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## TCSRD Round Up



## Whale Shark and Coral Reef Projects

A Strategic Partnership MOU with Gujarat Government for the Whale Shark and the Coral Reef conservation projects was signed on 13th January 2015 at Gandhinagar as part of the Vibrant Gujarat Summit. Mr. Zarir Langrana, Chief Operating Officer, Chemicals Business, represented Tata Chemicals while Dr. C. N.Pandey, IFS (PCCF and HoFF) represented Gujarat Forest Department. The Wildlife Trust of India, who is the third partner for these projects, too signed an MOU with the Gujarat Forest Dept. on the same day.

Read more


TCSRD won Mahindra Samriddhi India Agri Awards 2015

TCSRD won the Mahindra Samriddhi India Agri Awards 2015 for promoting innovative farming technology (IFT). This award was given by Mr. Radha Mohan SinghAgriculture Minister of India, Mr. Ashish Bahuguna, Secretary, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India, Mr.Anand Mahindra-Chairman, Mahindra Group, Mr.Pawan Goenka - Executive Director, Mahindra Group.

## Vocational Training Alumni Meet



Vocational training alumni meet was organized at Babrala for the first time at its Vocational Training Center, Village House and Vocational Training Center, Gunnour. It was attended by 355 students. The experiences of the exstudents motivated the students of the current batch. They got encouraged to start their own enterprise after hearing about their successful ventures.

## My Opinion



Sanjeev Bajaj
Associate Professor, XISS,
Ranchi

I am looking for the answer to this question for quite some time: Is Philanthropy or Charity, CSR? On searching the literature, I could find many scholarly articles stating that CSR is not Charity or Philanthropy but hardly much is available to get answer to my question. In order to get an answer to this it is important that first we understand the difference between the two. So, let's explore further.

## TCSRD Partner's View



Dr. Poorva Varshney
MBBS. D.I.C.M.C.H.
(Obstetrician \&
Gynaecologist),
Specialist at OPD, Babrala

Improving the health status and quality of life of the people of Uttar Pradesh should be the prime objective of any organization working in this area.

## TCSRD Round Up

Blossom

## Cluster Development

At Babrala, cluster development program likes Karzobi, Bandhej, incense products, ladli sanitary napkin, paper envelops and mobile charger has helped large numbers of women to add to their family income. During this quarter, revenue of Rs. 60,000 was generated from the sale of mobile charger products, while Rs. 1, 30,000 from the sale of Jute products and Rs. 10,000 from sale of Karzobi products.

At Mithapur, the total sales for different clusters were as follows: Bandhej - Rs. 173810; Block Print- Rs 17158; Bead work -Rs. 2800; Jute - Rs. 51820; Coconut Articles - Rs. 20800.

This quarter the clusters got opportunity to exhibit their products at two of the exhibitions held at Nagpur and at Goverdhan, Dwarka. To further support the production and marketing of Jute, Bead, Coconut Fibre, Rexene and Bandhej clusters, 16 lakhs of grant was approved under the Nageshwar project.

The cluster team participated in the $\mathrm{DC}(\mathrm{H})$ state level workshop at Daman wherein the various government officials and agencies explained about better provisioning for rural handicraft artisans.

The cluster members also got the opportunity from the Gujarat Livelihood Promotion Company under its Mission Mangalam, to participate in the Jamnagar District Gramhaat. The Jute cluster received its big corporate order from TCL, Mithapur again for making 1800 bags.

## Enhance

## Agriculture Development Program

Agricultural growth program at Babrala has helped raise farmer's income for over the past two decades. The dramatic increase in the productivity is attributed to a series of steps like availability of innovative farm technologies, promotion of modern crop varieties, diversification of crops and investments leading to expansion in the irrigated area. Increased productivity has helped to feed the poor, enhanced their farm income and provided them with the opportunities for both direct and indirect employment. During this


To control diseases and insects in crops various innovative demonstration such as Yellow Sticky Pad, Feroman Trap, Water tree, Flight tree, Coco trap, Sty animal repellent were done at Mithapur. Sea weed organic fertilizer as well Khetamrut organic pesticides used for vegetable crops like water melon, wheat, coriander, Bengal gram and green gram were also promoted.

## Animal Husbandry Program

A large number of farmers in Uttar Pradesh depend on animals' husbandry for their livelihood. Thus, it plays an important role in income generation. Three prolonged approach has been adopted to provide support to farmers which includes support during feeding, breeding and controlling of diseases of farm animals.

During this quarter, following major activities were undertaken in Animal Husbandry program.

1. 421 animals were treated and examined at animal health center (OPD).
2. 1901 animals were inseminated under the artificial insemination program.
3. 485 animals were covered under proper feeding of calve and mulching animal program.
4. 7 farmers participated in the Cattle Fair program organized in Haryana and 10 SHG member covered under exposure visit program.
5. 364 animals covered under animal health care program at the door step
quarter, following major activities were undertaken in agriculture development program at Babrala:
6. 31 acres of land re-reclaimed while 15.2 acres of land reclaimed.
7. Vegetable promotion program in 42 villages benefited 173 farmers.
8. Soil testing for 19 farmers from 8 villages
9. Farmers training programs where 177 farmers participated.
10. Intercropping on 21 acres of land.


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In Haldia, 50 farmers who were trained in System of Rice Intensification (SRI) method for cultivation of paddy were very happy with the results of SRI cultivation on their field. Seeing its success, more number of farmers has come forward to experiment the same on their field.

25 women from two villages who were trained in mushroom cultivation at Krishi Vigyan Kendra (Nimpith) were supported with seeds of mushroom. They all started with the cultivation and were satisfy with the result.

TCSRD Haldia too has collaborated with Haldia Block Animal Husbandry department to implement cattle breed improvement program in Sutahata block. In the fourth quarter, TCSRD organized 4 camps with the support of the Block Veterinary doctor and village animal husbandry volunteers. During the camps, vaccination for FMD and health treatment was provided to 913 cattle and goats. Awareness on the importance of artificial insemination was also given to help them to improve the breed of the cattle. Cost for AI treatment for 121 cattle was supported by TCSRD.

## Pond Management- Haldia

20 more households started with ornamental fish culture. TCSRD provided complete backward and forward linkages to them. On an experiment basis, few tanks for culture of cat fishes were also constructed to support those who are having small ponds.

## Poultry farming- Mithapur

Poultry farming was introduced as a source of additional income for the most deserving 18 families from three villages of Okhamandal under cat A (Arambhada, Poshitra and Samlasa)

## Infrastructure

In collaboration with Water For People India Trust, drinking water facilities and toilet was constructed in one of the government high school at Haldia. Construction of boundary wall for safety of children and toilet for proper sanitation facilities was also provided at two government primary of Haldia.

Five model Aaganvadi's were constructed at Arambhada, Bhimrana, Varvala and two at Dwarka. This would help in enhancing the learning level of 343 children (176 from SC/ST community)

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## TCSRD Round Up

## Aspire

## Skill building program

Training on design and product development of Jute diversified products for the Jute artisans was organized for 48 women at TCSRD village house, Babrala and at Gunnour center. The training helped to upgrade and develop the skills of women as per the demands of consumers. Innovative design for products such as files, college bags, shopping bags and office decors and other decorative items were taught.

Haldia too, successfully completed training on five vocational trades namely computer hardware, mobile repairing, electrical repairing, AC/Refrigerator Repairing and Beautician. The trainings were organized in partnership with Janshikshan Sansthan and Webcon Consulting (India) Ltd. In all, 152 unemployed youth were provided training. The youth were also trained on entrepreneurship development and were made aware on government schemes like PMEGP etc

## Vocational Training Alumni Meet



## Alumni sharing their experiences (VTC, Village House)

Vocational training alumni meet was organized at Babrala for the first time at its Vocational Training Center, Village House and Vocational Training Center, Gunnour. It was attended by 355 students. The experiences of the ex-students motivated the students

## School enrolment drive (Shala Pravesh Utsav)

The Innovation and Knowledge Sharing week was organized at the Skill Development Centre, Mithapur wherein the students and trainers indulged in informative discourses ranging on various skills. All the 110 students participated in the program and received some or the other prizes. There were 13 volunteers who were a part of the jury for various programs for the week.

Seeing the demand, a new batch for basic Computer started for 10 youth. The beautician trainers participated in a seminar organized by Maya's Bridal Collection on International Look for the season.
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of the current batch. They got encouraged to start their own enterprise after hearing about their successful ventures.


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## TCSRD Round Up

## Conserve

## Whale Shark and Coral Reef Projects

The Whale Shark is the largest fish in the world and has been declared an endangered species due to the sharp decline in its population. It is a regular visitor to the Saurashtra coast and TCSRD in partnership with the Wildlife Trust of India and the State Forest Dept. have been working on "Save the Whale Shark Project" since 2004 to protect this endangered fish. The project is currently in its third phase which focuses on research on the habitat, migratory pattern and breeding biology of the Whale Sharks.


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Work on Whale Shark rescue and monitoring of biological parameters for habitat study continued and 5 off-shore surveys were conducted along the coast of Veraval to tag free-ranging whale sharks. A marker tag was deployed on a whale shark near Adri, some 12 nautical miles away from Veraval.

Earlier, training was organised for the fishing communities to train

A total of 48 programs were organised during the reporting period. This included field study visits for ECO Club volunteers, Climate Change awareness programs in schools, bird nesting surveys in residential colonies at Mithapur, aloe vera plantation for sand dune stabilization in coastal areas of Mithapur, establishment of the endangered Gugal plant nursery, beach cleaning drive and up-keep of Biodiversity Park, tree plantation etc. Monthly meetings of ECO Club volunteers were conducted and a social survey exercise was organised at Baradia village in connection with the Chandra Bhaga wetland development project.


A Climate Change workshop was organised for the ECO Club school teachers which was attended by 63 teachers 23 schools. A similar workshop was also organised for ECO Club volunteers and 76 volunteers attended the same.

Support was extended to the Ahmedabad Nature Lovers' Association for organising marinelife education camp at Mithapur.

## Mangrove Plantation Project

The mangrove plantation project aims to restore the mangrove cover at the Rukshmani Creek site near Dwarka. Plantation maintenance and "Entromorpha" algae removal work continued during the
them on deployment and identification of Marker Tags on Whale Shark which are caught incidentally in the fishing nets. This training was conducted as a part of 'Vhali na Mitro' (Friends of Whale Shark) program at Veraval, Sutrapada, Dhamlej and Mangarol fishing harbors. This training will help improve the information collection drive on whale sharks in the region.

18 whale sharks were rescued during the reporting period taking the total rescue figure till 31st March 2015 to 490.

## Coral Reef Recovery Project

130 cubic meters of underwater artificial reef structures using limestone boulders have been created as part of the coral garden program. This has been done to provide substrate for coral larval recruitment as also to boost reef fish aggregation around the site.

Limestone blocks have been placed at 15 locations and coral fragments shall be soon attached to it for growth and multiplication. Once the desired growth has been achieved, these live fragments shall be transferred to the artificial reef structures and also to other sparsely populated spots of Mithapur reef. The artificial reef structures will help mitigate tidal current and turbidity problems which are necessary for reintroduction of the "Acropora" corals at the Mithapur reef.


Schematic representation of coral garden nursery and artificial reef complex at Mithapur

33 "Acropora" coral fragments are ready for transfer at Lakshdweep coral nursery and permission is awaited from the Chief Wildlife Warden for shifting the same to Mithapur.
reporting period. A total of 17,100 Avicennia marina mangrove seedlings were shifted from Arambda nursery and transplanted at Rukshmani site. Monthly waterfowl surveys were also conducted.

## Biodiversity Reserve Plantation Project

The Biodiversity Reserve Plantation project is an ex-situ attempt for conservation of indigenous flora of Okhamandal through creation of a 150 acre botanical reserve. Work on removal of Gando Baval (Prosopis juliflora) and other maintenance activities continued with support from employee volunteers and their family members. Work on consolidation of the endangered Gugal (Commiphora wightii) plantation also continued. Awareness programs on importance of indigenous flora were organized for employee volunteers and school students.


A program for plantation of the endangered Gugal plant was organized on 3rd March ' 15 to mark the beginning of the Tata Volunteering Week-III program and this was attended by more than 40 volunteers including the senior management team. They have adopted a 25 acre Gugal plot. Baseline data collection exercise including fauna and avi-fauna surveys and preparation of checklist were organized through volunteers' participation. Volunteers also helped in collection of seeds of the indigenous flora species and a nursery for raising seedlings has been established.

## Climate Neutral Village Project

Taking a broader approach towards tackling the effects of climate change in the Okhamandal region, a pilot project on Climate Neutral Village has been initiated at Poshitra village. The goal of this project is to facilitate communities to adopt a lifestyle which enables them cope with the effects of climate change. In its first phase, the project aims to build a climate resilient community composed of 100 households.

A survey of all 100 beneficiaries selected for this model village project was completed. A representative of our project partner


A coral rescue and awareness workshop was conducted at Bhimrana, near Mithapur on 21st and 22nd February. Around 100 fishers from Arambda, Surajkaradi and Bhimrana attended the program along with their family members.

Monitoring of biological parameters at the Mithapur reef continues. Coral spawning has been reported and photo documented on 22nd and 23rd March 2015.

Work on monitoring of biological parameters and the growth of transplanted indigenous corals at the Mithapur coral reef continued during the reporting period.

## ECO Clubs Program

The ECO Clubs program aims to create awareness on biodiversity conservation and Climate Change amongst the community, especially students of rural schools in and around Mithapur as also the employees of TCL and their family members.


Samuha, from Bangalore visited Poshitra village and clarified the GIS based part of the project and GPS points of all 100 households and plots were cross verified.

The Poshitra Carbon Neutral Village project has now gone online with details of all adaptation measures taken up by each household in the area of livelihood development, sustainable agriculture, natural resource management and water conservation. The same can be viewed at: climateneutralvillage.akasmika.net

## Organic Waste Converter

The Organic Waste Converter plant is being operated at Mithapur with the aim of managing the organic waste and converting it into organic manure. The efforts have been successful and 8.30 tonnes of organic manure was produced during the reporting period. The manure samples have been sent to labs for quality testing and the results shall help in fixing price of the product manufactured. The plan is to translate the efforts into a self-sustaining livelihood project in the coming months.

## Promotion of Renewable energy

155 energy efficient cooking stoves were constructed at Haldia based on the model from Kalyani University (West Bengal). 2 BioGas plants based on Deenbandhu model were constructed in Haldia. The gas is being used for cooking and lighting.

## TCSRD Round Up

## Nurture

## Education

LAMP

72 students were enrolled in LAMP seasonal hostel running at Gurgat and Varvala (Zaver Nagar) villages. The District authorities gave grant of Rs.4, $26,750 /$ to TCSRD , Mithapur to run these hostels for children of salt pan migratory workers as well as agriculture labour. This program helps them to continue with their education even after their parents migrate to earn livelihood.

## Health Program

For the improving the health and nutrition of women and children's in core command and 8 block of Sambhal district, Babrala, specific interventions like providing mobile health camp facility, running of OPD at the village house were undertaken. During the reporting period, 140 Mobile Health camps were orgainised, treating 1203 patients and vaccinating 5433 Infant and women. 24 OPD were held at Village House Center.

At Haldia, in collaboration with CINI (Child In Need Institute), Mother and Child Health Program was initiated in two gram panchayat of Sutahata block of Purba Medinipur to improve the health status of the severely mal-nourished children. They all underwent treatment at the Nutritional Rehabilitation centers. Tata Swach Water Purifiers were also distributed to 114 ICDS centers of Haldia Municipal area, ensuring safe drinking water for the children.

Anemia camps in two govt girl's school were organized at Haldia. 350 girls got their blood tested. The girls found anemic were counseled and provided medicines.

Three eye camps were oraganised at Haldia, where approximately 500 patients got their eyes screened and 285 people were provided spectacles and medicines. Apart from this, awareness campaign on AIDS were organized in all the three sites

Swine flu awareness program was organized in Mithapur Township. SHG leaders from Bhimrana and Surajkaradi, Arambhada volunteered and distributed pamphlet on precautions of Swine Flu at Mithapur High school. "Aaruvidik Ukado "was given to 6665 people


SHG Index was completed and compiled for 141 SHGs. Audit of SHGs continued, with 8 SHGs audit got completed this quarter. 6 recurring accounts were opened and widow pension scheme was also facilitated. 6 SHG bank loan linkages for Rs. 890000 were developed. REDP trainings were conducted at Arambhada with 23 women; Bhimrana with 21 women; Ghagha with 28 women; Baradia with 20 women; Okha with 15 women.

## Affirmative Action Program

TCSRD Babrala is trying to ensure all round development of scheduled caste and scheduled tribe communities of Uttar Pradesh under different initiatives aligned with Employment, Education, Employability and Entrepreneurship. In education, scholarships were distributed to 50 SC/ST students for higher technical education. Under employability, 35 SC/ST candidates were provided skill development training in various vocational trades. 6 students went to Construction Skills Training Institute (CSTI) for training on construction.

Badhte Kadam Phase - IV was started with Navjeevan Trust in November where they have completed the course for first batch of 37 students. The rest of the students are still pursuing their courses.

## Employee Volunteering

and 304 volunteering hours by the employee and non-employee volunteers were clocked in.

For the spreading awareness on the importance to save water, one day program with the school students was organized at Babrala village house. 100 students participated in drawing and essay competition on "How we can save water".


World Water Day quiz competition at Village House, Babrala

## Empowerment

## SHG

11 new SHGs were formed this quarter. Apart from 43 regular meetings of SHGs, two village level federation trainings were organized to build the capacity of SHGs. To enhance their skills, skill training in making of various coconut fiber articles for home furnishing and other show pieces was provided to 10 women from Makanpur. 100 women got the opportunity to participate in the Mahila Sammelan conducted at Dwarka. There they also displayed their products at a handicraft stall provided at the venue. 24 SHG women members participated in the seminar where other national

The Tata Volunteering Week-III (TVW-III) was launched at Mithapur with Gugal plantation program at the Biodiversity Park on 3rd March 2015. Multiple volunteering activities aimed at biodiversity and Nature conservation including removal of exotic gando babul from the Mithapur wilderness, Aloe Vera plantation; Biodiversity Park clean-up; beach cleaning; wetland mapping and social survey at Baradia village; bird nesting \& tree count in residential areas; establishment of a Gugal nursery etc. were organized throughout the month of March '15. A total of 304 volunteers including 194 employees and 110 non-employee volunteers (family members of employees and retired employees) participated in these programs and together logged 2,780 voluntary hours. These programs have helped sensitize the Mithapur community on the need for biodiversity and Nature conservation.

At Babrala, various programs were organized on the occasion of Founders Day at its Village House office. Volunteers actively participated in organizing the Healthy Baby Show, GK Quiz, and Poster competition on alternative source of rural energy.
awardee artisans shared their success stories with everyone. They also participated in the workshop organised by DC (H) wherein the various government agencies like LIC, DIC and NABARD and Lead Bank participated to increase the awareness of rural artisans about the available institutional structure and provisions for marketing. An exposure visit for market linkages of the SHG women involved in their individual enterprise was organised to Surat. It helped them understand the market dynamics as well as the variety of products available in the market.

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## My Opinion



I am looking for the answer to this question for quite some time: Is Philanthropy or Charity, CSR? On searching the literature, I could find many scholarly articles stating that CSR is not Charity or Philanthropy but hardly much is available to get answer to my question. In order to get an answer to this it is important that first we understand the difference between the two. So, let's explore further.

Philanthropy or Charity: As defined in the dictionary - it is an aid to the poor or a generous action or a benevolent act. Somebody wants to give something as charity is purely a personal choice, so is the nature of aid, timing and quantum of aid. Who would benefit from the aid or grant is also a choice of donor. There is no restriction on any of these aspects. Charity is either associated with selfsatisfaction or self-gratification. Many a times self-gratification out does the self-satisfaction feeling.

Corporate Social Responsibility (CSR): There is no single accepted definition of CSR. The EU Commission defines it as the integration of social and environmental concerns in the daily operations and in the interactions with stakeholders on a voluntary basis. Tracey Keys et al put CSR as an act of using the resources and expertise of the other (society and business), finding creative solutions to critical social and businesses challenges. Some others put CSR as an act of giving with responsibility.

So, when the largest public sector bank in the country donates 10 electric fans per branch to government schools in the area served by each branch is an act of Charity. Similarly, another public sector bank installs water purifiers in the schools. This is also an act of philanthropy or charity. But my question is can these acts be classified as Corporate Social Responsibility?

Let's now look into these two cases. In the first case electric fans are donated to the government schools. How many schools in villages can use these fans? Is there electric supply in these

Let's go back to the above mentioned philanthropic acts. How they could have created long-term impact and a sustainable solution. Instead of reaching out to all the schools in just one year and donating fans, banks could have worked out a different solution. Banks are setting up their ATMs in remotest areas. The banks could have set-up these ATMs by renting space in the school building. The banks also ensure electric supply for the ATM, the same source could provide electricity to schools for 4-5 hours. The security guard at ATMs will serve as guard for the school as well. The rent payable could be adjusted against these services.

The other bank instead of donating water purifies to a large number of schools in one go; could have worked out a long term solution taking up few schools at a time. It could have provided Wind Turbine based or Solar Power based water pumping facility to provide a source for running water or tap water. The same source can also provide electricity to run the purifier. The school children would have benefitted more from this benevolent act much better.

During 1980s, our government school was not having the luxury of benches or table-chairs for junior and middle section. We all used to sit on jute mats in the class. The mats were in bad shape. Our school principal approached a local businessman to get some donations for the new jute mats as the government funds were not available. The businessman instead of donating the mats donated a loom. He also provided financial help to construct a workshop and store room for the loom and the material respectively. Each student as a part of its social service activity used to give just one hour per week in weaving the mats on the looms. For many years we weaved our own mats and sold the same to other schools and organizations. The charitable act of that businessman provided a permanent solution for the school. Now this Charity or Philanthropy is CSR.

Peter Brabeck-Letmathe, Chairman, Nestle puts it correctly "The chief executives should not use shareholders' money for philanthropy". This one statement makes it clear, that philanthropy or charity is not CSR.

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mhcinternational.com/monthly-features/articles/154-corporations-
schools? How long these fans will remain in the classrooms without any safety and security measures? In the second case water purifiers are donated to the government schools. How many schools in villages have facility of running water or tap water? Forget about running or tap water, how many schools have water available in the schools?

What is the purpose of such donations?

Aren't these donations made just to meet regulatory requirements?

Are these acts of CSR?

In my opinion, the above examples cannot be classified as CSR.

Any charity, unless it creates a sustainable resource or sustainable solution or long-lasting solution to a social problem can't be called CSR. So an act of charity remains an act of charity, if it fails to provide a definite long term solution to a social issue or problem.

As we all see and as Maurizio Zollo mentions in his article, a lot of philanthropic activity is taken up by businesses in order to earn goodwill and gain business advantages. But these short-sighted standalone acts do not create mutual advantage for society and business. The focus of the charitable act should be creating shared values and sustainable solutions. The business should focus on finding solutions to social problems in such a way that both - the society and the business benefit out of it.
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## TCSRD Partner's View



## Dr. Poorva Varshney

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Specialist at OPD, Babrala

Improving the health status and quality of life of the people of Uttar Pradesh should be the prime objective of any organization working in this area. And I feel, TCSRD has done a remarkable work to fulfill this objective. I was associated with TCSRD health program 17 years back and now since the past four years, I've been regularly coming to the OPD held at village house as a specialist. Being a doctor I have some moral responsibility towards the people and it's give me eminence satisfaction while I serve the poor people of the surrounding communities. Skin problem, Anemia, water borne diseases and cold and cough are the most common diseases being treated at the village house OPD. In spite TCSRD's great effort, health services in the interior area is still very less especially at the time of emergency. This gap can only be fulfilled by the joint
effort between the organization, community and government. TCSRD need to come up with some innovative projects for providing the best health services like using latest technology for best treatment. They also need to expand their area of intervention in partnership with government and communities.

We need to work on Child Mortality Rate as UP is one of the states in India where the Child Mortality rate is high. The reasons for high child mortality include limited access to number of effective healthcare services, a shortage of healthcare facilities, and inadequate training provisions for the community health workers. Though TCSRD organizes training program for ASHA and Aaganvari worker every month, still lot of support is required by the ASHA and Aaganvari to take proper care of women and child.

In the end, I would like to say that TCSRD is putting lot of efforts to improve the health status of the community. It needs to continue the same till we get the desired output. I would like continue to work as a partner of TCSRD and serve the society with best of my effort.

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