AGROCEL
INDUSTRIES PVT LTD

Lokah Samastah Sukhino Bhavantu

|| लोकाः समस्ताः सुखिनो भवन्तु ||

2024-25
Corporate Social Responsibility Report









www.agrocel.co.in



Led by the soulful journey of Pujya Shri Kantisen Shroff (Kaka) and Smt. Chandaben Shroff (Kaki)

SHINING BRIGHT IN THE SKIES, TWO SPLENDID STARS CONTINUE TO SHOW US THE WAY AND GUIDE US IN THIS BEAUTIFUL AND MEANINGFUL JOURNEY THEY EMBARKED ON FOR THE GREATER GOOD OF ALL.

|| LOKAH SAMASTAH SUKHINO BHAVANTU ||
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"**May all beings be happy and free, and may the thoughts, words and actions of our own life contribute in some way to that happiness and freedom for all.**' This Sanskrit Mantra was not merely a prayer for Kaka and Kaki, but the very essence of their being.

In times of great change and uncertainties, where it was difficult to find peace, stability, happiness and growth, this philosophy of Kaka and Kaki guided them in their evolution and acted as a blessing for the world they lived in.

By following this mantra, they moved from their personal self and dedicated their lives for the greater good of the region and the nation alike. Their vision and ethos remind us that we are a part of the universe and must play a role in positively impacting all of creation.

AGROCEL INDUSTRIES PVT LTD

The Agrocel family follows their mantra to the core. Our decisions and actions are guided by this beautiful philosophy that we are all beings sharing the same planet, we are all one and we must care equally for other inhabitants.

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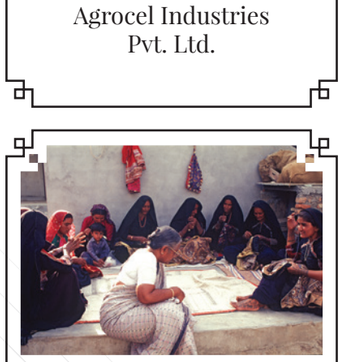
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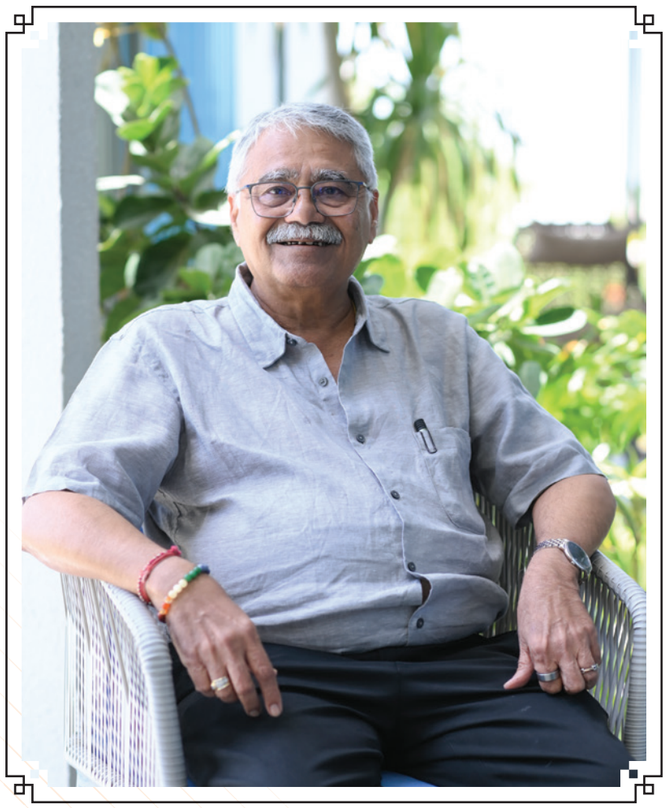
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The Way Ahead

AGROCEL INDUSTRIES PRIVATE LIMITED
CORPORATE SOCIAL RESPONSIBILITY REPORT 2024-25

Overview

A word from CMD- Agrocel Industries Pvt. Ltd.



Dipesh K. Shroff
Chairman & Managing Director

I have always felt blessed to be a part of this wonderful journey embarked upon by my parents. They say that the road less travelled takes you to newer horizons, but in this case my family went to places where there was no road at all. Kachchh was a hinterland yet untouched by the nuances of the modern world. Technology was yet to set foot there and the new age culture had not touched the hearts and minds of the inhabitants. Communities still lived the lives of their ancestors, amidst great hardships and natural calamities.

In this scenario, the Shroff family embarked upon a journey that would change the lives of all- people, cattle, plants, trees, water bodies (Lokah Samastah) and everything else in Kachchh for the better. The birth of Agrocel was a part of this big and beautiful dream. Since inception, the vision of Agrocel has been to improve the lives and livelihoods of the Kachchhi people.

My father (Kaka) was deeply connected to nature. With great determination, he set his sights on turning the desert-like region of Kachchh into a green and agri-productive oasis. Together with his colleagues, in 1975, he founded the Shree Vivekanand Research and Training Institute (VRTI) that changed the landscape of Kachchh forever. The hilly, ravine areas surrounding Kukma in Kachchh stand as a testament to our efforts. Efforts that were neither guided by any CSR norms nor backed by any scientific studies. The only thing we had was a deep sense of care and commitment. We planted saplings by drilling holes in solid rocks, brought water to the hills and converted a river belt into a beautiful forest. The result of an independent biodiversity assessment has come out recently. Honestly, I had not expected such wonderful results. Our small steps have brought so much life into the region. Once barren and deserted, the Kukma hill and river is now home to more than 79 bird species, 16 mammalian species, 15 reptilian species, 3 amphibian species, 37 butterfly species, and 209 plant species. The community has also become more sensitive to every life form today and that gives me an immense sense of satisfaction.

We all know that Kachchh's topography and ecology does not naturally support water availability round the year. We had undertaken many initiatives to resolve the water issue in the past. However, this year we decided to bring lasting solution to this and undertook focused efforts towards attaining water sustainability in 18 villages of Banni and Khavda in Kachchh. This will make life easier and healthier for more than 5,800 families.

Life in Kachchh cannot be imagined without its cattle. They have been a part of the rich tradition, culture and economy of the local communities who treat them as a part of the family. I feel proud that we have not left behind the well being of the cattle in this journey. This year the veterinary team gave good care and medical treatment to more than 1,400 animals in the region.

The joy and pride I see on the faces of countless women and artisans who joined the Shrujan family started by my mother in the mid '60s. is priceless. Shrujan has not only helped artisans earn dignified livelihood but given them identity and an unparalleled satisfaction on seeing their art come alive and appreciated by a global audience.

Kachchh is unique and so is Bhavnagar. The Avaniya unit in Bhavnagar with support from VRTI has designed and implemented programs in multiple domains. The agriculture development program, women empowerment initiatives, efforts for youth, community infrastructure all speak volumes about the wellness created by the team there.

All of this would not have been possible without the people who work tirelessly and selflessly towards achieving the greater goals in life. I would like to acknowledge the efforts made by the CSR team, the volunteers , the various institutions and above all the community members who make this possible every day.

"LOKAH SAMASTAH SUKHINO BHAVANTU" IS NEITHER A DREAM NOR A DESTINATION. IT'S A JOURNEY ON A ROAD FAR LESS TRAVELLED, A JOURNEY THAT I WOULD LIKE TO TAKE EVERY DAY OF MY LIFE".

May all be Happy and Prosperous!
Best Regards,

Dipesh K. Shroff

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Overview

A glance at Agrocel Industries Pvt. Ltd.



AGROCEL INDUSTRIES PRIVATE LIMITED UPHOLDS ITS "PUTTING PEOPLE BEFORE PROFITS" LEGACY SINCE 1969, PRIORITIZING EMPLOYEES, FARMERS, PARTNERS, AND COMMUNITIES THROUGH INCLUSIVE, ETHICAL, SUSTAINABLE GROWTH.

Agrocel is a leading Indian Minerals, Specialty Chemicals and Plant Nutrition Company and a name to reckon with in the bromine industry in India. The operations are organised under three business divisions: Bromine & Bromine Derivatives, Specialty Chemicals Division and Agri Inputs Division. In a unique model, we extract raw materials and utilize sophisticated processing and product – formulation technologies to add value to our customers in the various industrial and agriculture markets.

Agrocel has access to one of the world's most sustainable, everlasting sources of bromine and potash where it carries out its harvesting and processing operations using around 94,000 acres of land. Once inaccessible and undeveloped, this vast span of land is strategically located in the bays of the "Greater Rann of Kachchh" which is a salt marsh located in the desert in the Kachchh district of Gujarat, India. It is reputed to be one of the largest salt deserts in the world. Agrocel's geo-location convenience in India places it advantageously apart from many other advantages like technical know-how, environmental conditions and the geology of Dhordo and Khavda locations.

In addition to this, our inorganic chemistry expertise focuses on the production of value-added downstream products. The flexible processing technology adopted at the Avania plant allows production of specialty chemicals using bromine and many other bromo compounds that are used in electronics, automotive, pharmaceutical and oil and gas sectors amongst many others.

Business success at Agrocel is enabled by a strong talent pool (1,200+) spread across manufacturing locations in Kachchh, Avania (between Ghogha and Bhavnagar) and corporate offices in Bhuj, Mumbai and Gurgaon. This was further augmented with the acquisition of Solaris Chemtech in 2018.

Apart from bromine and bromine derivatives, Agrocel Group is also nurturing a young, but dynamic agriculture business that operates within a unique and integrated business model. Bringing great value to farmers wanting to grow non-pollutant and- chemical-free produce, our innovative products are the next generation plant nutrition of choice for a modern agricultural ecosystem.

- Empowering Industries
- Uplifting Communities
- Designing Sustainable Solutions
- Taking Responsible Action

SINCE 1969

A legacy of care and commitment to people.

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Overview

Our approach to Corporate Social Responsibility (CSR)

Agrocel is an inspired result of its Founder's wish to uplift the lives and enhance the livelihoods of the people of Kachchh. The driving philosophy behind all its actions has been to remain a responsible company ensuring welfare of the society while benefiting the shareholders. Agrocel strives to achieve this vision by "putting humanity first"; as the group strides ahead. Apart from fulfilling the basic needs of the community through gainful employment in the industry, Agrocel has been helping the community preserve its traditions and natural habitats through focused work in the following domains:

Revival of Art and Culture *(Sanskruti)*

- → Shrujan Trust and
- → The Living and Learning Design Centre (LLDC)

Ecosystem Conservation *(Vasundhara)*

- → Afforestation and Biodiversity
- → Soil and Water Conservation

Community Development *(Gram Swaraj)*

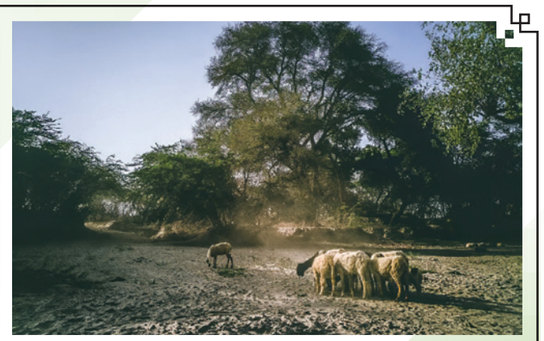
- → Health *(Seva)*
- → Education *(Sanskar)*
- → Livelihoods *(Samruddhi)*

Need Based Initiatives *(Sahkaar)*

- → Relief from natural calamities
- → Infrastructure support
- → Employee volunteering *(Sahbhagita)*

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Agrocel's Core Values

- Responsible Citizen
- Teamwork
- Mutual Trust
- Learning
- Growth

|| LOKAH SAMASTAH SUKHINO BHAVANTU ||
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Section A

Revival of Art and Culture

(Sanskruti)

कला कौशल्यं ज्ञानं च कलायाः सारम् उच्यते

Artwork, Skill, and Knowledge are the Essence of Art



|| LOKAH SAMASTAH SUKHINO BHAVANTU ||
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Sanskruti

Revival of Art and Culture

Craft Revival and Craft Entrepreneurship Since 1969

(www.shrujan.com)

Shrujan is a Sanskrit word that means creativity, depicting the nature of this not-for-profit organization that has been working with craftswomen in Kachchh to revitalize the ancient craft of hand embroidery, since 1969. Shrujan's craftswomen create a wide range of beautiful hand embroidered items that are sold in its shops, through its website and through regular exhibitions all over India and abroad.

The birth of Shrujan has an interesting tale dating back to 1969, when Kachchh was facing a severe draught. Work and food were difficult to find, and villagers were experiencing great hardships. In an attempt to bring relief to the community members, Mrs. Chanda Shroff (fondly called Kaki) decided to run a free kitchen in Dhaneti village. The women members of the community were reluctant to accept charity. However, Kaki noticed the exquisite hand embroidery on the clothing of the villagers and saw an opportunity to help the women earn a sustainable and dignified livelihood. Thus, was born Shrujan, a noble effort aimed at providing dignified livelihood to thousands of women.

The modus operandi is very simple, providing work from home opportunities to the craftspeople. The production team delivers the raw material right at the doorstep of the artisans and gets the finished product collected on completion. The artisans receive their fair dues for time and skill provided. The embroidered textiles are then fashioned into high – quality apparel, accessories and lifestyle products, and marketed to a larger global audience.

Shrujan
THREADS OF LIFE

SHRUJAN VALUES SUSTAINABLE PRACTICES, SLOW FASHION, ETHICAL FAIR-TRADE PRACTICES AND MINIMAL WASTAGE FROM DAY 1.

The initiative has been successful in bringing about a positive and long-lasting impact on the crafts of Kachchh and the people who have been practicing it for generations.

- → The income earned from embroidery has helped the craftswomen become financially independent securing an improved quality of life.
- → Many women have won awards for their artwork thus gaining respect in the community. Stepping out of their houses to participate in fairs and events has generated a new confidence in the artisans, enhancing their world view too.
- → Research and documentation of the embroideries of Kachchh and the communities that practise these art forms is an effort towards preserving it for the future generations.

Securing Dignified Livelihood

- ❖ **3,500+** craftswomen have a dignified livelihood.
- ❖ **120** remote villages across Kachchh, are a part of the Shrujan family.

Scribing Tradition and Knowledge

- ❖ More than **10,000** art pieces with traditional motifs and designs have been preserved.
- ❖ Participatory research and documentation carried out on **31** different craft forms.

Serving Art and Artisans

- ❖ **500+** artists and art students collaborate to create new designs.
- ❖ More than **2,000** study samples have been created through collaboration.

Sensitizing Global Audience

- ❖ Shrujan and LLDC's efforts have taken Kachchh and its art to a global audience.
- ❖ **1.5 Lakh+** visitors from various geographies have experienced the various art forms till date.



SHRUJAN'S FOUNDER MRS. CHANDA SHROFF WAS HONOURED WITH THE "**ROLEX AWARD FOR ENTERPRISE**" IN 2006; A FIRST FOR AN INDIAN.

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Sanskruti

Revival of Art and Culture

Enriching the Craft and Craftspeople of Kachchh

(Shrujanlldc.org)

LLDC is an initiative of the Shrujan Trust, committed to safeguard, strengthen, revitalize and promote the tangible & intangible craft and cultural heritage of Kachchh. The centre is an internationally renowned Museum, Craft research & Education centre and a state-of-the-art Archives for textile preservation and care. The sprawling complex of LLDC is located in Ajrakhpur, a culturally significant village near Bhuj in Gujarat.

LLDC's mission is to be a global platform for artisans, designers, artists, academicians, researchers, scholars and students to collaborate and be a part of the resurgence of the crafts & culture of Kutch.

LLDC
Living & Learning Design Centre



LLDC houses three meticulously curated state-of-the-art museum galleries and Crafts Hands-on-space:

1. Living Embroideries of Kachchh
2. Under the Embroidered Sky
3. Inspiration gallery

DURING 2024-25, 21,851 PEOPLE FROM ACROSS THE GLOBE VISITED THE LLDC CRAFTS MUSEUM.

Gallery 1 & 2 exhibit craft-based shows, curated from the community research findings and LLDC's permanent collection; Gallery 3 exhibits craft-based shows from the collection of Master Artisans, private collectors, artists and artisans from India as well beyond borders and artisan-designer collaborations. Our uniqueness lies in our hands-on gallery that allows our visitors to experience the practise of the crafts themselves.

These galleries serve an educational purpose, offering workshops and programs that teach visitors about traditional crafts, sustainable practices, and the historical significance of various cultural expressions. They are the hub of intergenerational knowledge transfers, informing and inspiring younger generations to appreciate heritage. Crafts workshops for artisan communities and their younger generation advances their capacity building, skill refinement and knowledge enhancement.







3,500+

Craftswomen with dignified livelihoods across 120 villages

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Sanskruti

Revival of Art and Culture

Kharki Sound documentation:

Completed the video documentation of the Kharki craft with focus on the various different traditional bells and the sounds they produce. The expert artisans who possess the mastery on sound setting and UK-based filmmaker Seema Gonsai worked in collaboration with LLDC to make the documentary, which will soon be released.



Social & Anthropological Community Embroidery Research- Meghwaad-Maru, Sodha – Jadeja, Node and Mutva:

The team conducted an in-depth study, exploring the migration, history, rituals and cultural heritages of the communities.

Studied Embroidery Objects: Based on LLDC's ongoing embroidery field research finding, this year our team has reviewed **1,000** objects from our collection, identifying over **100** styles and **350** unique stitches.

Findings and ongoing activities :

Identified traditional embroidery elements practiced by various communities living in the Kachchh region.

- → **350** Stitches
- → **100+** Mirror
- → **100+** Styles

Developed an extensive information archive preserving the traditional craft heritage of the Kachchh region.

- → **2,000+** Study Samples
- → **587** Audio/Visual Interviews (Folklore, Migration, Craft History)
- → **68** Craft Process Films (24 Traditional Crafts)
- → **11,000+** Museum Photographs, **1** Conservation Documentary

Inauguration of "Mutva embroidery exhibition" at "Under the embroidered sky" gallery, a Hands-on gallery at LLDC campus and a Museum shop at LLDC campus.

Embroidery workshop: A series of Karigar workshops were organized, inspired by the 'One Stitch, Many Names' show, to document traditional interlace stitch techniques practiced by Kachchh communities such as Sodha-Jadeja, Meghwaad Gurjar, Ahir, Rabari, Marwada, Maru and Mutwa.

THREADS OF TRADITION, WEAVING DIGNITY INTO EVERY LIFE.

Visitors Engagement

The Centre provided visitors with immersive, hands-on workshops to develop their skills in traditional crafts.

- → **876** visitors actively engaged with the region's rich craft heritage through **42** immersive and hands-on workshops.
- → Till date, Enhanced the skills of **695** artisans through **65** specialized workshops covering diverse aspects of traditional crafts.







AGROCEL'S SANSKRUTI INITIATIVE PRESERVES KACHCHH'S HERITAGE THROUGH SHRUJAN AND LLDC, EMPOWERING CRAFTSWOMEN ACROSS 120 VILLAGES WITH DIGNIFIED LIVELIHOODS WHILE PROMOTING RESEARCH, GLOBAL RECOGNITION, AND INTERGENERATIONAL CULTURAL KNOWLEDGE TRANSFER.

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Sanskruti

Revival of Art and Culture

The Winter Festival at LLDC:

LLDC hosts an annual event known as 'The LLDC Winter Festival'. Which primarily aims to have a cultural exchange between the communities of Kachchh and other Indian states. This festival showcases folk dances and folk music, brings together different delectable cuisines and also brings craftspeople together to display and sell their arts.



Highlights of the winter festival : Till date the festival has hosted-

- More than 70,000 visitors
- 219 Craft Karigars and
- 1,400+ performing artists
- Sale of Craft products worth 114.24 Lakhs in the Craft Bazaar
- 164 Crafts from 27 states

Glimpses of LLDC Winter Festival – 2025

Odisha took center stage at LLDC Winter Festival 2025, captivating audiences with the crafts, dances, and flavors of the region.

- Inaugurated by **Artists & Artisans of Kachchh & Odisha**
- **35** craft stalls in the Craft Bazaar
- **10** crafts from Odisha and **25** crafts from Gujarat were showcased
- Total Sales at Craft Bazaar: over **₹34.24** lakhs





Global Outreach in 2024-25:

- LLDC Participated in the TSA (Textile Society of America) and presented their craft research on Soof embroidery: "The 50-Year Journey of a Craft and the Empowerment of Refugees in Kutch."
- LLDC was invited to The India Story event to showcase the diverse cultures and craftsmanship of Kachchh in Kolkata. The LLDC space attracted around 3,000 visitors, offering them an immersive experience of Kutch's rich artistic heritage.
- Ms. Ami Shroff was invited to give an online talk at the Asian Civilizations Museum, Singapore by an association called Friends of Museum (FoM). She delivered a lecture on 'LLDC Story' on 10th March, 2025. It was well-received by the members across globe from the museum fraternity. In her lecture, she covered the story of Shrujan and conception of LLDC becoming a reality and today standing tall in Kutch as a cultural ambassador. This talk formed a crucial relationship at a global level.

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Section B

Ecosystem Conservation

(Vasundhara)

माता भूमि पुत्रोहम पृथिव्या

Earth is my mother, I am her son



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Vasundhara

Ecosystem Conservation

Kachchh presents a unique combination of geology, climate and topography , which gives it a special place in the ecology of Gujarat. However, over the years, with changing climatic conditions and human neglect, Kachchh has been facing the challenge of conserving its diverse ecosystems, including the Great and Little Rann of Kachchh. Restoring and protecting grasslands, like those in Banni, reclaiming land through Mangrove plantation and managing the impact of human activities on salt marshes and other natural areas are some of the major concerns facing Kachchh today. Agrocel has identified these challenges and has created a synergy with stakeholders to retore the lost glory of Kachchh.

Similarly, Agrocel's specialty divisions plant in Avaniya, Bhavnagar has been working on restoring the ecological balance of the surrounding region which is characterized by semi-arid climate, coastal location, diverse vegetation, and the presence of grasslands and salt pans. The region faces challenges related to deforestation, grazing, urbanization, and the impact of human activities on the reserved forest and other ecosystems.

Agrocel's Vasundhara focuses on the following key elements:

01. Sowing a Greener Tomorrow

Agrocel has a comprehensive approach to afforestation and landscape restoration including large-scale plantations and protection measures. Conservation efforts also focus on mitigating human-induced salinity, to improve the region's biodiversity.

02. Synergizing Water Management

Agrocel works on both conservation and management of water, encompassing harvesting rainwater through construction of surface storage capacities, ground water recharge, promoting efficient utilization of water resources at the household level and improving water use efficiency in farms.

03. Spearheading Community Engagement

Involving local communities and organizations in conservation efforts is essential for long-term sustainability. Agrocel's cconservation efforts also work on providing sustainable livelihoods for communities living with wildlife to incentivize conservation.

1.0 Water Conservation and Management

Water Status in Kachchh and Bhavnagar: Kachchh is naturally an arid region with low average rainfall (around 567 mm annually). The region experiences infrequent and unpredictable rainfall events. The coefficient of variation of rainfall in Kachchh is high indicating significant year-to-year fluctuations in rainfall. Moreover, the rainfall is not evenly distributed across the region, with some areas experiencing more intense rainfall than others. Low and erratic rainfall reduces groundwater recharge and increases runoff, further exacerbating water scarcity. This has a direct impact on the livelihoods of local communities, especially those dependent on agriculture and natural resources.

Bhavnagar's ecosystem too is characterized by hot and semi-arid climate with significant seasonal variations. The district faces a significant water scarcity issue, particularly with groundwater levels decreasing. The area is experiencing erratic and scanty rainfall, which, combined with high levels of irrigation development and saline formations, exacerbates the problem.

Agrocel has been working on improving the availability of sufficient, safe, and affordable water for domestic and agricultural use. This includes access to a reliable source of drinking water, as well as water for sanitation, hygiene, and other needs including farming.

Agrocel's efforts towards mitigating the water related crisis in Kachchh and Bhavnagar focus on:

- Implementing rainwater harvesting and artificial recharge techniques to help improve water availability.
- Promoting the cultivation of drought-resistant crops and climate-resilient agricultural practices to help mitigate the impacts of droughts.
- Utilizing micro-irrigation techniques to improve water use efficiency and reduce wastage of water.
- Promoting alternative income sources to help reduce the dependence on rainfall-dependent agriculture.

THE UNITED NATIONS HAS RECOGNIZED ACCESS TO SAFE AND CLEAN DRINKING WATER AND SANITATION AS A HUMAN RIGHT. SUSTAINABLE DEVELOPMENT GOAL 6 (SDG 6) FOCUSES ON ENSURING THE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL. AGROCEL'S WATER MANAGEMENT INITIATIVES ARE A STEP IN THIS DIRECTION.

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Vasundhara

Ecosystem Conservation

1.1 Rainwater Harvesting:

Looking at the topography and climatic conditions of both Kachchh and Bhavnagar, Agrocel has been focusing on harvesting rainwater through various means to collect and store it for later use, rather than letting it run off into drains or rivers. The process involves capturing the rainwater from a roof or other impervious surface and channelling it into a storage tank, cistern, or other receptacle. The harvested water is being used by the community for various purposes like irrigation, domestic use, or even drinking after proper purification.



Roof Rainwater Harvesting Structures (RRWHS) are constructed at household and institutional level (e.g. schools) for improving water accessibility.

- In Bhavnagar **30** RRWHS units were constructed creating a water storage capacity of **1,12,400** Liters.
- In Kachchh region, an RRWHS unit was constructed at Nana Dinara Primary School. Access to safe drinking water was ensured for **241** school children and staff for 104 days, reducing health risks linked to poor water access.

1.2 Construction of Check Dam:

A Check Dam has been built in Avaniya, Bhavnagar allowing the water of Shetrunji river to infiltrate into the ground and recharge groundwater. It has proved to be a valuable tool for water conservation, especially in this region as it faces water scarcity and groundwater depletion. By slowing the flow, check dam has also helped in reducing erosion, trapped sediments, and improved water availability for irrigation and domestic purposes.

(A Check Dam is a small, low-cost structures built across streams or rivers to slow down water flow).



REVIVING EARTH, RESTORING LIFE–ONE DROP ONE TREE AT A TIME

1.3 Pond Management:

Ponds are crucial in regions that face arid climate and erratic rainfall, helping in water management, agriculture, and biodiversity. Agrocel understands the crucial role of Ponds and has been working extensively towards manging natural ponds in both Kachchh and Bhavnagar. The ponds in both the regions serve as a primary source of water storage which helps in groundwater recharge, irrigation, and supports livestock in the region. Ponds have been habitats for various aquatic plants and animals, contributing to the local ecosystem and fisheries.

- Pond deepening has been carried out on 1 pond in Bhumbhli village in Bhavnagar, creating a water storage capacity of **0.19** mcft.

1.4 Wells:

Two wells are being constructed in the villages of Udo (Dhordo) and Alaiyavandh (Nana Dinara) as a part of a targeted intervention to support local water needs. These villages, located in the arid Khavda region, face acute water scarcity, especially during summer and drought periods. With 315 households and over 1,100 livestock dependent on limited water sources, this initiative addresses a critical gap in basic water access.

Each well is strategically located based on hydrogeological assessments to ensure year-round water availability. The wells are designed with a suitable diameter and depth to tap into the shallow aquifer and include protective structures to prevent contamination. Once completed, the wells will serve as community-level water points, improving access, reducing water-fetching burdens (especially on women), and enhancing the well-being of both residents and animals.

- Improved water access for **60** households and **250** animals in Udo village (**100%** drinking water secured village).
- Improved water access for **255** households and **881** animals in Alaiyavandh of Nana Dinara Villages.

IN ONE OF INDIA'S HARSHEST LANDSCAPES, AGROCEL TRANSFORMS SCARCITY INTO SUSTAINABILITY THROUGH WATER CONSERVATION, AFFORESTATION, AND COMMUNITY ACTION– REVIVING BIODIVERSITY, SECURING WATER, AND RESTORING ECOLOGICAL BALANCE.



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Vasundhara

Ecosystem Conservation

1.5 Borewell recharge:

Excessive groundwater extraction has led to the failure and abandonment of many borewells, especially in farming communities. In response, a community-based groundwater recharge initiative was undertaken to revive and utilize defunct borewells for aquifer recharge.

The implementation began with a detailed field survey to identify suitable, unused borewells. Following this, technical designs and cost estimations were developed and shared with local farmers. Farmers received field-level guidance, enabling a participatory approach to groundwater conservation.

→ As a result, recharge structures were successfully completed on **10** defunct borewells across two villages—Dhoravar and Rabviri—demonstrating an effective model for groundwater recharge.



1.6 Farm Bunds:

Farm bunds are an important tool for water management and soil conservation in Kachchh. In the past, farm bunds have been constructed on farmers' land offering multiple benefits like retaining soil moisture, protecting soil fertility, and potentially increasing crop yield. They have also helped slow down runoff, reducing soil degradation and promoting better water infiltration. All these have led to increase in agricultural income for the local farmers.

→ Farm Bunding was done on land of **30** farmers in Bhavnagar.

1.7 Recharge Pit:



The Khavda Cluster, which includes villages like Nana Dinara and Dhoravar, faces recurring water scarcity due to low rainfall, rapid runoff, and limited natural groundwater recharge. The region is characterized by seasonal streams and shallow aquifers that are insufficiently recharged during monsoon periods.

To address these issues, a total of 12 recharge pits—7 in Nana Dinara and 5 in Dhoravar—have been planned and constructed. These pits are strategically located along natural drainage paths to capture excess rainwater and promote percolation into the shallow subsurface layers.

The recharge pits are filled with a combination of boulders, gravel, and coarse sand to filter runoff and enhance infiltration. This initiative aims to strengthen shallow aquifer recharge, improve water availability for domestic and agricultural use, and contribute to long-term water sustainability across the cluster.

1.8 Water Trough Construction in Ludiya Village

In Ludiya village, where livestock is a primary livelihood source, animals often face difficulty accessing clean and sufficient drinking water—especially during dry months. To address this, one water trough has been constructed to serve animals.

The trough is designed to be durable, easy to clean, and of adequate capacity to meet daily livestock water needs. It is placed near an existing water source or pond to ensure continuous supply.

→ Improved access to clean and reliable drinking water for **1,250** animals in the village.



2.0 Afforestation and Biodiversity Enhancement

Kachchh's diverse ecosystems, including the Rann of Kachchh are vital for maintaining the health and stability of the region's environment. The region's biodiversity supports various livelihoods, such as agriculture, tourism, and fishing. The Banni grasslands provide valuable ecosystem services like carbon storage, climate regulation, and pollination. The Little Rann of Kachchh is the only habitat for the endangered Indian Wild Ass, highlighting the region's unique biodiversity. Efforts are needed to address threats like deforestation, overgrazing, and urbanization, which can degrade the region's biodiversity. Agrocel understands that engaging local communities in conservation efforts is crucial for ensuring long-term sustainability of biodiversity in Kachchh and takes multiple measures towards community engagement in the region.

PROTECTING BIODIVERSITY IS VITAL FOR THE HEALTH OF THESE ECOSYSTEMS AND THE WELL-BEING OF THE LOCAL COMMUNITIES THAT DEPEND ON THEM.

Recognizing the ecological significance of their operational areas, Agrocel has implemented several programs to promote sustainability and enhance local ecosystems. Understanding the importance of vegetation in maintaining ecological balance, Agrocel has undertaken greenification projects. These involve afforestation and plantation drives aimed at increasing green cover, which in turn supports biodiversity and combats desertification. Such efforts contribute to the restoration of native flora and provide habitats for various fauna, thereby enhancing the overall health of the ecosystem.

In the recent past, the following efforts have been made:

→ **30,000 +** saplings were planted in 2024-25.

→ Azocial forest is being developed on grazing pastures locally known as "Gauchar land" in Avaniya village, which will lead to greenification of **10** acres land.

→ More than **3.8** Lakh trees have been planted and nurtured in the last **6** years.

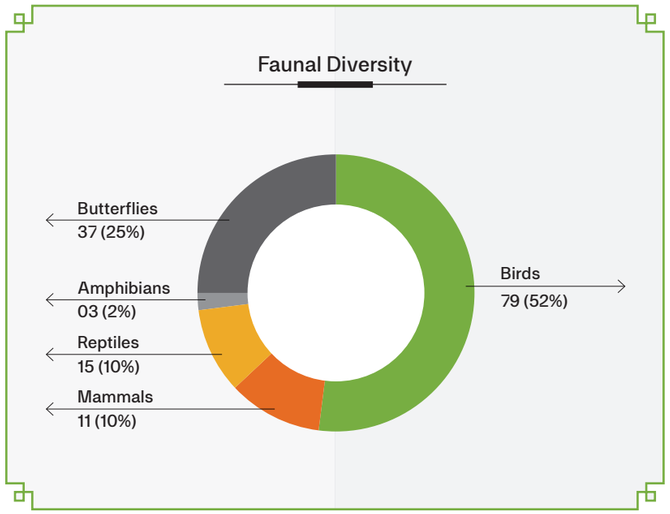
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Vasundhara

Ecosystem Conservation

An independent Biodiversity Assessment Study was conducted in the reporting year 2024-25 for understanding the impact of Agrocel's afforestation initiatives on the surrounding ecosystem. This study not only identified and documented different species (both flora and fauna) but also assessed the health of the ecosystem near Kukma village (one of the key afforestation sites) of Agrocel.



Key excerpts from the study report are shared below:

- Over the past few years, Agrocel has developed nursery facilities and implemented extensive afforestation initiatives. These efforts have resulted in substantial greenification in the region. The **3**-month-long biodiversity assessment involved more than **25** field visits to various locations, including hills, riversides, nurseries, and the adjacent Chandabaug farm area.
- The area under study covered a variety of habitats, ranging from hilly terrains, ravine areas, and flat areas that majorly included a shrub and thorn forest. The drive led to a remarkable increase in the green cover. The recovery in the ecosystem attracted diverse faunal groups. This study found rich floral and faunal diversity as highlighted below.

NOTABLY, THE AREA ALSO ATTRACTS AROUND 20 MIGRATORY BIRD SPECIES, ALONGSIDE A ROBUST POPULATION OF RESIDENT SPECIES.

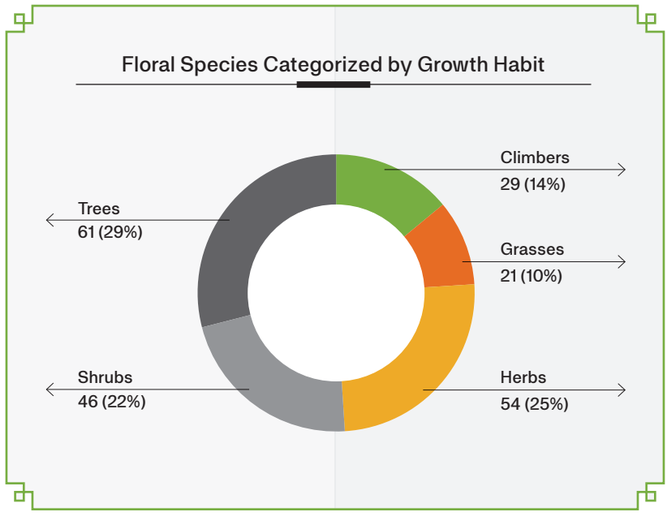
Floral Diversity

The findings indicate a rich floral diversity, with **50** families, **166** genera, and 211 species recorded in the study area.

The recorded species included **29** climbers, **21** grasses, **54** herbs, **46** shrubs, and **61** trees. The most dominant growth habit observed was trees, followed by herbs and shrubs, indicating varied vegetation structures within the ecosystem.

A significant proportion of the recorded species was wild, suggesting a natural and diverse ecosystem with limited human intervention.

The study area showed a diverse range of floral species, categorized based on taxonomy, growth habits, growth types, and values.



The floral findings emphasize the ecological richness and economic importance of the floral species, which can aid in conservation and sustainable utilization strategies. Conservation measures should be implemented for retaining wild species to maintain biodiversity. Native species such as Acacia sp. and Zyzyphus sp. were observed to attract cup nester birds such as bulbul, dove, and robins.

A SIGNIFICANT INCREASE IN PLANT SPECIES DIVERSITY, ALONG WITH THE RETURN OF VARIOUS FAUNAL SPECIES, REFLECTED THE SUCCESS OF HABITAT RESTORATION. THE GRADUAL ESTABLISHMENT OF ECOLOGICAL NICHES AND THE ENHANCEMENT OF SOIL QUALITY FURTHER REINFORCED THE BENEFITS OF AFFORESTATION IN PROMOTING BIODIVERSITY.

BY EDUCATING THE COMMUNITY, AGROCEL HAS BEEN PROMOTING SUSTAINABLE PRACTICES TO REDUCE HARMFUL IMPACTS, AND WORK TOWARDS A HEALTHIER ENVIRONMENT FOR ALL.

3.0 Community Engagement through Awareness and Capacity Building

Agrocel's awareness generation programs aim at empowering individuals and groups with the knowledge, skills, and resources necessary to protect and manage their surrounding environment. This includes strengthening local institutions and facilitating community participation.

Awareness generation is crucial for biodiversity conservation and enhancement as it educates the community about the importance of protecting biodiversity and encourages them to act. By raising awareness Agrocel has been successful in fostering collective responsibility amongst the community members towards safeguarding the region's natural resources for future generation.

- More than **10** awareness generation programs were conducted for school children in Nava Ratanpar, Malanka, Akwada, Ghogha and Bhuteshwar in Bhavnagar.

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Ecosystem Conservation



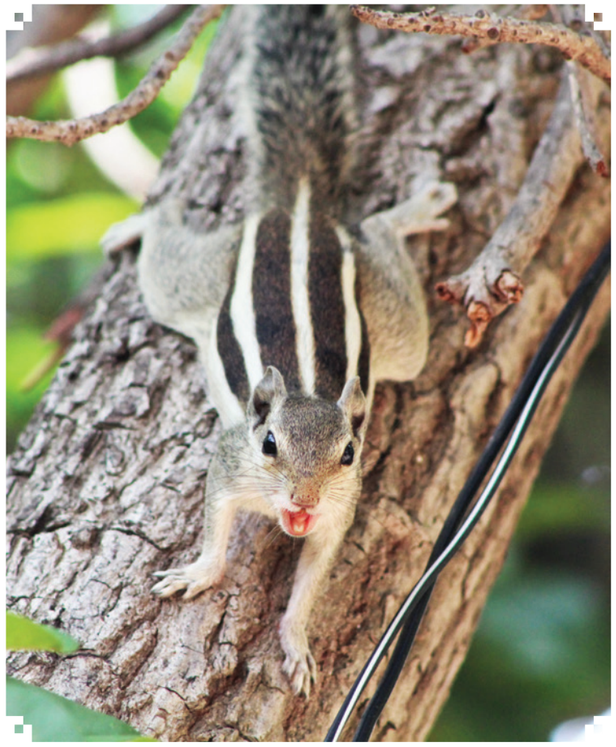
















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Section C

Community Development

(Gram Samaj)

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उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः

By endeavour or effort, tasks are accomplished,
not by mere wishing or hoping



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Gram Swaraj

Community Development

Kachchh presents a unique combination of geology, climate and topography , which gives it a special place in the ecology of Gujarat. However, over the years, with changing climatic conditions and human neglect, Kachchh has been facing the challenge of conserving its diverse ecosystems, including the Great and Little Rann of Kachchh. Restoring and protecting grasslands, like those in Banni, reclaiming land through Mangrove plantation and managing the impact of human activities on salt marshes and other natural areas are some of the major concerns facing Kachchh today. Agrocel has identified these challenges and has created a synergy with stakeholders to retore the lost glory of Kachchh.

Similarly, Agrocel's specialty divisions plant in Avaniya, Bhavnagar has been working on restoring the ecological balance of the surrounding region which is characterized by semi-arid climate, coastal location, diverse vegetation, and the presence of grasslands and salt pans. The region faces challenges related to deforestation, grazing, urbanization, and the impact of human activities on the reserved forest and other ecosystems.

KAKA AND KAKI WERE INSPIRED BY THIS INDOMITABLE SPIRIT OF THE COMMUNITY AND DEDICATED THEIR LIVES FOR THE ALL-ROUND DEVELOPMENT OF PEOPLE, WHICH TRANSLATED INTO 3 PILLARS OF COMMUNITY DEVELOPMENT KNOWNS AS SEVA, SANSKAR AND SAMRIDDHI.

01.

Seva
(Health Care)

In the domain of health care, Agrocel's focus is on preventing diseases, promoting healthy lifestyles, and providing primary medical care including support to government's vaccination programs, hygiene education, and addressing common ailments like malaria and malnutrition.

02.

Sanskar
(Learning and Development)

Improving learning outcomes in Kachchh and Bhavnagar call for a focused approach towards enhancing physical infrastructure and cognitive development of students. Hence efforts are directed towards enhancing existing infrastructure, digitizing learning experience, promoting experiential and holistic learning, providing scholarships, and more.

03.

Samriddhi
(Sustainable Livelihoods)

Agrocel believes that promoting sustainable livelihoods leads to improved quality of life while preserving natural resources and environmental integrity. Hence it works on building resilience, diversifying income sources, and ensuring equitable access to resources and opportunities for various groups (youth, farmers, women etc).

1.0 Seva

Remote geography, lack of specialists, and poor diagnostics limit timely care leading to severe healthcare gaps in Banni region. Residents have to travel 60+ km to Bhuj for basic and emergency services. The health indicators in the region are alarming too, with only 9.5% of pregnant women receiving complete ANC (Antenatal Care). PNC (Postnatal Care) coverage is also low (46.7%) . Child immunization rate is only 40% coupled with high rates of anemia, low birth weight, and child malnutrition (85% underweight, 4% SAM -Severe Acute Malnutrition). In this backdrop, Agrocel initiated project ASHA in Banni region.

1.1 Project ASHA (Agrocel Support for Health Activities) in Banni region – Implemented through – Sharda Medical Centre (SMC), Hodko (Since 2005)

In the heart of Banni's White Rann, a land of vast salt plains and silent resilience; Sharda Medical Centre brings healthcare to where it's needed most. Managed by Shroff Foundation Trust (SFT) SMC Hodko continues to stand as a beacon of healthcare hope for the desert communities of Kachchh. Through Agrocel's long-standing and unwavering CSR support, SMC has grown into a health centre that not only treats illness but fosters community well-being and financial sustainability.



The centre focuses on –

- Delivering **primary and specialty healthcare** to remote desert communities.
- Addressing both **curative and preventive health** needs.
- Integrating **diagnostics, maternal and child health, non-communicable diseases,** and **occupational health**.
- Running **public health education, nutrition initiatives,** and **industry-linked health programs**.
- Strengthening in-house capacity through i**nfrastructure, equipment,** and **personnel**.

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Gram Swaraj

Community Development

The impact created in 2024-25 through the centre's efforts are highlighted below:

Healthcare Delivery & Outreach:

- **32,000+** patient footfall across OPD and outreach programs.
- **3,600+** households educated on anaemia, nutrition, and chronic disease prevention.
- **552** pregnant and lactating women received ANC and PNC care.
- **1,034** children under 10 years were enrolled for routine paediatric services.
- **764** children received medication support and **213** underwent lab testing.
- **114** children were supported with Poshan Potlis (nutritional kits).
- Additionally, **44** women received gynaecological care, many for the first time in their lives.

Diagnostics & Infrastructure:

- Monthly **350+** pathology tests and **60+** digital X-rays after induction of new equipment.
- Expansion of diagnostic reach reduced patient travel burden.

Industrial Health:

- **3,212** occupational health check-ups conducted for industry workers.

This initiative brought dual benefits- providing essential occupational health services for labourers and creating a sustainable revenue generation model for the centre—fuelling further development and reducing financial dependency.

RECOGNIZING COMMUNITY NEEDS, SMC INTRODUCED **SPECIALIZED MONTHLY VISITS** BY GYNAECOLOGISTS AND PAEDIATRICIANS. THE **SADBHAVANA PROJECT** ALSO BEGAN THIS YEAR, FOCUSING ON IMPROVING **MATERNAL AND CHILD NUTRITION** THROUGH STRUCTURED INTERVENTIONS AND POSHAN POTLI DISTRIBUTION.

SMC IS DEMONSTRATING THAT EVEN IN THE REMOTEST PARTS OF KUTCH, HEALTHCARE CAN BE **LOCAL, RELIABLE, AND TRANSFORMATIVE.**

Each patient seen, each mother counselled, and each diagnosis made locally is a step closer to equitable health access. With continued resolve, investment, and care, SMC is poised to deepen its impact—and bring even more life and dignity to the desert it calls home.

1.2 Mobile Medical Units (MMUs): Providing preventive and curative primary health care since 2012

In association with The Shroff Foundation, Agrocel has been taking medical services right at the doorstep of remotely located villages in Gujarat. This service is crucial in rural areas, primarily because it bridges the gap in healthcare accessibility, especially for underserved communities where fixed facilities are scarce or inaccessible. The MMUs bring essential medical care, including preventive and curative treatments, directly to the communities, often addressing transportation and cost barriers.

- The MMUs cover **40+** remote villages.

1.3 General Health Camps

Agrocel organizes general health camps every year in its neighbourhoods in order to enhance accessibility of healthcare services , especially for those with limited resources, and promote early detection and prevention of diseases. These camps offer affordable or free medical check-ups, diagnostic testing, and treatment.

Medical services provided in the camps included:

- Eye Checkup and distribution of glasses
- Blood Pressure checkup
- Diabetes checkup
- Gynaecological health checkup
- General health checkup and distribution of medicines
  - **2** health camps were organized by the Bhavnagar unit benefiting **617** community members.



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Community Development

1.4 Health sensitization program (Bhavnagar)



Health and hygiene training to women and children: Health and hygiene training for women and children in rural areas is crucial for improving overall well-being and preventing disease. The training typically focused on topics like personal hygiene, sanitation, menstrual hygiene management, and disease prevention through awareness and education.

→ **11** programs were conducted benefitting **750** community members.

Promoting personal hygiene amongst students: In the neighboring villages, the team has been promoting personal hygiene awareness among school students for preventing disease and fostering overall well-being. While some students do have basic knowledge, practices often lag behind. The intervention not only focuses on education but also encourages the involvement of the student community to ensure sustainable change.

→ **11** schools covered reaching out to **1,700** students.

EMPOWERING PEOPLE, ENABLING PROGRESS.

1.5 Nutrition support program for needy families

Vegetable kit promotion: Vegetables play a crucial role in promoting overall health due to their rich content of vitamins, minerals, fibre, and phytochemicals. A diet rich in vegetables can significantly reduce the risk of chronic diseases like heart disease, stroke, type 2 diabetes, and more. Farmers were given vegetable kits to enhance the daily intake of vegetables by the family members thereby contributing to better health through healthy digestion, weight management, and improved immune function.

→ **500** farmers received vegetable kits.

Distribution of Horticulture Plant Kits: Horticulture plants play a vital role in promoting human health by providing essential nutrients, improving mental well-being, and contributing to a healthier environment. Fruits, vegetables, and herbs, cultivated through horticulture, are rich sources of vitamins, minerals, and antioxidants, crucial for a balanced diet and disease prevention.

→ **800** horticulture plants were distributed to community members towards their better health.

AGROCEL COMMUNITY DEVELOPMENT FOCUSES ON “HEALTH LIVES, EDUCATED MINDS, AND SUSTAINABLE LIVELIHOODS”.



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Community Development

2.0 Sanskar

2.1 Prabuddha Shala– Redefining education

Inspired by Swami Vivekananda's philosophy "If the poor cannot come to education, education must reach them at the plough, in the factory and everywhere", Agrocel has partnered with Ramakrishna Seva Mandal, Mandvi to implement the project titled 'Prabuddha Shala' in the neighboring schools. The Project is a noble effort at redefining education for cognitive growth of children along with character building. The project is modelled on the philosophy and working of Sharda Niketan—a model residential school established and managed by Ramkrishna Seva Mandal, Mandvi.

The Key features of this model are:

01. Creating a conducive environment through improving the physical infrastructure of the school.
02. Designing and implementing student engagement programs round the year.
03. Providing academic support to ensure understanding of fundamental concepts.
04. Offering a platform to unleash the talent and potential that is hidden in every child.

- The program is enhancing the educational experience of **8,594** students across **49** schools in Kachchh.
- During the reporting year **3,646** thematic sessions were conducted with the students covering multiple domains- academics, art, culture, sports, language, and more.

THE ULTIMATE GOAL IS TO TRANSFORM YOUTH INTO INDIVIDUALS WITH A SENSE OF OWNERSHIP OF THE WORLD AND MEMBERSHIP OF INDIAN CULTURAL HERITAGE.

Highlights of 2024-25:

In 2024-25, the project made significant strides in promoting holistic education in Kachchh region. Throughout the year, **21** coordinators conducted thematic sessions covering diverse topics in academics, values, culture and life skills. Students participated enthusiastically in Science Fares, Reading Competitions, Umang Cultural Events and Sports Day fostering creativity, leadership and physical well- being. Swami Vivekananda's Chicago Speech Celebration and the Cleanliness Awareness Campaign further deepened their civic understanding and community spirit.

Two teachers' training program, regular principals' meetings, and teachers' feedback sessions strengthened instructional quality. Parent engagement meetings helped align home and school efforts.

The Annual Day Celebration across schools brought together performances inspired by Swami Vivekananda's life, reflecting students' talent and values.

The project successfully delivered a year of engaged learning, value education and community integration, ensuring well rounded student development.

A glimpse at some key events in 2024-25:

Initiative	Objective	No. of schools	No. of participants
School Visits	Regular school visits to complement classroom learning with engaging and value- based educational sessions across diverse subjects.	49 schools 3,646 sessions	8,594 students
Life skill workshop	The interactive initiatives focused on cultural understanding, design principles and construction methods.	18 schools	1,434 students
Music workshop	To promote creativity through musical expression.	11 schools	1,311 students
Awareness of Constitution	To teach the students the importance of Indian Constitution and the rights/duties of Indian citizens.		1,910 students
Satyagraha Saptah	A week of practicing truthfulness inspired by Satyagraha and Swamiji's stories	44 schools	1,908 students
Language Fair	To inculcate pride for Sindhi-Kachchhi language	19 schools	440 students
Science Fair	To provide a platform for critical thinking and scientific creativity	32 schools	79 students

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Community Development

Initiative	Objective	No. of schools	No. of participants
Umang Festival	To celebrate creativity and culture	45 schools	2,094 students
Swami Vivekananda Chicago Speech Celebration	To understand the significance of Swamiji's 1893 Chicago address and its relevance today	11 schools 2 colleges	1,250 + students
Annual Day celebration	To provide children with an opportunity to showcase their talents and learnings through the year.	30 schools	1,000+ students
Sports Day	To promote fitness, team spirit and camaraderie through sports	32 schools	1,025 students

Support to Sharda Niketan School

Sharda Niketan School is a model school that has gained a reputation for providing holistic education to its students. The school's focus is on character building, experiential learning, and providing a conducive campus that supports the learning process. The campus is designed to be safe, clean, and welcoming with modern facilities and resources that are necessary for a high-quality education. The school ably managed by the Ramkrishna Sewa Mandal also provides a supportive learning environment, with experienced and dedicated teachers who are committed to the success of their students.

Agrocel has been supporting Sharda Niketan School and its affiliated Prabuddha Kutch Hostel (Vivekananda Hostel for Boys and Nivedita Hostel for Girls) in Mandvi, Kachchh to enhance the learning environment of children in Kachchh.

A glimpse at key initiatives in 2024-25:

Participation in Khel Mahakumbha: Students participated in Khel Mahakumbha 2025 in these games : Kho-Kho (Girls-Boys), Yoga Asanas (Girls-Boys), Kabaddi (Girls-Boys), Athletics (Girls-Boys).

→ **7** students won awards at the Taluka level and **2** at the state level.

Sports Day in school: Two separate sports events were organized for the students. The first event was for Nursery to class 4 students, and the second event was for class 5 to 10 students.

→ More than **120** students participated in various competitions.

Mallakhamb Workshop: Mallakhamb is a traditional Indian sport that combines yoga, gymnastics, and martial arts. It involves performing acrobatic poses and movements on a vertical pole or rope. A workshop was organized for the school and hostel students to teach them this traditional sport.

Freedom Week Celebration: In Freedom Week, the coordinators discussed various freedoms, such as economic freedom, social freedom, individual freedom, and moral freedom. Students from both primary and secondary sections were explained the importance of these freedoms while using them righteously.

Art and Craft Fair: "Art and craft" refers to a broad category of activities that involve using and more often combining artistic expression with skill to create visually appealing objects and practice using your imagination and hands to create something new and beautiful. The students were given an opportunity to perform and display various art forms like – Playing traditional musical instruments (Morchang, Jodiya pava, Ghado Gambelo,) Thumb printing, Spray painting, Vegetable printing, Woolen thread pasting, Colouring, Craft from paper, Crafts from Banana leaves, Bunai, Embroidery work, Canvas painting, Glass painting, Paper Mache Craft, Jal Sanjhi Art, Paper bags making, Mud-Mirror work, Fabric painting, Block printing, Collage Work and more.

Science and Math Fair: It was an exciting event that brought together students, educators, and enthusiasts to explore the wonders of science and mathematics through innovative projects. Participants presented their projects across various categories, including physics, chemistry, biology, environmental science, robotics, mathematics, and engineering. The event encouraged hands-on learning and fostered curiosity, critical thinking, and teamwork. Visitors explored interactive exhibits, attended science demonstrations, and participated in fun math puzzles and challenges.

Vasantotsav: Also known as the Festival of Spring, is a vibrant celebration in India that marks the arrival of the spring season, typically around February or March. The festival is rooted in Indian traditions and is associated with the rejuvenation of nature, blooming flowers, and warmer weather. The school celebrated the festival with various cultural events, music, dance, and gatherings.

Christmas and Holi celebration: The students celebrated Christmas at school as the school believes in "Sarvadharma Sambhav" and practices the same at school by celebrating festivals of every religion. Through celebrations like these students understand different religions, their beliefs and rituals which builds the feeling of brotherhood in them.

Celebrating the vibrant spirit of Holi at school the students filled the day with colours, laughter, and joy, learning the true essence of unity and togetherness.

Key learning programs at the Prabuddha Kutch hostel in 2024-25 :

Skill Development for girls (Stitching): Basic stitching skills were taught to girls to make them self- reliant in this domain and prepare them for advanced lessons in stitching going ahead.

Celebration of festivals with cultural and spiritual significance: Various festivals were celebrated round the year to give the resident students an experience of India's rich and diverse culture, which not only propagates material growth, but encourages one to advance on spiritual level too. Durga Puja, Saraswati Puja, Maha Shivaratri Puja and Maa Sarada Tithi Puja were celebrated with much enthusiasm and devotion.

Art, Craft and Music Workshops: Various workshops were organized to teach students basic art techniques, give them hand on practice in multiple art forms and encourage them to express themselves more vividly through art.

Gond Art, Glass Art, Papier Mache Art, Music Workshop (learning to play traditional music instruments like Ghado Gambelo) and Mallakhamba Workshop were organized for the students in 2024-25.

"SHAPING MINDS, BUILDING CHARACTER, CREATING FUTURES" THROUGH PRABUDDHA KACHCHH.

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Gram Swaraj

Community Development

2.2 Experiential learning through STEM Labs

Agrocel has established STEM (Science, Technology, Engineering and Mathematics) Labs in the neighboring schools offering numerous benefits, including fostering creativity, promoting critical thinking, encouraging teamwork, and preparing students for future careers in STEM fields. These labs provide a hands-on, experiential learning environment that enhances engagement, retention, and application of STEM concepts. STEM education also provides a deeper understanding of scientific principles, technological advancements, and mathematical concepts, equipping students with the knowledge and skills to navigate an increasingly complex world.

→ A STEM Lab has been set up in Avaniya at the Avaniya Primary school benefitting around **200** school students.

STEM LABS FACILITATE DEVELOPMENT OF CRITICAL THINKING AND PROBLEM-SOLVING ABILITIES THAT ARE ESSENTIAL FOR SUCCESS IN ANY FIELD.

2.3 Personalized learning through Smart Classes

Agrocel has promoted the concept of Smart classrooms in the schools of Kachchh and Bhavnagar. The installation of smart boards and the inbuilt digital content has provided students with access to a vast array of digital resources, including e-books, online courses, and educational videos. The teachers use interactive whiteboards and multimedia presentations to keep students actively involved in the learning process. Technology has allowed teachers to tailor lessons and provide individualized support to meet the specific needs of each student.

→ **5** new smart boards were installed by the Bhavnagar unit in 2024-25, benefitting around **1,500** students.



2.4 BaLA initiative : Incorporating learning elements in the physical environment

The Building as a Learning Aid (BaLA) initiative is a program that transforms school buildings and infrastructure into interactive learning spaces. By taking the initiative to **3** schools, Agrocel aims to enhance educational experiences of students by incorporating learning elements into the physical environment.

→ The Bhavnagar unit took the initiative to **2** new schools in 2024-25, benefitting around **300** students.



THE ENGAGING PHYSICAL INFRASTRUCTURE CREATES A CHILD-FRIENDLY AND STIMULATING ENVIRONMENT THAT ENCOURAGES ACTIVE LEARNING AND EXPLORATION.

2.5 Adding Heart to education through the Saturday Art Class

In partnership with "Learning Centre" Agrocel is facilitating an environment that fosters creativity and confidence among children in rural areas. Difficult terrains and a not so friendly environment often makes learning a tedious task rather than a joyful experience. The educational set up is also not very conducive for artistic expression. In this backdrop, Saturday Art Class comes as a breath of fresh air and allows the children to express themselves with confidence. The class promotes multidisciplinary learning through integration of various art forms, both Indian and global.

→ **500+** students are using the art classes to express themselves in Kachchh region.

THE INITIATIVE HAS GIVEN CHILDREN A PLATFORM FOR CREATIVE IMAGINATION, VERY ESSENTIAL FOR COGNITIVE AND EMOTIONAL DEVELOPMENT OF CHILDREN.

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Gram Swaraj

Community Development

2.6 Education Sensitization and Scholastic Enhancement in Bhavnagar

The Bhavnagar unit is running several programs aimed at increasing school enrolment in neighboring villages, focusing on both primary and secondary education. These initiatives include education sensitization campaigns, programs to improve infrastructure and resources in rural schools, special classes for senior students and more.

- In 2024-25, **14** education sensitization programs were conducted.
- **1,000** students enrolled for primary education through this effort. School bags were gifted to the newly admitted students as a token of encouragement.
- Special classes were conducted for **10** months providing additional academic and tutoring support to class 10 and 12 students- **87** students benefited.
- A teachers' training workshop was organized benefitting **88** teachers.
- A 21 -day long youth development program focussing on holistic growth of girls was organized reaching out to **45** girls.
- To motivate students towards academic excellence, the top 3 rank holders of class 10 and 12 board exams will be awarded. This initiative will be taken to **11** villages.



2.7 We The People Abhiyan- Uplifting lives through building capacities on active citizenship

The project aims to empower grassroots communities in Maharashtra and Gujarat by building a network of Citizen Champions who would catalyze awareness and action around constitutional rights, civic duties, and problem-solving within their local contexts. The core strategy revolves around identifying, training, and sustaining these champions to serve as local resource persons and change agents.

Key components of the project scope include:

- Identification and Onboarding of Citizen Champions from community-based organizations (CBOs).
- Capacity Building Trainings to enhance their understanding of active citizenship, democratic rights, and local governance mechanisms.
- Community Engagement and Training led by Citizen Champions to transfer learning and build civic capacities at the grassroots.
- Sustained Learning and Network Building through regular follow-ups, collective formation, and peer-learning platforms to reinforce long-term engagement and impact

The project empowered Citizen Champions from marginalized communities—particularly youth and women—to lead civic action and raise awareness in their communities. In urban areas like Mumbai, champions engaged residents through discussions, awareness drives, and coordination with authorities to address local issues. In rural Maharashtra, they focused on improving access to basic amenities like water, electricity, and roads using constitutional tools and legal provisions. A particularly impactful element was the involvement of religious educators from minority communities, who initiated dialogue between constitutional values and religious teachings.

AGROCEL IS SUPPORTING THIS INITIATIVE WHICH WAS IMPLEMENTED IN MAHARASHTRA DURING THE FINANCIAL YEAR 2024–25. THE INITIATIVE FOCUSED ON DEVELOPING A CADRE OF 120 CITIZEN CHAMPIONS WHO WOULD GO ON TO BUILD CIVIC AWARENESS AND PROBLEM-SOLVING CAPACITY AMONG CITIZENS IN THEIR COMMUNITIES.



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Community Development

3.0 Samriddhi

3.1 Agrocel Pashu Sarvaar: Promoting animal husbandry and cattle welfare in Kachchh

For 500 years or more, Kachchh has been home to pastoralist communities, the Maldharis, who keep buffaloes and cows and graze their herds across the expanse of the land. Cows, Buffaloes, Sheep, Goat, Camel, Horse and Donkey form a part of animal wealth in this region and are an important part of everyday life of the local communities including the Maldharis.

However, animal husbandry in Kachchh faces numerous challenges, including disease outbreaks like lumpy skin disease and the impact of invasive weeds like Gando Bawar which reduces the availability of grass (fodder for cattle). Climate change, erratic rainfall and increased temperatures make the situation worse often affecting livestock health. Additionally, high labour costs, changes in land ownership patterns, and the increasing availability of alternative employment outside of agriculture contribute to the challenges faced by pastoralists in Kachchh.

To protect the interests of the cattle rearing communities including their livelihoods, Agrocel has been implementing the "Pashu Sarvaar" program providing holistic care to animals and improved facilities for rearers at the village level. The highlights of the program are:

- Spreading awareness about common diseases, their prevention, importance of vaccination, nutritional requirements of animals and more.
- Enhancing the skills of the cattle rearers and local paravets to take better care of animals in case of disease or ill health.
- Making treatment of sick animals more accessible and affordable.
- Establishing forward linkages for selling milk and other dairy products.
- Ensuring fodder availability round the year by developing fodder plots, pasturelands and distributing dry fodder when required.

Efforts and achievements in 2024-25:

- 20 health camps were organized during the year providing various veterinary services.
- 1,425 animals got the best of treatment at zero cost (on call and health camps).
- 8,971 animals got vaccinated against HS disease.
- 24,220 animals got vaccinated against Foot and Mouth Disease .
- 755 cattle were given Brucellosis vaccine.
- 23,778 (cows and buffaloes) dewormed as preventive care.
- 18,158 (goats and sheep) dewormed.
- 203 members from the Maldhaari community were provided mineral mixture as a supplementary food for animals.
- 2 exposure visits were organized which benefitted 23 Maldhaaris.
- 9 cluster level training programs were organized attended by 226 Maldhaaris.
- 209 village level meetings were organized for awareness generation and knowledge dissemination reaching out to 1,402 Maldhaaris

CATTLE REARING IS NOT A PROFESSION, BUT A WAY OF LIFE FOR THE MALDHAARI COMMUNITY, WHO TREAT THEIR ANIMALS LIKE FAMILY MEMBERS.







3.2 Agriculture Development: Making agriculture sustainable and profitable in Bhavnagar

In Ghogha block of Bhavnagar district, close to 70% of total agricultural land is rain fed. The erratic nature of rainfall coupled with wide variance affects the crop yield (specially cotton) adversely. High levels of TDS and salinity reduce the amount of water and nutrition available for plant growth. Limited presence of agricultural institutes for dissemination of technical knowledge at village level also adversely affect sustainability of agriculture.

In the given scenario, it is important to adopt a 360-degree approach to agriculture development. Working on salinity prevention, promoting micro irrigation systems & modern agricultural practices including techniques of soil fertility, productivity management, introduction of new crops or salinity resistant varieties of crops under guidance of various experts of agricultural technologies, improvement in education and skills of farmers and nutrition support to the families of Ghogha block are crucial to achieve sustainable and profitable agriculture.

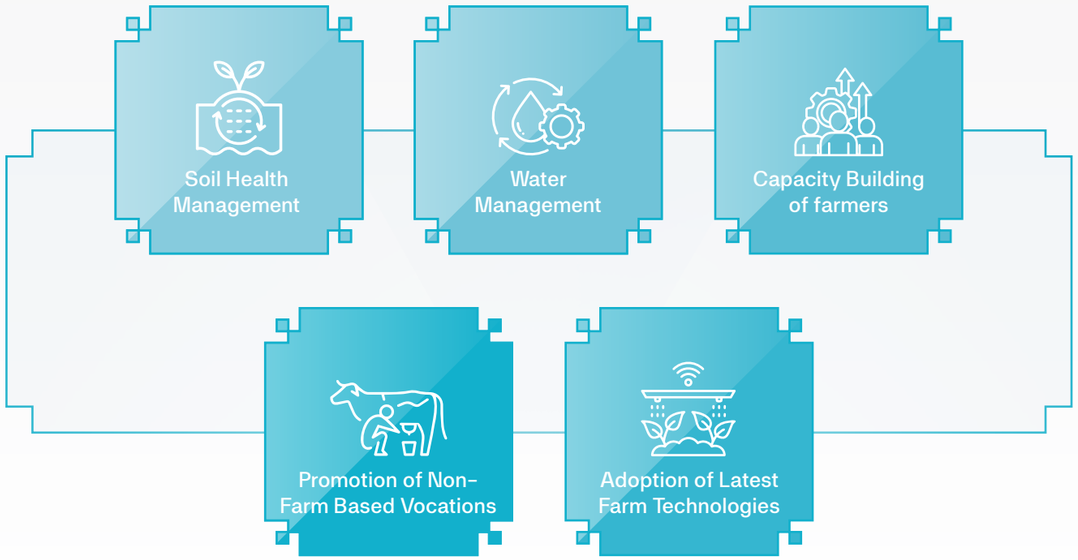
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Community Development

Agrocel's Comprehensive Agriculture Development Plan in Bhavnagar



A. Soil Health Management

Soil health management is crucial because healthy soil is the foundation of productive, sustainable agriculture and food systems. It plays a vital role in supporting plant growth, regulating water, cycling nutrients, and storing carbon, all of which are essential for plant and animal life. By improving soil health, Agrocel has been working to enhance crop yields, reduce environmental impacts, and ensure food security for future generations.

Gypsum, a naturally occurring calcium sulphate, offers numerous benefits for soil health and plant growth. It improves soil structure, reduces salinity, and provides essential nutrients. It improves soil productivity by providing sulphur and calcium (calcium supports absorption of nutrients by the roots and sulphur improves crop yield). Farmers in Bhavnagar are made aware about the benefits of Gypsum application and are encouraged to use the same on their fields.



→ **300** farmers received Gypsum bags for soil treatment in 2024-25.

B. Water Management

To promote micro-irrigation in the region, Agrocel has been promoting and facilitating the use of laser and drip irrigation technology amongst the farmers. This technology offers numerous advantages for sustainable agriculture, including significant water savings, increased crop yields, reduced fertilizer use, and improved soil health. By delivering water directly to the root zone, it minimizes water loss through evaporation, runoff, and deep percolation, leading to efficient water utilization.

→ **20** farmers adopted laser irrigation technology on their farm in 2024-25.

→ Till date **85** farmers have adopted the same.

EMPOWERING COMMUNITIES, ENABLING FUTURES.



C. Adoption of Latest Farm Technologies and Inputs

Using the latest farm technologies offers numerous advantages, including increased crop yields, reduced input costs, improved efficiency, and enhanced sustainability. These advancements allow for more precise resource management, informed decision-making, and automation of tasks, leading to more profitable and eco-conscious farming operations. Agrocel has been promoting latest technologies and enriched inputs in the region as highlighted below:

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Package of Practices (POP) in agriculture is a comprehensive guide or set of recommendations for cultivating specific crops. It provides detailed information on various aspects of farming, including seed selection, land preparation, fertilization, irrigation, pest and disease management, and harvesting. Essentially, it's a technology package designed to improve crop production and yields through scientific methods. Farmers were trained on the technology and POP kits were distributed to facilitate adoption of the same.

- → **600** kits containing fertilizers and pesticides were distributed amongst the farmers.
- → **100** kits were distributed to farmers for boosting Onion productivity.



Agrocel has been promoting the use of Solar fencing as an efficient means to provide a reliable and non-lethal barrier against animals. It is very user friendly, easy to install and cost effective .

- → In 2024-25, **100** farmers adopted this system for protecting their farmland.
- → In the last **5** years, more than **450** farmers have installed solar fences protecting **1,124** Hectares of farmland.

Promotion of Horticulture: Looking at the numerous benefits of Horticulture, Agrocel motivated and supported farmers in 4 villages to take up horticulture. Growing fruits, vegetable, flowers, ornamental plants etc. have contributed to a healthy and relaxing lifestyle and enhanced the beauty of the region along with supporting economic development.

- → **5** farmers took up Horticulture in 2024-25
- → Till date **16** farmers have taken up the same.



D. Capacity Building of Farmers

Capacity building of farmers is a multifaceted process that aims to enhance their skills, knowledge, and resources to improve agricultural productivity, sustainability, and resilience. It involves providing access to information, fostering technical advancement, and empowering farmers to adapt to changing conditions. Multiple efforts are made round the year to enhance the capacity of farmers including the following:

Farm based trainings were organized throughout the year providing practical, hands-on learning experiences on the farm. These programs provided farmers with the opportunity to learn new skills, improve their knowledge of agricultural techniques, and enhance their farming practices under the guidance of experienced farmers or professionals.

- → In 2024-25, **10** villages were covered under the initiative reaching out to **386** farmers.

Exposure visits to progressive farms were organized allowing farmers to learn from each other and view successful practical examples of new technologies and farming practices. These visits motivated the farmers by showcasing what others have achieved and provided opportunities for increased knowledge, skill, and income generation.

- → In 2024-25, **2** exposure visits were organized to Banas Dairy (KVK) for the farmers.
- → **78** farmers from **8** villages benefitted from this exposure visit.



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3.3 Promotion of Non-Farm-Based Vocations



Non-farm-based vocations, or rural non-farm employment (RNFE), are crucial for the development of rural areas. They help diversify income sources, reduce reliance on agriculture, mitigate rural-urban migration, and provide employment opportunities for youth, women and landless people. Agrocel has been facilitating entrepreneurship development programs in the region to enhance the income earning capabilities of women and make them financially independent along with contributing to the growth of the rural economy.

Tailoring and stitching training

A basic tailoring class was organized focusing on foundational sewing skills, including fabric handling, basic stitches, seam finishing, and pattern making. Through the class, women learnt to operate a sewing machine, take measurements, cut fabric, and construct simple garments. The skills learnt allows them to create custom-made clothing, repair and alter garments, and potentially develop entrepreneurial opportunities leading to both financial independence and improved self-confidence.

→ **80** women got skilled in basic tailoring in 2024-25.

Animal husbandry training for women

Women play an important role in livestock management and hence it is important to empower them in this domain. Agrocel organized training programs for women focusing on practical aspects of cattle management like breeding, feeding, fodder production and basic veterinary healthcare. By increasing women's capacity in these areas, Agrocel has empowered them to better manage their livestock, enhance productivity, and contribute to household income.

→ In 2024-25, **3** such training programs were organized skilling **157** women.

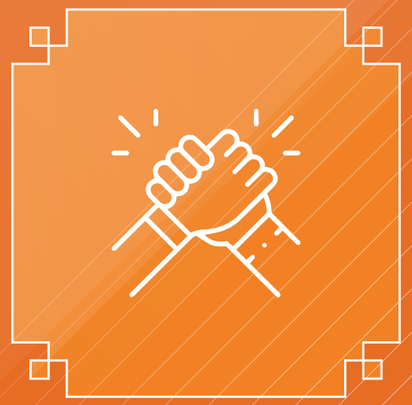


Beauty Parlor Trainings were organized for women as a tool for women's empowerment, offering economic independence and bridging the urban-rural skills gap. The trainings focused on practical skills like hairstyling, makeup, facials, and manicures/ pedicures, enabling women to start their own businesses or find employment in the beauty industry.

→ **80** women learnt basic beauty enhancement skills through the course.



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स्वस्मै स्वल्पं समाजाय सर्वस्वं

A little for yourself and everything for others



Section D

Need Based Initiatives

(Sahkaar)

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Sahkaar

Need Based Initiatives

Integrated Solid Waste Management (ISWM) Initiative

Agrocel's Need Based Initiatives (Sahkaar) constitute a pivotal element of its integrated CSR framework, embodying a commitment to sustainable development and social value creation. The Integrated Solid Waste Management (ISWM) initiative in collaboration with RUDA and the Gram Panchayats of Bhujodi, Kukma, Sumrasar, Dhordo and Khavda is a flagship project under this component. The key project objective is to establish a systematic, community-driven waste management system that ensures proper waste collection, segregation, composting, and recycling. The initiative aims to:

- Generate local employment
- Promote a circular economy
- Improve environmental health
- Reduce pollution
- Preserve natural beauty
- Enhance public and animal health
- Shift mindsets towards sustainability and cleanliness

Implementation Highlights in 2024-25

Coverage: 5 Villages – Kukma, Bhujodi, Khavda, Sumrasar, Dhordo

Awareness Drives:

- Door-to-door, school, shopkeeper & community outreach
- Plastic collection from schools & community
- Plastic- Lao , Thaila Pao

BADLAV Campaign:

- Conducted in all **5** Panchayats
- Awareness through plays & rallies at **123** locations
- Reached over **20,000** people

School Engagement

- **700** students participated in drawing competitions
- **1,800** students awarded for plastic collection efforts
- Land Coordination for MRF/MRC: Ongoing collaboration with SBM-Bhuj and Kachchh University for securing land for waste infrastructure

Environmental Impact

- **380+** tons of plastic waste collected in FY 2024–25
- **480+** tons plastic waste diverted from landfills till date
- **22** wet waste composting demonstrations conducted
- Reduced landfill dependency, improved soil and air quality
- Promoted recycling and circular economy practices
- Minimized use of virgin plastics through resource recovery

Social Impact

- **22,000+** community members sensitized
- **10,000+** students reached through school outreach
- **800+** awareness sessions across schools, shops & communities
- **78** student Green Champions mobilized
- Enhanced dignity and livelihoods for waste pickers
- Promoted behaviour change and eco-conscious lifestyles
- Strengthened public health through reduction in unmanaged waste

Economic Impact

- User fee and revenue-sharing models introduced for financial sustainability
- Lowered municipal waste management expenses
- Strengthened market linkages for recycled products
- Enabled livelihood creation through structured waste collection and processing

Institutional Collaboration

- 5 Gram Panchayats actively engaged
- 22 Government Schools participating
- 20+ "Plastic Lao, Thela Pao" drives encouraging public participation
- Partnerships with local bodies, academic institutions, and RUDA



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Sahkaar

Need Based Initiatives



















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Making a Difference

Stories that brought smiles

Arushi's 66 kg Plastic Collection Journey: A Student's Determined Step Toward Sustainability



***Fourteen-year-old Arushi from Bhuj**, inspired by an environmental awareness campaign by RUDA Foundation, led a plastic waste collection effort starting from her family's small tea stall. With her father's support, she collected 66 kg of plastic waste over several weeks and contributed it to her school's larger collection drive. Her initiative not only reduced waste going to landfills but also inspired peers and local shopkeepers. Arushi's story highlights how student-led, family-supported actions can drive meaningful environmental change at the grassroots level.*



A lot of their teaching time is saved as they do not have to write long sentences on the blackboard. Questions for tests can also be displayed quickly on the board. Informative videos can be played on the board , which are a great aid to learning. Current affairs videos also encourage learning in the classroom. The school organized the live telecast of Chandrayan's launch with the help of the smart board. All of this has encouraged a behaviours of self -learning amongst the students. Such is the popularity of smart boards that parents too wish they had such facilities when they were at school.

Smart Board: Smart Usage

***Smart Boards are an audio- visual aid to teaching concepts in classrooms**. They have many other uses too depending upon how smartly the boards are being used by the teachers and the student community. In the primary school of Malpar village, Agrocel installed a smart board for 6th to 8th Std students. Samita Ben Nag the Maths and Science teacher at school shares that the smart board has proved to be a boon for the school. Books can be scanned and displayed easily on the board saving both time and energy. Various education applications developed by the government like Gyan Kunj, G-Shala etc. are also easily accessible through the smart board. Teachers also use the board to display any additional information they have collected on a pen drive. She says that the board is very user friendly. The brightness of the screen can easily be adjusted, making it easier for children to read.*

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Making a Difference

Stories that brought smiles

Package of Practices: Farmers' Friend

Avaniya's Bhailubha Lalubha Gohil *has been associated with Agrocel's progressive agriculture initiatives since the last 5 years. He has been attending various learning and development programs and also gone on awareness tours to experience modern agricultural practices. In the last 5 years, he has adopted many new practices in his farm with guidance and help from the VRTI team members. He has installed a Jhatka machine to ward off stray animals from his farm , used POP kits regularly , applied Gypsum on his land and more. Bhailubha recommends the use of POP kits as it is completely organic. It is cost effective too and provides multiple benefits to the soil. He has experienced that there is no need to apply harmful chemicals on the land even since he used POP kit material. He says that the productivity of land has also increased overall. Use of Gypsum has stopped soil from further degradation, and he is sowing multiple crops now. All of this has increased per hectare profitability of his land. As a result, the younger generation is also getting more interested in taking up faming as a profitable enterprise. He has become a strong advocate of the POP methodology and suggests all the farmers adopt the same.*



Silent Risks: Saving Lives with a Simple Check



In the border region of Bhuj, where modern healthcare is still a distant concept and community awareness is low, especially among women, diseases often go unnoticed — until it's too late.

During one of our regular mobile health camps, a middle-aged pregnant mother Hidaytbai walked in with 5-month pregnancy and vague complaints of tiredness and body aches. Like most women in her community, she had never had her blood pressure or sugar levels checked before.

Our health worker conducted a basic NCD screening and was shocked to find that her blood pressure and sugar levels were critically high. She was unaware that she was living with hypertension and diabetes, both silent killers if untreated. She was immediately counseled, started on essential medication, and educated about diet and lifestyle changes. Follow-up visits are now scheduled to ensure continued care and monitoring.

A simple health check saved a life. In communities where awareness is low and access is limited; mobile health services are often the only lifeline to detect and manage chronic conditions early — and prevent a crisis before it starts.

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Making a Difference

Stories that brought smiles

Invisible Wounds: Treating More Than Skin Deep

In the harsh and isolated border villages of Bhuj, where communities struggle with poverty, illiteracy, and age-old beliefs, health is often the last priority. Children especially suffer silently malnourished, untreated, and unnoticed.

During one of our regular mobile clinic visits to these remote vandhs, our team met a 10-month-old young girl named as Naziya with severe skin infections and lesions on her arm. She was surrounded by other children, but her condition stood out—raw, untreated sores caused by prolonged neglect, poor hygiene, and lack of access to basic medical care.

In another case, a malnourished toddler was brought in by his mother. His thin frame, torn clothes, and blank expression told a silent story of under nutrition and lack of medical attention. The mother, herself hesitant, shared that the child had never seen a doctor.

Our mobile health unit immediately intervened—treating wounds, cleaning infections, and offering nutritional support and health education to the family. Both children are now under follow-up care and show visible improvement.



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Pashu Sarvaar: A voice for voiceless

In the Dungar area, a serious and rapidly spreading virus called Peste des Petits Ruminants (PPR) affected sheep and goats. The disease affected the lungs and made it difficult for the animal to breathe, and in severe cases, led to death. The animals were suffering silently, and the herders were facing economic losses. The situation was deteriorating, and the local herders lacked proper animal treatment services and resources. In this scenario, they contacted the Pashu Sarvaar team which took immediate action on a war footing. First, they began explaining the disease and its symptoms. Meetings were held with herdsmen in and around the villages. Where possible, they met in person, and where not, they communicated via phone, providing information about the virus, proper treatment, and vaccination. The team emphasized that if the animals were not vaccinated against this disease and the issue was not addressed in time, the disease would become more severe, causing further losses to both the livestock and the herders. Continuous efforts led to the herders agreeing to vaccinate their animals.

The team coordinated with the government officials to obtain the vaccine. The team then began operations in the Dungar area. They travelled around the Dhoravar-Juna-Dedhiya areas, approximately 25 kilometres from the animal treatment office in Khavda.

In this three-day operation, 1200 sheep and goats were vaccinated. Dr. Rajeshbhai and Gafur Bhai from the animal treatment team, along with the local herders made great efforts. The government department also supported by providing timely vaccines.

Following the vaccination, monitoring was done for about three days. Additionally, they continuously promoted awareness and provided guidance on how to prevent the virus from spreading further and how to protect the animals.

Due to the immediate actions taken by the team, there was a noticeable decrease in the disease. The herders, who felt relieved by the treatment, expressed that due to the timely service, vaccination, and treatment, they did not have to suffer further losses. And the animals who were suffering the most got relief.

Employee Volunteering (Sahbhagita)

Employee volunteering is a significant aspect of Agrocel's CSR program, wherein it encourages and supports employees and their families to volunteer their time and skills for various development causes. It provides the employees with an opportunity to contribute to society and enrich their work life experience.

Some initiatives where Agrocel's employees give their contribution are:

- Awareness programs with school students and community members focusing on nature and energy conservation, health and hygiene, solid waste management, etc.
- Participating in cleanup campaigns, tree planting and recycling projects.
- Involvement with artists during folk festivals organized by LLDC.
- Providing skill-based trainings and driving blood donation camps among others.



EMPLOYEES HAVE REITERATED THAT WHEN THEY CONTRIBUTE TO SOMETHING BEYOND THE WORKPLACE, IT INCREASES THEIR JOB SATISFACTION AND COMMITMENT TO THE COMPANY.

CSR Initiative	No. of Volunteers	Volunteering Time (In Hours)
Safety Training	27	220
Plantation Activities	70	500
Plastic Waste Management	25	220
Revival of Art & Culture (Folk Festival)	25	600
Awareness Campaign on Nature and Energy Conservation	35	220
Blood Donation Camps	80	160
	262	1920

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Our Synergistics Partners

Alignment of efforts with SDGs

No Poverty



- Sustainable Livelihood Projects - DISHA
- Agricuture Development initiatives at Bhavnagar
- Samruddhi (Livelihood)
- Revival of Art and Culture
- Integrated Waste Management Programme

Zero Hunger



- Sustainable Livelihood Projects - DISHA
- Agricuture Development initiatives at Bhavnagar
- Samruddhi (Livelihood)
- Capacity Building to Madharies / Farmers
- Integrated Waste Management Programme

Good Health And Well-being



- Seva (Health & Sanitation)
- Sharada Medical Center (SMC), Hodko
- Health Awareness Camps
- Revival of Art and Culture
- Capacity Building to Madharies / Farmers
- Rebuilding Trust, Jammu
- Integrated Waste Management Programme

Quality Education



- Sanskar (Educational & Enlightenment)
- Prabuddha Kachchh
- BALA (Building as Learning Aid)
- Saturday Art Class

Gender Equality



- Samruddhi (Livelihood)
- Revival of Art and Culture
- Integrated Waste Management Programme
- Saturday Art Class

Clean Water & Sanitization



- Roof Rain Water Harvesting Structure
- Sanitation Block
- Integrated Waste Management Programme

Affordable and Clean Energy



- Roof Rain Water Harvesting Structure
- Promotion of Solar Energy
- Integrated Waste Management Programme

Decent Work and Economic Growth



- Animal/Cattle Healthcare
- Agricuture Development initiatives at Bhavnagar
- Capacity Building to Madharies / Farmers
- Integrated Waste Management Programme

Industry , Innovation and Infrastructure



- Sanitation Block
- Infrastructure Support to School
- Integrated Waste Management Programme

Reduce Inequalities



- Samruddhi (Livelihood)
- Revival of Art and Culture
- Rebuilding Trust, Jammu
- Integrated Waste Management Programme

Sustainable Cities and Communities



- Capacity Building to Madharies / Farmers
- Integrated Waste Management Programme

Responsible Consumption and Production



- Revival of Art and Culture
- Agricuture Development initiatives at Bhavnagar
- Fodder Security
- Integrated Waste Management Programme

Climate Action



- Sensitization and Awareness on Naure Conservation
- Afforestation
- Water Conservation
- Roof Rain Water Harvesting Structure
- Integrated Waste Management Programme

Life Below Water



- Pond Deepening
- Hamisar Lake Deepening
- Integrated Waste Management Programme

Life on Land



- Afforestation
- Integrated Waste Management Programme

Peace, Justice and Strong Institutions



- Revival of Art and Culture
- Integrated Waste Management Programme

Partnership for the Goal



- Partnership with the Government for Health initiative and conserving nature
- Partnerships with NGOs for
- Integrated Waste Management Programme

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The Way Ahead



*The Sanskrit mantra "**Lokah Samastah Sukhino Bhavantu**" (May all beings everywhere be happy) reflects the essence of Kaka's values and endeavours and I am gratified that the Agrocel family has honoured his legacy and continues to work on the same principles and ideals. Kaka always expressed a strong desire for wellness across the planet. It was not merely a wish, but a guiding light that encouraged us to think beyond ourselves and work for the happiness and well-being of everyone, everywhere.*

The cycle of life is unceasing and so are our efforts towards making it more meaningful and beautiful. Going ahead with ever increasing enthusiasm, we plan to focus our efforts on creating a rich biodiversity of flora and fauna in the region. Our success in creating a biodiverse forest on Kukma hill has given us confidence to create more such natural habitats for various species, especially the endangered ones. A lot of this will happen through scientific research and studies led by experts.

Being an organization led by science, we firmly believe that scientific principles have a big role to play in the well-being of our planet. Science can convert waste into asset, thereby creating a cleaner and greener planet. We have been working on this idea since a few years now and going ahead we plan to make it more sustainable and manageable at the community level. We will continue our efforts towards making the villages water sustainable, energy efficient and carbon neutral.

When we started providing primary health care services in the region through Sharda Medical Centre in Hodko, the health scenario was grim. But over the years, situation has improved. Preventive and curative care is accessible and affordable for a larger population now. However, a few medical conditions specifically related to the female gender need attention. We will have to address these with a scientific approach and cultural sensitivity.

We firmly believe that right education is the key to progress. Prabuddha Kutch is an initiative well rooted in Indian values and culture. India has a lot to offer to the world in the field of art, literature and sports. I feel proud that Prabuddha Kutch is helping children learn Mallakhamb (a traditional Indian sport). We will bring the best coaches to train our children in this sport and take it to a global audience going ahead.

Our work brings us closer to many voluntary organizations who have been doing their bit for the nation. We intend to strengthen them through capacity building programs in order to improve their efficacy and help them reach a wider audience.

My father had once made a promise to Kaka that he will always work on bringing positive changes to this beautiful planet and its people. Every single effort however big or small is a step towards fulfilling this promise.

May life offer more peace, prosperity and happiness to everyone, everywhere!

Best Regards,

Chaitanya D. Shroff
Executive Director









|| LOKAH SAMASTAH SUKHINO BHAVANTU ||
|| लोकाः समस्ताः सुखिनो भवन्तु ||

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