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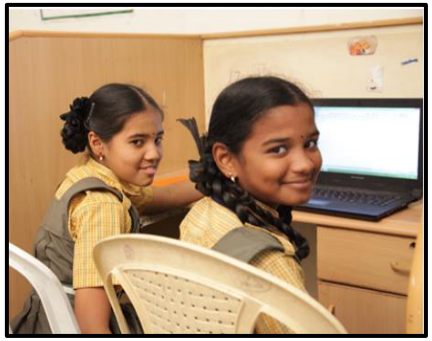



Impact Assessment of Dr. Reddy's Laboratories CSR Programs

FY 21-22

Contents

Background and Scope

Dr. Reddy's Laboratories were established in 1984. The organization is working towards accelerating **access to affordable and innovative medicines and addressing unmet patient needs.** Creating value for their stakeholders in a way that respects the **natural environment and best serves the interests of the communities** is a core value of Dr. Reddy's Laboratories.

The organization believes in putting **people first,** and their business is based on a deep respect for people and the planet. Dr. Reddy's Laboratories' contribution to societal change embodies their values, as they continue to catalyse replicable, sustainable, and innovative **actions for social change**.

The organization believes in contributing to **sustainable community development** and facilitating its efforts toward creating shared value. Through its community development programmes, Dr. Reddy's targets four broad areas - **Education, Skilling and Livelihood, Health and Environmental Sustainability.**

Dr. Reddy's seeks to **conduct the impact assessment of its CSR Programs**, by analysing the quantitative and qualitative data, gathered by Dr. Reddy's or their implementation team.

Snapshots from the projects in action

Interventions across Thematic Areas

Education

- Kallam Anji Reddy Vidyalaya (KARV)
- Kallam Anji Reddy Vocational Junior College (KAR-VJC)
- School Improvement Programme (SIP)

Skilling & Livelihood

- Skilling & Employability Program for Youth (GROW)
- Skilling & Employability Program for PwD (GROW PwD)
- High Quality Healthcare Skilling (HQHS)Program
- Agriculture Skilling Program- MITRA

Health

- Community Health Intervention Programme (CHIP)
- COVID-19 Relief Programs- 1. District Health Systems Strengthening Initiative (DHSSI) 2. Implementing Mass-scale Preventive Action against COVID-19 Transmission (IMPACT)

Environment

- Action for Climate and Environment (ACE)

Objectives of the Impact Assessment

To assess the improvement in **access to educational opportunities** for the youth/ students

To assess the improvement in the **knowledge and awareness of the beneficiaries** as a result of the educational opportunities and skill development training received

To assess the improvement in **primary healthcare services** for the beneficiaries

To assess the improvement in access to **skill development training** for the beneficiaries/ farmers, as well as training on healthcare services

To assess the improvement in the l**ivelihood opportunities** for the youth/ farmers

Approach of the Impact Assessment

PHASE 1
Understand Context

- Understand objective, activities, outputs and outcomes of the program
- Referencing internal reports and decks to analyse quantitative and qualitative data

PHASE 2
Field Visits

- Visit Telangana and Andhra Pradesh to validate impact from stakeholders

PHASE 3
Synthesis and Documentation

- Synthesize observations, and insights for each thematic area
- Preparation of Insights Deck with consolidation of findings and impact

List of Abbreviations

ACE	Action for Climate and Environment
ASHA	Accredited Social Health Activist
CHC	Community Health Centre
CHIP	Community Health Intervention Programme
CSR	Corporate Social Responsibility
DHSSI	District Health Systems Strengthening Initiative
DRF	Dr. Reddy's Foundation
DRL	Dr. Reddy's Laboratories
DSR	Direct Seeding of Rice
GPA	Grade Point Average
GDA	General Duty Assistant
GHG	Global Greenhouse Gases
GMC	General Medical Care
HQHCS	High Quality Health Care Skilling
IMPACT	Implementing Mass-scale Preventive Actions against COVID-19 Transmission
KARV	Kallam Anji Reddy Vidyalaya
KAR - VJC	Kallam Anji Reddy Vocational Junior College
KVK	Krishi Vigyan Kendra
LFP	Lead Farmer Platform
MITRA	Making Integrated Transformation for Resourceful Agriculture
PHC	Primary Healthcare Centre
PwD	Person with Disability
RMC	Regular Medical Care
RMNCH+A	Reproductive Maternal and Child Health + Adolescent
SIP	School Improvement Programme
SSC	Senior Secondary Certificate
TPR	Traditional Plantation Rice
VHN	Village Health Monitor
WASH	Water Sanitation and Hygiene

Program Insights:

1. Kallam Anji Redyy Vidyalaya (KARV)
2. Kallam Anji Reddy Vocational Junior College (KARVJC)
3. School Improvement Programme (SIP)

OVERVIEW: EDUCATION PROGRAMS (1/2)

Background

Dr. Reddy's CSR interventions in Education are driven by the belief that Education is the first step towards Empowerment. These initiatives focus **on enhancing the quality of education** and **provide equal learning opportunities to the children from the less privileged sections of the society.** The projects are implemented with like-minded partners, such as Dr. Reddy's Foundation. These initiatives strive to make **quality education affordable and accessible** with an aim to improve the academic and non-academic outcomes and impart employment oriented vocational skill training.

Objectives

To make **quality education affordable and accessible** with an aim to **improve the academic and non-academic outcomes** and impart **employment oriented vocational skill training.**

Projects under Education Portfolio

Kallam Anji Reddy Vidyalaya (KARV)

Kallam Anji Reddy Vocational Junior College (KAR-VJC)

School Improvement Program (SIP)

Overview: Education Programs (2/2)

Contribution to International/National Priorities

UN's Sustainable Development Goals 2030

Companies Act, 2013

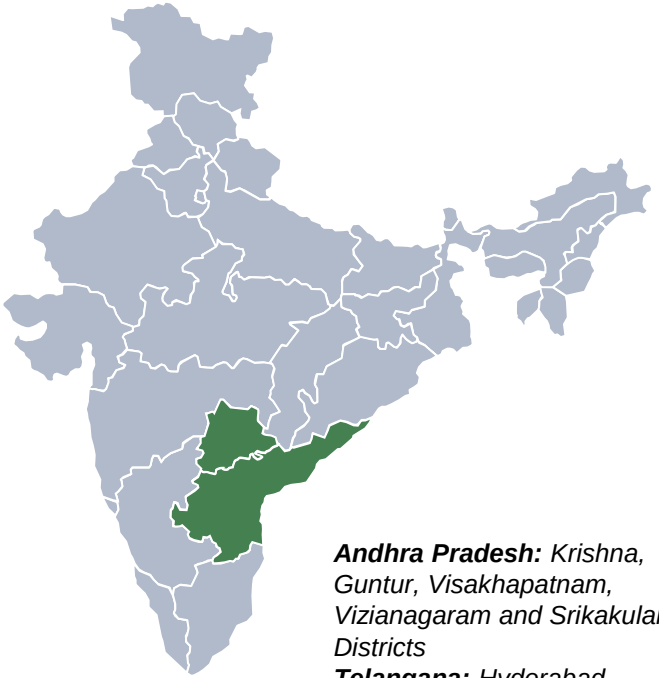
Promoting education, including special education and employment enhancing vocational skills

Total Spend

KARV and KAR-VJC: INR 3.30 Cr

SIP: INR 4.75 Cr

Geographical Coverage



Andhra Pradesh: *Krishna, Guntur, Visakhapatnam, Vizianagaram and Srikakulam Districts*

Telangana: *Hyderabad District*

Implementation Partner

Dr. Reddy's Foundation

Total Stakeholders Impacted

KARV: 2023 Students

KAR-VJC: 602 Students

SIP: 65286 Students

OVERVIEW: KALLAM ANJI REDDY VIDYALAYA (KARV)

Background

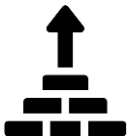
In line with Dr. Kallam Anji Reddy's vision to make quality education accessible to all, the Kallam Anji Reddy Vidyalaya at Chandanagar (Hyderabad) was set up in 2001 - **Kindergarten to Grade X**. The co-education school follows the **state's SSC syllabus** and offers instruction in **English medium**. The school also assists students who successfully clear the Class X Board Examinations to get admission in government/private junior colleges or vocational junior colleges.

Objectives

- To make quality education accessible to all
- To assists students who successfully clear the Class X Board Examinations to get admission in government / private junior colleges or vocational junior colleges.

Location

Telangana: Hyderabad District



Year of establishment

2001

Strength (FY 2021-22)

2023 students

(49% of them are girl students)

Student Selection Criteria

Students from economically weaker sections of the society with annual family income less than INR 2,00,000

Despite facing challenges with COVID-19 lockdown, teachers strived to ensure students' learning with 100% of the students clearing grade 10th exams

Activities Conducted

- **Online classes were conducted** for all students (1485 attended) till July 2021 and in person classes started in phased manner from September 2021
- Teachers consistently contacted parents and counselled them to ensure students return to school after the vacation
- School infrastructure was assessed and readied for starting in-person classes
- Yearly **science exhibition was organized**
- KARV is one among 117 schools that got the opportunity to **participate in the School Innovation Challenge** (a State level Innovation Challenge to promote the culture of design thinking and innovation)
- Conducting **summative assessment** for evaluating students' learning status

Outputs Achieved

- **Primary classes:** 75% attendance in regular classes and 91% during Summative Assessment 1
- **High school classes:** 80% attendance in regular classes and 96% during Summative Assessment
- 768 students availed bus facility
- **90 exhibits were showcased** in the Science exhibition at KARV, out of which 27 projects were shortlisted for a showcase at Dr. Reddy's Laboratories premises on the occasion of Science Week Celebrations
- KARV was among 77 schools (among top three in Rangareddy District) who got **selected based on the projects demonstrated for a free bootcamp**
- Teachers got clarity on the impact of learning loss (due to online delivery of sessions)

Outcomes Achieved

- **Nursery - 2nd grade** 85% of the students were able to identify letters, read words and have knowledge of numbers.
- **3rd - 7th grade** 60% students were fluent in reading class level text and have knowledge of numbers.
- **1st -10th grade** After the school reopening, high school classes attendance improved to 80% and other classes more than 90%
- **10th grade:**
  - 100% students (total 146 students)cleared the class 10th Board Exam;
  - 79% of KARV students were in top three grades (out of 9 grades) in 10th result in the previous academic year.

Challenges and mitigation strategies adopted by KARV implementation team

Challenge: Transition from in-person classes to online and remote learning

Solution: Regular support to teachers through training & coaching; counselling to parents and support for digital infrastructure for smaller kids

Challenge: Loss of instructional time and learning loss

Solution: Remedial learning sessions were conducted when school reopened

Challenge: Validating learning

Solution: Targeted sessions focused on basic literacy & numeracy to support accelerated learning, specially for students who were lagging behind

Challenge: Schooling from home

Solution: Efforts to engage parents in remote learning process to improve learning outcomes

Challenge: Rise in Dropouts

Solution: Teachers consistently interacted with parents to ensure students' return to school and gave them the confidence that COVID-19 safety protocol was strictly followed

Experiences of KARV Students

Lahari a **class X student,** is an enthusiastic scholar with one of the sharpest minds in KARV. An all-rounder. She managed to leave her mark in almost all domains and **excelled in music and current affairs** while facing all kinds of challenges.

Lahari's curious mind was excited by an advertisement she saw in the Times NIE (an online newspaper forwarded each day by the school to all their students) which challenged students to "use your imagination to fight off COVID-19 problems."

Lahari who missed school and the camaraderie of her friends and classmates, thought about a way to reach out to her friends despite the COVID restriction and thus was born what she called 'SOFT N SAFE HUGS'.

She toyed with the idea and soon thought of converting emojis to soft toys. This conceptual drawing of her idea was taken by TWORKS (the largest prototyping centre) and made into a real product. They declared Lahari as **a kid Inventor.**

Sai Raju is a **first-generation learner** and the elder son in the family. He was studying in a school near to his house. But, during the closure of the school in the pandemic, they demanded an extra charge for online classes.

Due to the financial issues, he couldn't attend the classes. After a wait of one year, his parents approached KARV for his admission. He was counselled by teachers and they paid their personal attention in his studies to cover the gaps.

He finally, **scored a 7.3 CGPA** in his 10th Class. The entire family is very happy seeing his results. He says, *"KARV supported a lot by giving admission. All the teachers made me believe that I could do better. It will help me to continue my studies further".*

OVERVIEW: KALLAM ANJI REDDY VOCATIONAL JUNIOR COLLEGE (KAR-VJC)

Background

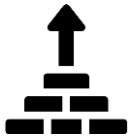
Established in 2003, the college offers **two-year vocational courses** for students who have cleared the Senior Secondary Certificate (SSC) / Class X Board Examinations. **The main aim is to make the youth employable and equip them with technical and soft skills.** The main areas of vocational courses are Automobile Engineering, Computer Science, Electrical Technician Course, Multi-Purpose Health Worker, Preschool Teacher Training, Accounting and Taxation, Medical Lab Technician and Pharma Technology. The college also offers **'bridge courses**', which are at par with the regular college syllabi for Mathematics, Physics, Chemistry and Biology to help students to enroll directly for regular degree courses.

Objectives

- To enable matriculate students from low-income families attain **employment oriented technical education** and to make them employable through vocational education
- To enable students pursue higher education through bridge courses

Location

Telangana: Hyderabad district



Year of establishment

2003

Strength (FY 2021-22)

Total 602 students - 382 students (1st year), 220 students (2nd year).

Student Selection Criteria

Students selected from low income families.

Capacity utilization increased to 89% with the admission of 382 students; trained teachers leveraged quality labs to deliver high-quality training to the students

Activities Conducted

- **Capacity building of teachers** on teaching and facilitation skills; methodologies and tools for effective digital training; designing to improve the effectiveness of virtual delivery
- **Online classes** have been conducted regularly **through zoom** between April - August 2021 and offline classes started from September 2021 onwards.
- **Pharmatechnology lab** developed; automobile engineering establishment process initiated
- Conducted the **vaccination drive** for all the students at Govt Hospital – Kondapur
- Guest Lectures were organized to help students with training (pharmatechnology course)
- **College website** has been developed

Outputs Achieved

- **2 capacity building trainings conducted** for all KAR-VJC teachers
- Quality vocational skills imparted to 602 students
- Quality labs helped in **quality delivery of training**
- More than **50% of total students who were not vaccinated participated in vaccination drive**
- **College website**: https://karvcollege.org

Outcomes Achieved

- 2 students of KAR-VJC accomplished the **state level ranking** (from 1st and 2nd year)
- **60% of students** who appeared in final exam accomplished **A grade**
- Due to better outreach, despite pandemic challenges **enrolment improved to 89%** (from 62% last year) of total capacity

Challenges and mitigation strategies adopted by KAR-VJC implementation team

Challenge: Lecturers experienced challenges in delivering training virtually in initial period

Solution: Infrastructure support and training to deliver virtual trainings were provided

Challenge: Parents were not allowing their wards to attend classes in-person (when college reopened)

Solution: A vaccination drive was organized

Experiences of Youth

> *My father is a tailor and our monthly family income is less than INR 13,000. KAR-VJC college is the reason that I got selected in Dr. Reddy's SMT program and now I am a student in a reputed college like Gitam University. - A girl student*

> *My mother is a single parent and is mentally unstable which is why me and my brother were adopted by Vivekananad Orphanage home since childhood. I pursued my intermediate education in KAR-VJC with 83% in the course - Automobile Engineering and Technology (AET) and I was the 1st student from the orphanage to pursue schooling and intermediate education. I am currently doing B. Tech in Information Technology at Sridevi Women's College in Gandipeta and want to get a job in the Government sector. - A girl student*

> *My father is vegetable vendor and my family income is less than INR 10,000 per month. My junior college at KAR-VJC helped me to be a competitor in the society. Getting selected in Dr. Reddy's SMT is a lifetime opportunity and I will make best of it. - A girl student*

OVERVIEW: SCHOOL IMPROVEMENT PROGRAMME (SIP)

Background

School Improvement Program of Dr. Reddy's focuses on enhancing the quality of education in government schools. It is present in 229 government schools in Telangana and Andhra Pradesh, India. It focuses on the holistic development of students via academic support, school health initiatives, sports, etc.

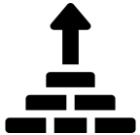
Objectives

- To enhance the overall learning outcomes and holistic development of students in government schools by extending academic and non academic support to students
- To help schools strengthen the existing processes and implement new and reliable processes, capacity building of the school leadership, teaching as well as the non-teaching staff, provision of educational resources and facilities

Location

Andhra Pradesh: Krishna, Guntur, Visakhapatnam, Vizianagaram and Srikakulam Districts

Telangana: Hyderabad and Nalgonda Districts



Year of establishment

2011

Strength (FY 2021-22)

Implemented in 229 government schools

Total no. of students impacted- 65286

Key Activities

- Skill and Talent Development
- Internal Staff Trainings
- Village Learning Centers
- Sports activities and WASH related activities

Academic and non-academic interventions aided in enhancing the quality of education and overall learning environment in government schools

Activities Conducted

- During the school lockdown, sessions focusing on Science & Math were conducted at **community/village learning centres**
- **Sports sessions** conducted in schools
- **Health sessions** particularly focusing on WASH, Menstrual Hygiene and COVID-19 awareness conducted
- **Activity-based pedagogy** in Science & Math, and Computer & Communicative English sessions conducted in schools and setting up of My Abhyasa centre
- **Capacity building** of SIP Team

Outputs Achieved

- Sessions were conducted at 173 **community/village learning centers**
- 66 schools covered by sports coaches through various **sports** activities (Hockey, badminton, Archery, Athletics, Volleyball, Kho-Kho, Kabaddi) and 27 ITDA schools received sports kits
- **Health**: 74 schools' water plant maintenance/repairing work was done; School health clubs were formed in 43 schools; 130 sessions conducted on personal hygiene; 6 make-my-own pad workshops conducted; helping adolescent girls become self - reliant
- 51 schools covered under **activity-based pedagogy** in science & Math; 24 schools covered under Communicative English; 8 schools covered under ICT; 6 My Abhyasa Centers established to help students access online learning in 6 districts of AP & TS
- 4 **capacity building** sessions on pedagogy for SIP teams/teachers

Outcomes Achieved

- Various academic and non-academic intervention conducted during the school closure was an important psychosocial support for children, other than helping them to learn new concepts
- Overall the team could reach **173 villages covering 4687 students**
- After school reopening **overall 65,000 students** were impacted through academic and non-academic activities covering **229 schools**

Challenges and mitigation strategies adopted by SIP implementation team

Challenge: Learning loss due to school closure

Solution: Established village learning centres in 173 villages

Challenge: Lack of digital infrastructure

Solution: Developed My Abhyasa Centre in 6 districts

Challenge: Maintenance of school infrastructure, specially safe drinking water, as schools were closed for long duration

Solution: Maintenance of infrastructure undertaken as soon as schools reopened

Experiences of Stakeholders

> *When I was studying in seventh class, my Physical Education teacher, taught me the techniques of the Kabbadi game and encouraged me to play at the state and national level. I was first selected in Kakinada for the Kabaddi Khelo India Competition at the Junior Level in 2017, then the U-17 Kabaddi State Competition in Guntur in 2018, and then U-17 National Level Competition in Madhya Pradesh in the same year. Dr. Reddy's Foundation encouraged me by giving me a scholarship through which I could excel in sports as well as complete my higher studies. - a girl student from SIP school - ZPHS, Kanithi*

> *These napkins are more hygienic, environmentally friendly, and affordable for the students. We will replicate the same in our school and help the students in preparing their sanitary napkins. This helps them to be sustainable and self-reliable. - a teacher from SIP school - ZPHS, Kanithi*

> *My name is Adhilakshmi, I am serving as the Village Sarpanch in Bongadaguda Village. People in our village used to be very scared of taking the COVID-19 vaccine. They even used to avoid informing ASHA worker or ANM when suffering from minor health issues [like cold, cough, fever, headache. They would not interact with us, even when we went to their houses to take them to the hospital for medical tests. They also had a superstitious belief that they would die if they take the vaccine. They were not willing to cooperate even when ASHA worker and ANM wanted to vaccinate them right at their homes. It was during these difficult times that Dr.Reddy's team contacted us stating, that they would create awareness on COVID-19 and its vaccination, both in adults and in children. Then, we had invited Dr. Reddy's team to our village and explained them the situation that persisted in this village. On 11-06-2021, Dr.Reddy's team arranged a health camp in our village. After the health camp, the community members were able to understand COVID-19 and the utility of the vaccination for their betterment. - Village Sarpanch, Bongadaguda village*

KEY INSIGHTS: EDUCATION PORTFOLIO OF DR. REDDY'S LABORATORIES

FY 21-22 was a difficult year for the community due to the unprecedented second wave of COVID-19 pandemic.

Due to the school closure for long duration, attendance, retention, learning outcomes of students were impacted. The impact in govt school was more due to the lack of digital infrastructure, as govt. teachers could not engage with the students.

In SIP program, the volunteers/teachers showed lot of dedication by directly visiting the households to engage with students.

In KARV and KAR-VJC, the team was able to navigate the impact of crisis well and launched the virtual delivery of the classes. But due to lack on digital infrastructure amongst students, participation rate was limited to 50%.

Once school reopened, the team was quickly able to improve the attendance and introduced remedial classes to address the learning loss of students.

Program Insights: Skilling and Livelihood

1. Youth Skilling
2. Skilling for Persons with Disability
3. Healthcare Skilling
4. Agriculture Programme

OVERVIEW: SKILLING AND LIVELIHOOD PROGRAMS (1/2)

Background

Dr. Reddy's through its interventions on skilling and livelihood has created skill-based training and employment opportunities for the youth and for persons with disabilities (PwD), and empowering small and marginal farmers by nudging them to adopt latest technologies and best farming practices. Dr. Reddy's skilling and livelihood portfolio has created value for both the beneficiaries and the company and its stakeholders.

Objectives

To enhance **employability skills of youth and PwD** and **bridge the lack of last-mile delivery of agriculture extension services** at the grass roots by helping marginal farmers to access existing public extension facilities, engage with agri-scientists and embrace best farming practices, and more importantly, to impart this to other farmers through peer learning and sharing.

Projects under Skilling and Livelihood Portfolio

Youth Skilling- GROW, GROW Digital

Persons with Disabilities (PwD) Skilling - GROW PwD

Healthcare Skilling- High Quality Health Care Skilling (HQHCS)

Agriculture Skilling- Making Integrated Transformation Through Resourceful Agriculture (MITRA)

Overview: Skilling and Livelihood Programs (2/2)

Contribution to International/National Priorities

UN's Sustainable Development Goals 2030

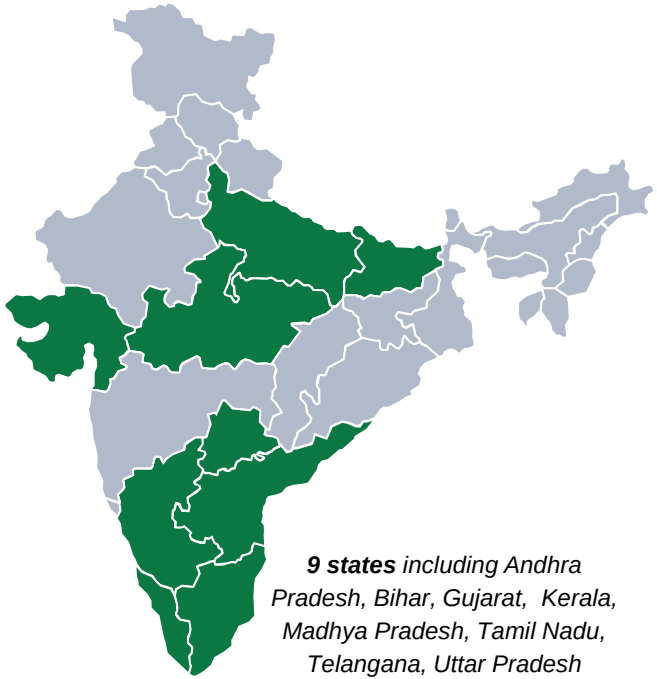
Companies Act, 2013

Enhancing vocational skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects

Total Spend

- **Skilling and Livelihoods Programs for Youth and PWDs:** INR 6.63 Cr
- **MITRA:** INR 5.43 Cr

Geographical Coverage



***9 states** including Andhra Pradesh, Bihar, Gujarat, Kerala, Madhya Pradesh, Tamil Nadu, Telangana, Uttar Pradesh*

Implementation Partner

Dr. Reddy's Foundation

Total Stakeholders Impacted

- **Youth Skilling**- 480 Youths
- **People with Disabilities (PwD) Skilling** - 378 PwD
- **Healthcare Skilling-** 86 Youths
- **Samhita**- 7507 Youths
- **Agriculture Skilling-** 54741 Farmers

OVERVIEW: YOUTH SKILLING PROGRAM

Background

Dr. Reddy's Youth Skilling Program focuses on building core employability skills of youth. The theory of change is that **better skills will lead to better jobs**. The program help place youth in quality positions matching their aspirations. The program is implemented in partnership with the Dr. Reddy's Foundation.

Objectives

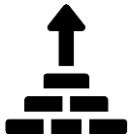
To deliver **core employability skills** which are domain agnostic and help **meet job requirements** of multiple sectors; **placing youth in quality jobs** which match their aspirations

Location

FY 2022 Centers supported by Dr. Reddy's

Telangana: Hyderabad District

Kerala: Ernakulam District



Year of establishment

FY 2017

Placement assistance: In its two decade-long existence Dr. Reddy's Foundation various skilling programs **helped more than 4,75,000 youth** to find employment.

Certified trainers deliver classroom trainings. In FY22, due to pandemic enforced lockdowns, in the first half of the year training was delivered virtually. **480 youth were trained under youth skilling program**.

Youth Skilling Program helped college dropouts, unemployed youth and graduates to get jobs in reputed companies

Activities Conducted	Outputs Achieved	Outcomes Achieved
● Outreach using online, offline tools to mobilize the right target groups (unemployed youth from low income families in the age group of 18-30) ● Quality training delivery by certified trainers (60 days/300 hours) ● Placement and handholding support	● Total 534 youth mobilized, and 480 were enrolled in the program ● Total 480 youth completed training	● 335 youth were placed (i.e 70% of total trained) ● Average Monthly Salary of INR 13,678

- The youth skilling program was mainly targeting **dropouts and unemployed youth from low income families (who have completed minimum 12th and above).**
- The interactions with trainers suggested that youth aspirants part of the program **lacked not only technical skills but also soft skills** such as communication skills, proper dressing sense and attitude towards work, mainly due to very poor learning outcomes in government school/colleges.
- Youth aspirants stated that the program helped them become confident and opt for the **opportunities in their field of interests such as** office/desk work in ITES, retail, BPO, BFSI, e-commerce, logistics, etc. They are placed in companies according to their skills and expectation.

Experiences of Youth in GROW Program

> *My father worked as a security supervisor in a private company. He tried his level best to provide education to me and my siblings. During the Pandemic my father lost his job. I decided to support my family, but then finding interview opportunities and qualifying those interviews were not easy. I got rejected several times. I then enrolled myself in GROW Training program. After training completion I got a job with Genius consultancy. I also got the 'STAR PERFORMER' award there. I wish many youth like me who could make use of this very good program. - A youth (Female)*

> *My father is a coolie and my mother is a housewife. I lacked social skills and interview skills before joining GROW PLUS. I was referred by my friend who is an alumnus to join the GROW program. After attending the training, I felt improvement in my self-confidence. The new skills helped me to get a job as 'Operations Officer' with a reputed bank. - A youth (male)*

> *My husband is a painter. We have 2 children and my mother in law lives with us. I had stopped working after my marriage but was not able to support my family financially. Then I came to know about GROW PLUS program and after the completion of training, I learnt all the skills and cracked my very first interview with Marque Solutions as Customer Support Executive. Now I am able to support my husband and also got the confidence to be independent. - Aswathy P S, 38 years*

OVERVIEW: PEOPLE WITH DISABILITIES (PWD) SKILLING PROGRAM

Background

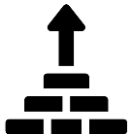
GROW PwD is a **placement-linked skilling program** for youth with locomotor, visual, speech and hearing impairment. It offers training to 18-35 years old people who have completed their 10th, 12th or graduation-level education.

Objectives

To mainstream Person with Disabilities in the workforce by training them on **core employability skills**

Location

Kerala: Ernakulam District
Madhya Pradesh: Indore District
Tamil Nadu: Chennai District
Andhra Pradesh: Visakhapatnam District



Year of establishment

FY- 2017

Through the '**core employability skills' training program**, participants are trained on communication, soft skills, aptitude, computer operations, sector readiness and interview skills, with the intent of preparing them for mainstream employment.

In FY22, **378 youth were trained** through the GROW PwD program.

Most PwD trainees stated that GROW program helped them find employment opportunities which they found difficult to find otherwise

Activities Conducted	Outputs Achieved	Outcomes Achieved
● Outreach using online, offline tools to mobilize the right target groups (unemployed youth from low income families in the age group of 18-30) ● Quality training delivery by certified trainers (60 days/300 hours) ● Placement and handholding support	● Total 416 PwDs mobilized, and 378 were enrolled in the program ● Total 378 PwDs completed training	● Placement: 264 youth were placed (i.e., 70% of total trained) ● Average Monthly Salary of INR 12003

- Most of the PwDs expected **confirmed placement support** from the training and to help them with English fluency. They feel they have been provided with the best trainers and would like to be associated with DRF in future too.
- Program has helped in **increasing the self-confidence** of the PwDs in learning new skills
- Most of the PwD aspirants were graduates **searching for jobs** but found it difficult **due to skills gap and lack of opportunities for PwDs**. The program not only provided with employment opportunities but also has a well designed employer sensitization programme so that they map the right job and start hiring PwDs in their organizations.

Experiences of Persons with Disability (PwDs)

> *I was born in a small village and I have hearing disability. I did my under graduation from Chennai. My family lives in a small house and I always wanted to support my family financially. Training helped me to learn new skills and to overcome my fear of facing interview. After training completion I got an opportunity in Accutech and got selected as a process associate for a salary of INR 17000 per month. I would like to thank GROW program for guiding me to achieve better skills and better jobs. - A youth (Male) PwD*

> *I have hearing impairment. I wanted to start working and joined GROW. Even I'm married and have a child to look after, I have completed the training program successfully. I have gone through intense training sessions that helped me to improve my skills and use technology to its fullest. This wouldn't be possible without GROW team support.- Aby, 32 year (Male)*

> *I was born with physical disability. I lost my father long back and survived only on pension with my mother. My mother was the only one who helped me with movement and daily needs. After completing BCA, I had no job but then my mother reached out for GROW Digital training. After completing my training, I got a job in Sutherland as Associate at a monthly salary of INR 20687.- A youth (Male) PwD*

OVERVIEW: HEALTHCARE SKILLING PROGRAM

Background

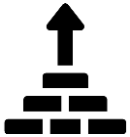
The availability of qualified resource has emerged as a significant challenge for healthcare delivery. To combat the problem, the High Quality Health Care Skilling Program was started to create quality allied healthcare professionals with a major focus on women from low income families. It is implemented in partnership with the Dr. Reddy's Foundation.

Objectives

To train youth who seek employment in the **non-medical health sector** through quality training and to make youth fully prepared to join workforce

Location

Gujarat: Rajkot and Navsari District, **Telangana:** Hyderabad District



Year of establishment

FY 2019

- The program offered the training & placements of **General Duty Assistant (GDA)**
- Matching contribution to Hyd centre was provided in this program.
- Introduced **a training program called 'Samhita'** on '**non pharmaceutical intervention'** to fight COVID-19 for youth and community members.

Healthcare Skilling Program trained youths from disadvantaged backgrounds specially women to gain employment in healthcare sector

Activities Conducted

- Outreach using online, offline tools to mobilize the right target groups (unemployed youth from low income families in the age group of 18-30, with the main focus on women)
- Arranging residential facility
- Quality training delivery by certified trainers (90 days/450 hours)
- Placement and handholding support
- Online training program under Samhita

Outputs Achieved

- Training: 86 youth completed training (91% women) – residential
- Under Samhita, 7507 youth and community members attended training

Outcomes Achieved

- 65 youth were placed (i.e. 75% of total trained)
- Average Monthly Salary of INR 12900
- Samhita training program helped youth and community members to develop correct understanding on non-pharmaceutical interventions to fight COVID-19

- Most youths benefitted from healthcare skilling were women. They stated that training has helped them **gain exposure through practical experience** of assisting nurses.
- Youth stated that **soft skills training** such as self introduction, communication skills, problem solving and teamwork was **helpful in gaining confidence to communicate well** at the workplace.
- **70% of the youth** participating in healthcare skilling programme have been working and **supporting their family financially**, whereas the rest have joined at work recently and are yet to receive their first salary.
- The pay scale for General Duty Assistant (GDA) joinees is around **INR 10,000 - 15,000 per month**. Also, monthly income of the aspirant's family before they joined work was less than INR 10,000.
- Many students also aspire to go for higher studies for further career growth.

Experiences of Healthcare Skilling Aspirants

I always aspired to work in a hospital as nursing staff. My father is farmer who was not able to pay my fees for higher studies, I dropped out and started helping him at work. My mother was informed about the Healthcare skilling program by one of her cousin and she enrolled me in it.I attended the training and got placed in a renowned hospital with a salary of INR 15000. I will save some money and join nursing course in the coming years. I thank my trainer for providing me such a great opportunity. - Swathi, Aspirant

My wife is attending the training since three weeks and she tells me all that she learns, I am happy she joined the program which trains and ensures job opportunities to those who are not able to afford higher education. I work as a painter and earn INR 10000 per month which is not sufficient for our household. I am now confident that my wife will support me. - Ramesh, Aspirants' husband

It has been a year since I joined as a trainer. I have completed my Masters in Nursing in 2015. Each one of them in here are very talented and enthusiastic to learn. We conduct both theory and practical classes to ensure the students get complete exposure to the hospital set up as they deal with patients. Most of them want to continue their studies after working for few years, we are always ready to provide the necessary information and help for them to achieve their ambition. - Trainer

OVERVIEW: AGRICULTURE PROGRAM

Background

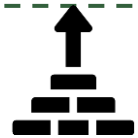
MITRA - **Making Integrated Transformation through Resourceful Agriculture (MITRA)** aimed at empowering farmers by encouraging them to **adopt the latest technology and farming practices.** The goal is to **enhance productivity and reduce input costs**, resulting in an increase in farmers' incomes and overall well being. MITRA is implemented in partnership with the Dr. Reddy's Foundation.

Objectives

To develop a community owned platform at every village level and help farmers to use last mile connectivity efficiently with the help of lead farmers' network. This helps small and marginal farmers who do not have access to agri-extension services to get access to improved agriculture practices.

Location

Bihar: Samastipur District



Year of establishment

FY- 2017

Dr. Reddy's' farmer-focused initiative MITRA use the **Lead Farmer Platform (LFP) to engage farmers**. The LFP is developed through active involvement of the farmers community and village-level institutions, who are involved in the selection of their lead farmers and in the sustenance of the platform. The LFP helps in promotion of new and improved agricultural practices.

Farmers started adopting new practices which were disseminated through lead farmer platform to reduce their input cost and increase their yield and resulted in income enhancement

Activities Conducted

- **Identification of Lead Farmers** at **panchayat level** of every district.
- **Training to lead farmers** on package of practices; capacity building on different crop management practices with local KVKs and Agri Universities, CAU, Pusa
- **MITRA Mandi** – Private market for Potato and ensured buy back arrangement of Potato with Institutional buyer
- **Promoted mushroom cultivation** as a nonfarm intervention among the landless/migrant laborer
- Integrated and mainstreamed **hybrid model of training – 'phygital' training** – Physical + digital training
- **Piloted 'Parwal' cultivation** with Bihar Agriculture University(BAU), Bagalpur
- **Soil testing** at Lead Farmers' plot and **generated soil card**
- **Introduced seed drill** as a part of farm improvement and drum seeder to reduce the cultivation cost.

Outputs Achieved

- Total 54741 farmers were impacted (including Kharif & Rabi seasons)
- All 1365 lead farmers attended paddy training
- 100 farmers implemented **seed multiplication intervention for potato**
- 6000 farmers adopted **zero tillage method** for wheat and maize
- 4000 additional farmers in **horticulture** impacted
- 200 women farmers involved in **mushroom cultivation**

Outcomes Achieved

- INR 4000 per farmer reduction in labour cost due to farm mechanisation (paddy wheat seeder)
- 10-15% additional market price for **potato** due to improved quality of potato yield
- 10-15% increase in yield
- Increase in income by INR 20,000 per annum for farmers practising **horticulture**
- Additional income of INR 20,000 per farmer household per year from **mushroom cultivation**
- **INR 10,000 per year per acre saved** in Bihar where irrigation is a challenge

MITRA has helped increase the supply of knowledge available to farmers by promoting supportive peer groups and by bridging the last-mile delivery gap between farmers and existing government extension infrastructure

- **Lead Farmers have been instrumental in widespread adoption** of advanced agricultural tools and techniques. MITRA Lead farmers help in promotion of new agricultural practices to the fellow farmers.

- All lead Farmers and fellow farmers have reported **increase in yield and decrease in input cost** as a result of adoption of advanced agricultural practices. Farmers also stated that the acreage under cultivation has increased due to adoption of water saving and soil conservation techniques.

- Most farmers have stated that they seek **help from agri-scientists from Krishi Vigyan Kendra (KVKs)** more often to resolve their concerns on agricultural practices. This also helps in accelerating lab to field implementation of agri-practices.

- Farmers stated that they are being empowered to **use digital technology to keep updated on latest agronomy practices** and leverage it for better market linkages. Farmers are connected with each other through a whatsApp group where latest developments, common learnings are shared. These groups are also used to popularize successful practices.

MITRA Program is encouraging lead and fellow farmers to adopt climate friendly technologies and farming practices

Manoj Kumar from Punpun, Patna district started the journey with MITRA as a lead farmer in 2018. He **owns 2.5 acres of land**. By kharif of 2020, he **helped 15 fellow farmers to adopt better PoPs** (Package of Practices) in paddy, wheat and lentil. He continued to engage with local stakeholders from ATMA, Agri department and KVK after DRF's exit from the location in 2020. In Kharif 2021, he **helped 60 fellow farmers to adopt better PoPs from his village.** With this, he **covered more than 50% of farming households in the village** in extending the quality crop advisory services at the village level as lead farmer.

Raju Paswan is a migrant labourer working in Delhi joined the MITRA program as the income from **mushroom cultivation looked lucrative** and it **required very less investment.** He was supplied with 10 Kgs of high quality Oyster mushroom spawn and he sowed his first batch of mushrooms in October, 2022. He was able to achieve a **yield of 70 Kgs of mushrooms** in his first batch itself. Out of the 70 Kgs, Raju used **30 Kgs of mushroom for home consumption** while he **sold the rest of the 40 Kgs at the price of INR 100 per Kg**. Raju was **able to earn INR 4000 in profit in just 45 days.** Raju plans to continue mushroom cultivation for the rest of the year which will **provide him with an additional income of INR 32,000 per year.**

KEY INSIGHTS: SKILLING AND LIVELIHOODS PORTFOLIO OF DR. REDDY'S LABORATORIES

The skilling projects helped students from low-income families gain technical skills as well as soft skills such as communication, self-confidence, etc., which enabled them to enter the formal workforce.

The efforts made in FY 21-22 resulted in the 70% placement of students across batches with a salary of more than INR 12,000 per month.

Using a lead-farmer approach, the agriculture program was able to foster the adoption of digital technologies and innovative agricultural practices amongst farmers.

Use of latest agronomy practices helped farmers in reducing their input costs (leveraging farm mechanisation) and improving their crop's yield as well as their annual income from farming.

Women farmers learned mushroom cultivation, an entirely new concept for them and they were able to reap its benefits as they saw additional income being generated from cultivation of mushrooms.

Program Overview: Health
1. Community Health Intervention Programme (CHIP)
2. COVID Management

OVERVIEW: HEALTH PROGRAMS (1/2)

Background

Driven by the purpose Good Health Can't Wait, the health initiatives of Dr. Reddy's focuses on **making healthcare accessible and affordable**, and provide healthcare services to the community that lack access to reliable healthcare. These initiatives include **provision of primary healthcare services and management of COVID-19**. Together, these initiatives attempt to reduce disease burden on rural communities by spreading information on good health practices and making basic healthcare accessible and cost-effective.

Objectives

To make **quality healthcare services accessible and affordable** to rural communities

Projects under Health Portfolio

Community Health Intervention Program (CHIP)

COVID-19 Management

Overview: Health Programs (2/2)

Contribution to International/National Priorities

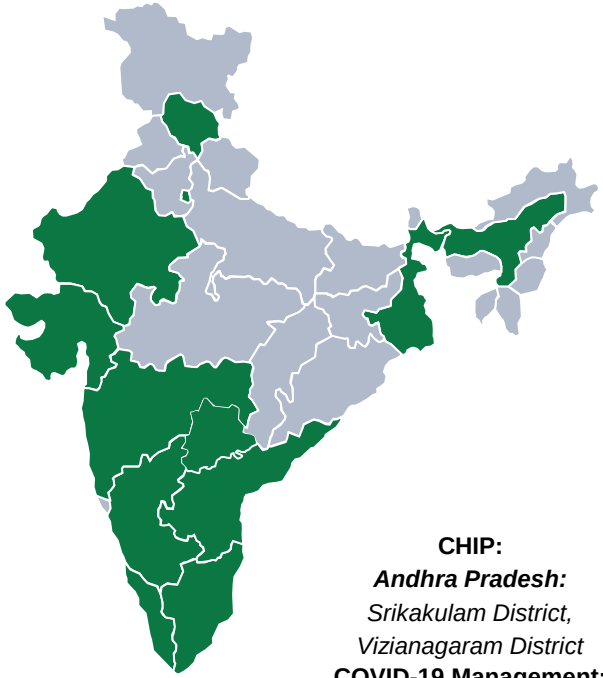
UN's Sustainable Development Goals 2030

Companies Act, 2013
Promoting preventive health

Total Spend

CHIP: INR 1.50 Cr
COVID-19 Management: INR 7.90 Cr

Geographical Coverage



CHIP:
Andhra Pradesh:
Srikakulam District,
Vizianagaram District
COVID-19 Management:
Across India- 11 states

Implementation Partner

Dr. Reddy's Foundation

NICE Foundation

Total Stakeholders Impacted

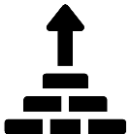
CHIP: 104930 individuals
COVID-19 Management:
Direct beneficiaries: 172652
Indirect beneficiaries: Impacted through supply of medical infrastructure, PPEs., etc.

OVERVIEW: COMMUNITY HEALTH INTERVENTION PROGRAM (CHIP)

Background

Community Health Intervention Program (CHIP), implemented in partnership with NICE Foundation, focuses on the delivery of primary health care, which also includes maternal and neonatal healthcare. The program **converges with the government healthcare machinery** to ensure better utilization of existing capacities and more effective reach. Community leaders, village-level panchayat members, frontline workers like ASHA, ANM, and Anganwadi staff are all involved and mobilized. Community participation is ensured by forming a group of community volunteers who are actively engaged with the program..

Location
Andhra Pradesh:
Srikakulam District
Vizianagaram District



Year of establishment
2013

Key Interventions under Community Health Intervention Program (CHIP)

General Medical Care (GMC) for all patients with mild to chronic health conditions

Regular Medical Care (RMC) for patients having hypertension, diabetes

Reproductive Maternal and Child Health + Adolescent (RMNCH+A)

Home based **Screenings**

Dissemination of health-related **information**

CHIP resulted in an increase in the number of people accessing healthcare over the quarters with more women than men accessing regular medical check-ups; maternal and home based treatments

Activities Conducted

- **Health screenings** to identify **anemia** among pregnant women & adolescent girls, **malnutrition** among school children
- **Convergence** with PHC and CHC to provide medications to patients diagnosed with Hypertension and Diabetes
- **Referrals** to patients to seek secondary care in public or private hospitals
- **Social Action Programs** such as POSHAN Abhiyan, village sanitation drives, breastfeeding week, COVID-19 awareness

Outputs Achieved

- General Medical Care (GMC) provided to 84907 patients
- Regular Medical Care (RMC) provided to 48420 patients
- Reproductive Maternal and Child Health + Adolescent (RMNCH+A) provided to 22698
- 11105 Home based Screenings/Treatments conducted
- Cumulatively, treatments provided to 104931 beneficiaries through 197470 consultations which is about 12.7% of the project population

Outcomes Achieved

- 25% RMC patients with any of the NCD got healed/minimized disease aggravation
- 89% Adherence to treatment among registered beneficiaries
- 94% Improved health seeking behavior and health knowledge among high-risk pregnant
- 96% Better outcomes in high-risk pregnancies
- 100% institutional delivery
- Zero Under 5 Mortality Rate
- Zero Maternal Mortality Rate

Services provided under CHIP

2 Mobile Medical Units /Mandal to provide village level care

4 Medical Teams (nurse, midwives, outreach worker) for each of the 3 mandals in the 2 target districts

Fixed Day Health Services in intervention villages

Outreach programs and inclusive plans for community participation and engagement in colonies which are under resourced

3 main Mandals in Andhra Pradesh in which services are being provided

Ranastalam | **Laveru** | **Puspatirega**

Experiences of Beneficiary and Medical Staff

From the time I got to know that I am expecting a baby, I started visiting the village school where CHIP vehicle comes. The CHIP nurses are really good in conducting screening and keep track of my health and baby's growth. I come here every week for conducting screenings as they conduct screenings free of cost. The nurse also told me about taking supplements for some deficiency I have. If I would have to go the private hospital for these screenings, I would have gone only once in a month. - An expectant mother, Nelivada village, Srikakulam

I feel satisfied going to the community members each day and fulfilling their medical needs. Our team ensures that our healthcare reaches from new-born babies to elderly. Apart from conducting screenings at village school, we also conduct home visits for those people who cannot come to the school to seek medical care. I feel proud that my efforts are helping community members to heal and recover. - A nurse from CHIP medical team

COVID -19 MANAGEMENT - MEDICAL INFRASTRUCTURE INITIATIVE

Background

Dr. Reddy's Laboratories played a vital role in providing crucial medical infrastructure support to trust hospitals during the challenging period of the COVID-19 pandemic. Amid the unprecedented surge in COVID-19 cases, hospitals were overburdened with growing number of patients while encountering limitations in terms of medical infrastructure. Dr. Reddy's recognized the urgency of the situation and understood the critical importance of strengthening medical infrastructure facilities to effectively deliver quality treatment to COVID-19 patients.

Activities Conducted

- Medical Infrastructure Support to Trust Hospitals
- Medical Infrastructure Support at District Level; Primarily states of Telangana, Andhra Pradesh and Himachal Pradesh

Outputs Achieved

- 42 Trust Hospitals supported
- 9000 N95 Masks distributed
- 163 Oxygen concentrators distributed
- 30 Para-monitors provided
- 2 Oxygen Plants provided
- 200 COVID-19 kits provided

COVID -19 MANAGEMENT - DISTRICT HEALTH SYSTEMS STRENGTHENING INITIATIVE (DHSSI)

Background

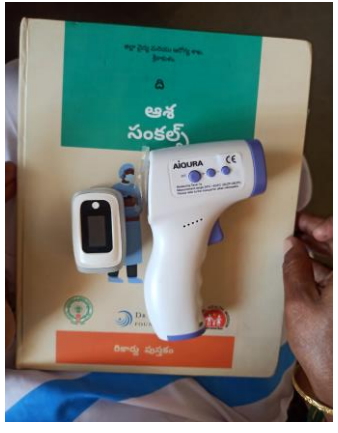
DHSSI was launched as part of Dr. Reddy's **COVID-19 response program** to provide **technical support** to **Srikakulam District Administration.** Through this program, Dr. Reddy's **supported in reduction of COVID-19 infection level, mortality and increased vaccination** in districts of AP. The efforts augmented the public health capacity to effectively deal with the second wave and subsequent waves of COVID- 19. The program was implemented in partnership with Dr. Reddy's Foundation.

Activities Conducted

- Provided technical support to Srikakulam District Administration
- Provided institution-based treatment to immigrants from different states to avoid contact transmission

Outputs Achieved

- 4392 **govt. frontline workers** trained on COVID-19 checklist
- Impacted **28.8 lakh** population of Srikakulam district through frontline workers



Challenges faced and mitigation strategies

Challenge: People would hesitate if the ASHA worker would visit their home frequently for COVID-19 screening

Solution: PHC staff created awareness among the locals about COVID-19 (cause, symptoms, treatment, etc.)

Challenge: People lacked awareness on accessing treatments and getting vaccinated for COVID-19

Solution: PHC staff conducted vaccination drives to create awareness about the COVID-19 vaccine

COVID-19 Management - Implementing Mass-scale Preventive Actions against COVID-19 Transmission (IMPACT)

Background

IMPACT was an exclusive **COVID-19 prevention project** of Dr. Reddy's, implemented in partnership with NICE Foundation, which was designed to respond to the pandemic in 200 points of rural villages covering a population of 183259 in Srikakulam and Vizianagaram Districts of Andhra Pradesh. The idea of implementing the IMPACT project was not just screening and providing drugs, but also **to see that there is a behavioural change brought about in terms of following the COVID-19 safety guidelines** and also in terms of vaccination. As part of IMPACT, it was envisaged to use **contributions of frontline health workers** namely Accredited Social Health Activists (ASHAs) in the fight against COVID-19 in community setting.

Activities Conducted

- 200 ASHAs trained as Village Health Monitors (VHM's) and provided with one VHM kit each
- Monitoring & support center at NICE Institute Hyderabad to support VHM's in daily interventions
- Established COVID tele-consultation control room at NICE Institute, Hyderabad to guide the VHM in treatment,follow-up and referrals

Outputs Achieved

- 168260 beneficiaries impacted
- 5927 COVID-19 screenings by VHMs
- 1768 IEC campaigns conducted
- 1250 COVID-19 drug kits distributed to VHM
- 821 COVID-19 drug kits used for treatment

Experience of a Beneficiary

> *NICE Foundation through its project IMPACT served COVID-19 positive patients in our village consistently. We were regularly monitored by VHM with pulse oximeter and thermal scanner twice a day. Due to this efforts, we were detected for COVID-19 at the right time and appropriate actions were taken. We were able to recover quickly and are feeling well now. We thank NICE Foundation and Project IMPACT for these prompt and helpful services. – Sankar Rao, a beneficiary of IMPACT*

KEY INSIGHTS: HEALTH PORTFOLIO OF DR. REDDY'S LABORATORIES

FY 21-22 was a difficult year for the community to access healthcare due to the unprecedented second wave of COVID-19 pandemic.

The CHIP program has **fostered health seeking behaviour** among rural communities which has helped in early detection and treatment of non-communicable diseases.

The CHIP program has been crucial in ensuring 1**00% institutional delivery and the maternal mortality and under 5 mortality rates have been reduced to zero** for the 3 mandals where the program was targeted.

Interactions with medical staff involved in COVID-19 management stated that they received medical equipments from DRF before they received it from district government, which **helped them in carrying out regular screening and identifying COVID-19 patients** well in advance.

DHSSI team and PHC staff also stated that some of the COVID-19 positive patients contacted them **through phone calls to seek medical care.** As dedicated individuals, they made sure to keep a track on them by maintaining a report with detailed information includes pre and post COVID-19.

DHSSI program evolved into **Primary Health Care Services program** to strengthen primary healthcare facilities at district level.

Program Overview
Action For Climate and Environment

OVERVIEW: ENVIRONMENT AND CLIMATE CHANGE PROGRAMS (1/2)

Background

The **Action for Climate and Environment (ACE) program** represents a one-of-its-kind initiative at tackling and mitigating the impact of climate change on communities while simultaneously increasing its resilience to climate vagaries. ACE was initiated in 2021 in partnership with Dr. Reddy's Foundation (DRF). ACE focuses on:

- **Climate-proofing the livelihoods** of small and marginal farmers to the increasingly adverse impacts of climate change by nudging them to adopt climate-friendly technologies and farming practices
- Co-benefit approach that aims at capturing not only climate benefits but also secondary **economic, social, or environmental improvements** in a single measure or policy
- **Climate action especially for socio-economically vulnerable individuals** and groups including indigenous communities and women who are most impacted by climate change
- Focus on undertaking a **mix of mitigation and adaptation actions** across sectors, which will not only limit GHG emissions, but which will help in improving communities' resilience to climate change impacts
- Power of **multi-stakeholder partnerships** and knowledge of existing climate networks for effective and efficient implementation of our program.

Various interventions under ACE include – Agriculture and Water, Coastal Ecosystem, Smart Energy Management (SEM), Solid Waste Management (SWM) and Water, Sanitation and Hygiene (WaSH)

Overview: Environment and Climate Change Programs (2/2)

Contribution to International/National Priorities

UN's Sustainable Development Goals 2030

Companies Act, 2013

Ensuring environmental sustainability, agroforestry, and maintaining quality of soil air and water

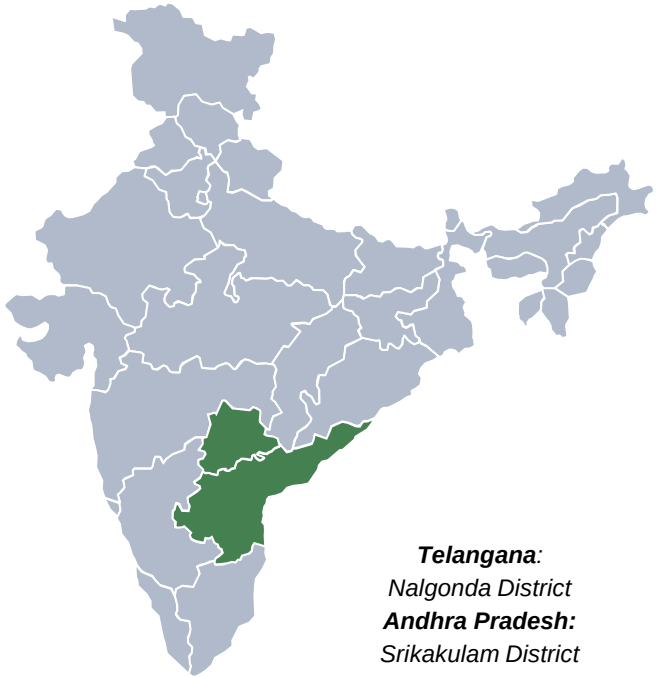
Total Spend (FY 21-22)

ACE: INR 2.93 Cr

Total Farmers Impacted

8449 Farmers

Geographical Coverage



***Telangana**:*
Nalgonda District
Andhra Pradesh:
Srikakulam District

Impact Metrics for ACE

- Working with lead and fellow farmers to help them shift from: TPR to DSR, Till Farming to Zero Tillage
- Promoting agroforestry
- Reducing tCO2 emission & saving water
- Enhancing farmers income

Definitions of terms used:

- *TPR is Traditional Plantation of Rice, which is resource & water intensive and also time consuming*
- *DSR is Direct Seeding of Rice, under this process seeds are sown/drilled directly in a prepared/ levelled dry fields*
- *Zero Tillage is process where the crop seed is sown through drillers without prior land preparation*
- *tCo2 is total carbon dioxide*

ACE program supports rural communities to become climate resilient by adoption of technologies and practices; increasing green coverage to improve carbon sequestration and soil moisture

Activities Conducted

- CIMMYT (International Maize and Wheat Improvement Centre) baseline HH surveys completed in the Srikakulam and Nalgonda districts.
- **DSR** in Miryalaguda & Pydibimavaram in Kharif and Rabi season
- Kharif maize using **ferti-cum seed drill machinery** (new intervention) is implemented in 13 acres. It is a first time in the district by any farmer as per Krishi Vigyan Kendra team
- Introduced citrus humic acid application, rainhose intervention, UDP, and Laser land leveller interventions.
- Pilot on nutria garden among women HH introduced
- Introduction of Napier grass to reduce the methane emissions from livestock, and improve overall income of the farmers
- **100 acres brought under agroforestry**

Outputs Achieved

- Total 5875 acres shifted from **TPR to DSR**
- Total 8000 acres shifted from **Till Farming to Zero Tillage**
- A pilot on the super Napier grass was introduced in Pydibhimavarm with an aim to control soil erosion and get green fodder for livestock. The program helped **100 farmers**, to successfully grow **Super Napier grass,** in coconut plantations

Outcomes Achieved

- 9600 tonnes of CO_2 emission reduced
- 57 lakh kilo litres of water saved
- The DSR intervention in paddy **saved approx. INR 11,000 per acre** in comparison to a manually transplanted field
- Paddy **yields were also higher** with the farmer harvesting approx. 34-36 Quintals per acre
- This Super Napier can help farmers get annual profits of **up to INR 9000**, besides protecting local soils from erosion among other benefits
- Overall, **additional income of INR 17,000 per acre** on an average for 5883 farmers

ACE Program is encouraging lead and fellow farmers to adopt climate friendly technologies and farming practices

The ACE program helped **Mr. Kolli Asirappudu,** from Saragada peta village of Pydibheemavaram cluster **save INR 30 everyday on cattle feeding** by **intercropping Napier** in his coconut plantations. Kolli is a lead farmer who demonstrated DRF's new soil moisture conservation intervention in his coconut plantation. He integrated semi-circular bunds, contour ploughing, deep furrows and **transplanted Napier to prevent soil erosion** in his plantation and increase soil moisture levels. So far, two major impacts have been observed. First, **semi-circular trenches are now harvesting rainwater which is stored for up to 5 days**, which increases the soil moisture infiltration and consequently improves coconut yield. Second, the Napier grown in 0.2 acres that was not only **preventing soil erosion** but its cutting also served as feed for Kolli's livestock. He **harvested up to 20kg of Napier every day** which he uses **to feed three of his cows and their calves**. He has already replaced some of his traditional cattle feed that he used to buy from the market with fresh Napier that he harvests. This is **saving Kolli INR 900 per month**. Moreover, according to Kolli, Napier has high palatability and he has even observed an **increase in milk yields.**

ACE program has helped **Mr. Parvathalu**, a farmer from Marriguda village of Thripuraram cluster, to successfully **combat severe labour shortage** in his village as well save cost of cultivation with **adoption of dry direct seeded rice** in Kharif 2021. When he heard about DRF's new intervention that is dry direct seeding of rice using fertilizer cum seed drill, Parvathalu immediately agreed to **pilot the same on 4 acres of his paddy fields** in Kharif 2021. In a paired demonstration activity conducted by ACE team in November 2021 for other farmers, in his fields, showed that **dry DSR paddy saved approx. INR 11,000 per acre** in comparison to a manually transplanted field. Furthermore, **paddy yields were also slightly higher** with the farmer harvesting approx. **34-36 quintals per acre**. The paired demo activity and his own observations about the ease of implementability has made Parvathalu more confident in adopting such new technologies. **In the upcoming Rabi season he has agreed to adopt drum seeding followed by Dry DSR again in upcoming Kharif.** He also showcased the benefits of Dry DSR to other interested farmers through a paired demonstration activity of his DSR plot with neighboring manually transplanted plot.

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