

Indian Potash Limited (IPL) is a major player in multiple value chains and inputs, and is steadfastly contributing and marching towards agrarian growth and farmers' prosperity in India. IPL is involved in import-handling, promotion and marketing of potash in the entire country. It has successfully established a vast network, and its services are coordinated by 15 Regional offices in various State capitals. This enables IPL to take any agricultural input or service to farmers' doorstep in over six lakh villages across the Country. IPL has initiated several Corporate Social Responsibility (CSR) programs to address agricultural productivity, rural outreach, social causes, promote environmental sustainability and climate change awareness.



With an objective to foster rural outreach and capacity development of farmers and youth, IPL Centre for Rural Outreach (ICRO) was set up by Indian Potash Limited (IPL) with the involvement of National Productivity Council (NPC), an apex organisation established in 1958, under Minister of Commerce & Industry, in March 2022, in New Delhi, as a Corporate Social Responsibility project for promoting productivity the in areas of Agriculture, Rural development, Industry, and service sector. Its aim is to provide agricultural knowledge, new skills to farmers through youth and promote entrepreneurial ideas and opportunities.



Empowering Communities. Enriching Lives

## What we do (ICRO)

- Rural outreach and capacity development activities for farmers and youth.
- IPL-Amrit Internship Program focused on productivity for livelihood enhancement.
- Promoting environmental sustainability and conservation of natural resources by promoting energy and water use efficiency in micro and small enterprises.
- Promotion of scientific waste management in publicly funded or in charitable hospitals with a focus on efficiency improvement also.



Rural outreach through Amrit Interns - Amrit Internship Programme

#### **Objectives of the Programme**

- To promote productivity related employment enhancing vocational skills among youth and rural people.
- To create awareness about enhancement of agriculture productivity.
- To create network of youth entrepreneurs with skills to work with rural settings.
- To work towards improvement of knowledge resources on youth interface.
- To ensure environmental sustainability and conservation of natural resources



## Achievements

- Footprints of ICRO in 24 states through several of our activities
- Outreached more than 1 lakh farmers in the training of over 1300 Amrit Interns.
- Indian Potash Limited and ICRO received the <u>Rural Voice NACOF</u>
  <u>Award 2023</u> for the excellent work in the Agriculture Extension category.

Details are on Website of ICROhttps://www.icro.npcindia.gov.in



### Mass Communication on productivity and sustainability

**Sustainability** is core part of the CSR policy of Indian Potash Limited indicating the company's intention to make a positive contribution to the society in which the company operates. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, agroforestry, conservation 10 natural resources and maintaining quality of soil, air and water through CSR activities has been strived by IPL. ICRO therefore, organises ESG conferences and Sustainability conclaves to ensure sustainable growth and sensitize about various dimensions of sustainability.



#### Environmental, Social, and Governance (ESG) and Sustainability

ICRO has organized five national conferences on ESG and 17 sustainability conclaves in association with prominent technical and academic institutions directly impacting 5600 professionals in the country which included agriculture specialists and participants from industries, society, NGOs, government departments, academia etc. These sustainability awareness programs organized across the country were hugely appreciated and publicized in national and regional media conveying the IPL's strong commitment to stake holders nationwide.

- ICRO is instrumental in organising Productivity Week debates on the theme "Productivity, Green Growth and Sustainability - Celebrating India's G20 Presidency" and Artificial Intelligence(AI) Productivity Engine for Economic Growth (with emphasis on Agriculture) for degree college students at 16 different locations across country with more than 9000 participants.







# Climate Change response

ICRO is involved in promotion of energy and water use efficiency in micro and small enterprises and for conservation of natural resources through NPC

•Energy Audit in 107 MSMEs - 11 States- Odisha, Gujarat, Telangana, Tamil Nadu, New Delhi, Uttar Pradesh, Himachal Pradesh, West Bengal, Haryana, Karnataka, Kerala •Water Audit in 14 MSMEs - 6 States – Gujarat, Odisha, Tamil Nadu, Bihar, Meghalaya, Assam



#### RESPONSIBLE PUBLIC HEALTH – BIO MEDICAL WASTE MANAGEMENT (BMWM) STUDIES



 24 BMWM Studiescompleted in 9 states covering hospitals in Mizoram, Haryana, Maharashtra, West Bengal, Gujarat, Tamil Nadu, Jharkhand, Himachal Pradesh & Uttar Pradesh. Training imparted to doctors, nurses and all essential staff



## **Contact Us**



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**ICRO IPL** 



IPL Centre For Rural Outreach (ICRO) - CSR initiative of IPL

