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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

- **₹40 Billion** “Make in India” for global exports & sourcing
- **13,000+** Direct and indirect employees across India
- **₹1+ Billion** Invested over last 5 years in CSE programs focused on Rural Development
- **125+** Years of serving the Indian market
- **30 Million** Households reached by OTC brands from the CH Division
- **20 Million** Smallholder farmers reached by Bayer’s technology and services
- **Global hubs**: Centers of Excellence in Mumbai & Bengaluru for IT, Finance, Procurement and Shared Services
- **90,000** Farmers benefitting from 78 Food Chain Partnerships & the Better Life Farming initiative
- **100,000** Healthcare professionals engaged annually by the PH Division
- **₹ 8.6+ Billion** State of the art mfg. facility @ Vapi catering to local demands & exports
- **Key on map**: R&D / Breeding station, Production plants, Centers of Excellence, Active CSE programs (States marked in blue)
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,
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.

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.

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 2,000,000 smallholder farmers

Across 18 states in India

Over 7,000 field days and 975 harvest days

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

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

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Basumati Singh, Durgapur, Mayurbhanj, Odisha

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

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

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

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

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

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

Catalyzing Farmer Prosperity
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

**Economic Benefits:**
Yield enhancement of 2 to 4 quintals per acre led to an increase in revenue ranging from Rs. 2,000 per acre to well over Rs. 6,000 per acre.

**Improved Crop Resilience:**
Despite delayed onset of monsoons and heavy unseasonal rains, hybrid rice performed better than traditional hybrids.

**Benefit to Women Farmers:**
Nearly 34% of the women farmers reported saving in labour hours. The saved time was utilized in raising vegetable crops, which led to a further increase in income levels.
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.

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

Spearheaded by Bayer, DAN endeavours to:
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.

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
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.

- 26,000 farmers directly trained.
- 40,000+ farmers indirectly influenced.
- Over 26,000 farmers trained on farm safety and chemical safety.
- 25,405 safety kits distributed.
- 480 training sessions conducted on safe use of chemicals and integrated crop management.
- 97% of farmers have adopted principles of Integrated Pest Management (IPM) on their farms.
- 93% usage of safety kits.
- 97% of farmers have adopted principles of IPM on their farms.
- 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

"..."
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 and 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 wet 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
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.
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.

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

411 fellowships awarded till date

In 2019 – 20, 43 fellowships were awarded

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.

15,000 PPE kits to 175 Hospitals across 6 states

100 bed COVID care facility established at our Chittagaoan site, Aurangabad, in partnership with Maharashtra Govt.

600,000 N-95 and 3 ply masks to police personnel and 206 hospitals in 12 states

300,000 reusable cloth masks to community and smallholder farmers in 18 states

5,000 pairs of gloves to frontline workers

4,100 litres of sanitizer to local govt. offices and community

5,500 ration kits to migrant laborers

45,000 cooked meals to quarantined individuals and frontline workers

Financial aid towards the development of mobile app for the Maharashtra Govt. for self-assessment and overall management of the pandemic

Employee contribution of 1 day salary with equal contribution from Bayer towards various State and National Govt. funds
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.

Collaborators
- King Edward Memorial Hospital Research Centre (KEMHRC) - Implementation Partner
- Charité University Clinic of Berlin - Knowledge Partner
- Bayer - Funding Partner

Focus areas
- Research
- Treatment
- Deterrence

Tools
- Primary prevention of child sexual abuse through treatment via ‘Troubled Desire’ online assessment tool*
- Deterrence tool ‘NO App’ mobile application+

*Restricted strictly to non-offenders. Till date, 174 assessments have been carried out.
+ Type “No KEMHRC” in Play Store to download the ‘NO’ App.

Read more on: www.notosexualviolence.org
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.

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.
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
- 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
- Improve self-management capacity of the community

Taking oath for a clean, green and healthy Muttar Panchayat on October 2, 2019
Initiatives carried out:

**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 & Velyanadu
- 52 toilets repaired
- 152 flood resilient septic tanks installed and the community contributed 33 septic tanks for new toilets

**Pest Control**
- Across 3 panchayats in Kuttanad

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

**Outcomes**

- 43,500 people educated on hygiene and sanitation
- 39 members conducted door-to-door visits and ward meetings
- Several participatory appraisals like seasonal mapping, resource mapping, etc. conducted
- 33 new toilets built across Muttar, Ramagiri & Velyanadu
- 52 toilets repaired
- 152 flood resilient septic tanks installed and the community contributed 33 septic tanks for new toilets

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

**Community Mobilisation**
- 1,750 NSS / NCC / School volunteers and 50+ volunteers assisted the drive
- 20 tons of solid waste (mainly plastic bottles) collected and disposed

**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

**Community Rapport Building**
- Several participatory appraisals like seasonal mapping, resource mapping, etc. conducted

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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.

The program has two goals:

- Address the challenges of malnutrition and classroom hunger
- Help reduce dropouts and thereby fight illiteracy and poverty
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.

**Community engagement efforts in Telangana and Andhra Pradesh**

- Constructed community sanitation unit with a footfall of **500 people/day**
- Erected bus shelter and school compound wall to ensure safety of students and villagers
- Installed 3 RO units that provide safe drinking water to **10,000 villagers**
- **5,000 households** in Telangana
- **10,000 community members** in Andhra Pradesh

**Impact:**

- Installed 3 RO units that provide safe drinking water to 10,000 villagers
- Constructed community sanitation unit with a footfall of 500 people/day
- Erected bus shelter and school compound wall to ensure safety of students and villagers

**Reach:**

- 5,000 households in Telangana
- 10,000 community members in Andhra Pradesh
Samavesh (Inclusion)

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

Implementation partner: AVK Education Pvt Ltd.

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

Hands-on science experiments

Making science enjoyable, accessible and less intimidating for children

Interactive sessions to enhance the learning experience

Supporting Neighborhood Ecosystems
Our Partners in Transformation