

CONTRIBUTING TO THE UPLIFTMENT OF SOCIETY THROUGH DEDICATED CSR EFFORTS

Fair Farming Foundation through its CSR partner LT Foods Ltd have made dedicated efforts to create a sustainable integrated village development model in Chhatarpur District of Madhya Pradesh, India

Our flagship CSR program, 'Parivartan' is bringing cheer to the residents of the Nandlalpura village through its project initiatives. The project initiatives started few years back, has already made a discernible difference to the lives of villagers. The project aim was to develop the village in an integrated manner. This included developing school infrastructure for promoting education, providing safe drinking water through community water filters, establishment of dairy farm, poultry farm, sewing centre, register file making unit for women empowerment & livelihood, providing toilets to each & every household, biogas units, agriculture productivity enhancement and many other activities. To make the village more accessible, cemented roads were also constructed.

For this we have constantly worked towards adopting fair & equitable practices, implementing focused CSR project, adopting environment friendly processes, technologies and advancing sustainability efforts to bring a change. We believe particularly through this initiative a substantial and sustainable rise in the quality of the life and livelihood of our rural brethren is achieved.

A skill development centre was setup to enable the people of the village to become more self reliant. To generate the additional income sources for the villagers a dairy farm , poultry farm & register file making unit has been setup by the organization which is now operated by the village committee. The income generated from these centres will be utilized by the village level committee for their needs & for the maintenance cost. The developmental mechanism was based on a bottom-up approach, thereby encouraging the community to structure their individual village development plan and be a partner in the entire process by contributing through land, labour, monitoring, operation and maintenance of social assets. Now the village School kids are enjoying facility of computers, sitting on benches, wear proper school dresses, facility of hygienic toilets for boys and girls, safe drinking water for the residents, sanitary facility for each household, solar street lights on roads, Bio-gas units, many livelihood interventions are few examples which can be seen in the village.

“It’s a Story that shine a light on how CSR can transform the backward villages into the sustainable model villages. A profound change has taken place here, we believe its always a challenge to transform the village into an inspirational model of how to integrate social, economical and environmental sustainability but Participatory, community-led decision-making is central to the way our model works and is also fundamental to sustainability.