

Dear All,

**Greetings from Dalmia Bharat Foundation.**

We trust this note finds you well. It's with great pleasure that Dalmia Bharat Foundation (DBF) Team reflects on the incredible journey undertaken in financial year 23-24, and we are thrilled to share our collective achievements through the pages of our Annual CSR Magazine

**Team DBF, Ariyalur**

## WATER AND LIVELIHOOD INITIATIVES



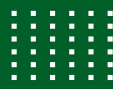
**Village pond deepening activity at Thamaraiikulam being inspected by Civil Engineering team from DCBL- Ariyalur**

- Two village ponds deepening activity carried out at Ariyalur Location.
- One of the ponds at Thamaraiikulam was deepened to hold 3,000KL of additional water and its Bunds were also strengthened.
- The second pond located at Edayathankudi, a mining village, was unusable due to contaminated water, so it needed to be cleaned by pumping out all the water.
- Through this cleaning activity, the pond with about 15,000 KL capacity became usable for the communities around the pond.



**A cow rearing beneficiary in his newly developed CO5 field.**

- Super Napier Grass, or CO5 Fodder for cattle, was an activity extensively promoted by the Ariyalur Gram Parivartan team in the Ariyalur location to yield quick and visible results among cattle growers.
- Success of this intervention can be seen in many cattle-owning beneficiaries having expanded the CO5 growing area for more fodder for their cattle.
- CO5 has resulted in increasing milk yield, faster growth of meat animals like goats and sheep, and has also helped dairy-dependent families reduce feed expenses considerably.
- Nearly 1,500 cattle were fed with CO5 fields benefiting about 500 households in 32 villages.



# SOCIAL INFRASTRUCTURE



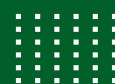
**Community Sports events**

- Every year, the DBF team organizes community sports to encourage youth and school going boys and girls.
- More than 150 boys and girls participated in these Sports and games with high competitive spirit each year.
- These events organized in Ottakovil and Thamaraikulam panchayats were supported and encouraged.

- The construction was carried out near PNR Mines in Kayarlabath village
- Nearly 250 beneficiaries in the neighboring areas benefit from this construction
- The construction was dedicated to the villagers for use in the presence of village leaders



**Multipurpose water tank construction for Kayarlabath Panchayat**





**A farmer owning goats and cows with his azolla unit**

- 176 Households were provided azolla bags.
- Households with milch animals were given preference, while poultry and goatry were also beneficiaries of these interventions, as these livestock gained weight due to azolla feeding.
- Households feeding cows reported an increase in milk yield of 100 ml to 250 ml.
- 300 cows and about 150 goats benefited from owning an azolla unit.

- Poultry has been a ready choice for many households to earn an additional income.
- 685 households in the core villages had opted to select poultry units as one of their livelihood options.
- Households procured good quality chicken after receiving 50% procurement cost as support and connectivity with reliable vendors.

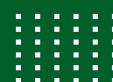


**Beneficiaries of poultry intervention at Poiyathanallur village**



**Poultry cage beneficiaries given new cages**

- Beneficiaries who opted for poultry cages were also further supported with custom-designed cages with the capacity to accommodate around 25 birds.
- These cages helped in the quick laying of eggs, weight gain and reduced bird mortality by administering controlled food and drinking water.
- The cages had been used by around 100 households.





**A permanent Vermicompost Unit being prepared for fresh harvest of compost manure in Ariyalur block**

- Promoting compost bags was an easy choice due to lower establishment costs involved.
- 113 beneficiaries had participated in this intervention, with compost bags installed on their farm or in their backyard.
- 4 permanent structures were also created with the help of available Govt. subsidy.
- Application of compost manure in the field helped horticulture farmers to grow fruit bearing trees, moringa, and smaller saplings such as chilli, brinjal and tomato, which also reported reduction in input cost and increase in yield.

- 400 households in the Ariyalur location added goats or kids which increased the goat population by 800.
- Goatry supported rural households in earning a sustained income, (twice or thrice in a year) more than their usual agriculture related activities, with sales quantity significantly increasing during subsequent years.



**Goats given to a beneficiary at Periyathirukonam panchayat**



**A well grown chilli field in Illupaiyur panchayat**

- Chilli, compared to many other horticulture crops remains more profitable, non-perishable, and can be sold immediately or stored and sold at a time when the market is favorable.
- Due to such flexibility, the DBF team promoted chilli extensively in the core villages and supported about 270 households to cultivate chilli.
- Most farmers were encouraged to cultivate chilli in 15 cents to remain competitive and avoiding overproduction.





**Mr. Robert, plant head of Ariyalur unit, with milk can beneficiaries at Ottakovil village**

- 1080 households owning milch animals were supported with milk cans, reducing milk spillage and using containers which are easy to maintain hygienically.
- The initiative was carried out in about 30 villages around the plant and in the mining villages.
- This intervention helped the GP team establish closer ties with the communities in the core villages and paved the way for planning more interventions and micro enterprise activities.

- Artificial insemination with sex-sorted semen was provided to 40 households working in collaboration with KVK-Ariyalur which was the only known agency in the surrounding area with a stock of AI shots.
- While a normal insemination at the Ariyalur veterinary facility costs only Rs. 20, these households opted for sex-sorted insemination at a higher cost of Rs. 500 due to the assurance of female calves.
- This practice will be further promoted among more households for a well assured additional income in the coming months.



**A cow is being inseminated with sex sorted semen in Manakudi village**



**A Honey bee beneficiary in his farm land at Ariyalur.**

- It took a lot of time to convince the farmers to opt for honey bee farming because, although they were aware of the activity, it was not popular in the surroundings.
- About 50 farmers were persuaded to maintain bee colonies on their farms after citing successful farmers to encourage them.
- There were two major benefits from this intervention: 1) Income earned from the sale of natural honey and 2) Enhanced pollination in flowers due to honey bee activities.



**Beneficiaries in Periyathirukonam receiving Panchakavya preparation material from DBF team**

- 20 households were provided with two drums, 50% financial support, and proper training to prepare Panchakavya.
- The promotion of Panchakavya preparation in households with cows aimed to reduce the use of harmful chemicals, protect soil health, and regulate crop growth in both agriculture and horticulture.
- This solution not only increases yield in vegetable crops but also helps farmers reduce expenses on input materials.

- Aari work in the Ariyalur location is an emerging trade, especially for women with a tailoring background. By paying a nominal amount to learn this skill, they can benefit with a reasonable source of additional income.
- In Thamaraikulam panchayat, 37 women received training in Aari work, and throughout the year, approximately 300 women were trained to practice Aari.
- Dedicated work has the potential to enable women to earn around Rs. 4,000 to 8,000 in a month, and currently, 40 women are already earning an additional income from this trade.



**Women from Thamaraikulam Panchayat undergoing a 15 days training on Aari work.**



**A mushroom cultivation training in progress at Periyannagalur village. Women learn to pack mushroom beds in this session.**

- Mushroom cultivation is a microenterprise initiative offering assured returns to enhance income, with a year-round market for producers in the Ariyalur location.
- With the support of RSETI-SBI, the DBF team trained women in mining villages to undertake mushroom cultivation as a livelihood initiative.
- Currently, four mushroom sheds managed by six women are already functional in Ariyalur Location.
- Depending on the size of the mushroom shed and the number of mushroom beds made, beneficiaries earn around Rs. 4,000 to 10,000 a month.



- With the support of RSETI-SBI, the team organized an Integration Cattle Farming training for 90 women across two panchayats in Ariyalur block.
- Primarily, the women were trained in goat rearing, as this intervention is common among many households in these two panchayats.
- This training benefited cattle owners, encouraged the cultivation of azolla, and provided skills regarding fertilization, feed, and disease management.

**Cattle rearing households undergoing training with RSETI**

- With support from SIDBI (Small Industries Development Bank of India), 30 women from Salayakurichi were trained to make foot mats and table mats.
- A variety of mats, priced between Rs. 40 to Rs. 150, were produced by the women during training, indicating a developing skill set for a new trade in this location.
- This initiative includes a marketing plan by using online platforms to promote these products.

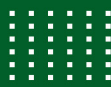


**Mr. Robert, Plant Head of Ariyalur Unit, interacting with the foot mat producing women at Salayakurichi village**



**Cow loan beneficiaries with their newly purchased cows**

- The DBF team has established a purposeful relationship with relevant financial institutions such as cooperative banks, nationalized banks, and private financial institutions to secure cow loans for the beneficiaries.
- Through such linkages, the team managed to obtain cow loans for 50 households from IDBI and Bank of Baroda.
- Eligible households received a Rs. 15k subsidy from the Agriculture department.
- Adding cows to a household is expected to an additional income of household is Rs.35,000 from this initiative.



**An SHG meeting organized by Gram Parivartan team VDF is in progress at Thamaraiikulam village**

- SHGs facilitated livelihood interventions by funding household activities through the sanction of loans internally and by banks.
- They have organized training and awareness sessions that helped the Gram Panchayat in establishing microenterprises, supporting women in earning additional income, and achieving financial empowerment in their community.
- The Gram Parivartan team established 18 SHGs with 276 women, who received Rs. 1.5 crore in credits, enabling various microenterprise and farm-related activities.

- Many households in rural areas own livestock, for this purpose DBF team conducted veterinary camps extensively supported by government hospitals predominantly benefiting Cows, Goats and Poultry owners.
- 485 cows and 633 goats were treated.
- More than 300 households with milch animals benefited from several vaccination camps conducted.



**Veterinary camp in progress. A cow is being treated in the camp**



# GRAM PARIVARTAN PROJECT

(An action towards bringing change)

## Introduction

The Gram Parivartan Program was launched with the aim of providing livelihoods that are economically sustainable, ecologically responsible, and socially equitable. The objective is to foster sustainable economic progress within selected communities, where household chosen for participation is expected to achieve an additional annual income of Rs. 1,00,000. This can be achieved through individual or group interventions and can function independently or converged with government programs.

3591

Households Mapped

5771

Interventions Planned

963

Households with Additional Income

Rs.  
5.73  
Cr

Aggregate earnings

### HH distributed in different Income slabs

<25K	25K-50K	50K-75K	75K-1L	>1L
317	184	216	84	162



### Location Demographic Profile:



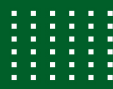
52 Villages



9977 Households



41669 Population



## A SUCCESSFUL CASE STUDY

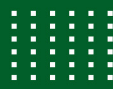
Malavi is a 40-year-old mother with two school-going kids. Her husband works as a laborer abroad. She is a very hardworking, farm-based entrepreneur earning a considerable income from farming and cattle. She has cultivable land with facilities for irrigation. She also owns three cows. During a community meeting organized for the Gram Parivartan project, Malavi was identified as a potential beneficiary for growing CO5 in her field, as she had land with irrigation facilities and three milch animals. On interaction, it was found that she spends a considerable amount of money feeding her cows. She was educated about growing CO5 in a small portion of her field. She agreed to cultivate the grass on about 15 cents of her land. CO5 grass grows and sustains multiple cuts, and the taste of the grass is much liked by the cows. Green fodder, compared to dry paddy straw, has a better yield in cows in terms of the quantity of milk. Malavi was offered 1000 CO5 stems for planting in her field. She took care of the plantation so carefully and got the CO5 field to grow in lush green soil in about six months.

According to Malavi, she could reduce nearly 40% of the cost on her cow feed as she could replace a considerable quantity of feed with fresh green fodder right from her field. She also claims to have witnessed an increase in milk yield by more than 500 ml per day per cow during the peak milking season of the milking cycles of the cows.

Overall calculations by Malavi reveal that she is able to earn Rs. 45k additionally on a yearly basis. Malavi also feels that the cows remain very healthy and active after feeding them with CO5.



Enhancing income through plantation of CO-5 (Napier Grass)



# SOCIAL INFRASTRUCTURE



**Tower Light for PTK Mines**

- Two tower lights were installed on request of the residents of the mining villages named Vaipam and Aaranur.
- Installation aims at road safety and safety of local residents.
- The tower lights were installed and handed over to the Panchayat in the presence of the Mines Manager.

- 200 households were benefited from this construction.
- Residents belong to Chettithirukkonam village near PTK mines.
- The construction structure had been dedicated to the use of residents in the presence of the village leaders.



**Water tank construction for Periathirukkonam Panchayat**

- 24 CCTV cameras were installed in 9 locations in Thamaraiikulam village.
- Installations were done in 9 chosen locations to ensure safety of residents on the highway, safety of the panchayat hospital, schools, and places of worship.
- The installation was initiated by the DSP of Ariyalur in the presence of Mr. Rabert, unit head of the cement plant at Ariyalur.



**A DCBL expert inspecting installation of CCTV camera quality in Thamaraiikulam village**

- Tree saplings were planted at multiple locations at Ariyalur
- Schools, hospitals, village ponds were covered for plantation
- Trees aiming green cover were planted with support of local youth and panchayat leaders



**Tree Plantations**