

4. CORPORATE SOCIAL RESPONSIBILITY PROJECT

4.1 SUMMARY -

Under Corporate Social Responsibility Partnership Programme GRISERV has taken up various Rural Development Programmes for well being of human & animals with the financial support of Shapoorji Pallonji Group of company, Mumbai, G.H.C.L. Foundation, Sutrapada, Indian Rayon, Veraval.

4.2 RURAL DEVELOPMENT AND WOMEN & CHILD HEALTH CARE -

Shapoorji Pallonji Group of company is going to have their power plant & port in Saurashtra regions at Kodinar taluka of Junagadh district. 4 villages coming in radius of 10 kilometers from their proposed site such as Chhara, Sarakhdi, Kaj, Nanawada are included. With the financial support of Shapoorji Pallonji Group (S.P.) - GRISERV has undertaken various activities in these 4 adopted villages like cattle-breeding development programme, animal health camp, vaccination, cattle-breeding awareness programme, public health camp, women development programme through SHGS, inspirational exposure tour, training to women in tailoring & beauty parlor as IGA, distribution of kits, lunch-box & play-sets to Anganwadi, School-bag kits, volleyball kit, water filter, chaff-cutter, kitchen garden kit, sewing machine kit and water diversion canal had created positive response to S.P. group.

4.2.1 IMPACT OF THE PROJECT -

- People are now aware about animal diseases, vaccination, scientific management, fodder development, marketing of milk, breeding & up gradation of cows.
- Participation in activities have been increased due to training & exposure visits.
- Women of the SHGS are benefitted by training courses & kit distribution of tailoring & beauty parlor course. As a result, now they are self sufficient with an earning of Rs. 950 to 2500/- per month.
- On the basis of beauty parlor training course certificate, women of Sarakhdi village got employment in District Rural women development Project & started to get an income of Rs. 4500/- per month approximately.
- Due to the kitchen garden they are able to grown good quality seasonal vegetables.
- Because of the distribution of kits & toys in Anganwadi/schools there was a noticeable increase in regular attendance which reduced dropout percentage.
- As chaff-cutters were made available to cattle-breeders, due to which efficient use of fodder is seen.
- As a result of regular vaccination of all the cattle, not a single disease has been noted in this year.

- Follow-up programmes had revealed that due to village based health camps people had an easy access to services as a result detected diseases are cured at primary stage.
- Women, specially pregnant women are generally engaged in domestic & agriculture work due to this it is not possible for them to go at city side for proper treatment and medical facilities. Now it is available at village level itself.
- Previously, there was a problem of water logging of 2 to 3 feet in the farm. For disposal of water logging, underground disposal/diversion canal was done. As a result, 178.20 acres of land of 50 farmers became cultivable and proved economically beneficial to farmers.
- B.P.L. beneficiaries of project area were given training of tailoring as self-employment. Fortunately, they were provided with sewing machine by Garib Kalyan Mela and now they started earning.
- Disabled beneficiaries of project area were provided equipments & kits which helped them to overcome functional constraints in daily life due to their disability.
- C.S.R. activities have helped in developing positive attitude towards S.P. Company & increased the level of participation in all the activities of BAIF GRISERV.



Distribution of School Kits to the Primary Students



4.3 EXTENSION EDUCATION PROGRAMME -

Gujarat Heavy Chemicals Limited (G.H.C.L.) Foundation, Ahmedabad is working for rural development under CSR around villages situated near by company in Amreli & Junagadh Districts. In order to promote the cattle-breeding activities in the villages started extension education programme by GRISERV through organization of Cattle Infertility & Treatment Camps, to bring awareness & establish trust among residents. More effective baseline survey was carried out prior to the organization of the camps to understand the general conditions of cattle, their rearing practice, etc.



4.3.1 IMPACT OF THE PROJECT -

- Awareness about cattle's diseases, milk marketing, breeding, etc. due to the training course.
- Before the organisation of Cattle-Health Camp, a survey was conducted in the village & during survey; information about the scheduled camp was given. As a result more cattle breeders had taken full advantage of the camp.
- The impact of camp is visible as for minor/chronic/acute diseases. The cattle breeders have brought their cattle for the treatment.
- In Goats & Sheeps, deworming doses & other treatment have helped in reduction of their mortality rate. In the production of milk, wool, hairs visible increase has been noticed. That was economically beneficial to them.
- Appropriate treatment for repeat breeders reduces the infertility problem.
- Adoption of modern practices of Animal Husbandry on commercial basis

4.4 LIVESTOCK DEVELOPMENT PROGRAMME -

JAN SEVA TRUST (INDIAN RAYON), VERAVAL sponsored Livestock Development Programme with door step services of A.I., organization of primary health camps, etc. is operated at Bhalpara Ta. Veraval, Dist. Junagadh.

4.4.1 OBJECTIVES –

- Along with the agricultural development, involvement of dairy on commercial basis should have scientific approach.
- Improvement of breeds of cows & buffaloes.
- To bring awareness for cattle-breeding.
- Help people to accept scientific approaches for breeding / rearing practices.
- To prepare new generation of milk producing cows & buffaloes.
- To provide guidance to cattle breeders for their problems.



Pure Gir Breed



Animal Health Camp



Distribution of Medical Kits

4.4.2 IMPACT -

1. Total AI 140 out of which 80 confirm Pregnancies found.
2. At regular intervals vaccination of cattle was done, cases of disease like F.M.D. were reduced.

After getting required treatment & services regarding infertility, the problem of repeat A.I. was reduced. In order to obtain good breeds of next generation calves of cows & buffaloes the cattle-breeders started to take advantage of good, economical, easily available services of Bhalpara Centre.