

# श्रद्धा एकाग्रता समन्वय

Serving community with  
Faith, Determination & Solidarity



2023-24

Corporate Social Responsibility Report

[www.agrocel.co.in](http://www.agrocel.co.in)



## Guided by the wisdom of puja Kaka (Kantisen Shroff) and Kaki (Chandaben Shroff)



Under the tender gaze of Pujya Kaka (Kantisen Shroff) and Kaki (Chandaben Shroff), whose wisdom flowed like an unceasing river, we find our path illuminated. Kaka and Kaki, as they were lovingly called by the Shroff family and the wider community, held a deep faith in the human spirit—the belief that within each soul lies the power to learn, to create, and to soar. They walked through life with an openness that welcomed every new dawn, their hearts brimming with a boundless optimism and a creative energy as vast as the sky.

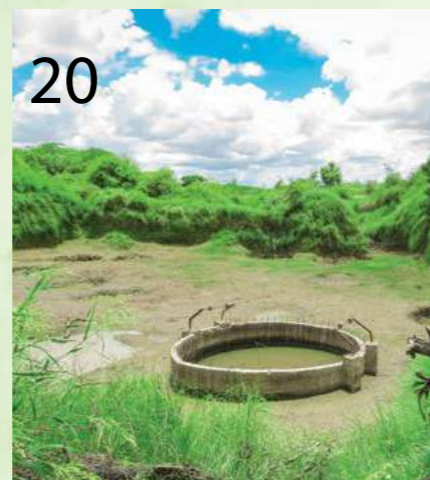


Their love for the nation was a quiet flame, steadfast and pure, guiding their steps with an unwavering purpose. To them, nature was not merely a backdrop to life but a wise and benevolent guide, offering solutions to all of mankind's trials. In their hands, the earth itself became a partner, working in harmony with the people who tilled it.

This vision, this ethos, is the thread that binds us all at Agrocel. It is their spirit that whispers to us in moments of doubt, that lifts us as we strive for a future where man and nature walk hand in hand, growing, thriving, and blossoming together.

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## A word from CMD, Agrocel Industries Pvt. Ltd.

Faith , determination and solidarity: our anchor

Shraddha, Ekagrata, and Samanvaya together form the enduring foundation that has supported the Shroff family's journey for over six decades. This strong and unwavering base, laid by my parents, has sustained us through both rewarding and challenging times. It is fair to say that their guidance has made this journey not only possible but deeply meaningful.



THIS CSR REPORT STANDS AS A TESTAMENT TO ALL THAT WE HAVE ACCOMPLISHED AND ALL THAT STILL LIES AHEAD, DRIVEN BY FAITH, DETERMINATION, AND SOLIDARITY. I DEDICATE THIS REPORT TO THE PEOPLE OF KACHCHH, WHOSE UNWAVERING LOVE AND TRUST IN THE AGROCEL FAMILY HAVE BEEN THE CORNERSTONE OF OUR JOURNEY. THEIR WHOLEHEARTED EFFORTS HAVE PLAYED A VITAL ROLE IN TRANSFORMING KACHCHH INTO A MORE BEAUTIFUL, VIBRANT, AND PROSPEROUS COMMUNITY.

**Dipesh K. Shroff**

Pujya Kaka and Kaki had profound faith (shraddha) in the inherent capabilities of people, including the local communities, and in the work that could be done together for the development of Kachchh. Their unwavering belief in the knowledge and abilities of the community has truly transformed the landscape of Kachchh. The establishment of Agrocel Industries in this remote location is a testament to the faith we had in the people of Kachchh. What was once an underdeveloped and underserved region has now become a hub of economic growth and improved quality of life.

When my mother laid the foundation of Shrujan after the drought of 1969, the circumstances and cultural norms were not in her favour. Yet, it was her determination (Ekagrata) and firm belief in the skills of the artisans that guided her. Her courage and willpower pushed her forward despite the challenges. The women artisans of Kachchh, with equal determination, stood by her, and together, they achieved remarkable progress.

The vision and goals of Agrocel have always been aligned with the community, a principle that guides all our decisions. Samanvaya, or solidarity with the community and the environment, directs us toward the greater good. By working in harmony with nature, we have developed sustainable nature conservation programs that support the region's ecosystem.



Our experience has shown that when passion is combined with intelligence, great things can be achieved. The CSR team continually focuses on enhancing the effectiveness of our programs, making them more impactful and beneficial for all involved.

Best Regards,  
**Dipesh K. Shroff**

AGROCEL IS AN INSPIRED RESULT OF THE FOUNDERS' WISH TO UPLIFT THE LIVES OF THE PEOPLE OF KACHCHH THROUGH ENHANCED LIVELIHOODS.



## A glance at Agrocel Industries Pvt. Ltd.



THE GUIDING PHILOSOPHY BEHIND ALL OUR ACTIONS HAS ALWAYS BEEN A STEADFAST COMMITMENT TO CORPORATE RESPONSIBILITY, ENSURING THE WELL-BEING OF THE COMMUNITIES IN WHICH WE OPERATE, AND CREATING VALUE THAT BENEFITS OUR STAKEHOLDERS. THIS COMMITMENT TO “PUTTING HUMANITY FIRST” HAS SEAMLESSLY BECOME INGRAINED IN THE COMPANY’S DNA AS WE CONTINUE TO PROGRESS AND GROW.



FROM THE RANN OF KACHCHH TO GLOBAL MARKETS, AGROCEL PIONEERS IN BROMINE AND SPECIALTY CHEMICALS, EMPOWERING INDUSTRIES AND FARMERS WITH SUSTAINABLE, CUTTING-EDGE SOLUTIONS.

Agrocel is a leading Indian company specializing in Minerals, Specialty Chemicals, and Plant Nutrition, and is a prominent name in India’s bromine industry. Our operations are organized into three divisions: Bromine & Bromine Derivatives, Specialty Chemicals, and Agri Inputs. We utilize a unique model that combines raw material extraction with advanced processing and formulation technologies to deliver value to customers across industrial and agricultural markets.

Agrocel has access to one of the world’s most sustainable and abundant sources of bromine and potash, spanning approximately 94,000 acres of land. This vast area, once inaccessible and underdeveloped, is strategically located in the bays of the Greater Rann of Kachchh, a renowned salt marsh in the desert of Gujarat, India. The region’s geology, combined with our technical expertise and favorable environmental conditions, gives Agrocel a significant advantage.

Our inorganic chemistry expertise is focused on producing value-added downstream products. The flexible processing technology at our Avania plant allows us to manufacture specialty chemicals, including bromine and various bromo compounds, which are used in sectors such as electronics, automotive, pharmaceuticals, and oil and gas. Agrocel’s success is driven by a talented workforce of over 1,200 employees across manufacturing locations in Kachchh, Avania (between Ghogha and Bhavnagar),

and corporate offices in Bhuj, Mumbai, and Gurgaon. This strength was further enhanced by the acquisition of Solaris Chemtech in 2018. In addition to our bromine and bromine derivatives, Agrocel Group is cultivating a dynamic agriculture business with a unique, integrated model. Our innovative plant nutrition products, designed for a modern agricultural ecosystem, bring significant value to farmers seeking to grow non-polluting, chemical-free produce.



## Our approach to Purpose, People and the Planet

### Revival of Art and Culture

SHRUJAN TRUST

THE LIVING AND LEARNING DESIGN CENTRE (LLDC)

### Ecosystem Conservation (Vasundhara)

AFFORESTATION AND BIODIVERSITY

SOIL AND WATER CONSERVATION

### Community Development (Gram Swaraj)

SEVA (HEALTH)

SANSKAR (EDUCATION)

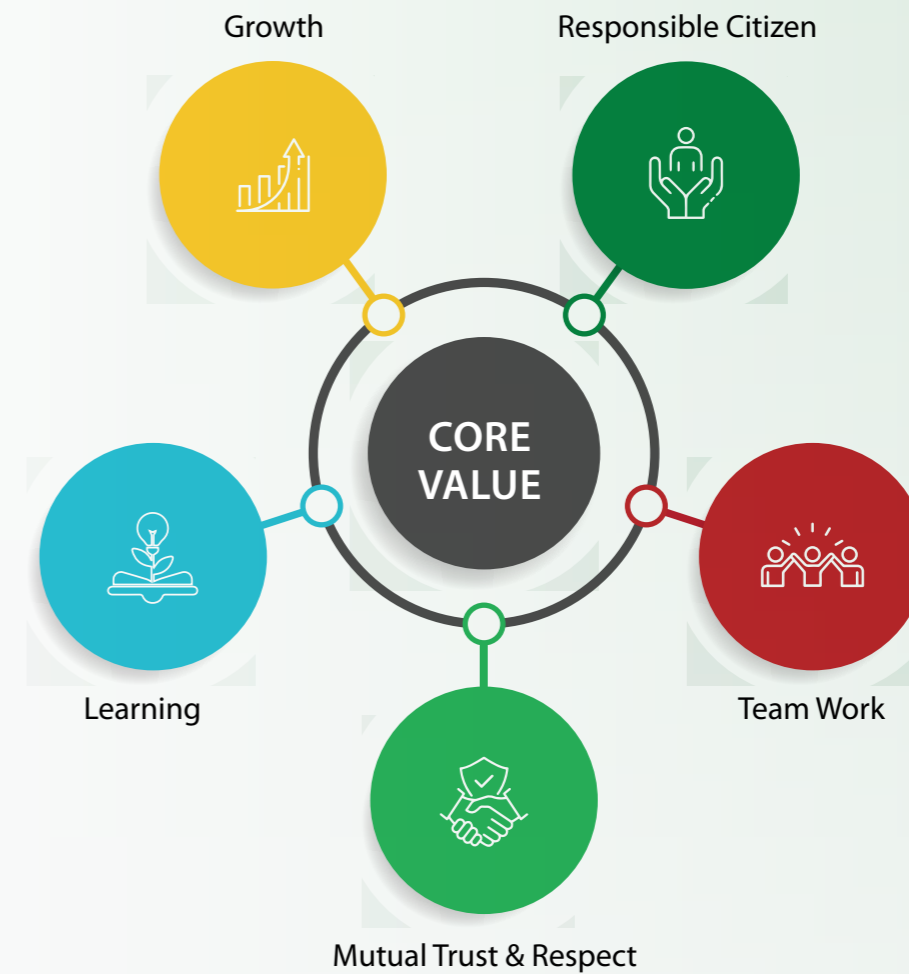
SAMRUDDHI (LIVELIHOODS)

### Need Based Initiatives (Sahkaar)

RELIEF FROM NATURAL CALAMITIES

INFRASTRUCTURE SUPPORT

EMPLOYEE VOLUNTEERING (SAHBHAGITA)



AGROCEL'S HOLISTIC APPROACH TO PURPOSE, PEOPLE, AND THE PLANET FOCUSES ON REVITALIZING ART AND CULTURE, CONSERVING ECOSYSTEMS, FOSTERING COMMUNITY DEVELOPMENT, AND ADDRESSING URGENT NEEDS THROUGH COMPREHENSIVE INITIATIVES.



## Revival of Art and Culture

The rich, vivid and diverse art and craft traditions of Kachchh are more than 5,000 years old.

The skill is valued, and the tradition is revered by more than 12 communities.

A systematic effort is needed to preserve this exceptionally rich craft for the coming generations.



SHRUJAN, BORN FROM COMPASSION IN 1969, TRANSFORMS THE ANCIENT ARTISTRY OF KACHCHHI WOMEN INTO A THRIVING LEGACY. PRESERVING TRADITION, INSPIRED BY CULTURE, AND INNOVATING FOR THE FUTURE.



www.shrujan.com

Art is not merely history; it is a living, breathing expression, pulsating with the emotions and love of the community that treasures it. Chanda Shroff (Kaki) saw the remarkable skill of the Kachchhi women, who, with delicate hands, wove the rich tapestry of their age-old traditions into exquisite embroidery. In these masterpieces, she envisioned not just a tribute to the past but a promise for the future—a future where the art and the artisans would thrive.

Shrujan, born out of her deep concern to provide livelihood during the drought of 1969, has journeyed through more than five decades, staying true to its Sanskrit name, which means creativity. Over the years, Shrujan has become a beacon of artistry, producing beautiful hand-embroidered items that grace Shrujan shops and exhibitions across India and beyond. This endeavor has done more than uplift the artisans financially; it has bestowed upon them a life of dignity and pride.

**Shrujan's work is dedicated to and inspired from the following:**

**Tradition**– 5,000 years old legacy is preserved and promoted for the benefit of art and artisans alike by making it a sustainable and profitable occupation.

**Inspiration**– Women of Kachchh and their dignified culture reflecting the grit and the determination of this vibrant community is our source of inspiration.

**Innovation**- The age-old tradition is wedded with new age designs and technologies to meet the needs of the present day market, keeping the essence of the craft alive.



The LLDC stands as a unique and visionary initiative by the Shrujan Trust, dedicated to the promotion of crafts and the craftsmen who create them. As a multi-dimensional center, LLDC is committed to educating and training artisans, helping them to refine their skills and transform their craft into a sustainable and dignified livelihood in Kachchh.

More than just a training ground, LLDC serves as a resource center for students, artists, and learners who aspire to collaborate and bring the art of Kachchh to a global audience. Nestled in Ajrakhpur, Kachchh, the LLDC campus is a haven for creativity, housing a world-class museum, a library, and a crafts studio where artisans can explore different art forms and learn from one another. The campus also hosts various art festivals, drawing artists and audiences from around the world, making it a vibrant hub of cultural exchange and artistic celebration.

**The 3 pillars of LLDC are:**

**Living Museum**- Preserves the rich legacy and distinctive skills of 12 Kachchh communities in a most modern and advanced setting for the coming generations.

**Research**- Revitalizes more than 18 different crafts through an intense and comprehensive documentation with focus on technicalities of the craft.

**Craft Studio**- Promotes synergistic collaborations between stakeholders and makes the product more market-oriented.



THE LLDC, A VISIONARY INITIATIVE BY SHRUJAN TRUST, EMPOWERS KACHCHH ARTISANS THROUGH EDUCATION, COLLABORATION, AND INNOVATION. IT PRESERVES TRADITION, FOSTERS CREATIVITY, AND CONNECTS LOCAL CRAFTS TO A GLOBAL AUDIENCE.



## Footprints of determination with the artisans

### Dignify Livelihood



**3,500+** CRAFTSWOMEN SPREAD ACROSS **120** REMOTE VILLAGES OF KACHCHH EARN A DIGNIFIED LIVELIHOOD TODAY

### Preserve the Tradition



**10,000+** ARTICLES PRESERVED PARTICIPATORY RESEARCH & DOCUMENTATION OF **22+** CRAFTS FROM **12** COMMUNITIES

### Transfer Knowledge



**500+** STUDENTS & ARTISTS COLLABORATED WITH THE ARTISANS  
**100+** NEW DESIGNS MADE

### Promote Art & Artisans



**1 LAKH +** VISITORS IN LLDC TILL DATE  
**1ST** NGO TO PARTICIPATE IN INDIA ART FAIR-2024



EMPOWERING 3,500+ CRAFTSWOMEN ACROSS 120 VILLAGES, PRESERVING 10,000+ ARTICLES, AND WELCOMING OVER 1 LAKH VISITORS, LLDC IS A BEACON OF CULTURAL PRESERVATION AND INNOVATION IN KACHCHH.



FROM PRESERVING 22+ CRAFTS TO COLLABORATING ON 100+ NEW DESIGNS, LLDC CELEBRATES KACHCHH'S RICH HERITAGE, TOUCHING THE LIVES OF THOUSANDS AND CONNECTING TRADITION WITH MODERNITY.





## LLDC—Key events in 2023-24

### Collaborations and outreach

LLDC's participation in global events like ICOM and India Art Fair has significantly elevated its profile within the international museum and art communities. Through strategic collaborations, LLDC has attracted renowned experts and enriched its collections, further solidifying its role as a premier cultural hub in Kachchh.



FROM GLOBAL COLLABORATIONS TO GROUNDBREAKING EXHIBITIONS, LLDC IS FORGING INTERNATIONAL CONNECTIONS AND BRINGING THE RICH HERITAGE OF KACHCHH TO THE WORLD STAGE.

- Eiluned Edwards, Professor of Global Cultures of Textiles and Dress at Nottingham Trent University, has become a significant ally through our continued engagement. Her visit to LLDC led to her becoming deeply involved, taking on the responsibility of training our curatorial and research teams to elevate and present our work on the global stage.
- By networking with the Indenum Institution and offering them space at LLDC to showcase their graduation projects, we have fostered a collaborative relationship that has brought trained designers to intern with us, contributing to research and product development.
- Our attendance at the India Art Fair with Uthra Rajgopalan in 2023 has opened new doors, securing our entry into the 2024 India Art Fair as the first NGO to participate—an achievement that highlights our growing influence in the art community.
- Engaging with Vickie Elson and inviting her to visit LLDC resulted in the repatriation of her textile collection to us, along with additional pieces from Tracing Patterns, the U.S. organization that facilitated the paperwork. This has enriched our collection and deepened our connections with global textile traditions.
- Involving an entire family of craft practitioners in the preparation of a gallery show led to an extraordinary event. Our exhibition, "Mamudbhai je Umbhre," brought together three generations—men, women, and children—to contribute to the show. This collaboration resulted in the most successful exhibition in LLDC's history, fulfilling our long held vision of what LLDC should represent as an institution.
- Our participation in the ICOM (International Council of Museums) event in Delhi allowed us to connect with museum professionals from around the world. This has sparked conversations about LLDC within the global museum community, leading to visits from international museum leaders who are eager to see our work firsthand.



**Revival of Art and Culture (contd.)**

**Learning and development**



LLDC'S COMMITMENT TO PRESERVING AND PROMOTING KACHCHH'S HERITAGE IS REFLECTED IN ITS RECENT INITIATIVES. FROM DOCUMENTING THE ENDANGERED CRAFT OF BELL MAKING TO EMPOWERING ARTISANS THROUGH SKILL DEVELOPMENT AND EDUCATION, LLDC CONTINUES TO BE A BEACON OF CULTURAL PRESERVATION AND INNOVATION.

- Our research team undertook a project to create a film on the endangered craft of sound understanding in metal bell making, collaborating with an international documentary filmmaker from the UK to reach a broader audience.
- Our team completed textile conservation training, which enabled us to conduct a comprehensive health assessment of our entire collection in-house.
- We organized a 45-day craft workshop and Kachchh craft and heritage education program for all the students at Shri Jawahar Navodaya Vidyalaya in Dumra.
- Our latest findings reveal that the artisans of Kachchh, unlike those in other parts of India, are becoming increasingly empowered and gaining strong business acumen, making them less susceptible to exploitation by middlemen or unethical entrepreneurs. They are continually working on improving their skills and practices.

**Festivals at LLDC : Benefitting art and artisans alike**



EMPOWERING ARTISANS, PRESERVING TRADITIONS, AND EDUCATING THE NEXT GENERATION—LLDC IS AT THE FOREFRONT OF SAFEGUARDING KACHCHH'S RICH CULTURAL LEGACY.

- The people of Kachchh have come to trust that LLDC's events and activities are of the highest quality, leading to strong attendance and enhancing our reputation in the region.
- These events have also provided valuable platforms for emerging artists from the younger generation to showcase their work and talent.
- Our collaborative Natya Spardha event with Bhavans has further strengthened our reputation in Bhuj and Kachchh.
- The festivals we host attract visitors and art enthusiasts from diverse backgrounds, helping to spread positive word-of-mouth about our work.
- Some of our annual festivals include the Folk Festival, Winter Festival, Heritage Festival, Music Festival, Kalanjali, Chitranjali, Natya Spardha, and more.



## Ecosystem Conservation

Covering an expansive area of 46,000 square kilometers, Kachchh is home to four unique and diverse ecosystems: the Desert ecosystem of the Rann, the Mangrove ecosystem along the coast, the Thorn Forest ecosystem, and the Banni Grasslands. Despite its ecological richness, this region faces immense pressure from erratic monsoons and human interventions. Agrocel has recognized the critical need to restore and revive these ecosystems sustainably and has successfully extended these learnings to other regions as well.



Photo Credit : Rauf Mutva (Gorevali)

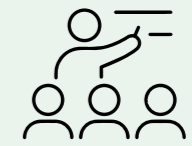


Kachchh is located in one of the most arid regions of India, receiving an average annual rainfall of approximately 430 mm, significantly lower than the national average of 1,152 mm. Moreover, the region experiences a high coefficient of variance in annual rainfall at 65%, meaning that the total rainfall can fluctuate by up to 65% from year to year. This unpredictability exacerbates the challenge of water scarcity, often leading to severe crises for drinking water, food, and fodder in villages. The primary sources of drinking water for both humans and animals in the region are open wells and ponds, which are heavily reliant on a good monsoon. Without sufficient rainfall, farmers struggle to benefit from the monsoon crop, adversely impacting both agriculture and livestock.

Currently, our efforts are focused on significantly increasing water-use efficiency across all sectors and ensuring the sustainable withdrawal and supply of freshwater to combat water scarcity and substantially reduce the number of people affected by it.



TRANSFORMING KACHCHH'S WATER CRISIS: ENHANCING EFFICIENCY, ENSURING SUSTAINABILITY, AND SECURING A FUTURE FOR AGRICULTURE AND COMMUNITIES IN ONE OF INDIA'S MOST ARID REGIONS.



### Awareness Generation

Creating awareness in the community regarding importance of efficient water management through conservation and recycling.



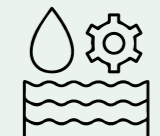
### Landscape Restoration & Afforestation

Regaining ecological functionality of the landscape and enhance well being of various life forms through landscape, watershed and river basin management.



### Water Conservation

Harvesting rainwater, building surface storage capacities and ground water recharging for maximum utilization of rainwater.



### Water Management

Promoting efficient management of water resources by householders and improving water use efficiency in farms through use of micro irrigation in place of flood irrigation.



**Ecosystem Conservation (contd.)**

**Sensitization & Afforestation Activities**

- 1 Lakh + saplings planted & nurtured (through wire fencing, drip irrigation, cleaning of sites etc.in 7 different locations across Bhuj, Maska, Banni, Jakhniya etc.
- A social forest has been developed in Gauchar land( grazing pastures) in Avaniya.
- Biodiversity of the region has been enhanced by 55 different species of plants.



MORE THAN  
**3.5 LAKH TREES**  
PLANTED AND  
NURTURED IN THE  
LAST **5 YEARS.**



COMMUNITY EDUCATION ON WATER CONSERVATION AND ECOSYSTEM RESTORATION PROGRAMS HAVE FOSTERED COLLECTIVE RESPONSIBILITY AND ENHANCED COMMUNITY OWNERSHIP IN ADDRESSING ENVIRONMENTAL CHALLENGES.



**50+ AWARENESS**  
GENERATION  
PROGRAMS WERE  
CONDUCTED  
ACROSS KACHCHH  
AND BHAVNAGAR  
SENSITIZING  
**10,000+**  
**COMMUNITY**  
MEMBERS  
TOWARDS NATURE  
CONSERVATION.

**Awareness generation:** Awareness generation efforts are being carried out through various programs across multiple locations to revive traditional water heritage and educate people about the importance of respecting the region's environmental ecosystem.

These awareness programs have significantly increased the understanding of water issues among the residents of Kachchh and Bhavnagar. By involving people in activities aimed at revitalizing traditional water systems and preserving biodiversity, these initiatives have fostered a strong sense of ownership within the community. People now recognize that natural calamities stem from imbalances in the ecosystem, and they understand that mitigating these crises is not solely the government's responsibility but a collective duty of all residents.



**Ecosystem Conservation (contd.)**

**Creating footprints of solidarity on water**

Kachchh experiences a challenging climate, marked by low and highly variable rainfall. Even in years of scant rainfall, the intensity remains high, with large volumes of rain falling in short bursts. In this context, rainwater harvesting emerges as the most effective strategy for managing water on a local scale. This approach not only addresses the issue of water scarcity but also combats the declining groundwater levels in the region. Our initiative to establish RRWHS units is focused on enhancing water accessibility for the community.

Water accessibility means ensuring that communities have consistent access to sufficient quantities of clean water, which is crucial for maintaining adequate food production, proper sanitation, and sustainable healthcare.

**24 CRORE LITERS** WATER STORAGE CAPACITY CREATED THROUGH VARIOUS DEEPENING ACTIVITIES.



Location	No. of structure rejuvenated	Soil excavated (in cubic meter)	Water storage capacity created
Kachchh	15	84,907	8.4 crore liters
Bhavnagar	28	1,54,380.03	15.4 crore liters
<b>Total</b>	<b>43</b>	<b>2,39,287.03</b>	<b>23.92 crore liters</b>

(1 cubic meter=1,000 liters)

**Check dams** are of utmost importance for sustainable use of water resources. In the catchments water is checked preventing soil erosion thus preserving fertility of soil.

SIMILARLY, **6 INSTITUTIONAL** RRWHS UNITS WERE MADE IN DIFFERENT VILLAGES CONSERVING **2.4 LAKH+** LITERS OF RAINWATER FOR THE COMMUNITY SPECIFICALLY SCHOOL CHILDREN.

**1 CHECK DAM** WAS CONSTRUCTED IN AVANIYA, BHAVNAGAR; BENEFITTING THE LAND OF **30 FARMERS.**



**Ecosystem Conservation (contd.)**

Ponds play a crucial role in the water resource system, particularly in arid regions like Kachchh. They facilitate the recharge of aquifers through infiltration during rains, helping to maintain groundwater levels. However, overexploitation of groundwater resources has led to a significant depletion of underground aquifers. As water is drawn from greater depths, the quality of groundwater deteriorates, with increasing concentrations of TDS, salinity, and iron content. In this drought-prone area, ponds serve as a vital source of water for storage and groundwater recharge, a function that has diminished over the years due to these challenges.

**80+ INDIVIDUAL RRWHS CREATED WITH STRONG PEOPLE PARTICIPATION.**



Location	No. of RRWHS units created for Households	Water storage capacity created (in Liters)	Additional water availability created * (in Days)
Kachchh	55	5 Lakh+	90 days
Bhavnagar	30	2 Lakh +	67 days

\*Conservative assumption is that the average family size is 5 and daily household consumption is 100 liters.



**RESTORING THE LIFEBLOOD OF KACHCHH: REVITALIZING PONDS TO RECHARGE AQUIFERS AND SECURE SUSTAINABLE WATER RESOURCES IN A DROUGHT-PRONE REGION.**



**3 NEW WELLS WERE CONSTRUCTED IN BANNI.**

Wells are a vital component of the water ecosystem in villages, particularly during the peak summer months when water accessibility is at its most uneven and demand is at its highest. These wells offer significant relief to the community, providing a crucial source of water for livestock and, for families living nearby, a reliable supply of drinking water. In drought conditions, wells become even more critical, as the stored water they contain can be readily accessed during the driest times of the year, offering a lifeline to the community.

**5 BOREWELLS WERE RECHARGED IN MANDVI.**

Borewell recharge plays a crucial role in ensuring the availability of water for both irrigation and drinking purposes. By replenishing groundwater levels, it provides farmers with a broader range of options for crop diversification, which in turn supports the sustainability of numerous agro-industries. This not only bolsters agricultural productivity but also creates significant employment opportunities, contributing to the overall economic growth of the region.



**FARM BUNDS WERE CONSTRUCTED FOR 25 HECTARES LAND, BENEFITTING 42 FARMERS.**

Farm bunds are an effective method for retaining rainwater directly within agricultural fields by constructing walls along their boundaries. These bunds significantly reduce water runoff, control soil erosion, and protect the land from siltation. Additionally, they enhance soil moisture, safeguard principal crops from insect pests, supply natural nutrients to the main crops, and create more arable land for the cultivation of diverse crops. This approach not only conserves water but also improves overall agricultural productivity.

**24 CRORE LITERS WATER STORAGE CAPACITY CREATED THROUGH VARIOUS DEEPENING ACTIVITIES.**



EMPOWERING 42 FARMERS, ENHANCING 25 HECTARES OF LAND—FARM BUNDS CONSERVE WATER, PROTECT SOIL, AND BOOST PRODUCTIVITY, WITH ~24 CRORE LITERS OF WATER STORAGE CAPACITY ACHIEVED.



## Community Development

Kachchh has long been home to a diverse array of communities—merchants, travellers, refugees, and natives.

Despite the untapped natural resources and harsh environmental conditions that make life challenging, these communities have learned to live in harmony, demonstrating remarkable resilience and a deep love for cattle and nature.

Kaka recognized the immense potential for growth in Kachchh and dedicated his life to its development. We are honoured to carry forward his legacy with renewed vigour, continuing the work he passionately championed.



KACHCHH IS A REGION DEFINED BY ITS DIVERSE COMMUNITIES AND THEIR RESILIENCE IN THE FACE OF CHALLENGING ENVIRONMENTAL CONDITIONS. KAKA'S VISIONARY DEDICATION TO KACHCHH'S DEVELOPMENT HAS INSPIRED ONGOING EFFORTS TO HARNESS THE REGION'S POTENTIAL, BALANCING GROWTH WITH A DEEP RESPECT FOR NATURE AND LOCAL TRADITIONS..



Photo Credit : Rauf Mutva (Gorevali)





**Community Development (contd.)**

**The 3 pillars of community development**

**Health**  
Provide primary medical services to the underserved communities and spread awareness towards health and hygiene.

**Education**  
Create a conducive environment for learning focusing on holistic growth of children and ensuring maximum participation.

**Livelihood**  
Enhancing knowledge and skill of youth, farmers and women and providing institutional support towards sustainable livelihood.

Government is the significant provider of health care services to the weaker sections through PHCs and CHCs. However several health concerns loom large like incidences of malaria, tuberculosis, malnourished children and more. Greater attention and better services are needed to enhance the overall well being of the local communities as it has a direct bearing on the longevity and quality of life.

In rural areas of Gujarat , the enrollment ratio is lower as compared to urban areas and the environment is not conducive for cognitive growth and development of children. Harsh environmental conditions coupled with lack of basic amenities in school act as a deterrent for many students to attend classes regularly.

Kachchh lies in the arid tract of Gujarat with tropical monsoon and a semi arid climate, making farming a difficult and not so profitable livelihood option. Permanent pastures and grazing area is also low (1.5%) which poses difficulty to the cattle rearers. To accelerate the pace of economic development , it is pertinent to create support systems and promote alternative livelihood options in the region.



**Health and Sanitation Initiatives (SEVA)**

**Health and sanitation interventions towards curative and preventive care for overall well-being of the community**



**Mobile Medical Unit (MMU) Since 2012**

Mobile Medical Units (MMUs) are designed to ensure equitable access to healthcare services for underserved communities in remote and hard-to-reach areas. Despite the significant presence of Primary Health Centres (PHCs), reaching the most isolated populations remains a persistent challenge. MMUs are specifically tailored to serve vulnerable groups such as the elderly, children, and pregnant women, who often face the greatest barriers to healthcare.

Operating under the supervision of a qualified medical officer, MMUs deliver essential preventive and curative healthcare services at an affordable cost, bridging the gap in healthcare access for those most in need.

**OUR MMU COVERS 40+ REMOTE VILLAGES**

**13,000+ PATIENTS BENEFITTED IN 2023-24**

**212 CAMPS ORGANIZED REACHING OUT TO 50,000 PEOPLE**

**400 + PREGNANT WOMEN AND MOTHERS BENEFIT FROM ANC-PNC SERVICES EVERY YEAR**



**Sharda Medical Centre (SMC) Since 2005**

The SMC serves as a critical provider of primary medical services for the people of the Banni region. Strategically located in Hodka village, it is easily accessible to the majority of the local community. Over time, SMC has evolved into a central hub for delivering integrated curative and preventive healthcare, with a strong emphasis on promoting and maintaining health. Each year, thousands of people benefit from the comprehensive services offered at the centre.

Through SMC, we have successfully reached vulnerable populations who previously had limited access to healthcare due to challenges such as geographical isolation, poverty, or inadequate infrastructure.

Our focus areas include pediatric care, reproductive and child health education, addressing malnutrition and anemia, promoting healthy dietary patterns, menstrual hygiene education, and establishing linkages with government schemes and more.

**40+ VILLAGES AND 50,000+ VILLAGERS ARE POSITIVELY IMPACTED**

**11,500+ COMMUNITY MEMBERS GOT TREATED AS OUTPATIENTS IN 2023-24**



**General Health Camps**

The initiative has provided immediate medical services to previously unreachable populations, ensuring that those in remote areas receive the care they need. In addition to delivering essential healthcare, the program has played a crucial role in spreading awareness about the importance of health and hygiene within the community. By conducting screenings for various medical conditions, the initiative has helped identify and address health issues early on, tackling the broader problem of health inequalities in society.

These efforts are not only preventing the spread of diseases but also, in the long run, are expected to significantly improve overall health indicators within the community, leading to a healthier and more equitable society.

**2 CAMPS ORGANISED**

**SERVING MORE THAN 600 UNDERSERVED COMMUNITY MEMBERS**



**Netra Raksha (Eye Camp)**

The Netra Raksha (Eye Camp) initiative focused on comprehensive eye care, offering both preventive and curative services to the community. Through thorough eye screenings, the camp identified individuals in need of treatment and successfully conducted cataract surgeries for those requiring it. In addition to direct medical care, the initiative promoted eye health by raising awareness about the importance of regular check-ups and proper eye care.

To further support the community, the camp provided spectacles and medicines at discounted prices, ensuring that those in need received the necessary care. In the long run, this initiative is expected to significantly reduce the burden of blindness caused by cataracts and refractive errors, contributing to better eye health across the community.

**200 VILLAGES COVERED**

**2,000+ EYE SURGERIES DONE PROVIDING ESSENTIAL TREATMENT TO THE NEEDY**



**Seasonal Malaria Chemoprevention (SMC)**

The initiative involved the administration of curative doses of anti-malarial medicine to communities residing in areas with seasonal malaria transmission. By doing so, the risk of malaria was significantly minimized for these vulnerable populations. This approach provided a safe and effective strategy that complemented existing malaria control activities.

In addition to prevention, the initiative also facilitated the prompt diagnosis and treatment of confirmed malaria cases, thereby reducing the overall incidence of the disease and contributing to better health outcomes in the affected communities.

**20,000+ COMMUNITY MEMBERS WERE SERVED UNDER THIS INITIATIVE INCLUDING CHILDREN WHO ARE AT A HIGHER RISK**



**Community Development - Health and Sanitation Initiatives (contd.)**



**Support to existing national program for health and family welfare**

Under this initiative, Agrocel is actively supporting the National Health Mission's efforts in managing the Tuberculosis control program. We have partnered with the District TB Centre, which serves as the central hub for all TB control activities in the district.

Our efforts focus on raising awareness about tuberculosis, addressing various myths related to the disease, emphasizing the importance of getting tested, and

educating patients about proper care, medication, and government support available to them. Additionally, we stress the significance of appropriate nutrition during treatment as part of our contribution to the "Pradhan Mantri TB Mukta Bharat Abhiyan" campaign.

To further support recovery, we also provide patients with nutritional supplement kits during their treatment period, helping to enhance their overall health and well-being.

**45 PATIENTS** DIAGNOSED WITH TUBERCULOSIS IN VARIOUS STAGES OF TREATMENT ARE BEING PROVIDED NUTRITIONAL SUPPLEMENT KIT (FREE OF COST)

**Health initiatives in Bhavnagar**

10 training programs were organized in Bhavnagar spreading awareness on health and hygiene issues specifically benefitting women and children.

**2,400+ WOMEN** BENEFITTED FROM THE SAME.

An equal number of health sensitization programs focusing on personal hygiene were also conducted in schools benefitting

**500+ students**

Nutrition support was extended to needy families through distribution of vegetable seeds (lemon, drumstick, custard apple etc.)

**1,000 KITS** WERE DISTRIBUTED IN THE REPORTING YEAR.

Horticulture plantation was promoted to enhance the nutritional intake of families.

**2,450 PLANTS** OF MANGO, CUSTARD APPLE, GUAVA AND POMEGRANATE WERE DISTRIBUTED.

**50 UNITS** OF BIOMASS CHULA (COOKING APPARATUS) WERE DISTRIBUTED TO HOUSEHOLDERS IN 4 VILLAGES ACROSS BHAVNAGAR.



**Support to Shri Kutchi Leva Patel Education & Medical Trust, Bhuj**

With financial support from Agrocel, the Trust provides treatment support to Cancer patients.

**2,000+ CANCER PATIENTS** HAVE RECEIVED LIFE SAVING TREATMENT FROM THIS INITIATIVE



**Support to Vagad Sarvodaya Trust**

The Trust provides medical aid and emergency services to road accident victims during critical hours.

**25,000+ COMMUNITY MEMBERS FROM ACROSS GUJARAT HAVE BENEFITTED FROM THEIR SERVICES**



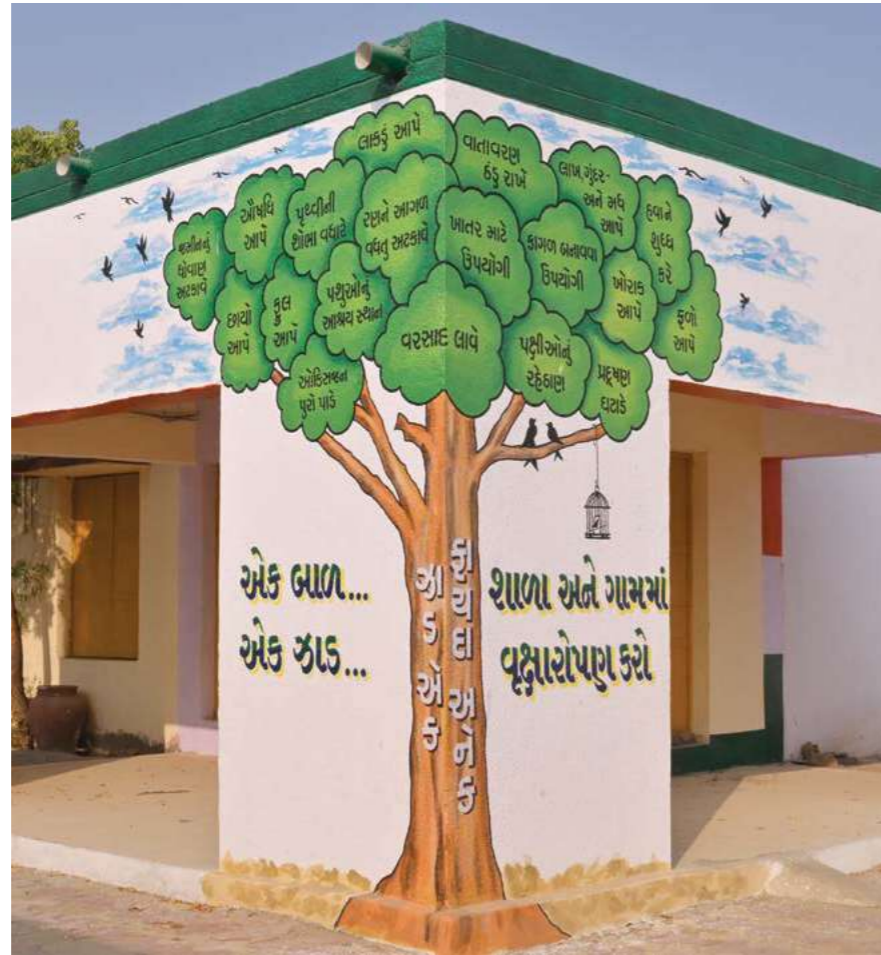


## Education Initiatives (Sanskar)

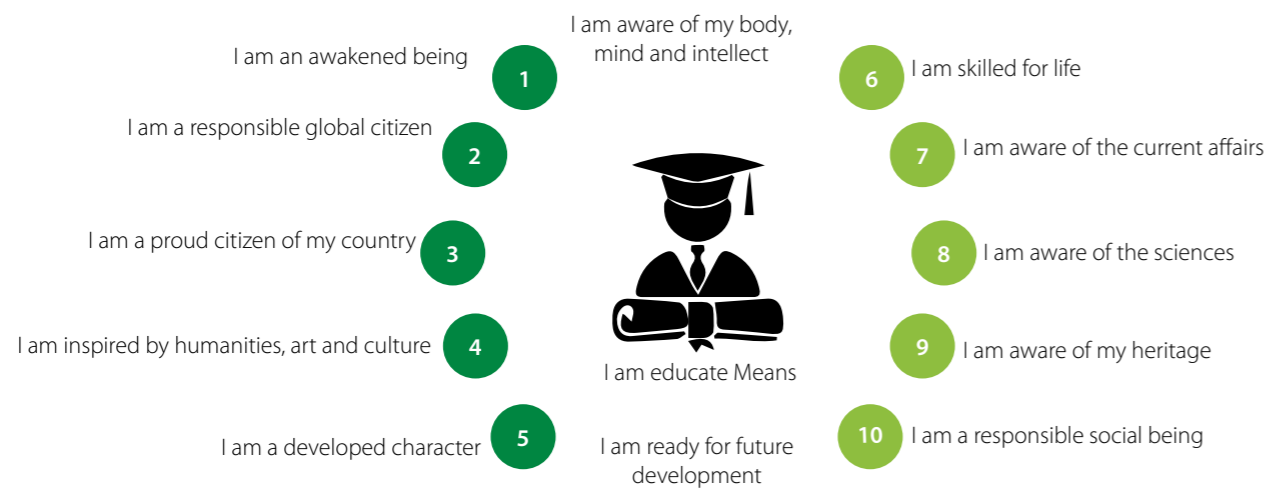
### Prabuddha Kachchh– Redefining education

Agrocel has partnered with Ramakrishna Seva Mandal, Mandvi, on the “Prabuddha Kachchh” project, which is dedicated to creating an integrated space for holistic education and character development, with a particular focus on remote locations within Kachchh. The aim of the project is to uplift and enhance the quality of education in these areas, ultimately shaping future generations into better social beings and responsible citizens of the country.

Inspired by Sharda Niketan, a model residential school established and managed by Ramakrishna Seva Mandal, Mandvi, this initiative seeks to replicate its success by fostering an environment where students can grow academically and personally, preparing them to contribute positively to society.



**UPLIFTING 8,300+ STUDENTS THROUGH THE PRABUDDHA SHALA MODEL IMPLEMENTED IN 47 SCHOOLS**



### Creating a conducive environment

Mentorship and guidance from educators, a positive school environment, health awareness and medical support, talent shows, life skill and spiritual workshops, hostel facilities for both boys and girls and more provide an environment that is conducive to growth of children.

### Focusing on holistic growth

59 events & 4,100 sessions were conducted on a wide range of subjects enhancing knowledge and life skills of participants Example– Science fair, art and craft fair, talent show, music workshop, know India tour, sports day, reading competition, environment awareness program etc.



### Ensuring maximum participation and inclusive growth

8,300+ students from remotest corners of Gujarat are exposed to the best of the learning tools and environment. Out of these 50% are girls who are getting an equal opportunity to grow and excel in academics and life skills.



## Creating a conducive environment for holistic growth of children

### Experiential learning through STEM Labs

The establishment of STEM (Science, Technology, Engineering, and Mathematics) Labs is a key initiative within our education ecosystem. These labs provide students with the opportunity to engage in hands-on activities, allowing them to deepen their conceptual understanding of various topics covered in their textbooks. By offering practical experiences, the STEM Labs serve as valuable tools in developing students' skills and enhancing their comprehension of subject matter.

This project has been implemented in both Kachchh and Bhavnagar, with the aim of fostering a more interactive and effective learning environment that prepares students for future academic and professional success.

**2,500+ STUDENTS** ARE EXPERIENCING SCIENCE AND TECHNOLOGY IN A NEWER LIGHT THROUGH THE **5 STEM LABS** CREATED



### Interactive schooling through Smart Classes

Agrocel is dedicated to making learning a fun and enriching experience for rural children. To achieve this, we have established Smart Classes in 10 schools in Kachchh and 5 schools in Bhavnagar. A Smart Class is a digitally equipped classroom that offers a variety of teaching and learning tools. By incorporating audio and visual learning materials, these classes enable teachers to make classroom instruction more engaging and enjoyable for students, transforming the learning process into a dynamic and interactive experience.

**5,000+ STUDENTS** HAVE A MORE INTERACTIVE LEARNING ENVIRONMENT THROUGH THE **15 SMART CLASSES**

### Positive instruction through BALA initiative

The Building as Learning Aid (BALA) initiative aims to enhance the school environment in Bhavnagar by making it more visually stimulating and educational. Various informative messages are painted in vibrant colors throughout the school, capturing students' attention and serving as constant reminders of important academic and cultural lessons. This initiative has been implemented in three schools, effectively spreading both educational and cultural messages to students in an engaging and memorable way.

**1,000 STUDENTS** HAVE BEEN REACHED UNDER THE INITIATIVE UNDERTAKEN IN **3 SCHOOLS**



EMPOWERING 6,000+ STUDENTS WITH INTERACTIVE LEARNING TOOLS AND VIBRANT SCHOOL ENVIRONMENTS—AGROCEL IS REVOLUTIONIZING RURAL EDUCATION THROUGH SMART CLASSES AND THE BALA INITIATIVE.



## Creating synergy with partners

### Cultivating a healthier childhood in association with Children Toy Foundation (CFT)

In partnership with the Children Toy Foundation, Agrocel is fostering the holistic growth of children in rural Kachchh through the use of educational toys and engaging learning activities conducted throughout the year. We fully support CFT's belief that playtime is a child's most natural way of expressing their aptitudes and inclinations, serving as a vital means of self-discovery, communication, and expression.

A wide range of activities, including indoor and outdoor games, art and craft sessions, singing and dancing, sketching and painting, talent shows, mind development games, general awareness activities, and life skills building exercises, are regularly organized by expert facilitators and educators. These activities create a nurturing and positive environment, helping children grow and develop to their fullest potential.

**700+ STUDENTS ARE EXPERIENCING EDUCATION AS MORE FULFILLING AND JOYFUL**



### Unleashing creativity through Saturday Art Class

In the face of harsh weather, a challenging economic landscape, and an overburdened education system, children in rural areas of Kachchh often lack opportunities to express themselves through various art forms. To address this gap in art education, Agrocel has partnered with the Learning Centre, an organization that collaborates with state governments, educational institutions, and grassroots organizations to inspire every child to create with confidence.

The Saturday Art Class initiative is designed to promote multidisciplinary learning through the scientific and creative development of children, while also fostering a joyful classroom environment. This art class emphasizes the integration of Indian art and culture, along with exposure to various global art forms. The curriculum is thoughtfully crafted to help children understand themselves, explore the world around them, and develop skills in imagination and self-expression.

**500+ STUDENTS ARE GETTING AN OPPORTUNITY FOR SELF DISCOVERY AND EXPRESSION THROUGH ART**





**Community Development - Education Initiatives (contd.)**

**A few more education initiatives in Bhavnagar**

Awareness sessions were conducted in village schools to sensitize students towards the importance of education in their lives.

School enrolment program was carried out to motivate young children to join school. School Bags were distributed to children on this occasion.

**14 SESSIONS**  
WERE ORGANIZED  
IN 9 VILLAGES  
REACHING OUT TO  
**2,400+ STUDENTS**

**1,000 YOUNG**  
**CHILDREN**  
GOT THE BENEFIT.



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10000+ STUDENTS LIVES HAVE BEEN POSITIVELY IMPACTED THROUGH SANSKAR INITIATIVES



A teachers' training workshop was organised for the benefit of educators from village schools

**111 TEACHERS**  
**FROM 9 VILLAGES**  
PARTICIPATED IN  
THIS WORKSHOP.



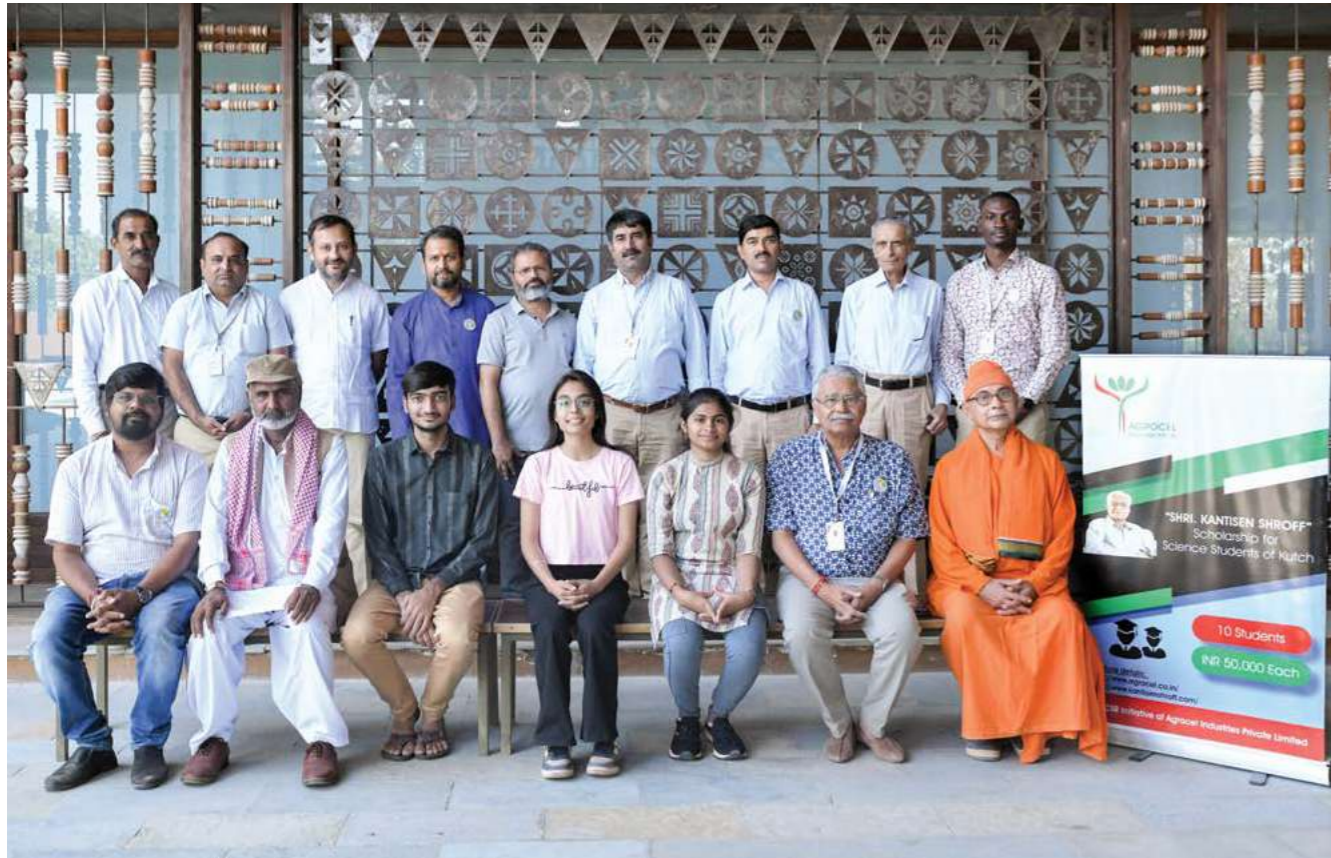
We worked on improving quality of education for 11th & 12th standard students through special classes in Avaniya Model School.

**95 STUDENTS**  
BENEFITTED.



## Agrocel Scholarship for higher education

### Pujya Shree Kantisen Shroff Scholarship



FOR **12TH SCIENCE** STUDENTS OF KACHCHH

WAS AWARDED TO **5 STUDENTS** (FROM AMONGST **25 APPLICANTS**)

SELECTION WAS DONE THROUGH A SYSTEMATIC PROCESS BASED ON MERIT AND NEED

**INR 50,000** WAS GRANTED TO EACH STUDENT TO PURSUE HIGHER EDUCATION

### Shree Manojbhai Gohil Scholarship



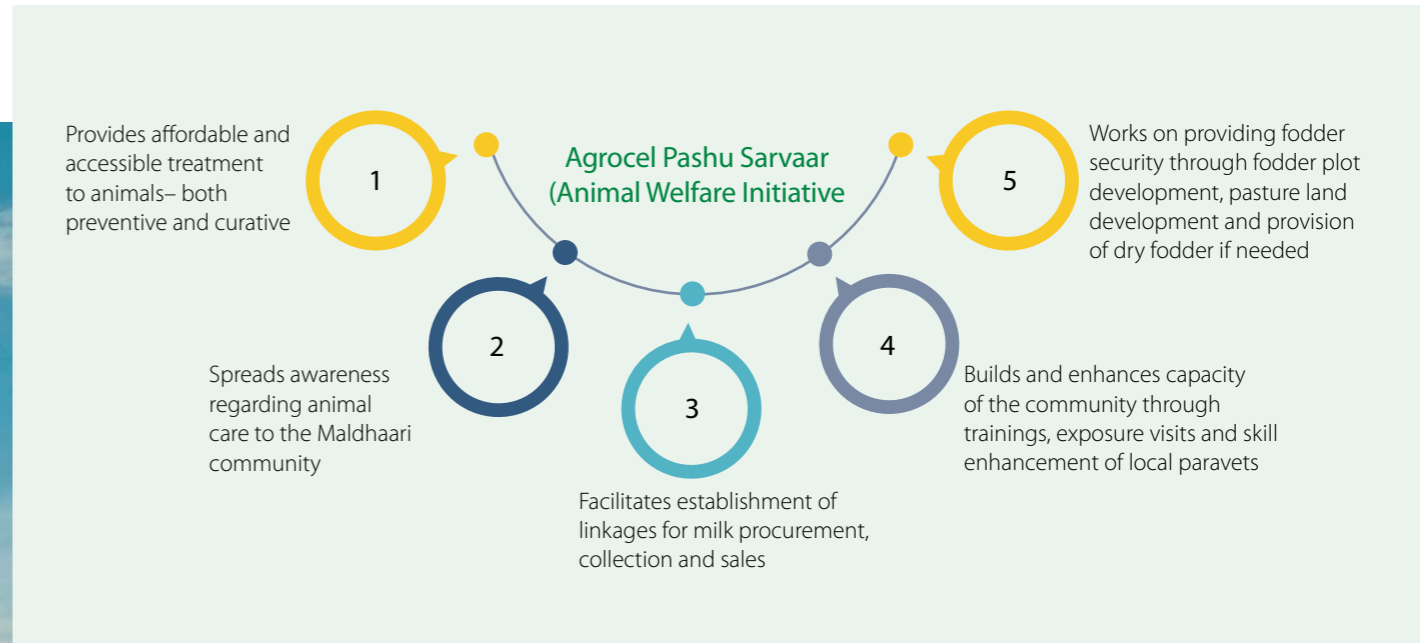
FOR **10TH GRADE** STUDENTS OF BANNI AND PACHHAM REGION

WAS AWARDED TO **10 STUDENTS** (FROM AMONGST **35 APPLICANTS**)

**INR 50,000** WAS GRANTED TO EACH STUDENT TO PURSUE HIGHER EDUCATION



## Empowering communities towards sustainable livelihoods



**ANIMAL HUSBANDRY IN KACHCHH: A LIFELINE FOR THE MALDHAARI AND NOMADIC TRIBES, SUSTAINING LIVELIHOODS THROUGH MILK, WOOL, MEAT, AND TRANSPORTATION ACROSS THIS ARID REGION.**

Photo Credit : Rauf Mutva (Gorevali)

Animal husbandry is the second-largest source of employment in Kachchh, following agriculture. For many in the region, it serves as a supplementary activity alongside farming, while for the Maldhaari community, it is the primary source of income. Cows and buffaloes are mainly reared by farming communities as milch cattle, providing a valuable supplementary income through milk production. Nomadic tribes in Kachchh primarily rear animals such as sheep, goats, camels, horses, and donkeys. Sheep and goats are raised for wool and meat, while camels, horses, and donkeys are bred and sold as load-carrying animals, contributing to the livelihoods of these communities.



## Footprint of solidarity with the Maldhaari Community



- 16** HEALTH CAMPS ORGANIZED FOR ANIMALS IN REMOTE LOCATIONS
- 1,200+** ANIMALS TREATED AT ZERO COST (ON CALL AND HEALTH CAMPS)
- 16,000+** ANIMALS GOT VACCINATED AGAINST HS DISEASE
- 24,000** ANIMALS GOT VACCINATED AGAINST FOOT AND MOUTH DISEASE



- 800+** CATTLE GIVEN BRUCELLOSIS VACCINE
- 41,000+** (COWS AND BUFFALOES) DEWORMED TO IMPROVE MILK PRODUCTION AND REPRODUCTION
- 35,800+** (SHEEP AND GOAT) DEWORMED AS PREVENTIVE CARE
- 326** MALDHAARI MEMBERS WERE PROVIDED MINERAL MIXTURE AS A SUPPLEMENTARY FOOD FOR ANIMALS

*Note: Haemorrhagic Septicemia (H.S.) Vaccine is intended to use in cattle, buffaloes, pigs, sheep, goat etc. as a prophylactic agent against H. S. disease.*

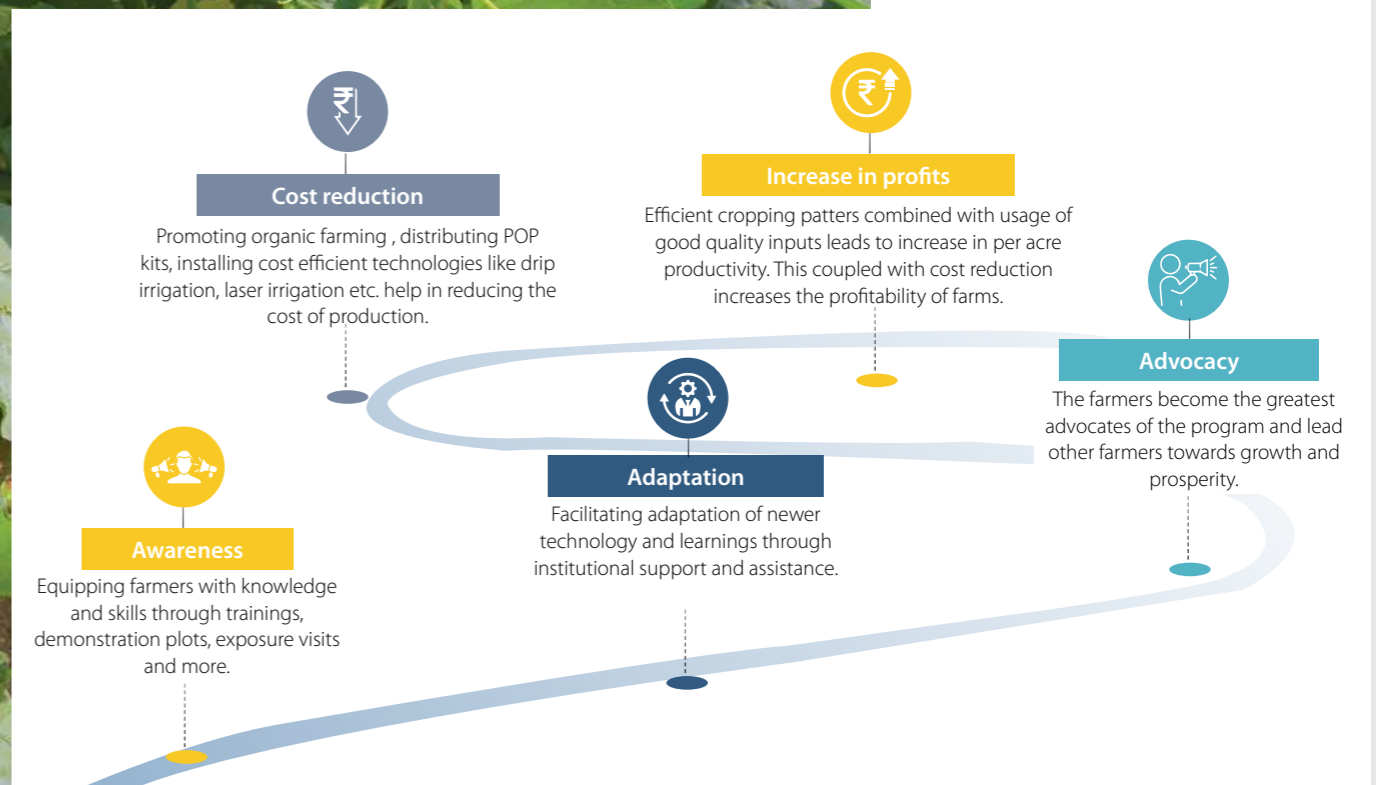


## Agriculture Development @ Bhavnagar

Towards making agriculture a profitable and sustainable livelihood option



**EMPOWERING FARMERS FROM AWARENESS TO ADVOCACY: AGROCEL'S HOLISTIC APPROACH ENHANCES SUSTAINABILITY, REDUCES COSTS, AND BOOSTS PROFITABILITY, DRIVING GROWTH AND PROSPERITY IN THE AGRICULTURAL COMMUNITY.**





## Footprint of solidarity with the Farming Community



### Enhancing productivity through usage of better inputs.

Amrutpani is an excellent bio-enhancer. It increase microbial activity in soil and enhances its health boosting crop yield.

**50 AMRUTPANI KITS** WERE DISTRIBUTED TO FARMERS ACROSS 8 VILLAGES

For enhancing crop yield and maintaining genetic purity of seeds POP (Package of Practices) kits containing fertilizers and pesticides were distributed to farmers.

**600 KITS** WERE DISTRIBUTED TO FARMERS ACROSS 8 VILLAGES

Gypsum gives nutrients to plants by providing sulphur and calcium; where calcium helps in the absorption of nutrients in the roots and sulphur improves crop yield.

**200 BAGS** OF GYPSUM WERE PROVIDED TO FARMERS FOR SOIL TREATMENT

EPN application is done for control of insects at the surface level of soil and plays an important role in insect pest management.

**100 UNITS** OF GUYGEN ENTOMO PATHOGENIC WERE DISTRIBUTED TO FARMERS



**Introduction of new technology to optimize resource utilization and enhance productivity.**

Laser and drip irrigation technology was installed on farmland for maintaining evenness and less water logging. This also saves time, money and water due to its efficiency.

**20 LASER IRRIGATION AND 10 DRIP IRRIGATION UNITS WERE INSTALLED IN 2 VILLAGES**

Horticulture was promoted in 4 villages to enhance production of fruits and vegetables thereby increasing the income level of farmers.

**5 FARMERS HAVE TAKEN UP HORTICULTURE AND ARE GROWING HIGH VALUE CROPS**

Solar fencing was installed to keep animals away from the farm produce. The fencing is not lethal and is relatively safe for both humans and animals.

**75 UNITS WERE INSTALLED**

Small chaff cutters were distributed to farmers to help them save money by reducing the amount of waste that needs to be disposed of and by improving the efficiency of animal feed production.

**150 UNITS WERE DISTRIBUTED TO FARMERS ACROSS 8 VILLAGES**





## Capacity building of farmers



### Farm based capacity building

Farmers' capacity building is a continuous process that allows access to information and fosters technical advancement. Within the realm of sustainable agriculture development, capacity building is primarily conducted through extension services, knowledge dissemination and skill enhancement.

**4 PROGRAMS**  
WERE  
ORGANIZED  
BENEFITTING  
**320 FARMERS**  
IN BHAVNAGAR

### Poultry training to farmers

Awareness sessions were organised on poultry farming and demonstrations were given towards the same in Banni and Khavda.

**15 FARMERS**  
HAVE TAKEN  
UP POULTRY  
FARMING ON A  
PILOT BASIS THIS  
YEAR.

### Exposure visit to Banas dairy Krishi Vigyan Kendra (KVK) farmers

Exposure visit to progressive dairy farmers (KVK farmers) was organized to expose the interested farmers to the best practices. Such events emphasize on integrated farming system model adoption by farmers across different locations.

**2 EXPOSURE VISITS**  
WERE ORGANIZED  
BENEFITTING **90 FARMERS** (BOTH  
MEN AND WOMEN)  
FROM 6 VILLAGES IN  
BHAVNAGAR

### Demonstration of improved farming practices

Farmers from Kachchh region were taken on exposure visits to demonstration farms to learn from improved farming practices.

**1,172 FARMERS**  
PARTICIPATED IN  
THE SAME.



## Entrepreneurship development programs

### Tailoring and stitching training (Avaniya and Bhuteshwar; Bhavnagar)

A 2 month course was designed suiting the requirement of the target group. 2 hour sessions were conducted everyday. The nuances of tailoring were taught and practical demonstrations were given.

**80 WOMEN** HAVE LEARNT THE SKILL OF TAILORING AND STITCHING THROUGH THE PROGRAM AND WILL BE ABLE TO EARN A LIVELIHOOD THROUGH THE SAME.



### Animal husbandry training

In order to enhance the participation of women in animal husbandry they should be provided equal access to technical information and training; including upgrading their knowledge and skill in the domain.

Hence, training sessions were organised for women on enhanced animal husbandry practices.

**5 PROGRAMS** WERE ORGANIZED BENEFITTING **200 WOMEN** IN BHAVNAGAR



### Mini VTC at Hodka, Bhuj

**10 + YOUTH** BECOME ENTREPRENEURS AFTER GETTING MULTIDISCIPLINARY SKILL (ELECTRICIAN, FITTING & WELDING)





## Need Based Initiatives (Sahkaar)

Kachchh stands as a living testament to the harmony among its diverse communities, symbolizing grit and determination in the face of a harsh environment and an unparalleled love for culture and tradition. The people of Kachchh, who proudly refer to themselves as “Kachchhi,” are open to learning and growth in pursuit of a better life.



This resilient spirit inspired Kaka to collaborate with the community to enhance their quality of life, and it continues to drive us in our commitment to the greater good of the Kachchhi people and others alike.



KACHCHH STANDS AS A LIVING TESTAMENT TO THE RESILIENCE AND UNITY OF ITS DIVERSE COMMUNITIES. AMIDST A CHALLENGING ENVIRONMENT, THE KACHCHHI PEOPLE EMBODY A DEEP LOVE FOR CULTURE AND TRADITION, WHILE EMBRACING LEARNING AND GROWTH TO PURSUE A BETTER LIFE.



Photo Credit : Rauf Mutva (Gorevali)





Need Based Initiatives (contd.)

### Rebuild the Trust (Punar Nirman), Jammu

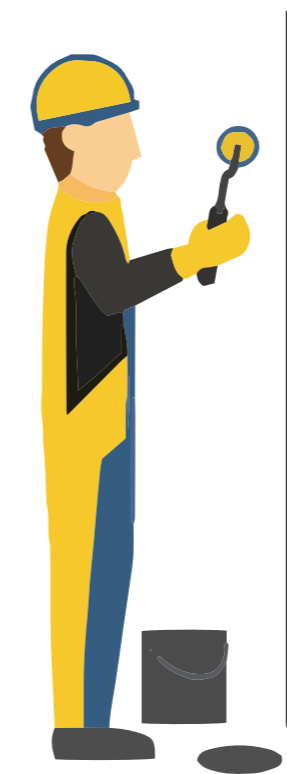
Agrocel has partnered with the Regional and Urban Development Agency (RUDA) in Jammu to empower vulnerable and marginalized communities, fostering sustainable livelihoods and integrated growth. Our intervention areas are located near the international border and the Line of Control, a geographically sensitive zone where conditions like insurgency, shelling, and terror activities frequently disrupt public infrastructure and property, hindering the growth mindset of the local population.



The project is dedicated to inspiring communities to build trust among themselves and bridge the gap between local communities and the government for development. To rebuild this trust, we began by conducting need assessment studies in the project villages, using the findings to shape our initial interventions. Currently, the focus is on mobilizing women for skill development and entrepreneurship, promoting women's health and hygiene, and ensuring the holistic development of school children, among other initiatives.



AGROCEL, IN PARTNERSHIP WITH THE REGIONAL AND URBAN DEVELOPMENT AGENCY (RUDA), IS EMPOWERING MARGINALIZED COMMUNITIES IN JAMMU'S SENSITIVE BORDER AREAS. DESPITE CHALLENGES LIKE INSURGENCY AND INFRASTRUCTURE DISRUPTION, THIS COLLABORATION AIMS TO FOSTER SUSTAINABLE LIVELIHOODS AND ENCOURAGE A GROWTH MINDSET AMONG THE LOCAL POPULATION.



- 5 Build linkages of the Panchayats with existing government programs and facilitate the leveraging of resources from these schemes for village development.
- 4 Increase economic and livelihood opportunities by skill development of women and youth for employability and establishment of enterprises.
- 3 Develop partnership of community institutions for natural resource management, microfinance, market linkages, and sectoral economic services.
- 2 Create sustainable community institutions around women Self-Help Groups (SHGs), youth groups of men and women and Community Development Groups.
- 1 Build capacity of community institutions like PRIs for self-governance, bottom-up planning and democratic functioning.

## Develop 8 Panchayats of Marh block in Jammu district as models of good governance and development

### Key interventions in Marh block

#### NEED ASSESSMENT

Conducted in 15 villages of 8 Gram Panchayats  
9 key areas identified for intervention



#### SHG MOBILIZATION

15 SHGs mobilized  
Close to 50 training sessions organized towards group dynamics, accounts, book keeping etc.

#### CAPACITY BUILDING OF PANCHAYATI RAJ INSTITUTIONS (PRIS)

2 trainings organized  
250+ participants

#### SKILL DEVELOPMENT CENTRES

10 skill development centres established in targeted Panchayats providing training and certification to women in apparel making.

#### BUILDING TRUST WITH THE GOVERNMENT

1 workshop was conducted on government livelihood entitlements.  
22 meetings were done towards networking and advocacy with govt and non govt departments.



#### WORKING WITH CHILDREN AND YOUTH

A computer training centre has been established in Suhagini Panchayat for the youth.  
Stationery items were distributed and awareness programs were conducted in schools on plastic waste management.

#### COMMUNICATION

4 quarterly newsletters were documented and shared with key stakeholders focusing on progress made in the quarter.

#### HEALTH AND HYGIENE

Medical camps were organized focusing on eye care and mental health awareness.  
Menstrual hygiene awareness programs are conducted regularly.

## Integrated Solid Waste Management Programme



### Integrated Solid Waste Management (ISWM)

is a comprehensive program to establish a more sustainable community led approach for solid waste management including plastic waste management and efficient recycling.

The systematic approach will also address better social security measures, job creation and impact livelihoods for the informal sector engagements.

The program is currently implemented in 3 villages—Bhujodi, Kukma and Sumrasar

### Awareness Generation

Create awareness amongst targeted HHs regarding the significance of appropriate solid waste management especially segregation at source.

“Plastic lao thaila pao” (Bring plastic, get carry bag) campaign has been very successful with the community.

**250+ AWARENESS PROGRAMMES**  
**3 PANCHAYATS**  
**18 SCHOOLS**  
**1,200+ STUDENTS**  
**2,000+ WOMEN**

### Developing partnerships

Identify prospective partners such as Taluka Development office, Gujarat State Pollution Control Board, Gram Panchayats, scrap dealers, waste pickers etc. to leverage their infrastructure, outreach and process efficiency.

**CLOSE TO 100,000 KILOGRAMS OF PLASTIC WASTE WAS COLLECTED IN THE FINANCIAL YEAR 2023-24 FOR RECYCLING**

### Logistics Management

Segregate dry waste into categories such as plastic, paper and glass.

Waste collected from HHs and Institutions to be stored at the identified site.

Wet waste to be used for making compost at HH/Community level and dry waste to be recycled appropriately.

Safai Mitra are trained and supported to aid in logistics management of the initiative.

### Recognition

Students, schools, panchayats etc. are awarded Green Certificates as a recognition of their effort every quarter.

**50+ STUDENTS HAVE BEEN AWARDED WITH GREEN CERTIFICATES THIS YEAR**

## More need based efforts

### Infrastructure support in Bhavnagar

Based on demand from local community, we extended support and built the given infrastructure in different villages of Bhavnagar.

- Shed in Avaniya
- Shed in Bhuteshwar
- Community bathroom in Bhuteshwar
- Running track in Bhumbhli
- Boundary wall in Bhumbhli
- Shed in Mamlatdar office in Ghogha
- Protective grill in Malpar
- Sanitation units in Jakhaniya



### Socio-cultural growth of women

Various programs were organised in Bhavnagar focusing on socio-cultural growth of women.

- Skill training to create hand made Rakhi  
**80 women** participated
- An opportunity to learn Rangoli making  
**40 women** participated
- Training to create environment friendly Ganesha idols  
**45 women** participated



OUR CSR INITIATIVES ARE GUIDED BY THE REAL NEEDS OF THE COMMUNITY. WE BELIEVE THAT LOCALS UNDERSTAND THEIR CHALLENGES BEST, AND OUR ROLE IS TO SUPPORT AND EMPOWER THEM IN ADDRESSING THOSE ISSUES.



### Empowering citizens through awareness

Agrocel is working with "We, The People Abhiyan", which is an initiative to empower citizens through constitutional awareness and capacity building; with a mission to empower all citizens to own, understand and practice constitutional values, rights and responsibilities in their lives and communities.

**30 Participants from 6 Community Based Organizations (CBOs) and 25 artisans** participated in the program.

### Development of youth

The development needs of youth are very different and need focused approach. In 2023-24, we organized the following events specifically for youth.

- Pustak Mela (Book Fair) ; attended by students from **14 schools**
- Distribution of sports equipment including Hockey to **13 athletes** (7 of them have competed at national level tournaments)
- Special classes for 11 and 12 class students; **95 students** have been benefitted
- Agrocel Marathon (promoting health) saw participation from **469 people**
- A 2-day youth development program was organized for girls in Malanka village; focusing on well-being through yoga, coping during natural disaster, life skill training, exposure visits and more. **45 girls** participated and learnt from the program.



AGROCEL IS COMMITTED TO THE FOCUSED DEVELOPMENT OF YOUTH, RECOGNIZING THEIR UNIQUE NEEDS. IN 2023-24, AGROCEL ORGANIZED VARIOUS EVENTS INCLUDING BOOK FAIRS, SPORTS EQUIPMENT DISTRIBUTION, SPECIAL CLASSES, MARATHONS, AND A YOUTH DEVELOPMENT PROGRAM FOR GIRLS, POSITIVELY IMPACTING HUNDREDS OF YOUNG LIVES IN THE COMMUNITY.

### Cyclone Biporjoy : Agrocel's proactive measures to minimize the impact (Banni and Pachchham region)

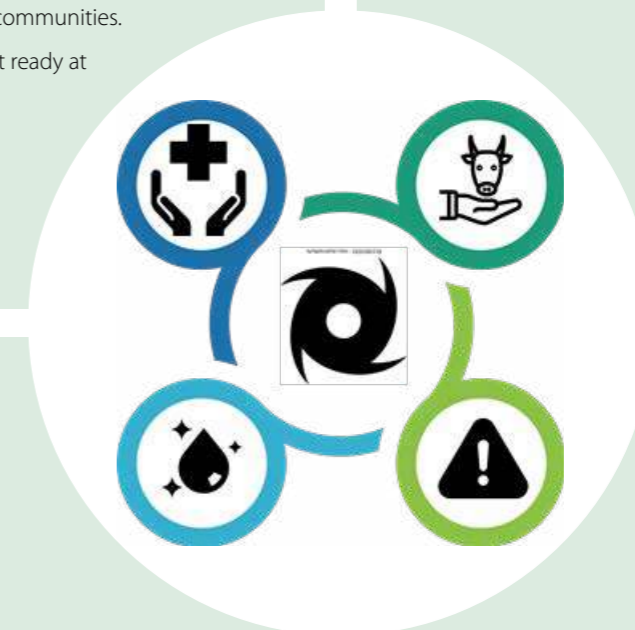
(Agrocel CSR Team, SFT, VRTI, Panchayat Officials and Police department)

#### Readiness for Public health at Sharda Medical Center (SMC) – Hodko for Banni & Pachham

- Contacted PHC Gorewali & Khavda for better treatment and coordination.
- Procured & stocked ORS & Generic Drugs for Gastro/ Cholera/ Fever/ Bodyache/ Skin Rashes/ Local Antiseptic at Hodko for better treatment.
- SFT-Vadodara team stationed at Hodko along with an additional ambulance.
- It was decided to provide Medical Services to be offered as Top Priority to communities.
- Diesel & Genset were kept ready at Hodko as medical center

#### Animal/ Cattle Care

- Kept the Livestock Inspector teams on "ready" mode for Hodko & Khavda visit.
- Procured basic Veterinary Medicines for post impact.
- Suspended the regular PH activities and prepared for handling the epidemic.
- Explored to provide for Cattle Feed and kept ready. (Forest department had lots of grass which could be provide as fodder)



#### Post Impact Readiness

- Avoided decomposing of dead animals.
- Sprayed Bioculum & Sanitrate powder for fast decompose
- Sprayed DDT in water logged areas for avoiding malaria spread.
- Made provision for providing safe & chlorinated drinking water.

#### Rehabilitation & Relief

- Agrocel Production stopped and human resources were rehabilitated in safe place.
- Continuous contact with concerned line department for support.

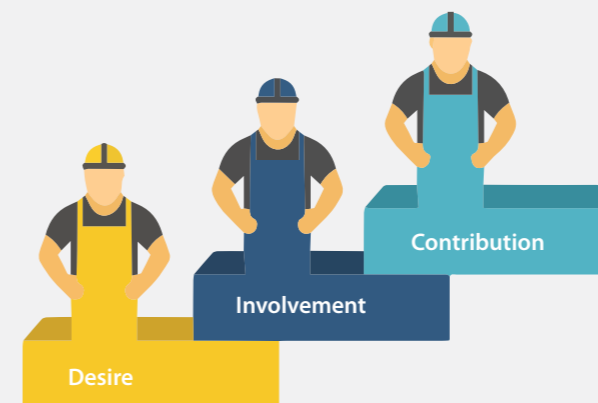


## Employee Volunteering (Sahbhagita)

Sahbhagita gives an opportunity to employees and their family members to use their time, talent and technique in addressing local development concerns and contributing towards the growth of the neighboring communities and the ecosystem alike. A systematic process for volunteering ensures maximum participation and optimum results.



### 220 VOLUNTEERS WORKED FOR MORE THAN 1,600 HOURS AND CONTRIBUTED TOWARDS VARIOUS DEVELOPMENT CAUSES



Employees used their skills and talent in spreading awareness on various subjects like nature and energy conservation, health and hygiene, waste management, etc.



They gave their services during program implementation like tree plantation, solid waste management, organizing folk festival at LLDC and more.



They also facilitated various employee driven initiatives like blood donation camps, safety trainings and more.

CSR Initiative	No. of Volunteers	Volunteering Time (In Hours)
Safety Training	10	120
Plantation Activities	50	300
Plastic Waste Management	15	150
Revival of Art & Culture (Folk Festival)	30	720
Awareness Campaign on Nature and Energy Conservation	15	120
Blood Donation Camps	100	200
<b>6 projects</b>	<b>220 volunteers</b>	<b>1,610 hours of community service</b>





Employee Volunteering (contd.)



Our Partner Ecosystem



- Aatapi, Jambusar
- Bhojay Sarvoday Trust
- Children Toy Foundation
- Heartfulness Institute
- LLDC (The Living and Learning Design Center)
- Ram Krishna Seva Mandal, Mandvi
- RUDA (Regional and Urban Development Agency, Jammu)
- Saturday Art Class
- Shishuvihaar
- Shri Kutchi Leva Patel Education & Medical Trust, Bhuj
- Shroff Foundation Trust
- Shrujan Trust
- Vagad Sarvodaya Trust
- VRTI, Bhavnagar
- VRTI, Mandvi



## Stories of faith, determination and solidarity

### Students and teachers got a new lease of life

Agrocel's CSR team, in collaboration with VRTI, has undertaken multiple initiatives to ensure water self-sufficiency in the region. These efforts include pond deepening, well-recharge, and the construction of water harvesting structures, among others.



### SECONDARY SCHOOL

VILLAGE- HODKA

DISTRICT- BHUJ

WATER HARVESTING STRUCTURE

One notable success of this initiative is the transformation of the secondary school in Hodko village, which became self-sufficient in drinking water thanks to Agrocel's CSR efforts. The Banni grasslands, where the school is located, frequently experience water scarcity, particularly in terms of potable drinking water. This created significant challenges for the 65 students

and 6 teachers at the school, as the water supply would only arrive for an hour every 8 to 10 days, and the small storage tank meant that the limited water wouldn't last long. As a result, both children and teachers had to carry their own water bottles to school.

Recognizing the severity of the issue, the CSR team collaborated with school authorities and constructed a rainwater harvesting structure on the school premises, with a capacity of 30,000 litres. This structure can store enough rainwater to meet the school's needs for 6 to 8 months, providing a reliable source of pure water that promotes good health among the students. This initiative has brought significant relief to both teachers and students, who no longer have to worry about water shortages.



WE ARE ATTENDING SCHOOL REGULARLY NOW AS THE MAIN PROBLEM OF WATER HAS BEEN RESOLVED BY AGROCEL.

*Student*

### Organic farming- The way to a healthy and prosperous life

Agriculture sustains not only humans but many other living organisms as well. Therefore, reducing the use of chemicals in farming is beneficial for the entire ecosystem, including human health. Agrocel firmly believes in the benefits of organic farming and collaborates with VRTI to encourage farmers in Bhavnagar to adopt this approach by providing them with necessary inputs, awareness, and the requisite skills.



### PRAVINBHAI MAKKABHAI KANTARIYA

VILLAGE- BHUTESHWAR

DISTRICT- BHAVNAGAR

ADOPTED ORGANIC FARMING

One success story is that of Pravinbhai Makkabhai Kantariya from Bhuteshwar village, who created "Amrut Pani," a growth promoter, from Aankda and Limda trees. He initially made five pots of Amrut Pani and used it on his onion and peanut crops. The results were remarkable, with onion production on his farm increasing manifold, and pearl millet production rising by 1.5 times. Additionally, he learned how to use fresh chicken manure and parts of castor seeds as plant fertilizers, which helped him save the INR 25,000 he used to spend on phosphorus-based fertilizers.

Pravinbhai also observed that flax seeds began growing on his farm after he started using Amrut Pani. He has been applying Mahalabh manure provided by the VRTI team as part of the Package of Practices (POP). This year, his onion production reached 1,800 mann (1 mann = 40 kg), resulting in significant profits. His experience highlights the powerful impact of organic farming techniques, both in terms of yield and cost savings.



THE POP KIT RECEIVED FROM AGROCEL IS VERY USEFUL. I AM USING IT ON A REGULAR BASIS. THE GUIDANCE GIVEN BY THE VRTI TEAM PROVED BENEFICIAL. IF WE USED ALL THE INPUTS GIVEN IN THE KIT, WE WON'T NEED TO BUY ANY OTHER INPUTS FROM THE MARKET. THIS SAVES A LOT OF MONEY TOO.

*Pravin bhai*





Story of faith, determination and solidarity (contd.)

### A journey from PUBG battlegrounds to books

A newly established library in Avaniya village, Bhavnagar district, has become a transformative resource for the village's youth. Previously, many young people in the village were so engrossed in playing the mobile video game PUBG Battlegrounds Mobile India that a local crossroad was even nicknamed "PUBG Circle" due to the large gatherings there. Recognizing the need to channel the youth's energy in a positive direction, the village Sarpanch, Rajdeep Singh, along with village elders and Agrocel's CSR team, decided to establish a library in the village three years ago.



**VILLAGE- AVANIYA**  
**DISTRICT- BHAVNAGAR**  
**VILLAGE LIBRARY**

Today, this 24-hour library is a hub for people of all ages. School and college students, as well as young adults preparing for competitive exams, and even senior citizens, make use of the library's resources. The benefits of this library are significant:

1. Students have access to expensive books at no cost.
2. The library provides a conducive environment for study.
3. Study groups within the library help each other prepare for exams.

The library is effectively managed by the village youth, who have also undertaken tree plantation on the premises and organize recreational activities. Newspapers and magazines available in the library are also popular among senior citizens. The library has played a crucial role in the academic success of many students, helping them improve their grades, pass various exams, and secure good jobs.



WE MUST GUIDE THE YOUTH IN THE RIGHT DIRECTION INSTEAD OF BLAMING THEM. ESTABLISHMENT OF THE LIBRARY HAS BEEN A BOON TO THE VILLAGE YOUTH GIVING THEM A NEW AND POSITIVE DIRECTION IN LIFE.

**Sarpanch Rajdeep Singh**

### Caring for humans and animals alike

Recognizing the vital role cattle play in the Banni region, we identified a significant gap in adequate animal healthcare facilities. The existing services were sparse and located far apart, leading to the loss of precious animal life and a critical resource for the communities, who rely heavily on their cattle for their livelihoods. To address this, Agrocel, in collaboration with VRTI, launched the DISHA program to enhance animal care in the region. The program includes on-call health services, awareness campaigns on animal care, and education about various government schemes related to animal welfare.



**BANNI REGION**  
**PASHU SARVAAR (DISHA)**  
**INITIATIVE**

The DISHA team travels extensively to ensure that even the most remote community members' cattle receive timely and effective treatment at a nominal cost. In a small area in Kaala Dungar, where over 900 cattle face various health issues daily, including ailments during the rainy season, complications during birthing, and vaccination needs, the Maldhaari community reached out to the DISHA team for help. A team of two members navigated the hilly terrain, carrying 20 kg of medical supplies, to provide essential care and conduct a vaccination drive. The Maldhaaris later shared that the vaccinated animals were falling sick less often compared to earlier days.

In the Pachchham region, the DISHA team handled a very challenging case of a buffalo's critical pregnancy. The situation was dire, as the calf had died in the womb two days prior, making it extremely difficult to remove. With great skill and care, the team successfully extracted the calf, saving the life of the buffalo.



THE TREATMENT DONE BY DISHA TEAM COST ONLY INR 300 AND SAVED MY CATTLE'S LIFE. THIS BUFFALO HAD COST ME INR 2.5 LAC AND IS VERY VALUABLE TO ME AND MY FAMILY."



## Alignment with SDGs



Program/SDGs	Agrocel's contribution to advancement of Sustainable Development Goals (SDGs)																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Revival of Art and Culture																	
Shrujan																	
The Living and Learning and Design Centre																	
Ecosystem Conservation																	
Water Conservation																	
Roof Rain Water Harvesting Structures																	
Deepening of Ponds																	
Hamisar Lake Deepening																	
Promoting Afforestation and Biodiversity																	
Sensitization and Awareness on Nature Conservation																	
Promoting Solar Energy																	
Community Development																	
BALA-Building As Learning Aid																	
Initiatives by Children Toy Foundation																	
Saturday Art Class																	
Prabuddha Shala																	
Infrastructure Support to Schools																	
Construction of Sanitation Blocks																	
Health Awareness and Sensitization Camps																	
Medical Camps																	
Support to SHARDA Medical Center and K.K.Patel Hospital																	
Cattle Health Care																	
Samruddhi (Livelihood)																	
Capacity Building of Maldhari community and farmers																	
DISHA																	
Agriculture development initiatives at Bhavnagar																	
Fodder Security to cattle rearers																	
Need Based Initiatives																	
Rebuilding Trust, Jammu																	
Partnership with NGOs for development																	
Partnership with Government for Health and Nature Conservation																	



In recognition of our efforts





## Going ahead with faith, determination & solidarity

The Shroff family's ethos are successfully engrained in the organization's value system and continues to guide us towards the greater good of the community and the environment alike. Community is the fundamental essence of our existence and listening to them and being aware of their challenges and aspirations gives us valuable insights for aligning our strategy with the growth needs of the community.



Our faith (Shraddha) in the capabilities of people and technology has been unflinching. It will guide us to foster new collaborations with stakeholders and bring newer technologies to deliver efficient and impactful projects for the growth of the region.

Our determination (Ekagrata) to achieve global standards in all development projects will guide us to further integrate sustainable practices in our programs.

Collaboration and inclusion (Samanvaya) will be the key for aligning our efforts with national priorities and welfare of the marginalized communities. Going ahead, we will focus on cultivating a culture of greater accountability and transparency with all stakeholders.

For a more responsible and sustainable future, we will continue our efforts in the following domains.

Under Seva more focus will be laid on creating awareness and sensitization towards adoption of healthy lifestyle practices and enhancing the healthcare access of the community. Through Sanskar more elements will be added for holistic growth and joy of our children. Apart from academic achievers, we will grant scholarships to talented children in the field of sports and crafts too. Samruddhi's focus will be on capacity building of women, youth and farmers thereby bridging the skill gaps in various vocations. Integrated farming will be the key to progressive agriculture in Kachchh and Bhavnagar and will be focused upon going ahead. Environmental stewardship is vital to development in Kachchh. More focus will be laid on creating water sustainable and climate resilient villages here. The idea of promoting an Art School is also in the making for developing future generations of artisans. The groundwork for establishing Agrocel Foundation is complete. The Foundation will focus on adopting greener technologies and invest in initiatives that contribute to environmental conservation, biodiversity and climate action.

Best Regards,  
**Chaitanya D. Shroff**  
Executive Director

“DRIVEN BY FAITH IN PEOPLE AND TECHNOLOGY, WE FOCUS ON SUSTAINABILITY AND COLLABORATION TO ENHANCE HEALTHCARE, CHILD DEVELOPMENT, AND ENVIRONMENTAL STEWARDSHIP.”



In your name, With your love,  
We will continue to excel.



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