



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 ***Rural Voice NACOF Award 2023*** for the excellent work in the Agriculture Extension category.

Details are on Website of ICRO-
<https://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 of 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 Studies completed 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



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ICRO IPL



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

