



## **NATURAL RESOURCE CONSERVATION AND OPTIMIZATION**

### **Uflex Philosophy towards CSR**

Uflex accords very high value to socio-environmental responsiveness. Uflex has been engaged in meaningful social interventions well before CSR became mandatory by the enactment of Companies Act, 2013. The company took cognizance of the fact that businesses cannot grow without factoring in sustainability and growth of the society in the long run.

Uflex strongly believes in its co-extensive responsibility to reciprocate and contribute towards sustained economic development and growth of the society, which as a responsibility is usually entrusted upon the Government of the country to fulfill.

The organization for the past several years has been supporting CSR interventions in the field of sports for the benefit of the children and youth from the vulnerable sections of society irrespective of caste, creed, religion, gender, ethnicity, geographic affiliation, physical & cognitive abilities & socio-economic status etc. Uflex stands committed to support many such interventions in sports and other thematic areas particularly environment in future too.

### **The proposed intervention by Uflex for Natural Resource Conservation and Optimization**

**Title:** Natural Resource Conservation and Optimization in village ecosystem.

**Location:** 2 Villages; Duriyai and Neemka in Gautam Buddha Nagar District

**Implementation Agency:** AROH Foundation in technical collaboration with Fiinnovation

**Overall objective of the intervention:** To build capacity of the community of the selected villages in Noida to conserve and optimize its natural resource base;

**Specific objectives:**

- (a) To construct rain water harvesting structures in the selected villages of Noida (1 per village per year);
- (b) To plant 400 trees (species of fruit bearing trees) on an individual and community based model (per year);

**Target Group Beneficiary:** Farmers of the identified villages

**Number of Villages in Gautam Buddha Nagar District: 2**

**Activities being undertaken:**

1. Community sensitization about the wise and judicious use of the natural resources;
2. Plantation drive in the community;
3. Construction and maintenance of the Rain Water Harvesting (RWH) structures (1 in each village);
4. Workshops catering to the maintenance of the RWH structures, upkeep of the trees that are planted.

**Some details about the intervention:***Ex-situ rain water harvesting:*

Ex situ rain water harvesting are contributing majorly to improve the groundwater level through construction of percolation ponds. The structures are constructed where the soils are permeable and water infiltrates to reach the aquifer and improve the groundwater levels. The ponds are benefitting the community as a whole.

*Plantation of Trees:*

The intervention is being carried out at a local level as a part of the overarching global endeavour to mitigate climatic variability. The intervention is helping build farming system's resilience by meeting its challenges of fodder availability and income generation. Agro forestry species are being grown on the bunds of the fields which will provide fodder to the livestock in the coming times while also supplementing their income at an interval of every two years by bearing fruits.

In each of the 2 villages a total of 400 saplings shall be transplanted in the field each year. The overall health and growth of the tree saplings is being monitored on a real time bases with the help of GIS tools. An online dashboard monitoring and MIS reports support the GIS data and further help assessing the intervention's success at a given time.

**Expected Outcomes:**

- Improvement in groundwater level
- Improvement in groundwater quality due to dilution
- Improved water availability for domestic and agricultural uses
- A one meter rise in groundwater level shall reduce energy consumption by 0.4KWH
- Reduced soil erosion due to reduced runoff
- Improvement in the air quality
- Improvement in the health quotient of the populace.