










**Coromandel International Limited**

**CII National Award For Environmental Best Practices - 2025**

1

1





**Goal** Building the response capacity of the communities to improve quality of life through the water conservation and management & climate resilient agriculture practices.

**Objectives**

**01** Water conservation and management by creation of water harvesting structures and land improvement

**02** Climate resilient agricultural practices for judicious use of natural resources to increase crop productivity

**03** Empowered human agency through building and strengthening of village communities

**Project Title**

**Sustainable livelihood development through water conservation and management and climate resilient agricultural practices at Udaipur, Rajasthan**

**Key Interventions**



Water Resource Development



Social Capital Formation



Climate Resilient Agriculture (CRA)

**Project Duration:** 26 Months  
Commencement in April 2024

**Location:** Five villages of five gram panchayats of Girwa, Kurabad and Sarada block, Udaipur - Rajasthan

**Outreach:** 1500+ Households

**Aligning SDGs through our project:**



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



13 CLIMATE ACTION



15 LIFE ON LAND

**Project Budget:**  
INR 2.28 Crores over 26 months.



2



## Project Background



**Project Triggers –**

- Manufacturing unit in water stress region at Rajasthan
- Out-reach to neighboring farming community
- Less area for in-house rainwater harvesting within factories
- Promoting sustainable agricultural practices
- Suitability of the terrain for water harvesting structures
- Long term water neutrality of the business

**Project Uniqueness –**

- SSP industry community outreach with water conservation and sustainable agricultural practices
- Long term sustained benefit from the structures once built in

**Replication, Scale up potential –**

- Easily scalable for rainwater harvesting for the farming community as beneficiaries specially in water stress region
- Sustained benefit year on year based on the rain fall condition

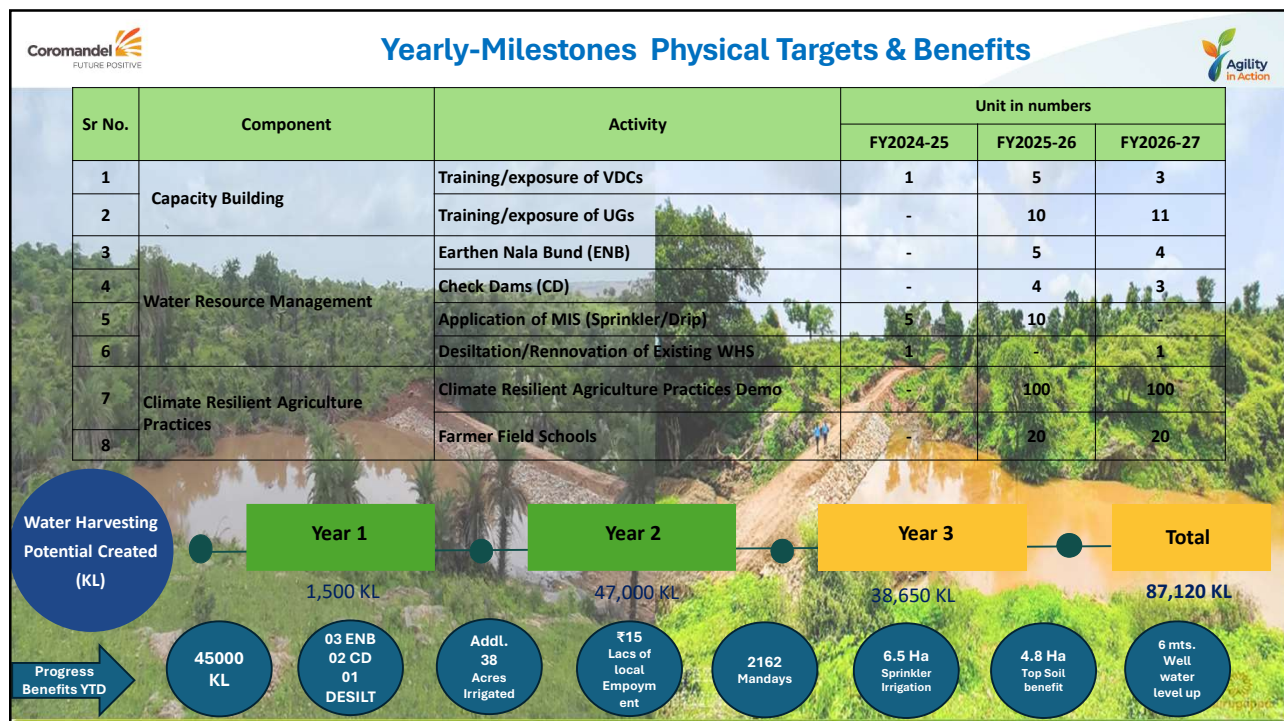
**Challenges –**

- Execution area beyond the span of control of the operating unit at water stress region
- Deployment of appropriate execution partner and third-party assessor for the project was well benefit measurement
- Limited site execution window within the span of the year
- Community concurrence and contribution as well future maintenance
- Location remoteness and accessibility due to terrain

**Final Outcome –**

- 9 crore liter rain water harvesting potential
- 418 farming families Benefit
- Improving 900 bighas of agriculture land

3



4



**Pre & Post Project – Earthen Nalla Dam**





Pre Earthdam work

➔



Post Earthdam after rain









5



**Climate Resilient Agriculture Demo – Farmer Field School**



| SR No | Activities                                   | Outreach | On-going Intervention                                                                                                                                                                                                                                                                                                                                 |
|-------|----------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Farmer Field School                          | 171      | Farmer identified through the Self motivated Implemented the & VDC group                                                                                                                                                                                                                                                                              |
| 2     | Climate Resilient Agriculture Practices Demo | 50       | <ul style="list-style-type: none"> <li>• Climate-smart crops: Drought, heat, and pest-tolerant varieties.</li> <li>• Efficient water use: Drip irrigation, rainwater harvesting.</li> <li>• Pest control: Integrated pest management and cultural methods.</li> <li>• Conservation tillage: Moisture retention, less erosion, better soil.</li> </ul> |









6



## Initiative : Plastic Waste Management beyond EPR Compliance



**EPR compliance by CPCB:** Over a period of last 3-4 years the PWM regime has evolved and CPCB has come up with complete online portal where credits are transfered on CPCB portal via registered PWPs, the credits are geography neutral.

**Coromandel Approach**

Going beyond EPR requirements, we take an additional step to fulfil our EPR obligations to ensure



**State-wise plastic waste disposal**, ensuring swachh bharat.



**Recycler verification** processes with periodic audits and GST transactions



**Fulfillment documents** to ensure traceability of material movement

**Objective**  
To build a closed-loop plastic waste management system, that ensures full life-cycle responsibility for plastic packaging, minimizes environmental impact and creates sustainable value for communities and stakeholders.

**Aligning SDGs through our project:**



**1 NO POVERTY**



**3 GOOD HEALTH AND WELL-BEING**



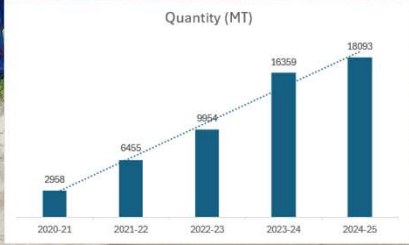
**8 DECENT WORK AND ECONOMIC GROWTH**



**13 CLIMATE ACTION**



**15 LIFE ON LAND**



| Year    | Quantity (MT) |
|---------|---------------|
| 2020-21 | 2958          |
| 2021-22 | 6455          |
| 2022-23 | 9564          |
| 2023-24 | 16359         |
| 2024-25 | 18093         |

7



## Sustainability Impact for Plastic Waste





**610,016,725 MJ**  
Energy saved



**226,166 m<sup>3</sup>**  
Water saved



**20,550 tonnes**  
CO<sub>2</sub>-eq mitigated



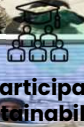
**Build awareness through education**



**Shape lifelong sustainable habits**



**Promote responsible waste management**



**Drive participation in sustainability**

Source: The Green Initiative - Plastic Lifecycle Assessment conducted by the Engineering and Science

8



## Empowering Women, Encouraging Sustainability



**Empowering Women Entrepreneurs through Jute Bag Making**

 **Visakhapatnam**

 **March- August**

 **30 women** trained and given sewing machines

 **2 jute units** established, each comprising 7 women

 **16 Women** with Increased / New Income Opportunities

 **Rs. 6000-7000** average monthly income earned






**పద్య సంఘం వినియోగం పర్యావరణహితం**

కోరమండల్ స్పెషిలైజర్స్ సామాజిక బాధ్యత ప్రాజెక్టు

- శ్రీమతి కమలవతి కుమార్

**1 Lakh jute bag distributed under eco Vizag flagship program by Vizag Municipal commissioner**



9



## Shaping Habits for Better Tomorrow – IEC on Plastic Waste Management



 **6 – 7 Months**

 **4 Locations, 20+ Schools**

 **2000+ Students Outreach**




| Month   | Location          | Outreach |
|---------|-------------------|----------|
| June 25 | Vizag (4 Schools) | 500+     |
| July 25 | Hyderabad         | 100+     |

| Location       | School Count | Tentative Timeline*  |
|----------------|--------------|----------------------|
| Hyderabad      | 2            | 2nd Week of October  |
| Vishakhapatnam | 4            | 3rd Week of October  |
| Kakinada       | 2            | 1st Week of November |
| Chennai        | 4            | 2nd Week of November |

\* The dates are tentative and will be confirmed as per discussion with schools



**Letter of Appreciation**

Date: 19<sup>th</sup> July 2025

Dear Recykal Team,

On behalf of Canary-TheSchool/Hyderabad, I would like to extend our heartfelt thanks to Recykal for conducting an engaging awareness session on waste management.

Your team effectively explained the concept of plastic waste and the importance of its proper disposal and recycling. The session helped our students and staff understand how plastic waste impacts the environment and why responsible handling is essential.

This awareness session has imparted valuable knowledge to our students and left a positive impact. We thank you for your efforts in educating and inspiring young minds, and we look forward to participating in similar initiatives in the future.

Regards,  
Principal  
  
Anita Chandra  
Canary The School



Gautami Valley, Near Substation Road, Madanaguda, Mysore, Hyderabad-500049.  
Contact: 940 - 31923611/22. Toll-free: 1800 300 2899



10




**April 2025**



**DPS, Bachupally**



**400+ Student Outreach**

**Campaign Video Link :**

[Mera Desh Meri Zimmedari](#)



## Mera Desh Meri Zimmedari Campaign










11




## Thank You..... Q & A









12