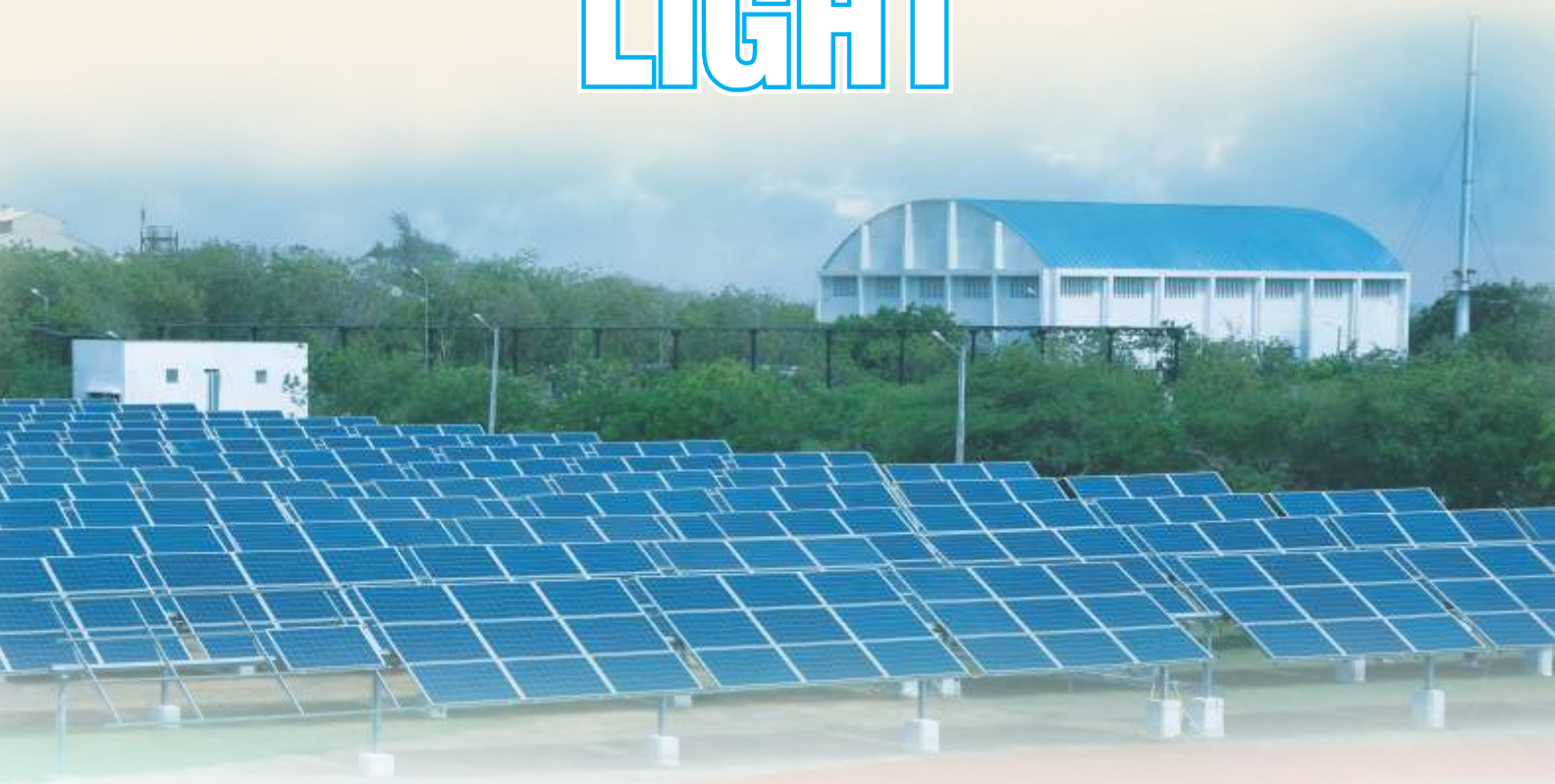


ANNUAL  
REPORT 2014-15



Excel Crop Care Limited  
Beyond crop protection. Behind every farmer

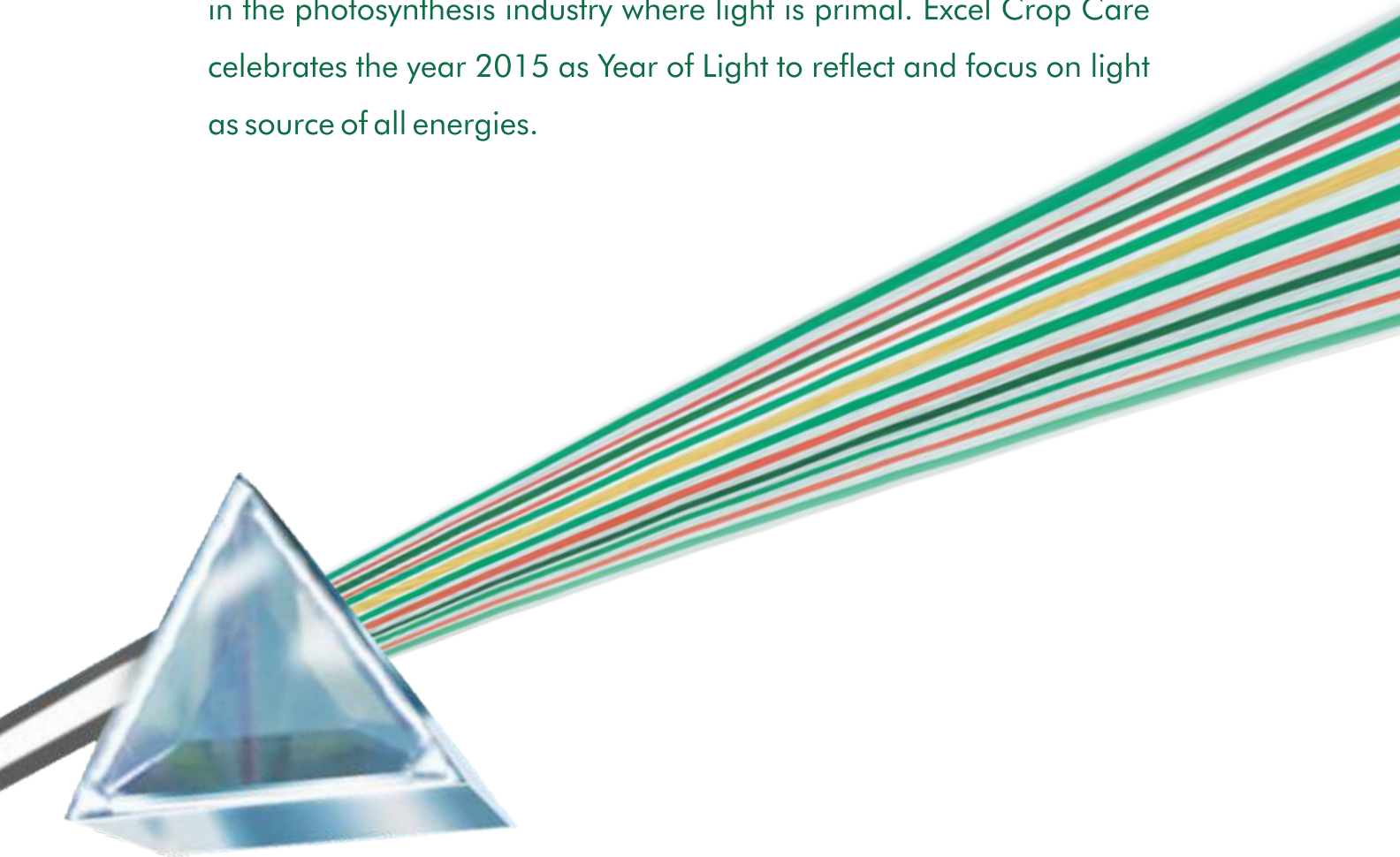
# CELEBRATING 2015 AS THE YEAR OF LIGHT



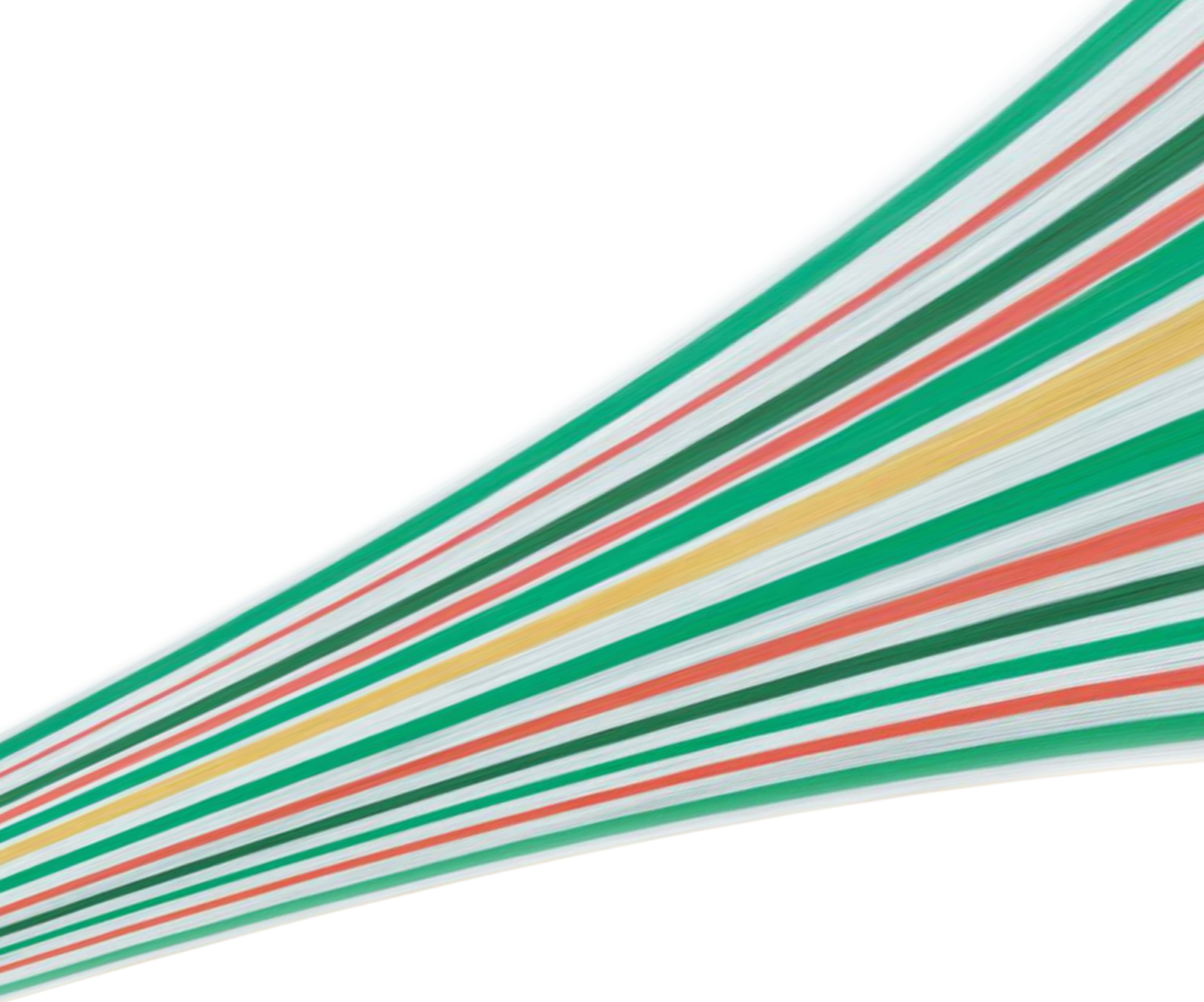
UNESCO terms light's ability to transform a physical form, guide flow of energy and create a new life as technology of LIGHT.

Light enables the process of photosynthesis, a process that is the building block of vegetative growth, for living beings, harvesting crops, rejuvenating water cycles between glaciers, rivers or oceans -- sustaining life on this planet.

Excel Crop Care recognises Light for its renewable aspect that offers an opportunity to transform our world into a self-sustaining ecosystem where light conducts energy sources and opens new ways of inventing solutions. In response to global challenges and warning caused due to combustion of fossil fuels more work needs to be done to decode light-based technologies and promote sustainable development. We work in the photosynthesis industry where light is primal. Excel Crop Care celebrates the year 2015 as Year of Light to reflect and focus on light as source of all energies.



\*Front page photo - Company's Solar Plant at Gajod site.



# SANITATION & MAKING AVAILABLE SAFE DRINKING WATER

## SANITATION

To eradicate open defecation practices, by providing sanitation facility at homes is one of the goals of Swachh Bharat Abhiyan. (Clean India Mission) Excel Crop Care has incorporated this goal in its social mission by partnering with Vivekananda Research and Training Institute for building toilet blocks for families who do not have toilets at homes. This has created a drive amongst the people to follow sanitation practices and not to defecate in the open and has created awareness about privacy especially for girls and women. We are also implementing this goal for schools by providing sanitation facility in schools. We are on this journey to create positive impact and bringing about social change, thus making both rural and urban areas clean.



Individual Sanitation -  
Shedavadhar



School Sanitation - Kera



Individual Sanitation - Fulsar



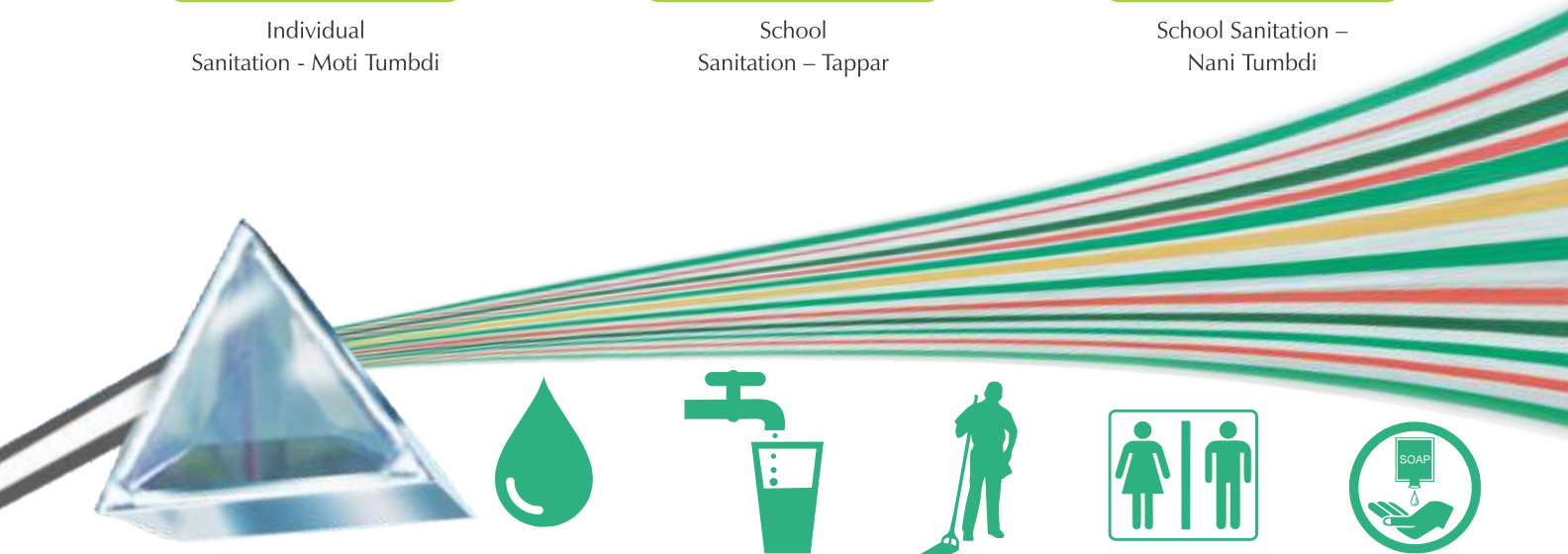
Individual  
Sanitation - Moti Tumbdi



School  
Sanitation – Tappar



School Sanitation –  
Nani Tumbdi



# SANITATION & MAKING AVAILABLE SAFE DRINKING WATER

## SAFE DRINKING WATER

Besides sanitation, safe drinking water is the primary need of every human being. Availability of safe drinking water is a challenge especially for rural areas. To address this challenge, Excel Crop Care has collaborated with WASMO (Water and Sanitation Management Organisation) to provide drinking water facility to villages in Gujarat. This water reaches directly through taps to homes.



Cattle Trough - Tappar



Underground Sump - Tappar



Drinking Water Tap connection-  
Tappar (Home of Mr. Mayursinh Jadeja)



Cistern - Storage Tank - Tappar



Cistern - Water Tank - Babiya



Cattle Trough - Babiya



Drinking Water Tap connection-Babiya  
(home of Mr. Jaan Mohammed)



## ANIMAL WELFARE

To create sustainable rural economy, livestock do play a vital role. Taking care of those who have partnered us, is one of our primary responsibility area. Excel Crop Care has invested deep care and concern for livestock as well their owners and care takers by developing fodder plots for their free and open grazing, by building a Goshala as rest area and shelter along with drinking water facility for livestock animals like cows and buffalos. This Goshala can accommodate around 400 to 500 such animals. Animal Vaccination is another important activity undertaken by Excel Crop Care to protect animals from foot and mouth diseases, de-worming, etc. This activity is carried out on a large scale with a large number of livestock receiving vaccination in a single camp, and even door to door vaccination is provided by Veterinary team who personally visits to vaccinate those animals who have not attended the camp.



Fodder Plots development  
Moti & Nani Tumbdi



Animal Goshala at Moti Tumbdi



## ANIMAL VACCINATION



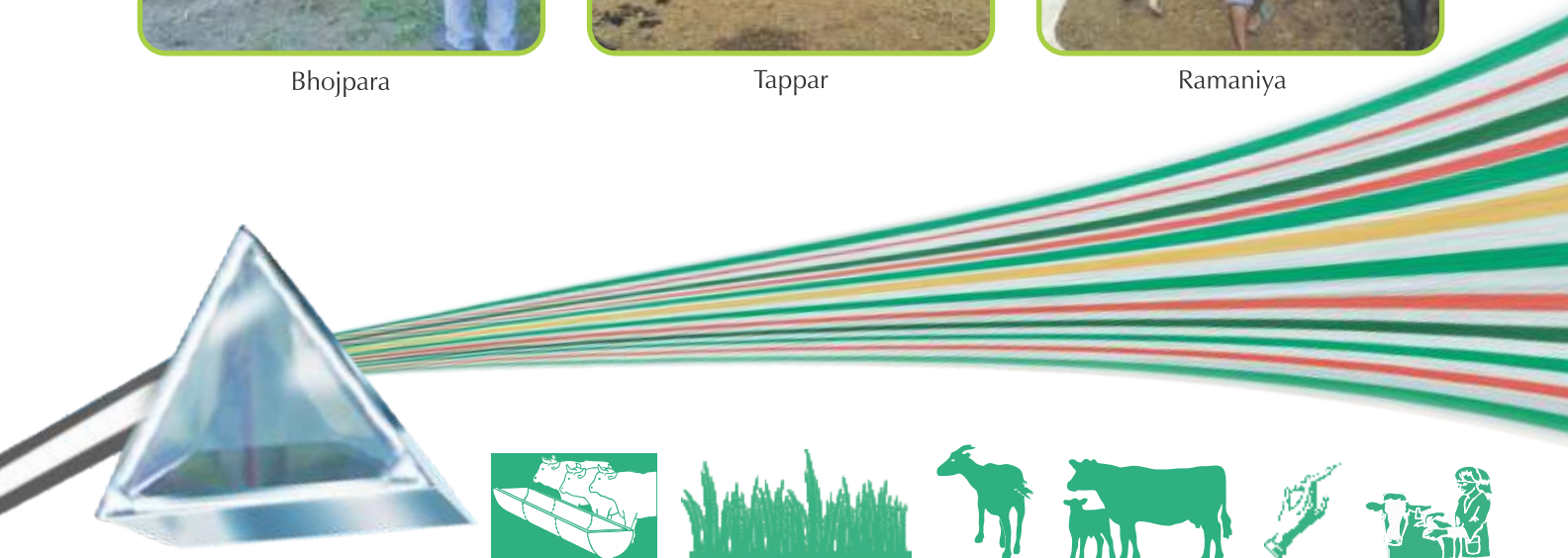
Bhojpara



Tappar



Ramaniya



## CONSERVATION OF NATURAL RESOURCES

Natural Water reservoirs play an important role in maintaining the ground water level and meeting various needs of the people. Natural reservoir like pond is an important element. An initiative towards natural resource restoration through improvising water storage capacity in ground level and overcoming water deficit is an initiative undertaken by Excel Crop Care along with implementation partner Vivekananda Research and Training Institute. This project will lead to increase water storage capacity of pond and its silt will be provided to farmers for agriculture purpose. Another important aspect to conserve water is to provide drip irrigation facility to farmers and provide them technical knowhow about use of drip irrigation. This initiative is being taken by Excel along with VRTI and Agrocel Industries. This has created enthusiasm among farmers, more and more farmers are willing to install this facility in their farms.

Excel along with VRTI are planting trees and installing tree guards in Rural as well as Urban areas.



Tree guard- Ruva



Pond renovation - Shampara



Pond renovation- Ruva



Drip Irrigation-Tappar



Drip Irrigation- Bhojpara



Drip Irrigation- Moti Tumbdi

Drip facility is being installed in Gajod & adjoining villages like Tappar, Kanjara, Moti Tumbdi, Babiya, Nani Tumbdi, Kera, Vanki and Ramaniya



Drip Irrigation- Varatej

Drip facility is being installed in adjoining villages of Bhavnagar like Bhoipara, Varatej, Kardej, Kamlej, Bhandar, Akavada, Adhevada, Budhel, Shampara, Sidsar, Fariyadka, Valukad



## REVIVING HERITAGE THROUGH PRIDE & ENTERPRISE

Throughout its history, embroidery has been a personal craft, a means of self expression and part of the identity of a community. The lives of the craftswomen have been transformed and the rich heritage and culture of Kutch is being conserved systematically through efforts of Shrujan. The project entitled 'Pride & Enterprise' conceived is implemented by Shrujan Trust. Shrujan Trust has owned up the responsibility of reviving the glorious craft heritage of Kutch. It has envisioned the Living and Learning delight Centre- a multi- dimensional craft education and resource centre that will strengthen craft practices and enable the craftspeople of Kutch to earn a dignified and wealth – generating livelihood. Excel Crop Care has joined hands with Shrujan to support such an exemplary project. Project comprises of Oral History Recordings- audio and video, Photo & video documentation, projects like Purchase, Commission & Research. This has created quite an impact amongst the community. During the implementation of the project, awareness of the importance of their own heritage of craft & oral history is being realized. The Community has also started collecting things they feel should be saved for future generations. In the future, there will be one place, one organization where all the information of the community will be available to all.



# EDUCATION

Education is the foundation for bright future of a child. It is the right of every individual. More and more children must be motivated to join schools. Excel Crop Care contributes to education and skill development by motivating the children to join schools, providing them school kits, skill development is promoted among youth through youth development program (Tarun Vikas Shibir) and helping impart quality education through computer aided tools and technology through Learning Delight Software.



Kaka's Speech at the  
Youth Development Program-  
Tarun Vikas Shibir



School enrolment  
Program - Adhevada



Visit to Excel Gajod –  
Youth Development Program



Learning delight- Surajpar



Learning delight-  
Moti Tumbdi



Youth development  
Program - Kera



School enrolment  
Program - Ramaniya



School enrolment  
Program- Kardej



School enrolment  
Program - Sodavadra



School enrolment  
Program- Kardej



## FOR HEALTHY LIVING

Health and happiness are inter related aspects. For achieving sound health, one must practice clean and hygienic living. Excel Crop Care is working to provide clean drinking water to schools in rural areas (where the water is unhealthy for consumption) through installation of RO water purifier system, providing personal health and hygiene training to adolescent girls, helping the women to grow vegetables at their homes who do not have their own farmlands to grow vegetables thus making them self sufficient for meeting the vegetable requirements and by imparting nutrition awareness and training of preparing nutrition kits to Anganwadi workers, social health workers, volunteers of self help groups and mothers of children who are malnourished in order to reduce nutrition deficiency among malnourished children. These initiatives are being carried out with the implementation partner- Vivekananda Research and Training Institute. We are helping people in rural and urban areas revive healthy living.



RO purifier – Kanajara school



Health training to  
Adolescent girls-Budhel



Health training to  
Adolescent girls-Kamlej



Health training to  
Adolescent girls-Akvada



Health training to  
Adolescent girls-Kardej



Health training to  
Adolescent girls-Sidsar



Health training to  
Adolescent girls-Fariyadka



Nutrition kit training &  
distribution-Kera



Kits distribution and demo for Kitchen garden - Fulsar

