



AGRICULTURAL MACHINERY MANUFACTURER'S ASSOCIATION (AMMA-India)

A Case of CSR in India

Agri Business Centre for Development Ltd. (abc4D)



27 October 2021



S V Raju
Director

AGRICULTURAL MACHINERY MANUFACTURER'S ASSOCIATION (AMMA-India)



CSR activity

**For helping to the needs of Farming activity,
Government of India initiated Concept of Custom Hire
Service Center (CHSC).**

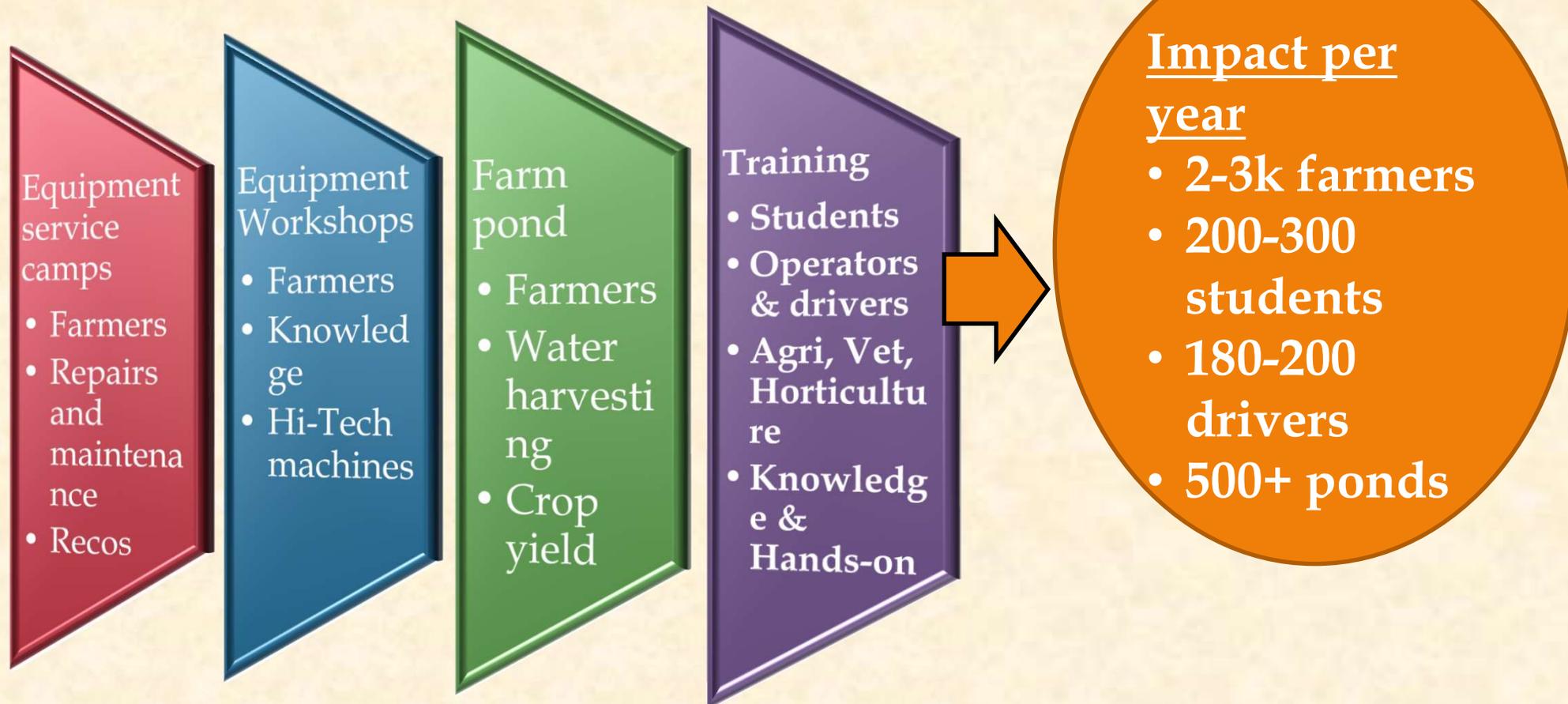
**Varsha Agri Business Center for Development Ltd.,
(abc4D Company) has been working as a partner
under PPP concept - Public Private Partnership.**



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CSR Activities by Varsha ABC4D





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CSR Activities

Activity	Beneficiary	Number of Beneficiaries	Outcome
Free Service Camp of Agri Equipment	Farmers	90 to 100 on every month	Repair & maintenance of equipment
Demonstration	Farmers	10 to 15 Farmers in every month	Practical knowledge on Hi-tech machineries
Training			
Agriculture, Horticulture and Veterinary Institutions	Students	200 to 300 students per year	Knowledge, practical experience
Academy	Operators & Drivers	15 to 20 in every month	Knowledge, practical experience
Farm pond Excavation	Farmers	534	High crop yield, irrigation technologies, development of Agri business



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- ❖ **Every fortnight 4 Districts were selected for Conducting “Free Service Camp for Farmers for Repair and Maintenance of Equipment.**
- ❖ **Demonstrations were conducted as per the Needs Of Farmers, Crops and Seasons. Equipment used were Balers, Shredders, Multicrop Threshers and Laser Guided Land.**
- ❖ **Skill Development centres have been established to train the Operators and Drivers for use of Hi- Tech Implements, Tractors & Harvesters.**
- ❖ **Every year we are providing training to Agriculture, Horticulture and Veterinary students.**
- ❖ **Helped in construction of farm ponds for water harvesting for irrigation, cattle feed, fish production etc.**



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Demo & Familiarization of Farm Equipment





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SKILL - TRAINING SESSION



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**Established Training and Repair Center
Supported by New Holland**



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**Established Training and Repair Center at
CLAAS Academy**



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Hi-Tech Machines on work



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FOR MORE DETAILS CONTACT

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THANKS