



NAVRATNA PRAYAS

Catalyzing Growth and Development



Paradeep Phosphates Limited



*"If I have the belief that I can do it,
I shall surely acquire the capacity to do it
even if I may not have it at the beginning."*

- Mahatma Gandhi



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FROM THE EDITORS

From the outset, PPL has been committed to corporate social responsibility. At PPL, Corporate Social Responsibility is guided by a strategic vision of working on long-term sustainable programs within the key thrust areas outlined in our CSR policy. PPL is characterized by strategic alignment and robust community engagement processes.

Our extensive experience in implementing CSR initiatives over the past decade has enabled us to develop strategies and solutions that can now be applied to other geographies. Some of these successful and replicable initiatives include WaSH compliant model Anganwadi Centers 'Navratna Balyagruha', and others narrated as part of 'Stories of Change' on page 27 of this report. As the company grows further, we will replicate these initiatives to benefit communities in our marketing locations in Odisha and beyond. Moreover, we are hopeful that the impact assessment exercise that will be conducted by the end of the fiscal year 2021-2022 will assist us in identifying these initiatives and further strengthen the effectiveness of our program.

Paradeep Phosphates Limited will contribute to creating a safe and secure society by accurately identifying the social issues and needs that accompany change and providing solutions through its business operations. In our endeavour to earn the trust of our stakeholders, we will work diligently to contribute to the realization of a sustainable society.



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Editor

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Co-editor

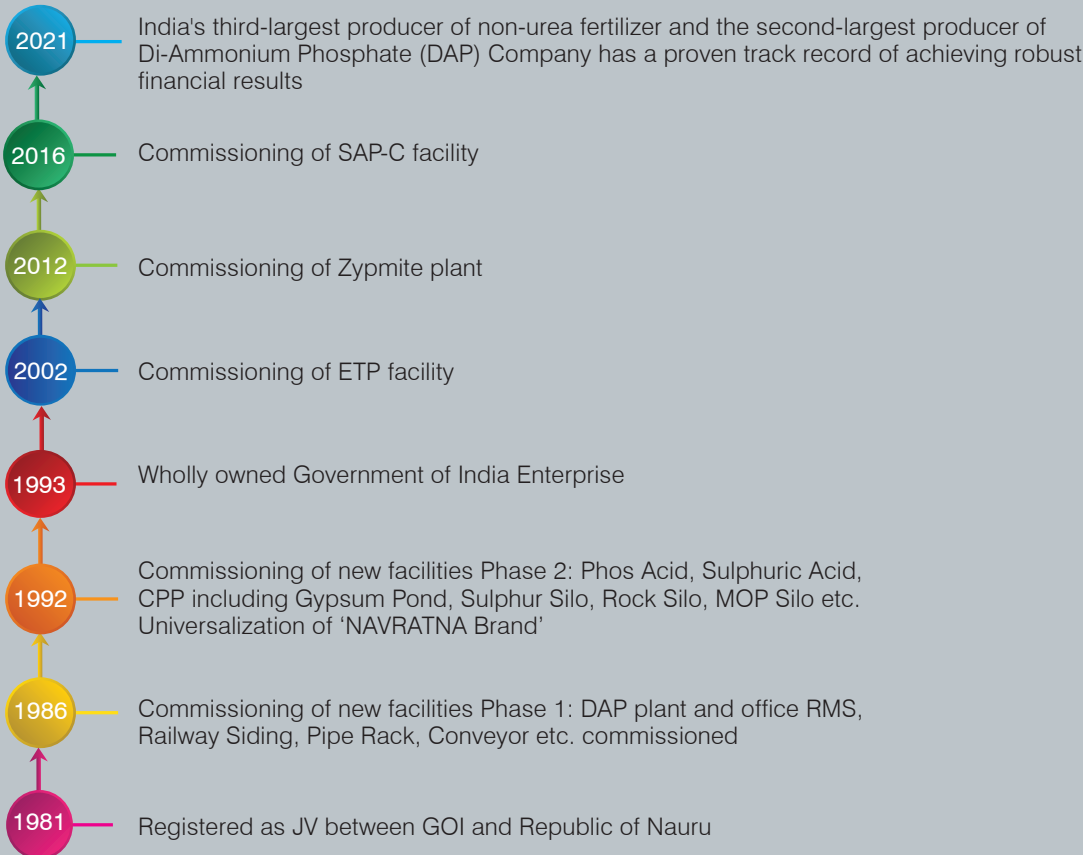


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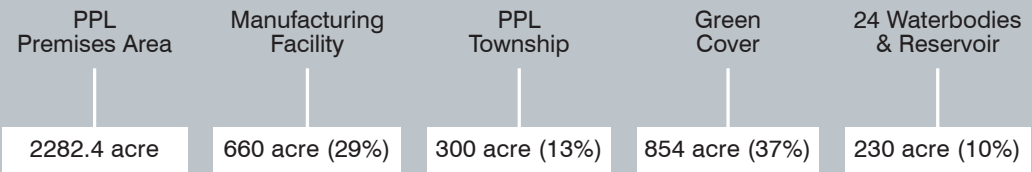
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OUR MILESTONES

Since commencing business in 1981, PPL has emerged as one of India's largest producers of non-urea fertilizers and di-ammonium phosphate (DAP).

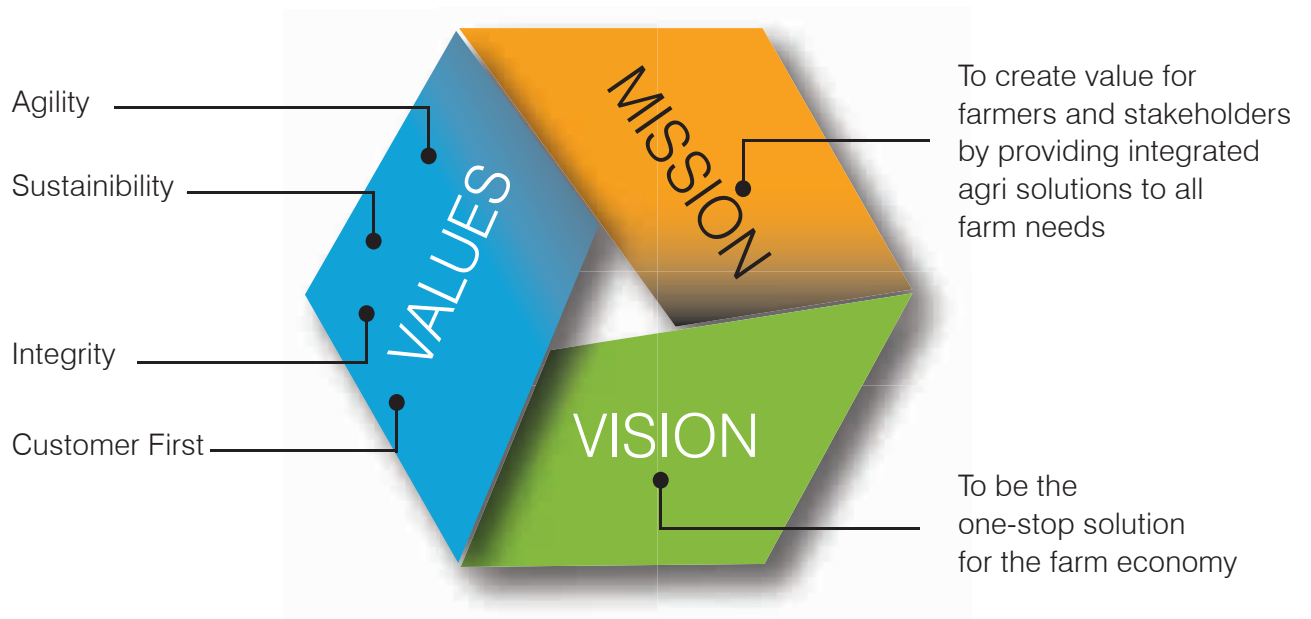


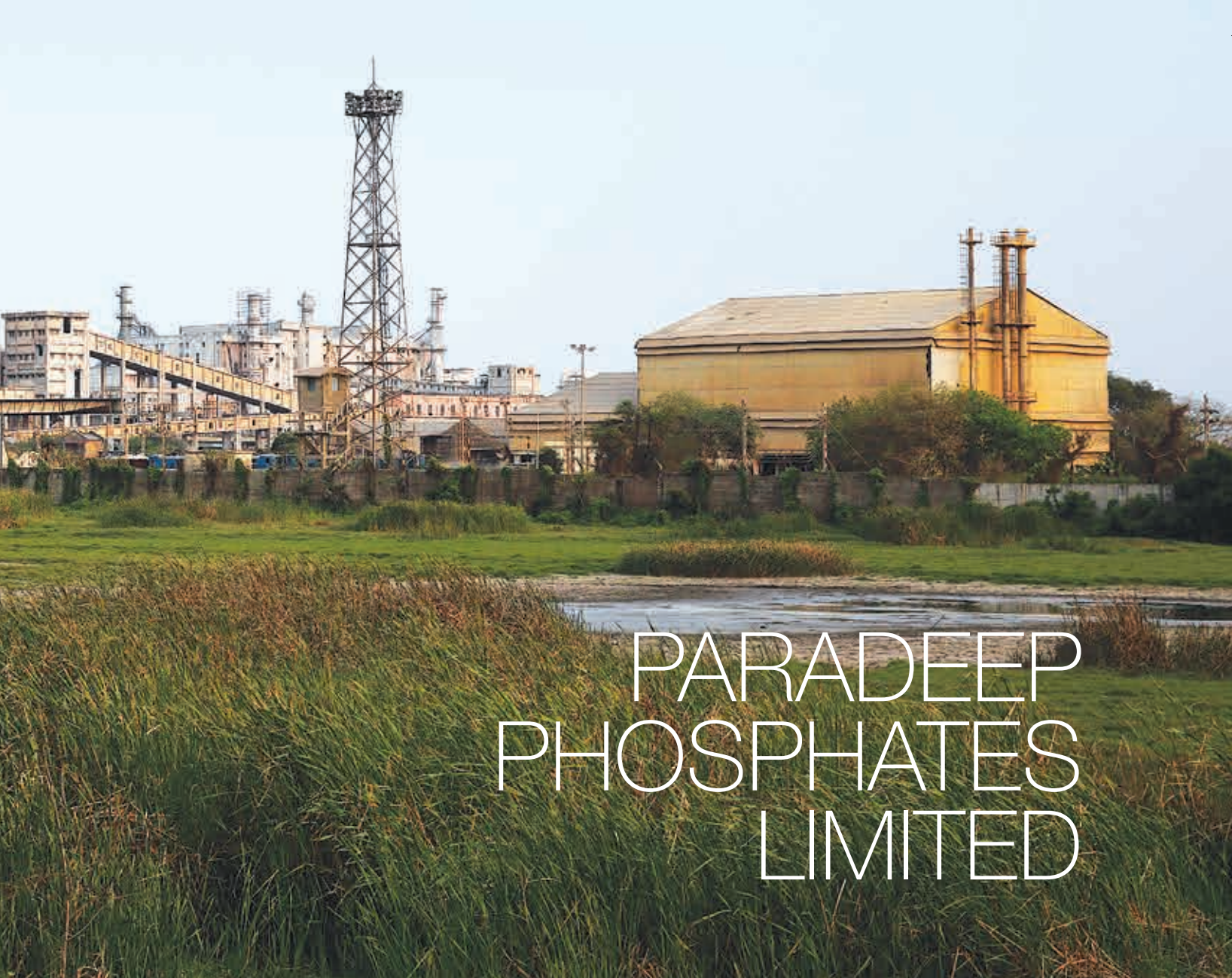
RECENT AWARDS IN BUSINESS EXCELLENCE, SUSTAINABILITY AND SOCIAL RESPONSIBILITY





OUR VALUES





PARADEEP PHOSPHATES LIMITED

The company is committed to improving the quality of life in its communities and becoming a catalyst for socio-economic change by taking targeted interventions that complement the state efforts in various sectors.

In addition to a process-driven, time-intensive approach, PPL emphasizes inclusion as a proactive strategy that allows key stakeholders to participate and promotes transformation over time.

PPL has therefore identified, prioritised, and adopted those social issues on which it can have the most significant impact by leveraging its expertise and core competencies. PPL aims to explore these

issues in greater depth in order to develop CSR projects that provide a definitive change in the community.

PPL CSR POLICY

CSR policy at the company follows Section 135 (Schedule VII) of the New Companies Act, 2013.

*Monalisha Khatei (6 years) from village Siju
aspires to become a Teacher*



OUR APPROACH TO CSR

CSR at PPL is aligned with the company's business priorities and is designed to create shared value for all stakeholders. Thus, PPL reviews all available documentation regarding projects, processes, and policies to determine the CSR approach at PPL as well as the nature, scope, and boundaries of CSR projects.

As a whole, our efforts have focused on improving farm and non-farm livelihoods, educational outcomes, and WaSH (Water,

Sanitation and Hygiene) outcomes, as well as improving critical infrastructure gaps in villages. Relevance, Effectiveness and Sustainability are three crucial parameters for PPL's CSR projects. Since 2009, PPL CSR initiatives have reached over 10,000 households (about 50,000 people) in 32 villages in six Gram Panchayats in the district Jagatsinghpur and two slums in Paradeep Town.

WaSH compliant Anganwadi Centres bringing smile to children



Sulochana and fellow Self Help Group members add to family income by making and selling Badi (Lentil dumpling)



Bajarangbali, Women's Producers group coming together for income generation activities



Cadre of Community Tutors (Saathi) catalyze classroom learning in all project villages



LEADERSHIP MESSAGES

MD's MESSAGE

Founded in 1981 under the Companies Act, 1956, Paradeep Phosphates Limited (PPL) today is India's third-largest non-urea fertiliser manufacturer and India's second-largest producer of di-ammonium phosphate (DAP). A commitment to financial performance has enabled PPL to establish a track record of success.

Through Navratna Prayas, our social responsibility initiative, we aim to catalyse inclusive growth and development at the bottom of the pyramid. The initiative aligns with Section 135 of the New Company's Law, 2013, and is implemented by an experienced team and credible partner organizations at the grassroots level.

During 2019-21, we improved our ability to implement and address community needs effectively. In addition, we found that the community was more active in the planning and implementation process due to its increased ownership.

Over the past two years, a large number of lives, livelihoods, and resources were lost along the coast of Odisha and particularly in Paradeep. We played a vital role in the relief process and the restoration of everyday life for the most vulnerable communities as a responsible corporate entity.

At the beginning of fiscal year 2020-21, the world was gripped by a pandemic, and it was no different in our project areas. Despite the unprecedented situation, we responded swiftly, realigned CSR efforts in order to meet the needs of the community, and increased CSR activities. Our presence in the community allowed us to identify and support vulnerable groups within the project locations and ramp up our efforts in areas such as livelihoods, health, water, sanitation to assist communities and groups coping with the effects of the pandemic.

The biennial CSR report of Paradeep Phosphates Limited provides further details about 'Navratna Prayas.' This report summarizes significant outputs and outcomes of our efforts during two consecutive financial years, 2019-20 and 2020-21.

Our company always welcomes alliances, resources, and advice to accelerate the development process and make us more relevant as a responsible corporate citizen.

N Suresh Krishnan
Managing Director



LEADERSHIP MESSAGES

COO's MESSAGE

Social responsibility forms an integral part of our business strategy, allowing us to minimize risks, create long-term value, and gain the trust of the communities in which we operate.

We continue our commitment to social responsibility through 'Navratna Prayas'. In the period 2019-2021, we:

- Ensured that CSR activities are carried out in accordance with section 135 of the New Company's Law, 2013 and in accordance with guidelines issued by the Ministry of Corporate Affairs (MCA).
- Supported proactively the farming community severely affected by 'Fani Cyclone' in May 2019 and extended support directly to OSDMA for restoration efforts.
- Leveraged our presence in project villages and slums in Paradeep to take appropriate measures to minimize the spread of COVID-19 among these communities.

We also promoted health programs in these areas. In partnership with UNICEF Odisha, we conducted state-level awareness campaigns on COVID-19 and provided direct assistance to OSDMA (Odisha State Disaster Management Agency) to combat the pandemic at the state level.

Our project, Navratna Balyagruha, developed in partnership with UNICEF Odisha aimed at developing WaSH compliant Anganwadi Centers, is now ready for adoption and replication. Hopefully, the initiative's lessons will help improve Anganwadi Centres in other parts of Odisha and elsewhere.

The CSR efforts of our employees have increasingly gained interest over the past two years, and our employees have made generous contributions to the communities in need. For instance, as part of our corporate social responsibility (CSR) efforts, we created over 1,000 hours of volunteering activities for more than 300 employees at the Paradeep plant, wherein our employees contributed their time and resources to Old Age Homes, Orphanages, and supported communities in times of need.

I would like to pay particular recognition to our partner organizations, HARSHA Trust and Society for Children (SOCH), who are instrumental in coordinating actions across project locations. It is their passion and commitment that inspires me.

We are confident that we will meet our targets for 2021-22 and lead by example. We appreciate your trust and support.

Sabaleel Nandy
Chief Operating Officer

ABOUT PARADEEP

Paradeep is a major seaport city and a municipality in the small but densely populated coastal district of Jagatsinghpur in Odisha. According to the 2011 census, the district has a population of 11.37 lakhs, including 21.80% of scheduled castes and 0.70% of scheduled tribes. The district has a literacy rate of 86.6% as compared to 72.9% for the state.

The city of Paradeep is divided into 18 wards and has a population of over two lakh, as well as sixty-five percent of the rural population. The geographical location of Paradeep makes it vulnerable to various natural disasters, such as floods, cyclones, and even droughts. In the north, it shares a boundary with Kendrapara district. In the south, it shares

a boundary with Puri district. In the west, it shares a boundary with Cuttack district. Three rivers surround Paradeep as well, the Mahanadi and Paika in the north, and the Devi in the southeast.

Paradeep has a picturesque coastline and pleasant beach area that attracts tourists from around the world. Moreover, Paradeep is famous for festivals such as 'Biswakarma Puja' - God of construction, and 'Kalinga Balijatra' - celebrated in remembrance of Sadhabas, ancient Odia mariners, who unfold sail to remote islands of Bali, Java, Sumatra, Borneo (Indonesia), and Sri Lanka for trading as well as for cultural expansion.

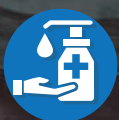
The district's economy is largely based on Agriculture, Agribusiness, Animal Husbandry, Forestry, and Fisheries which drive the district's growth. Through the Paradeep industrial corridor, Jagatsinghpur district has emerged as an industrial hub of the country's eastern region. Among the large and small-scale industries of national and state repute are Paradeep Phosphates Ltd (PPL), IFFCO, AMNS, IOCL refinery, Adani Wilmar, and Goa Carbon. Paradeep offers a wide spectrum of employment opportunities to skilled and unskilled people from all over the country.



CSR TRANSITION

- 2021 ▶ ● GEOGRAPHY FURTHER EXPANDED TO 32 VILLAGES IN 6 GRAM PANCHAYATS AND 2 SLUMS IN PARADEEP
- 2019 ▶ ● CSR AS 'NAVRATNA PRAYAS'
● GEOGRAPHY EXPANDED TO 25 VILLAGES OF 4 GRAM PANCHAYATS AND 2 SLUMS IN PARADEEP TOWN
● RECEIVED 'SAMBAD' PLATINUM AWARD FOR BEST BRAND IN CORPORATE EXCELLENCE (CSR CATEGORY) FOR 2019-20
● 'ODISHA CSR FORUM' RECOGNISED US FOR SIGNIFICANT CONTRIBUTION TO CSR
●
- 2018 ▶ ● NEED ASSESSMENT STUDY FOR PROSPECTIVE PLANNING
● PARTICIPATORY IMPLEMENTATION PROCESS ENHANCED
● PROJECT MONITORING AND MIS SYSTEMS STRENGTHENED
- 2016 ▶ ● THIRD PARTY EVALUATION OF PPL CSR PROGRAMMES
- 2013 ▶ ● PPL CSR ALIGNED WITH NEW COMPANIES LAW, 2013
- 2012 ▶ ● CSR GEOGRAPHY EXPANSION:
10 VILLAGES, 3 GRAM PANCHAYATS
- 2009 ▶ ● CSR INITIATIVES LAUNCHED IN PLANT PERIPHERY
● GEOGRAPHY:
1 GRAM PANCHAYAT (KUJANG BLOCK,
DISTRICT JAGATSINGHPUR)

*Navratna Prayas activities are evaluated
on the parameters of Relevance,
Effectiveness and Sustainability*



SECTORAL FOCUS (2019-21)

Our CSR activities have focused on the most critical needs of the communities in all the project locations. Over the past two years, the top three areas of focus in CSR expenditure have been in the areas viz. Response to Natural Disasters/COVID19 (40%), WaSH (Water Sanitation and Hygiene) (21%), and Education (17%)

The representation below presents an overall spread of funds during FY 2019-20 and FY 2020-21:

Distribution of CSR spend

Disaster Response	40%
Health & WaSH	21%
Education	17%
Livelihoods	15%
Women Empowerment	2%

Sector-wise objectives

Response to Natural Disasters & Pandemics:

- Direct response with relief activities with the supply of food, drinking water, and shelter; followed by healthcare support and livelihood restoration activities, especially for vulnerable groups;

- Complement state efforts through Odisha Disaster Management Agency (OSDMA) in addressing the post-disaster situation in worst-affected areas;
- Community-based awareness campaigns and prevention measures for combating COVID 19 pandemic in all project locations.

Health & Water Sanitation & Hygiene (WaSH):

- Develop sustainable solutions for safe drinking water at the community level;
- Improve facilities for safe sanitation in schools and villages with high levels of open defecation;
- Sensitize communities through behaviour change communication on issues related to WaSH (e.g., cleanliness drives, street plays, wall paintings);
- Improve outreach for healthcare and strengthen state institutions (esp. Anganwadi Centres) for services to women and children.

Education:

- Improve educational facilities for children at government primary village schools;
- Enhance the quality of teaching and learning for better educational outcomes;
- Promote the right to education for both boys and girls.

Livelihoods and Women

Empowerment:

- Promote both farm-based and non-farm livelihoods in all project locations;
- Build capacities of women groups for economic and social empowerment.

LIVELIHOODS ENHANCEMENT

Skill Development and Micro-Entrepreneurship



Farmers like Fakira Sahoo from Kothi Gram Panchayat improved yields and incomes with better skills, knowledge in vegetable cultivation and access to local markets

PPL's CSR initiatives in livelihood enhancement were primarily focused on promoting skills development and entrepreneurship among the youth, women groups and the farming community in all the project locations in Paradeep. With the help of robust farm-based livelihood generation initiatives, PPL empowers communities and individuals living in its periphery villages and slums to be self-reliant and pursue their dreams. Through its CSR program, the company assists marginalized and vulnerable families and works to create a platform for livelihood enhancement. To promote convergence and amplify benefits at the community level, these activities are implemented in conjunction with a variety of social welfare programs of the state agriculture and horticulture departments. In addition, PPL worked in close collaboration with various state institutions to educate the community on social security entitlements and state welfare schemes so that maximum benefits could be distributed to communities.

Aligning with National Skill Mission

In order to complement the state's efforts to build skills among the educated but unemployed youths living in the project villages, PPL conducted a skills assessment and an aspiration mapping exercise that identified appropriate training opportunities for each participant. PPL has partnered with CENTRAL TOOL ROOM & TRAINING CENTRE (CTTC), Bhubaneswar, as a part of this endeavor. The company facilitated and supported the enrolment process and provided training in various job-oriented fields as well as self-employment training courses lasting six months and one year. Those who successfully completed

the program at the Skills training institution were also given the opportunity to attend campus interviews for jobs in the formal sector with reputable firms from Nashik, Coimbatore, Pune, Hyderabad, and Chennai.

Furthermore, PPL in collaboration with TCS AA (Tata Consultancy Services - Affirmative Action Program) to provide job opportunities for youth from SC/ST and marginalized communities. Following successful completion of the curriculum, undergraduate and graduate students from Kujang College, Kujang, Jagatsinghpur received 100 hours of specialized training for employment prospects in TCS-BPO.

CTTC Training 2019-20	22
CTTC Training 2020-21	07
Jobs Secured	13
Self Employed	04

Skill development training program for the year 2019-20 and 2020-21


Sudamini Swain is able to harvest fresh vegetables from the backyard nutrition garden



Educated village youth mobilized to acquire job-oriented skills training at Central Tool Room and Training Centre (CTTC), Bhubaneswar



Collective efforts in vegetable cultivation by farmers group is helping improve yield per acre, and improve incomes of marginal farmers

A photograph of three women in a pottery workshop. In the foreground, a woman with a red bindi and a green sari with a pink blouse is smiling and shaping a clay pot on a pottery wheel. She is wearing several bangles and a white thread bracelet. Behind her, two other women are smiling. One is wearing a blue and yellow patterned sari, and the other is wearing a green and yellow patterned sari with a blue headscarf. They are all in a room with a red wall and a mural of a deity. A power outlet is visible on the wall.

Gita Muduli (52), member of women pottery group of thirty now feels happy about taking their skills to the next level, better designs and access to better market opportunities

Micro-entrepreneurship among women

Terracotta crafts by rural women groups

As part of the project, PPL also identified groups of women artisans and micro-entrepreneurs engaged in traditional terracotta crafts.

For the promotion of a craft cluster in the project villages, PPL reorganized the women artisans to train them in cutting-edge technologies in terracotta art and provided them with advanced tools and machinery for product development to meet the tastes of contemporary urban consumers. Currently, these products are sold on social media platforms under the brand name "CLAYSCAPE Odisha".

Training hours	180 hrs
Group’s Annual Turnover 20-21	INR10 L
Size of terracotta group	30 no.

Business information of JibanJyoti Terracotta Producer Group, Fatepur

Training for income generation by women in urban slum

Women from urban slums in Paradeep were trained in a variety of activities, including snack making, artificial jewellery, incense stick manufacturing, phenyl manufacturing, beautician services, and tailoring.

PPL also provided phenyl and incense sticks making machinery to these women self help groups. Currently, women groups in the local market are selling phenyl and incense sticks under the brand names 'Swachhta' and 'Sugandh,' respectively. Through these initiatives, households have been able to earn an additional Rs. 3000 per month.

Women benefitted	212
Training hours	124
Exposure visits	5

Women led micro-enterprise promotion during 2019-20 and 2020-21

SHG members preparing dried lentil dumpling (Badi) in the village




Skill development training in 'Grooming & Beautician' for women in Bauria Palanda Slum

Skill development training in Tailoring for women in Balijhara Slum



Women SHG groups trained to produce marketable products, and services for improving family incomes

A photograph of a man with grey hair and a mustache, shirtless, operating a red and white power tiller. He is standing in a field with tall grass and weeds. In the background, there are several tall palm trees and other tropical vegetation. The power tiller has large, treaded tires and a single headlight. The man is holding the handlebars of the machine.

Narayan Samal of 'Maa Sarala Krushaka Sangathana' vegetable cultivation collective promoted in Mangrajpur Gram Panchayat now has easy access to advanced agri-implements such as 'Power Tiller'

The company also constructed a 670 Square feet training facility in village Kothi to promote women economic empowerment. The newly built facility will be used for capacity building activities involving 25 women self help groups comprising more than 250 women from the surrounding villages.

Doubling farm-based incomes

PPL is enhancing farmers income by introducing better farming practices, bringing awareness of soil health, and addressing multiple pre and post harvest issues, leading to significant increases in farm income. To reduce farm drudgery and reduce input costs in farming, PPL supported farmer's producer groups with two polyhouse nurseries and various farm equipment.

Direct support to farmers	177
Farmers benefitted	344
Vegetable cultivated land increase	23 acre

Information of farmers group supported

Increased application of the bio-fertilizer has reduced the pest infestation



Women farmers of Shiba Shakti nursery group inside PPL’s Mobile Soil Testing Lab, the group is raising village based ‘Plant Nursery’ to produce and supply quality saplings locally

An additional two-fold income was realized as a result of this collaborative effort.

Training better farm practices

More than 250 farmers attended training sessions covering nursery management, seedling preparation, soil sampling techniques and soil nutrient management practices, crop rotation, off-season vegetable cultivation, disease and pest control, organic pesticide, and fertilizer preparation to acquire technical knowledge in a suite of farming practices.

As a result of these practices, input costs were reduced, resulting in additional income for the producer group and for the individual farmer.

Soil health cards	124
Soil samples	124

Status of soil test and soil health card issued in FY 2020-21

Parikhita Rout, member of Maa Jayadurga Farmer Producer Group preparing the seedbed inside the polyhouse



Access to better farm equipments have led to better post-harvesting practices

Members of 'Iswar Parbatii Mushroom Producer Group' from Uchhabanandapur Village harvesting mushroom



Promotion of leguminous and horticultural cash crops

In order to promote leguminous and horticultural cash crops, we mobilized one hundred marginal farmers from project villages, and pooled 100 acres of land into in-situ demonstration plot for extension of good agriculture practices among other farmers from the area.

Leguminous crops play an important roles in provision of food security, generation of income, and maintenance of environment in most smallholder farming systems. These crops also fix the atmospheric nitrogen, release in the soil high-quality organic matter and facilitate soil nutrients' circulation and water retention. Based on these multiple functions, legume crops have high potential for conservation agriculture, being functional either as growing crop or as crop residue.

As part of the initiative, farmers were supported with high-yielding varieties of pulses and micronutrients, and were provided training on advanced agri-practices. The project resulted in improved farm incomes and also addressed the gap

in farm-based nutrition supplementation. In addition to this, mushroom cultivation promoted with women self-help groups has also been an economically viable activity for promoting livelihoods among rural women over the past couple of years. As a result, during 2019-20 and 2020-21, the initiative was scaled up and brought dual benefits to participating women members and their families in the form of income security as well also nutrition security.

Total incremental income 2019-20	4.14 L
Total incremental income 2020-21	7.50 L
Women SHG members benefitted 2019-20	79
Women SHG members benefitted 2020-21	143
Farmers benefitted	124
Total farmland area demonstrated	100 acres

Status of various livelihood model and benefits

Jhunilata Sahoo (45) of Kothi Gram Panchayat engaged in vegetable cultivation



Saraswati Swain of Santara village with the harvest from her field

Farmer preparing his vegetable land



Hemant Swain of Hasina village in his maize field



*Nayana Swain of Hasina village
provided Goat rearing support under
ultra-poor family support program*

Livelihood security through animal husbandry

As a means to enhance livelihood security, training on cow and goat rearing management is being organized in project villages.

This will provide supplementary income for the families. In order to address the fodder issues and reduce livestock mortality, a hydroponics-based fodder cultivation system and model goat sheds were provided to the beneficiaries.

PPL regularly organizes free livestock health camps, deworming sessions, and vaccination drives with the support of the Block Veterinary Officer (BVO) and Livestock Inspector (LI). Through this initiative, more than 1200 families received livestock health benefits.

Post disaster support to farmers

In May 2019, PPL supported 2600 farmers from eleven villages in the Puri district, severely affected by 'Cyclone Fani.'

Each farmer received an 'Agri-Kit' containing DAP Fertilizer (5 Kg), Zyppmite (25 Kg), Coconut Saplings (3), and vegetable seeds (500 grams) to restore agri-based livelihoods.

The support to farmers also entailed Agri advisory support, follow-ups, and hand holding over the entire cropping season.

Livelihood support to ultra poor families

As part of the first phase of this program, 37 of 127 identified poorest and most marginalized families in the program villages received customized livelihood support.

With the assistance of a small grocery shop, backyard farms, cattle sheds and rearing plans, livelihood vulnerability will be mitigated and income will increase so that two square meals a day can be obtained.

Support to farmers after FANI cyclone



A village elder acknowledges the support recieved from PPL after the cyclone



PPL supported grocery shop for vulnerable groups



A young girl plays with a baby goat

EDUCATION



Remedial coaching classes have helped children like Kali Murmu of Mundapada slums of Paradeep Municipality, perform better at studies

Education development program

Education is fundamental to development and growth. Several efforts have been made by the company in this direction. By enabling schools to have a better learning environment and supporting underprivileged children through remedial coaching, career counselling, and teacher training, we are improving the quality of teaching in government primary and secondary schools situated within the scope of our project. Also, PPL works with all government schools in the project villages to improve the existing infrastructure, students' learning levels, and the training of teachers and community tutors in order to ensure a positive learning environment in the villages.

Improving Quality of Education in Schools

During the pandemic phase and the continuous lockdowns, our education development initiatives allowed children to continue their regular classroom activities from the comfort of their homes. A team of twelve Sikhya Saathi (education volunteers) and teachers from the respective schools work closely with more than 600 students from ten primary schools located in villages and slums on the periphery.

Improved school facilities promote higher attendance and joyful learning



Students participating in online spoken English learning program at Nuasahi

This program aims to reach out to children for continuity of education. With the aid of mobile connectivity, social media platforms and the use of tablets in the ongoing learning centers, we were able to ensure that schoolchildren had access to digital content online, enabling them to be provided with a more comprehensive set of learning opportunities during the lockdown. Through the collaboration with the 'Klorofeel Foundation,' the online connection with students provided an uninterrupted learning environment in subjects such as science, spoken English, and grade-specific learning.

Construction of school toilets	2
Playspace development	5
Renovation of primary schools	4
Pratham school libraries	16
India literacy project science kits	19
Toy foundation educational games	94

Status of education reach out program

Play space developed in Govt. primary schools using waste tyres



Shiksha Saathi's have played a role of change agent in stimulating school education in villages



Science experiment games in schools have enhanced interest in classroom learning: Government Primary School, Santara

Furthermore, we also supported government primary schools in periphery villages and slums with teaching-learning materials and resources during the year in order to improve educational outcomes. It includes setting up school libraries, educational games, science kits, textbooks, and school bags for students from economically marginalized families. We also offered remedial coaching to improve overall academic performance in primary schools and prepare students for competitive exams such as Jawahar Navodaya Vidyalaya (JNV).

Improving educational facilities

In order to improve educational facilities at primary schools in the periphery of the project villages and slums, we have set up computer labs, renovated classrooms, constructed separate toilets for boys and girls, and installed safe drinking water systems. Initiatives such as these have created a student-friendly learning environment in schools and have resulted in an increase in student attendance and enrolment. About 3500 students in 26 primary schools in the project villages and slums have benefited from these initiatives.

Project Navratna Balyagruha

The company created ten WaSH compliant & child-friendly Anganwadi Centres (AWCs) in partnership with UNICEF-Odisha under the initiative "Navratna Balyagruha". In these WaSH-compliant & child-friendly Anganwadi centres there are now facilities for hand washing, child-friendly toilets, safe drinking water, and pre-school learning aids. The BALA visuals on the inside walls, along with features such as rainwater harvesting and barrier-free access make these AWCs a wonderful setting for pre-school learning and other programs. As part of the project, each AWC has also been provided with a backyard Nutri-Garden, in an effort to encourage pregnant and lactating mothers to consume a healthy diet. The model AWCs also serve as a resource center for our ongoing 'Kishori Balika Initiative' addressing menstrual hygiene management and health among female adolescents in the project villages.

PPL and UNICEF-Odisha are jointly advocating the adoption of this cost-effective model for replication throughout Odisha.

WaSH compliant model Anganwadi Center, Raghunathpur village



Children going home after finishing remedial coaching session in the slum



Children in the Anganwadi center playing with the learning equipments



Pregnant and lactating mothers enrolled in AWCs have been provided with nutritional kit

HEALTHCARE AND WaSH

(Water, Sanitation, and Hygiene)



*Community women showing Water card
while taking water from the RO facility
installed in the Kharigotha village*

PPL has been working to increase access to healthcare services, clean drinking water, and improved sanitation in project villages and schools for several years.

Our mobile healthcare services, community-managed RO water plants, borewells, and community toilets and bathrooms have benefitted the communities in the rural and urban slums of Paradeep.

Further, the promotion of behavior change initiatives, especially in the area of WASH (Water, Sanitation, and Hygiene) with children and women, contributes to the adoption of good practices in households.

Assuring access to safe drinking water

The quality and availability of drinking water in project villages have been inconsistent due to the depletion of the water table and the situation is exacerbated in the summer months. With support from the Rural Water Supply & Sanitation (RWSS) division of Govt. of Odisha, we supplied safe drinking water through water tankers to water-scarce villages every year throughout the

summer season. The effort has relieved the women folk from walking long distances to fetch drinking water for daily usage.

To address the quality and availability of drinking water, particularly in villages with very high TDS, we installed community based RO plants connected with water ATMs at six strategic locations with the technical assistance of CSIR-IMMT, Bhubaneswar.

Water supply through community RO plants

RO Installed	6
People benefitted	6000
Per day	8000 ltrs

Water supplied through Tanker

Households covered	2851
Villages covered	6
Water supplied	43.2L ltrs

Status of water supplied in the community through RO and water tankers

Community members managing RO plants and availing water through water ATM





*Training on sanitation and hygiene proved beneficial in pandemic times:
Children demonstrating hand washing at newly developed
WaSH compliant Anganwadi Centre, Raghunathpur*

The plants can purify water with a TDS of up to 6000 at a rate of 1000 liters per hour. The company also handed over assets to the respective Gram Panchayats, and the local women's self-help groups have been mobilized and trained to operate and maintain the plants ensuring the project's sustainability.

Four to five villages in the periphery are served by each RO unit, which operates on the hub and spoke water distribution model. Further, the company installed 25 water purifiers at local schools and Anganwadi Centres (AWCs) in project locations.

In addition, four water purifiers cum dispensers were installed in public utility places promoting safe drinking water.

Sanitation and hygiene in health and educational institutions:

PPL promotes hygiene and safe sanitation practices in project locations through a 'community sensitization model.' Anganwadi Worker (AWW) and ASHA are the change agents that help mobilize the community and amplify this initiative by demonstrating practices such as hand washing and safe sanitation behaviours at AWCs, schools,

and village levels. We also mobilized youth groups to participate in village cleanliness drives and periodically disinfect the community ponds in villages.

In addition, to improve access to safe sanitation facilities in project villages and slums to address open defecation in project areas, PPL has also constructed community toilets and bathing rooms with running water.

Kishori Balika Initiatives	10 AWCs
Kishori Balika participated	112
Community pond cleaning	12
Community toilet & bath complex	3

Status of community based sanitation facilities

Number of Schools	14
Public utility area locations	4
Number of AWCs	11
Students & Teachers benefitted	951

Status of institutional drinking water facility

Women groups sensitization on safe sanitation resulted in reduced open defecation and better management of community toilets



Community members using the village pond for their daily chores

Children using customized hand washing station inside the Raghunathpur AWC



Community members involved in cleanliness and awareness drive in slums of Paradeep municipality



Bidulata Swain along with members of Maa Gouri PG involved in bio-degradable sanitary pad manufacturing at Raghunathpur village

Healthcare for all

To make basic healthcare facilities accessible in every village, PPL provides preventive healthcare and curative healthcare in the communities and periphery villages to reduce the burden of diseases and improve health-seeking behaviours. PPL also promotes vaccination drives and community sensitization programs in the project villages with the support of ASHA workers.

As part of our efforts to improve outreach of healthcare services, PPL has partnered with HelpAge India and establish a 'Mobile Healthcare Unit (MHU)' that is equipped with experienced doctors and paramedics which provides free healthcare services at the village level. The vehicle visits each of the 25 project villages twice a month, and more than 2000 patients per month are served by it. MHU team members also make regular personal visits and follow up with terminally ill and elderly patients. Moreover, PPL also periodically organizes eye camps and specialized health camps for diabetics, gynaecology, and skin diseases in slums and villages.

People availing healthcare service through Mobile Health Care unit (MHU) at Uchhabandanadpur village



Adolescent girls participating in behaviour change communication meeting

Communication to change behaviour

To promote safer healthcare practices and the prevention of diseases, we started the 'Kishori Balika Initiative' for adolescent girls. In this initiative, menstrual hygiene management (MHM), hygiene practices, and teenage health and nutrition issues are discussed. We also assisted a community-based microenterprise 'biodegradable sanitary napkin making unit' with technical support from KIIT-TBI, Bhubaneswar, to promote safe menstrual hygiene practices.

The pad unit is owned, operated, and managed by an entrepreneurial Women SHG Group in the project villages and is a source of biodegradable pads at an affordable price.

Healthcare service through health camp	1526
Specialized health camp	842
Behaviour change communication& awareness	2948
Healthcare service through MHU	17232

Status of patients provided with free healthcare services

Primary Health Camp in Gholapada slum



Women led Sanitary Pad PPL leadership's deep involvement in CSR drives a positive community response

A landscape photograph of a wetland area. In the foreground, a large, leafless tree with a thick trunk and many thin, bare branches stands on a grassy bank. The tree's branches are silhouetted against a cloudy sky. In the background, a calm body of water stretches across the middle ground, with a line of trees and distant structures visible on the horizon. The overall tone is muted and atmospheric.

PPL is home to a rich biodiversity with several fresh water-bodies and attracts more than 40,000 migratory birds each year (Bird Census, Government of Odisha)

BIODIVERSITY AND ENVIRONMENT

PPL has been proactive in promoting a cleaner and safer environment for communities and has emphasized environmental management and promoting biodiversity in and around plant periphery villages. The company maintains a green corridor around its plant site and uses resources efficiently. A large parcel of land owned by PPL at Paradeep preserves rich biodiversity and contains several freshwater bodies that attract more than 40,000 migratory birds every year (Bird Census, Government of Odisha). It's always a pleasure to visit PPL campus as an ornithologist.

PPL is also committed to conserving the environment and biodiversity as part of its CSR activities. As part of its commitment to afforestation, water conservation, and solar energy solutions in project villages, the company supported large-scale afforestation in FY 2019-20 and FY 2020-21.

Water conservation and management

We conserve water by focusing on groundwater salinity and drinking water issues in remote

villages. As part of our flagship program, "Navratna Balyagraha," implemented in partnership with UNICEF-Odisha, we piloted the rainwater harvesting model at 10 Anganwadi Centres.

By demonstrating rooftop rainwater harvesting through groundwater recharge and reuse structures, we were able to store, filter, and use rainwater for other daily needs and recharge groundwater levels.

Three locations stored and reused more than 20000 liters of water, while seven Anganwadi locations recharged their groundwater with a lakh litres of water.

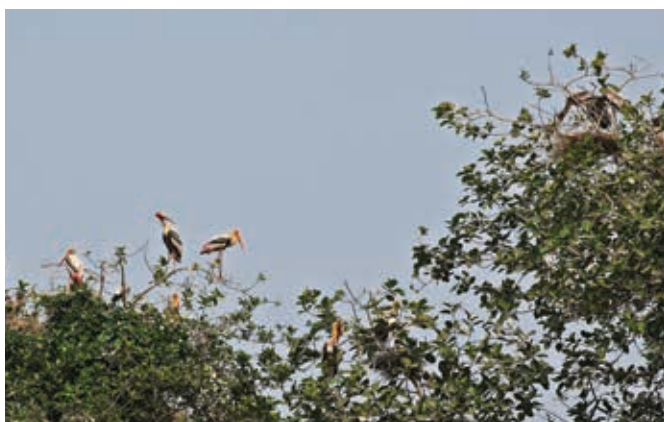
In the past few years, we have mobilized the local community for cleaning and maintaining community ponds in project villages.

The pond cleaning initiative has revitalized seventeen ponds for long-term use and served many benefits to the local communities, such as containing water-borne diseases and meeting household water needs.

PPI Paradeep is home to a rich flora and fauna



Green corridor around PPL campus in Paradeep



Migratory birds resting on trees at campus



Rain water harvesting and storage model in Rayatsahi Anganwadi center

Rejuvenation of village ponds and small water-bodies has improved water retention and water availability for various purposes



Through the promotion of fishing by Women's SHGs and youth groups, these ponds also serve as additional sources of income for the members. As a result of these initiatives, groundwater depletion has been addressed and significant maintenance of water levels in summer has been achieved. More than 2000 households have benefited from these initiatives.

Social Forestry Promotion

Green belts have been created around its areas of operation to preserve the ecological balance in project villages. The project planted over 15,000 Neem, Karanj, Amla, Jamun, and Coconut saplings across four gram panchayats.

In rural areas, especially where there is no electricity, solar street lights seem to be the perfect lighting solution; solar lights seem to be the most energy-efficient. The company's CSR initiatives lighted all the wards of the 25 project villages using solar street lights. Our efforts resulted in the installation of more than 150 solar street lights in project villages.

Solar lantern has been helpful to bright students to devote more time to study in areas with no electricity connections in Balijhara Slum



Solar street lights have allowed more productive hours and women safety in villages

Rainwater storage capacity at 15 Anganwadi Centers	20,000 ltr
Ground water recharge systems	15 Anganwadis
Solar street lights	150
Plantation	15000 trees
Village pond water conservation	15
Migratory birds at PPL premises <small>(*Bird census 2021, Govt. of Odisha)</small>	40,000*

Environmant and sustainability measures by PPL

Participatory plantation activities with women and children



Community mobilization for achieving safe sanitation and zero defecation in project villages

WOMEN'S EMPOWERMENT



Shanti along with a large community of village women in Jagatsinghpur Gram Panchayat are able to benefit from livelihood support initiatives for the last four years

UNWOMEN defines empowerment as making women participate fully in economic life across all sectors so as to build stronger economies, achieve internationally agreed development and sustainability goals, and improve the quality of life of women, men, families, and communities. The following are the basic principles followed by us when it comes to women's empowerment:

- Promotion of education, training, and professional development of women.
- Implement enterprise development, supply chain and marketing practices that empower women.
- Promote equality through community initiatives and advocacy.
- Measure and publicly report on progress to achieve gender equality.

As part of this initiative, we mobilized over 3000 women into 250 Self-Help Groups (SHGs) in our project villages and urban slums in Paradeep. These groups have been strengthened by enhancing their capabilities in group management, leadership skills and financial literacy. Additionally, we identified the proactive and entrepreneurial women members of these groups who would be able to gain marketable

skills for income generation and the establishment of micro-enterprises.

Initiatives, such as sanitary pads making, mushroom cultivation, vadi & papad making, terracotta art & craft, phenyl making, incense stick making, and textile production and marketing, have been successful in engaging these women groups. As a result, these group-based initiatives generated a revenue of more than INR 20 lakh in FY 2020-21. Additionally, "Sakhi Groups" created within the community are trained to address women-centric matters, such as domestic violence, gender equality and educating the public on women's legal rights.

As part of this initiative, adolescents from tribal families have also been trained in judo self-defense by the Jagatsinghpur Judo Association. Consequently, more than 58 girls have completed this rigorous six-month program. Two of the trainees won the state-level judo championship as well. It is the overall objective of the project to create an ecosystem that fosters the growth of micro-enterprises led by women and enables them to harness local resources and create sustainable livelihoods for themselves.

SHG members of Iswar Parbati group participating in a monthly meeting




Adolescent girl engaged in tailoring activity



Adolescent girls of Gajalaxmipada slum participating in a discussion session



Girls from Bauriapalanda slums participating in JUDO training program

A photograph of an elderly woman, Jhuni Swain, sitting under a thatched roof structure. She is wearing an orange shawl and is smiling. Several black goats are standing around her. The background shows a rustic setting with wooden pillars and a thatched roof.

Jhuni Swain, from an ultra poor family is now able to lead a respectable life with small livestock support

NAVRATNA PRAYAS STORIES OF CHANGE

Not a misfortune, but an opportunity

Jhuni Swain, 32, is from a small village near Paradeep in the Jagatsinghpur district of Odisha. Several years ago, her husband abandoned the family, leaving her to look after her daughter and in-laws. Despite owning only twenty cents of homestead land, the landless household of four found it difficult to meet both ends needs.

During the need assessment process of our 2019 project, Jhuni's was identified as an ultra-poor household. We helped Jhuni build small livestock assets, and she adopted goat


rearing activity specially designed to alleviate poverty. As a result, she received three nearly pregnant 'does' and a 'buck' of local breed by March 2020.

Additionally, she made a shed for the herd and took care of it as the veterinarian recommended. Eventually, the goat herd numbered eight. She sold a couple of goats during the COVID-19 lockdowns and used the proceeds to pay for her family's health, education, and other expenses.



She is also a member of the Women SHG promoted under the project, enabling her to access small loans for consumption and other essential purposes. Jhuni made INR 63,500 last year, and by taking small loans from the SHG, she was able to purchase two additional goats and expand her herd to twelve. She was able to bring the family out of misery eventually and leverage the choices available to her for livelihood enhancement to improve her life.

Ultimately, she aspires to improve her skills and knowledge in goat rearing and further increase the goat's herd size. Today, she continues to inspire other village women with her patience, dedication, and courage.



A polyhouse nursery with advanced irrigation facility in Santara village of Mangrajpur Gram Panchayat

NAVRATNA PRAYAS STORIES OF CHANGE

Healthy seedling for healthy Crop

In the Kujang block of Jagatsinghpur district, farmers have always felt the need for a nursery to provide timely seedlings. Due to numerous technical and financial challenges, advanced nursery raising was difficult for farmers in the project villages.

Additionally, small landholdings, individual farming practices, and factors such as coastal rainfall, bird attacks, cattle attacks and pest attacks contributed to the high costs of nursery raising. Besides the demand for good quality seedlings, there was a lack of skills for nursery raising among farmers, and the

farming community depended on the local market for seedlings. Due to lack of knowledge about seedlings' characteristics and improper crop management practices, the seedlings from the market were of poor quality and susceptible to diseases.

PPL piloted two poly-house nurseries in two project villages, Santara and Pratappur, to increase agricultural production in the villages. The nurseries occupied 300 square feet of space each. Plant nurseries with drip and sprinkler irrigation systems could meet the yearly seedling requirements of




thirty farmers each. Further, other farmers outside of these nurseries also purchased surplus seedlings from these nurseries. Thus, all vegetable growers had access to locally grown quality seedlings of crops such as tomato, cauliflower, broccoli, eggplant, capsicum, and marigold.

As a result of this initiative, the farmers were able to save on costs, increase production and save money. A village-based hi-tech nursery generates earnings for women SHGs as well as provides seedlings to the state-based convergence program

"Mo Bagicha." In this way, women SHGs are able to generate both seedlings for local farmers and income for themselves.

"Our community is filled with joy beyond words. As a result, these nurseries have given us a reason to smile", said Shri Prabira Parida, President of Jay Durga Krushaka Sangha, Village Santara.

A photograph of a woman in a red and white sari operating a community RO water plant. She is holding a small card to a slot on the machine. Water is flowing from a tap into a large metal pot. Another woman in a white sari is standing behind her, looking on. The background shows a stone wall and some greenery.

Kunilata, her fellow group members, and the entire village now have access to safe drinking water at community managed RO water plant at Kharigotha village, Fatehpur Gram Panchayat

NAVRATNA PRAYAS STORIES OF CHANGE

Making safe drinking water accessible

"It was like a dream to us", says 'Kunilata' of Kharigotha village of Fatehpur Gram Panchayat. She adds that the villagers never imagined having a potable water source within walking distance.

Kharigotha village didn't have a source of safe drinking water, and like other women in the neighborhood, Kunilata also had to walk 3-4 kms every day to fetch water from a nearby village. Unfortunately, the water there was also not clean and safe. As a result, waterborne diseases and

infections were prevalent due to contaminated water.

In consultation with The IMMT (Institute of Mineral and Material Technology), Bhubaneswar, we found that the high water TDS (>4500) and impurities of inorganic minerals in the groundwater was the primary reason for various health issues in the village. Therefore, a high-standard RO Unit was recommended as the only solution to make the water drinkable.



With this system, the water is made available to everyone through a system of pre-loaded smart cards & water ATM attached to the RO unit, at a nominal price of 30 paisa/litre. As a result, the user committee's deposits are used for general maintenance and future emergencies. Now, Kunilata and other women do not need to walk for hours for water and says, "I am very grateful for the availability of safe drinking water at our village and dreams of making this water available to nearby villages through Hub and Spoke model, and I know I will get there someday."

The Gram Panchayat owns the RO unit and the newly created water user group (Ganga Mata Water Committee) is in charge of its operation and maintenance. At the gram panchayat level, the water user group is also affiliated with the Odisha Livelihoods Mission (OLM).

A water-based micro-enterprise is created in Kharigotha village, as well as health parameters are improved and time is saved.



Members of 'Jibanjyoti Terracotta Producer Group' are able to sell their products under the brand name 'Clayscape Odisha'

NAVRATNA PRAYAS STORIES OF CHANGE

*Women scripts success story with
Terracotta Micro-enterprise*

Terracotta crafts contributed to the building of the brand identity and economic independence of the women's group of Fatepur village.

The women's craft group led by Kabita Muduli tasted success two years ago when she took her decorative items to the local market on a busy market day and sold them. All her products were sold within an hour, netting her a lucrative sum of INR 4000. She was also inspired to engage other members of her community to produce and trade together.

Kabita narrates how a small step transformed into a thirty-member microenterprise "JibanJyoti Terracotta Producer Group" and a four thousand business into an attractive ten lakh enterprise within a year. The group's journey began in 2018, when PPL provided seed funding to support craft workshop training.

Additionally, the group was contributed by building a pucca workshop and a godown for storing materials. In the following year the group was able to receive a grant from the 'Block Livelihood Mission' and sold



handmade decorations worth INR two lakhs. In response to the group's interest and steady income, PPL organized a month-long training session on contemporary product designs, coordinated with the urban market, and provided two electric potter's wheels to improve quality and speed up production.

Through the support extended to the group, the group did a stellar business of ten lakh in 2020-21. District Livelihood Mission recognized the effort and issued a press release on the group's success in the media. In addition, PPL facilitated in developing the

group's brand identity. Clayscape Odisha, a brand for the group's home décor products which is now sold through social media platforms.

While showing us the bank passbook, Sukanti Muduli, the group's secretary, said, "The sky is the limit, if you are perseverant and determined."

EMPLOYEE VOLUNTEERING

It is important for employees to feel a sense of purpose and pride in their work and PPL has been encouraging its employees to take part in its CSR initiatives.

Volunteering employees also exchange skills and knowledge, where both the volunteer and the host organization gain meaningful experiences. Having the values in place ensures that employees have a positive volunteer experience and a good working relationship with the community.

Throughout the project area, we offer volunteers the opportunity to take part in cleaning campaigns or visit old age homes, orphanages, and schools. As part of these initiatives, we hold "Joy of Giving Week" every year at our plant in which we invite all employees to participate and make an in-kind donation to help underprivileged communities within the CSR project areas.

Our employees also volunteered large numbers of hours to help with relief and rehabilitation activities, especially in post-disaster situations. In the aftermath of Cyclone FANI, all of our employees contributed a day's salary to the CM's Relief Fund, Odisha to support the state's relief and restoration efforts.

In addition, our people have also generously contributed with time and mobilized resources and supported vulnerable communities during the ongoing situation of the widespread pandemic. In FY 2020-21, our employees participated in socially relevant programs for over 4,000 person hours.

PPLers celebrating new Year at Maa Santoshi Jaraashram (Old Age Home)



Mobilizing employees contribution at the 'Joy of Giving' campaign



Tree plantation drive led by our employees



Employees involved in cleanliness drive in Paradeep city

STAKEHOLDER'S VOICES

Purnima Tripathy
Sarpanch, Mangarajpur

"In my tenure, I witnessed holistic development of my Gram Panchayat by PPL Paradeep. The initiatives like women empowerment, joyful education in schools, awareness on menstrual hygiene and skill development programs are thoughtfully executed in my gram panchayat. Projects like community hall, rural park and solar street lights in the villages uplifted social gatherings. My heartfelt gratitude towards the authorities for extending all kind of supports for developing my Gram Panchayat."

Snehamayi Lenka
Sarpanch, Fatepur

"I would like to express my deep and sincere gratitude to PPL, Paradeep for adopting our gram panchayat Fatepur. The structural development planning by involving the Panchayati Raj Institution members in grassroot planning have well identified the gaps and schemes. I am extremely grateful to the PPL authorities for understanding the rural realities and launching of need-based interventions in my gram panchayat."

Ritupama Swain
Sarpanch, Kothi

"The industries around our gram panchayat are the dividend of the rural economy, which provides bread and butter for every household directly and indirectly. But the return in the form of social development by PPL is appreciated by all sections of our villagers. I would like to name few accomplishments that have caught eyes are round the year health services through Mobile Health Unit, Installation of RO plant for promoting safe drinking water, play space development in schools and the support during the time of disaster make PPL distinguish among all industries."

Nirupama Moharana
Sarpanch, Bagadia

"I am thankful to PPL Paradeep for implementing rural development program in my gram panchayat. Integrated schemes of Livelihood, drinking water and Sanitation, Education, Health and Hygiene, solar energy promotion are being implemented in our villages which subsequently gained the trust of villagers. The micro level planning, participatory supervision system, working for the vulnerable groups such as poor and women headed families have been supported substantially by PPL."

Mr. Saroj Prasad Behera
Headmaster, Shri Maa Ramachandi High School, Jaladharpur

"The education initiatives taken by PPL are of a high standard, very useful for students. The play space development, teaching-learning materials, and the English Learning programs are not only attracting students to the school but also motivating them for excellence. The fear for studies is replaced by joyful learning. Overall, the perception and the environment of Government School is changing."

Babuli Jena
Parent, Shri Maa Ramachandi High School, Jaladharpur

"The boundary wall in the school, drinking water facilities, functional toilet infrastructure constructed under PPL-CSR project has made the school a better place in term of health and safety."

OUR PARTNERS & COLLABORATORS

IMPLEMENTING PARTNERS

HARSHA TRUST	Project implementation in rural areas
Society for Children (SOCH)	Project implementation in urban slums

TECHNICAL PARTNERSHIPS & COLLABORATIONS

UNICEF Odisha	Knowledge support for ‘Navratna Balyagraha’
Klorofeel Foundation	Promoting joyful learning in primary schools
Bakul Foundation	Specialized Learning Kit’ at Anganwadi Centers and ‘BALA Art’
IMMT, Bhubaneswar	Technical support for ‘Community RO Plants’
Impact4Nutrition	Nutrition awareness activities
KIIT Technology Business Incubator (KIIT-TBI)	Technical support for setting up ‘Bio-Degradable Sanitary Pad Making Unit
Anthill Creations	Play space development in schools
Pratham Books	Library support in schools
Ardour Football Academy	Community Football coaching support
Ek-Asha Trust	Promoting Science learning in Schools
Helpage India	Community health care program support

STATE COLLABORATIVE SUPPORT

Dept. of Agriculture and Farmers Empowerment	Farmers Group support
Dept. of Women & Child Development	Convergence support for Anganwadi Center development
Odisha Livelihood Mission	Convergence support on Livelihood enhancement for Women SHGs
Animal Husbandry and veterinary services	Convergence support for vaccinations of livestock



IN THE MEDIA



Chief Minister of Odisha, Shri Naveen Patnaik giving away the Platinum Award for Best Brand in Corporate Excellence (CSR Category) to Paradeep Phosphate Limited for the year 2019-2020



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