

# REPORT ON SOCIAL AUDIT OF THE CSR ACTIVITIES OF USHA MARTIN LIMITED

EMPOWERING COMMUNITIES, CREATING VALUE



**2021-2022**

Submitted by

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## Chapter 1: Introduction

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

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

### **Community development Policy**

Usha Martin Limited pledges itself to serve the community by:

- Designing, evolving and implementing sustainable community development programmes in its area of influence that lead to measurable socio-economic development of the community.

- Involving the beneficiaries in all stages of the process in the true spirit of participatory development.
- Having a focused and transparent beneficiary selection criterion, that provides for equal opportunity, favours the economically weaker sections and promotes enthusiasm.
- Partnering and networking with central and state governments, development bodies and NGOs to implement appropriate community development programmes.
- Involving the employees in volunteering for community development programmes.



Enriching the quality of life by creating sustainable livelihoods



Enabling the aspects of health, sanitation, nutrition, education



Building Social Capital for long-term sustainability



Maintaining and conserving environment and biodiversity

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

Usha Martin philosophy is market-based bottom-up approach of integrated interventions that are multi-disciplinary and integrated to effectively deliver and impact poverty reduction strategies. Usha Martin model is conscious about abdication of personal financial gain and tends to support social entrepreneurship among the communities by advocating effective use of resources and available capital which is in contrast with the conventional charity approach. Decades of government-led and entitlement-based approach to charity towards the local communities of Jharkhand yielded poor results. Human Development Index (HDI), per capita income, per capita consumption and other socio-economic indicators for the local community was abysmally low.

Secondary data from different official reports and websites provided enough material to preliminarily analyse the broader trends of socio-economic Conditions of local communities. The

needs were many and basic in nature. While others take these for granted but the reality is that we cannot deliver on rural development unless we develop water infrastructure for drinking and agriculture; provide access to energy; stabilize the domestic environment by tending to the health needs of the mother and child and deliver education; empower women towards an earnings-based vocation; build capacity through training and create market linkages to enable an opportunity to increase income.

## **Mission**

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

## **Vision**

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

## **CSR MISSION AND STRATEGY**

To achieve inclusive growth in our areas of operations and neighbouring communities through integrated community and rural development that is sustainable, scalable and adaptable by transforming beneficiaries to become producers, entrepreneurs and customers.

## **Objectives of Social Audit**

1. Social Audit (SA) enables organizations to explore and generate their own values. SA provides a coherent and clear image of UML and helps this organization to plan and execute their CSR initiatives in a transparent and fair way.
2. It helps the organization to understand how each of the stakeholders of these projects has met the assigned responsibilities.
3. SA helps UML to assess the capabilities of the implementing agencies and accordingly, the organization can identify and plan its future CSR projects.
4. SA creates a new level of participative democracy focused on values and long-term visions and in the process makes UML transparent to stakeholders and supporters.

## **Scope of Social Audit**

Social Audit refers to a process for measuring, understanding and improving the social performance of an activity of the organization. It also measures and reports the social performance in order to achieve improvement and suggest course correction. Social Auditing enables an organization to assess and demonstrate its social, economic and environmental benefits. It is a way of measuring and evaluating the extent to which an organization or an entity has lived up to the agreed common social objectives. Social Audit is a transparent process to measure and report the social objectives of the

project. It is expected to identify inconsistencies between agreed objectives and the final implementation of the CSR project by Usha Martin Limited.

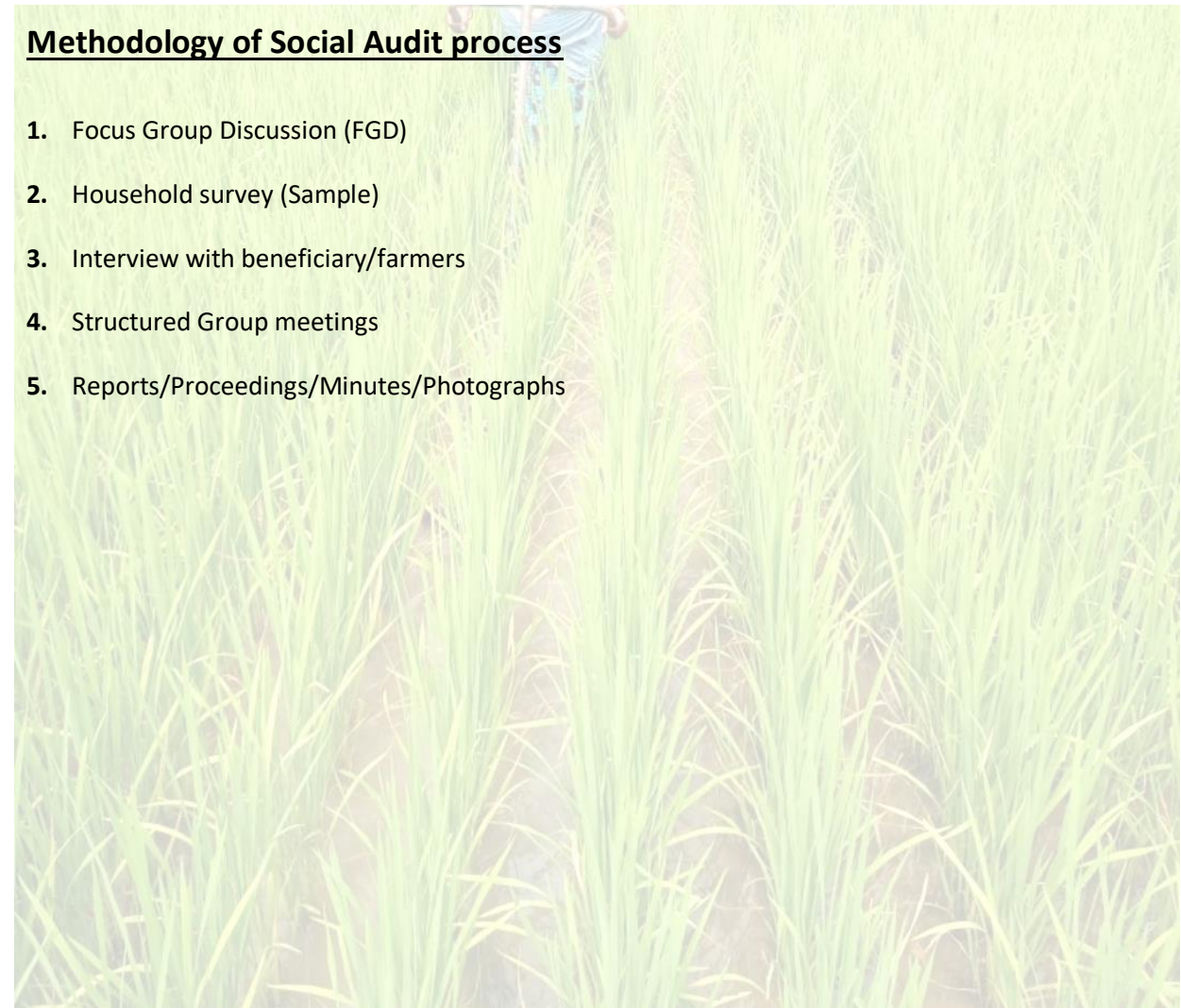
It's important to have strict and accurate monitoring and evaluation plan as part of any successful project implementation and UML projects are no exception. It not only helps to be assured of implementation of policies as planned but also helps address intense public scrutiny and legal compliance.

***Social Audit helps:***

- Track, assess and report the progress of the sponsored project and undertake course corrections.
- Facilitates CSR team to understand how each stakeholder has met assigned responsibilities.
- Assist CSR Sub-Committee plan and execute CSR activities in a transparent and fair way.
- Assess the capabilities of implementing partners and plan future CSR projects based on their strengths.

**Methodology of Social Audit process**

1. Focus Group Discussion (FGD)
2. Household survey (Sample)
3. Interview with beneficiary/farmers
4. Structured Group meetings
5. Reports/Proceedings/Minutes/Photographs

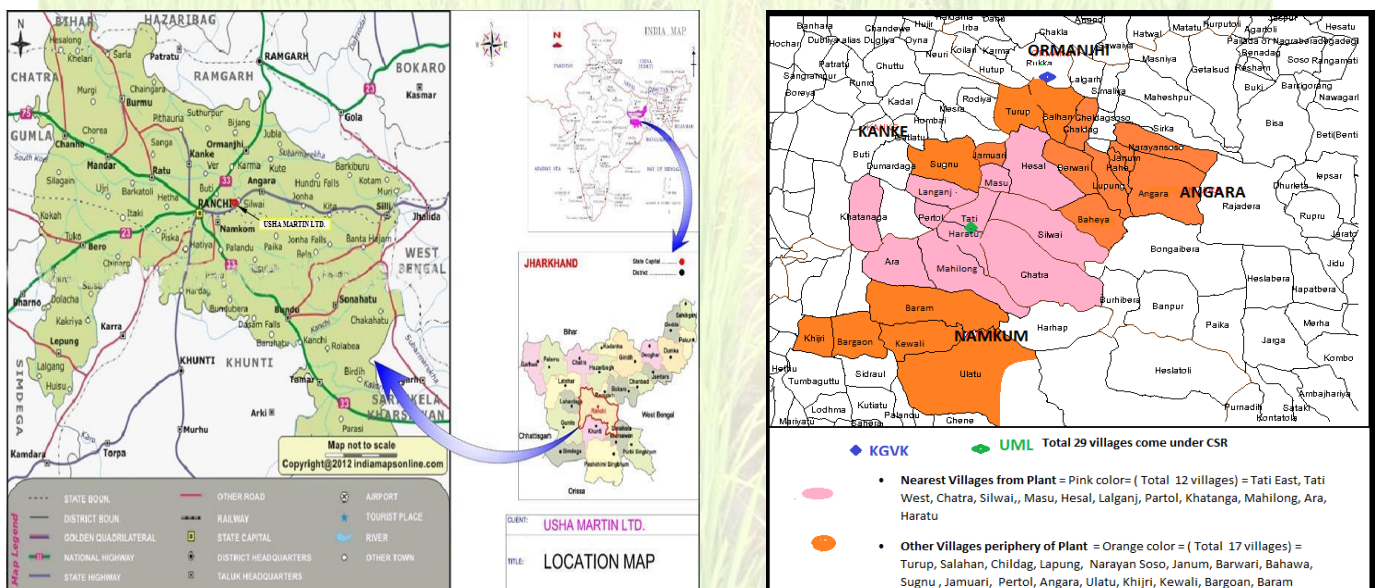


## Chapter 2: Project Area

18 villages in 03 Blocks namely Angara, Namkum & Kanke of Ranchi District, adjacent to the Captive Power Plant and Rope making plant, Usha Martin Foundation is working implementing NRML, Livelihood and Education projects with Health initiatives in rural community.

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

### UML Operational Areas





## Chapter 3: Thematic Intervention

### A. Natural Resource Management

Natural Resource Management (NRM) refers to the sustainable utilization of major natural resources, such as land, water, air, minerals, forests, fisheries, and wild flora and fauna. Together, these resources provide the ecosystem services that provide better quality to human life. Natural resources provide fundamental life support, in the form of both consumptive and public-good services. Ecological processes maintain soil productivity, nutrient recycling, the cleansing of air and water, and climatic cycles. Natural Resource Management Framework was established to provide a focus for partnerships in protecting and managing natural resources. It allowed for greater coordination and transparency of priority setting and investment by community and industry. The six outcomes were defined as follows:

- sustainable management of land resources;
- maintaining and enhancing water assets;
- protecting and enhancing the marine and coastal environment;
- conserving and recovering biodiversity;
- enhancing skills, capacity, and engagement;
- Delivering high-quality planning that leads to effective action.

**Issues of the area-** Soil and water quality problems caused by unsustainable agricultural production practices are not only leading to low productivity and quality of agricultural produce but also to environmental problems such as air quality and the release of toxic pollutants. In fact, unsustainable use and uninformed land use changes are depleting the quantity and deteriorating the quality of groundwater and associated ecosystems, upon which livelihoods is dependent. Severe soil degradation from erosion, compaction, or salinization can destroy the productive capacity of the soil and exacerbate water pollution from sediment and agricultural chemicals.

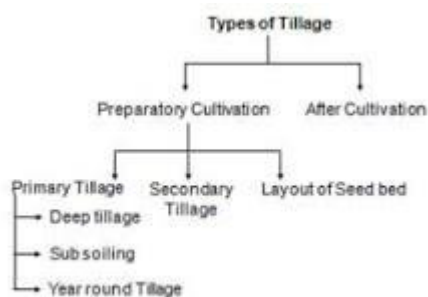
#### Objectives

- Ensure availability of safe & potable drinking water.
- Promote sustainable agricultural practices in the area.
- Ensure food security of the village communities.

## Strategy for improving Natural Resource Management

A multi pronged strategy adopted to maintain the natural resource in the area for its desired objective. The following aspects involved to achieve the desired objective-

- ✓ **Soil quality management-** Soil management is **the application of operations, practices and treatments to protect soil and enhance its performance** (such as soil fertility or soil mechanics). It includes soil conservation, soil amendment, and optimal soil health.
- ✓ **Enhance organic matter-** Organic matter refers to **substances that are composed on a fundamental molecular level from compound cells originating from plants, animals and their associated products**. The presence of organic matter on a material increases the rate of corrosion. Organic matter is important for better soil fertility and structure, and overall soil health. To increase organic matter levels you can: **add organic materials like solid or liquid manures, plants or crop residues**. reduce drainage or cultivation of soil to slow the decay of organic matter
- ✓ **Tillage management:** Conventional tillage is the preferred tillage method in the region and consists of using one or more of the following practices: **plowing, ripping or subsoiling, and disking and harrowing**. Reduced tillage is the reduction of soil disturbance via several tillage methods in the field during cultivation.



- ✓ **Pest Management-** Pest management in organic farming is achieved by **using appropriate cropping techniques, biological control, and natural pesticides** (mainly extracted from plant or animal origins).
- ✓ **5 Innovative Ways for Farmers to Fight Pests without Using Any...**
  1. **Crop rotation:** Crop rotation is an efficient way of preventing pests from getting used to the types of plants that are being cultivated. ...
  2. **Intercropping:** ...
  3. **Maintaining crop diversity:** ...

4. Using pests to fight pests: ...

5. Organic Pesticides:

- ✓ **Residue management:** Residue management means reducing PM emissions and wind erosion by maintaining a minimum of 60 percent ground cover of crop and other plant residues on a soil surface between the time of harvest of one crop and the commencement of tillage for a new crop. Field residues are **materials left in an agricultural field or orchard after the crop has been harvested**. These residues include stalks and stubble (stems), leaves, and seed pods. The residue can be ploughed directly into the ground, or burned first.
- ✓ **Diversify cropping systems:** Diversified Farming Systems (DFS) as farming practices and landscapes that intentionally include functional biodiversity at multiple spatial and/or temporal scales in order to maintain ecosystem services that provide critical inputs to agriculture, such as soil fertility, pest and disease control, water.
- ✓ **Better use of land, labour and capital:** Better area land through adoption of crop rotations, steady employment of farm and family labour and more profitable use of equipment are obtained in diversified farming. 2. The farmer and labour engaged all the year round in different activities

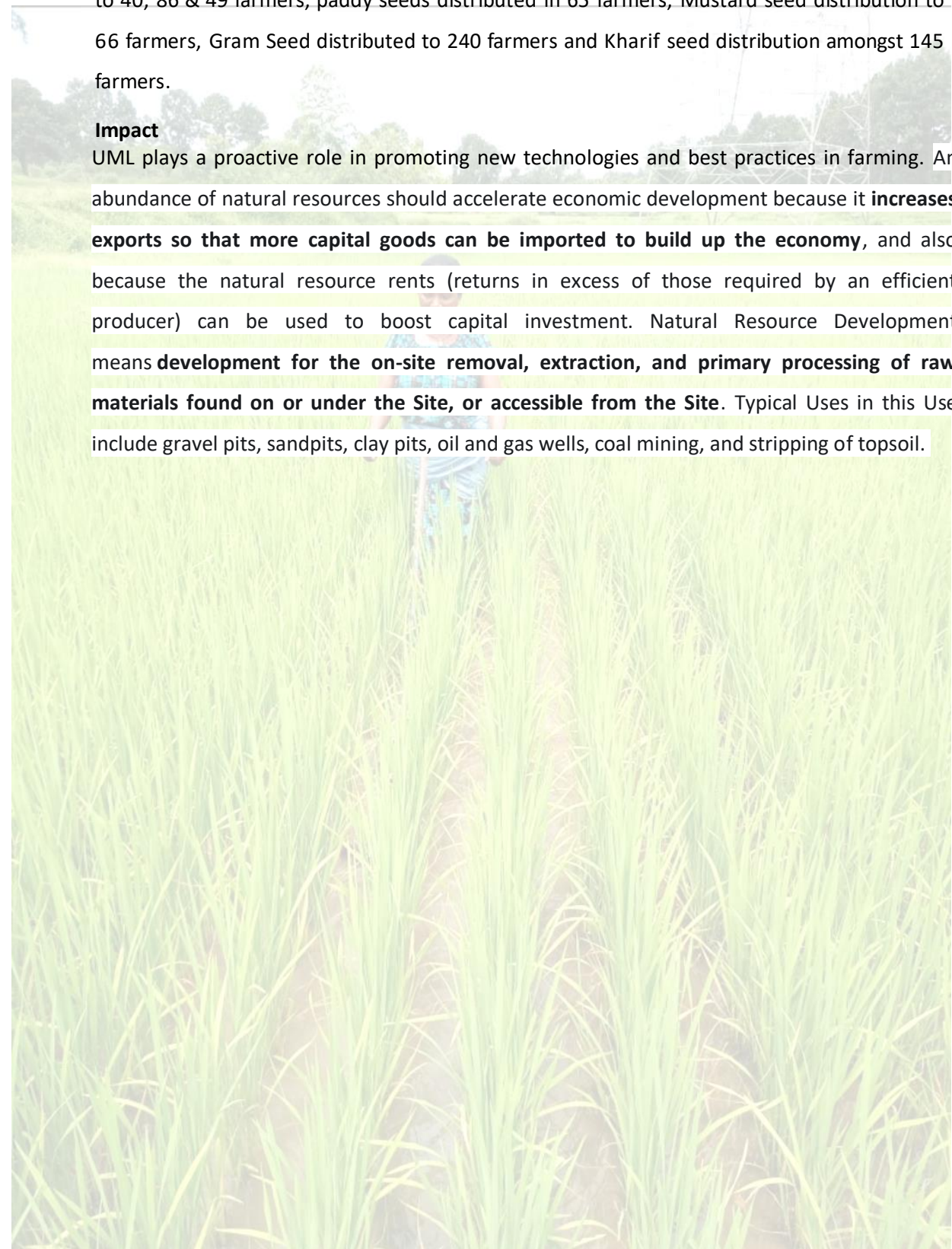
#### Activities Undertaken

S. No	Key Activities	Number
1.	NADEP Compost	01
2.	Compost pits	20
3.	Low Cost Vermicompost	00
4.	No of village covered under Hand pumps repairing	17
5.	Training to youths for Hand pumps repairing	40
6.	Hand Pump repaired	46
7	Farmers given seed for SWI	65
8	Linked with Multi cropping schemes	240
9	Motivation and convergence training for farmers	17
10	Construction of new Low Land Well	04
11	Pond Construction	05

Usha martin Foundation distributed pigeon pea to 48 farmers, Pulses (Arhar & Masoor, Urad) to 40, 86 & 49 farmers, paddy seeds distributed in 65 farmers, Mustard seed distribution to 66 farmers, Gram Seed distributed to 240 farmers and Kharif seed distribution amongst 145 farmers.

**Impact**

UML plays a proactive role in promoting new technologies and best practices in farming. An abundance of natural resources should accelerate economic development because it **increases exports so that more capital goods can be imported to build up the economy**, and also because the natural resource rents (returns in excess of those required by an efficient producer) can be used to boost capital investment. Natural Resource Development means **development for the on-site removal, extraction, and primary processing of raw materials found on or under the Site, or accessible from the Site**. Typical Uses in this Use include gravel pits, sandpits, clay pits, oil and gas wells, coal mining, and stripping of topsoil.



## **Social**

Most people aware for using composts is an effective way to increase healthy plant production, save money, reduce use of chemical fertilizers, and conserve natural resources. Compost provides a stable organic matter that improves the physical, chemical, and biological properties of soils, thereby enhancing soil quality and crop production. When correctly applied, compost has the following beneficial effects on soil properties, thus creating suitable conditions for root development and consequently promoting higher yield and higher quality of crops.

## **Economic**

The farmers are able to fetch good price for organic crops. It resulted in cost savings by reducing the need for water, pesticides, fungicides, herbicides, and nematodes. NADEP is used to reduce cost expenses incurred for chemical fertilizer; it improves fertility of soil results better crop yield. These resulted to reduction of dependency on the market and also reduce the production costs in agriculture.

## **Environmental**

1. Use of compost has provided a rich source of plant nutrients and improved soil fertility.
  - a. It has made the environment healthy.
  - b. It has increased fertility of land at low cost.
  - c. Further it has enhanced physical, chemical, and biological properties of soil.
  - d. Plant protection medicines are reduced due to its use. Cost of production has also got reduced.
  - e. There is increase in the catchment power of the soil.

## **Sustainable Livelihood**

Agriculture, allied activities are the backbone of the country, 70 percent of the community was dependent on agriculture. The objective of the sustainable Livelihood is to reduce poverty and inequality by generating employment among poor households and by moving highly vulnerable households into sustainable livelihoods and towards economic stability. Sustainable farming helps the farmers innovate and employ recycling methods, apart from the conventional perks of farming. A very good example of recycling in sustainable farming would be crop waste or animal manure, introduced and promote by the company in the area. The same can be transformed into fertilizers that can help enrich the soil. However, as the population surges upward, more stress is being put on increasing agricultural production. But at the same time, land is a limited resource and there has been a decrease in land-holding size of the farmers. The opportunity lies in enhancing the land productivity for meeting the demand of the increasing population, which would help in creating sustainable income for the

farmers. Under this programme, UML focuses on enhancing farm productivity, agriculture development and improved returns from livestock management.

## Health

Rural health care is one of the biggest challenges facing in rural area and low level of health facilities, mortality rates due to diseases are on a high. The company address the health issues through mobile health units, health camps and facilitated in referral services in the area for addressing communicable diseases, COVID 19 with health issues at community level. Besides, endemic diseases tuberculosis (TB), Malaria, Neglected Tropical Diseases, communicable disease outbreaks will continue to challenge public health, requiring high level of readiness in terms of early detection and rapid response. In this regard, vector-borne diseases, such as dengue and acute Encephalitis syndrome, are of particular concern. Antimicrobial resistance is one of the biggest health challenges that must be tackled with all seriousness. Community health is a medical specialty that focuses on the physical and mental well-being of the people in a specific geographic region. This important subsection of public health includes initiatives to help community members maintain and improve their health, prevent the spread of infectious diseases and prepare for natural disasters. Working at community level promotes healthy living, helps prevent chronic diseases and brings the greatest health benefits to the greatest number of people in need.

We live in unprecedented times, faced with a pandemic of monumental proportions. Not only has COVID-19 wreaked havoc across the country, it also has exposed fundamental weaknesses in healthcare systems in the operational areas of Usha Martin. The company has identified challenges and opportunities that COVID-19 presents by connecting the immediate need to curb the spread of the disease. Considering broad social, political, and economic impacts, we focus on health disparities and the severe effects of the crisis on some populations, especially disadvantaged and underserved ones.

### Problems

Although improving maternal and child health care continues to adversely affect the community. Child malnutrition is a major area of concern as the progress is extremely slow. Poor child nutritional status is further confirmed by high levels of anaemia among 6 month -19 years of children as well as women of reproductive age. Approximately half the children (aged 6–59 months) and one-third of women (aged 15–49 years) suffer from moderate to Severe Anaemia. The people often suffer from the burden of communicable diseases like TB, malaria and other vector-borne diseases. Adolescent girls face multiple challenges. In addition to anaemia and lack of nutrition they

have to deal with the social challenges of early marriage and social taboos.

### Causes

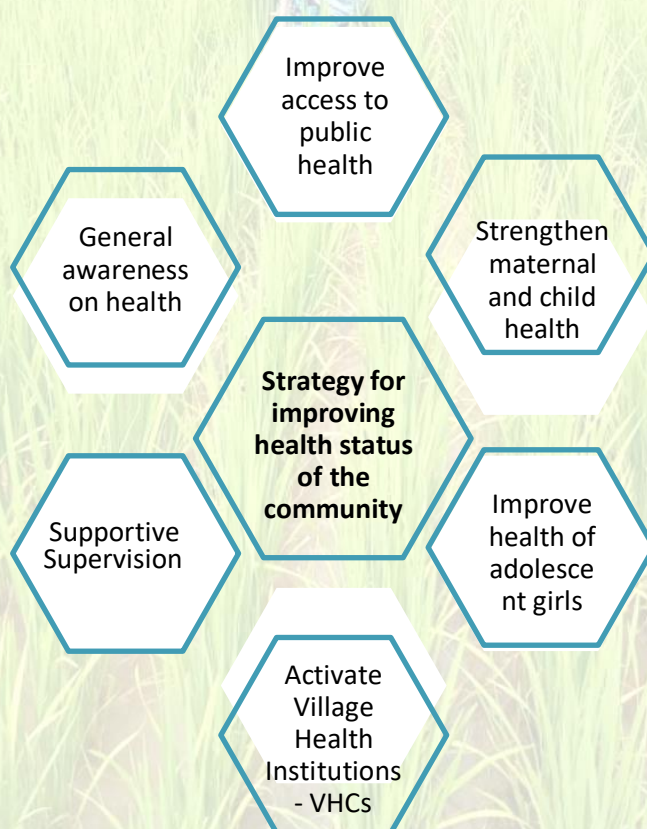
Availability, Accessibility, Acceptability, Affordability with Quality services of health is a serious concern. As the area has Health Centres and Dispensaries, inadequate number of Doctors & Service Providers results a poor service of health. Poor knowledge, inadequate supply and demand is a barrier, leads to poor health amongst community.

### Objectives

- ☐ To improve the overall general health of the community especially child & women
- ☐ To ensure access to maternal and child health care
- ☐ To improve the health status of adolescent girls.

### Strategy

The strategy adopted for improving health status of the community focuses on access to health, strengthening village health and supportive supervision.



## 1. Improve access to public health

Access to healthcare services is limited in rural areas. Some rural facilities may not be equipped to handle transitional care or specialized follow up care after a life changing illness or event to good health, yet community members face a variety of access barriers. Ideally, residents should be able to conveniently and confidently access services such as primary care, dental care, behavioural health, emergency care, and public health services. Access to healthcare is important for:



- Overall physical, social and mental health status
- Disease prevention
- Detection, diagnosis, and treatment of illness
- Quality of life
- Preventable death
- Life expectancy

Even when an adequate supply of healthcare services exists in the community, there are other factors to consider in terms of healthcare access. For instance, to have good healthcare access, a rural resident must also have:

- Financial means to pay for services, such as health insurance that is accepted by the provider



- Means to reach and use services, such as transportation to services that may be located at a distance.
- Confidence in their ability to communicate with healthcare providers has

poor health literacy

- Belief that they will receive quality care

## 2. Strengthen Maternal and Child health

Pregnant women are particularly disadvantaged when it comes to their socio-cultural status, political participation and opportunities for personal development. Improved quality of obstetric services is essential for convincing the women to give birth in health facilities, where they will benefit



from emergency care in the event of complications. Pregnant women are given counselling on Ante natal, delivery and post-natal care services. Similarly, initiatives are taken to ensure that children get fully immunised with good nutrition.

### **3. Improve health of adolescent girls**

Promoting healthy behaviours during adolescence, and taking steps to better protect young people from health risks are critical for the prevention of health problems in adulthood, and for countries' future health and ability to develop and thrive.

### **4. Village Health Sanitation Nutrition Committee (VHSNC)**

Village Health Sanitation Committee is formed to take collective actions on issues related to health



and its social determinants at the village level.

The committee play a vital role in implementing the major initiatives that are planned through village health Plan. In each village of the project area, VHSNC is formed and support in the implementation of health programs in the area focused on Maternal,

Child and Adolescent health.

Generally, each VHSNC have strength of 12-15 members where the PRI member plays the role of president and Sahiya is the convenor or member secretary of the VHSNC. Each VHSNC is granted with an untied fund of Rs. 10000/- every financial year for mitigating the village level need that are drawn through village health plan.

### **5. Supportive Supervision**

Ongoing support is needed for health workers in the frontline of service delivery to perform to their full potential and deliver quality patient care. The aim of supportive supervision is to increase the capacity and confidence of the individual to take on the specific tasks addressed via focused observation, mentorship, and feedback. Supportive supervision helps to assure that critical investments in training and technical assistance are realized.



### **6. General awareness on health**

Health check-ups and dos and don'ts in matters of healthcare are an important component of improving people's awareness on health.

## Health Activities in project area- Interventions

TVM Pillar	Tati (E)	Tati (W)	Haratu	Silwai	Ara	Mahilong	Baram	Chatra	Masu	Hesal	Hehey	Baheya	Bedwari	Lupung	Angara	Total
COVID 19 Test Camp	3	1		4												8
Covid-19 Vaccination	28	15	3	17	10	9	4	13	4	4		2	5	2	13	129
Adolescent Girls Group meeting				1				4	1						1	7
VHND / Immunization program	9	9	9	10	9	9	10	9	11	9	9	9	9	9	9	139
Aids Control Society Meeting	1	1	2	2					2		2					10
Bleaching Powder distribution	25			61				13	41							140
Meeting on Sanitary Pad Machine				1					1							2
Health Session				1												1
Village Health Committee meeting				5		1			2							8
Sanitation Program				1					1		1					3
Water Treatment	197	1	1	221	1	1	1	2	1	65	1	1	1	20	85	599
Malnutrition Home Visit				21					35							56
General Health Camp	4	4	4	6	2	4		4	9	1	2			1	4	45

1. 07 meeting on personal hygiene, Sanitation, Anemia and communicable disease organized with Adolescents in villages to sensitize & orient them on the health issues. The Hb test of girls (10-19 years) organized at village level to aware on Anemia, prevention and need to address this issue at home based level

2. Regular home visits by the health activists with field personnel of company to sensitize pregnant women on Ante Natal Check-up (ANC) Post Natal Care (PNC), Routine Immunization of Child, Immunization of PW, Preparation for delivery, selection of institution, and about health care at home. Company facilitated and supported in logistic arrangement, availability of infrastructure for conduction of VHSND, Immunization and ANC in the area.

3. Water testing activities organized by the company in 03 blocks with the support of department; ensure safe and potable drinking water for community. All the drinking water source of the operational area was tested by the water laboratory with support of Company, test report shared in the community focused on the drinking water.

4. COVID 19 is pandemic in the 2<sup>nd</sup> phase, lockdown in the area. The daily wages labour faced problems in getting wages and work. The Company address the issue of poverty by providing food grains to the needy people followed by distribution of mask and sanitizer. The mass campaign for mobilization on COVID 19 also Poverty organized by the health team of the company in the area under

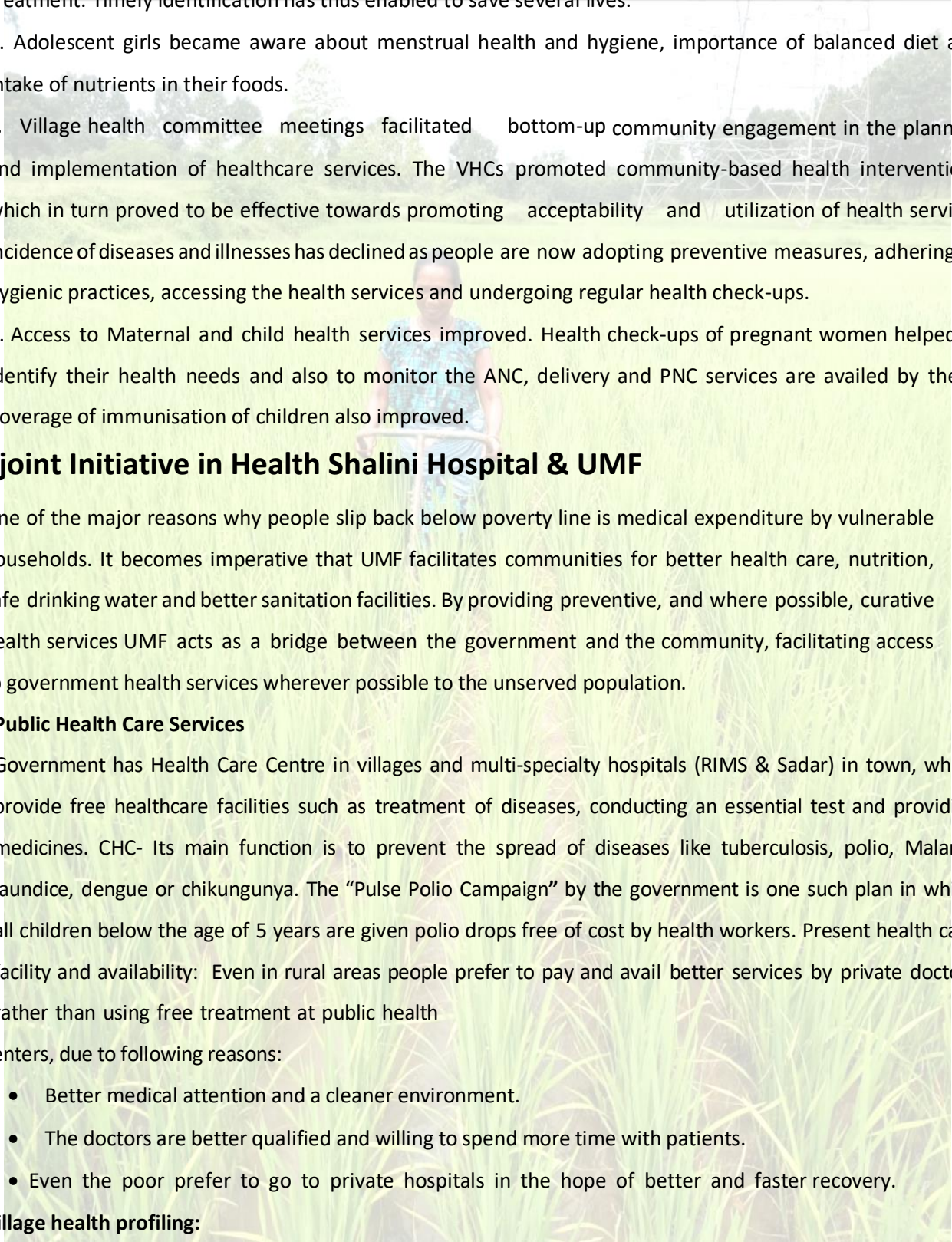
#### **COVID Response Program.**

UML facilitated in the formation of clubs focused on Nutrition, access government health services/facilities, Medicinal use of herbal plants, Promotion of Sanitation & Hygiene practices, Sensitization on Anemia, Under Nutrition of children, Immunization and Institutional delivery with promotion of Family methods amongst community.

#### **Outcome/Impact**

Community health programs improve access to preventive health care services, engage citizens in care decisions and seek out lower medical costs. Accessibility by rural community, Availability, Quality Services available at health institutions and reach within the community at village level. Community involvement in addressing health issues with support of service providers to reduce MMR, IMR with combat Malnutrition, Anemia.



- 
- a. Process Innovation through the regular conduct of health camps has been successful in identifying diseases and illnesses that the community members succumb to and coordinate measures for their treatment. Timely identification has thus enabled to save several lives.
- b. Adolescent girls became aware about menstrual health and hygiene, importance of balanced diet and intake of nutrients in their foods.
- c. Village health committee meetings facilitated bottom-up community engagement in the planning and implementation of healthcare services. The VHCs promoted community-based health interventions which in turn proved to be effective towards promoting acceptability and utilization of health services incidence of diseases and illnesses has declined as people are now adopting preventive measures, adhering to hygienic practices, accessing the health services and undergoing regular health check-ups.
- d. Access to Maternal and child health services improved. Health check-ups of pregnant women helped to identify their health needs and also to monitor the ANC, delivery and PNC services are availed by them. Coverage of immunisation of children also improved.

## **A joint Initiative in Health Shalini Hospital & UMF**

One of the major reasons why people slip back below poverty line is medical expenditure by vulnerable households. It becomes imperative that UMF facilitates communities for better health care, nutrition, safe drinking water and better sanitation facilities. By providing preventive, and where possible, curative health services UMF acts as a bridge between the government and the community, facilitating access to government health services wherever possible to the unserved population.

### **Public Health Care Services**

Government has Health Care Centre in villages and multi-specialty hospitals (RIMS & Sadar) in town, which provide free healthcare facilities such as treatment of diseases, conducting an essential test and providing medicines. CHC- Its main function is to prevent the spread of diseases like tuberculosis, polio, Malaria, jaundice, dengue or chikungunya. The “Pulse Polio Campaign” by the government is one such plan in which all children below the age of 5 years are given polio drops free of cost by health workers. Present health care facility and availability: Even in rural areas people prefer to pay and avail better services by private doctors rather than using free treatment at public health

centers, due to following reasons:

- Better medical attention and a cleaner environment.
- The doctors are better qualified and willing to spend more time with patients.
- Even the poor prefer to go to private hospitals in the hope of better and faster recovery.

### **Village health profiling:**

Method: Profiling is based on the secondary data available at AWW, direct interaction with the patients at health camps.

District	Villages
Ranchi silwai and Haratu	Masu, Mahiong, Chatra, Angara, Tati east, Tati west, Ulatu,

**Health profile -**

Shalini Hospital conducted a base line report on health facilities and need of the community during the starting phase of health camp and did village health profiling in all 6 project catchment villages of Ranchi. The theme was to observe the healthcare needs, awareness of Govt schemes and availability of healthcare facilities.

**Family health status:**

Maximum family had experience severe disease in last one year time frame in which they had to take treatment from available source in their village; RMP- Rural medical practitioner (unauthorized practitioner). Second choice for treatment is private hospital and nursing homes. Very few cases are treated in Govt hospital available at their block. Govt hospitals are well strengthen to take up the delivery cases but for other disease ailments patients need to go for private facilities.

**Ayushman Bharat Scheme:**

Scheme under Ayushman Bharat - PM-JAY (Pradhanmantri Jan Arogya Yojna), which aims at providing health insurance cover of Rs. 5 lakhs per family per year for secondary and tertiary care hospitalization to poor and vulnerable families. There is no cap on the family size under the scheme. This scheme was earlier known as National Health Protection Scheme (NHPS) before it was rechristened to PM-JAY. This scheme was launched on 23rd September 2018 by the Hon’ble Prime Minister Shri Narendra Modi in Ranchi, Jharkhand.

**Present status of awareness and availability of PMJAY:**

This scheme is running in the state and the command area of UMF has an awareness of the scheme due to better campaigning done by Shalini Hospital during health sessions and camps. Shalini hospital is one of the empanelled hospitals under the scheme. The urge for making golden card to avail the facility shows weak response although the service to obtain golden card is easily available.

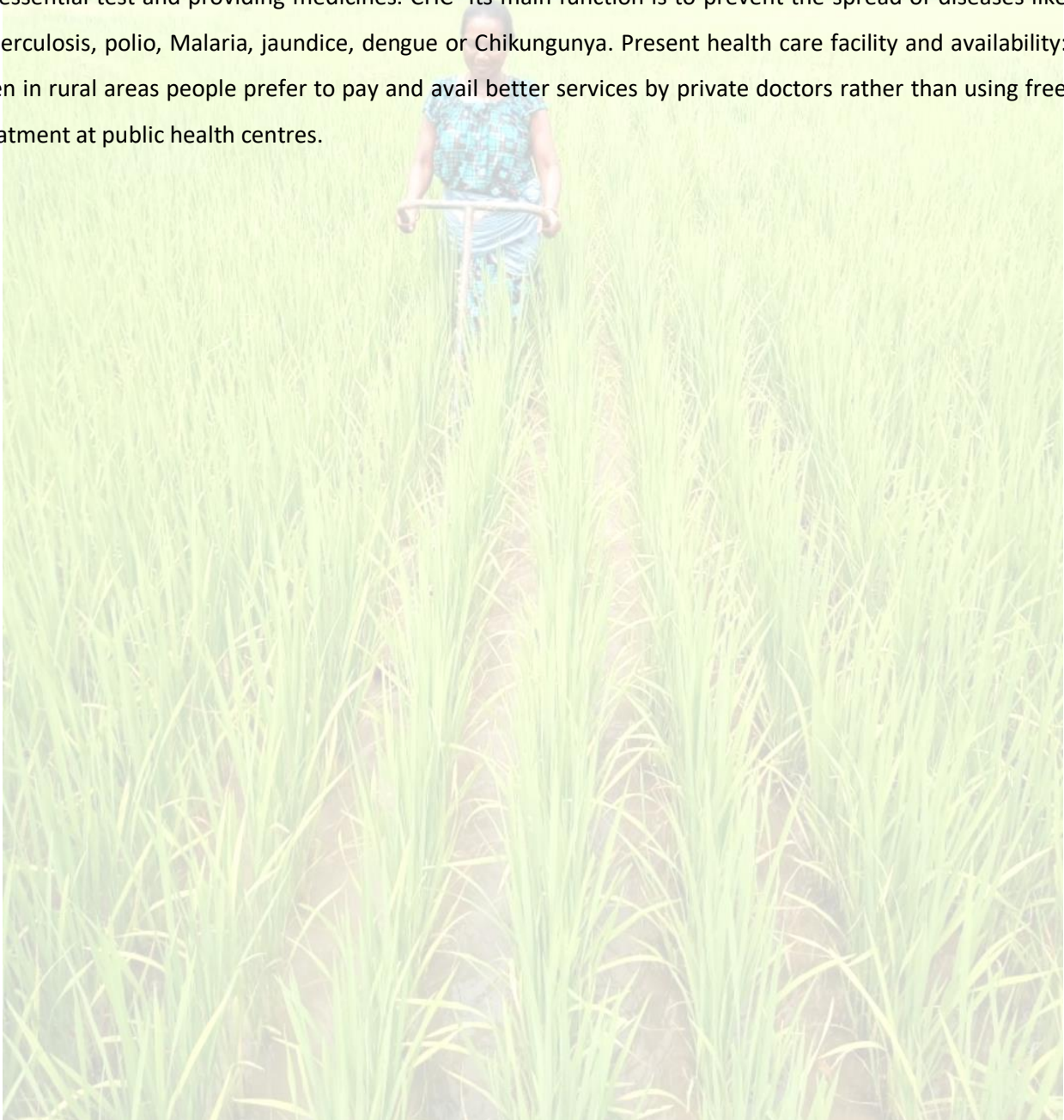
UMF primary areas of focus have been reducing Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR) through several initiatives promoting nutrition and nutrition-related education, while also working in the area of general health treatment and education regarding safe drinking water and sanitation.

**Health camp:** The camp covers routine check- up for normal diseases such as cold, fever and cough, and aims to reduce medical costs. Vision for all especially the old people suffering from cataract, aim to eliminate avoidable blindness worldwide by the year 2021-22, in order to give everyone in the world the Right to Sight. This is a joint initiative of the UMF and Shalini Hospital for the Prevention of Blindness, with coalition of Government of Jharkhand, eye care institutions at the project

area.

UMF & Shalini Hospital has joined in the global initiative and is regularly conducting eye check up for primary school children. In 2021-22, a total of 547 children of nine primary schools underwent preliminary check up conducted by volunteers. Spectacles were given to 51 students and medicine to 11 students. In 2021-22, a total of 1051 patients were covered through health camps. Since the inception of the intervention, 984 patients have been checked so far.

**Public Health Care Services** Government has Health Care Centre in villages and multi-specialty hospitals (RIMS & Sadar) in town, which provide free healthcare facilities such as treatment of diseases, conducting an essential test and providing medicines. CHC- Its main function is to prevent the spread of diseases like tuberculosis, polio, Malaria, jaundice, dengue or Chikungunya. Present health care facility and availability: Even in rural areas people prefer to pay and avail better services by private doctors rather than using free treatment at public health centres.



## 7. Capacity Building Programme

Capacity building is considered to be important as it involves a set of actions that an organization takes to improve its ability to perform successfully in its chosen area. Despite the many initiatives taken under CSR community members continue to face significant capacity challenges undermining their ability to effectively or fully carry out the actions they are intended to pursue. These challenges include:

- ✓ A lack of knowhow on integrated farming, livelihood generation, functioning and role of local governance institutions.
- ✓ Fragmentation of information, and lack of training in farming approaches
- ✓ A lack of skills and organizational or institutional capacity
- ✓ A lack of established systems, and processes new or existing bodies or entities would use to efficiently and effectively plan, manage and coordinate



The management team well recognises that improving capacity building on the ground through enhanced trainings and skill building with sustained resource provisions is critical to success of the development interventions.

### Problems

Lack of capacity is manifested in the functioning of the institutions, ability to execute activities and also in the implementation of activities particularly when new initiatives are to be started.

### Causes

Lack of skill and knowledge about modern methods and techniques of agricultural practices, initiation of new livelihood opportunities, and poor capacity of the village institutions is among the key causes for low capacity.

### Objectives

- To enable successful implementation of agricultural and livelihood opportunities.
- To strengthen village institutions
- To inculcate capacities for providing safe drinking water

### Strategy

A mixed strategic approach has been pursued which can broadly be categorised into institutional and programmatic aspects. Under the institutional aspect the strategy has been to strengthen the Gram

Sabha and SSS groups that form the backbone for providing support to implement and monitor activities on the ground. As for the programmatic aspect the strategy has been to improve integrated farming, improved agricultural practices, up scaling horticulture and promoting livelihood particularly mushroom cultivation.

**Impact of Capacity building initiatives observed in project areas:**

1. Effective Village Institutions establishment and functional in the area, i.e. Gram Sabha, Farmers Groups.
2. Income generation activities done by the community as per guidance of the company in the field of farming and non farming sectors. Participation of the farmers and individuals with women increased in the implementation of agriculture activities.
3. Goat farming, fishery development training has brought new perspective in community engaged in livelihood promotion in the area. The families responded and adopted gat farming & Back yard poultry to earn more.
4. Village level meetings in the villages organized regularly with record keeping and maintenance of registers by the members of the committee. UML team personnel facilitated and supported in formation of SHGs, Women Farmers Groups and VHC’s in 18 villages. The committee persons monitoring issues of village such as potable drinking water issues, drainage, sanitation, alcoholism

Activities	No. of Activities in Villages
Kitchen Garden	124
Fish Jeera List	50
Fish Jeera Distribution	20
Duck Distribution	75
Mushroom List	32
Mushroom Seed Distribution	44
Mushroom Cultivation	70
Maize seed distribution	98
Vegetable List	87
Vegetable seed distribution	147

addiction, sanitary units, irrigation with fertilizer (organic) etc. More focus on promotion of organic farming and potable drinking water.



## 8. Livelihood Activities

More than seventy percent of the households in the project villages derive their livelihoods from small scale agriculture and allied activities. Sub optimal performance in agriculture has been resulting in lower incomes for the families. Improved productivity of agriculture and allied activities has a direct effect on the income and quality of life of the families. Therefore, any measure to improve the prosperity and human development of the families in the project area must focus on improving their livelihoods.

### Problems

The families engaged in small scale agriculture and allied activities lack information, resources and low-cost techniques leading to low production and income. Other factors like damage to crops from diseases, erratic weather, grazing by cattle add to their burden. Thus, the various types of losses make the returns on their livelihood inadequate to break out of the poverty trap.

### Causes

Low productivity in agriculture and horticulture is due to poor access to irrigation, soil nutrient (carbon, nitrogen, zinc, phosphorus) depletion, delays in planting and availability of quality seeds. The marked decrease in soil nutrients has noticeably affected crop yield per hectare. Imbalanced fertilizer use is the root cause of poor crop yields and poor soil fertility status. Micronutrient deficiencies in soils are also emerging as yield limiting factors.

### Strategy

The strategic approach for developing livelihood of the communities in the project area comprises of farm and allied activities. The thrust is appropriate as communities have traditionally engaged in agriculture and possess land.

Focus was on SRI and encouraged to adopt seasoned crops as well as exploring various off farm income



avenues like duckery, backyard poultry, piggery and fisheries.

2. Horticulture through Kitchen Gardens, covering 747 households.

The coherent and coordinated approach to livelihood generation has yielded positive results. Households have been able to improve production in all the livelihoods taken up by them. The increased production has yielded

enhanced incomes for the households. One of the prime objectives of CSR's activity is to increase the skills of community people and technique of agriculture practices for increase the production of products. The capacity building program for farmers, enhance the skills for sustainable development of family of the project area. This results in the sustainable livelihood generation of the people. SRI (Systematic Rice Intensification), a method for paddy cultivation in the area, initiated by company with regular support & monitoring by the project team at the field level among farmers. Also, support in establishing income generation activities of the family by setting & establishing house level units such as duckery, mushroom, backyard poultry, piggery and fishery.

❖ **Income Level enhancement (village wise)**- The implementation of livelihood generation opportunities be it Kitchen Garden/SRI/Mushroom cultivation have directly led to an increase in income for each of the households with the amounts ranging from Fifteen thousand to Twenty Thousand for the marginal farming household and at least Ten to Twelve thousand for the small farming household.

❖ **Social Return on Investment** –Financial investments made by Usha Martin Limited have directly and indirectly yielded social returns in the following manner:

- Improved natural resource management i.e., ecologically balanced use of land and water for agriculture.
- Adoption of organic farming which not only conserves and restores the soil but also leads to production of healthy agricultural produce and provides to nutritional requirements.

❖ **Mushroom cultivation/Fishery and Kitchen Garden**

Mushroom cultivation- Mushroom cultivation has become a very lucrative pursuit in recent years. The project team understanding its remunerative potential provided training and introduced its cultivation among a hundred and twenty community members. It takes about three months to harvest about a kg of mushrooms, which we sold at Rs 300. It is round-the-year production.

Fishery-Aquaculture has the potential to generate income and create jobs, especially to the local youth. Being small and less risky, small-scale aquaculture can be adopted easily by resource-poor farmers. Usha Martin Limited decided to promote pisciculture, as a sustainable livelihood. The project team encouraged the farmers to enhance the pond carrying capacity, involve farm family, improve resource utilization, integrate different components in the fish farming and optimally utilize farm areas and farm wastes to enhance the farm income for the family livelihood and better sustainability.

**Kitchen Garden:** Observing the availability of vacant space in the back yard of most households, and poor nutrition among women and children the project team of Usha Martin Limited oriented the women and asked them about their interest on the concept of building a vegetable garden in their household. The SHG women showed interest in the concept and thereafter the process was initiated. The bed size was modified based on the amount of land which the beneficiary has in the backyard. As a result of this innovation Women are growing vegetables in all seasons and these are now being consumed by the family members and also sold in the market.

## 09. Education Activities

The Education support was a vital component in supplementing the efforts of Government in ensuring quality education and UML has prioritised and felt the need for providing the school infrastructure facilities:

- Furniture- Benches, Tables, Cupboards etc.
- Construction and renovation including roofing, flooring and compound wall and gates.
- Construction and renovation of toilets with water facilities
- Provision of borewell, water storage system through sintex and drinking water supply through water filters
- Supplementary Nutrition
- Supporting aids like computers, printers, Public address systems, Sports materials i.e. football, Bat, ball etc, bags etc.

### Impact

The support provided by UML has enhanced the infrastructure facilities and contributed for ensuring quality education. This has benefitted the rural marginalised and tribal children. The visible changes have been brought through increased enrolment, reduction in school dropouts and technological advancement through computers are keeping pace with the other schools. The construction of girl friendly toilets has contributed



in hygiene promotion, menstrual hygiene management and effective usage of toilets.

Covid-19 has affected the ongoing educational activities however Gurukul School the company has been doing CSR initiative through one Gurukul School, which is situated at nearby factory. We take care of poor children and those who are unable to give fee.

## 10. Convergence & Coordination with Government Programs

The basic objective of convergence of different CSR initiatives with Government schemes is to establish synergy among different programmes so that benefits to the community can be optimised. Secondly, appropriate convergence strategies will bring enhanced social and economic opportunities for the target mass in the project locations which will strengthen the welfare and livelihood of the people. It is expected that through convergence, there would be additional resource support to project from different other schematic provisions of Government which will contribute to realise the project outputs.



### Problems

Although numerous activities are undertaken unless all the components for a particular initiative is completed the desired outcomes cannot take place. For example, in agriculture unless all its components from seeds, soil, irrigation, fertiliser, labour etc. are provided the desired yield will not take place.

### Strategy

The approach to convergence has been conceived at two different levels, irrespective of schemes / programmes / departments i.e., convergence at resource level and convergence at service delivery level. Both types of convergence would be beneficial depending upon the factors like nature of the programme/schemes, departmental priorities etc. In some cases, specific to the nature of the scheme/programme, convergence could be of both the types while in some other cases, it would be either resource based or service-based convergence.

The perspective on convergence adopted by the project team was guided by the activities undertaken in the sector of NRM, Health, and Capacity Building and Livelihood generation.

Resource based convergence could be made possible only after planning of resources covering required resource base, availability of resources from own sources, identification of resource gap and finalising the additional resource requirements. Service based Convergence: This type of convergence will not necessarily look at resource contribution from other schemes / programmes; rather it would look

at different services offered by different departments, either under different programmes / schemes or under its core functions. For example, agricultural extension services offered by agriculture department, health care services offered by ICDS and NRHM, social security services offered by Rural Development Department etc. It is basically guided by the emerging needs of the people/SHG in a given project location where other departments / programmes / schemes will make available their services. The required services from different departments / programmes / schemes would be need based and people would be utilising those services, as per their need, for attending a better quality of life.

#### Activities

S. No	Key Activities	Number
1.	Covid Test & Covid Vaccination	129
2.	Kissan Credit Card	137
3.	Pension	02
4.	Handpump Repairing	46
5.	Blanket Distribution	170
6.	Ration Card	14
8.	Pond Construction	05
9.	Sports Item Distribution	05
10.	Well Construction	04
11.	Form Filled for Animal Husbandry Schemes	50
12.	Exposure visits of Farmers	22
13	Off farm Activities for tailoring & Computer	37
14	Street Light Repairing	11
15	Training of farmers on agriculture & animal husbandary	102

The activities undertaken by the project team has led to convergence in the following sectors

1. As observed earlier maximum thrust were given on sustainable NRM, agriculture and

agriculture-based livelihoods. But this year social security schemes are tapped and benefits are provided to needy communities.

2. Piped drinking water and sanitation facilities will be provided through construction of 6 Solar based Jal Minar.

2. Clean fuel to women under the Ujjwala scheme of the central government has been beneficial in reducing the household drudgery of women

### 11. Women Empowerment

As Govt. has started the drive for Laxmi ladli Yojana, Atal Pension Yojana, PMBSY, PMJJY we have conducted several rounds of meeting in villages to motivate farmers for towards opening their account in these schemes so to make them financially strong. These are:

1. Samsaya Samadhan Samooh Meeting-----02 Nos.
2. SHG meeting----- 24 Nos.
3. Training on SWI -----07 Nos.
4. Village Health Committee meeting -----21 Nos.

### Performance Areas/ Level of Achievement

S. No	Areas/ Level of Achievement	Excellent	Very Good	Good	Fair	Poor
01	Participatory approach	✓				
02	Gender Focus	✓				
03	Vulnerable Focus	✓				
04	Grievance Redress mechanism		✓			
05	Transparency	✓				
06	Management		✓			
07	Monitoring			✓		
08	Community Ownership of the project for sustainability of the envisaged interventions		✓			
09	Introduction of innovative interventions		✓			

## Chapter IV: Outcome of recommendation

In the previous year, following recommendations were given by the agency. Based on previous experiences and execution, four major components were identified for recommendations:

### **1. Sustainability, 2. Co-creation, 3. Local team, 4. Long-term investment**

**Based on the recommendations, following activities are identified by the company to strengthen the CSR activities.**

### **Ensuring Environmental Integrity**

Our main focus is on Natural Resource Management & Environmental Conservation. Key programmes include land and water management activities, waste management, and preservation of biodiversity and mitigation of climate change impacts. The programmes are designed with a participatory approach along with inclusion of other partners who provide skills, knowledge, expertise and funds to enhance the effort and reach a larger number of people.

#### **Natural Resource Management**

- Watershed development and Water management
- Soil and Land improvement
- Waste Management

#### **Individual water harvesting structures (farm pond, well recharge and farm bund)**

Farmers also harvest water individually on their farmlands by digging farm ponds and farm bunds and taking up ground water recharge through wells. Direct benefit is increase in water storage capacity that can be used for agricultural activities and critical irrigation.

- Fertile soil that is dug out is utilised in their farm for land reclamation, which leads to increased production
- Stones are used for building farm boundary to protect crops from wild and stray animals
- Reduction in salinity
- Increase in water table of surrounding area, expertise

Positive and multiple relationships were found, prompting recommendations for the management level. The stakeholder's influences require particular focus, with which the leaders and managers of every sector can create opportunities to successfully practice in the field. Finally, the outcomes of the CSR practices and positive stakeholder influences are considered key elements for enhancing corporate reputation in the future. CSR performance enhances sustainable development in terms of improving SDGs in relation to socio-economic development. Firms fulfil their CSR performance, which also achieves SDGs, and gain benefits such as corporate reputation in return.

## Chapter V: Quality Matrix

On the basis observation during field visits and interaction with community, it is required to check the quality of the programme whether each stage of proposed operation was properly followed or not. To do this, we have prepared the quality check matrix to know about the inconsistency existed between the stated governance statement and actual plan of action. It will also help us to locate the source of instability in the process of implementation. It will also help to understand about the lacuna in the process of overall supervision and would help them to revise their future plan of action.

Quality Criteria	Scoring Category				
	Fully	Partly	Fairly	Hardly	Not at all
Is there a relevant governance statement that	Yes				
Did stakeholders participate in creating the governance statement?	Yes				
Are the values of the programme clearly stated?	Yes				
Are the programme rules clearly listed?	Yes				
Are the programme rules covering every aspect of the planning?			Yes		
Are the programme rules following strictly by each of the stake holders?			Yes		
Is there any lack of co-ordinations found among different stakeholders in the phases of Operation?				Yes	
Whether proper timeline/ calendar was followed at the outset of the financial year/ phase of	Yes				
Is UML consistently providing fund?	Yes				
Do the stakeholders know about the organization?	Yes				
Is there effective dialogue among stakeholders?	Yes				
Are stakeholders satisfied with the programme?	Yes				
Are stakeholders appropriately involved in the Execution of the programme?	Yes				

The Quality matrix check clearly highlights some critical issues. A governance statement can emerge out of the same. A well-developed plan is extremely essential to ensure systematic implementation of the programme across the villages. For any development programme, it is pertinent that the stakeholders are continually engaged and involved in the planning process. There is fair amount of stakeholder involve in the planning. It has to be excellent category for the execution of successful programmes.



## **Chapter VI: Recommendations**

### **Social**

Emphasizes on the responsibility of corporations to return some of their wealth and success to the communities that support them. Poverty afflicts many of the developing countries where corporations employ people in their factories. Given their wealth, social influence and contacts within government and business, corporations can make a difference for people in need by contributing to efforts in education, employment training programs, drug counselling and small business startups. The theory argues that will benefit from these activities by helping to create stable and thriving communities that benefit everyone.

### **Environmental**

The natural environment is the source of all wealth, and those making the wealth have been badly abusing it. The forests fall for timber, cattle ranching and slash and burn agriculture. Human activities pollute rivers and air and increasing temperatures eat away at the polar ice caps. Engagement of community to recognize the wealth and success are at least partly to blame for this damage, and contribute time, money and knowledge to alternatives such as renewable energy, conservation and non-polluting alternatives

### **Sustainability**

Ensuring towards sustainability has to be a prime concern of all the company programmes and activities. Rather than treating community like beneficiaries and mere receptacle of corporate donations, the company should work on teaming up with the community, and other local stakeholders like the Government, rural entrepreneurs, etc. to create winning collaborations that can sustain over the long-term.

### **Local Resources and Engagement of Community**

A well dedicated at field level implementation team is an essential feature. The company has its local team but for a longer perspective, the team members will not to change in future to maintain the pace. By its knowledge of the field, it can easily avoid mistakes and it can re-orientate the strategy as soon as difficulties or blockages emerge. In addition, its proximity with the community is the guarantee of continuous corporate/community dialogue and personal engagement of team members in initiatives that affect their own community.

## Glimpses of Success

### Income Generation Activity- Mushroom Farming

FACTSHEET	
PLACE OF IMPLEMENTATION	Village – Masu
IMPLEMENTING AGENCY	Usha Martin Limited
SECTOR(S)	Livelihood Generation/Innovation
YEAR OF LAUNCH	2021-22

#### Background

Mushrooms are gradually becoming popular as they are rich in minerals, vitamins, very low on fat and sugar. They are good source of protein and contain many essential amino acids. It is also known to have medicinal value and certain varieties of mushrooms can inhibit growth at cancerous tumor. Leisure time can be utilized effectively by involving in mushroom cultivation enterprise. Mushroom production is labour and management intensive. There is ample scope for mushroom industry to thrive successfully and can become a lucrative business for the unemployed



rural youth, self-help groups, farm women who are in search of viable activities which are promising and giving good returns and an additional income source for the farmer. Mushroom cultivation can effectively utilize the agro residues for production of protein rich food and plays crucial role in management of agro residues. Mushroom cultivation is an eco-friendly activity, as it utilizes the wastes



from agriculture which are available in huge quantities in every corner of the state and in turn produces fruiting bodies with excellent nutritional and medicinal attributes.

Mushroom cookies, Mushroom powder.....her bags are full of and her stable is flourishing with the choicest of mushrooms that she cultivated for living. Today her platter is filled with success and profits. In an interview, mushroom farmer from Masu village, Namkum Block, Ranchi District, Rita Kumari,

Graduate shares her success story and encourages youths in the area to take up the mushroom cultivation. She started mushroom farming after getting necessary skills and techniques from the

company (UML), started cultivation in small scale with 20 poly bags in a small room in her house in 2021. She gradually increased number of bags to 60, said Rita. In the cultivation of Mushroom, the family members and Company personnel helped her in mushroom production going full steam. Explaining the expenditure and income generated through mushroom cultivation, she said that she spends only Rs. 50 in cultivating the mushroom in polybags and it includes the price of straw, mushroom seeds, medicines, labour charge.

A poly bag produces around two kilogram mushroom in a half month, the mushroom depending on the varieties could be sold within seven to ten days. The mushrooms are sold in local markets and in Ranchi at Rs. 250 per kilogram.

Rita said 60 poly bags of mushroom in a month can generate a profit of Thirty thousand in a month. But it should be done with proper training and knowledge. She also produces vegetables to generate more income for the family. As people are increasingly becoming aware of the several nutritional and health benefits of mushroom, demand for it is growing.

Encouraging unemployed youths to take up mushroom cultivations, she said that it can be done without much hard labour.

Also, urging mushroom farmers to workshops and seminars to get in touch with experts and gain more knowledge, Rita said she joined trainings and developed knowledge and increased her production. She also said that the remnants of mushroom cultivation can be turning into vermicompost (fertilizer) the surrounding villages.

Economic gains: By selling mushroom monthly she is getting an income of Rs 18,000-20,000/-. She also created employment opportunity to two members. In future, she is planning to start value addition in terms of dried mushroom powder and other value added products. After several failures in mushroom cultivation, now she has become entrepreneur and mushroom production is the main source of income to her family.

Impact: Now she started to sell fresh mushroom in different local markets and through vendors. She started to give trainings to different SHG's members. After getting training from her, 3-4 members started producing mushroom in a small scale in the village.

### **Vegetable Cultivation**

**Landholding:** 2.5 acres (Irrigated 2. acres: Rainfed 0.5 acre & agro-forestry (Eucalyptus)), Masu village, Angara Block, Ranchi District.

**Education and Experience:** Premnath Mahto, Inter & ITI (Diploma) & Mamta Devi, wife, Graduate, Worked as sale person and Technician in the private company in Ranchi, and were not happy with their job responsibilities. One day both of them decided to develop their field and grow some agriculture

products. In the beginning they struggled in set up for the farming. Mamta used to focus on study of agriculture pattern and is eager to get more exposure in agriculture through trainings at various departments. She met the company personnel and shared her future life. The personnel from company provided support with a platform (training, seeds, and exposure visits) to explore the ideas of agriculture in the field.

At the same time Mamta runs and monitors a Self Help Groups in her village. She started growing vegetables namely French Beans, Tomato, Peas, Radish, Brinjal, Chilli & Green Leafy vegetables since 2017. Earlier they used to grow field crops like paddy and few vegetables.

The yield and economic details are given below.

Sl. No.	Crop	Yield (kg)	Net Returns (INR)
1.	French Beans	125	6975
2.	Water melon	405	7290
3.	Bottleguard	265	5830
4.	Musk melon	170	7650
5.	Cucumber	250	6250
6.	Onion	300	7500
7.	<b>TOTAL</b>		<b>41495.00</b>

Reduce the input cost and used minimum water to grow vegetables. He also used organic Farming and invested Rs. 12000 thousand in vegetable cultivation.

#### Impact

The hard and dedication of Premnath & Mamta with support from Usha Martin Limited started paying off. Now he is getting very good yield from her 2.5 acre of land. Right Now, he has earned Rs. 5830 (minimum) from one produce and selling vegetables in weekly hats. He still has few produces left in his land and likely to sell it in the local market for another 2 to 3 months.

#### Key Learning's

The vegetable sector in the project area has emerged as economically rewarding and the most viable option in the diversification of agriculture in today's time. In fact,



vegetable cultivation is heading for a drastic transformation as most of the produces are having advantage over the traditional crops in generating rural employment, enhancing rural income and have high potential to tap larger markets.

**Market Integration:** Earlier Couple as a small time farmer used to bring vegetables for sale at important markets of Angara. Once she started growing in large scale and neighbouring vegetable vendors came to know about produce and quality of the vegetable grown in the field. Hence the vendors come to place and purchase the produce. They also motivated other farmers in village and neighbouring village also.



**Interaction with BAU:** The seeds of improved varieties were provided for demonstrations by the Birsa Agriculture University, Kanke, during the year 2018. After knowing the performance of these varieties Mamta Devi visited and interacted with Scientist of BAU and procured the seeds. She started growing improved varieties from 2018 and she is realizing continuously higher yields. Mrs. Mamta was constantly in touch with extension division of IHR and as a follow up, extension scientist visited her field regularly. She has been provided with all the need based knowledge & skill, which included Enrichment of fertilizer and Pest Management by the Agriculture Expert of the UML.

**Innovativeness:** The couple is hard working farmer and is able to grasp the technologies faster and adopt it. They actively involved in all day to day working of the farm and marketing. They can now identify important insect pest of French bean, including stem fly and their management practices. After



seeing the potential of the new variety, they have taken up seed production in the current year. The seeds so generated were supplied to the neighbouring farmers. Mrs Mamta was also found to actively guide other farmers in adoption of new technologies. With her intervention they have started to grow different vegetable crops in a season in the village and as a result they are realizing better price in the market.

**Use of Organic formulations:** In case of Peas and Tomato she is now using Panchagavya during the flowering stage, according to her it was found effective in control of flower drop.

Panchagavya is made out of 5 Kg of Cow dung, 10 litre of Cow Urine, 1 litre Curds, 1 litre Milk, 1 Kg Ghee kept for 15 days while spraying mixed formulation at he rate of 1:10 ratio (Panchagavya : Water)

**Use of Vegetable Special:** During her visit to IIHR she came to know about the vegetable special for the tomato, beans other vegetables. The recommended dosage of vegetable special for tomato is 75 grams in 15 litres of water along with 1 shampoo sachet and 2 medium sized lemons. For French Beans it is 2 grams per litre. She is now using vegetable special regularly as she has noticed that the fruit quality, diseases resistance of the plant is improved. It also helps in retaining more number of flowers, thus increase in the fruit set leading to higher yield.

**Use of Bio-fertilizer & Bio-pesticides:** For enrichment of soil she started using both bio-fertilizer (Phosphate Solubilizing Bacteria (PSB), Azospirillum & Azotobacter) and bio-pesticides (*Pseudomonas fluoresces, Paecilomyces lilacinus & Pochoniachlamydo spria*)

The key to her and family success seems to her eagerness to learn and understand very soon, hard work & positive attitude.

## Watermelon Cultivation

Premnath Mehto is like any other youth from village Masu, Angara; with aspirations for making a successful career and earning a decent income. However, being the son of a poor farmer carving out his dream life appeared to be a mammoth task. He has done ITI and used to work in Usha Martin. But after getting married, he is not happy with his job. He then decided to do agriculture as his forefathers were doing the same business. He has limited capital for investment, but his will give him energy, mobilized himself to take risk for agriculture.

### Intervention

The project team of Usha Martin Limited visited village Masu village in pursuit of their goal to improve the natural resource management and securing livelihood opportunities for the families in the project area. During one such visit Mr. Prem Mahto interacted with them and was motivated to take a new road to success. After attending several meetings and learning about the potential of Watermelon cultivation by using the unutilised barren land Premnath made up his mind to chart a new pathway as a progressive farmer.

Observing his keen interest, the project team of Usha Martin Limited got him registered for attending the training. After completing the training Premnath returned to his village and identified the land wherein, he would begin watermelon cultivation. In the beginning, he had to improve the quality of soil as the land was barren and consisted of rock and hard soil. Here again he got the technical support from the project team of Usha Martin Limited. He used organic manure to improve the soil fertility. He nearly invested Rs. 90000 in boring, drip irrigation, seed, fertilizers, mulching etc. Once the land was prepared saplings were provided to him. He used the available water resource for drip irrigation for irrigation purposes.

### Impact

The barren land used for watermelon cultivation has become lush green with healthy growth of the crop. Thus, with the development intervention of Usha Martin Limited, Prem has begun his journey to fulfil his aspirations. From his first crop, he earned Rs. 67800 and now he has started taking two crops in a year.

### **Key Learning**

The Usha Martin Limited project experiment has demonstrated a successful model for demystifying the potential of converting barren land into a lucrative livelihood opportunity especially for households who possess unproductive land but do not undertake its cultivation.

## **NURTURE**

### **Healthcare, nutrition, sanitation & safe drinking Water**

One of the biggest challenges faced by 75% of India's rural population is the lack of access to government health services. This is mostly on account of a shortage of government medical infrastructure and manpower, which leads to rural residents depending on local Medical practitioners and quacks for treatment of general ailments. There have been instances of quacks claiming to have elixirs and remedies to treat serious illnesses and diseases, which are not scientifically proven. UMF acts as a bridge between the government and the community by facilitating access to government services wherever possible, and endeavouring to fill the gap by providing preventive and curative health services to the unserved population. The major focus of UMF has been on reducing the Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR) in all such locations through several initiatives around nutrition. UMF in collaboration with Shalini Hospital also works in the areas of general health treatment, treatment for vision problems, safe drinking water and sanitation.

**Goal**  
To improve community Health through preventive and curative measures

#### **Nutrition for Women and Children**

The 'first 1000 days of life' approach is critical to a child's survival and growth. Hence, it is important to adopt this approach not just for the all-round development of the child, but also for the family. A nursing mother and her child need vital nutrients from their diet. It is important to be aware about healthy living and nutrition from early childhood. It is for this reason that adolescent girls form an important target segment under the programme.

#### **Screening and Treatment of Malnourished Children and anaemic Women**

In Masu, 224 children under the age of five years underwent health screening and 11 of them were found to be malnourished. Support for their treatment was extended by UMF. Additionally, 40 adolescent girls were examined for their haemoglobin (Hb) levels apart from a thorough body check-up, and free medicines were provided to them. In Bedwari, medical team from Shalini Hospital in coordination with UMF team conducted regular diagnostics and provided nutrition supplements to 56 children from villages.

Under the vaccination programme, a total of 235 infants and women were covered. Health OPDs were organised and 956 patients were provided support through treatment under the expert care and observation of doctors.

**Eye care:** Two eye camps were organised, during which screening of eyes was done for 283 patients. Of these, 229 were found to have vision problems, and were supported with treatment and spectacles. Under a similar programme at Masus, Haratu, a preliminary vision test was carried out amongst 1058 patients, resulting in 265 of them benefitting from free cataract surgery. In silwai, 163 patients were screened; of which 102 of them were supported with spectacles while 11 underwent free cataract surgery.

**Ayushman Bharat Scheme:**

Scheme under Ayushman Bharat - PM-JAY (Pradhan mantra janarogyayojna), which aims at providing health insurance cover of Rs. 5 lakhs per family per year for secondary and tertiary care hospitalization to poor and vulnerable families. There is no cap on the family size under the scheme. This scheme was earlier known as National Health Protection Scheme (NHPS)



before it was rechristened to PM-JAY. This scheme was launched on 23rd September 2018 by the Hon'ble Prime Minister Shri Narendra Modi in Ranchi, Jharkhand.

**Present status of awareness and availability of PMJAY:**

This scheme is running in the state and the command area of UMF has an awareness of the scheme due to better campaigning done by Shalini Hospital during health sessions and camps. Shalini hospital is one of the empanelled hospitals under the scheme. The urge for making golden card to avail the facility shows weak response although the service to obtain golden card is easily available.

**School health session-** School health sessions were conducted in the Govt schools of command area; schools kids were oriented on hand washing technique, personal hygiene, community health awareness, and COVID related awareness and life savings technique. School kids were oriented on the addiction; one of the major issues in early adulthood, most of the kids in their early adulthood is involved in various types of addiction. One of our activities is based on the awareness generation among the school students



on how to keep them away from the addiction and also help others to overcome with this life



threatening things. Doctors are the good resource person who can make them understand the complexity of addiction. Motivating the students and also villagers on safe life style practices and meditation is the need of the hour and so we have decided to introduce life style related awareness session in next FY program.

### **Holistic Nutrition Programme**

In Haratu, 23 severely malnourished children were referred to the Nutritional Rehabilitation Centre with support from ICDS and ASHA workers. In Tati, Silwai and Masu, 1,043 women were screened for their levels of Hb, of which 41 pregnant, 78 lactating and 26 adolescent girls were found to be in the mild anaemic category. A total of 876 children were screened, of which 11 were identified as being severely malnourished. Anaemic women were supported with Iron Folic Acid (IFA) tablets under the guidance of ANM, and for the malnourished children, it was suggested to obtain treatment at the Nutritional Rehabilitation Centre.

### **Awareness and Sensitisation**

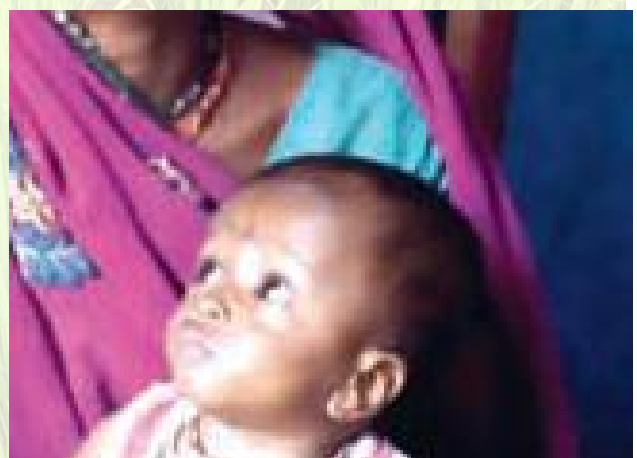
An awareness drive on healthy eating habits and the consumption of fruits and vegetables in the required amount to provide complete nutrition was launched in 10 schools in 10 villages of Namkum block and Angara block. This initiative saw participation from 339 students. A pamphlet distribution activity for spreading awareness about prevention of diseases and maintaining personal hygiene was conducted, apart from the distribution of 20 first aid kits. The UMF team spoke about the importance of adopting sanitation and hygiene practices on a daily basis. In Masu, UMF field team conducted meetings and spread awareness about health, hygiene, nutrition and sanitation in the community.

**Medical support:** UMF conducted free medical check-ups in 10 villages in Namkum & Angara block, where 300 patients were supported with medical treatment.

## **Case Study 2**

### **Sarita and her son Tutul**

During their regular field visits, the Usha Martin Foundation team came across a household in Silwai that had a painful story to tell. The young mother in the house had delivered her second baby on 28th September, 2021. Weighing just 1.7 kg at birth, the child was acutely malnourished. The mother was found to be anaemic and had a history of going through critical phases during pregnancy and labour. She had lost one children earlier as they were born prematurely in the sixth and seventh months of pregnancy. This household had sufficient space for plantations on their farm, with



*A healthy Amol with his mother, after the treatment*

water available from a well nearby. After the demise of the head of the family, the surviving members lacked the knowledge and guidance for cultivation. As a result, they were not able to grow enough for their subsistence, and hence did not receive adequate nutrition. After hearing their heart-rending story, the TCSR team visited the household several times and provided counselling. They also provided the family with vegetable seeds to be cultivated in the plot adjacent to their house. They arranged for checkups along with intensive care and treatment at the hospital and an examination centre for the mother and child. Soon they began to notice an improvement in the health of both. Barring the initial fluctuations, the weight of the baby has shown significant improvement, though it is still in the severely malnourished category (now weighing 4.5kg). Through this support, UMF and Shalini Hospital team has managed to save a life. The young mother has expressed her gratitude and appreciation for the efforts of the UMF team.



## Media Coverage of Health Activities in the area

### स्वास्थ्य शिविर में 100 लोगों की जांच कर दवा दी गयी



शिविर का उदघाटन करते मुखिया.

● उषा मार्टिन फाउंडेशन व शालिनी अस्पताल ने संयुक्त रूप से कार्यक्रम का आयोजन किया

अनगड़ा. उषा मार्टिन फाउंडेशन व शालिनी अस्पताल ने संयुक्त रूप से अनगड़ा चंद्रादेवी और बीजनाथ टाटा में स्वास्थ्य जांच शिविर व जागरूकता कार्यक्रम का आयोजन किया. शिविर में करीब 100 लोगों की स्वास्थ्य जांच कर दवा दी गयी. साथ ही स्वास्थ्य संबंधी जागरूकता कार्यक्रम का भी आयोजन किया गया. शिविर का उदघाटन अनगड़ा मुखिया मधुसूदन मुंडा ने किया. उन्होंने कहा कि उषा मार्टिन व शालिनी अस्पताल द्वारा किये जा रहे

स्वास्थ्य संबंधी कार्य सराहनीय है. यह हमारे लिए एक चरदान है. शालिनी अस्पताल 24 घंटे मरीजों को उच्च गुणवत्तायुक्त स्वास्थ्य सुविधा प्रदान कर रही है. अस्पताल में रात दिन सर्जरी की सुविधा बहाल की गयी है.

उषा मार्टिन फाउंडेशन के सचिव डॉ मयंक मुरारी ने कहा की स्वास्थ्य शिविर का संयोजन उषा मार्टिन फाउंडेशन व शालिनी अस्पताल के सौजन्य से किया जा रहा है. आसपास के गांवों में प्रत्येक बुधवार व शुक्रवार को इस शिविर का आयोजन किया जाएगा. ग्रामीणों को साधारण बीमारी के साथ साथ दंत रोग, नेत्र रोग व मोतियाबिंद से संबंधित चिकित्सा एवं उपलब्ध कराया जायेगा.

Thu, 15 July 2021  
<https://epaper.prabhatkhabar.com/c/61>

### उषा मार्टिन फाउंडेशन और शालिनी अस्पताल ने लगाया स्वास्थ्य जांच शिविर



रंकी. उषा मार्टिन फाउंडेशन और शालिनी अस्पताल के संयुक्त तत्वावधान में टाटीसिलवे के टाटी गांव में स्वास्थ्य जांच शिविर और जागरूकता अभियान चलाया गया. शिविर में 80 लोगों ने स्वास्थ्य जांच करायी. चिकित्सकों ने परामर्श दिया. फाउंडेशन के सचिव डॉ मयंक मुरारी ने बताया कि फाउंडेशन और अस्पताल की तरफ से प्रत्येक बुधवार और शुक्रवार को विभिन्न गांवों में शिविर लगाकर ग्रामीणों को दंत, नेत्र, मोतियाबिंद सहित साधारण बीमारी की जांच की जायेगी. अस्पताल प्रबंधन के राणा विकास ने बताया कि शिविर में चिह्नित किये गये मरीजों के समुचित इलाज के लिए अस्पताल द्वारा सभी सुविधाएं उपलब्ध करायी गयी है. मोतियाबिंद के चिह्नित मरीजों का भी इलाज कराकर न्यूनतम मूल्य पर चरमा उपलब्ध कराया जायेगा.

Sat, 17 July 2021  
<https://epaper.prabhatkhabar.com/c/61>

### शिविर में 150 लोगों ने करायी जांच



नामकुम. उषा मार्टिन फाउंडेशन व शालिनी अस्पताल के सौजन्य से आदर्श नगर टाटीसिलवे के काली मंदिर व हररातु में स्वास्थ्य जांच शिविर एवं जागरूकता अभियान चलाया

गया. उदघाटन परसस शैलेश मिश्रा ने किया. शिविर में 150 लोगों की स्वास्थ्य जांच की गयी. श्री मिश्रा ने कहा कि शिविर से आसपास के ग्रामीण लाभान्वित होंगे. उषा मार्टिन फाउंडेशन के सचिव डॉ मयंक मुरारी ने बताया कि आसपास के गांवों में प्रत्येक बुधवार व शुक्रवार को शिविर लगाया जाता है. साधारण बीमारी के अलावा दंत, नेत्र व मोतियाबिंद की जांच एवं परामर्श दिया जाता है. अस्पताल के राणा विकास ने बताया कि शिविर में चिह्नित मरीजों का समुचित इलाज के लिए अस्पताल में सारी सुविधाएं उपलब्ध हैं.

Thu, 22 July 2021  
<https://epaper.prabhatkhabar.com/c/61>

### 100 ग्रामीणों की स्वास्थ्य जांच, दवा वितरण

अनगड़ा. उषा मार्टिन फाउंडेशन एवं शालिनी अस्पताल द्वारा शुक्रवार को लुपुंग व हाहे में स्वास्थ्य शिविर सह स्वास्थ्य जागरूकता कार्यक्रम का आयोजन किया गया. शिविर में 100 लोगों की स्वास्थ्य जांच कर निःशुल्क दवा का वितरण किया गया. स्वास्थ्य जांच कार्यक्रम में शालिनी अस्पताल के प्रबंधक राणा विकास ने कहा कि उषा मार्टिन व शालिनी अस्पताल द्वारा किये जा रहे इस कार्य से आसपास के लोग लाभान्वित होंगे. इस तरह का कैंप निश्चित समय अंतराल पर लगाया जायेगा. अगली बार नेत्र जांच व दंत चिकित्सा की सुविधा उपलब्ध करायी जायेगी. शिविर के आयोजन में डॉ राजेश, शिशिर भगत सहित अन्य का योगदान रहा. उन्होंने बताया कि अस्पताल में उपलब्ध सुविधा की जानकारी के लिए मोबाइल नंबर 9534079417 व 7061943046 पर संपर्क किया जा सकता है.

Sat, 24 July 2021  
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 20.11.2021  
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## शालिनी अस्पताल में नेत्र जांच परखवाड़ा शुरू

**आयोजन**

- केजीवीके, उषा मार्टिन फाउंडेशन एवं साइट सेवर्स के सौजन्य से आयोजन
- ज्यादा से ज्यादा मोतियाबिंद के मरीजों के ऑपरेशन का लक्ष्य

**प्रतिनिधि, अनगड़ा**

शालिनी अस्पताल अनगड़ा में केजीवीके, उषा मार्टिन फाउंडेशन एवं साइट सेवर्स के सौजन्य से नेत्र जांच परखवाड़ा का उदघाटन अनगड़ा के पंचायत प्रतिनिधि एवं उषा मार्टिन फाउंडेशन के हेड डॉ मयंक मुरारी द्वारा किया गया. शालिनी अस्पताल में निम्न जांच सभी से मोतियाबिंद का ऑपरेशन अनुभव डॉक्टर द्वारा किया जा रहा है. इस वर्ष भी नेत्र जांच परखवाड़ा का आयोजन कर ज्यादा से ज्यादा मोतियाबिंद के मरीजों का ऑपरेशन करने का लक्ष्य रखा गया है. इस वर्ष शालिनी अस्पताल में साइटसेवर्स के संयुक्त तत्वावधान में करीब 400 मोतियाबिंद के मरीजों की सर्जरी की जा चुकी है. अस्पताल को केजीवीके, साइटसेवर्स, प्रभात खबर एवं उषा मार्टिन फाउंडेशन की ओर से सभी जरूरी उपकरण उपलब्ध कराये गये हैं. जिससे ग्रामीण मरीजों को सभी स्वास्थ्य सुविधा प्रदान की जा सके. शालिनी अस्पताल के राणा विकास ने बताया कि नेत्र जांच परखवाड़ा शालिनी अस्पताल स्वका व अनगड़ा दोनों अस्पताल में 30 नवंबर तक आयोजित किया जायेगा. इसमें चिह्नित मरीजों के मोतियाबिंद का ऑपरेशन भी किया जायेगा. अनगड़ा में आयोजित कैंप

अनगड़ा में आयोजित कैंप में उषा मार्टिन फाउंडेशन के हेड डॉ मयंक मुरारी व जनप्रतिनिधि.

### छात्रों ने चलाया जागरूकता अभियान

अनगड़ा. उषा मार्टिन यूनिवर्सिटी अनगड़ा के फार्मसी विभाग के छात्र-छात्राओं ने शुक्रवार को डेगू, मलेरिया सहित मौसमी बीमारियों से बचाव को लेकर अनगड़ा चौक के समीप नुकड नाटक कर जागरूकता अभियान चलाया. इस दौरान ग्रामीणों को बताया गया कि देश में मलेरिया व डेगू से प्रति वर्ष लाखों लोगों की मौत हो जाती है. कुछ सावधानियों जैसे घर के आसपास जलजमाव नहीं होने देना, मच्छरदानी का प्रयोग, स्वस्थ जीवन शैली अपनाने आदि से इसे रोकना जा सकता है. यह अभियान 25 नवंबर तक प्रखंड के विभिन्न भागों में चलाया जायेगा. नीके घर उमिरदार अमित कुमार मिश्रा, विनय कुमार के अलावा विभाग के एवओडी व प्रख्यापक उपस्थित थे.

शालिनी अस्पताल के शिशिर भगत, नेत्र विशेषज्ञ रविंद्र नाथ पांडे, अजीत कुमार महतो, बाल्मिकी प्रसाद, अमित लोहरा, पूजा कुमारी एवं संपुर्णानंद महतो का योगदान रहा.

## शालिनी अस्पताल अनगड़ा में मोतियाबिंद का ऑपरेशन, चश्मा वितरण



अनगड़ा : शालिनी अस्पताल अनगड़ा में गुरुवार को सात मरीजों का मोतियाबिंद का निशुल्क ऑपरेशन किया गया। इसके बीच चश्मा का वितरण हुआ। चश्मा का वितरण उषा मार्टिन के पूर्णकालिक निदेशक डी. भौमिक ने की। अभी तक शालिनी अस्पताल के द्वारा 500 से अधिक मरीजों के मोतियाबिंद का ऑपरेशन किया जा चुका है। अधिकांश लाभुक उषा मार्टिन कारखाना के इर्द गिर्द के गांव के है। इस मौके पर समाजसेवी अब्दुल सत्तार अंसारी, प्रबंधक राणा विकास, उषा मार्टिन के वरीय उपमहाप्रबंधक एनएन झा,

## मोतियाबिंद के सात रोगियों का हुआ आपरेशन

संसू, अनगड़ा : शालिनी अस्पताल अनगड़ा में गुरुवार को सात मरीजों का मोतियाबिंद का निशुल्क आपरेशन किया गया। इनके बीच चश्मा का वितरण हुआ। चश्मा का वितरण उषा मार्टिन के पूर्णकालिक निदेशक डी. भौमिक ने किया। अभी तक शालिनी अस्पताल के द्वारा 500 से अधिक मरीजों का मोतियाबिंद का आपरेशन किया जा

## शालिनी अस्पताल में मोतियाबिंद ऑपरेशन, डी. भौमिक ने कहा जीवों की सेवा में ही ईश्वर की सेवा

**रांची.** ग्रामीणों और जरूरतमंदों की सेवा से बढ़कर कुछ नहीं है, जीव सेवा ही शिव की सेवा है, महापुरुषों की कही बातें आज भी ज्यादा प्रासंगिक हैं, ये बातें उषा मार्टिन के पूर्णकालिक निदेशक डी. भौमिक ने कहीं, वह गुरुवार को शालिनी अस्पताल में मरीजों के मोतियाबिंद ऑपरेशन और चश्मा वितरण के बाद बोल रहे थे, इस दौरान सात मरीजों को चश्मा दिया गया है, अभी तक शालिनी अस्पताल के सहयोग से 500 से अधिक मरीजों के मोतियाबिंद का ऑपरेशन हो चुका है, इसमें अधिकतर उषा मार्टिन कारखाना के आसपास के गांवों के लाभुक हैं, श्री भौमिक ने कहा कि ग्रामीण विकास के लिए योजना का निर्माण जरूरी है, यह पता होना चाहिए कि अगले वर्ष क्या करना है, लोगों की जरूरत के हिसाब से कार्यक्रम बनाना चाहिए, जो सुविधा हम दे रहे हैं, उसकी जानकारी होने पर ग्रामीण इसका अधिक लाभ ले सकेंगे,

अब्दुल सत्तार अंसारी ने कहा कि शालिनी अस्पताल के माध्यम से गांव के गरीबों के कल्याण का काम किया जा रहा है, डॉ मृदुला कच्छप ने कहा कि शालिनी अस्पताल के माध्यम से गरीबों की सेवा को ही प्राथमिकता दी जाती है,



प्रबंधक राणा विकास ने बताया कि शालिनी अस्पताल और उषा मार्टिन फाउंडेशन के सहयोग से प्रत्येक शुक्रवार को विभिन्न गांवों में जागरूकता और सलाह अभियान चलाया जाता है, इस अवसर पर उषा मार्टिन के वरीय उपमहाप्रबंधक एनएन झा और फाउंडेशन हेड डॉ मयंक मुरारी मौजूद थे,

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## Photographs



General Health Camp in Villages focused on ANC and Child immunization with Covid vaccination & Test



Distribution of Sport materials amongst children in Silwai village



Fish Jeera distribution amongst Farmers under Pisciculture. Pond renovation and skills on production of fishery by UML