



**Cybage
Isha**
Spreading smiles across miles

Spreading smiles, across miles



- Rural Upliftment
- Social Welfare



Since its establishment in 2005, CybageAsha has been dedicated to improving the lives of underprivileged individuals and narrowing the gap between rural and urban India. Led by Ritu Nathani, Director of Cybage and Head of Cybage CSR, this philanthropic arm of Cybage meticulously plans and executes various initiatives in and around Pune. With the unwavering support of a dedicated CSR team of 8 members and hundreds of Cybage employees who volunteer their time and effort, CybageAsha strives to make a meaningful impact in the communities it serves.

Number of villages impacted

81

No. of villages under watershed management

51

Number of individual toilets constructed in villages

412

Total number of beneficiaries under rural development

1,50,000

Continuous contour trenches

6544

cubic meters

Group wells

13

(130 beneficiary families)

Vegetable cultivation

1150

beneficiary families

Number of biogas plants installed in villages

150+

Solar lifts

5 Units

(60 beneficiary families)

Drip irrigation kits

318

beneficiary families

Paddy cultivation

822

beneficiary families

Vegetable cultivation

1150

beneficiary families

Organic Farming

320

beneficiary families

Rural Upliftment

The Trust's major focus is on rural upliftment as its primary vertical. The flagship vertical aims to create sustainable livelihood options in rural areas and reduce rural to urban migration.

Our ongoing projects under this vertical

1. Desilting rivulets and streams



Horticulture development on gram panchayat land

90

beneficiary families

Fodder development

338

beneficiary families

Marketing support

250

beneficiary families

Floriculture

92

beneficiary families

Horticulture development

358

beneficiary families

Entrepreneurial youth development

46

beneficiary families

Silage units

12

beneficiary families

Self help group support

47





2. Building internal roads, sanitation blocks, and underground drainage systems



3. Modernizing school infrastructure

4. Constructing various water conservation structures such as check dams and group wells



5. Working on integrated rural livelihood development programs

Vermi-bed
composting
235
beneficiary
families

Farm
bunding
5489
cubic meters.

6. Constructing
water storage tanks
and provisioning
potable water



Areas of working under
rural development vertical
Agricultural intervention,
livelihood development,
watershed management,
and infrastructural
development.

Geographical
areas of work
Maharashtra,
Gujarat, and
Telangana

Social Welfare

The Trust is dedicated to creating a positive impact on society. Through a range of voluntary activities, we empower our employees to give back to those less fortunate and make a difference.

Regular voluntary activities

1. Engaging in recreational activities at orphanages and old age homes
2. Facilitating extracurricular activities in low-income private schools



3. Organizing drives for collecting grains, clothes, school kits, books, toys, and blood donations



4. Promoting go-green initiatives such as tree plantation

Donations to Hospitals

Ensuring that underprivileged patients have access to quality healthcare

Aundh Civil Hospital

2 D Echo Machine and F & P Bubble CPAP and Blender

1



Sahyadri Hospital

Ventilators

9



Sardar Vallabhbhai Patel Hospital

Modular Operation Theaters

2

Sassoon Hospital

Dental Chairs

5

2 D Echo Machine

1

C Arm Machine

2

Electric Vehicles

3

ICU Beds

8

Tarachand Hospital

High Flow Oxygen Cannula Machines

2

Infrared Thermometers, Pulse oximeters, Masks, PPE kits & Sanitizers

Jehangir Hospital

Servo Ventilators

5

Ultrasonic Nebulizers

3

Ultrasound Color Doppler

1



A Journey of Hope



Sagar Ingulkar

Sagar Sitaram Ingulkar's story is one of perseverance and transformation. He started from humble beginnings, relying solely on paddy farming to

sustain his family's livelihood. However, with the support and guidance provided by CybageAsha, he expanded his operations and ventured into vegetable farming. CybageAsha's intervention played a crucial role in Sagar's success.

Today, his 15-guntha farm is a thriving enterprise; his earnings from sales are projected to reach Rs. 1,50,000 in a single season of three months.

CybageAsha equipped him with essential resources such as wires, mulching paper, seeds, sticky traps, and a drip kit. The Trust also provided him technical expertise, empowering him with the knowledge and skills required to optimize his agricultural practices. Sagar's journey showcases the profound impact that access to resources, technical guidance, and support can have on the livelihoods of farmers. Thanks to the intervention of CybageAsha, Sagar not only diversified his farming practices but also experienced a significant increase in income, improving his family's overall quality of life.



Jainath Giranje

Jainath Bajirao Giranje is an inspirational farmer hailing from Sonde Sarpale, Pune District. His life took a transformative turn with the support of CybageAsha. Through

his dedication and the assistance provided to him, he achieved a remarkable net profit of Rs 88,000/- in one season by cultivating watermelons.

Jainath used to cultivate only rice on his 10-guntha farm. He didn't believe that vegetable farming could be profitable. He even ran a chicken business in his village but didn't make much profit from it. Then everything changed to his advantage when CybageAsha came to his village and offered him guidance on modern farming techniques and provided him mulching paper, drip irrigation kit, and sticky traps and even taught him how to sell his product.

Jainath and his family are grateful to CybageAsha for the support and encouragement they received. They hope that other farmers in the village will also turn to modern agriculture and support organic farming.



Santosh and Sachin Shinde

Santosh and Sachin Shinde, two brothers from Surwad village in Pune district, have managed to earn a profit of Rs 92,650 from their cucumber and tomato crops in a single

season. This is a significant achievement, given that they had previously struggled to make a living from farming.

The Shinde brothers had been farming for many years, but they had always faced challenges in making a decent living. The income they earned from farming was not enough to support their family of 13 members, and they

often had to borrow money from local moneylenders. In 2022, CybageAsha helped them with cucumber seeds, drip irrigation kits, mulching paper, tomato saplings, GI wire, insect pest control traps, and fertilizers. They also received training on how to use drip irrigation and other modern farming methods. In addition to providing financial assistance and training, the Trust helped them to market their produce, connecting them with local retailers and restaurants.

Now, they are able to support their family without having to borrow money. They are also able to save money, which they plan to use to improve their farm with each subsequent crop. The story of this family is an inspiration to other rural farmers. It shows that with the right direction, it is possible to overcome challenges and earn a better livelihood.



CYBAGE
Delivering Value. Scientifically.

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**Strong pillars of Cybage CSR,
the Cybagian Volunteers.**