Impact Assessment report of Dr. Reddy's Laboratories Ltd. CSR Programs FY23-24

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BACKGROUND AND APPROACH

Background of Dr. Reddy’s CSR initiatives

Dr. Reddy’s Laboratories was 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.



Education

Objective: Improving learning outcomes at KARV, imparting quality vocational skills at KAR-VJC, building FLN & EL skills in government schools, and promoting women’s STEM education

Programs:
Kallam Anji Reddy Vidyalaya (KARV)
Kallam Anji Reddy Vocational Junior College (KARVJC)
School Improvement Programme (SIP)
Sashakt Scholarship for Women in STEM
Dr. K Anji Reddy's Can-Do ETR Grants



Skilling and Livelihood

Objective: To enhance the employability skills of Youth & PwD and bridge the lack of last mile delivery of agri extension services through a ‘community owned platform’ of lead farmers at village level and help fellow farmers to adopt modern agri-practices to reduce of cost of cultivation and improve the yield there by net increase in the overall income

Programs:
Youth Skilling
PwD Skilling
Healthcare Skilling
Agriculture Project MITRA



Environment

Objective: The program represents a one-of-a-kind initiative aimed at tackling and mitigating the impact of climate change on communities through regenerative agriculture and coastal ecosystems, with the goal of reducing carbon and water footprints from farmlands and preventing coastal erosion.

Programs:
Action for Climate and Environment (ACE)

Objectives of the impact assessment

Dr. Reddy's engaged Sattva Media and Consulting Pvt. Ltd. as an independent third-party assessor to evaluate the progress and impact of their 10 CSR programs. The assessment mapped the strategic alignment of these programs with statutory Impact Assessment and reporting guidelines while ensuring regulatory compliance. Sattva has provided data-driven insights into project delivery quality and offered program-specific recommendations to enhance effectiveness. By aligning findings with strategic priorities and long-term goals, the study aimed to maximise the potential impact of Dr. Reddy's CSR initiatives.



- To understand the access to quality education (school infrastructure, qualified teachers, parent's involvement, complementary support, etc.) resulting in students' ability to learn and complete their school education at **KARV and vocational training at KAR-VJC**
- To understand the quality of (Foundational Literacy, Numeracy and English Language (FLN&EL) interventions in Govt. schools to enable **foundational learning among children and promote WaSH through school health clubs**
- To understand the **impact of Scholarships & Mentorship support for meritorious women** from poor households to study higher secondary and undergraduate courses in STEM



- To assess the outcomes of **Skill Development Programs across Youth and PWD candidates** on the improvement (skills and access to quality jobs that match the aspirations)
- To *evaluate* how effectively the **Lead Farmer Platform enhances** small and marginal farmers' **access to agri-extension services** improves agricultural practices, and boosts overall productivity.



- To assess the impact of climate-smart agriculture practices on **improving farmers' income and reducing carbon and water footprints**
- To assess the **impact of coastal ecosystem interventions** in terms of biodiversity integration, mangrove plantation, and local community ownership

Research design & Methodology

Sattva proposed the Organization for Economic Cooperation and Development's (OECD) Development Assistance Committee (DAC) framework for evaluation in this study. The detailed research framework was prepared during the design phase and was aligned and finalised in discussion with the Dr. Reddy's CSR team.

Sattva contextualised the OECD DAC framework to draft relevant indicators to measure key outputs and outcomes. In addition, the framework also aims to assess the effectiveness of systems and processes implemented by the intervention.

Research Framework & Indicators



Methodology

The study incorporated a cross-sectional design from a retrospective lens where data was collected from a representative population to provide a snapshot of the outcome. The study]included desk-based research to refer to past data of the project.

Reporting

The study triangulated insights from stakeholders, desk review, and secondary research to provide a 360-degree assessment view. The final presentation provides key insights and recommendations based on the analysis of data.

Research design & Methodology

Relevance & Coherence

- Systematic identification of needs for initiating the program
- Alignment of the program design with identified needs
- Selection criteria of geography and target group
- Alignment of the program with Sustainable Development Goals 2030
- Alignment of the program with national policies and schemes



Effectiveness

- Theory of Change or Logical Framework Approach for the program
- Monitoring, Learning and Evaluation systems and achievement (planned vs actual) and governance mechanisms
- Qualification of the implementation team
- Risk and mitigation strategies
- Feedback mechanism

Sustainability

- Operational sustainability
- Institutional sustainability

Impact

- Change in access/awareness/knowledge/skills
- Change in the behaviour/attitude/practise
- Change in socio-economic well-being

Study outreach and stakeholder mapping

Thematic Focus	Program	Location	Stakeholders	Target Sample	Actual Sample
Education	Kallam Anji Reddy Vidyalaya (KARV)	Hyderabad	Students	10	**12**
			Headmaster	1	**1**
			Parents	10	**11**
	Kallam Anji Reddy Vocational Junior College (KARVJC)	Hyderabad	Students	10	**10**
			Headmaster	1	**1**
			Parents	10	**10**
	School Improvement Program (SIP)	Srikakulam	Students	50	**59**
			Headmaster	5	**5**
			Parents	50	**57**
	Sashakt Scholarship for Women in STEM	Pan India	Parents	10	**10**
			Aspirants	10	**12**
	Dr. K Anji Reddy's Can Do ETR Grants	Varanasi	Scientist	2	**2**

Study outreach and stakeholder mapping

Thematic Focus	Program	Location	Stakeholders	Target Sample	Actual Sample
Skilling & Livelihood	Youth Skilling	Hyderabad, Ahmedabad, Indore, Vizag, Ernakulam, Khordha	Youth	30	**32**
			Parents	5	**6**
			Trainers	2	**2**
	PwD Skilling	Ranchi, Agra, Delhi, Chennai	Youth	30	**29**
			Parents	5	**8**
			Trainers	2	**2**
	Healthcare Skilling	Hyderabad, VIzaq, Khammam	Youth	30	**32**
			Parents	5	**5**
			Trainers	2	**2**
	Agriculture Project MITRA	Samastipur	Community Leaders	4	**4**
			Farmers	10	**10**
Environment	Action for Climate and Environment (ACE)	Srikakulam	Farmers	10	**10**
			Total	**304**	**327**

EDUCATION



Background

Dr. Reddy's CSR Education initiatives prioritise empowerment through education, with a focus on enhancing quality and accessibility for underprivileged children. These efforts, implemented by Dr. Reddy's in collaboration with Ignite Life Science Foundation as a key partner, aim to make education more affordable, accessible, and employment oriented - ultimately improving both academic and vocational outcomes.

Objective: To make quality education and scientific opportunity more affordable and accessible - aiming to improve academic, non-academic, and vocational outcomes through holistic school programs, employment-oriented skill training, scholarships in STEM, and research grants for emerging scientists.

Programs

Kallam Anji Reddy Vidyalaya (KARV)
Kallam Anji Reddy Vocational Junior College (KAR-VJC)
School Improvement Program (SIP)
Scholarship for women in Science
Dr. K Anji Reddy's CAN DO ETR Grants

Spending in FY 23-24

INR 11.7 Cr

Implementing Partner

Dr. Reddy's Foundation
Ignite Life Science Foundation

Outreach in FY 23-24

54887 school students
815 college students
100 Government schools
111 scholarship students
2 scientists

Coverage

Andhra Pradesh
Uttar Pradesh
Telangana
Pan India: Scholarship Program

Convergence

Sustainable Development Goals 2030



The Companies Act, 2013
Promoting education, including special education and employment enhancing vocational skills

KALLAM ANJI REDDY VIDYALAYA (KARV)

Kallam Anji Reddy Vidyalaya, established in 2001, is a co-educational day school committed to providing quality education to children from economically disadvantaged backgrounds. The school follows the State Board curriculum and prepares students for the Secondary School Certificate (SSC) examinations. From the academic year 2025 onwards, KARV is affiliated with the Central Board of Secondary Education (CBSE).

Key Program Activities in FY 23-24



Counselling and career guidance sessions were conducted in FY 23-24, featuring a soft skills trainer focusing on time management and career advice. These sessions continue for the current academic year FY24, exclusively for 10th grade students



As part of National Education Policy, vocational courses on General Duty Assistance (GDA) were introduced for 8th-grade students and Soft Skills training was introduced for 10th-grade students



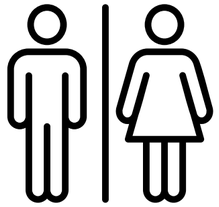
Students were trained by Enabled Leadership in Football and Music to participate in competitions at different levels



Grade 3 to 8 students were trained on Functional Literacy and Numeracy (FLN) to strengthen their foundational skills and prepare them for academic success

Demographics

Students



Gender Ratio: 1:1



of the students are **First-generation learners**



Students aged between 13 and 16 years

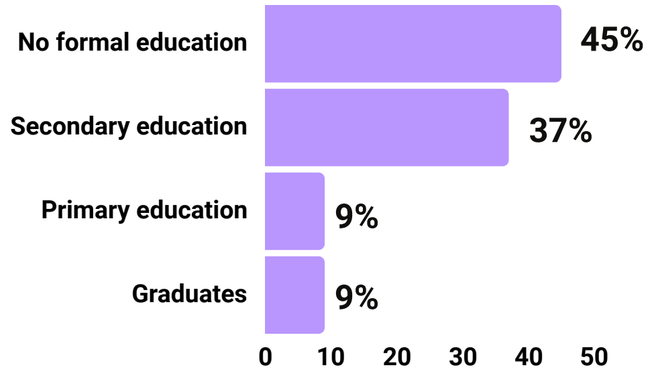


Students interviewed from grade 9th & 10th

n =12

Parents

Parents education level



Parents' occupation



27% were Homemakers, 18% Masons, and the rest included Tailors, Drivers, Electricians, Farmers, and others.



Parents aged between 34 and 45 years

n =11

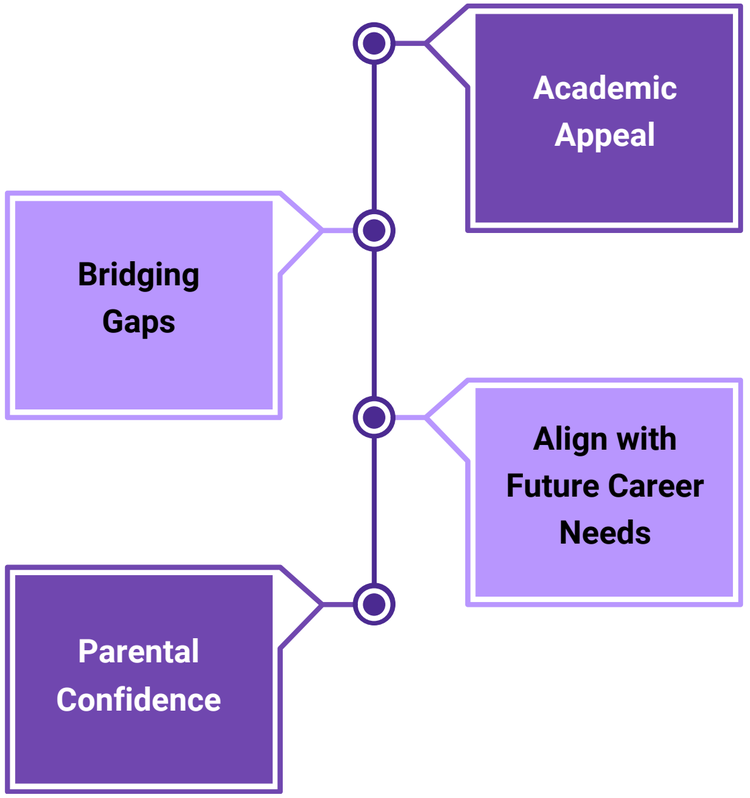
Bridging education and real needs

75%

of students come from families where parents have minimal or no formal education. The school's initiatives, like **remedial classes** and teacher training programs, help bridge this learning gap

100%

of parents reported noticeable improvements in their child's reading, writing, or speaking skills, addressing their educational expectations and reinforcing trust in the school's academic quality. Whereas, **70%** of parents have some **awareness of their child's curriculum.**



80%

of students mentioned that they enrolled because this school provides a better education than others nearby, highlighting its reputation for quality teaching, better learning resources, and **strong academic outcomes** compared to other schools in the region.

92%

of students believe that their school is effectively supporting their future career aspirations because it provides a strong academic foundation, **guidance for competitive exams like JEE and NEET**, and exposure to various career pathways (engineering, medical, and vocational fields).

n =12

n =11

Driving development in education

Academic Excellence

100% pass rate of 174 students from Grade X

248 students received FLN (Foundational literacy and numeracy) training

65% of students achieving the top 3 grades highlighting exceptional academic performance, with the majority excelling in their assessments

Outreach Activities

180 students trained in Soft Skills

202 students trained in General duty assistance

100 students trained in Football

20 students trained in Music

Health initiatioves such as free **general and eye check-up** was conducted by the Lion's Club, alongside a **5-day POCSO Awareness Program** for students and staff, and a nutrition initiative **promoting healthy eating habits at home**

Student-led clubs were established to promote awareness and engagement on key issues, including **Anti-Drug advocacy, Cyber Safety, Mental Health, and Physical Wellness**

Campus Amenities

The school mandates remedial classes to bridge academic gaps, resulting in an **80% improvement rate among students** and promoting a stigma-free, inclusive environment

Inqui-Lab STEM projects enable hands-on innovation and School cultural events provides students with a platform to blend historical knowledge with real-world experiences

With a 1:40 teacher-student ratio, the school has **95 qualified educators** and prioritises faculty upskilling through **partnerships with Dr. Reddy's**

Classrooms are equipped with **Audio-Visual technology** to support interactive learning. Students benefit from a repository of **75,000 books and access to a digital library**

*** The data in this slide was taken from Dr. Reddy's Project report and reflects secondary data*

Empowering futures through holistic education

Academic Achievement

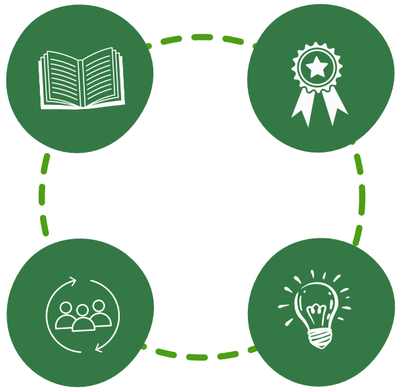
85% have regular attendance, **showing consistency and commitment to their studies**

95% enjoy the learning environment, especially **interactive teaching methods and peer learning**, which enhance academic interest

Holistic Development

90% students actively participated in extracurricular activities like **sports, drama, and dance.** They shared that these experiences **built their confidence and reduced stage fear**

65% reported improved teamwork and communication skills through group activities, showing how such **engagements contribute to personality and social development**



Equity & Inclusion

100% of students felt their **teachers are supportive and encouraging**, allowing them to ask questions freely and seek help when needed

95% believed there are **equal opportunities to participate** in school activities, reflecting a strong sense of fairness and inclusive culture

Future Aspirations

70% aim to pursue the MPC stream, with many **showing clarity** about engineering careers, competitive exams, and future institutions

80% have explored **multiple career options through family discussions or seniors**, indicating early awareness and planning

n = 12

Nurturing potential, enriching futures

Parent Engagement



60–70% average attendance in Parent teacher's meeting



Parents have high aspirations for their children’s futures - aiming for careers in ISRO, engineering, and medicine. While concerns around affording higher education and digital access remain; they value schools that teach ethics and English fluency

77% of Parents mentioned that the **school's academic structure and hands-on science experiments reduce the need for external tuition,** reinforcing its strong educational foundation. While 55% of parents provide direct support through homework assistance or tuition, others rely on teacher guidance and motivational encouragement. KARV is a pillar of academic and personal growth, with opportunities to enhance career counselling, cultural engagement, and financial guidance for students.



Parents at KARV strongly acknowledge the school’s role in driving holistic development, with 92% **believing it effectively supports students' future career aspirations.**

n =12

Students’ Aspirations

Enjoy going to school, with socializing and learning new things being key motivators

90%

Aim to pursue the MPC stream, aspiring to become engineers through entrance exams like EAMCET or JEE

80%

Students are influenced by their seniors' academic choices, especially the shift to junior colleges like KARVJC or Sri Chaitanya

60%

Take inspiration from those pursuing vocational courses like ITIs or polytechnic institutes

30%

n =11

Transforming trajectories beyond the classroom

“She started reading more after joining the school. I see a huge improvement in her confidence.” - Parent

“I enjoy going to school everyday and my favorite part is interacting with friends and learning new things.” - Student

“My son speaks better English and now explains science topics at home.” - Parent

“Our faculty undergoes regular training programs through the Dr. Reddy’s Foundation to enhance their teaching skills.” - Headmaster

KALLAM ANJI REDDY VOCATIONAL JUNIOR COLLEGE (KARVJC)

KARVJC was started in 2003 to enable matriculate students from low-income families attain employment oriented technical education. Students from low-income families used to settle for low-paying daily-wage jobs, as it was difficult to support their family's sustenance if they pursued a four-year degree. KARVJC supports these students through two-year vocational courses.

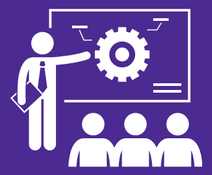
Key Program Activities in FY 23-24



9 technical courses offered are: Accounts & Taxation, Pharma Technology, Electrical technician, Automobile Engineering Technician, Computer Science, Medical Lab Technician, Multi Purpose Health Worker-Female, Physiotherapy, Pre School Teacher Training



Bridge courses in Math, Chemistry and Physics (MCP) and Biology, Chemistry and Physics (BCP) are provided to students for supporting them to write national entrance exams



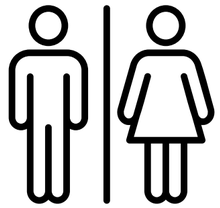
On-the-job training (OJT) with relevant technical organisations for students to gain first-hand experience of working in a technical role with a potential employer



Soft skills training for students who plan to appear for interviews to gain employment & Placement services for students who are seeking employment in technical roles in organisations

Demographics

Students



Gender Ratio: 4:1



of the students are **First-generation learners**



Students aged between 17 and 19 years

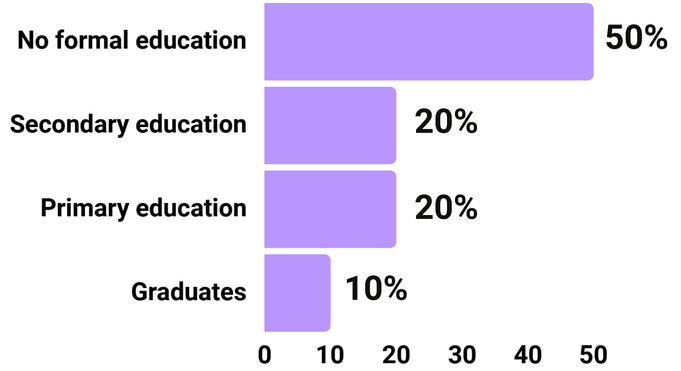


95% of students come from low-income families

n =10

Parents

Parents education level



Parents' occupation



The respondents work in various occupations such as carpentry, farming, driving, daily labor, business, real estate, and homemaking, with the highest being carpenters and farmers (20% each).



Parents aged between 39 and 52 years

n =10

Ensuring education meets student & community needs



Most students are from low-income, marginalized communities (SC, BC, OBC), with **vocational education addressing the lack of quality higher education in rural areas**



High female enrollment in healthcare courses highlights gender-inclusive access with **82% of parents reporting relief from educational expenses**



85% of students finding the curriculum relevant to their career aspirations, and **78% of parents acknowledging its practicality**

n =10

Year-on-Year Improvements

Metric	FY23	FY24	Insights
Student Strength	802	815	“Stronger mobilization, more girls enrolled in health & pharma courses” - Headmaster
Pass % (2nd Year)	~82%	92%	“Teachers spent extra time after class and helped us with past paper.” - Student
A-Grade %	Not tracked	67%	“Remedial teaching has been introduced for weak performers” - Lecturer
Placement (within 6 months)	32%	67%	“Mock interviews gave me the confidence to talk like a professional” - Student
Girls in Healthcare	Not tracked	198	“We’ve seen more girls joining and getting placed in labs and clinics” - Lecturer

*** The data in this table was taken from Dr. Reddy’s Project report and secondary data*

Driving holistic development in education

Academic Excellence

Over **60% of students from vocational streams** (like Computer Science, MLT, etc.) pursue higher education after completion

15+ students have **secured admission into advanced degree programs** such as B.Tech, B.Sc., or specialized lab technician courses

30% of students from MLT and Health-related courses **opt for professional certifications and university-level healthcare programs**

Outreach Activities

Regular **industrial visits every 3 - 4 months** are conducted for all students, providing hands-on exposure across Pharma, Health, and Technical sectors.

Students come from **State Homes, Government Orphanages, and NGOs like Dezire Society (supporting HIV-affected families)**, ensuring the college serves a broad spectrum of underprivileged youth.

The college benefits from a **strong student and alumni referral system** as most new admissions come through word-of-mouth and peer networks, especially among marginalized communities

Campus Amenities

Recent admissions show **higher enrollment of girls than boys,** which may reflect more inclusive and accessible amenities, especially for young women from marginalized backgrounds.

On-the-job training for **1 month is provided to all second-year students,** strengthening practical learning aligned with their vocational stream.

A team of 37 faculty and staff members support both academic and co-curricular activities for **827 students enrolled across 9 vocational courses,** ensuring personalized guidance and holistic development

All students undergo **regular soft skills and aptitude sessions** every alternate day, using activity-based modules developed by Dr. Reddy's, to enhance employability and interview readiness.

*** The data in this slide was taken from Dr. Reddy's Project report, secondary data and interview with the Headmaster*

Empowering futures through skill-based education



Confidence & Communication

100% of student respondents reported increased self-confidence

- English fluency
- Interview handling
- Public speaking



Family Empowerment

The vocational program helps improve the lives of entire families, extending its impact beyond individual students. For nearly **80% of families, having a skilled earning member reshaped financial dynamics** such as reducing reliance on a single income and fostering shared responsibility. In 65% of cases, families reported increased financial resilience, with **students contributing 30–40% of household income.**



Health Awareness

35% of KARVJC students have **actively contributed to community health initiatives.** Their efforts span across vital areas such as **vaccination drives, promoting hygiene practices, and improving nutrition awareness, particularly for adolescent girls.**



Gender Inclusion

Gender disparities in placements exist, with **more male students securing jobs,** though female placement rates are improving. Industry biases influence hiring trends, making it essential to **create more inclusive employment opportunities for female students.**



Alumni Mentorship

20–30% of alumni continue to engage with the institute **through mentorship or placement support.** This involvement enhances peer learning for current students but also **builds a sustainable ecosystem** where knowledge, motivation, and opportunities are shared across batches.

n =10

Nurturing potential, enriching futures

Parent Engagement

80% of parents (n=10) noticed positive **behavioral changes such as discipline, maturity, and responsibility**

84% of parents demonstrated a clear understanding of their child's career aspirations, reflecting a high level of awareness and active involvement in their future planning

60% of parents shared that their children had shown significant **improvement in communication skills, with many now confidently speaking in public or guiding others**. 50% noted a boost in confidence and self-expression, while 40% said their children were using medical or technical terms at home, showing real-world application of learning. **20% noted visible leadership skills, like taking initiative in class or helping peers.**



n = 10

70% of parents reported that the program reduces their financial burden by offering low cost, job oriented training, helping their children secure employment without pursuing expensive degrees

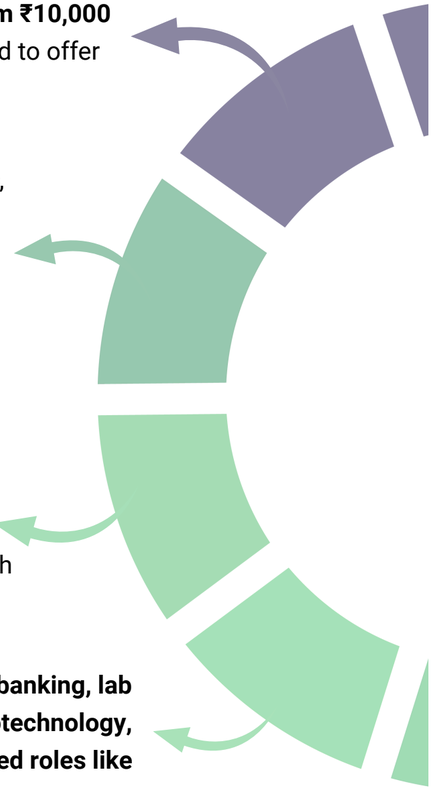
Students' Career Goals

The average **salary ranges from ₹10,000 to ₹20,000.** Part-time roles tend to offer around **₹5,000 to ₹6,000**

67% aim to secure job placements, 66% wish to pursue higher education, and **33% are inclined towards joining a business, including family-run enterprises**

Students experienced a noticeable **increase in self-confidence post technical training**, soft skills development, and exposure through OJT placements

Students aspire to careers in **banking, lab technology, teaching, and biotechnology, with some aiming for advanced roles like CA or MBA in finance**



n =10

Transforming trajectories beyond the classroom

“We’ve doubled placements and improved outcomes significantly in just one year.” - Program Lead

“Thanks to OJT and interview practice, I landed a job before my final exams.” - Student

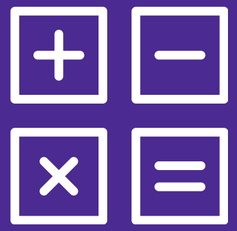
“He has improved his communication skills and confidence. I now see a good future ahead of him.” - Parent

“Our students primarily come from underprivileged backgrounds, including state-run homes and orphanages, and we strive to provide them with equal opportunities for success.” - Headmaster

SCHOOL IMPROVEMENT PROGRAM (SIP)

Launched in 2011, School Improvement Program (SIP) aimed at providing quality education to children studying in government schools near Dr. Reddy's in Bachupally. Initially starting with 11 schools, the program has now expanded to 100 government schools in Telangana and Andhra Pradesh.

Key Program Activities in FY 23-24



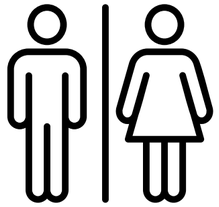
FLN-EL Program (Grade 6) focuses on foundational literacy and numeracy in Telugu, English, and Math. Numeracy covers core operations through activity-based learning, while English emphasises phonetics, blending, and passage reading for fluency. Initiated FLN & EL intervention in 100 government schools in AP & TS leading to a significant change in learning outcomes



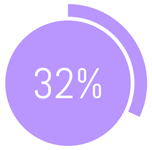
WaSH Sessions (Grades 6-10) educate students on personal hygiene, sanitation, menstrual health, nutrition, and water intake, fostering lifelong healthy habits. Public Health Educators (PHEs) completed the formation of school health clubs in 100 schools. These school health clubs are actively working according to their roles and responsibilities at schools

Demographics

Students



Gender Ratio: 3 : 1



of the students are **First-generation learners**



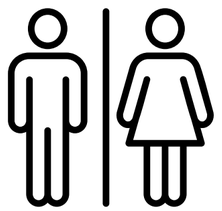
Students aged between 10 and 15 years



Class sizes range from 26 to 46 students

n =59

Parents

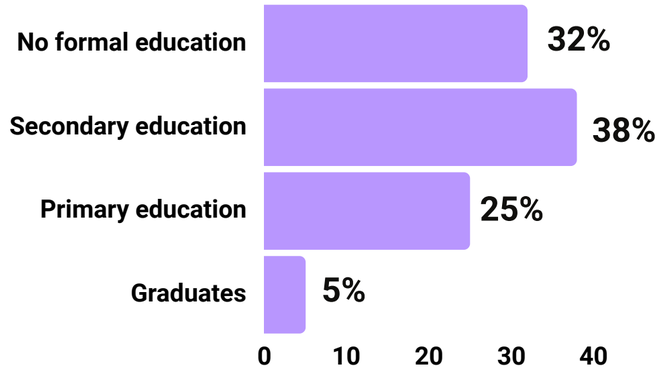


Gender Ratio: 2 : 1



reported being the **primary earners in their families**

Parents education level





Parents aged between 23 and 50 years

n =57

Holistic interventions focused on learning & health

The program operates in three districts of Andhra Pradesh (Srikakulam, Vizianagaram, Visakhapatnam) and two districts of Telangana (Hyderabad, Nalgonda), reaching 5,000+ students with 50 FLN teachers. The the student-teacher ratio depends on the classroom strength per teacher

The FLN facilitator teaches two Grade 6 classes per day, alternating between two schools within a 5-km radius. A 130-hour curriculum focuses on numeracy, phonics, reading comprehension, and passage reading.

Student assessments (Formative & Summative) occur every three months. Low-scoring students receive targeted teaching interventions to ensure they reach the required learning level by year-end. Progress reports are shared with parents via WhatsApp for transparency and engagement.

FLN teachers are graduates with a B.Ed. degree/ relevant degree with 6 months to 1 year of experience. Selection includes comprehension assessment, English proficiency test, a demo class (reviewed by L&D), and an HR interview.

Public Health Education (PHE) educators specialise in nursing, home science, or nutrition. They are selected through a three-round interview process and receive 3+2 days of specialised training before deployment. They select 3 student leaders in each section to promote WaSH (Water, Sanitation, and Hygiene) practices. A well-structured Student Leadership Model ensures the program's sustainability, with leaders chosen through knowledge-based assessments and retaining their roles unless they choose to step down.

Teacher retention is stable, supported by a backup resource pool for continuity. Experienced teachers from past programs, such as Science Labs, have transitioned into trainer roles.

*** The data in this slide was taken from Dr. Reddy's Project report and reflects secondary data*

FLN & EL learning gains

59% **students reported improved academic confidence**

95% of students attended at least one **English session,** demonstrating strong participation

Learning through **phonics, reading comprehension, arithmetic**

The structured sessions have helped students grasp **complex mathematical concepts** with ease, making learning enjoyable and practical

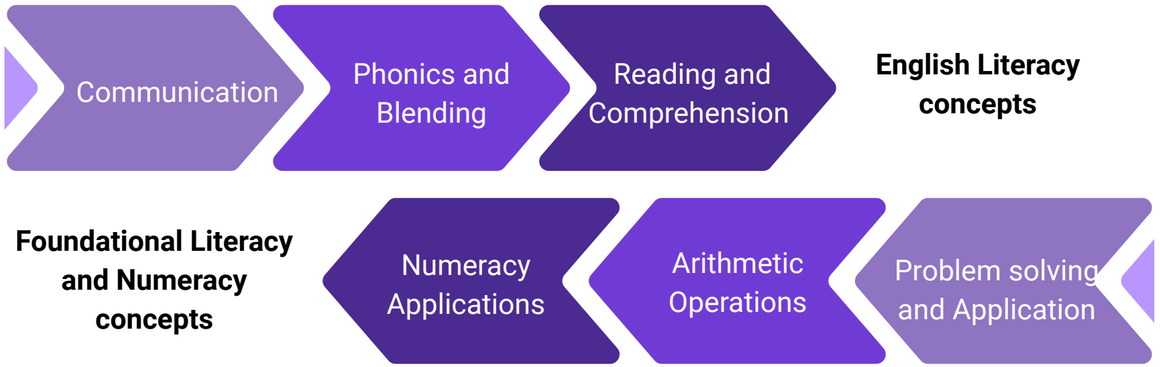
The emphasis on **problem-solving, creative writing, and interactive learning methods** has made learning more engaging and effective

Students have engaged in spoken English sessions, grammar lessons, **and phonics-based learning, helping them read, write, and speak fluently**

Students believe that their improved English skills will help them in **job opportunities, interviews, and International interactions**

n =59

Students' learning gains



Parents' Insights

Parents have reported encouraging progress in their children's academic journey, with **38% observing clear improvements in reading, writing, and solving Mathematics problems,** indicating stronger engagement with foundational concepts. Around **25% highlighted noticeable growth in English speaking and communication,** showing increased confidence in language use at home and in school. Additionally, 22% noted better reading and writing skills in both English and Telugu, pointing to improved literacy across languages. **18% of parents shared that their children are showing steady and consistent improvement across subjects,** reflecting the positive outcomes of structured learning support and interventions under the FLN framework.

n =57

Better hygiene, healthier homes

Students' Insights

89% students reported that maintaining cleanliness in school and their surroundings not only keeps them healthy and active but also fosters positive thinking and discipline.

Students reflected handwashing, proper waste disposal, and hygiene practices have helped in preventing diseases like diarrhoea and cholera, ensuring a healthier learning environment.

The program has also influenced students' dietary habits, encouraging them to consume nutritious food like eggs and ragi malt, which has enhanced their concentration and physical strength.

n =59

Parents' Insights



80% of students now wash their hands regularly to prevent diseases



90% of students are now segregating wet and dry waste at school whereas **75% reported** their classrooms and school premises are very clean



60% of parents acknowledged an improvement in their child's cleanliness and self-care habits.



89% of parents mentioned that their child had attended WASH sessions and noticed improvements in their hygiene and health habits.

n =57

In their words: transforming education and lives

“Students are assessed every 3 months. Parents receive progress updates on WhatsApp, enabling learning beyond school walls” - Program Lead

“Earlier I couldn’t read well but now I read stories to my sister every night before sleep” - Student

"Earlier I would scold my son for not washing hands after playing and now he reminds me to wash hands and keep surroundings clean" - Parent

“I want to enroll our daughter in medical coaching as she aspires to become a doctor." - Parent

SASHAKT SCHOLARSHIP FOR WOMEN IN STEM

Sashakt Scholarship is a one-of-its-kind initiative to encourage young women across India to prepare for and pursue a career in STEM. It provides a level playing ground to girl students, especially from rural India and low socio-economic backgrounds, to get access to quality education in some of India's best STEM institutions by offering financial support and mentorship throughout their undergraduate studies.

Key Program Activities in FY 23-24



The scholarship covers three years of studies towards earning a Higher secondary/B.Sc./B.Tech/MBBS degree



With a lead woman scientist as a mentor, the scholars are guided through the crucial stages of their education, apart from having a role model for a career in STEM



Financially empower rural and economically challenged girls to access the best STEM education in India

Demographics

Sashakt Scholars



All the respondents were females as the **program exclusively catered to women**



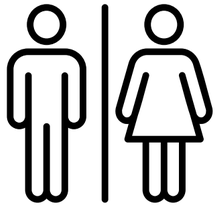
The majority of respondents fall within the 18-22 age group



50% are in their 1st year, 30% in 2nd year, and 20% have graduated

n =12

Parents



Gender Ratio: 1:1

Parents' occupation



The respondents included 30% homemakers, and 10% each were drivers, carpenters, vendors, laborers, house helps, and school cleaning staff



The average parent age is 41 years

n =10

Empowering women in STEM

The Sashakt Scholarship Program is designed to address critical gaps in women's participation in STEM education by focusing on the key areas:



Reducing economic barriers for young women pursuing STEM education



Enhancing **technical, research, and leadership capabilities**



Providing access to **experienced STEM professionals for career and academic advice**



Building a **strong network of women in STEM** to sustain long-term impact



Facilitating internships, **industry exposure, and job placement opportunities**

85% respondents mentioned that the scholarship allowed them to complete their education without the need for part-time jobs or loans, which would have been a significant challenge for their families

75% respondents mentioned that the scholarship helped cover their admission fees, semester fees, and in some cases, the costs of essential resources like laptops or books

70% respondents expressed aspirations to pursue advanced degrees or career positions in fields such as Software Development, Research, Government Services, and Agricultural Sciences

70% respondents mentioned that the scholarship helped them gain independence, particularly those who moved away from home to study, and appreciated the chance to build a support network away from their hometowns

n =12

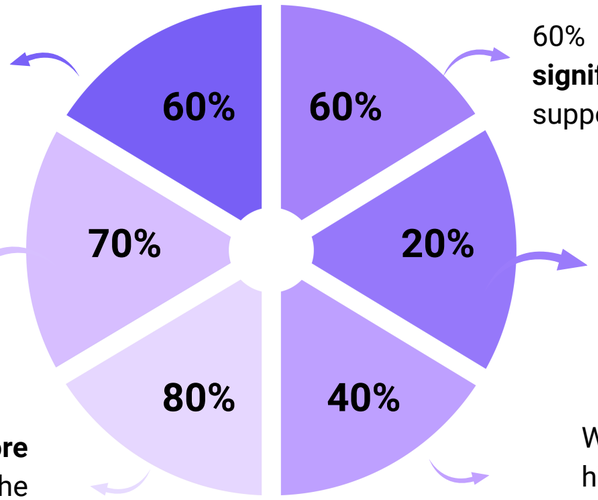
From financial relief to future leaders

Impact on Sashakt Scholars

60% of students **reported a greater understanding of STEM careers.** This exposure helps young women from rural and underprivileged backgrounds to pursue careers in STEM

70% of students expressed **interest in guiding future aspirants**. This ensures long-term impact by empowering the next generation of young women to follow similar career paths in STEM

80% of students **stated that their families became more supportive of their STEM education after** receiving the scholarship.



Impact on Parents

60% of **parents acknowledged that the scholarship significantly reduced financial burdens,** allowing them to support their daughter's education without economic strain

While only 20% of parents explicitly r**ecognised increased confidence and motivation in their daughters, this indicates a potential gap in parental awareness**

With an average rating of 9.8/10, the scholarship received high parental approval, and 40% of parents stated they **would actively recommend it to others**

60% students reported an **increased awareness and understanding of careers in science, technology, engineering, and mathematics**. While financial barriers often limit the pursuit of higher education, 80% of the recipients shared that the scholarship significantly reduced the financial burden on their families. Moreover, its impact goes beyond financial support as **70% of the students expressed a strong desire to mentor future scholars,** indicating a growing sense of confidence and leadership fostered by the program

n =12

n =10

Real stories, real impact: The Sashakt eperience

“Most of the aspirants come from economically disadvantaged backgrounds, and witnessing their dedication and hard work after receiving the scholarship fills me with pride." - Program Lead

“In my village, girls don’t usually go for engineering. My parents were skeptical, but the scholarship gave them confidence that I could continue my education” - Aspirant

“The day my daughter got selected for this scholarship was the happiest day for us. It made me believe that her dreams can change our situation.” - Parent

“I was unable to afford her Engineering college fees so she had to drop out for a year. I am grateful for Dr Reddy's team for helping my daughter” - Parent

DR. K ANJI REDDY'S CAN-DO ETR GRANTS

Dr. Reddy's is committed to advancing scientific research by supporting early-stage translational efforts. Through the Dr. K. Anji Reddy CAN DO ETR (Catalysing Academic New Discovery Opportunities - Early Translational Research) initiative, the organization strives to strengthen India's research ecosystem and foster innovation. Implemented in collaboration with Ignite Life Science Foundation, this initiative is grounded in the spirit of enabling knowledge creation and community benefit, with no orientation toward commercialization or proprietary outcomes.

Key Program Activities



Cost Savings in Healthcare and Advancing Novel Therapies



Accelerating Biotech Innovation and Drug Discovery

Foundational Impact

Scientists report accelerated research progress because of the grant

Projects achieved critical early-stage research milestones within the first year of support.

50% resolved infrastructure issues using grant funds

Boosts employment in R&D and translational medicine

Improved Public Health Outcomes - Research focused on developing alternative treatments for chronic pain, addressing a major healthcare gap and reducing reliance on opioids. It aims to provide cost-effective, safer pain management solutions, improving healthcare access for underserved populations.

Cost Savings in Healthcare Systems - Support enables the development of more efficient chemical production methods, leading to lower costs in drug manufacturing and diagnostics. By improving production processes, the research can reduce overall healthcare delivery costs, benefiting both public and private systems.

Strengthening India's Scientific Innovation Ecosystem - Support enables researchers to tackle infrastructure and funding challenges, advancing critical research in India. The research strengthens India's scientific base, promoting innovation and collaboration in biomedical and pharmaceutical fields.

***2 IDIs were conducted with the Scientists*

SKILLING AND LIVELIHOOD



Background

Dr. Reddy's CSR Skilling initiatives provide skill-based training and employment opportunities for youth and Person with disabilities while also supporting small and marginal farmers in adopting modern technologies and advanced agricultural practices. This initiative has benefited both the recipients and the company, creating value for its stakeholders.

Objective: To boost employability of youth, and Person with Disabilities and address the gap in agricultural extension services, particularly for marginal farmers, by facilitating access to public extension resources, involving agricultural experts, promoting best practices, and fostering peer learning and knowledge sharing among farmers.

Programs

Youth Skilling

Persons with Disabilities (PwD) Skilling

Healthcare Skilling

Making Integrated Transformation Through Resourceful Agriculture (MITRA)

Spending in FY 23-24

INR 20.15 Cr

Implementing Partner

Dr. Reddy's Foundation

Outreach in FY 23-24

1530 Youth Skilling Aspirants

1252 PwD Skilling Aspirants

641 Healthcare Skilling Aspirants

76,851 farmers

Coverage

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

Convergence

Sustainable Development Goals 2030



The Companies Act, 2013
Enhancing vocational skills, especially among children, women,the elderly, and the differently abled and livelihood enhancement projects

YOUTH SKILLING

Dr. Reddy's Youth Skilling Program focuses on building core employability skills of youth that are domain agnostic and help youth meet job requirements of multiple sectors; placing them in quality jobs that match their aspirations.

Key Program Activities in FY 23-24



Mobilization: Customised outreach activities for the centre to enrol the right target group for the program



Training: Activity-based sessions leveraged to equip youth with core employability skills



Counselling: Youth are oriented about the reality of job market and their aspiration related to job is captured



Placement: Candidates are provided employment opportunities in companies aligning with their aspirations using a match-making platform



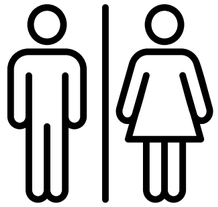
Assessment and Certification: Candidates are assessed based on their knowledge and skills and provided certification



Post-placement follow-up: Concurrent monitoring of placed candidates to ensure job continuity

Demographics

Youth



Gender Ratio: 3 : 5



had no prior work experience



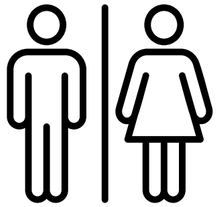
Youth aged between 18 and 30 years



Education level: From 11th Grade to Graduates

n =32

Parents



Gender Ratio: 1 : 2



Average age of parents is 42 years



66% reported having 3 financially dependent family members

n = 6

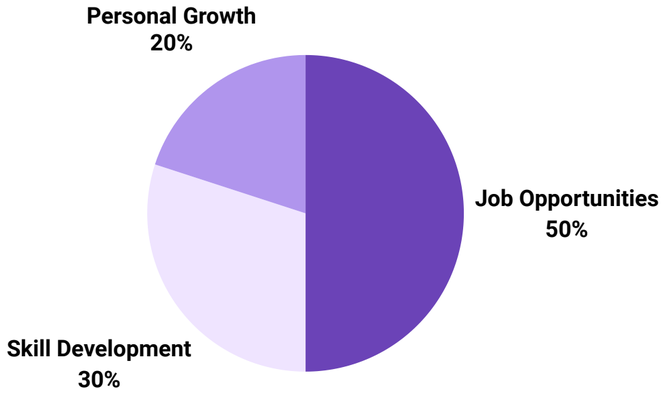
Year-on-year program metrics: FY23 vs FY24

Metrics	FY23	FY24
Youth Incepted	276	1530
Training Completed	240	1426
Placed in Jobs	171	1012
Average Monthly Salary	₹13,712	₹13,945
Placement Rate	~71%	~71%

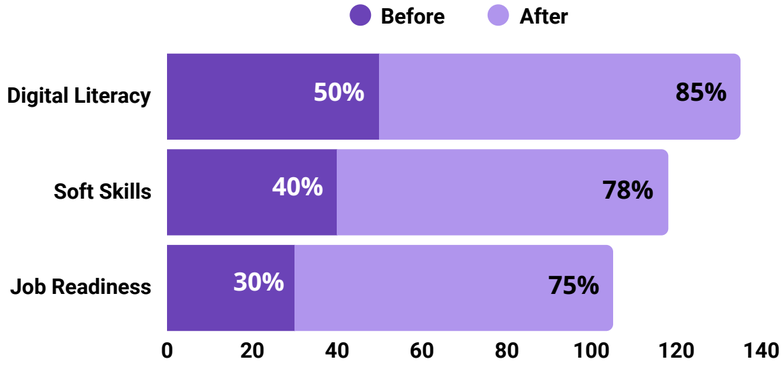
*** The data in this slide was taken from Dr. Reddy's Project report*

Youth journey: motivation, discovery & alignment

Youth motivation to join the program



Youth Perspectives on Skill Growth Before and After Training



Discovery of the Training Program

- 60% of the participants discovered the program through friends and family
- Social media and promotional efforts accounted for 25% of awareness, while community outreach contributed to 15% of participant engagement

Awareness of Other Institutions

- 78% of participants were unaware of alternative institutes
- 15% mentioned Nandi Foundation, which charges ₹550 for a 2-month course
- 7% heard of IGDR, but found DRF's free training accessible

Reasons for Enrollment

- 85% of participants joined for job opportunities and skill development
- 10% wanted to learn something new to upskill themselves
- 5% mentioned they were encouraged by friends or family

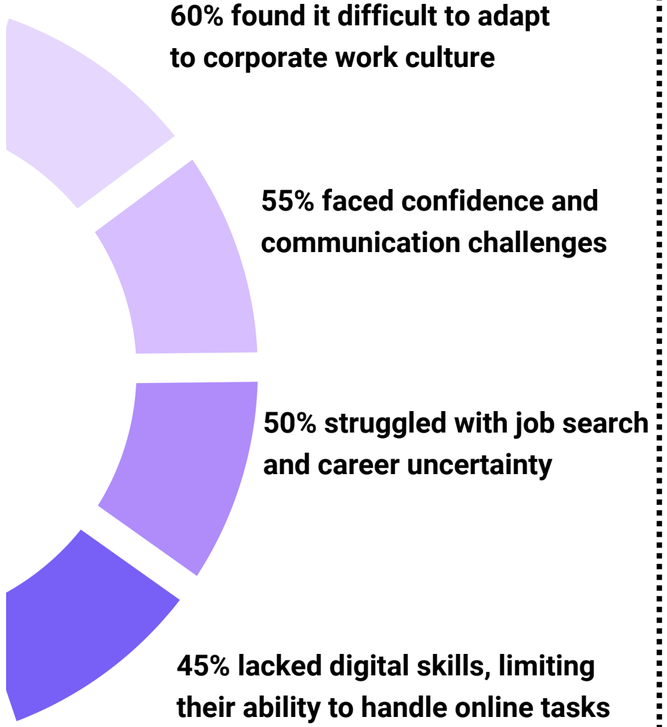
Training Experience

- 90% found the registration process well-organized
- 85% rated counselling as helpful in guiding career choices
- 88% said facilitators were knowledgeable and explained concepts well

n =32

Unlocking opportunities: path to success

Struggles of Youth



60% found it difficult to adapt to corporate work culture

55% faced confidence and communication challenges

50% struggled with job search and career uncertainty

45% lacked digital skills, limiting their ability to handle online tasks

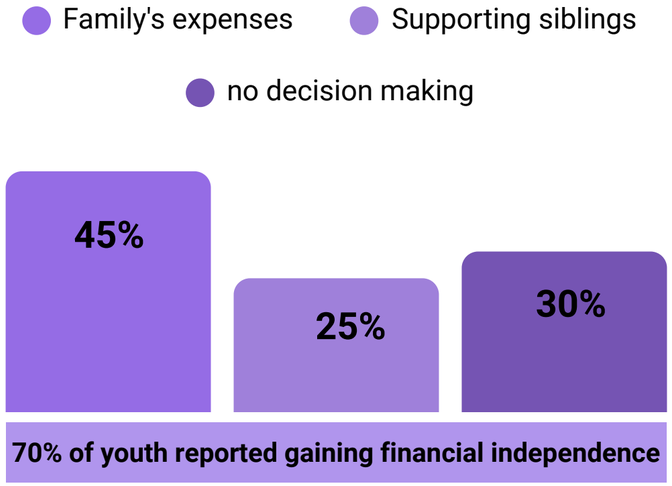
n =32

Transformation of Skilled Youth

85% experienced a boost in confidence at workplace, with benefiting from increased self-worth and professional identity

70% youth reported increased respect in their communities and families, while 30% enrolled in further upskilling programs

60% faced initial struggles in corporate environments and have gradually improved their soft skills and professionalism



70% of youth reported gaining financial independence

Parents' Insights

92% parents reported a significant improvement in their child's confidence and communication skills

82% parents reported that their family's financial situation improved after their child got a job.

88% parents stated that their child now contributes financially to the family after completing training

74% parents hope their child will secure a better job and higher salary in the future.

n =6

Voices of impact: transforming skills into futures

“We didn’t think our daughter would get a job given her education qualification but now, she supports her siblings.” - Parent

“I wasn’t sure anyone would hire me. Now I have a job and believe in my skills.” - Aspirant

“My son was having trouble in deciding which course to take up after 12th because of his marks, but this training program gave him good hopes for future” - Parent

“I never thought I’d be able to speak in interviews. Now, I handle customer calls with ease.” - Aspirant

PwD SKILLING

Person with Disabilities skilling is a placement-linked skilling program for youth with locomotor, visual, speech and hearing impairment, which aims to mainstream them in the workforce by training them on core employability skills.

Key Program Activities in FY 23-24



Mobilization: Customised outreach activities for the centre to enroll the right target group (Persons with Disability) for the program



Training: Activity-based sessions leveraged to equip youth with core employability skills



Placement: Candidates are provided employment opportunities in companies aligning with their aspirations using a match-making platform



Counselling: PwDs are oriented about the reality of job market and their aspiration related to job is captured



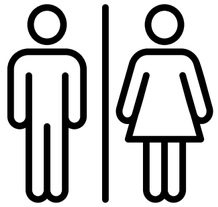
Assessment and Certification: Candidates are assessed based on their knowledge and skills and provided certification



Post-placement follow-up: Concurrent monitoring of placed candidates to ensure job continuity

Demographics

PwD



Gender Ratio: 7 : 3



had no prior work experience



PwD aged between 18 and 30 years



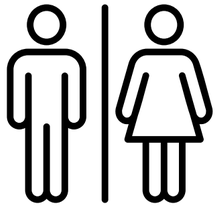
Education level: From 11th Grade to Graduates



46% of participants have a physical disability, 15% have an intellectual disability, while others experience hearing, speech, or visual impairments

n =29

Parents



Gender Ratio: 3 : 2



Average age of parents is 57 years



87% reported having 3 financially dependent family members

n = 8

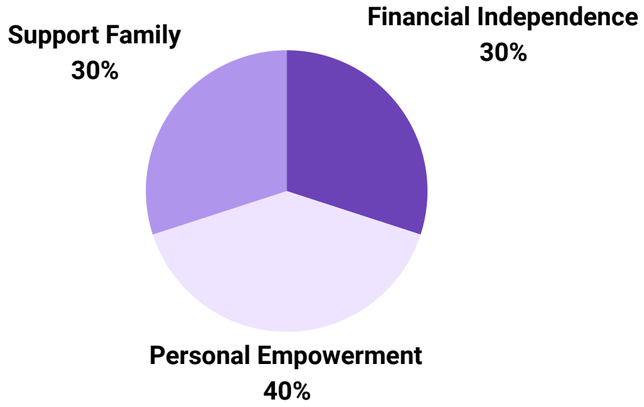
Year-on-year program metrics: FY23 vs FY24

Metrics	FY23	FY24
PwD Incepted	378	1252
Training Completed	352	1194
Placed in Jobs	264	836
Average Monthly Salary	₹12,003	₹12,507
Placement Rate	~70%	~70%

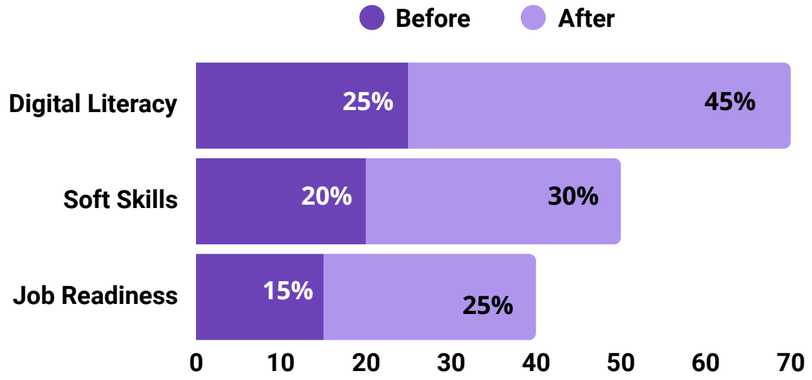
*** The data in this slide was taken from Dr. Reddy's Project report*

PwD journey: motivation, discovery & alignment

PwD motivation to join the program



PwD Perspectives on Skill Growth Before and After Training



Discovery of the Training Program

- 60% of the participants discovered the program through word of mouth, including friends, and family
- 30% were referred by NGOs or other institutions, while 10% discovered it online via social media or websites

Awareness of Other Institutions

- Only 30% of participants were aware of similar training programs before enrolling

Reasons for Enrollment

- 60% participants enrolled due to the program's strong reputation, positive reviews, and accessibility
- Others preferred it because of specialized support, such as disability-friendly training

Training Experience

- Around 80% of participants were highly satisfied, while 20% reported being satisfied with the program
- Participants praised supportive trainers, hands-on learning, and increased job readiness, though some needed more time to upskill

n =29

Beyond employment: building independence

PwD Insights



80% of PWD participants secured jobs after completing the training whereas 20% are still unemployed, with waiting for better opportunities

75% of participants are now **contributing financially to their families.** Around 65% also mentioned that their opinions are now valued more in household decisions

90% of participants reported an increase in confidence after training. Additionally, **60% improved their communication skills, and 70% gained useful computer and technical skills**

80% of employed PWDs stated that their **workplace provides disability-friendly support.** This includes sign language training and helpful colleagues

70% of employed PWDs have stayed in the same job since placement whereas 30% are actively seeking better opportunities

n =29

Parents' Insights

Confidence Boost

90% of parents noticed a boost in their child's confidence, with many becoming more independent in commuting, decision-making, and social interactions

Financial Support

50% of trained participants started contributing to family expenses, easing financial burdens, while 60% of working graduates helped stabilize household income

Community Influence

65% of parents observed that their child's progress inspired other families in the community to consider similar training programs for their children

Career Aspirations

70% of parents hoped for their child's long-term job stability, while 30% prioritized further education, showing aspirations for continuous growth and career security

n = 8

Voices of impact: transforming skills into futures

“More than the salary, my daughter’s confidence has changed. She believes in herself, and that is the biggest success.” - Parent

“I wasn’t sure anyone would hire me. Now I have a job and believe in my skills.” - Aspirant

“My child has become more confident, independent, and now supports our family - this program changed our lives - Parent

“Before this training, I had never worked. Now, I not only have a job but also save ₹5,000 a month. I feel independent for the first time in my life.” - Aspirant

HEALTHCARE SKILLING

Addressing the shortage of skilled healthcare professionals, the Healthcare Skilling Program prioritizes training for women from low-income families. Focused on creating proficient allied healthcare workers, the program equips women with quality training tailored for roles in the non-medical health sector, ensuring their readiness for the workforce.

Key Program Activities in FY 23-24



Mobilization: Customised outreach activities for the centre to enrol the right target group for the program



Training: Activity-based sessions leveraged to equip women with core employability skills



Placement: Candidates are provided employment opportunities in companies aligning with their aspirations



Counselling: Candidates are oriented about the reality of job market and their aspiration related to job is captured



Assessment and Certification: Candidates are assessed based on their knowledge and skills and provided certification



Post-placement follow-up: Concurrent monitoring of placed candidates to ensure job continuity

Demographics

Youth



All the respondents were females as the **program exclusively catered to women**



had no prior work experience



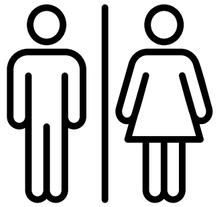
Youth aged between 18 and 30 years



Education level: From 11th Grade to Graduates

n =32

Parents



Gender Ratio: 1 : 4



Average age of parents is 41 years



60% of respondents are supporting 4 family members, while 40% are supporting 3 family members financially

n = 5

Year-on-year program metrics: FY23 vs FY24

Metrics	FY23	FY24
Youth Incepted	90	641
Training Completed	85	581
Placed in Jobs	65	443
Average Monthly Salary	₹12,900	₹13,104
Placement Rate	~76%	~76%

*** The data in this slide was taken from Dr. Reddy's Project report*

Market demand & aspirants' motivation

Aspirants' motivation for joining

72% Financial independence

65% Job security in Healthcare

48% Social status & recognition

Discovery of the Training Program

40% discovered the program through word of mouth from friends, family, or colleagues

Awareness of Other Institutions

65% of participants were unaware of similar training programs before enrolling

Reasons for Enrollment

40% of participants joined for career advancement, followed by 30% skill development and 15% personal interest

Completion & Engagement

Completion rate 95%

Average attendence 89%

Number of sessions = hands-on experience 65%

Training Experience

90% of the participants rated their experience as excellent, while 10% found it good with minor improvements needed

Soft skill development

100% reported improvement in communication skills

Healthcare Knowledge

80%+ can perform patient care tasks and 50%+ mastered first aid & emergency response

Placement Opportunities

Hospitals | Diagnostic centre | Home care

Employer Validation

70% reported difficulty finding pre-trained candidates before this program

85% employers see high demand for trained staff

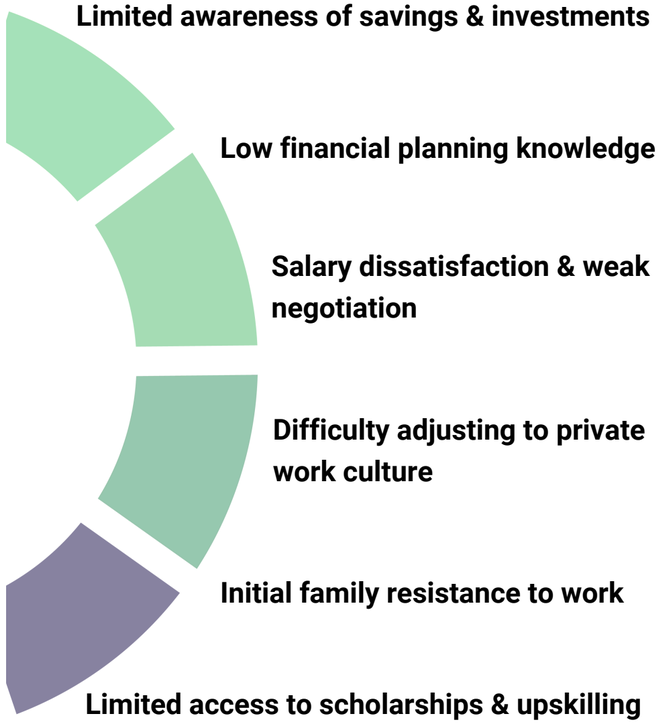
92% recruiters found graduates "Job Ready"

Women from low-income families saw this as their chance to uplift their household and gain dignity

*** The data in this slide was taken from Dr. Reddy's Project report, secondary data and interview with the Program team*

Unlocking opportunities: path to success

Struggles of Youth



- Limited awareness of savings & investments
- Low financial planning knowledge
- Salary dissatisfaction & weak negotiation
- Difficulty adjusting to private work culture
- Initial family resistance to work
- Limited access to scholarships & upskilling

n =32

Transformation of Skilled Youth

85%

aspire to specialize further in General Nursing and Midwifery, B.Sc. Nursing, or specialized healthcare roles

90%

youth reported increased respect in their communities and families, while 45% are enrolling in further upskilling programs

65%

individuals plan to continue working after marriage, indicating a strong commitment to their professional careers

Parents' Insights

50% trained students started contributing financially, with some reducing their family's financial burden

60% parents expected their child to gain confidence and communication skills

60% youth helped in family expenses, with 40% contributing to daily needs or loan repayments

75% reported their child becoming more responsible, independent, and socially active after training

65% parents said that seeing their child's progress encouraged others to consider similar trainin

95% parents hope their child will secure a better job and higher salary in the future.

n = 5

Voices of impact: transforming skills into futures

“It is because of her that our joint family is being able to survive and we are able to live in a better condition.” - Parent

“Girls from my village are very apprehensive to go out but after the training, I have inspired my friends to join the training” - Aspirant

“I am very proud of my daughter working in Hospital and helping the doctors. I tell this to all my friends ” - Parent

“Many people call me and ask me about the program. I am happy that four people have joined this course through me.” - Aspirant

Making Integrated Transformation through Resourceful Agriculture (MITRA)

MITRA empowers farmers through the adoption of cutting-edge technology and modern farming techniques. By enhancing productivity and reducing input costs, MITRA aims to boost farmers' incomes and overall well-being. The initiative establishes community-owned platforms at the village level, facilitating efficient utilization of last-mile connectivity through a network of lead farmers. This enables small and marginal farmers, who lack access to agri-extension services, to benefit from improved agricultural practices.

Key Program Activities in FY 23-24



Farmer-to-Farmer extension through the Lead Farmers platform refers to a knowledge-sharing approach where experienced and progressive farmers (lead farmers) serve as mentors, guiding and educating fellow farmers on best agricultural practices, modern technologies, and sustainable farming methods



Package of Practices (PoP) involves using different agronomy practices (land preparation, seed treatment, seed rate, weed management, pest management, etc.) that reduces the overall cost of cultivation



Intercropping involves cultivating two or more plant species (potato and maize) closely together in the same field, increasing productivity per unit area and maximizing resource utilization



Mushroom cultivation was promoted as a non-farm intervention for enhancing the income of landless/migrant labourers particularly women

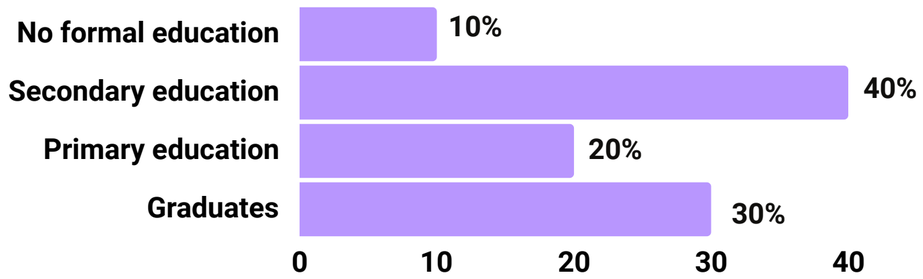
Demographics

Farmers

100% of respondents were male farmers

Interviewed farmers' age: 31–51+ years

Farmers education level





While all respondents rely on agriculture as their primary source of income, 30% also engage in supplementary activities such as dairy/livestock rearing and daily wage labor to support their livelihoods

n =10

Community Leaders

Gender Ratio: 3 : 1

75% of community leaders had over 10 years of experience

Respondents aged between 31 and 51+ years

n = 4

Reduced costs, Higher yields

Change in Inputs and Costs (Before vs After Adopting Practices)

Metrics	Pre-MITRA	Post-MITRA	% Change
Cost of Cultivation (per acre)	₹5,000 – ₹10,000	₹2,000 – ₹2,500	50–75% reduction
Input Costs – Seeds, Fertilizer, Labor	High manual labor and chemical use	Reduced labor, less fertilizer	Major savings in all input categories
Water & Electricity Usage	Higher – longer irrigation hours	Reduced water usage	30–50% savings
Net Income (per acre)	Moderate, often not profitable	Substantially improved, some doubled income	Increased profitability
Mushroom Cultivation	No cultivation or income from mushrooms	Income of ₹2,000–₹3,600 per cycle	Introduction of a new income source through mushroom cultivation, significantly improving farmer income.

Beyond practices: enabling environment for change

Farmers' motivation to join the program



Motivated by the opportunity to adopt advanced, climate-smart practices that improve yield and sustainability



Increase income through higher yields, reduced costs, and additional revenue streams like mushroom cultivation



Enhance their knowledge and skills in modern farming practices, leading to greater productivity and improved farm management

Awareness to join the program



of farmers learned about the program through **Dr. Reddy's organized village meetings,** 30% through digital engagement, and 20% through word of mouth and other sources

Delivering Change Through Support Systems

Team Interaction

85% of farmers reported that regular team interactions led to better adoption of new practices, with 70% mentioning they felt more confident applying these techniques due to consistent guidance from the team.

Communication Channels

90% of farmers preferred receiving program updates and technical advice through mobile phone communication (calls/messages), while 65% cited WhatsApp groups as effective for peer-to-peer information sharing.

Meeting & Visit Frequency

78% of farmers felt the frequency of visits (at least once a month) was ideal for maintaining engagement, with 65% stating that visits were instrumental in addressing on-ground challenges and increasing adoption rates.

n =10

Enabling adoption on the ground

Income gains confirm that not only reducing production costs but also **increasing earnings from the same land size**, leading to greater financial stability. Higher earnings enabled farmers to reinvest in better seeds, mechanization, and crop diversification, ensuring sustained long-term growth.

Transition from **traditional methods to efficient farming approaches** has been achieved, as evidenced by the adoption of zero tillage, mechanization, and improved input application. This shift highlights farmers' willingness to embrace innovation for enhanced productivity and long-term sustainability.

The farmers have adopted more efficient resource management practices, driven by better access to machinery, optimised fertilizer usage, and improved irrigation methods. The **23% cost reduction in wheat production** aligns with the adoption of zero tillage and mechanised sowing, reducing labor dependency and fuel costs.

An increase in yield demonstrates better agronomic practices, including **seed treatment, precise sowing methods, and soil fertility management.** Zero tillage has been effective in improving soil structure and moisture retention, directly contributing to higher wheat yields effectiveness in resource-scarce conditions.

n =10

Key takeaways



Peer Learning

Seeing results on other farms and **80% learnt from fellow farmers**



Higher Income

10–30% reported cost savings and 10–20% increase in yield post-intervention



Desire for Market Linkages

Farmers seek **better market access, storage solutions, and price support to sustain momentum**



Team Interaction

85% of farmers acknowledged regular and supportive engagement with program teams

n = 4

MITRA’s ripple effect: gains on ground



Improved Yield (87%) – The adoption of nuanced practices led to a 15-25% increase in crop output, particularly for wheat and paddy, by **improving soil moisture retention and plant health.**



Cost Savings (81%) – Farmers reduced fuel and labor costs by 20-30% through mechanization, **optimised fertilizer application, and water-saving techniques, making farming more cost-efficient.**



Better Soil Health (62%) – Zero tillage and crop diversification enhanced soil moisture retention and organic matter content, **leading to long-term soil fertility improvements and better drought resilience.**



Income Gains (56%) – Farmers earned 10-30% more due to higher yields, reduced costs, and **diversified income sources like intercropping and mushroom cultivation, strengthening financial security.**



Govt Scheme Awareness (44%) – Nearly half of the farmers successfully applied for financial aid and subsidies, gaining better access to credit for farm inputs, irrigation support, and mechanization.



Market Confidence (75%) – By eliminating middlemen and improving negotiation skills, farmers accessed better markets, received higher prices for their produce, and strengthened their bargaining power.

n =10



will continue using MITRA practices next season



joined or formed peer learning/support groups



gained decision-making confidence in farming



of peer farmers adopted MITRA techniques

Community Leaders view MITRA program as a **critical enabler of agricultural transformation in their villages**. The program has also built confidence among farmers by offering timely **on-ground support, access to equipment, expert guidance, and information on government schemes**. Importantly, leaders note a cultural shift: farmers are now more open to innovation, forming informal groups, and sharing knowledge. Leaders believe that sustained impact will require **stronger government partnerships, continued field-level engagement, and expansion of the program to underserved areas.**

n = 4

Farmer voices: real impact beyond numbers

“Mushroom cultivation has been our biggest success in this program, as it has helped many women who aspire to be the earning members of their families" - Program Lead

"Yes, our income has definitely increased. We are now able to invest in better seeds, fertilizers, and even buy new machinery, which was difficult before the program."- Farmer

"The soil quality has improved significantly. Even though the rainfall was lower this season, fields retained moisture better, and crops did not suffer as much as before." - Farmer

“Most of them fear to try nuanced agriculture practices, but farmers in my village are always ready to learn something that will improve their income .”- Community Leader

ENVIRONMENT



Action for Climate and Environment (ACE)

ACE focuses on tackling and mitigating the impact of climate change on communities while simultaneously increasing its resilience to climate risk. It deploys varies strategies for climate-proofing the livelihoods of small and marginal farmers to the increasingly adverse impact of climate change by nudging them to adopt climate-friendly technologies and farming practices.

Key Program Activities in FY 23-24



Dry Direct Seeded Rice (D-DSR) is a method of sowing rice seeds directly into dry soil by broadcasting, drilling with tractor-powered machines, or dibbling/hill planting, eliminating the need for nursery preparation or transplantation



Zero Tillage Maize (ZTM), also known as no-till farming, is a conservation agricultural technology that involves sowing crop seeds directly into unplowed fields, eliminating tilling and minimizing soil disturbances



Wet Direct Seeded Rice (W-DSR) involves sowing pre-germinated seeds in wet puddled soils, offering an alternative to conventional rice transplanting methods



Alleyways in Paddy involves transplanting paddy in rows with pathways of 20-30cm width after every 2-3 meters, enhancing sunlight exposure and aeration in the rice field



Alternate Wetting and Drying (AWD) is a water-saving irrigation technique for lowland rice production, involving periodic drying and re-flooding of fields to reduce water consumption and greenhouse gas emissions without significantly impacting yields

Demographics



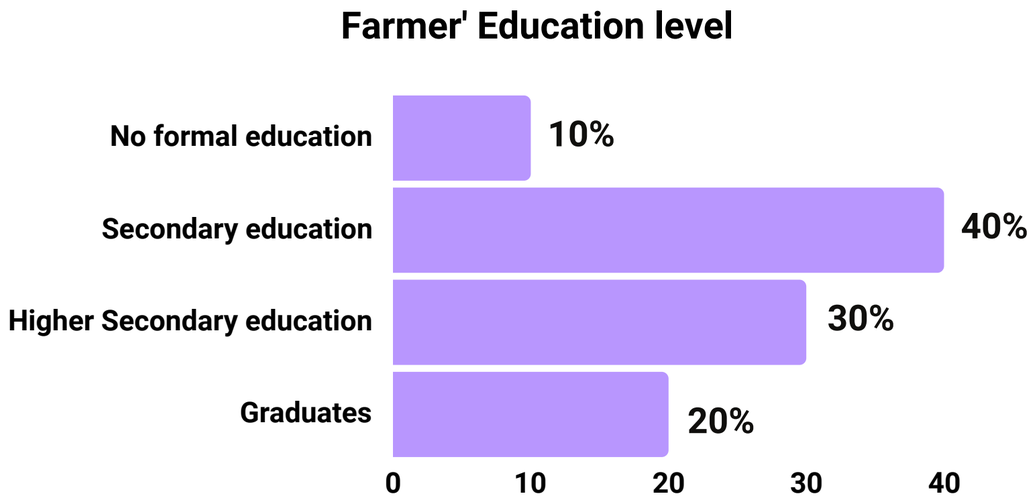
100% of respondents were male farmers



Interviewed farmers’ age: 31–50 years



While all respondents rely on agriculture as their primary source of income, 40% also engage in supplementary activities such as dairy/livestock rearing and daily wage labor to support their livelihoods



n =10

Year-on-year program metrics: FY23 vs FY24

Change in Inputs and Costs (Before vs After Adopting Practices)

Metrics	FY23	FY24	% Change
Fertilizer Usage (kg/acre)	350–500 kg	150–300 kg	↓ 40%–60% usage
Water Usage (Kl/acre)	Frequent watering	3–4 times watering	Drastically reduced; water & electricity saved, groundwater improved
Seed Cost (₹/acre)	₹1,500–₹10,000	₹500–₹7,000	↓ 30%–60% cost; quantity used: 25 kg → 10–15 kg
Yield (Quintals/acre)	20–30 Quintals	30–40 Quintals	↑ 30%–50%; better productivity
Income (₹/acre)	₹40,000–₹60,000	₹60,000–₹75,000	↑ ₹15k–₹20k (30%–40%); in some crops, stable gross income but higher net profit due to lower input costs
Total Production Cost (₹/acre)	₹25,000–₹40,000	₹15,000–₹25,000	↓ ₹10k–₹15k (35%–40%) cost reduction; driven by savings in seed, fertilizer, labor & water use

*** The data in this slide was taken from Dr. Reddy's Project report and primary data (n=10) from Farmers*

Beyond practices: enabling environment for change

Farmers' motivation to join the program



Rising input costs, especially labor and fertilizer, created a strong push factor toward new practices



Disillusionment with traditional methods, seeing them as non-viable in current climate and economic conditions



Objective of program being a long-term investment against climate variability, pest outbreaks, and income instability

Awareness to join the program



of farmers learned about the program through **Dr. Reddy's organized village meetings,** while around 20% were introduced via **peer farmers or KVK centers**, and about 10% discovered it by **observing neighbors or local influencers such as "ideal farmers**

Delivering Change Through Support Systems

Team Interaction

100% respondents cited regular and responsive support from field staff
Foundation staff embedded in the community, creating a trust-based support system

Communication Channels

WhatsApp groups (Raithu Kosam) functions as micro knowledge hubs, enabling real-time query resolution, peer discussion and sharing of alerts (weather, pests, input supply updates)
Mobile phone was the secondary method for direct calls

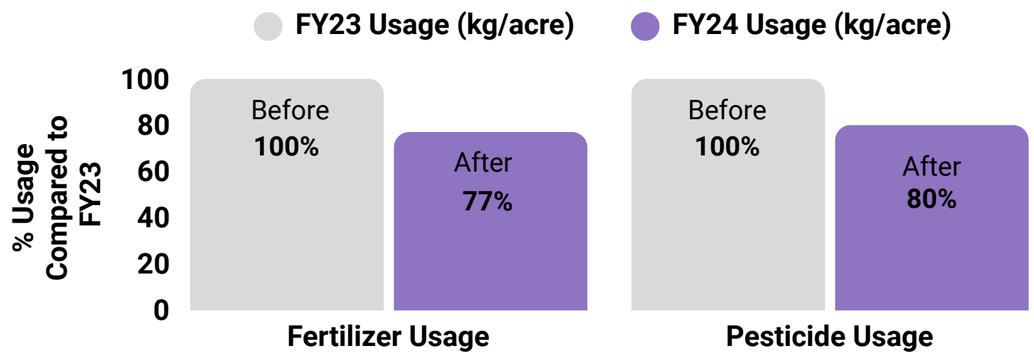
Meeting & Visit Frequency

90% of them reported that the meetings are held every month whereas visits were not just routine but emergency visits during pest outbreaks or issues show proactive support
Mention of scientist involvement from KVKs and Government institutes enhanced credibility and technical trust

n =10

Enabling adoption on the ground

Reduction in Agrochemical Usage as Reported by Farmers



This shift improves soil health and prevents degradation, ensuring long-term productivity. Reduced chemical use fosters more sustainable and eco-friendly farming

23% Reduction in Fertilizer Consumption

Reduced pesticide use has made farming safer and more sustainable, protecting human health and biodiversity. Lower chemical exposure improves worker safety and reduces the ecological footprint

84% Reported Fewer Pest Infestations

Key takeaways

Knowledge Sharing

79% reported that **SHGs played a key role** in knowledge sharing and skill-building

Higher Income

38% increase in income per acre by **reducing input costs and increasing yield**

Policy Scaling

More than 65% of farmers **benefitted from subsidy programs** supporting DSR and Zero Tillage adoption

Climate-Smart Practices

Widespread adoption of DSR & Zero Tillage led to **improved soil texture, water savings, and lower fertilizer use**

n =10

Tangible impact on farmers

Income Boosts from Efficient Practices

Farmers using drip irrigation and zero tillage reported income increases of 20–40%, mainly due to savings on irrigation and land prep, plus better yields. Zero tillage in wheat saved ₹3,000–₹5,000 per acre and earned ₹6,000–₹10,000 more per season.

₹22,000 → ₹26,500 (↑ 20%)

Yield Gains through Better Soil and Water Use

Yields improved by 10–25% with zero tillage and drip irrigation. Zero tillage led to healthier soil and better moisture retention, after two seasons. Drip boosted yields in vegetables by 15–25%. AWD kept yields stable or higher (5–10%) using less water.

16 → 19.5 quintals/acre (↑ 22%)

Cost Reductions in Labor, Water, and Fertilizer

AWD and zero tillage cut irrigation and labor needs by 20–30%, saving ₹1,500–₹2,500 per acre. Zero tillage also reduced labor by 20–40%. Drip irrigation helped farmers save 10–15% on fertilizers via fertigation.

Seed, Labor, Fertilizer (↓ 20%, ↓ 19%, ↓ 20%)

Training & Capacity Building

- Regular training sessions on climate-smart agriculture techniques (e.g., zero tillage, AWD, drip systems).
- On-field demonstrations to show practical application and benefits.

Handholding & Extension Support

- Field officers and agri-extension staff provided ongoing handholding during sowing, irrigation, fertilizer application, etc.
- WhatsApp groups and village-level meetings created a peer learning environment.

Input & Infrastructure Support

- In some areas, the program facilitated access to key tools like zero-till seeders, drip kits, and moisture meters.
- Collaborations with local agri-dealers ensured availability of quality inputs (seeds, bio-fertilizers).

Monitoring & Feedback

- Periodic farm-level data collection to track progress and tweak strategies.
- Regular follow-ups helped farmers troubleshoot issues in real time.

n =10

Farmer voices: real impact beyond numbers

“We have always ensured to be a bridge and supporting system to our farmers where they lead the communication and share their learnings in the meeting sessions " - Program Lead

“I had to borrow money every season for seeds and fertilizers. Now, with better practices, my income has increased, and I no longer need loans.” - Farmer

“We used to wait for government officers, but now we share knowledge among ourselves and even apply for subsidies.”- Farmer

“Many farmers were hesitant at first, but when they saw my success with direct seeding, they wanted to try it too.”- Lead Farmer

ANNEXURE

Overview of the education system in India

India's education system, serving 24.8 crore students across 14.72 lakh schools with 98 lakh teachers (UDISE+ 2023–24), faces urgent challenges in bridging foundational learning gaps, strengthening early English proficiency, expanding vocational STEM skills, and scaling targeted scholarships—particularly for girls and rural learners—to ensure equitable and future-ready learning outcomes

Foundational Literacy and Numeracy (FLN) with English

- NEP 2020 prioritises FLN through NIPUN Bharat Mission (2021), targeting Grade 3 literacy & numeracy by 2026–27.
- Significant learning gaps remain: Only 20.5% of Grade 3 students read at grade level.
- English learning is inconsistent: rural learners often lack early exposure; urban schools show higher English proficiency.
- EdTech and NGO efforts (e.g., Pratham, Room to Read) supplement FLN with bilingual content.

Scholarships & Programs Supporting Girls in STEM

- INSPIRE by DST offers scholarships (₹80,000/year) to top-performing girls pursuing basic science at undergraduate level.
- Kishore Vaigyanik Protsahan Yojana (KVPY) & CBSE UDAAN: Encourage meritorious girls in Classes 11–12 to pursue engineering.
- Pragati Scholarship (AICTE): ₹50,000 annually for 10,000+ girls in technical education to support advanced STEM careers.

Vocational & STEM Skilling

- Under Skill India Mission, 200+ STEM-related job roles are promoted via NSDC-affiliated centres.
- PMKVY (Pradhan Mantri Kaushal Vikas Yojana) targets youth with short-term, job-linked training including AI, robotics, biotech.

Challenges in the Indian Education System

1. **Foundational Learning Gaps:** Early literacy and numeracy remain weak, especially in rural areas

2. **Digital & Infrastructure Divide**: Unequal access to devices, the internet, and quality infrastructure limits learning continuity

3. **Low Participation of Girls & Marginalised Groups in STEM**: Persistent gender and social disparities, especially beyond secondary education

4. **Vocational & Industry-Relevant Skills Gap:** Weak integration of STEM-based vocational education with limited career pathways

5. **Teacher Capacity & Training Gaps**: Shortages and lack of subject-specific training, particularly in English and STEM fields

Sources: Ministry of Education, Unified district information system for education plus, 2024
Ministry of Education, Nipun Bharat,2022

Overview of skilling and livelihood in India

India's youth labour force participation has been growing, but despite this, a significant proportion of youth remains unemployed. High unemployment among young people, especially those with higher education, signals a disconnect between the skills learned and the skills demanded in the labour market. Many youths are engaged in informal or underpaid jobs, underscoring the importance of policy interventions focused on skilling and job creation.

Youth Skilling

- Pradhan Mantri Kaushal Vikas Yojana (PMKVY) – Provides short-term, industry-relevant training to boost youth employability, managed by MSDE through NSDC
- Skill India Mission – Aim to train 40 crore individuals in various skills, integrating multiple skilling initiatives like PMKVY and NAPS

Skilling for Persons with Disabilities (PwDs)

- National Action Plan for Skill Development of PwDs (NAP-SDP) – Offers vocational training tailored for different disabilities, implemented by DEPwD
- Skill Training through National Institutes – Specialised training for PwDs through institutions like NIEPID and NIEPVD

Healthcare Skilling

- Skill India Digital Hub (SIDH) – A digital platform offering healthcare-related courses and certifications, run by MSDE
- National Skill Training Institutes (NSTIs) – Provides advanced vocational training, including healthcare programs

Farmer Skilling

- Skill Development under the Ministry of Agriculture – Training through Krishi Vigyan Kendras (KVKs) on modern farming, sustainability, and technology
- PMKVY – Agriculture Sector – Skilling in organic farming, dairy, and allied activities, managed by MSDE in collaboration with the Agriculture Ministry

Challenges faced by Youth in India

1. Skills mismatch: Young individuals acquire qualifications that do not align with industry requirements, leading to underemployment or unemployment

2. Gender disparities: Women face additional challenges in skill development and employment, including societal norms, safety concerns, and limited training opportunities

3. Financial constraints: The costs associated with training, coupled with potential income loss during the training period, can be prohibitive for economically disadvantaged youth

4. Lack of soft skills: Beyond technical abilities, employers often seek candidates with strong communication, teamwork, and problem-solving skills

5. **Informal Sector Employment:** A large segment of the youth workforce is engaged in the informal sector, which is characterised by job insecurity, low wages, and a lack of social protection

Sources: International Labour Organization, India Employment Report, 2024
Ministry of Statistics and Programme Implementation, Youth in India, 2022

Overview of the climate and environment in India

India's agriculture sector is highly vulnerable to climate change, impacting the livelihoods of millions of small and marginal farmers. With over 86% of farmers in India owning less than 2 hectares of land, their dependence on monsoon, depleting groundwater levels, and fluctuating market prices make them particularly susceptible to climate vagaries. As climate change intensifies, it is critical to climate-proof agriculture by promoting sustainable farming practices that enhance productivity while ensuring environmental resilience.

Sustainable Farming Practices

- Dry & Wet Direct Seeded Rice (D-DSR & W-DSR): Reduces water usage and methane emissions compared to conventional transplanting
- Zero Tillage Maize (ZTM): Prevents soil erosion, conserves moisture, and minimises greenhouse gas emissions
- Intercropping (Potato + Maize): Enhances land productivity and optimises resource utilization
- Alleyways in Paddy: Improves sunlight exposure, and aeration, and reduces water stagnation

Climate-Smart Interventions

- Promotion of drought-resistant and climate-resilient crops
- Adoption of organic and regenerative agriculture techniques
- Use of water-efficient irrigation methods to conserve groundwater

Government and Private Sector Support

- National Mission for Sustainable Agriculture (NMSA) focuses on climate adaptation through sustainable land and water management
- Paramparagat Krishi Vikas Yojana (PKVY) promotes organic farming and soil health improvement
- Private Initiatives like the ACE Program by Dr. Reddy's aim to support farmers in adopting climate-friendly farming technologies

Challenges faced by Farmers in India

1. **Climate Uncertainty:** Unpredictable rainfall patterns, rising temperatures, and extreme weather events impact crop yields and farm incomes
2. **High Input Costs:** Adoption of climate-resilient farming techniques often requires upfront investments in technology, quality seeds, and training, which many farmers struggle to afford
3. **Lack of Awareness & Training:** Limited access to scientific knowledge and extension services prevents widespread adoption of climate-smart agricultural practices
4. **Soil Degradation & Water Scarcity:** Overuse of chemical fertilizers, excessive tillage, and poor water management have led to declining soil fertility and severe groundwater depletion.
5. **Market & Policy Constraints:** Small and marginal farmers face challenges accessing markets, getting fair prices, and benefiting from government schemes due to a lack of awareness or bureaucratic hurdles

Sources: Ministry of Agriculture & Farmers' Welfare, Sustainable Farming - Sustainable Future, 2024
Ministry of Science & Technology, Climate Change and Agriculture in India, 2016

Talk to us today to see how we can co-create societal impact at scale

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