholders: Village coordinator provided information to villagers.
- ✚ Sample Collection as per the requirement of the Lab: Water samples were given repeatedly by Village Coordinator (VC) to NSC office Gorakhpur /UP Pollution Control Board (UP PCB), Gorakhpur as the VC & NSC officials.

#### 4. Awareness and Health Camp (general health) and Veterinary camp:

**Total no. of general & veterinary camps conducted: One**


Attended by:

- A) Key National Seeds Corporation (NSC) officials of the region-  
Mr. Mustasir, Regional Manager (RM), NSC, Lucknow;  
Mr. Subhash Gupta, Area Manager (AM), NSC, Gorakhpur  
Mr. IP Singh, Seed Officer, NSC, Lucknow  
Dr. Yogendra Yadav Seed Officer, NSC, Gorakhpur  
& other NSC employees.
- B) Village Panchayat's elected Pradhan & local leaders-  
Mr. Gaurav Singh, Gram Pradhan, Tikar Village  
Mr. Dilip Singh, Ex- Block Pramukh  
Ex- village Pradhan
- C) PDI representatives:  
Dr. Anil Pratap Singh, Area Coordinator, UP and  
Mr. Neeraj Kumar Chaudhary, Village Coordinator-Tikar


 Preparation of Checklist for the Health camp: The checklists was prepared and shared with NSC RM and AM.


 Selection of Doctor:


- General health camp: A private doctor who operates his own his clinic at Pipraich Bazar (a township near Tikar) Dr. Ramesh Chandra Gupta (MBBS, MD) was selected.
- Veterinary Health Camp: A private doctor whose clinic located at adjacent village named, 'Bela' - Dr. Ajit Pal Singh (Bachelor of Veterinary Science) was selected for the camp.

 Preparation of Medicine list, procurement of medicines and distribution of medicines: Medicines were prescribed and given to attendees.

 Selection of Venue: For the camp a common place, Panchayat Bhawan was selected.

 Information to villagers and other stakeholders: Village Coordinator (VC) of PDI along with Anganwadi worker Ms. Kusumawati informed about the camp by visiting each and every home of the village.

 Registration: A registration format for Health Camps was prepared and shared by PDI with Area Office of NSC. Only the names of the participants with their age were captured.

 Conducting the Activity: On 05<sup>th</sup> January 2013, both the camps were conducted parallel at the same time starting from 11.00 am to 4.30 pm. A total of 147 persons participated in the general health camp while a total of 40 participated without their cattle in the veterinary camp.

5. **Awareness on various issues in school:** The activity was conducted in the month of February by NSC regional office.
6. **Cleaning of Drains:** It was decided by NSC that this activity will be repeated many times to ensure cleanliness of village. The budget will be thus appropriately utilized.
- ✚ Selection of people: in the village this kind of work was earlier initiated by a group of people. Therefore, for this activity the same groups of people were kept on daily wages and a person from the village was appointed by NSC to monitor their work.
  - ✚ Financial Procedure: NSC gave money to the coordinator to pay the people after completion of their work.
  - ✚ Some drains in the village have been cleaned twice.
7. **Vocational Training Centre:**
- ✚ Checklist/Guideline:
    - A guideline to set up a vocational training center was prepared and shared by PDI with Regional Office of NSC and also with the area office.
  - ✚ Selection of Common Place for Center for Vocational Training Center: In consultation with village sarpanch and PDI's representative, an appropriate common place a panchayat bhavan was identified. The place is well ventilated and is centrally located.
  - ✚ Selection of Trainer: Potential candidates were interviewed and out of the four candidates one was selected based on the availability, communication skills and knowledge.
  - ✚ Purchase of machines: Following corporation procedures four machines were purchased and set in VCT.
  - ✚ Opening the center: The center was inaugurated in the presence of NSC, PDI, Sarpanch and villagers, In total 30 women were enrolled to learn sewing in two batches.
8. **Vocational Training- to males for Agarbatti Making:** This activity has been conducted in the month of Marc



<b>Area:</b>	<b>Dumra- Bihar</b>
<b>Area Coordinator:</b>	<b>Mr. Manish Mani</b>
<b>Village Coordinator:</b>	<b>Mr. Harinder and Mr. Babloo</b>
<b>Implementation plan:</b>	<b>(Attached)</b>

**Activities:**

**1. Soil Testing-**

Test conducted in the village few months ago. Previous report available with NSC Patna office.

+ Selection of Lab: Indian Council of Agriculture Research (ICAR) was identified for this activity.

+ Information to villagers & sample collection: Appropriately Lab team along with NSC collected samples by informing villagers in advance.

+ Report: The report has been shared with NSC regional office.

**2. Health Camps** -General –Dates were decided after meeting with doctor’s posted in Block PHC and camps conducted.

**3. Health Camp** – Veterinary camps were conducted as scheduled and appropriate procedures were followed.

**4. Sewing Training –**

+ Selection of Candidates: A format was duly filled by the villagers to collect information about potential candidates. As per the criterion the candidates were selected and 33 suitable candidates selected for the training program.

+ Purchase of machines: Four sewing machines were purchased following corporation procedures.

+ Selection of center: A private space that is under construction was identified for this center. Due to insufficient space in the village there was no other choice than to select this place for this center.

+ Distribution of machines: An invitation letter was sent and in a program machines were handed over to the GP of the village.

- ✚ Selection of trainer: Formats for Selection of trainer were circulated trainer was selected based on the criteria developed.

#### 5. Distribution of solar Lantern –

- ✚ Selection of candidates: A format was developed and was duly filled by the villagers. The candidate has to be female and should have passed 9<sup>th</sup> class. Based on the format 30 suitable beneficiaries received solar lanterns.
- ✚ Purchase of lanterns: Spot quotation from three vendors were received, evaluated and lanterns were purchased.
- ✚ Distribution: The lanterns were distributed in an event on February by sending appropriate invitation letter to the respective stakeholders.

6. **Seed Bin distribution:** On the occasion of distribution of sewing machines, 23 Seed bins were distributed among the seed growers of the village.

7. **Awareness Lecture in Schools:** This activity has been conducted in the month of March.

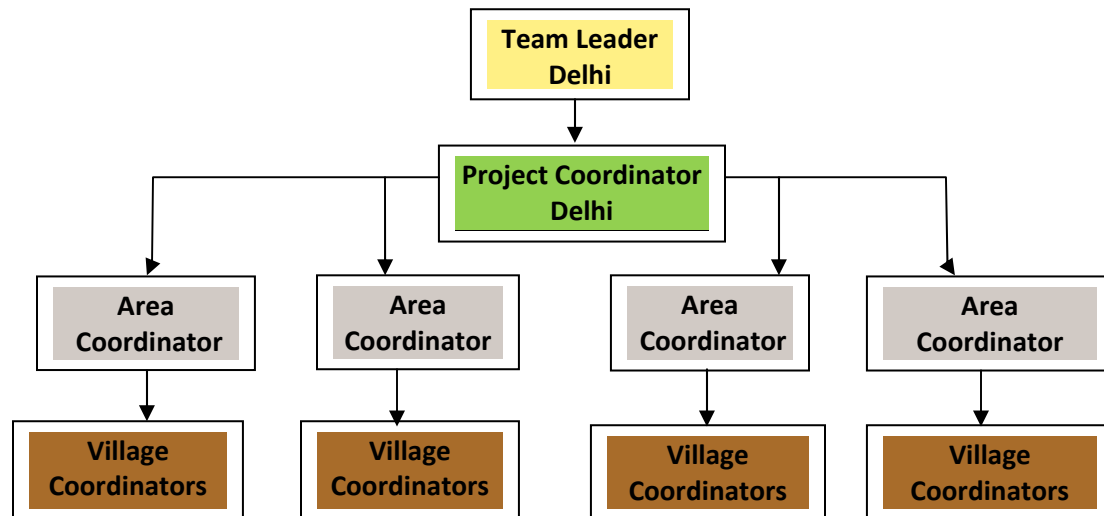
8. **Remodeling/Reconstruction of Pond:** The road and a part of land near pond is not a common property. Some of it is owned privately. In development of pond that land may not remained untouched. Therefore, the Panchayat was advised that to initiate development of Pond it is essential that a no objection or clearance has to be sought from people who own that land.

9. **“Cleaning of Drains” and distributing of Decomposition compounds (Chuna):** A letter was issued by NSC about Cleaning of Drains” and distributing of Decomposition compounds. It was shared with PACS, gram panchayat and NGOs working in nearby areas and villages. For Sanitation drive/cleaning of drains equipments that were handed over the panchayat are- 5 fabras, 3 belchas & 4 Taslas.



## 8. Monitoring plan and process:

A team of ten people have been involved in monitoring activities in the adopted villages: Kharakheri-Haryana, Tikar- Uttar Pradesh, Dumra- Bihar and Bhadli- Maharashtra.



Keeping this in mind, monitoring parameters by Partners in Development Initiatives (PDI) were adopted after thoroughly understanding the financial and programmatic procedures of National Seeds Corporation (NSC). It was ensured that procedures are followed and records are appropriately maintained.

### Programmatic Indicators:

**Preparation of formats:** Formats for activities were prepared and shared with NSC in a timely manner.

**Quality of activities:** In all the activities special attention on the quality of services was emphasised. For e.g. for health camps it was ensured that the doctors are preferably from Government departments. This initiative has forged convergence between department and uptake of services from appropriate Government agencies. For distribution of medicines pharmacist were engaged and the formats developed for maintaining stock of medicines was used. Accuracy of content was also given importance.

**Involvement of Stakeholders:** Participation across all age groups and gender from the village was ensured. The involvement of stakeholders including NSC, village Panchayat was ensured.

**Regular reporting:** For each activity regular reporting was conducted and results analysed.

**Field Visits:**

- At each of the development sites selected in respective villages, village coordinators ensured daily visits to monitor the ongoing work.
- For Area Coordinators, schedule of weekly/fortnightly visits have been followed however, if needed the frequency of visits were increased.
- The management team at Delhi comprising of Team Leader, Project Coordinator and support staff followed a schedule of monthly visits to the selected villages. Similarly, the frequency of visits was increased as per the need. A detailed schedule of visits made by management team to selected villages can be found in annexure.

Apart from field trips a regular day to day contact was maintained with the team members at the states and village level to address problems in a timely manner and smooth functioning of activities.

**Developing various formats/checklists/guides:**

- The guidelines/checklist/formats were prepared for following activities in village to ensure appropriate maintenance of records.
  - Seed Distribution format prepared and shared with NSC regional office.
  - Health Camp Checklist prepared and shared with NSC regional offices. Registration forms for health camps prepared and shared with NSC regional office.
  - Guidelines for opening Vocational Training Center in three villages that included selection of appropriate training centre, trainer and raw materials to be kept in the centers was prepared and shared with NSC regional offices.
  - Checklist for conducting awareness program for school children prepared and shared with NSC regional offices.
  - To monitor records and other documents, a matrix was prepared and shared with Area Coordinators.



## 9. Suggestions/Recommendations/Scope for Improvement:

### Overall Suggestions:

1. It is imperative to obtain initial buy-in for the project from the stakeholders (NSC regional office & panchayats etc) to avoid delays in the implementation of activities.
2. It is crucial that the area staff of NSC be oriented on CSR and its importance. They may be given orientation prior to the activities. The processes to be adopted for CSR should be clearly indicated in the beginning.
3. The officers appointed should also provide periodic information on records to be maintained by them through their official channel.
4. It is essential that the community take ownership of activities and resources provided and should be told time to time about safeguarding properties that are installed under any program. They should take up ownership of the program if it has to sustain in years to come.
5. More than one event organized on the same day should be worked out with proper planning, however; the timings should be different and should be managed well with adequate number of human resources.
6. Separate lists of medicines for veterinary and general health camps should be prepared before the purchase of medicines, to facilitate maintenance of stocks.
7. A proper channel to inform about the activities in villages should be adopted to ensure maximum participation.
8. Proper maintenance of records is necessary especially for events like health camps where the previous medicines or materials can be utilised. Proper records maintained will help to gather information on women, child and other beneficiaries.
9. For veterinary camp, prescriptions and drug-distribution should be conducted in the presence of cattle and not on verbal description of problems/diseases by cattle owners. It is suggested that since facilities are available in the villages for physical examination of cattle, therefore, the owners should be advised to bring their cattle and only after examination of the cattle medicines should be dispersed.

**OTHER PROGRAMS CONDUCTED  
BY NSC  
UNDER CORPORATE SOCIAL  
RESPONSIBILITY AND  
SUSTAINABLE DEVELOPMENT  
(PERIOD April 2012 to March 2013)**

## 10. DISTRIBUTION OF SEED BINS

To cope with the current and future demand of the increasing population for the food grains, it is emphasized to reduce the loss of seeds during and after harvest. Seeds are stored for varying periods to ensure proper and balanced public distribution throughout the year. Post harvest losses in India are estimated to be around 10 per cent, of which the losses during storage alone are estimated to be 6.58 per cent. But, with the advent of improved agricultural technology, the producer can afford to store the seeds for longer period with minimum loss.

Wherever grain is grown on a commercial basis, drums are often used as storage containers in the house and in the farms and serve notably for the storage of cereal seeds and pulses.

National Seeds Corporation distributed metal drums that can be used for domestic grain storage. The purpose of distributing such containers is to make the seeds inaccessible to rodents and insects, sealed against entry of water and to protect from direct sunshine and other sources of heat.



Maintaining good hygiene in the grain store or storage depot is important in maintaining grain and seed quality.

S. No.	State	Quantity
1	Madhya Pradesh	Nil
2	Tamil Nadu	30
3	Chandigarh	190
4	Uttar Pradesh	300
5	Bihar	175
6	West Bengal	75
7	Maharashtra	225
8	Rajasthan	260
9	Andhra Pradesh	200
10	Karnataka	75
	<b>Total</b>	<b>1530</b>

## 11. SOIL TESTING

Soil Testing is well recognized as a sound scientific tool to assess inherent power of soil to supply plant nutrients. The benefits of soil testing have been established through scientific research, extensive field demonstrations, and on the basis of actual fertilizer use by the farmers on soil test based fertilizer use recommendations. Soil testing was initiated in the country in the beginning of planning era by setting up of 16 soil testing laboratories during 1955. Government of India has been supporting this program during different plan periods to increase the soil analyzing capacity in the country.

Soil testing refers to the chemical analysis of soils and is well recognized as a scientific means for quick characterization of the fertility status of soils and predicting the nutrient requirement



of crops. It also includes testing of soils for other properties like texture, structure, pH, Cation Exchange Capacity, water holding capacity, electrical conductivity and parameters for amelioration of chemically deteriorated soils for recommending soil amendments, such as, gypsum for alkali soils and lime for acid soils. One of the objectives of soil tests is to sort out the nutrient deficient areas from non-deficient ones. This information is important for determining whether the soils could supply adequate nutrients for optimum crop production or not.

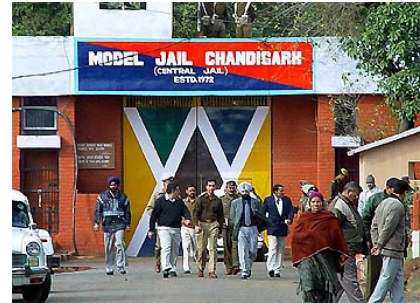
Information about the usefulness of soil testing kit and mobile soil testing vans along with their limitations and usefulness has been provided.

S. No.	State	No. of Sample Tested
1	Madhya Pradesh	299
2	Tamil Nadu	56
3	Chandigarh	144
4	Uttar Pradesh	1146
5	Bihar	35
6	West Bengal	83
7	Maharashtra	675
8	Rajasthan	732
9	Andhra Pradesh	57
10	Karnataka	282
	<b>Total</b>	<b>3503</b>

## 12. JAIL REFORMS

Prisons as we know them today are based on the notion of exclusion from society. Such a notion sits very uneasily with the concept of a society which is integrated and in which everyone is meant to contribute to the good of others. It is naive of us to assume that by excluding large numbers of people from our society behind the high walls of a prison for a specified period of time we will somehow turn them into better citizens. In this world we live in many feel that prisons exist to punish, not counsel, offenders.

It may be true that Prisons exist for punishment, but they also have an important contribution to make to reducing re-offending by engaging prisoners in rehabilitation programs and purposeful work. Society is flawed in its thinking that by putting criminals in a place away from society we would be better off. This is flawed mainly because it seems to assume that showing people that what they've done is wrong will always accomplish something, that punishing those who commit crimes will deter others from following the same pattern.



Prison environments are replete with aggressive behaviours, and people learn from watching others acting aggressively to get what they want. Applying behaviour modification and social learning principles can work in corrections. For example, systematic reinforcement of pro-social behaviours is a powerful and effective way to change behaviour. Also, punishment can be effective in changing behaviour, but it only works in the short term and immediately after the unwanted behaviour happens. While there is a place for punishment, it should be used in psychologically informed and effective ways. However, punishment should not be one-size-fits-all. It is important to know what may be behind the criminal behaviour to know what the best treatment is. A person who commits crimes when drunk but not when sober is likely suffering from an alcohol problem. Treating the alcohol problem may diminish the criminal behaviour.



Decreasing prison populations needs to be more of a priority. This can be done by paying more attention to those with the highest risk of violent behaviour rather than focusing on lesser crimes, such as minor drug offenses. Bringing work back into prisons can benefit prisoners by teaching them job skills and filling unmet job needs. With the increase in the criminal population and lack of increase in prison staff, there is not enough supervision to allow prisoners to work and build skills. This often makes it very hard to re-enter into the civilian world and increases the likelihood of going back to prison.

### **13. LIST OF JAILS**

<b>S.No.</b>	<b>Name of Jail</b>	<b>Name of State</b>	<b>Name of Activities</b>
1.	Chandigarh	Chandigarh	Distribution of 3.2 quintal of wheat seeds and agricultural tools
2.	Karnal	Haryana	Distribution of agricultural tools
3.	Agra	Uttar Pradesh	Distribution of agricultural tools and vegetable seeds
4.	Faizabad		Distribution of vegetable seeds and one unit disc harrow
5.	Bareilly		Distribution of agricultural tools and vegetable seeds
6.	Varanasi		Distribution of vegetable seeds, training on vegetable seed production. Organised a camp on health and drug de - addiction.
7.	Gorakhpur		Distribution of agricultural tools and vegetable seeds
8.	Meerut		Distribution of agricultural tools and vegetable seeds
9.	Buxar	Bihar	De-addiction program, vasectomy program, yoga and meditation, health awareness program, distribution of grass cutter, vegetable seeds and agriculture tools.
10.	Bharatpur	Rajasthan	Distribution of woolen blankets and utensils for food in sever jail, Bharatpur
11.	Lallaguda	Andhra Pradesh	Installation of one submersible motor, drilling of two bore wells, distribution of vegetable seeds and agriculture tools.
12.	Warangal	Andhra Pradesh	Drilling of two bore wells and installation of one submersible motor
13.	Chennai	Tamilnadu	Providing fencing with water supply and Syntax Tank, Motor pump.

## 14.ANEXURE I: Implementation Phase Plan of CSR activities in 4 villages

Village	Present Status	Activities/ Focused Area	Sub Activities
Tikar	Household income (Average): 30,000 Distance of higher secondary school(Average ) within 3 km: 0%	<b>Agriculture:</b> To provide training related to new practices in agriculture for income generation. Develop a channel for providing information about availability of seeds and fertilizers <b>Education:</b> Availability of vehicle for school going children.	<ul style="list-style-type: none"> <li>• Arrange a Trainer for good agricultural practices through coordination with either govt. agriculture department or private.</li> <li>• Develop or arrange of an IEC material for Behaviour change communication for demand generation of different community empowerment schemes.</li> <li>• Coordination with District Education officer for distribution of cycles for school going or drop out children's esp. girls.</li> <li>• Ensure the toilet facility is available at school for girls by the help of school administrator.</li> </ul>
Dumra	Family Size (Average): 6 Local seeds(Average): 86% Drinking Water(In House): 1% Toilet Facility (In House): 20%	<b>Family Planning:</b> Awareness campaign for birth control. To create awareness of issues related to family planning through meetings <b>Agriculture:</b> Availability of seeds and fertilizers, awareness on new agricultural technologies Awareness about harvesting two crops in a year for generating more income. <b>Drinking water:</b> Form a committee and make rules for fees for private connection and of other related things Available water sources should be repaired by Panchayat and contribution by villagers Installation of pumps	<ul style="list-style-type: none"> <li>• By coordinating with District Health department for increase campaigning at target village for make aware and avail the contra septic for birth control.</li> <li>• Make good linkage with govt. for supply of seeds, fertilizers and technologies for easy availability and accessibility.</li> <li>• Trying for enough supply of drinking water from the municipal/panchayat level.</li> <li>• Public Private Partnership could be done for distribution of drinking water.</li> <li>• For sanitation facility will make a strategy for common toilet for a set of peoples cluster wise.</li> <li>• Campaigning for spread awareness for uses</li> </ul>
		<b>Sanitation:</b> Building latrines in the panchayat and creating awareness about its proper use.	of toilets.
BADLI	Distance of higher secondary school(Average ): 0% Toilet Facility (In House): 57%	<b>Education:</b> Panchayat and school teachers will approach concerned department for up-gradation of school. Organize camps to motivate parents for educating girl children. <b>Sanitation:</b> Building latrines in the panchayat and creating awareness about its proper use.	<ul style="list-style-type: none"> <li>• Meeting with village level Parents, Teachers and local Leaders for make strategy for increase numbers of school going children.</li> <li>• Try to arrange some vehicles for children for school access through Education department and panchayat level.</li> <li>• Encourage peoples for in house toilet through campaigning, Govt. and Funders support (NGOs).</li> </ul>
SAMA LKHA	Own Land Holding (Average): 30% Vocational Training (Never Conducted) Small Skill: 30%	<b>Small skill vocational training:</b> To organize training for self generating scheme. Entrepreneurship training for small skill industry.	<ul style="list-style-type: none"> <li>• Coordination with govt. for govt. funded programmes for computer training.</li> <li>• Linkage between agencies/ firms for placement of the trainees.</li> <li>• Avail vocational training for youths.</li> </ul>