

RADHA RICE MILL

**Vill. & P.O. - KOSHIGRAM , P.S. - KATWA
DIST.- PURBA BARDHAMAN , PIN- 703150**

E-mail : radharicekatwa@gmail.com

GSTIN: 19AAEFR0713P1ZV

Reg.No. : F-000339/2018



CSR Activity: Sustainable Farming, Rural Development, and Community Health Project

Objective

To support local farmers, promote sustainable farming practices, provide essential food assistance, and enhance community health in the regions where Radha Rice Mill operates, with a focus on distributing Fortified Rice Kernels (FRK) rice.

Description

- 1. Farmers' Training and Education:** Radha Rice Mill can organize workshops and training sessions for local farmers on modern and sustainable farming techniques. This can include sessions on organic farming, efficient water usage, pest control, and crop rotation.
- 2. Providing Quality Seeds and Equipment:** The company can provide high-quality seeds and farming equipment to local farmers at subsidized rates or as part of a grant program. This can help improve crop yields and the overall quality of the rice produced.
- 3. Free Distribution of FRK Rice:** Allocate a portion of the company's rice production for free distribution to low-income families in the local communities. This initiative focuses on distributing Fortified Rice Kernels (FRK) rice, which is enriched with essential nutrients like vitamins and minerals to combat malnutrition.
- 4. Infrastructure Development:** Radha Rice Mill can invest in improving rural infrastructure in the communities where it operates. This could involve building or repairing roads, bridges, and irrigation systems to make it easier for farmers to transport their produce and access water for irrigation.
- 5. Eye Camps and Healthcare:** Organize regular eye camps in collaboration with local healthcare providers to provide free eye check-ups, vision correction, and cataract surgeries for those in need. Additionally, establish and support healthcare clinics in underserved rural areas.
- 6. Women's Empowerment:** Implement programs that focus on empowering women in these communities. This can include providing training in income-generating activities related to agriculture or setting up self-help groups for women.



7. Education Support: Establish educational programs, including scholarships or school infrastructure improvements, to enhance access to quality education for local children.

8. Environmental Conservation : Launch initiatives to protect and conserve the environment. This could involve tree-planting drives, waste management programs, or efforts to reduce the company's own environmental footprint.

9. Community Engagement: Encourage employees to actively engage with the communities by volunteering their time and expertise. This can include mentoring local farmers, participating in community cleanup events, or conducting educational sessions for local schools.

10. Monitoring and Evaluation: Implement a robust system to monitor and evaluate the impact of these CSR activities regularly. This ensures that resources are used effectively and that the intended benefits are reaching the target communities.

Benefits

1. Positive Public Image: Engaging in such comprehensive CSR activities, including the distribution of FRK rice, will enhance Radha Rice Mill's reputation as a socially responsible and community-oriented company.

2. Sustainable Sourcing: By improving the skills and practices of local farmers and providing FRK rice, the company can potentially improve the quality and nutritional value of the rice it sources.

3. Community Development: This initiative can contribute to the overall development and well-being of rural communities, potentially increasing the prosperity of the regions where the company operates.

4. Enhanced Health and Nutrition: The distribution of FRK rice directly addresses food insecurity and malnutrition issues in the community, ensuring that vulnerable populations have access to a fortified and nutritious staple.

5. Employee Engagement: Employees who participate in CSR activities often report higher job satisfaction, which can lead to improved retention and recruitment.

Including FRK rice in the distribution not only addresses basic food needs but also helps combat malnutrition, which can be a critical issue in some communities. This adds another layer of social impact to your CSR initiative.

