



2019-2021

Bayer India

Corporate Societal Engagement Compendium



125
Years of
Bayer in India



Contents

About Bayer	04
Our Business Divisions	05
Message from D Narain, Senior Bayer Representative – South Asia	06
Corporate Societal Engagement (CSE) / Our Commitment to Society	07



Catalyzing farmer prosperity

Capacity building on agronomy practices for smallholder farmers	08
Introducing smallholder farmers to modern technology for productivity enhancement	10
Drought Action Network (DAN) - think tank to reduce farmer distress	14
Bayer – RVJ School of Agriculture	16
Integrated Crop Management	18
Sustainable water resource management	20
Future Agriculture Leaders of India (FALI)	22
Bayer Fellowship Program	26



Inspiring health & wellness

Our efforts towards fighting covid-19	28
Program for Primary Prevention of Sexual Violence (PPPSV)	30
Discovering Hands	32



Supporting neighbourhood ecosystems

Rehabilitation support for flood victims in Kerala	34
State-of-the-art kitchen for mid-day meal program in Jalna	38
Community engagement efforts in Telangana and Andhra Pradesh	40
Samavesh (Inclusion)	42
Making Science Make Sense (MSMS)	44

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. With our innovative products, we are helping find solutions to overcome the major challenges presented by a growing and aging population. With life expectancy continuing to rise, we strive to improve the quality of life for a growing population by focusing our research and development activities on preventing, alleviating and treating diseases. We are also making an important contribution to providing a reliable supply of high-quality food, feed and plant-based raw materials.

Bayer remains committed to the principles of sustainable development and our goal remains to create value for our customers, shareholders and employees. All this goes to make up our vision, "Health for all, hunger for none", the benchmark against which we measure all our activities.

Bayer in India

Bayer established its presence in India in 1896, when the first wholly owned subsidiary of Bayer AG in Asia "Farbenfabriken Bayer and Co. Ltd." was set up in Mumbai. With Bayer expanding its activities in emerging markets, India is of strategic importance to Bayer's activities worldwide.

With a presence of 125 years in India, the Bayer Group encompasses the Crop Science, Pharmaceuticals and Consumer Health Divisions. The Crop Science Division is Bayer's largest business in India with company-owned production facilities in Himatnagar and Vapi in Gujarat, herbicide manufacturing plant in Silvassa, corn conditioning plant in Shamirpet near Hyderabad and vegetable seed processing plants in Deulgaon Raja in Maharashtra.

Bayer's Pharmaceuticals Division in India operates as Bayer Zydus Pharma, a joint venture between Bayer and Zydus Cadila.

Bayer's Consumer Health Division strives to become a one-stop shop for best-in-class selfcare for all. We strive to empower the transformation of everyday health for 1.4 billion Indians.



Our Business Divisions

The **Crop Science Division** has businesses in Seeds, Crop Protection and non-agricultural pest control (Environmental Science). Seeds/Crop Protection markets a broad portfolio of high-value seeds and innovative pest management solutions, while at the same time providing extensive customer service for sustainable agriculture. In addition, we also provide farmers with sustainable agronomic recommendations and help farmers use data to improve farming

practices and conserve natural resources.

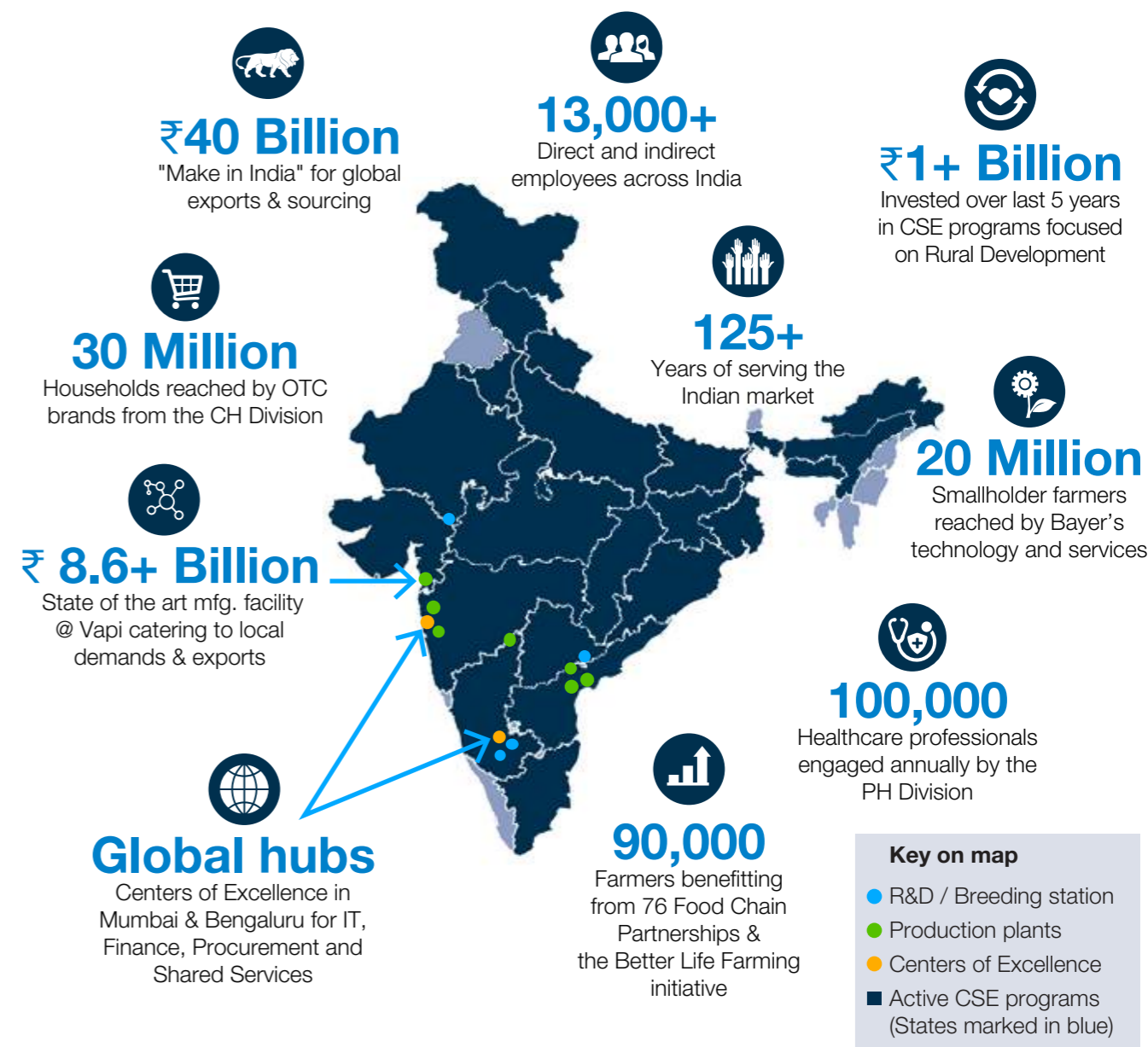
The Environmental Science unit operates in vector control and professional pest control.

The **Pharmaceuticals Division** focuses on prescription products, especially for cardiology and women's health care and on specialty therapeutics in the areas of oncology, hematology and ophthalmology. The division also

comprises the radiology business, which markets diagnostic imaging equipment together with the necessary contrast agents.

The **Consumer Health Division** markets non-prescription (over the counter) medicines, medical products and cosmetics in the dermatology, nutritional supplement, analgesic, digestive health, allergy, cold, foot care and sun protection categories.

Our Commitment and Presence in India





As we celebrate 125 years of our presence in India, we remain committed to our global vision of ‘Health for all, hunger for none’ to address the twin challenges of healthcare and nutrition. Aligned with these goals, Bayer’s CSE and sustainability efforts have over the years remained focused towards improving the lives of local communities and society at large. As we navigate through a tough environment, we are fortunate and humbled to be able to help support the lives of our farmers, patients and society. This has only been possible due to the purpose driven efforts of our employees and partners who have ensured this vision gets translated into reality.



D Narain

D Narain,
Senior Bayer Representative – South Asia,
Vice Chairman & Managing Director,
Bayer CropScience Limited

Corporate Societal Engagement (CSE)

At Bayer, our Corporate Societal Engagement (CSE) activities are aligned to our purpose ‘**Science for a better life**’ and fuel our vision of “**Health for all, Hunger for none**”.

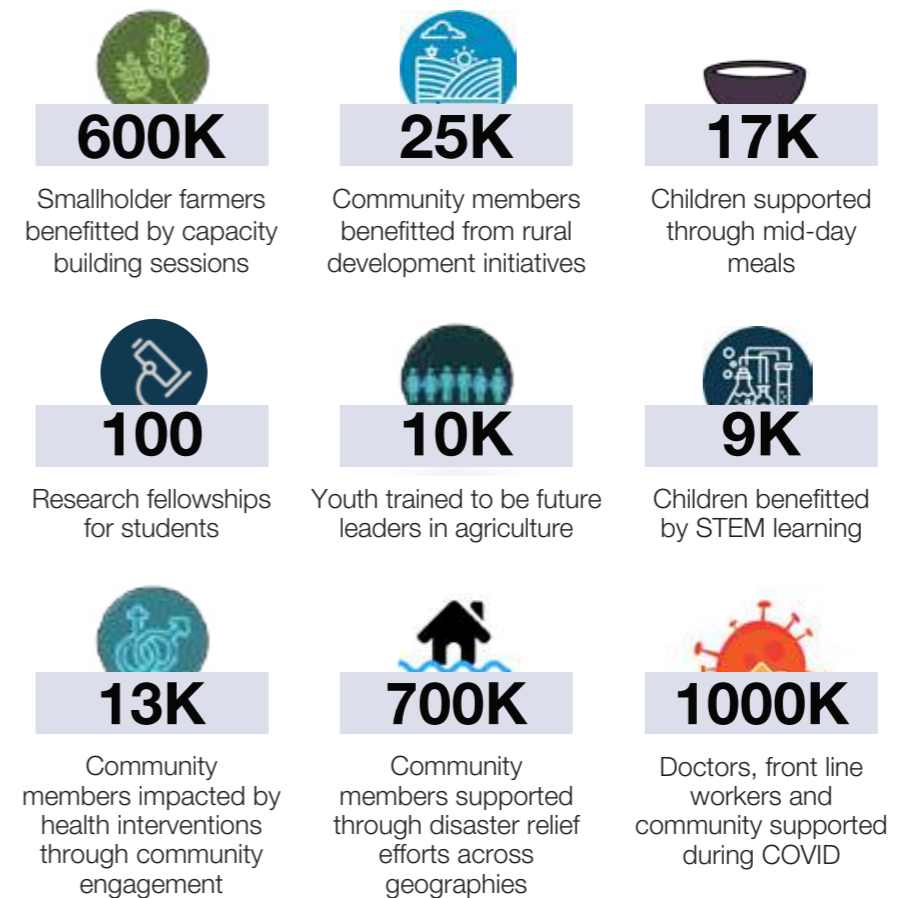
We seek to foster and scale meaningful solutions for social health challenges and the food crisis. Our work in the thematic areas of Agriculture, Health and Wellness and Community Development help us deliver on our social commitment to transform communities.

Our Commitment to Society

In the last two years, our programs have positively impacted the lives of children, youth, women and smallholder farmers.



Founded in **2011** | Active projects **14** | Implemented across **18 states**



Aligned with UN Sustainable Development Goals



Our projects seek to provide comprehensive and sustainable solutions for the holistic development of the rural communities we serve.

Most of our CSE activities are undertaken through Bayer Foundation India (formerly known as Bayer Prayas Association), the CSR arm of Bayer Group of Companies. We follow a strict code of corporate governance and comply with relevant government norms and rules.

Our Focus Areas

- Catalyzing farmer prosperity**
- Inspiring health & wellness**
- Supporting neighbourhood ecosystems**

In the last 5 years, our CSE programs have benefitted more than **1 million** people directly and over **2.6 million** people indirectly.



CATALYZING FARMER PROSPERITY

Capacity building on agronomy practices for smallholder farmers

For a labour-intensive profession that heavily depends on various external factors, income from farming is rarely proportionate to the risks. The pandemic and the subsequent lockdown also caused unforeseen problems for smallholder farmers.

To help them through this critical period, Bayer Foundation India partnered with relevant stakeholders on training smallholder farmers on diverse topics to help improve yield and minimize loss due to pest attack.



Smallholder farmer training at Masaba Hanchinal, Yelburga Taluk, Koppal, Karnataka

The smallholder farmers also received in-depth training on crop agronomy practices advisory, stewardship, safety and general health tips, and awareness on vector control. They were also trained on use of safety equipment, safe practices to be adopted due to COVID-19, safe and judicious use of crop protection products and disposal of pesticides. Special focus was on training women smallholder farmers and migrant labourers who returned to their villages and took up farming in their small family farms.



We partnered with
50 NGOs

Reached around
2,00,000
smallholder farmers



Across **18** states
in India

I found the training on safe use of pesticides and its disposal very useful. I will ensure that my family members follow it strictly.

**Basumati Singh, Durgapur,
Mayurbhanj, Odisha**



Over **7,000**
field days and
975
harvest days



The rainy season usually brings along many water-borne diseases and malaria. The training on malaria was informative and provided us with simple preventive measures which could be followed to fight this dreaded disease.

**Khemin Netam, Tipangarh,
Rajnandgaon, Chhattisgarh**

I am happy that the training helped me to get more information on sowing techniques, correct transplanting methods and effective water management. This will surely help me to have a better produce in the future.

**Jama Pedenti, Kolnara, Rayagada,
Odisha**



The training will help me recognize and fight various millet diseases, which will assist me to protect my crops and have a better harvest.

**Bhawani Shankar, Karada,
Rajasthan**



My paddy used to usually get infected by brown spots on the glumes which led to grain discoloration. I am thankful for the training provided by Bayer Prayas, which has helped me to recognize and tackle this issue.

**Human Ram, Ladabahara,
Raipur**

Introducing smallholder farmers to modern technology for productivity enhancement

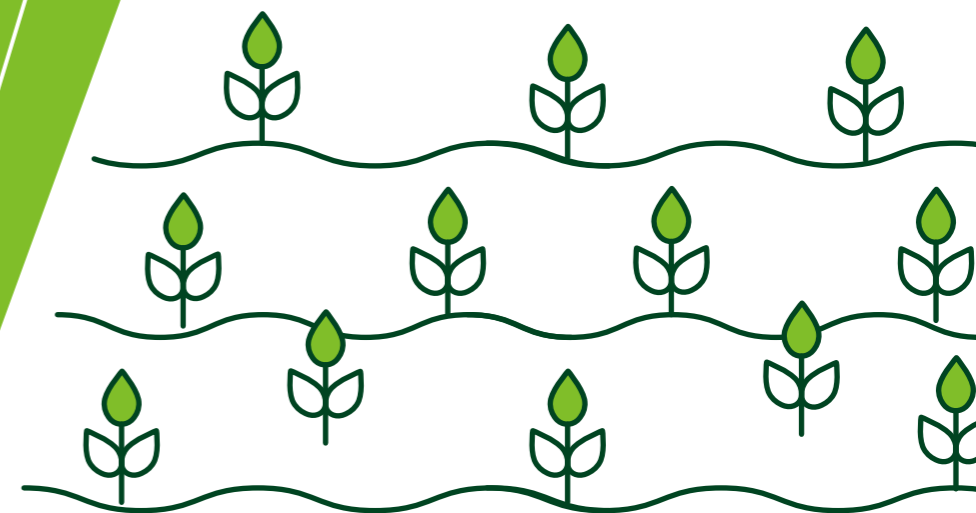
Rice farming in acute rainfed geographies is of critical importance to the livelihood of smallholder farmers. The age-old varieties and traditional methods of farming leave them in a grave situation of low productivity and less food on the plate.

In Kharif 2019, Bayer conducted a three-week-long capacity-building initiative aimed at introducing rice smallholder farmers to advanced agricultural technologies in the areas of seeds, crop protection, crop nutrition, soil management, drip irrigation, post-harvest management and financial literacy.

The rice smallholder farmers were also supported with training sessions throughout the cropping season and were provided with routine agronomic advisory and support to cultivate hybrid rice in subsequent seasons.



Catalyzing Farmer Prosperity



Partnered with
16
local NGOs



Distributed **400**
metric tonnes
of hybrid seeds



Selected and
maintained
10,000
demo fields



Across
Jharkhand,
Chhattisgarh & Odisha



I am happy that I planted the hybrid seed variety in my farm. The germination was impressive and I got a very good harvest.

Mukesh Kumar, Kallu Banjari village, Rajnandgaon district, Chhattisgarh



I am thankful to Bayer Prayas for imparting training on how to cultivate hybrid rice. We got a very good harvest resulting in a higher income for the family.

Uma Kumari, Mandai village, Hazaribag district, Jharkhand

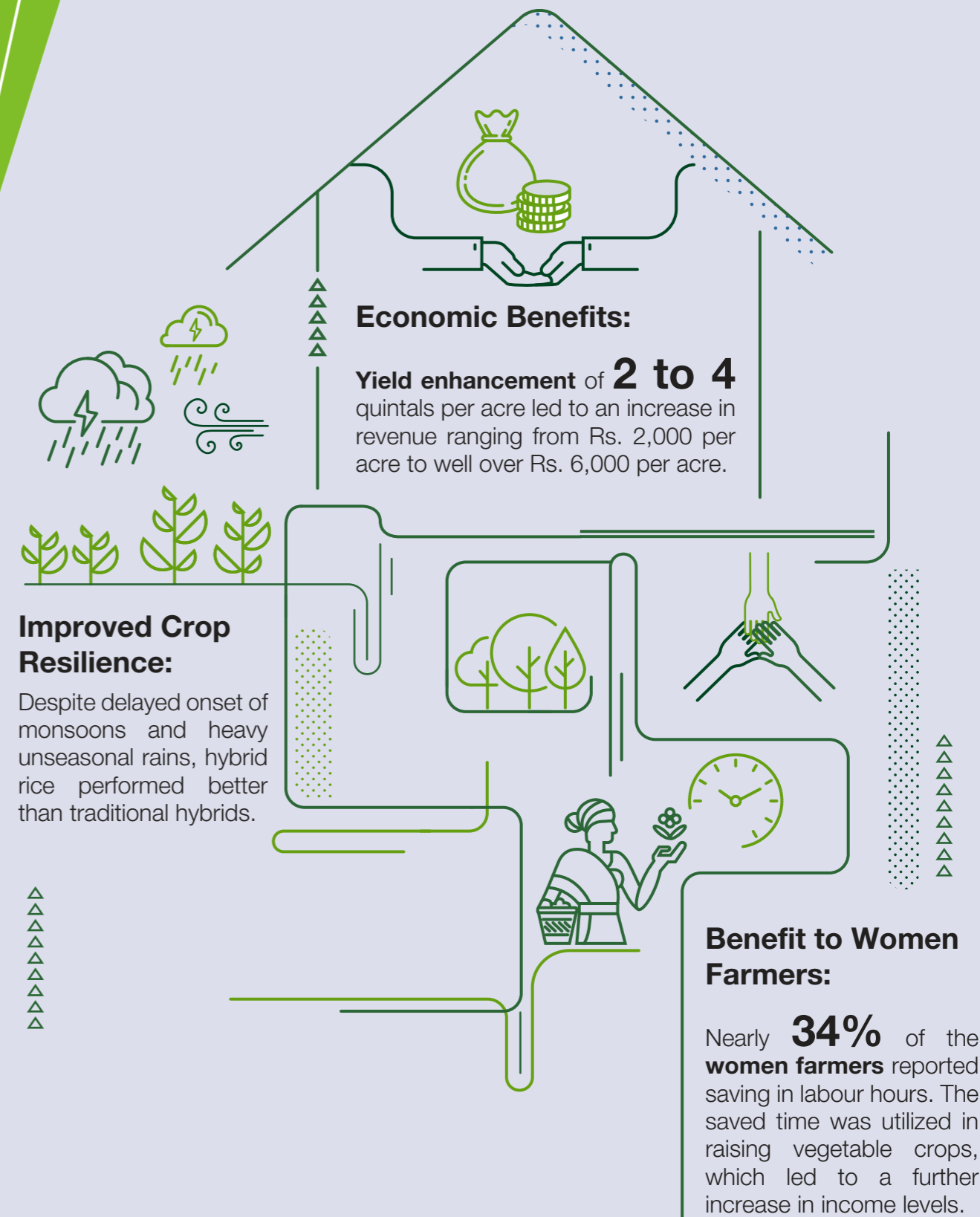


Harvest Day at Ichagarh village, Kharsawan district, Jharkhand

A Project Impact Assessment was concluded in 2020 to get a broad indication of the impact of the program.

We surveyed

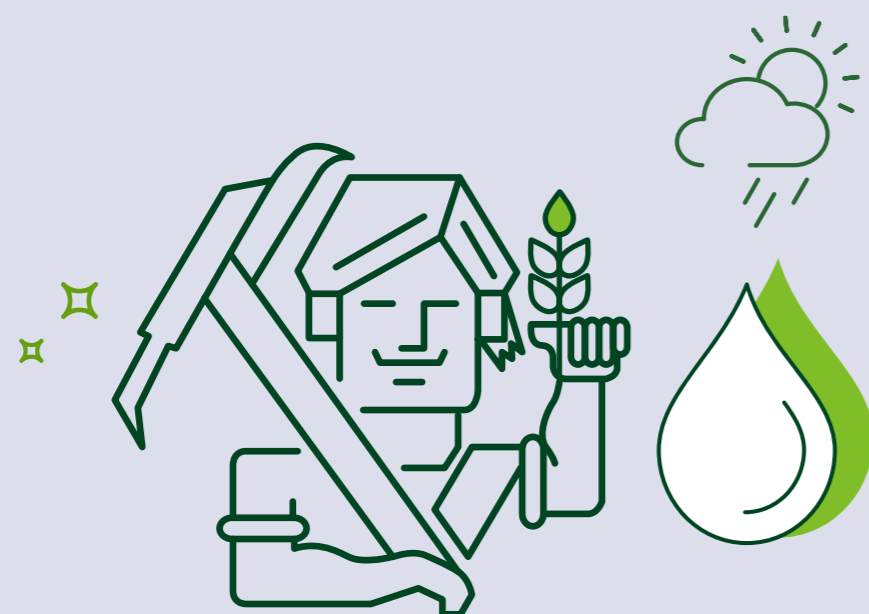
| **720** farmers | Across **15** districts | In **3** states



Drought Action Network - think tank to reduce farmer distress

Climate change has dramatically increased the frequency of drought occurrence and has resulted in severe farmer distress in India.

To effect a change in the approach towards policymaking and increase coordination among key opinion makers, a coalition of 20 experts from private and public sector, stakeholders and academia from the agricultural space came together in 2019, under the umbrella of the Drought Action Network (DAN) - an independent, multi-dimensional think tank.



Spearheaded by Bayer, DAN endeavours to:



Identify and encourage alternatives to **water-guzzling** crops like sugarcane and rice

Promote the use of **data and technology** for informed decisions



Create an **ecosystem** for policy design



Crop diversification and **value chain creation** and **capacity building** of farmers



Catalyzing Farmer Prosperity



DAN Consultation workshop held on January 16, 2020 at Baramati, Maharashtra

Bayer – RVJ School of Agriculture

Since 2007, the Bayer-Ramanaidu Vignana Jyothi (RVJ) School of Agriculture has provided vocational training to underprivileged rural youth to prepare them for entry level jobs in agriculture. The training introduces the students to the basics in seed production techniques and principles of integrated crop protection. A knowledge base in business administration, including agricultural marketing and communication, forms an integral part of the curriculum.

Located at Tuniki village, 60 kms from the city of Hyderabad, this school in addition to vocational learning, also assists with placement opportunities.



Bi-annual courses



30 students class-size

24% increase in female enrolment in 2019

700 students graduated since inception



My parents are field workers and hence since childhood I always had a liking for farming. I enrolled in 2019 and the course has taught me various seed production techniques and the principles of integrated crop protection which help me to guide my parents in farming. I am awaiting placement and I would love to pursue a career in agriculture.

B. Swetha, Chandragiri, Andhra Pradesh



The curriculum included the topic of plant diseases, which has helped me to quickly recognize the early signs of infestation, which is a huge help to my father, who is a farmer.

Vinay K., Siddipet, Telangana

Catalyzing Farmer Prosperity



Integrated Crop Management

2019 saw the launch of a yearlong project aimed at enhancing farm productivity in rural areas via integrated crop management - a holistic approach to sustainable agriculture for small and marginal farmers in Jalna and Yavatmal, Maharashtra.



Reach

26,000 farmers directly
40,000+ indirectly

Over
26,000
farmers trained
on farm safety and
chemical safety



97% of farmers
have adopted principles
of **Integrated Pest
Management (IPM)** on
their farms

25,405
safety kits
distributed



480 training sessions
conducted on safe use of
chemicals and integrated crop
management



93% usage
of **safety kits**



Never realised that IPM is a strategy and not a standalone pest control measure. This knowledge has helped me substantially in my cotton farming approach.

Nandu V. Thakare, Vatabori village, Yavatmal



Me and my fellow farmers from Bantakali village will always remain thankful to the team who explained how easy it is to use the safety precautions while handling dangerous chemical pesticides.

Shivaji Bhutekar, Jalgaon village, Jalna

Catalyzing Farmer Prosperity



Farmer from Yavatmal, Maharashtra using protective gear while working in his farm

Sustainable water resource management

With falling groundwater levels and changing weather cycles, drought is a reality many farmers in India live with. It is crucial that new techniques of water management and conservation are introduced and made accessible to all.

We created water banks in the districts of Medchal (Telangana) and Aurangabad (Maharashtra) in partnership with AFPRO (Action for Food Production) by desilting tanks, canals and constructing recharge pits and farm ponds.

Villagers were trained on water conservation and management techniques, to ensure safe drinking water for the community and availability of water at critical stages of crop growth.



2 km stretch of canal desilted and expected to recharge more than **100 borewells** and creating water storage of 115 TMC



3 borewells drilled **benefiting 450 families**



8 injection borewells drilled with recharge capacity of **120 borewells downstream**



With the support from AFPRO and Bayer, nala widening and deepening work was executed in our village. Now the well water level has increased to 4 m. This year I was able to cultivate crops like wheat, onion and gram even during the Rabi season. This has helped me in generating an additional income.

Atul Dukare, Parsoda village, Aurangabad



The project by AFPRO has increased water level of 200 wells & 150 borewells by 3-5 m in the area and helped bring around 100 Ha areas under seasonal irrigation. The village is now tanker free and drinking water is available round the year.

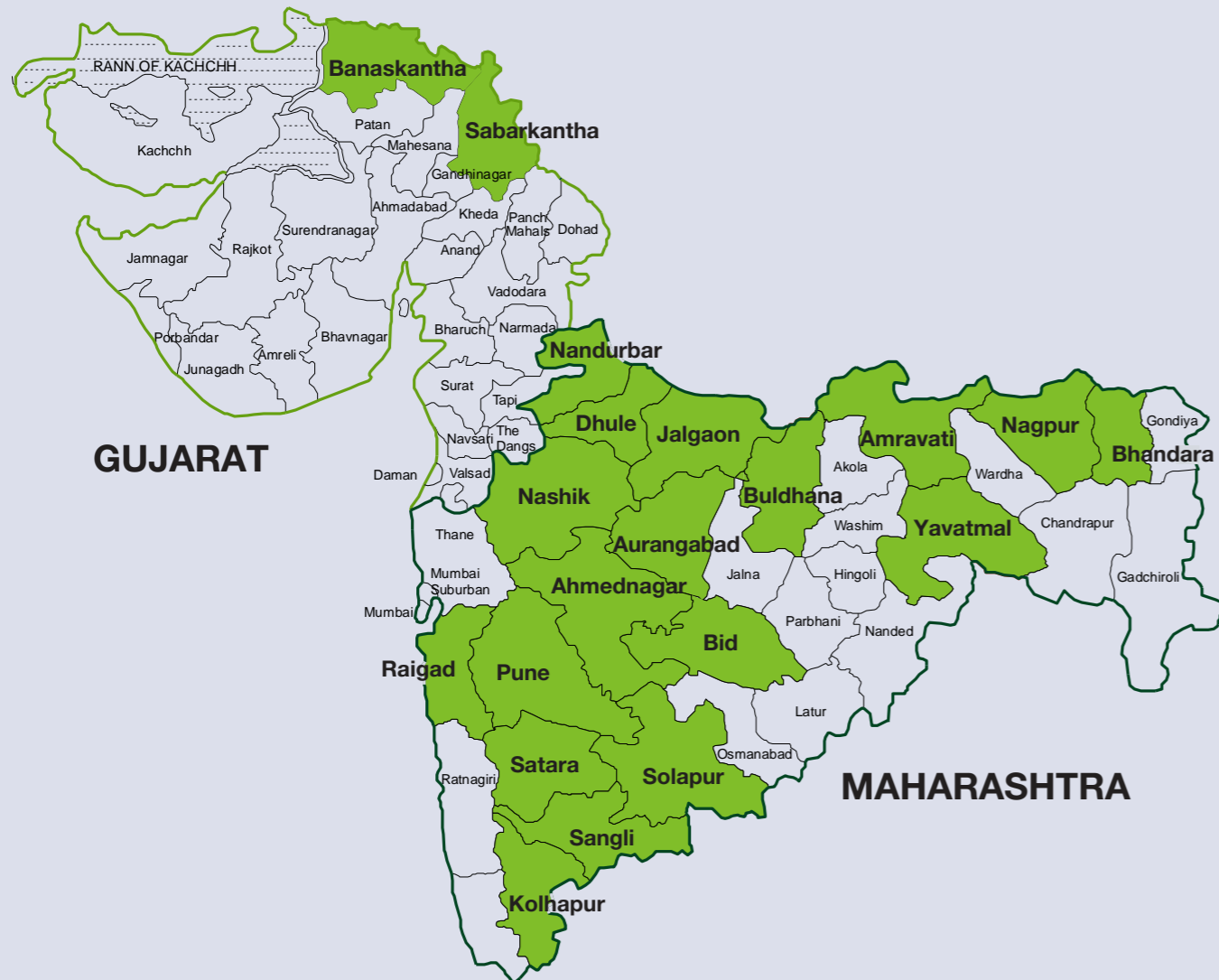
Santosh Marmat, Parsoda village, Aurangabad

**Catalyzing
Farmer
Prosperity**

Future Agriculture Leaders of India (FALI)

FALI provides interactive education, exposure and experiences to students of class 8 and 9 in rural locations. It aims to turn around existing perceptions towards agriculture for both students and their parents, and impart the knowledge essential to make them future leaders in modern Indian agriculture and agro-enterprises.

In its seventh year (2020-21), FALI now operates with over 10,000 rural students in 2 districts of Gujarat and 18 districts of Maharashtra.



Catalyzing Farmer Prosperity



FALI students from Khandesh Gandhi Balubhai Mehta School, Kasare, Dhule, Maharashtra, visiting a tractor service centre and learning about working, repair and maintenance of a tractor





FALI Curriculum

- Interactive class sessions and practicums in agronomy, horticulture, animal science, agricultural technology, food science and business
- School-level business plan and innovation contests
- Field visits to leading farmers and agro-enterprises and sessions with experts
- Film sessions and webinars with the leaders and business managers of companies supporting FALI



Collaborating with parents for FALI

- Soil and milk testing which students conduct on their family farms
- Encouraging parents to participate in field studies and practicums
- Introducing and providing information on new methods, technologies and on high value crops and breeds

FALI Success Stories



Sakshi Suresh Shri Sant Mukatabai Vidyala Shelgaon, Indapur, Pune learnt about the benefits of poly-houses on a FALI field visit and convinced her father to install one, resulting in a weekly profit of

Rs. 7,000.



Vivek Chaudhari from D. N. S School, Khiroda Jalgaon studied about modern methods for banana cultivation and helped his father implement advanced management practices. The family's net income increased by

15%.



In FALI, I designed a model for spraying pesticides that was very easy to use and was an automatic model. I want to be a role model farmer when I grow up.

Shoeib Sheikh, Shriram Vidyalaya, Nagpur, Maharashtra



Because of FALI we now know that agriculture as a career option has bigger future than any other field.

Arti Dhongade, Shramik Vidyalaya, Dhule, Maharashtra



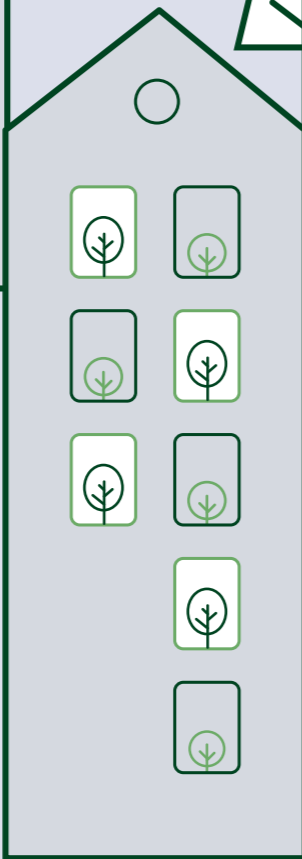
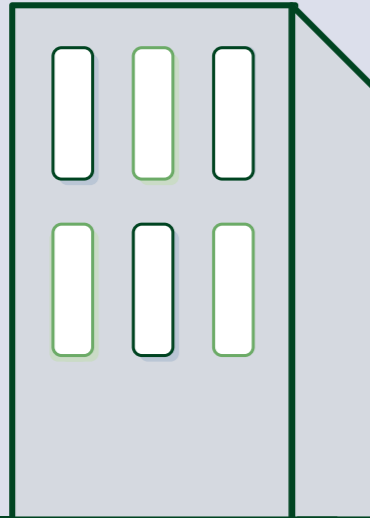
FALI student team from Shri Shivaji High School, Amravati, receiving the first prize trophy at the 5th FALI Annual Convention held in April 2019 at Jain Hills, Jalgaon, Maharashtra

Bayer Fellowship Program

To encourage R&D in agriculture, Bayer supports students pursuing Master's or Doctoral degree in leading Agro Science universities with fellowships.



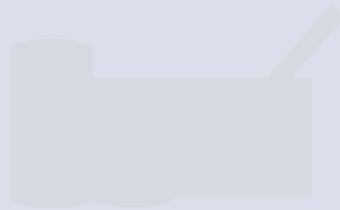
411 fellowships awarded till date



In 2019 - 20,
43 fellowships were awarded



Partnerships with colleges in Gujarat, Karnataka, Punjab, Tamil Nadu, Telangana, Uttarakhand and West Bengal to provide tailored financial support



Catalyzing Farmer Prosperity



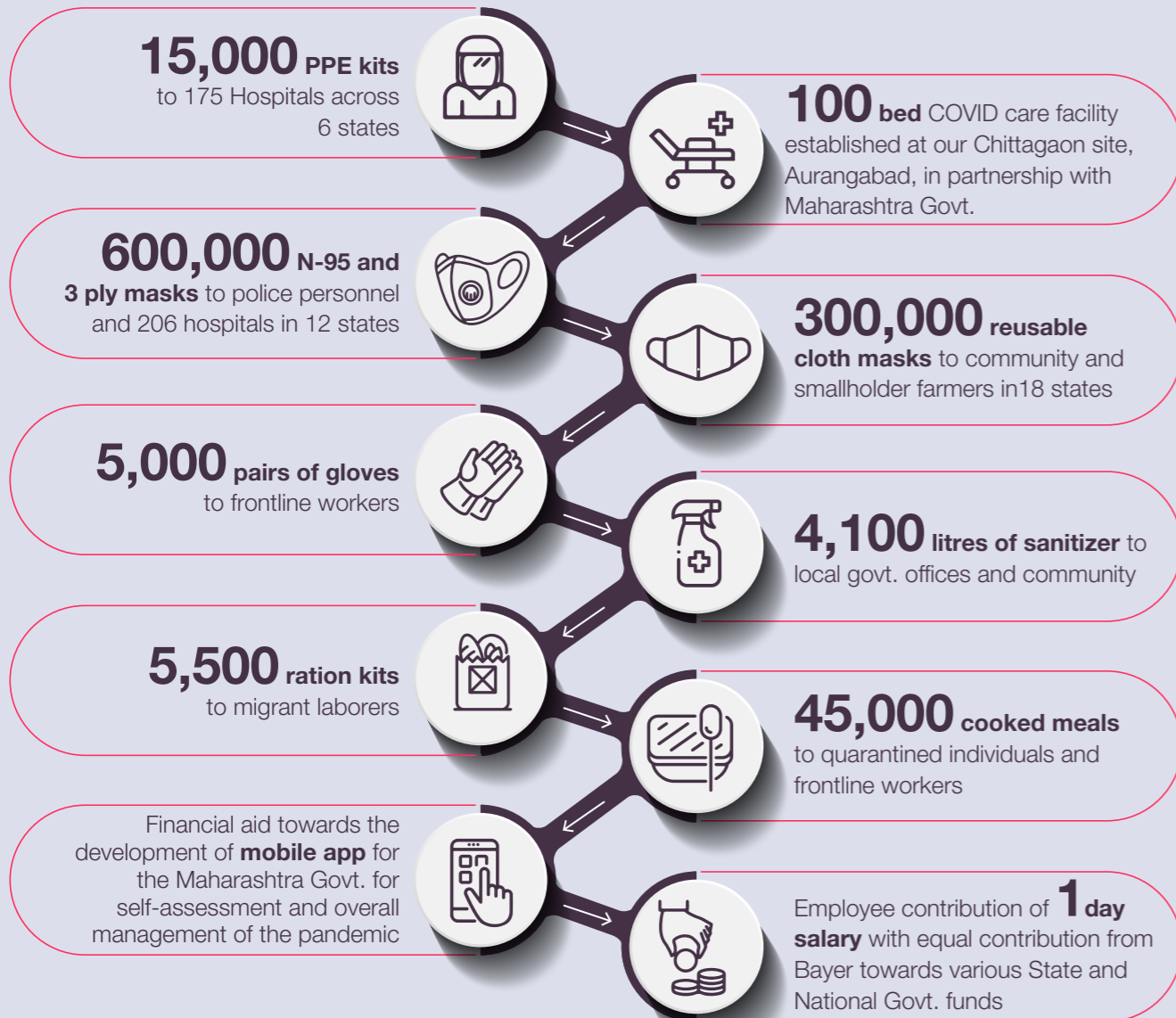


INSPIRING HEALTH & WELLNESS

Our efforts towards fighting covid-19

In line with our vision of **“Health for all, Hunger for none”**, Bayer has been committed to the fight against COVID-19 through financial contributions, donation of medicines and other supplies to government agencies, health authorities and other relevant organizations.

Most of our CSE initiatives were focused on supporting the frontline healthcare workers, doctors, farmers, migrant labourers, quarantined patients and police personnel by providing PPE kits, masks, sanitizers, disinfectants and nutritious meals.



Bayer House, Thane, Maharashtra



Udaipur, Rajasthan



Vapi, Gujarat



Thane, Maharashtra



Jalna, Maharashtra

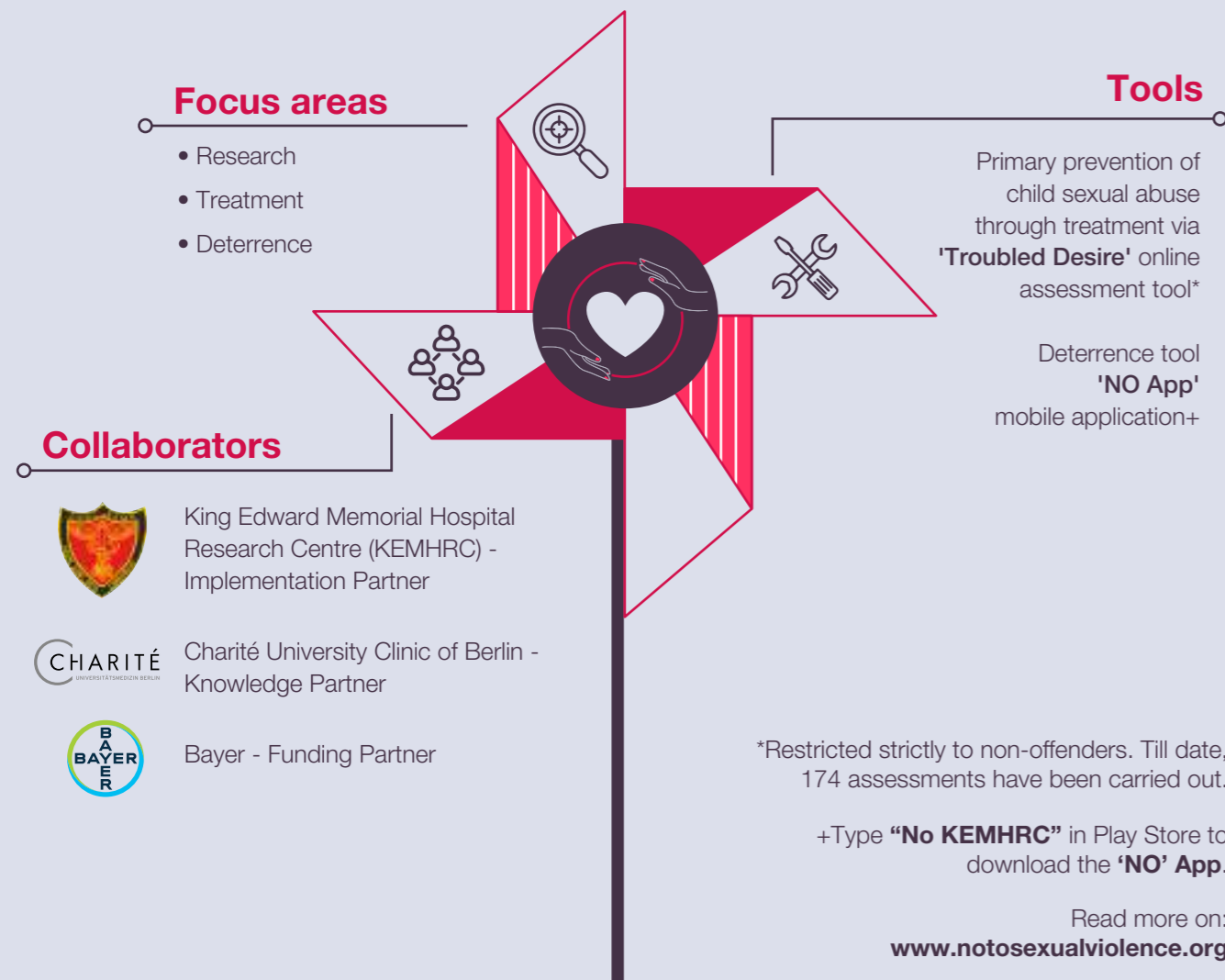


Toopran, Telangana

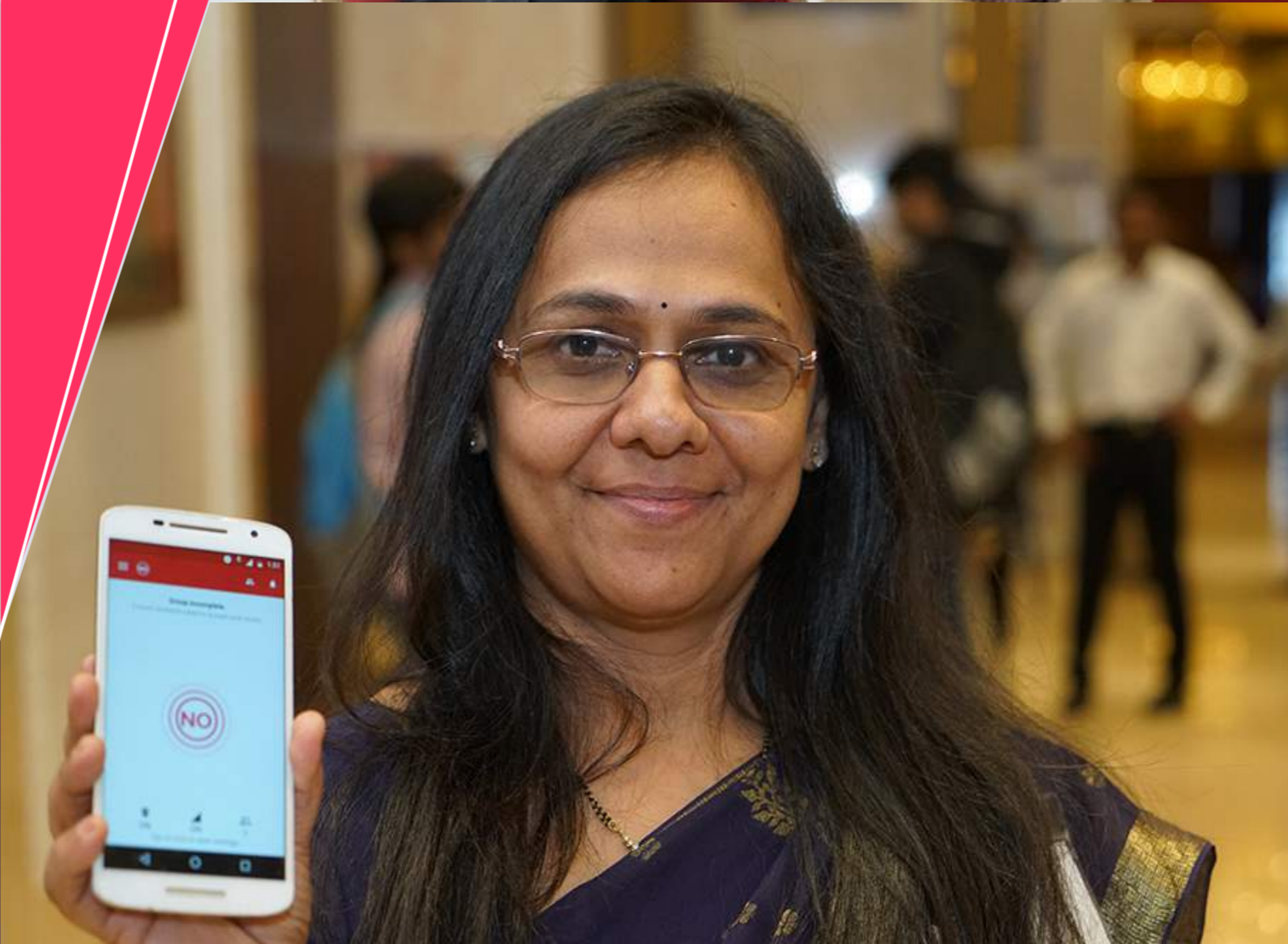
Program for Primary Prevention of Sexual Violence (PPPSV)

India has the world's largest number of sexually abused children in absolute numbers. An alarming 53.22% Indian children experience one or more forms of sexual abuse before they turn 18.

To counter this social evil, Bayer along with King Edward Memorial Hospital Research Centre (KEMHRC), Pune Institute of Sexology and Sexual Medicine, Charité University Clinic of Berlin and an advisory council of experts from India, launched a collaborative and innovative initiative - Program for Primary Prevention of Sexual Violence (PPPSV). The idea of primary prevention is to stop the act from occurring, thus safeguarding women and children from sexual violence and its after-effects.



Inspiring Health & Wellness



Discovering Hands

Breast cancer is the most common cancer among women in India and with our project 'Discovering Hands' we aim to make a positive difference in the area of breast cancer as well as lend a helping hand to the visually challenged.



Visually impaired women enrol for a

9 month training, certifying them as Medical Tactile Examiners (MTEs)



Utilizing their **highly developed sense of touch** they detect minutest of abnormalities in the breast



Detailed **30-45 minutes** of breast examination, where the MTE checks every centimeter of the breast with the help of tactile tapes marked in braille



Implementation partner - National Association for Blind (NAB) Centre for Blind Women and Disability Studies

Collaboration partners: Discovering Hands, Germany



18 MTEs trained, who are now working with hospitals and clinics in Delhi, Gurgaon and Mumbai



In 2019-20, **1115 screenings** were done with **299** positive findings verified and confirmed by doctors



Kavita Kumari (left) and **Sakshi Kashyap** (right) are both interning with Tata Memorial Hospital, Mumbai. "I am happy and proud that I can use my skills to improve the lives of women and help in detecting breast abnormalities early," says Sakshi, while Kavita is pleased that she is financially independent and can help support her family in Bihar.



Inspiring Health & Wellness





SUPPORTING NEIGHBORHOOD ECOSYSTEMS

Rehabilitation support for flood victims in Kerala

In 2018, Kerala experienced the severest deluge ever recorded.

Bayer partnered with Concern India Foundation and undertook a rapid assessment and Alappuzha (Alleppey) district was chosen for Response and Rehabilitation through health, water and sanitation initiatives.

The intervention was implemented from 2019 in three Panchayats of Muttar, Ramankary and Veliyanadu of Kuttanad taluk in Alleppey district.

Project objectives:



Raise awareness and foster a positive behaviour change

Improve self-management capacity of the community



Identify and promote appropriate health-friendly technologies for sustainable health and community development

Build and strengthen safe and disaster-resilient sanitation infrastructure to stop open defecation



Taking oath for a clean, green and healthy Muttar Panchayat on October 2, 2019

Initiatives carried out:

Need Assessment

Need assessment conducted with ASHA workers among **8,430** families

Community Mobilisation

39 members conducted door-to-door visits and ward meetings

Community Rapport Building

Several **participatory appraisals** like seasonal mapping, resource mapping, etc. conducted

Behaviour Change

43,500 people educated on hygiene and sanitation

Outcomes

Mega cleaning drive was held on October 2, 2019

- **7,500** children, women and men participated
- **1,750** NSS / NCC / School volunteers and 50+ volunteers assisted the drive
- **20** tons of solid waste (mainly plastic bottles) collected and disposed



Pest Control

- Across **3** panchayats in Kuttanad



Safe Drinking Water

- **5** Water treatment plants installed in Muttar

Health Initiatives

- **141** Medical camps, including **16** eye check-up camps
- **13,151** children, women and men availed health services for general health and for non-communicable diseases



Sanitation

- **33** new toilets built across Muttar, Ramagiri & Veliyanadu
- **52** toilets repaired
- **152** flood resilient septic tanks installed and the community contributed **33** septic tanks for new toilets



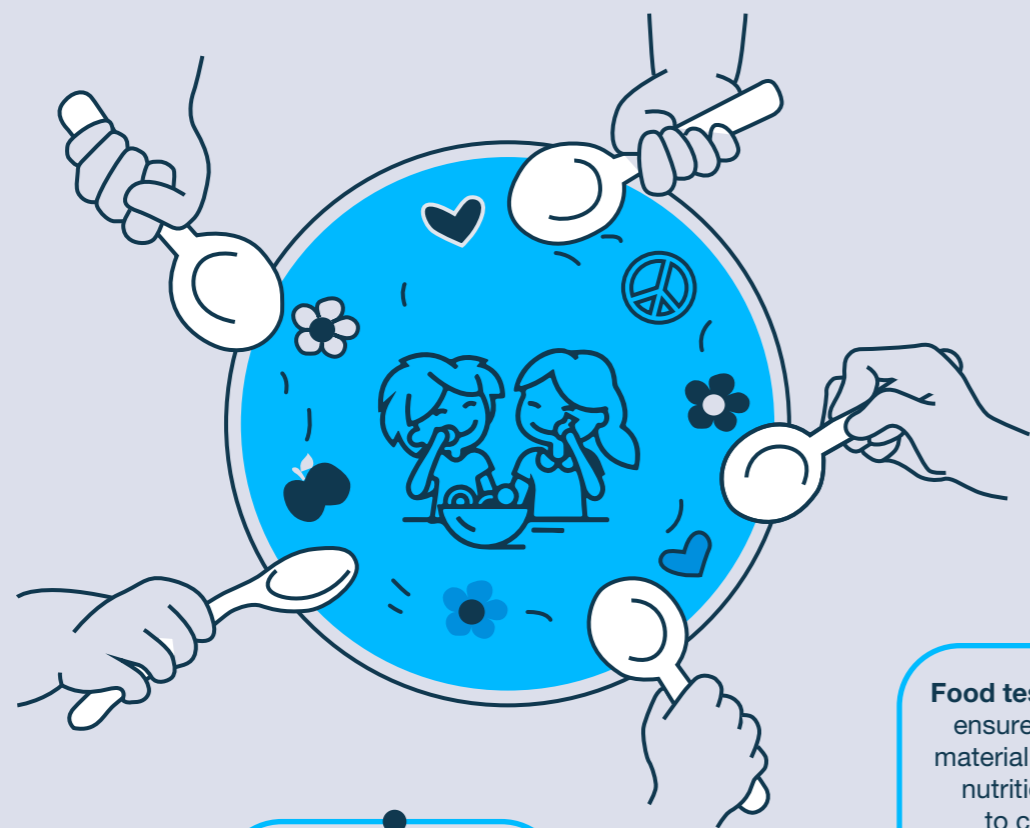
Free health card distribution by panchayat members at Alleppey, Kerala



Speech and hearing test camp at Alleppey, Kerala

State-of-the-art kitchen for mid-day meal program in Jalna

Financially aided by Bayer and inaugurated by His Excellency, Governor of Maharashtra, Shri Bhagat Singh Koshyari, the Padma Bhushan Dr. Badrinarayan Barwale Centralized Kitchen in Jalna, Maharashtra serves healthy and balanced meals to children who have limited or no access to food and lack awareness on the importance of the same in their daily diet.



Food testing lab to ensure safe raw material usage and nutritious food to children



Mechanised central kitchen spread across an acre of land

Serving hygienic mid-day meals to over **50,000** children



Adhering to food safety standards and ISO compliances

The program has two goals:

Address the challenges of malnutrition and classroom hunger

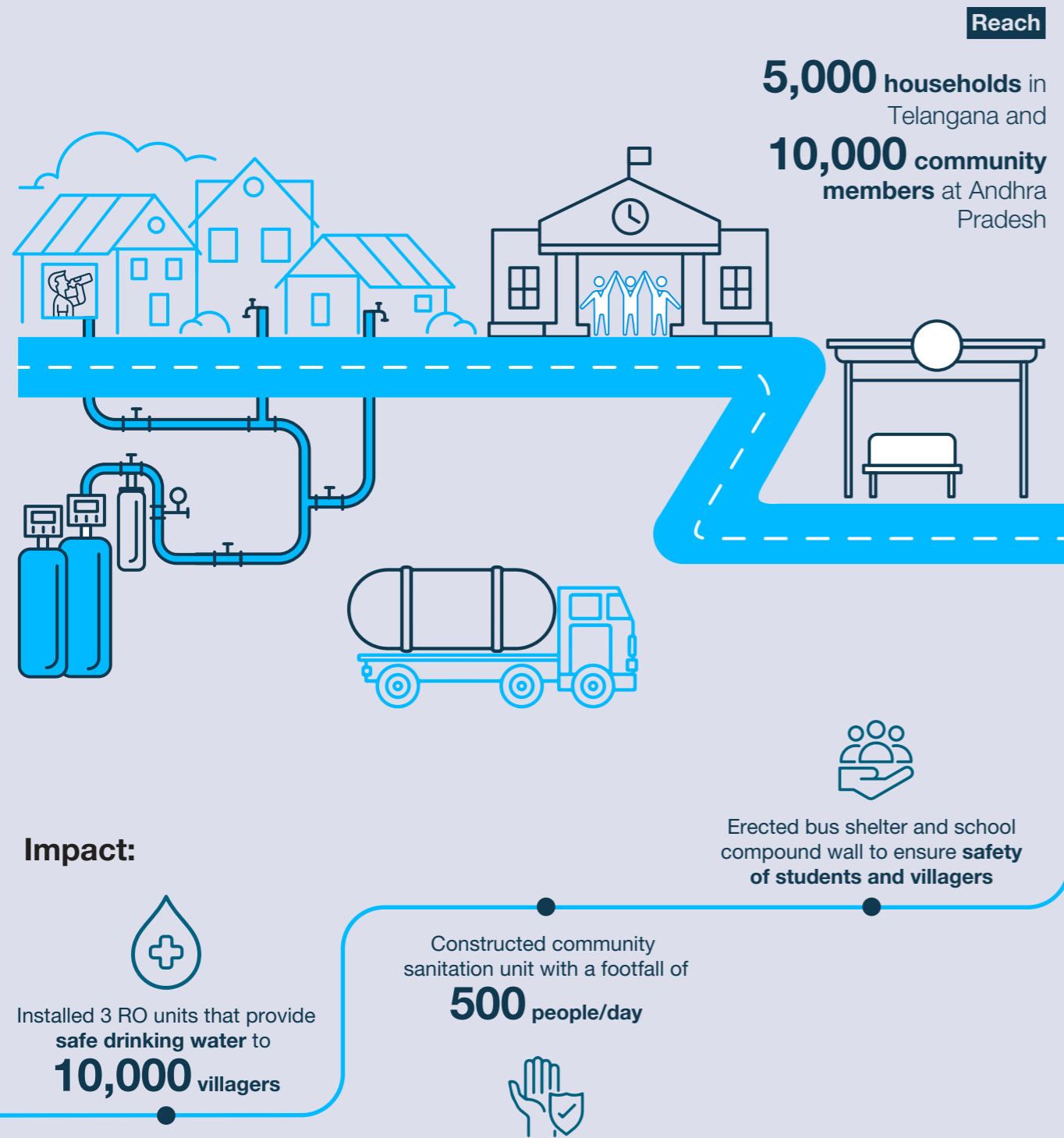
Help reduce dropouts and thereby fight illiteracy and poverty

Supporting Neighborhood Ecosystems



Community engagement efforts in Telangana and Andhra Pradesh

In partnership with AFPRO, we helped arrange safe drinking water, ensured shelter and protection for the children and adults in Kamareddy, Telangana and Cuddapah & Kurnool in Andhra Pradesh.



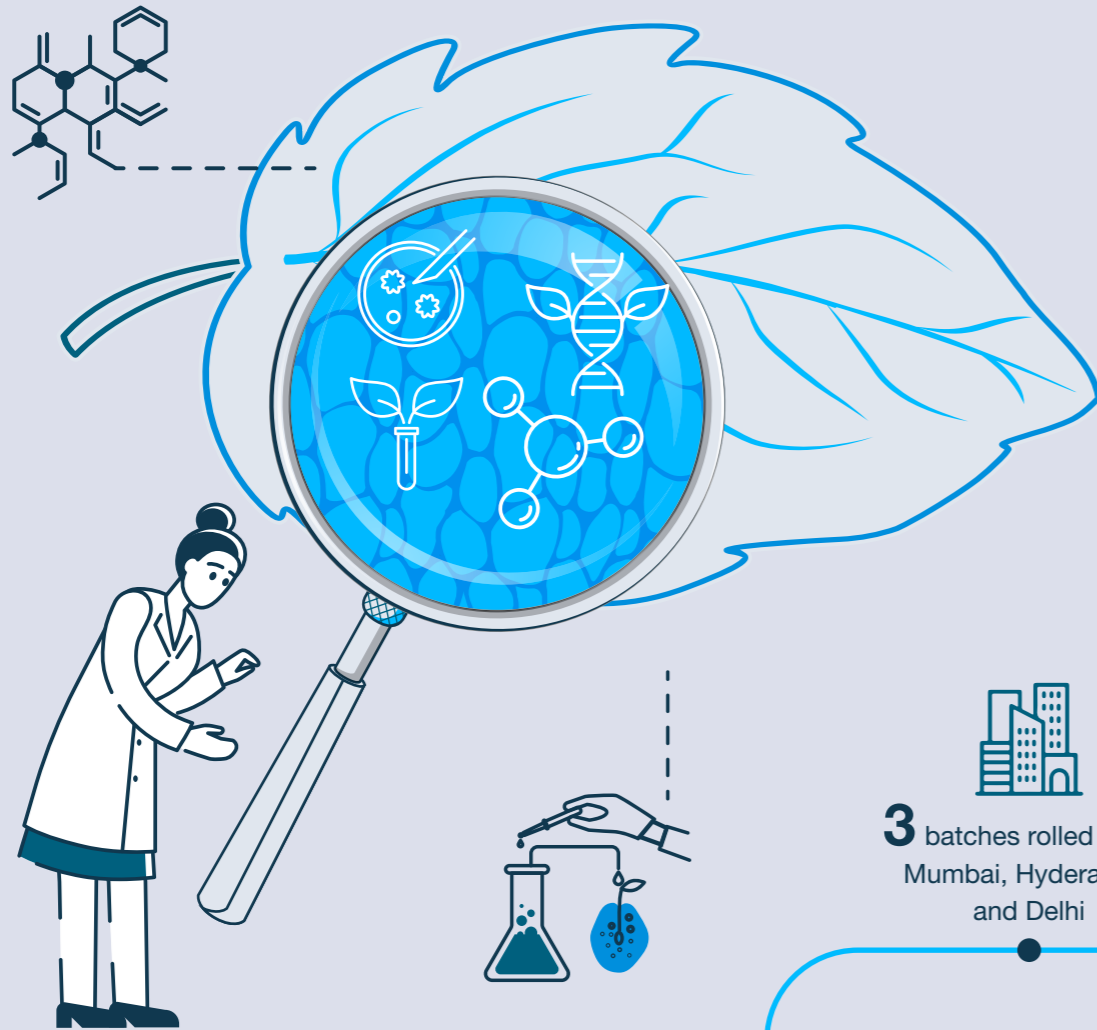
Supporting Neighborhood Ecosystems



Community sanitation unit at the market yard Banaswada, Telangana

Samavesh (Inclusion)

The program trains and empowers fresh women graduates to take up responsible executive positions in the life sciences industry.



3 batches rolled out in
Mumbai, Hyderabad
and Delhi

3 month course

Formulated in close **partnership with experts** providing practical and hands on exposure training to students

**Accredited by the
Skill India Councils**

- Life Sciences Sector Skill Council of India
- Agriculture Skill Council of India
- National Skill Development Corporation

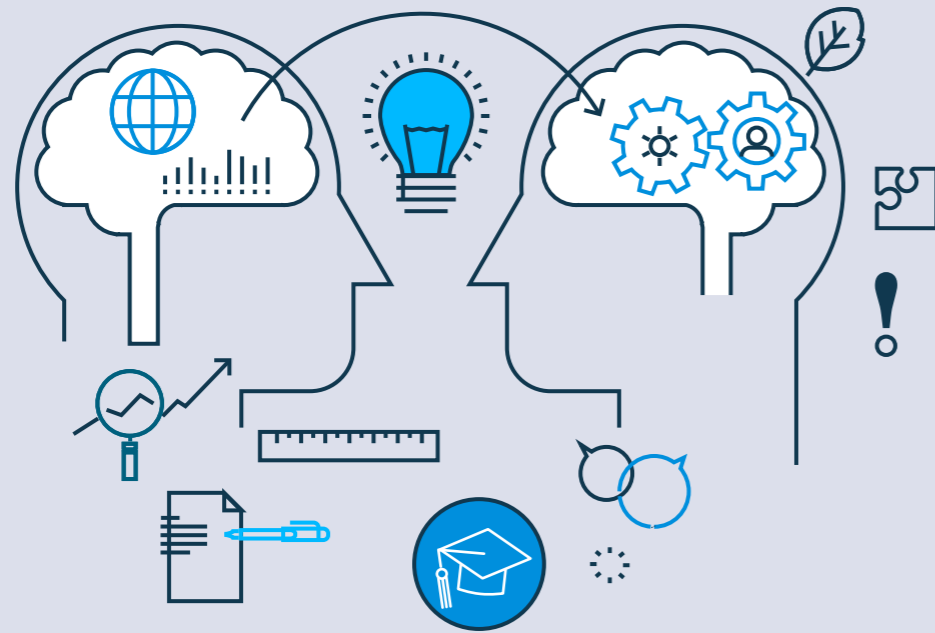


Supporting Neighborhood Ecosystems



Making Science Make Sense (MSMS)

This education initiative aims to advance science literacy among students of class 5 & 6 through hands-on, inquiry-based learning and employee volunteerism.



Since 2007, the program has been able to inspire over **75,000** students from Mumbai, Ankleshwar, Vapi, Himatnagar and Greater Noida and inculcate in them the love for science.

Hands-on
science
experiments



Making science
enjoyable,
accessible and
less intimidating
for children



Implementation partner:
AVK Education Pvt Ltd.

In 2019, MSMS was
conducted for over
1300 students from
Vapi and Himatnagar,
Gujarat



Interactive sessions
to enhance the
learning experience



Supporting
Neighborhood
Ecosystems



Making Science Make Sense (MSMS) program at Smt. Sandraben Shroff Gyan Dham School, Vapi, Gujarat

Our Partners in Transformation



125
Years of
Bayer in India



Corporate Office:
Bayer House, Central Avenue
Hiranandani Estate
Thane (West) - 400 607
Maharashtra, India
www.bayer.in