

CSR Impact Assessment

FY 2023-24

Supported by :

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Impact Assessment Conducted by:



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Mahindra Project Hariyali – Araku Region Environmental Sustainability Initiative



Project Objectives

Project Goal

Launched in 2007 and expanded to Araku Valley in 2010, Project Hariyali is Mahindra & Mahindra's flagship environmental initiative.

The overarching goal of the project is to restore degraded landscapes, enhance biodiversity, and improve livelihoods through afforestation and sustainable agroforestry, while also contributing to climate resilience and carbon sequestration.

Need of the Project

- Excessive use of chemical fertilizers and pesticides leading to soil degradation
- Declining biodiversity and agricultural sustainability.
- Rising input costs for farmers
- Limited livelihood diversification.
- India's Bonn Challenge: Restore 26M hectares by 2030
- Alignment with National Agroforestry Policy (2014)

Activities



Community Mobilization and Needs Assessment:

- Gram Sabha meetings to introduce Project Hariyali.
- Extensive need assessment survey conducted to determine no. and type of saplings required and suitability & availability of land for specific plant species.
- Participatory decision-making for sapling selection and planting strategy.



Sapling Distribution and Plantations :

- Guiding farmers through preparatory steps such as pit marking and spacing
- Saplings type - Mix of Coffee, Fruits, Forest & Shade trees. Average of 200-400 saplings per farmer.
- Shift towards regenerative agricultural practises.



Training & Capacity Building:

- **4+ training** sessions annually for farmers.
- Training on plant spacing, organic composting, mulching, weeding and pest control.
- **Plant Spacing:** e.g. Mango trees **15-20 feet** apart, Jamun trees at **10 mtrs**, ensuring proper root expansion and nutrient absorption.
- Pruning and Harvesting techniques.
- Distribution of farming calendars.



Monitoring and Follow-up :

- Regular field visits and sapling survival tracking.
- Village volunteers and Master trainers for regular monitoring and capacity building.
- Use of geo-tagging for farm mapping and sapling tracking.

Project Reach

9 Plant Species used for
Plantations apart from
Coffee.

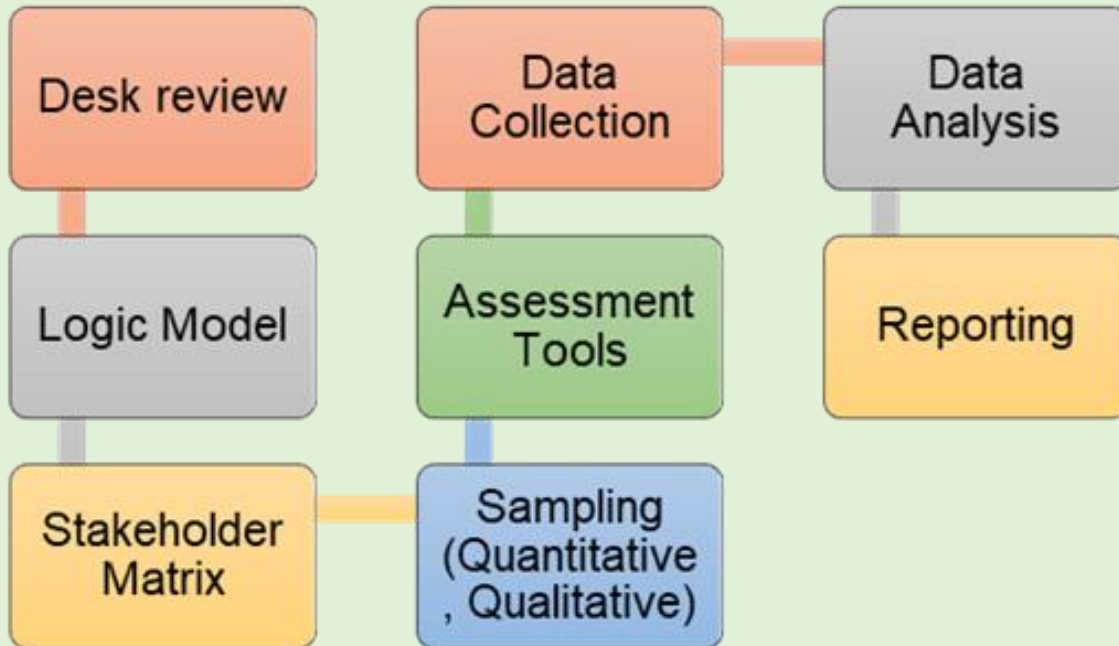
This initiative directly
benefited **3,595 farmers**
in **Ananthgiri and**
Hukumpeta mandals of
Araku.



During the **2023-24**
plantation cycle, in
total **11,75,987**
saplings were
planted across 144
villages in two
mandals of Araku,
Andhra Pradesh.

Approach & Assessment Methodology

Assessment Methodology



Social Responsibility Standards

The impact assessment methodology assesses the project on BlueSky's **Process Maturity & Goals Achievement Framework (PMGA)**, built on the guidance available on the following standards:

1. **Social Auditing Standards (SAS)**, regulated by the **ISAI** under **SEBI**
2. **ISO IS 26000:2018 – Guidance on Social Responsibility**
3. **The Companies Act 2013 Schd VII Sec 135**
4. **UN Sustainable Development Goals**



Key Findings

1. High Sapling Survival Rate & Reforestation Success –



Saplings Planted (2023–24):
11,75,987



Sampled Saplings Studied: 1,202
saplings across 9 villages of two
mandals in Araku.



Overall Survival Rate: 96.6%

(Coffee – 96.7% and Fruit Forest & Shade (FFS) trees – 96.6%)

Contributing factors:

- Use of native species adapted to local conditions.
- Geo-tagging and scientific monitoring for tree health.
- Farmers' training on soil conservation and organic fertilizers.
- Proper plant spacing techniques have helped reduce water competition between trees, ensuring better survival rates.
- Active involvement of village volunteers, master trainers, and the Project team.

Project Hariyali | Araku Region | FY 23-24

2. Significant Carbon Sequestration Contribution

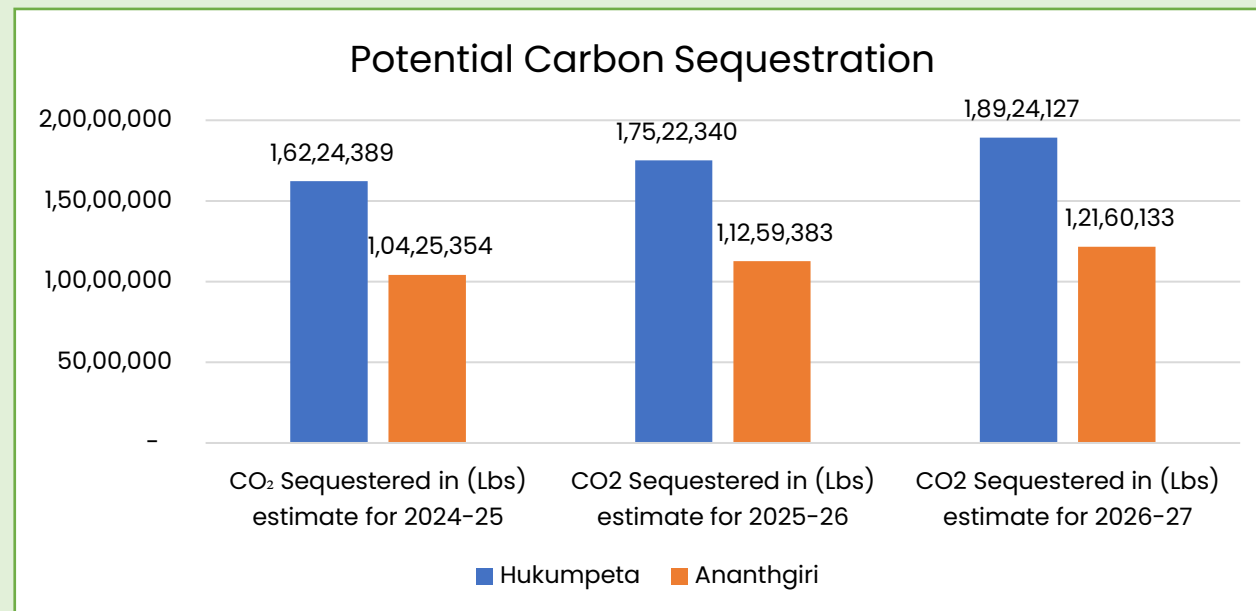


For the saplings planted in 2023–24, a sample of 1,202 saplings was studied in 9 villages of two mandals in Araku region, to estimate the potential carbon sequestered.



Estimated Carbon Sequestration from FY 2023–24 plantations:
3,10,84,260 lbs of CO₂ by 2026–27.

Details of Potential Carbon Sequestration



Key Findings

3. Strengthening Climate Resilience & Water Conservation



Adoption of regenerative agriculture with techniques such as mulching and organic farming methods.



Organic fertilizers (cow dung, neem paste, and compost) led to improved soil health and better water retention.



Adoption of Mulching prevents water evaporation and reduces the need for frequent irrigation.



Shift in Farmer Mindset towards Long-Term Water Sustainability

4. Biodiversity Enhancement & Ecosystem Restoration



Increased Wildlife Presence and Improved Ecosystem Health (increase in earthworms, higher number of birds, squirrels, and small reptiles in the farms)



The introduction of shade trees and fruit trees has created a better habitat for birds and beneficial insects, reducing pest attacks on crops.



Increased tree cover from fruit and shade trees has attracted more bees and butterflies.

Key Findings

5. Socio-Economic Impact & Livelihood Enhancement



3,595 farmer families benefited in the Araku region through plantation activities in 2023-24.



Farmers are Transitioning to Coffee as their Main Livelihood.



Adoption of mulching, organic manure, and proper plant spacing has reduced reliance on expensive chemical inputs, lowering overall farming costs.



Increased Household Savings & Financial Stability (regular savings by SHG women, buying assets, Children's education).



Reduced Input costs for farmers through Organic pest control methods, water-soluble fertilizers, and organic manure.

6. Community-Led Ownership and Sustainability



Cooperatives are Providing Reliable Market Access and Reducing Exploitation (Direct village-level procurement for farmers)



Income from Cooperative Sales is Supporting Household Needs (Asset creation, e.g., cattle, home appliances, children's education, healthcare, and savings).



Village Volunteers regularly monitor the saplings with farmers and regularly update the Project Hariyali team and relay expert recommendations on pest management, pruning, and soil enrichment.

PMGA Impact Assessment Framework (Process Maturity & Goal Achievement)

1. Process Maturity Score (X-Axis)

- Scored on: Standard Criteria
- Frameworks Referenced: ISO 26000 & NGRBC

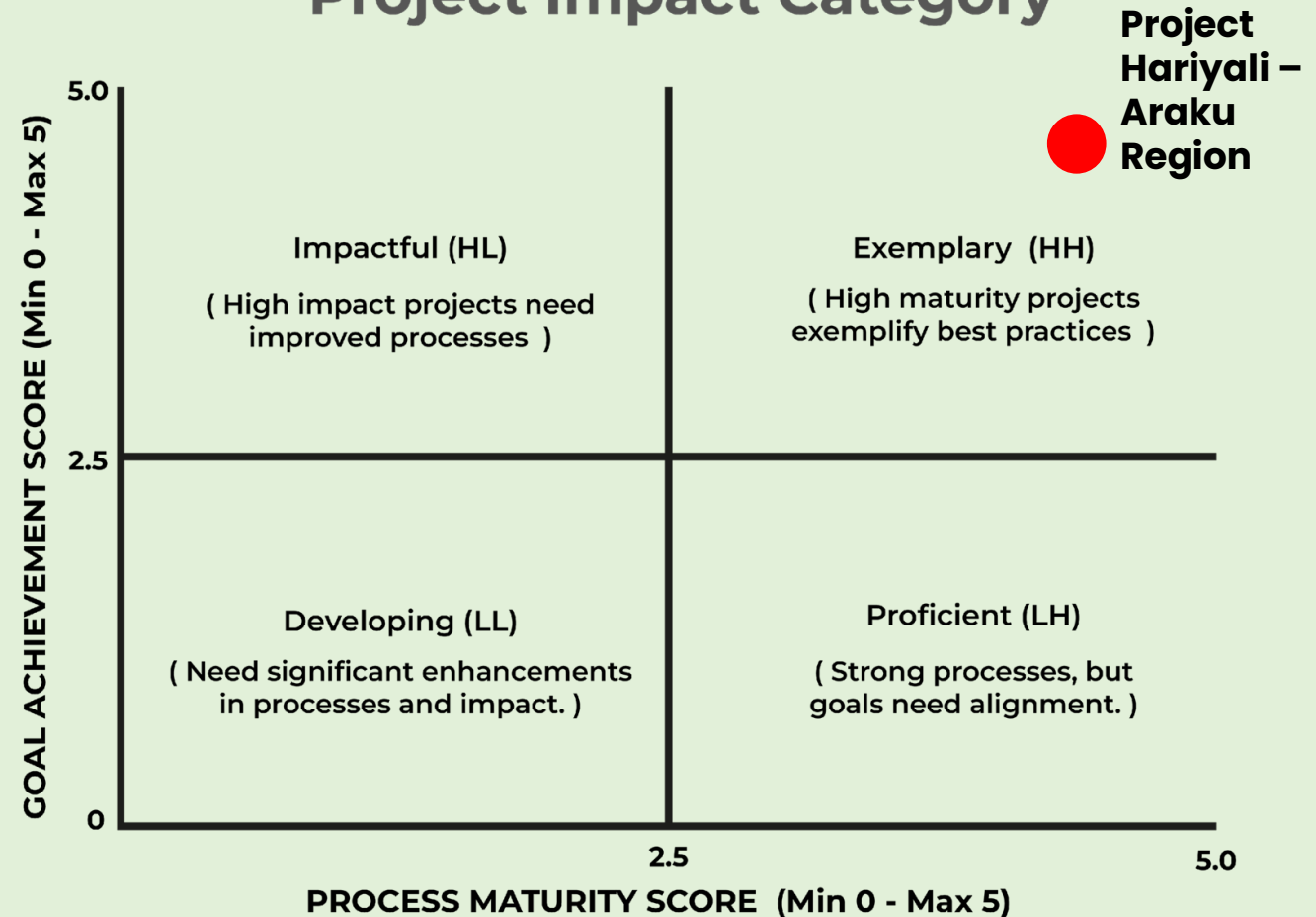
Indicates strong alignment with standardized best practices across projects

2. Program Goal Achievement Score (Y-Axis)

- Scored on: Project-specific Criteria
- Framework: Program Logic Model

Reflects high achievement against intended project outcomes for Project Hariyali- Araku Region

Project Impact Category



Farmers Testimonials

On Sustainable Farming & Regenerative Practices

“

"We learned to use mulching, which acts as a natural fertilizer. Earlier, we were dependent on chemical fertilizers, but now we save costs while improving soil quality." — **Farmer, Borrapulaguda, Araku**

“

"Before, we planted coffee trees too close, and many died. Now, with proper spacing, survival rates have increased, and our plants are growing healthier." — **Farmer, Kosamamidi Village, Araku**

On Climate Change & Environmental Impact

“

"Before the start of the Hariyali project, we saw fewer birds and insects in our farms. Now, as more trees grow, we are seeing parrots, squirrels, and bees returning. The land feels alive again." — **Farmer, Kosamamidi Village, Araku**



Farmers Testimonials

On Livelihood Improvement & Financial Security



"Before, we sold coffee to middlemen at low prices. Now, we sell directly to the cooperative and receive fair payment, which has improved our income." — **Farmer, Jangampattu Village, Araku**

On Community Engagement & Farmer Training



"Whenever we faced issues with plant growth, our village volunteers took photos and sent them to the Project Hariyali team. They quickly advised solutions, which helped us save our crops." — **Janni Sanyasi, Farmer, Nimmavuta, Araku**



CASE STUDY 1

LABBUDU SUNKARAI AH

KOSAMAMIDI VILLAGE, ANDHRA PRADESH

Background

- Owns a 9-acre farm cultivating paddy, vegetables, and millets
- Faced high fertilizer costs and limited sustainable farming options

Joining Project Hariyali (2023)

- Allocated **2 acres** to agroforestry under the project
- Planted **500 saplings**, including **100 coffee plants**
- Adopted sustainable practices like:
 - **Mulching** – Reduced dependence on chemical fertilizers
 - **Pruning** – Improved plant growth and productivity
 - **Organic farming techniques**

Impact Within a Year

- **High Sapling Survival Rate** → 99% self-reported survival
- **Reduced Costs** → Mulching cuts fertilizer expenses
- **Diversified Income** → Fruit and coffee plantations creating long-term revenue
- **Fair Market Access** → Selling coffee through cooperatives ensured fair pricing

Future Aspirations

- Expand agroforestry on his farm
- Mobilize more farmers to join **Project Hariyali**
- Promote sustainable farming for economic and environmental benefits

CASE STUDY 2

BADNAINI APPALAMMA

NIMMALAPADU VILLAGE, ANDHRA PRADESH

Background

- Science graduate with a passion for farming
- Owns **2 acres** of land, allocated **1 acre** to **Project Hariyali**
- Balances farming with family life, raising a young daughter

Joining Project Hariyali (2023)

- Inspired by the scientific approach of sustainable farming
- Adopted **organic farming techniques**, including:
 - **Mulching** – Improved soil fertility
 - **Organic soil enrichment** – Strengthened plant health
 - **Pruning** – Enhanced growth and microclimate balance

Impact Within a Year

- **Visible Soil & Plant Improvement** → Scientific techniques boosting productivity
- **Economic Security** → Cooperative-led procurement ensuring fair pricing
- **Daily Farm Engagement** → Actively managing the farm despite family responsibilities
- **Future Income Stability** → Coffee plantation maturing for long-term returns

Future Aspirations

- Expand the plantation by leasing additional land
- Continue integrating scientific knowledge into agriculture
- Weigh career opportunities between government service and full-time farming

Awarded Exemplary Rating

CSR INSPECTION CERTIFICATE	
	Bluesky Sustainable Business LLP AWARDS AN Exemplary Rating
Exemplary Projects have high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and impact, demonstrating an exemplary model for other projects to follow.	
FOR CSR PROJECT Project Hariyali - Araku FY 23-24	
Project Hariyali aims to increase green cover, restore degraded landscapes, and mitigate climate change through large-scale plantation of native and agroforestry species. The initiative enhances soil health, supports sustainable farming practices, and improves farmer livelihoods by integrating fruit, forest, and shade trees—fostering climate resilience, carbon sequestration, and long-term community ownership.	
SUPPORTED BY Mahindra & Mahindra Ltd. 4th Floor, Mahindra Towers, Dr. G.M. Bhosale Marg, P.K. Kume Chowk, Worli, Mumbai - 400018	
CSR Category: (i) Eradicating hunger, poverty, and malnutrition, promoting health care (ii) Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water. (iii) Rural development projects	
Service contract number: Certificate number: Date of Issue:	BSSB-2400-00013 IB067-2400-01-00013 25th March 2025
 Jyotsna Betliappa Head- CSR Inspections	 Shrinivas Bhat Chief Executive Officer
 	
* Bluesky Sustainable Business LLP complies with NABCB accreditation criterion of "Type A" Inspection Body. * To be read in connection with Annexure 1	

Continue from Page 1

Service contract number: BSSB-2400-00013
Certificate number: IB067-2400-01-00013

ANNEXURE 1

Scope of Work

To assess sapling survival rate, carbon sequestration potential, and socio-economic benefits of afforestation for farmer communities for Project Hariyali-Araku FY 2023-24.

Assessment Criteria

BlueSky's Accredited Impact Assessment methodology framework is based on IS ISO 26000: 2010 Guidance on Social Responsibility and National Guidelines on Responsible Business (NGRBC, 2018).

Inspection Rating Table

Developing: Projects have low process maturity and are not reaching their intended program goals effectively. These projects may require significant improvements both in terms of how they are being implemented (processes) and their overall impact. The focus should be on strengthening their operational processes and setting clearer, more attainable goals.

Impactful: These projects have a high impact despite lower process maturity. The outcomes are being achieved, and program goals are being met, but the internal processes and operational practices need more development. Such projects could benefit from refining their processes to sustain or enhance their impact.

Proficient: These projects have strong operational processes in place but are not yet achieving their intended program goals. They demonstrate maturity in planning and execution but may need to realign their focus on ensuring that these efforts translate into meaningful impact. The focus should be on adjusting goals or strategies to improve outcomes.

Exemplary: Projects have both high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and impact, demonstrating an exemplary model for other projects to follow. The challenge for these projects is to maintain their excellence and look for continuous improvement.