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Dear Member,

The world is changing, and on dimensions and at a pace never seen in the past. Consumers are evaluating products and services in terms of not only functionality and technology, but also if the producer is paying adequate attention to the environment and the community. The social media allows for quick person-to-person dissemination of data and 'experience', and for a positive or negative build-up, which far exceeds the power of mass media-based inferences.

In such a scenario, which is increasingly visible in India too, corporate social responsibility (CSR) should not be seen as 'good to have' or as a 'requirement under law'. Companies have to think beyond their customers and shareholders, and focus on developing partnerships with other important stakeholders in the society. In addition to business which is the economic exchange with society, companies need to also focus upon CSR as their non-economic exchange.

I firmly believe that CSR cannot be a law, it has to come from the heart. There is a lot of scope for social sector development which would work only through Public Private Partnerships and joint community/Corporate participation for Social Development. There should be a collaborative step towards propagating a CSR revolution in India.

My warm wishes to you!

Sincerely,

Piruz Khambatta
Dear Member,

In 2013, around the time the government was discussing changes in the Companies Act to bring in new provisions related to corporate social responsibility (CSR), CII had conducted a Business Responsibility India survey amongst the top 100 listed companies.

The key findings of the survey were that there was a significant change on Business Reporting (BR) following the release of the National Voluntary Guidelines on Social, Environmental, and Economic Responsibilities of Business (NVGs) in 2011, the CSR provisions in Companies Act 2013, and the regulatory mandate by Securities Exchange Board of India. The areas in which companies seem strong on BR are environment, employee affairs, and governance, whereas the areas of concern are human rights, corruption, and supply chain. More than 90% of companies include CSR / Sustainable Development in their mission or vision statements. About 25% companies surveyed spend at least 2% of PAT on CSR activities.

There have been significant changes since the time this survey was conducted. The Companies Act 2013 is legislated, and India has become one of the first countries mandating companies to adopt an organised approach to CSR. While the public sector has seen progress on adoption of CSR programs over the last few years, the private sector, which includes members of CII, has seen rapid strides in the last 12-18 months on the development of CSR policies and approaches, as well as implementation. With a new government in place in the centre and with many new state governments taking office, it is only to be expected that this pace will accelerate in the coming months.

I believe the CSR compendium will facilitate the process – It will not only provide members an overview of the state of CSR in India, but also provide details of some of our member companies in terms of the activities undertaken, causes supported, NGOs involved, etc.

With my warm wishes for a successful year!

Sincerely,
Meher Pudumjee
Given that these regulatory provisions under the Companies Act 2013 are barely a year old, there is some ambiguity on the current landscape related to corporate social responsibility (CSR), and the approach being adopted by the more progressive organizations. This compendium on CSR by CII intends to shed some light on the current state of affairs, and provide useful inputs to member companies of CII to arrive at their way forward on the CSR journey.

What qualifies as CSR and what does not?

With effect from April 1, 2014, every private limited or public limited company, which either has a net worth of Rs. 500 crore or a turnover of Rs. 1,000 crore or a net profit of Rs. 5 crore, is required to spend on CSR at least 2% of its average net profit for the immediately preceding three financial years activities. The net worth, turnover and net profits are to be computed under section 198 of Companies Act 2013 as per the profit and loss statement prepared by the company in terms of Section 381 (1) (a), and Section 198 of the Companies Act 2013.

The CSR activities should not be undertaken in the normal course of business and should be done according to Schedule VII of the 2013 Act. The Act mentions the following activities as part of CSR:

- Eradicating extreme hunger and poverty
- Promotion of Education
- Promoting gender equality and empowering women
- Reducing child mortality and improving maternal health
- Combating HIV, AIDS, malaria and other diseases
- Ensuring environmental sustainability
- Employment enhancing vocational skills
- Social business projects
- Contribution to the PM’s national Relief Fund or any other fund set up by the central or state governments for socio-economic development or relief, and funds for the welfare of SC, ST, other backward classes, minorities and women.

To formulate and monitor the CSR policy of a company, Section 135 of the 2013 Act requires a CSR Committee of the Board to be constituted. The CSR Committee is to consist of at least three directors, including an independent director. However, CSR Rules exempt unlisted public companies and private companies that are not required to appoint an independent director from having an independent director as a part of their CSR Committee, and stipulates that the Committee for a private company and a foreign company need to have a minimum of only 2 members.

The modalities require that the funds for spending on CSR activities shall be through a registered trust or society or by a holding/subsidiary or associate company, or through an outside entity having a track record of three years; if through an outside entity, then the company should specify the program to be undertaken, modalities for utilization of funds and monitoring and reporting mechanism; it can give a donation to a corpus fund, if the entity is created exclusively to carry out CSR activities.
The law says a company can undertake its CSR activities only through a registered trust, a registered society or a non-profit (section 8) firm. As per Samhita Social Ventures, an advisory services firm on CSR compliance, if a company intends to conduct CSR activities on its own or through its foundation, it can directly undertake its own programs to impact targeted beneficiaries. In such a situation, a company is free to use social enterprises as vendors to facilitate implementation of its programs.

The reporting requirements as specified in the Act are a Board report for financial year should include details such as constitution of CSR committee, calculation of net profit, amount required to be spent on CSR, projects/programs undertaken, location, amount spent and unspent; a confirmation by the CSR Committee that implementation and monitoring of CSR project is in compliance with the CSR objectives and policy of company.

As per Center for Advancement of Philanthropy (CAP), which provides advisory services to companies on CSR compliance, those CSR programs will not count towards the 2% PBT requirement, if they are undertaken in normal course of business, or have the intention and potential to improve a company’s business results.

Maruti Suzuki, as part of its CSR, partners ITIs to train skilled workers, some of whom it hires. Hindustan Unilever, that sells Lifebuoy soaps and handwash, conducts hand-washing awareness programs in schools to drive behavior change. However, in such instances, the onus is on the company to ensure this work does not project its brands or use CSR as a marketing avenue.

According to CAP, after a court direction, the government amended the Act in March 2014 to specifically treat as CSR the medicine donations by drug makers for poor patients. “Companies can use their products, if it is part of their larger CSR project, for an altruistic motive and not end up in making profits for the company,” says Indian Institute of Corporate Affairs (IICA), a Delhi-based government think tank. Similarly, an amendment in February 2014 allowed contribution to technology.

Incubators approved by the Central government is considered as CSR contribution. Examples of incubators are Villgro, a Department of Science and Technology-certified incubator with focus on social enterprises, and Center for Innovation Incubation and Entrepreneurship (CIIE), the technology incubator at Indian Institute of Management, Ahmedabad. Villgro has recently invested Rs. 64 lakh in Pune-based biomedical device start-up Nayam Innovations, which is developing an artificial eye implant to treat cataract and post-surgical refractive error complications using its proprietary technology.

Non-banking finance company Mahindra & Mahindra Financial Services Ltd (MMFSL) used their 2014-15 CSR funds to invest in two social start-ups through such incubators - Sustain Earth Energy Solutions (provides affordable bio-gas technology for rural areas), and Sickle Innovations (makes handheld cotton picketing machines using a patented technology). Similarly, TAKE Solutions, a technology solutions provider, invested in ‘Bodhi Health Education’ (provides medical education to community health workers). "CSR funds in seed investments have a great potential as this will encourage tie-ups between industry and technology business incubators and can bring about many successful start-ups," says CIIE.
15 corporates (Genpact, Citibank, Indiainfoline, Motilal Oswal, Ratnakar Bank, Deutsche Bank, and JM Financial) have committed funds under the CSR provision towards Ashoka University, India's first liberal arts varsity.

Some anomalies

Contribution to the PM's relief fund receives 100% tax rebate, and contribution to registered charities, foundations, etc., gets 50% rebate. However, there are no tax benefits for companies actually undertaking CSR activities internally.

IICA says a social enterprise cannot be a direct recipient of money from a corporate as it is a profit-making entity. However, Abbott India says that NGOs and social enterprises bring together different and complementary capabilities to advance effective CSR programs. For its sanitation initiative in Gujarat, Abbott is working with an NGO that will identify social enterprises that can be sub-contracted on some aspects of implementation.

The law says the equivalent of the employee's salary would be counted as part of CSR spending, but only up to 5% of a company's CSR budget. “Our employees spend at least 65,000 hours contributing to causes they prefer. We still have many questions unanswered about how to use the various resources (like employees' time) under CSR,” says NetApp.

Nasscom has demanded that donations of software and refurbished computers should be considered as CSR, which currently is not.

Estimated CSR spends by listed companies

Estimates of the likely annual expenditure on activities defined in Schedule VII of CSR Act and falling under the area of social development vary, ranging from Rs. 15,000 crore to Rs. 28,000 crore. For 2014-15, Ministry of Corporate Affairs (MCA) has reduced its estimates on CSR expenditure to Rs.5,000 crore, as companies are yet to 'settle down'.

It is anticipated that of 250 public sector units (PSUs) in India, 70-80 may qualify for the CSR expenditure. There are nearly 20,000 private companies in India, of which the estimates of the ones that may qualify for the CSR expenditure reporting varies from 10,000 to 16,000.

Since 2010, PSUs have been required to spend a part of their profits, in a percentage slab based on the guidelines being issued by the Department of Public Enterprises. The CSR expenditure ranged from 3-5% of the net profit of the previous year for PSUs making a profit of less than Rs.100 crore, and 2-3% (subject to minimum of Rs.3 crore) in case of profit between Rs.100-500 crore.

Coal India’s CSR spend has been Rs.430 crore in 2013-14, which has gone up to Rs.470 crore in 2014-15. NTPC Ltd has a CSR policy in place since 2004, and the expenditure has gone up progressively from Rs.49 crore (0.5% of net profit) in 2010-11, to Rs.280 crore for 2013-14.
How are Indian companies doing on the CSR front?

The key findings of the Business Responsibility India survey 2013 conducted by CII (referred to elsewhere in this compendium) were corroborated by another study, the Corporate Responsibility Reporting 2013 by KPMG, covering the top 100 listed entities. It showed that 73% of large Indian companies report on corporate responsibility, against 71% in large companies across 41 countries. Regulatory developments during past two years have influenced the higher CR reporting rates in India: Companies Act, 2013, release of the National Voluntary Guidelines on Social, Environmental, and Economic Responsibilities of Business (NVGs), and SEBI mandate on business responsibility reporting. The market response led to launch of S&P BSE Greenex and Carbonex market indices, which track companies with better CR performance and disclosure frameworks.

Participation in Swachh Bharat campaign

As part of the Swachh Bharat campaign announced by the PM in October, 2014, the government has set up a Swachh Bharat Kosh to collect contributions from individuals and organizations towards linking water supply to the constructed toilets, training and skill development to facilitate the maintenance of the toilets and to ensure its inter-linkages with education on hygiene, and liquid waste management. Scientist R. Mashelkar chairs the 19-member expert committee to examine best technologies on sanitation and water - with affordability, sustainability, scalability and quality as the main criteria.

Corporate India has committed to construct 100000 toilets, led by announcements from NTPC (24,000 units), and L&T (5,000 toilets), and Ambuja Cements and other companies. As per statistics, over 1.14 lakh government schools are without a girls' toilet, and 1.52 lakh are without a boys' toilet. The average cost of construction of a toilet block is about Rs 1.30 lakh, while the maintenance cost stands at Rs 20,000 per year.

Participation in other activities

Corporates in India are finding a range of CSR activities to participate in – they cover CSR being used for market development, to increase product penetration and tap first-time customers, to develop relationships and partnerships with local communities, to extend the supply chain to bring poor communities into the fold, and to enhance skills and capabilities of future customers.

Some examples are covered below:

- Shakti project by Hindustan Unilever – Have developed 46,000 Shakti Ammas across 2.5 lakh villages, and trained them to be entrepreneurs to make a living selling their products.
- “Good and Green” project by Godrej Consumer Products - Encourages beauty training for poor girls in villages, and helps adoption of its products among first-time consumers.
- Jindal Steel has partnered local communities through self-help groups and NGOs to improve skills and income-generating capabilities of poor families.
- Mahindra Group, RPG Group, TCS and Titan have sent their own employees, and those of their business partners as volunteers to teach in adopted schools.
- Maruti Suzuki setting up centers of excellence at 45 ITIs in 2015-16, with focus on automobile training. Other than providing machines, they will teach at these schools and award a joint certificate. Maruti Suzuki and its dealers are looking to hire annually 1500 well-trained people from these ITIs.
- ITC’s paperboard unit has adopted tribal communities by promoting social forestry. In its agarbatti business, women are being trained and linked to their business.
Tata Group plans to develop vocational education and train 5 lakh individuals every year (from the current number of 40,000) in manufacturing, services and agriculture, in collaboration with Siemens India.

What is the Government doing to supplement the efforts on CSR?

According to data from the National Skill Development Agency (NSDA), 21 departments and ministries were supposed to train 10.5 million people in 2014-15, but it is estimated that only a little more than 5 million people were actually trained. This includes nearly 1.5 million students passing out of ITIs every year.

The government has moved the training and apprentice divisions of the labour ministry to the Skill development and Entrepreneurship ministry formed in November, 2014. The move brings over 11,000 ITIs and numerous other institutions, and the apprentice and training divisions, under the Skills ministry. The Skills ministry will implement the amended Apprentices Act, which allows students to get trained in shop floors and obtain financial assistance.

The government has drawn up a target for skill-training 250 million people by 2022, including that for the National Skill Development Corporation (NSDC) under the Skills ministry, which will not only oversee the skill development activities of all ministries and departments, but actually implement the schemes.

Going forward, what should industry do on the CSR front?

In a recent article, Prof. Kasturi Rangan of Harvard Business School says that CSR in the best companies spans three areas: The first covers philanthropy, and engagement with community initiatives; the second covers programs that deliver social or environmental benefits in ways that support a company’s operations; and the third covers programs that create new forms of business to address social or environmental challenges, with expectation of business results in the long run. However, it is ironical that while the second and third areas definitely serve the purpose of delivering benefits for the community or towards the environment, they do not qualify as spends ‘allowed’ under the Companies Act 2013.

Most experts believe that a company must choose only those CSR causes that best fit with the purpose of its business, and the company values.

While writing a cheque as donation to meet the requirements of Schedule VII of CSR Act, may be the easiest option for many of the eligible corporate, it may not be the most effective way of bring about social development. Given that the Indian NGO sector has operated with limited budgets (Prof. Kasturi Rangan estimates the expenditure of entire Indian NGO sector in 2013 at about Rs. 40,000 crore), only a few of the larger and well-organised NGOs may have the capacity and the ability to effectively manage a higher quantum of donations.

For the larger companies, who have the monetary and people resources, it is advisable (definitely in the long-term) to set up the infrastructure to manage the CSR program ‘directly’, akin to how they manage their business as a whole. Besides finalizing the CSR policy (as is required under the Companies Act 2013), on the CSR front,
they will be well advised to arrive at the strategy, annual plans and put in place the organization to deploy the plans. Like in their business, the fundamentals need to be in place – accountability, targets, key performance indicators, metrics, etc. The CSR programs will also need partners - selection, helping them develop the right capability, measuring their effectiveness, etc. will be key to success.

A high proportion of the companies in the ambit of the Companies Act 2013 are likely to be small, and need a different approach to their CSR spending. The mechanism that may have the greatest impact in terms of social development is for the creation of new organizations formed with a social purpose, focused on particular issues, such as education, sanitation, clean water, health, etc. These organization with a social purpose, with well-articulated missions and employing professionals, could be the vehicles to fruitfully deploy the CSR funds garnered from small corporates. It is important that the government facilitates such organizations to be formed and to thrive, if the objectives of the CSR provisions of the Companies Act 2013 are to be achieved.

CII members can not only influence the government to implement legislation and rules for the formation and running of such social organizations and NGOs, but go a step further and facilitate formation of such collaborative organizations by CII members. This may channelise the efforts of CII members and non-members in supporting their chosen causes.

This is truly a point of inflection in the CSR journey in India. If companies see CSR as a legal requirement, and not as a strategic opportunity to enhance value to the society and to shareholders, then it will be an opportunity lost. The Companies Act 2013 has opened up a window to develop a new model by which businesses can make a real contribution towards finding lasting solutions to critical societal issues, and enhance their standing in the society.

This content has been developed in partnership with IIT Bombay.
CASE STUDY BY
CORPORATES
About

A US $41 billion (Rs.2,40,000 crores) conglomerate, we - the Aditya Birla Group are in the League of Fortune 500. Anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities, spanning 36 countries. Over 50 per cent of our Group's revenues flow from its overseas operations. Our Group enjoys a leadership position in all of the sectors in which it operates – metals, cement, carbon black, speciality chemicals, viscose staple fibre, viscose filament yarn, acrylic fibre, textiles, telecom, financial services, retail, branded apparel, natural resources, agri solutions, power and trading. Its products and services touch every person's life uniquely.

- From being in every second can in the world, to shaping automobiles
- From building your homes to the highways that get you there
- From inks, dyes, plastics to every fifth tyre in the world
- From securing futures to empowering over 6 million dreams
- From connecting the world to enabling over a billion conversations a day
- From styling your wardrobe every three seconds to bringing you the world of fashion

We are a big part of your life, because we know every small moment, is big for you!

A values led, performance driven, customer centric meritocracy, our Aditya Birla Group has topped Nielsen's Corporate Image Monitor 2014-15 and emerged as the Number 1 corporate, the 'Best in Class', for the third consecutive year.

Our Group works in 3,000 villages, reaching out to 7 million people across geographies through the Aditya Birla Centre for Community Initiatives and Rural Development.

The Aditya Birla Group

Cutting Edge CSR Practices

For more than six decades, we in the Aditya Birla Group have been and continue to be involved in meaningful welfare driven initiatives that distinctively impact the quality of life of the weaker sections of society, the poorest living in hundreds of villages that are in the hinterland of our country. It all goes back to the time of Mr. Ghanshyam Das Birla,
the patriarch of the Birla family. He was greatly influenced by Mahatma Gandhi, the father of our nation. Between them, they shared a special bond. Mr. G. D. Birla felt that his wealth was to be used to assist every endeavour of Gandhiji. In fact, he financed the entire freedom movement led by Gandhiji.

In Gandhiji he found a leader who only thought of the needs of others and not of himself. At Gandhiji’s request he gave Rs.200,000/- for the Harijans and soon began to lead the Harijan Sevak Sangh. He also gave Rs.70,000/- for the Aligarh Muslim University. In the 1940s at the behest of Sardar Vallabhbhai Patel, he contributed Rs.25 lakhs to establish the Birla Vishwakarma Mahavidyalaya College in Baroda. He gave wholeheartedly because he believed in the power of education. Mr. G. D. Birla subscribed to the trusteeship concept of management which was espoused by Gandhiji.

While carrying forward this philosophy, Mr. Aditya Birla, our Group’s legendary leader wove in the concept of ‘sustainable livelihood’. This transcended cheque-book philanthropy. In his view, it was unwise to keep on giving endlessly. Instead, he felt that, channelling resources to ensure, that people had the wherewithal to make ends meet, would be more productive. So we set up vocational and other training centres for the underprivileged.

Taking these practices forward, Mr. Kumar Mangalam Birla, our Group’s iconic Chairman has institutionalized the concept of triple bottom-line accountability. This is represented by economic success, environmental responsibility and social commitment. Thus the interests of all our stakeholders, have been woven into the Group’s fabric. It is now crystallized into 3-Ps. As Mr. Birla avers, our thrust is on the three critical dimensions of People, Planet and Profit. So the universe where we operate is more expansive.

Mr. Kumar Mangalam Birla, has raised the bar very high. In his view, we must give our Social Projects, the same kind of importance, as we give to our business projects. So just as for companies, we have a business vision, for our social projects we have evolved a Social Vision. He has mandated it to be a part of the business vision. In a nutshell, our social vision epitomizes inclusive growth, and dignifying the lives of the underprivileged.

Our vision is – “to actively contribute to the social and economic development of the communities in which we operate. In so doing,
build a better, sustainable way of life for the weaker sections of society, and raise the country’s Human Development Index”.

Our engagement with the underprivileged is channelized through the Aditya Birla Centre for Community Initiatives and Rural Development, with Mrs. Rajashree Birla, the Chairperson providing the vision and the direction. The Centre is anchored by Dr. Pragnya Ram, Group Executive President, Corporate Communications & CSR, admirably supported by a 250 strong committed CSR colleagues. The engagement of the leadership team at each of our Companies gives us the edge.

We work in 3000 villages and urban slums, largely in India, and elsewhere in Brazil, Korea, Thailand, Egypt, Indonesia and the Philippines. Our focus areas are – Education, Healthcare, sustainable livelihood, women empowerment projects, infrastructure and espousing social reform.

We would like to walk you through three stories of hope. First that of Vishnu, second our partnership with CII and thirdly our model villages.

When you meet Vishnu, you will be struck with a wave of positivity and confidence. She flits around the fields like a free spirit and gazes up at the sky with the kind of look that makes you think she’s going to grab it all in her arms. Vishnu is a beautiful young lady who reflects life through her spirit. But it wasn’t always this way for Vishnu. When every other child had grown out of their stumbling phase, and into their limbs, Vishnu was still trying hard to keep her feet on solid ground. Vishnu was diagnosed with Polio. When she is done with her work for the day, Vishnu narrates, "Once upon a time I was only three feet tall because I had to bend over and grip my legs while dragging my feet which were crippled. My parents were always praying that I should walk again," Vishnu says, in her quaint Hindi-Malawi dialect, with a pensive smile on her face.

Her parents recall their days of agony, when they cursed their fate and karma to have punished their daughter for absolutely no fault of her own. They had grown bitter towards life and had given up trying to find the ray of hope at the end of the seemingly endless tunnel. But a miracle was waiting to cross Vishnu’s path. Between the 1990s and now, slowly and steadily, there has been a team of committed, passionate and selfless men and women who are ready to offer their time and expertise to battle easily preventable diseases like Polio.

They have been working tirelessly, in over 50 plants of the Aditya Birla Group to ensure that kids below the age of 5 are vaccinated in a timely
manner and those already having fallen under the clench of the disease are returned the freedom they had lost. Over the last 5 years alone, nearly 22 million children were vaccinated in around 73,693 booths. Vishnu unfortunately was not one of those children who took the Polio dose in time. But all was not lost. "A miracle happened as I underwent polio-corrective surgery. After months of physiotherapy, much anguish and physical pain, now I can almost walk straight again," Vishnu chirps. Thankfully, the war didn’t start and end at Vishnu.

The stirring cause of complete freedom from Polio was taken up by the Government of India. Alongside, Rotary International and the Aditya Birla Group, WHO, UNICEF, CDC, and the Bill & Melinda Gates Foundation left no stone unturned to contain the crippling disease. And India, today, walks on as a "Polio-free Country". As testament to the committed effort, Vishnu no longer has to bend her back and look up at the world. She can now stand straight, look everyone in the eye and leave steady footprints on the path she takes.

Sustainable livelihoods

Aditya Birla Group and CII, working in tandem A splendid example of an excellent partnership in the PPP Model is our engagement with CII, Delhi. This sustainable livelihood project has been funded by the European Union and the Aditya Birla Group with the British Council & City & Guilds, UK, being the delivery partners. In this project, our objective has been to replicate livelihood models leading to employability and employment / self-employment of more than 4600 marginalised youth in Sirsa in Haryana and Sitapur in Uttar Pradesh. We have also imparted soft skills training to 11,000 youth in the 2 districts. In these 2 backward districts there are hardly any employment / self-employment opportunities. With CII as the lead partner, training in skill development in Auto service & maintenance, Agriculture, Hospitality and Tourism trades were offered.

Our project also envisaged the development of a delivery model for soft skills including English, and capacity building of 60 teachers, at both these locations for soft skills. The course content is designed, in line with industry requirements, and extensive practical training, is given to the students to make them job ready from day one. Guest lecturers from the industry, help the students understand the corporate world better and prepare them for the jobs. So far 4,600 students have been successfully trained leading to employment/self-employment.
Additionally, we worked with CII to create the template and ecosystem for setting up Sector Skill Councils. These include Automotive Skill Development Council; Tourism & Hospitality Skill Council; Healthcare; Logistics; Lifesciences; Beauty & Wellness and Persons with Disabilities; etc. As you may perhaps be aware, now the Ministry of Labour and Employment have set up sector mentor councils for various industries, having seen the project. This step will go a long way, in developing well targeted, vocational training programmes.

At the Aditya Birla Rural Technology Park, the Birla Shaktiman Vocational Training Centre, at the Birla White, Vikas Training Centre for Applicators, the Rajashree Birla Talent Development Centre and over 20 other vocational training centres across geographies, we accord training in sustainable livelihood projects to nearly 70,000 youngsters. We collaborate extensively with NGOs for the training.

Our Model Villages: Absolutely replicable
A word on our model villages – this is a project that is absolutely replicable and much recommended to all of you in this august audience. As mentioned earlier, we work in 3,000 villages globally. We have earmarked 300 villages for transformation into model villages. Making of a model village entails ensuring self-reliance in all aspects viz. education, healthcare and family welfare, infrastructure, agriculture and watershed management and working towards sustainable livelihood patterns. Fundamentally, ensuring that their development reaches a stage wherein village committees take over the complete responsibility and our teams become dispensable.

Up until now, in a 7-year timeframe, we have been able to transform 99 villages into model villages across India (in the districts of Ujjain and Neemuch in Madhya Pradesh; Sonbada in Uttar Pradesh; Gulkarga in Karnataka; Bharuch, Junagadh and Amreli in Gujarat; Ariyallur in Tamil Nadu, to cite a few), through our Group Companies – Hindalco, Grasim, UltraTech, Aditya Birla Nuvo, Aditya Birla Chemicals, Essel Mining, among others. This is indeed a good strike rate. In these villages 70% of the population now live above the poverty line, vis-à-vis 90% living below the poverty line before the project commenced.

In conclusion, when we see the changing face of villages, from abject poverty to meeting the necessities of life, from dependency to freedom, from backwardness to progress – in more ways than one, it is an indescribable experience. There is a palpable difference. Tens of thousands of villagers now seem self-assured, confident and happy at being able to move towards a sustainable livelihood. There is new found dignity among them as they celebrate a new life. And this is our greatest reward.
Ambuja Cements Ltd, a part of a global conglomerate Holcim, is one of India's leading cement manufacturers and has completed over 25 years of operations. The cement industry is literally the building block of a nation. In that context Ambuja plays a key role in India's development and its blueprint for the future. It has always stayed on the fast track to growth and has gone on to become a major player in the country's cement sector.

The company, initially called Gujarat Ambuja Cements Ltd, was founded by Narotam Sekhsaria in 1983 in partnership with Suresh Neotia. Global cement major Holcim acquired management control of Ambuja in 2006. The Company has also made strategic investments in ACC Limited.

Ambuja Cement is an established brand in India for Ordinary Portland Cement (OPC) and Pozzolana Portland Cement (PPC), with significant footprints across western, eastern and northern markets of India. Our customers range from individuals house builders (IHB) to governments to global construction firms.

Ambuja has grown dynamically over the past decade. Its current cement capacity is 27.25 million tons. The Company has five integrated cement manufacturing plants and eight cement grinding units across the country. It is the first Indian cement manufacturer to build a captive port with four terminals along the country's western coastline to facilitate timely, cost effective and environmentally cleaner shipments of bulk cement to its customers. The Company has its own fleet of ships.

Today, the Company has established itself as one of the most efficient cement manufacturers in the world. Its environment protection measures are on par with the finest in the country. It is one of the most profitable and innovative cement companies in India. The Company has also pioneered the development of multiple bio-mass co-fired technologies for generating greener power in its captive plants.

The Company's most distinctive attribute is its approach to business. Ambuja follows a unique home grown philosophy called I CAN, that gives people the authority to set their own targets and the freedom to
achieve their goals. Its focus has been consistent on two major building blocks that are resonated through its daily operations – Quality (of the product) and Safety (of the human resources involved in the creation of the product).

Ambuja Cement Foundation: Ambuja Cement Foundation was established in 1993 as the social development arm of Ambuja Cements Limited. The Foundation works predominantly with rural communities on issues of water development, agro and skill based livelihoods, women empowerment, education and health. ACF’s work in community development is in line with its mission statement “Energise, involve and enable communities to realize their potential.”

ACF has its geographical spread in 12 states and 22 locations. In the Western Region, ACF works in Gujarat & Maharashtra. All the programmes are designed, developed and implemented post a rigorous needs assessment & with the direct participation of community members.

In Gujarat, the focus of work is on water resource management & in Chandrapur (Maharashtra), extensive work is carried out in comprehensive health care.

Ensuring Usable Water in Communities: Every location today at Ambuja Cements’ strives to give back more water than is being utilised. The intervention is carried out not only inside the plant but in the host communities as well. It was foreseen that water sustainability would merge as a major issue in the near future in India. Even though cement manufacturing is not water intensive compared to numerous other industries, it does consume some water. More importantly water is essential when our product (cement) is put to construction.

The needs assessment at Kodinar, Gujarat also brought forth “non-availability of water” as a dire need of communities. Women and young girls spent most of their time in assuring water for household purposes. This left no time for any other livelihood activity or even education for the girls. These reasons prompted the Company to ensure that it focused on water sustainability.

Kodinar is characterized by highly erratic rainfall, aridity, and seawater intrusion resulting from excessive withdrawal of groundwater from coastal aquifers for irrigation. Owing to over-withdrawal of freshwater and intensive land-use in the Kodinar region, there has been marked depletion of the water table and an associated serious increase in water salinity from the ingress of seawater into the water table.

ACF adopted a multi-dimensional approach to combat salinity. Percolation wells, check dams & renovation/ pond deepening led to
longer availability and assured water supply for agriculture. The roof rain water harvesting systems in individual households led to water availability at the doorstep reducing drudgery of women. The adoption of low water intensive crop farming and run off diversion systems to recharge ground water levels are micro steps to combat salinity.

In 2014, Ambuja Cements’ undertook a detailed water footprint exercise in plant operations and water recharge in the communities which was assured externally by an independent third party. The results showed that we are water positive by a factor of 4.03.

**Secured Livelihoods**

Agriculture

Readily available water had a cascading effect on agriculture. Farmers could easily grow more than crop due to longer availability of water. Technologies like use of drip & sprinklers ensured efficient use of water on farms. The farmer training sessions coupled with regular exposure visits have proved a great motivation for farmers to introduce better and efficient technologies. The ACF run KVK at Kodinar, assists farmers through on- and off-campus training; front line demonstrations; on-farm testing; farm development; seed production; and extension activities. The radio station at KVK reaches out to 265 villages.

ACF introduced the Better Cotton Initiative (BCI) in 5 locations. BCI focuses on building capacity of farmers to encourage better management practices in cotton cultivation with measurable reduction in environmental impact, and improved social and economic benefits. One of the major activities under the programme is linking BCI cotton with the supply chain in a transparent manner. After undergoing series of training and assessment, farmer groups qualify as producers of Better Cotton. They are then eligible to sell their cotton as Better Cotton. During the current year, all the farmers obtained BCI licenses.

The farmer-producer company established and registered at Kodinar benefits farmers with better costs, market linkages, insurance and processing of their produce. ACF has helped form agricultural development committees, supported with regular training, in every project village.
Secured Livelihoods: Skill & Entrepreneurship Development Institute (SEDI)

ACF promotes skill training through 16 SEDI centres across India, providing training in 45 trades according to the need & demand of the skill in a particular region. SEDIs have reached out to more than 20,000 youth with a placement rate of 76%. SEDIs in Gujarat are established at Kodinar, Surat & Gandhinagar and in Maharashtra at Chandrapur & Panvel, with courses ranging from Basic Industrial Electrical and House Wiring; Nursing Assistance; Computer Hardware and Networking; Welding; Bed Side attendant, Stitching, Housekeeping, etc.

The bedside attendant course in Kodinar has changed the lives of numerous young girls. The girls who were earlier not even allowed to step out of their homes, today live in cities and provide for their families. ACF began training in Stitching in collaboration with ATDC in Gabheni, Surat. Most of the women in the region were involved in the illicit liquor business. After being trained at SEDI, many women are opting out of this trade. After 45 days of training, the women are able to earn between Rs 5000 - 6500 per month.

Promoting Health Care: ACF works extensively to promote comprehensive health care in its neighbouring communities. Initial activities focused to address the immediate clinical needs of the people through curative care. Gradually, the programme has developed to couple these, with programmes related to prevention of diseases & promoting health. The clinical services include Mobile Medicare Unit (MMU), Specialized Health Camps, Community Health Clinics, Diagnostic centre, and Primary Health Care Services through trained community health volunteer-sakhis. ACF till date has trained 337 sakhis out of which 110 have been absorbed as ASHA (Accredited Social Health Activist).

Saving Lives

Sakhubai Sidam was extremely distressed. Till now the children she had borne had died soon after birth. Sakhubai and her family were pinning their hopes on this pregnancy. Ashatai- a sakhi in the village was aware of the medial history of Sakhubhai and knowing her high -risk status, tracked her progress closely throughout the pregnancy. In spite of the best efforts of Ashatai, the baby born was grossly underweight. Seeing the child, Ashatai immediately swung into action. She placed the infant on a warm bag to stabilise his body temperature. For the next month, Ashatai regularly monitored his health and conducted five examinations. She also spent time with Sakhubai and shared simple and practical ways to look after her child. Soon the infant’s improved. Timely intervention by the sakhi saved the life of the infant, which otherwise would have been lost for lack of adequate medical information and intervention. “The child is very healthy today,” says a beaming Sakhubai.
When ACF first began its intervention in Chandrapur, the region had minimal healthcare facilities. The maternal and child mortality rate was high. To address this issue, ACF introduced the HBNC (Home Based Neonatal Care) programme, led by sakhis. The sakhis visited every pregnant and lactating mother in their villages and provided them with information on diet, immunisation and childcare. Through active participation of the VDC (Village Development Committee), communities are promoting sanitation in a campaign mode. ACF has been able to register 17 villages for Nirmal Gram Puraskar out of which 11 villages have received NGP. ACF has facilitated construction of over 10,000 toilets both individual as well as community toilet apart from soak pits, drains and dustbins. Today, the sakhis are also an active participant in promoting sanitation, tobacco control & adolescent issues as well.

**Empowering Women**

Women Empowerment is a part of ACF’s DNA and is interwoven into all its programmes. Assured access to potable water, developing a cadre of women to ensure health & education and relevant skills training provide an opportunity to women to showcase their leadership. Access to finance and knowledge of running small businesses has also boosted the confidence of many women. In Kodinar & Chandrapur women have federated from small SHG groups of 15-20 members, to form a Federation of women consisting of 2000-3000 women. The Sorath Mahila Sahkari Mandal in Kodinar, Gujarat has opened its retail outlet, runs a stitching course for its members promoting entrepreneurship. The government reached out to the group for its insurance scheme giving it the much needed recognition. The Federation extends its support to members in times of emergencies as well. These initiatives have played a critical role in ensuring an elevated status of women. Since the process has been participatory, the changes brought forth are irreversible and have become a permanent feature. The women federation has also joined hand on Swachhata Mission by promoting sanitation in the villages. The federation undertakes sanitation awareness programmes and provides revolving fund support to purchase material for the construction toilet block to the needy families.
Bajaj Electricals Limited

About: Bajaj Electricals Limited ("the Company"), is over a 75 year “young” trusted company with a gross revenue of over Rs.4300 crores for FY 2014-15), and is a part of the US$ 197 billion (over Rs 3850,000 crores) "Bajaj Group". The Company has seven strategic business units – Engineering and Projects, Appliances, Fans, Luminaries, Lighting, Morphy Richards and Exports.

The Company has marketing and distribution arrangements with CREE Lighting of USA; Teleco Automation of Italy (for Luminaires); Delta Controls of Canada (for Building Management Systems) and Securiton of Switzerland (for Security Systems), Morphy Richards of UK (for Appliances), Disney of USA & Midea of China (for Fans). The Company is also in the LED business and has its own world class range of products, with the futuristic LED technology.

The Company has 19 branch offices spread in different parts of the country besides being supported by a chain of about 2200 distributors, 4100 authorized dealers, over 400000 retail outlets for Lighting, 40000 retail outlets for Appliances, 50000 retail outlets for Fans and over 397 Customer Care Centres. The Company has also set up over 100 “Bajaj World” retail outlets, an initiative to provide a collective experience zone to the customers giving them a platform to choose from a wide range of products for their homes under one roof.

Bajaj CSR:

Corporate Social Responsibility (CSR) encompasses not only what companies do with their profits, but also how they make them. The 4 pillars of Bajaj CSR include: Sustainability, Gender Diversity, Employee Volunteering and Community Outreach Programs. Under Community Outreach Programs, the Company promotes 3 core areas: Environmental Sustainability, Enhancing Vocational Skills and Promoting Preventive Health Care. Very early, the Company recognized the need and adopted practices for moving towards a greener tomorrow. It is almost a decade, since when the Company dedicated itself to the cause of protecting the environment and minimizing all kinds of pollution viz. noise, water, air and earth through its participation and support to the various eco-friendly initiatives of NGO, Paryavaran Mitra (Friends of Environment). Today, from anti-tobacco
drives to tree plantation activities that help keep pollution levels low to fielding corporate teams at the Mumbai Marathon for bringing awareness on global warming, the Company is very involved in this green movement. Vocational skills programmes are targeted to increase the employability of youth through skill development. The Company encourages the culture of “NO TOBACCO” within the organization and among all its stakeholders to promote healthy living. The Company’s employees across locations actively volunteer for these causes. As all good practices starts from within and works its way out, the Company has been ensuring that its eco-friendly initiatives are well reflected in its products and accordingly taking appropriate measures to make them increasingly energy efficient and waste reducing.
Since its inception, the Bajaj Group devotes substantial time and resources in the area of social work. Along with philanthropy, it has actively engaged in community outreach and development through the various trust and foundations.

At Bajaj Electricals Limited (BEL), Corporate Social Responsibility encompasses not only what we do with our profits, but also how we make them. It goes beyond philanthropy and compliance and addresses how we manage our economic, social, and environmental impacts, as well as our relationships in all key spheres of influence such as marketplace, workplace, public policy, supply chain and society. BEL stands committed to embed the culture of CSR and diversity across the organisation.

"Bajaj Electricals is committed to act as a responsible corporate citizen which is now ingrained in our Company Vision. BEL believes that respecting and engaging with all our stakeholders is of paramount importance to build a sustainable business."

CMD, Shekhar Bajaj

CSR Committee: CSR at BEL is guided and driven by the CSR committee at the board level. The committee comprises of Mr. Shekhar Bajaj (CMD), Mr. Anant Bajaj (JMD) and Dr. Indu Shahani (Independent Director).

Sustainability: To ensure our long term business goals are aligned with sustainable development without compromising on the economic, environmental and social factors.

Gender Diversity: To have a high performing inclusive work culture and commitment to attract and retain capable talent maintaining gender sensitivity and balance.

Employee Volunteering: To reach out to all employees and drive the volunteering programmes of the company through collective social responsibility and strong individual commitment.
Community Outreach programmes: To ensure the communities where we operate also benefit, various outreach programmes are implemented with partner NGOs.

Priorities under Community Outreach Programmes: Our priorities for the Community Outreach Programmes which are listed below are as per Schedule VII of Section 135 of New Companies Act 2013

★ Ensuring Environmental sustainability & promoting its Education
  • Initiatives such as solar projects, off grid lighting, tree plantation, waste management
  • Initiatives to support education and awareness on protecting the environment and environment friendly practises

★ Employment, enhancing vocational skills and livelihoods
  • Support technical and vocational programmes to generate employment
  • Support social enterprises to enhance livelihoods, to reach the last mile who can have access to quality products & services

★ Promoting Preventing Health Care
  • Continued support to the Anti-Tobacco Programme and campaign

CSR Initiatives

Sustainability: At BEL 'sustainability' is not just a responsibility but a guiding value. Awareness sessions and Trainings on sustainability are conducted for employees. Consultants and experts are engaged to undertake sustainability studies and chalk out the future course of action. BEL is committed to initiate sustainable water management and bio mass energy initiatives at factory sites in Pune.

Disaster Relief and Rehabilitation: BEL has always responded very actively in the situations of national disasters. During the Kedarnath floods the employees and BEL contributed generously towards providing relief support to the victims. Tents and Solar lanterns were distributed through a local NGO. During the J&K floods a similar initiative was undertaken and donation commitment has been to provide ambulances to a local community hospital in Srinagar.
Gender Diversity

BEL stands committed to increase the ratio of women employees in the coming years and has initiated steps proactively in the consumer durables and lighting verticals. Various sessions and camps are organized to promote health and well-being of women employees. BEL has supported Women marathon in Mumbai city. Women employees from BEL participated in the event in large numbers.

BEL sponsored SNDT University’s all women cycle rally from Pune to Kanyakumari. 22 girls cycled through the states of Maharashtra, Karnataka and Tamil Nadu to cover the distance of about 1700 km in 20 days. The cyclists visited schools and colleges during their journey to spread the message of women empowerment and environment protection.
Employee Volunteering: At BEL employee volunteering is an integral part of its Corporate Social Responsibility. As a part of its CSR initiative, BEL actively encourages its employees to add value through volunteering and contribute for the betterment of environment and community. BEL has a unique program wherein employees are incentivised for team volunteering initiatives.

Key areas of Employee Volunteering:

- **Village Adoption:** Teams of employees concentrate their volunteering efforts at one selected village to address the problems faced by the community. Finance department at BEL has adopted a small village at Mokhada (Palghar dist., Maharashtra). They have created a pool of funds through self-contribution. The team members visit the village every fortnight and carry out varied activities such as distribution of nutritional food, clothes, participation in medical check-up camps, environmental initiatives, tobacco awareness etc. They are also creating data base of various government schemes that the villagers can avail, collecting data about important documents like ration card/ Aadhar card, etc and then help the villagers to procure the same.

- **Environment Initiatives:** Tree plantation activities are organized with a lot of passion at BEL, wherein participation of our stakeholders such as customers, vendors, and community at large is always encouraged. Over the last two years more than ten thousand trees have been planted by BEL employees across locations. Employees also reach out to the community for spreading environmental awareness through rallies, talks and competitions in schools, educating other stakeholders. Employees across locations also organize and participate in cleanliness drives.
- **Reaching Out:** Employees volunteer their time at orphanages, shelter homes, treatment centres, etc. They also make self-contributions in cash and kind to meet the needs of such organizations.
• **Pro-bono skills training:** Customer Care team organizes pro-bono skills training sessions at Government run technical school/colleges across all regions. Along with technical training employees also make the students aware of environment and ill-effects of tobacco.
• **Blood donation**: Blood donation drives are organized by employees across locations throughout the year.

![Blood donation image](image_url)

• **No tobacco campaign**: As an organization BEL is very passionate to spread awareness on ill-effects of tobacco and promote tobacco cessation. The employees carry this passion to the community and conduct tobacco awareness talks in communities, at schools, at vendor and suppliers sites. Every year mass awareness activities are organized on 31st May – World No Tobacco day.

![Tobacco awareness session image](image_url)

**Community Outreach programmes**: BEL has partnered with NGOs to promote vocational skills training programs. These programs are supported under the BEL CSR flagship program –Project Disha. The on-going courses are targeted at unemployed youth to train them in after-sales repairing, basic electrical and masonry skills. All these courses are NSDC certified.
BEL has also partnered with NGOs to spread the awareness on tobacco. Through this project BEL aims to reach out to 100 government run schools in Pune. Every year during World No Tobacco Day mass awareness events are organized. Each year different stakeholders are involved in spreading the message across. BEL worked with Mumbai Dabbawalas to create awareness among them and the people receiving their service. An awareness and cessation program was also organized with Mumbai police.

Every year BEL participates in Standard Chartered Mumbai Marathon in support of Paryavarna Mitra to promote the cause of environment protection. In the year 2015, 120 employees including senior management members from BEL participated in the marathon. 122 employees from Delhi and Noida branches participated in the Airtel Delhi Half Marathon to spread the message of “Save Himalayas”.
This year BEL also participated in Puma Urban Stampede- Corporate Relay Race held in Mumbai. JMD, Mr Anant Bajaj was part of the Corporate Relay team.

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Live
Thrive
Prosper

75 years of seeding growth and opportunities.
1400 products that nurture your ambitions.
Over a billion dreams that we are seeking to fulfill.
Shine on.

Appliances  ▶ Fans  ▶ Lighting  ▶ Luminaires  ▶ Engineering & Projects  ▶ EXIM

www.bajajelectricals.com

1400 Products mentioned are Product Variants in the Stock Keeping Units (SKUs) of the company.
Cadila Pharmaceuticals Ltd.

About: Cadila Pharmaceuticals Ltd. is one of the largest privately held pharmaceutical companies in India, headquartered at Ahmedabad, Gujarat. Over the last six decades, the company has been developing and manufacturing Pharmaceutical products in India and selling and distributing these in over eighty-five countries around the world.

Focused strongly on Innovation and Research, the company is an integrated healthcare solutions provider with a comprehensive therapeutic basket of over forty-five therapeutic areas spread across twelve specialties, including oncology, pulmonology, neurology, cardiovascular and immunological.

As a responsible corporate citizen, Cadila Pharmaceuticals undertakes a number of CSR activities in the larger interest of the community. Long before the concept of Corporate Social Responsibility became an intensive subject of national debate at management and business fora, the Founder-Chairman of Cadila Pharmaceuticals, Shri I. A. Modi had taken concrete steps towards practising it.

Initiatives undertaken for CSR:

Healthcare: Being one of the pioneers in the pharmaceuticals industry in India, healthcare is at the core of all CSR initiatives by Cadila Pharmaceuticals. Kaka-Ba Hospital, established in 1985 at village Hansot, Dist- Bharuch (Gujarat) is the hub of CSR programs run by the company. Kaka-Ba is an institution whose foundation was laid by a visionary philanthropist, Shri I.A. Modi, the Founder Chairman of Cadila Pharmaceuticals. Till date, having saved precious lives and served the needy for the last three decades, this charitable hospital has emerged as a blessing for the people, not just in Gujarat, but also from neighboring states like Rajasthan, Madhya Pradesh and Maharashtra.

The hospital is equipped with all modern healthcare facilities in medicine, general surgery, dental surgery, gynaecology and...
fertility services, orthopaedics, psychiatry, paediatrics, plastic surgery, neurology, radiology, pathology, ICU, physiotherapy, dermatology, dialysis and many more. The treatment is provided at highly subsidized rates or even free to the needy patients.

Sanitation: Under the aegis of Kaka-Ba and Kala-Budh Public Charitable Trust, Cadila Pharmaceuticals had adopted Utaraj Village in the year 2000 with two main objectives: (1) To provide clean drinking water and (2) To initiate a vaccination program targeting every child in the village. This project, which has been successfully completed, now provides villagers easy access to clean drinking water, thereby protecting them from deadly water borne diseases. Inspired by this initiative, other villages of Hansot Taluka have installed RO plants in their respective villages resulting in a substantial decline in disease burden.

Similarly, vaccination has helped in immunizing children against many dreaded diseases.

Education: Cadila Pharmaceuticals is actively helping various NGOs working in the area of education. One such NGO, Higher Education Support Trust, based out of Bharuch, Gujarat, provides financial support to brilliant students from weak economic backgrounds, who are not in a position to continue their higher studies. Cadila Pharmaceuticals adopts such students and helps them continue their education. Till date, the company has adopted more than 50 students enabling them to fulfill their academic dreams.

Besides, the company also extends help to the needy students with school kits enabling their school education.

KaKa-Ba Hospital runs a Nursing Attendant training course for girls from financially weak families. This initiative has helped more than 500 girls from the tribal communities to get gainful employment with various hospitals thus pulling their families out of impending financial crisis.

In the area of Skill Development, Cadila Pharmaceuticals has adopted two ITIs at Vaila and Dhandhuka in Gujarat, where it provides financial support for infrastructure development, helping trainees get the best professional training and employment thereafter.

Literacy: Cadila Pharmaceuticals encourages employee volunteerism and extends pro-active support to those employees who want to give their time and expertise in skill development/teaching children who do not have access to education due to various reasons.
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The Wildlife Conservation Trust (WCT) was founded by Mr. Hemendra Kothari, who is also the Chairman. WCT currently works in over 110 National Parks and Sanctuaries of India across 19 states. WCT lays equal emphasis on wildlife conservation and community development. With communities, WCT focuses on health, public education and livelihoods. Within forests, WCT ensures that frontline forest staff have the best equipment and training to carry out their duties. In addition, WCT conducts scientific research to push for more robust wildlife management policies.

600 rivers originate from, or are fed by, tiger-bearing forests in India making these habitats crucial to the country’s food and water security. With several million people living in and around sanctuaries and national parks, we cannot envisage conservation without communities. WCT’s 360 degree approach to conservation allows us to secure vital wildlife habitats while simultaneously catalysing the upliftment of marginalised communities.

WCT works intensively to plug gaps in the government’s protection machinery by providing frontline forest staff with essential equipment and training. In a first-of-its-kind initiative, WCT provided multi-utility rescue vehicles to 43 parks to tackle man-animal conflict and also equipped 1,800 Anti-poaching Camps in over 60 parks. Specially-modified 4WD vehicles equipped with lightweight, injury-proof carnivore trap cages have been donated to help officials rescue wild animals that have strayed into human habitation. WCT also provides free healthcare to frontline forest staff and their families.

WCT helps build the capacity of frontline forest staff by conducting workshops on effective patrolling strategies, wild animal rescue and chemical restraint and firearm maintenance. Over 6,000 forest guards have received enforcement training under WCT’s flagship Wildlife Crime Prevention Training programme and WCT is the official training partner for states including Maharashtra and Madhya Pradesh.

WCT’s cutting-edge research programme has achieved several milestones. WCT was one of four NGOs invited by the National Tiger
Conservation Authority to participate in the All India Tiger Estimation 2014 and genetic studies conducted by WCT in the Central Indian Landscape substantiated the declaration of several PAs and highlighted the importance of wildlife corridors. In 2015, WCT worked with the Maharashtra Forest Department to conduct the first-ever study of tigers outside Protected Areas. Maharashtra is now the first state in the country to count all its tigers, both inside and outside designated reserves.

**Promoting education**

WCT works extensively with government schools situated in and around tiger reserves and other Protected Areas, building the capacity of teachers, providing infrastructural support and creating alternative avenues for learning. Children graduating from WCT-supported schools are better placed to find employment in mainstream industries. To date, WCT's education intervention has reached more than 61,000 students and 1,700 teachers in 461 villages.

**Preventive healthcare and sanitation**

Communities living in remote forested areas in India must travel long distances to access health services. The resultant costs of medical treatment eat away at their meagre savings, increasing their dependence on forests. WCT seeks to redress this by providing much-needed healthcare to these communities. At WCT-supported health camps, villagers receive basic medical check-ups, treatment for communicable diseases and vital information on preventing common ailments. Over 2,05,000 villagers have benefitted from WCT's health intervention.

WCT also works to reduce incidences of communicable diseases by providing guidance to local authorities in creating adequate sanitation facilities.

**Vocational training and rural livelihoods**

The communities living in and around India's forests depend heavily on forest produce to supplement their meagre income. WCT imparts vocational training to young people and coordinates with several job providers to find them gainful employment, thereby reducing their dependency and negative impact on forests. Over 3,700 young people have benefitted from the WCT livelihoods intervention.

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Essar Foundation

About
Essar is a US$ 35-billion multinational corporation with investments in Steel, Energy, Infrastructure and Services. With operations in 29 countries, it employs over 60,000 people.

About Essar Foundation
Essar Foundation is the Corporate Social Responsibility (CSR) arm of Essar that is committed to maintaining the highest standards of CSR in its business activities and aims to make a difference wherever it operates. Essar Foundation collaborates with key stakeholders, especially the local administration and institutions to facilitate development focused on education, livelihoods, women's empowerment and health. It aspires towards creating lasting impacts, ultimately leading to positive change and sustainability. The interventions are in line with the UN Millennium Development Goals and the provisions under the Companies' Act, 2013. It has impacted more than a million lives positively across 500 villages in eight states of India.

Vision and Approach
The Foundation aligns its vision with the larger vision of Essar based on the four Ps – PEOPLE at the core, PROGRESS towards aspirations, POWER of synergy, and PASSION with compassion.

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Our Footprints: The spirit of Essar Foundation stands for hope, change and growth for the people who work with us and the people we work for. We, at Essar, have a mature outlook on our role in society and we firmly believe that adopting responsible practices and processes can make all the difference in the long run. Our teams working in eight states and 12 districts of India strive relentlessly in evolving relationships with communities, while taking the remoteness of locations, challenging circumstances and adverse local conditions in their stride. Whether it is about delivering health care beyond the rivers in Malkangiri, Odisha, or it is about making the youth employable in the remote hinterlands of Chhattisgarh, the Foundation team is diligently breaking ground to make a difference that is felt.

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'UNMUKT' - Unlocking The Mind's Eye
An initiative of Essar Foundation

Sachin Vasava, 14, is a visually-impaired child from Surat with a penchant for good cinema. He would often catch latest flicks with his parents but would miss on the key parts without dialogue involving silent movements, an actor’s expressions and so on. Hence, he was unable to enjoy the film in its entirety and its progression. This was the case until Essar Foundation, the Corporate Social Responsibility (CSR) arm of Essar, organized a screening of audio-described version of the popular movie 'Taare Zameen Par' recently.

Audio-description technology is used to customize the films and includes an additional feature of a voice-over upon a full feature film. The voice describes what transpires on the screen during natural pauses in the audio, and sometimes during dialogue. It describes silent actions, body language, facial expressions, costume or scenery and fills the gaps, where the visually-impaired might have difficulty in relating to the story. This allows a visually-impaired person, whether partially or completely visionless, to enjoy a film without being dependent on a sighted person.

Sachin had this to say after the screening, "I have been to a multiplex theatre to watch 'Taare Zameen Par'. But all I could hear was the music and the voices of the characters. It was a great experience today watching the same movie through audio-description technology. The whole movie played in front of my eyes and I could actually feel the characters and their voice."

The screening is part of Essar Foundation's national programme, UNMUKT, which is for the outreach and strategic inclusion of the differently-abled citizens like Sachin. Through this initiative, Essar Foundation endeavors to strengthen disabled-friendly ecosystem for the organic inclusion of disabled in the society. The Foundation has conceptualized UNMUKT to create an inclusive society towards empowering the differently-abled with improved access while enhancing the sensitivity of the larger society towards their needs and rights. UNMUKT broadly means 'freedom', translating more into 'independence' in context of human life.

Of the total population of people with disabilities, close to half are people with visual impairment according to Census of India 2001. UNMUKT takes a stride in the direction of bringing mainstream entertainment to this populace. Customization of popular, meaningful cinema for the visually-impaired to enjoy in totality is the first step that UNMUKT has embarked upon. Essar Foundation has got various popular films audio-described. Entertainment is an essential aspect of life and a visually-impaired person should not be deprived of the same joys or be dependent on another person for it. Hence, screening of audio-described films provides ready access to entertainment to visually-impaired without requiring any assistance. Additionally and
more importantly, this also broadens the horizons of the visually-impaired young minds.

In countries like UK, audio-description on video has been in existence for ten years and in cinemas for four years. However, in India, visually challenged and partially sighted people are not sufficiently catered for by audio-description. UNMUKT stands unique, being the first ever effort in the country to screen audio-described mainstream cinema to an audience of visually challenged people at such a large-scale. It is the first such attempt in bringing people with visual impairment and those with sight to experience a film together.

The objectives of UNMUKT are:

- Making entertainment more inclusive and accessible.
- Customizing films for the purpose of the visually challenged.
- Allowing the visually challenged to enjoy a film without depending upon a person with sight.
- Advocacy with policy makers for UNMUKT and similar endeavors.

Essar Foundation launched UNMUKT in Ahmedabad on World Sight Day on October 10, 2013. This marked the first-of-a-kind screening of popular Bollywood film Taare Zameen Par. World Sight Day is observed every year on the second Thursday of October. Numerous institutions and governments globally mark the Day with activities aimed at prevention of avoidable blindness and visual impairment.

The auditorium during the screening of audio-described Taare Zameen Par was packed with people of all ages and few of them had multiple disabilities. There were about 500 visually-impaired people including children as audience. They were joined by 100 people with sight, who experienced the film blindfolded to understand and appreciate what it is not to be able to see and yet enjoy a film. To express solidarity and to have a taste of this unique experience, persons of repute, leading professionals of the city, enthused Amdavadis from various walks of life as well as officials of Essar Foundation and Blind People's Association and Saksham, which work on disability, took part in the event.

An interactive session was held after the screening during which a few responses were received from the audience. Mr. Akhil Paul, who heads Sense International, also welcomed the initiative and shared critical inputs on how audio-description could fill in further gaps in describing the actors’ expressions and other nuances. Dr. Bhushan Punani, Executive Director of Blind People's Association (BPA), in his address, expressed that it was a matter of pride to be associated with Essar Foundation on such an important mission. He said “BPA believes that for any visually-impaired person's life, it is not just about the basic needs of clothing, food and shelter, but also about other things that give them pleasure. Entertainment is very much an important aspect of life. Why must a blind person be deprived of the same joys, or be dependent on another person for it?”
Alpa, 28 years, who experienced the film blindfolded shared her views with us. She said “Sighted people feel claustrophobic and uncomfortable when blindfolded even for few minutes. But this experience gave me greater appreciation of being blessed with eyes that can see the world around me.”

The audio-described movies have also been screened in Surat, Jamnagar, Mumbai, Pune, Visakhapatnam and Singrauli and the initiative has touched more than 8,000 lives till now. Plans are afoot to screen audio-described films under this programme in many more cities across the country. The target cities are Baroda, Bhopal, Bhubaneswar, Chennai, Cuttack, Durgapur, Hyderabad, Kolkata, Paradeep, Rajkot, Ranchi, Raipur and Varanasi.

In quest of comprehending the efficacy of the concept of screening an audio-descriptive movie, after about two months of the screening, another round of interactive session is conducted with the visually-impaired children. The feedback session begins with a warm-up talk on their favorite characters from the movie or what they liked best and if they would follow the foot-steps of the stars. Gradually, the conversation shifts to evaluate deeper grounds. They are asked to recall a scene or dialogue from the movie which created an impact in their lives. The session is aimed towards realization of how the movie, in totality, helped them relate better to the external world.

Initiatives like UNMUKT are need of the hour in our country and Essar Foundation has stepped in to make a positive difference in the lives of the physically challenged, while inspiring the abled to be more sensitive human beings. Essar Foundation is closely working with stakeholders, who are associated with the cause of improving disabled-friendly ecosystem and through a combination of advocacy work and multiple screenings of audio-described movies, the Foundation hopes to create improved access to resources to visually-impaired. This effort is in sync with Rights of People with Disabilities Bill 2014, which recognizes and has provisions for visually-impaired people, who were not included in the 1995 Act.
My giving birth to a girl child was the reason for my divorce. I neither had education nor skills to fall back upon. The support and encouragement from Essar has been immense. I have been able to start this shop with my savings from sewing. I can now do everything independently and wish to see my daughter aspire high in life.”

Ekta Patel
Single mother, owns and manages grocery store and tailoring unit, first generation entrepreneur

I used to do odd jobs, earning merely ₹4 a day, somehow managing my family within hardships. My life transformed from my association with Essar, as I begun contracting with just four labourers. The company held my hand at each step… I currently own ten trucks and am responsible for livelihoods of 250 people.”

Appa Darekar
Wage labourer turned labour contractor and transporter, first generation entrepreneur

Entrepreneurship is a thread that binds both Ekta and Appa. Their fascinating journeys of growth having overcome challenges like poverty, limited education and skills, and social discrimination has inspired several others to set foot towards self-reliance. For Essar there is no greater way of creating shared value than by nurturing people’s innate aptitudes, and sustainably providing growth opportunities while continually absorbing the risks that come their way. Over the years Essar has grown in unison with numerous first generation entrepreneurs associated with it.

Watch the extraordinary journeys of transformation of these entrepreneurs, as they speak of their adversities, achievements, support systems and aspirations in internationally awarded short film ‘Growth in unison’ on www.essarfoundation.com

Growth in Unison
EXCEL was started in 1941 by Mr C C Shroff, a chemistry graduate, with the explicit purpose of developing indigenous technology to produce world-class chemicals.

Over the years, Excel came to be known as an industry leader in the area of Specialty chemicals including agro-chemical intermediates. Using its expertise in Chemistry and Chemical technology, Excel also expanded its manufacturing range to other chemicals. Our products find applications in Pharmaceuticals, Polymers, Paints, Dyes, soaps & detergents, water treatment, mining chemicals etc. Excel is organized into two divisions i.e. a. Chemicals, b. Environment and Biotech.

Excel's commitment to sustainable development led to venture into the field of Environment and Bio-technology. Excel is a Pioneer and Technology leader in rapid conversion of Municipal Solid Waste to organic compost. Its organic plant protection and soil/crop productivity enhancers are well accepted in the market.

The Company is managed currently by the Chairman & Managing Director, Mr. Ashwin C. Shroff, Executive Vice Chairperson, Mrs. Usha A. Shroff and Executive Director, Mr. Ravi A Shroff.
Corporate Social Responsibility: Interventions by Excel for Sustainable Community Development in Rural Areas.

People, Planet, Profit: These are the three pillars laid down by the founder of Excel, late Shri C. C Shroff which led Excel to this day. 'Pappa' as he was always affectionately called within the Excel family, always stressed the importance of embracing integrated growth and a holistic thinking towards business. He strongly believed in giving back to the Country and Community, since any organization draws a lot from them.

Motivated by his ideals, Excel has always sought to become a positive influence on every community that it touches and works towards the conservation and rejuvenation of the environment. Much before CSR became the buzzword, initiatives towards improvement of community and environment have been a part of Excel's Corporate Mission right from the word go.

Besides serving country and community through products and services Excel and other group companies are involved in various “Rural Development” as well as “Livelihood Improvement” activities such as Water Harvesting and Irrigation, Agriculture development and Allied Activities, Animal Husbandry and Dairy Development, Plantation, Drought Proofing Program, Non-conventional Energy and Energy Conservation, Education Vocational Training and Capacity building, Health and Hygiene Care, Disaster Mitigation & Rehabilitation Activities. Excel and Group Companies have established various NGOs to serve different needs of the Society in different geographical locations.

Vivekananda Research and Training Institute (VRTI) is one such NGO established in 1975, under the able guidance of Shri. Kantisen Shroff, Popularly known as Kaka in Excel family. With the VISION of “Sustainable Development of Economic Activities based on Agriculture, Animal husbandry, and Rural Art and Craft”

It focused mainly on Rain Water Harvesting, Water shed development, Development of Drinking water and distribution systems, Prevention and Mitigation of Salinity Ingress which were primary needs in Kutch. VRTI is very actively working in 225 villages in Kutch (Gujarat). With Kaka's vision VRTI has initiated a project on Rukmavati river of Mandvi taluka for integrated river basin management.


“Shrujan” began modestly as a small project sponsored by members of the extended Shroff family. In 1969, Kutch experienced a particularly severe drought. Chandaben Shroff went there to assist with a famine relief project, wherein she realized that the rural women excelled at the
local art of embroidery. This culture of embroidery has been passing down from mother to daughter for generations. Each tribal group and community in the area has its own particular style of embroidery, and lexicon of stitches and motifs.

Currently Shrujan is engaged with 16 different styles of embroidery, done by 3,500 women across 100 villages. Chandaben Shroff is the first Indian laureate of the Rolex Awards.

Excel, having it’s manufacturing plants at Roha, Raigad dist. and Lote, Ratnagiri Dist. where Excel has its Manufacturing Plants, has engaged itself in the community development process around its area of operations and in the near vicinity since beginning. It supported various Educational Institutions (Schools and colleges) through donations, to develop and grow. It has supported Gram Vikas Abhiyan in several Villages, conducted Awareness Programs on Health and Hygiene, and provided active help during Natural calamities.

Growing unemployment, declining interest in farming especially in youth, migration of rural youth to cities for livelihood, level of education among local youth not competitive, lack of desire to find alternate sources of employment, entrepreneurial development, absence of urge for quality and career oriented education and increasing consumerism demanded some radical change in the approach of Excel’s Role in Community development.

Ashwin Shroff, CMD, Excel Industries, felt that Excel should go to the grass root level development of the community at both Roha and Lote. According to him, “The process of Rural Development can be sustained only if it is driven by community participation. “Capacity Building” through Awareness, Education and Training programs and making people Self Sustained, should be a primary focus.”

This guiding principle set the Objective and Path to Approach to CSR:

Involvement of Community from Planning to Implementation stage, Need based Programs, Youth to be developed as “CHANGE AGENT “, Ownership with the “COMMUNITY” and ‘VILLAGE AS AN INDUSTRY’ as a Theme, as given by Puj. Kaka, Mr. Kantisen Shroff, Chairman Emeritus, Excel Industries:

Adoption of One Village as Pilot Scale Work:

VIRJHOLI: 15 k.m. away from MIDC. Around 2008-09, Virjholi village was chosen. Topographical survey, detail study of lifestyle, income sources, education levels, economy, was conducted.

Exploring Potential and Understanding/identifying the issues:

Some of the “Projects” undertaken and Completed:
Water Shed / Rain water harvesting: Water storage increased from 40000 met cube to 100000 met cube. Water supply by tankers no more required. The happiest moments for Women. Every year Vanarai Bandhara (using sand bags) were built at 10 locations.

Silt removed from the check dam areas containing gravels and stones, was used to build an Earthen Dam – 1 no. It remains filled in monsoon. The water gets seeped and benefits in raising water table. Repairing of Check Dams - 3 nos. The masonry work was done by the masons from village, supported by other villagers. Every villager ‘donates’ his/her working day for Shramadan. Excel gave technical guidance and supported the work by supplying materials required for repairing.
New check dam being constructed by villagers. Excel gave technical support and supplied the cement, sand and gravel. Below, NSS students of C. D. Deshmukh College, Roha, making check dam. (Total 6 nos.) using loose boulders.

2. Crop Productivity: Paddy yield increased from 1800 kg./acre to 2650 kg./acre avg. The maximum yield achieved was 3200 kg./acre. 250 farmers benefited.

Workshop of 50 farmers to arrive at the best method for Paddy cultivation. Booklet named “500+” distributed to 250 farmers. Meaning targeting 500 kg./acre additional yield. Farmer’s visit to KVK Dapoli was also organized. Soil testing and enriching it appropriately with phosphate, Seed treatment, extensive use of cow dung as fertilizer, controlled use of Urea briquettes, pest control, crab control, were some of actions which contributed to increase.

**Paddy Productivity Improvement**

3. Preventive Health Measures: a) Health Check up of Adivasis jointly with Vaishnav Trust, Mumbai. 1000 adivasis from 3 vadis were covered. b) Eye check up for general population: Jointly with Lions Club, Roha. And Laxmi Eye Institute, Panvel.
Social Impacts: Internal groups disputes reduced. Ban on liquor by village committee. Other adjacent villages got influenced - 5 Villages Village meeting participation increase. (30% Increased) Students taking admission to science & technical side instead of Commerce and Arts only. (15% Increased) Ladies purchased sewing machines for Tailoring, Vegetable growing. (05 Farmers), Pulses more attention. Village fund increased. Increased awareness about Govt. Schemes.

This work was appreciated by ICC by conferring CSR Award for 2012. At the same time Mr. Ashwin Shroff was conferred with “Life Time Achievement Award” for his contribution to Chemical Industry, Community and Environment. His pioneering work in Kutch and Roha is appreciated as a model for community development.

Expanding the work Area: 2012 onwards...
While continuing to work in Virjholi, Excel started working in many other villages in Roha and Lote since 2011/12 in a very modest pace. Today Excel has it’s presence, in more than 60 villages in Roha and more than 30 villages in Lote. Excel is working through it’s NGO, VRTI and has added further other areas also:

1. Rejuvenation of Natural water bodies drive is taken at Lote in view of the water shortage being faced after February/March. Four such water bodies in four villages are rejuvenated.
2. Agriculture: Partnering under PPP-IAD program for promotion of rice based cropping system with the Maharashtra Government for the years 2015-16 and 2016-17.

a) Introducing new Technique SRT : Developed by Mr. Chandrashekhar Bhadsawale, Neral, which drastically reduces the labourious work in rice cultivation, improves yield and eliminates tilling in consecutive years, parting away from conventional puddle method. It promotes minimum two crops in a year. This program is undertaken in 10 districts targeting about 2000 farmers.

This technique will sustain the marginal farmers making their agriculture economics profitable. This technique reduces the cost by 30% and increases yield by 25%. Drastic reduction in drudgery is major advantage from health point of view. Excel has joined in PPP-IAD for Rice based cropping system with the State Government. The Government has taken a special drive in promoting this technique in nine rice growing districts. Apart from Raigad and Ratnagiri, Excel will support this drive in other districts too.

a) Animal Husbandry: Since 2012 a special drive of Vaccination in collaboration with the Veterinary Department is taken to ensure eradication of diseases. Starting with 1000 cattle in 2012-13, this went up to more than 5000 cattle in 2014-15. No disease reported, to the cattle subjected to vaccination since last 2 years as recorded by the Veterinary department.

Artificial Insemination : With the aim of producing better and healthy breed A.I. drive was taken. Almost 100 cows were kept on surveillance. A. I. on 50 cows was done successfully. Predominantly using Indian breed. This is the highest no. first time ever achieved in Roha Taluka.
(2014-15). This project will continue for further 2 years to ensure the expected results, that is better breed giving improved milk productivity. For improving milk productivity better animal feed was provide through bulk purchase, on sharing basis. The average milk production has gone up by 25%.

b) Promoting Poultry business: 200 birds were distributed among 44 families from 6 villages.

a) Promoting Education: Career Guidance Programs to more than 1500 students were conducted. A special booklet named “Udaan” was published and distributed to 10th std. students. (2014-15).

b) Gunvatta Vikas Program at Lote: A special coaching from VIIIth standard for development of overall competetiveness in the children. A batch of 60 students is being subjected to this program since last year.
“Prajnya Vikas” program is initiated in the year 2015-16 for 100 students selected from 10 schools of VIII th standard from Roha, in collaboration with Jnan Probodhini, Pune. This program aims to ensure overall development of these students, like Leadership, Reading and writing skills, Public speaking, Memorising, Physical Fitness and also achieving academic success. This batch will be subjected to this program consecutively for three years.

Through CSR Excel is now associated with about 90 villages having population of about 45000 together at Lote and Roha.
GHCL Limited was incorporated on 14th of October 1983. The company has established itself as a well-diversified group with an ascertained footprint in Chemicals, Home Textiles and Salt segment.

In Chemicals, the company mainly manufactures Soda Ash (Anhydrous Sodium Carbonate) that is a major raw material for Detergents & Glass industries and Sodium Bicarbonate.

Its Textiles operations is an integrated vertical set up which commences right from spinning of fiber (yarn), weaving, dyeing, printing till the finished products, like sheets & duvets take shape which are then primarily exported worldwide. Salt operation is another business for GHCL where it is a leader in producing Edible and Industrial grade salt in the country.

GHCL Foundation Trust initiated its CSR works in and around its units in Gujarat since 2007. Past two year, foundation has scaled up its activities with focused need based development programs mainly in 40 villages of Sutrapada block of Gir Somnath District. Work has now also been initiated in about 15 villages of Bhavnagar, Port Albert Victor (Amreli District) and Bhilad (Valsad District). The Foundation is working for empowerment and capacity building of community in the areas of water and sanitation; education; livelihood; health; women enterprise development and livelihood generation; improved agriculture practices for improved income generation specifically catering to issues related to ground and soil salinity; interventions for improved cattle health as well as other additional support to individuals for furthering education and development of village physical infrastructure. The programme has covered more than 19000 beneficiaries, 4300 HHs and 13000 cattle in span of 7 years.

However, the efforts have become streamlined with the formation of a dedicated team looking after the CSR work at Sutrapada and now also at Bhavnagar, Port Victor, Bhilad and Ahmedabad.
This has created an atmosphere of trust and mutual respect between communities and the organisation.

Govt of Gujarat has selected 11 best practices of CSR and published a book “Small but meaningful: CSR in practice”. Our initiative in agriculture has been selected as one of the best practice as a case study of CSR.

GHCL CSR Initiatives

**Health**:
- 02 mobile dispensaries cover 40 coastal remote villages of Gir-Somnath and Amreli district.
- Weekly Clinics in Bhavnagar district
- Speciality health camps and referral services
- School Health Check Up Program
- Preventive health and awareness programs.

**Education**:
- Site schools for the children of migrating and mining labours.
- Learning Enrichment Program.
- Scholarship for high school study to the villages does not have facility.
- Scholarship for the girl child that completing their graduation.
- Awareness programs on No Tobacco, Sanitation and hygiene etc.

**Water**:
- Drinking water availability project in 15 villages under CADP/WASMO.
- Construction of 300 Roof Rain Water Harvesting Structures.

**Sanitation**:
- Constructed more than 2000 house hold toilet blocks.
- Organizing hygiene and sanitation awareness program.
- Made a village an Open Defecation Free (ODF).

**Agriculture**:
- Improved package of farming practice.
- Better Cotton Initiative with 2200 farmers.
- Crop demonstration and diversification.
- Soil health program
- Subsidy for Sprinkler and drip irrigation.
- Farmers training and exposures.

**Animal Husbandry**:
- Animal health and vaccination camps.
- Artificial Insemination Centre.
Women Empowerment:
- Formation and Strengthening of Self Help Groups.
- Savings and Credit
- Awareness programs and Exposure visits.

Vocational Skill Development & Employability:
We have established 02 Vocational Training Centres at Bhilad, Dist. Valsad and Port Victor, Dist. Amreli with various industrial trades like Industrial Stitching, Weaving, Electrician, Nursing Assistant, BPO Executives etc.

Till date, 328 unemployed youth have been trained and 200 candidates have been placed in various industries.

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About

Founded in 1897, Godrej enjoys the patronage and trust of over 400 million Indians every single day. With its roots in self-reliance for an emerging, independent India, it has always been perceived as a trustworthy, reliable brand. Today, Godrej endeavors to offer contemporary, advanced and aesthetically superior products and solutions that are built on the foundation of decades of deep customer insight and understanding.

Godrej & Boyce (G&B), the holding company of the Godrej group, is one of India's most respected family owned, privately held companies. Its journey began with the manufacture of high quality locks. Today, it has a significant presence in various businesses that include consumer durables (such as refrigerators, washing machines, air conditioners, locks, home security systems and safes, and furniture), products for institutions (office furniture, audio-visual solutions, access control systems, perimeter security solutions, bank security solutions, beverage vending machines, interior solutions, hospital and laboratory furniture) and industrial products (such as process equipment, material handling equipment, industrial storage solutions, tooling, precision components and systems, construction materials, power infrastructure and renewable energy systems, hermetic motors). While these businesses seem diverse, they are unified in that their development was founded on the principles of self-reliance and superior engineering capabilities.

Headquartered in Pirojshanagar at Vikhroli, Mumbai, it has operations across all major global markets such as Europe, U.S., Middle East, Africa and South East Asia. Mr. Jamshyd Godrej is the company's Chairman and Managing Director.

Apart from being one of India's foremost brands & business house, Godrej is also an extremely responsible corporate citizen. This social responsibility is best manifest in its stewardship of one of the world's largest privately owned Mangroves Reserve. Godrej’s ‘Good & Green’ initiative focuses on increasing employability of underprivileged youth through vocational training, creating a greener India through an eco-sustainable approach towards business and developing environmentally friendly solutions for even the lowest income class of consumers.

As India marches ahead confidently on the global stage, Godrej will endeavor to partner in its progress through its ingenuity, attention to detail and world class manufacturing practices...all essential ingredients for a Brighter Future.
In conjunction with our vision for “brighter living” for all our stakeholders, we have developed a long-term vision for playing our part in creating a more inclusive and greener India. We have named this the Good & Green vision. By 2020 we aspire to do the following:

1. Ensuring employability
India has 600 million people below the age of 25 out of which only 80 million (13%) are employable. The effort is going to be on skilling these people such that they become employable. Our goal is to training 1 million rural and urban youth in skilled employment.

2. Creating a greener India
In order for our businesses to truly become sustainable, efforts will be focused on creating carbon neutral, zero waste, water positive and energy efficient businesses. The Godrej Group has already been working on these goals as we are signatories to the CII code for Mission of Sustainable Growth (MSG) which is a 10-point program for ecologically sustainable business growth.

3. Innovating for good & green products
Our Goal is to have a third of our portfolio revenues comprising good and/or green products and services – defined as products that are environmentally superior or addresses a critical social issue (e.g., health, sanitation, disease prevention) for consumers at the bottom of the income pyramid.

OTHER CSR INITIATIVES:

• Relief Fund
The employees of Godrej & Boyce Mfg Co. Ltd donated Rs 1.38 cr towards the Uttarakhand Relief Fund. The funds were handed over to CII Foundation. Jointly, we planned and implemented rehabilitation projects under education, livelihood and environment.

In 2014, the employees contributed Rs. 89.74 lakhs towards the Jammu & Kashmir Relief Fund, also handed over to CII Foundation for J&K Rehabilitation work.
• **Standard Chartered Mumbai Marathon**

As a responsible Corporate tirelessly focused towards fulfilling its commitment of doing good to society, we participated for the eighth consecutive year in Mumbai’s most vibrant event: Standard Chartered Mumbai Marathon (SCMM) 2015. 75 employees of Godrej & Boyce ran the Half Marathon (21 Kms) from Bandra to CST, for which Godrej & Boyce as an organization donated Rs. 58,31,000/- as participation fees and also the donations collected through pledges will be equally divided to 3 NGOs, Republican Sports Club, Vasantha Memorial Trust and War Wounded Foundation whom Godrej supported. Godrej & Boyce was recognized as the highest corporate donor by SCMM.

• **Godrej Memorial Hospital**

Godrej Memorial Hospital (GMH) is an epitome of quality healthcare services at an affordable cost in rational and ethical manner & is accredited by NABL, NABH & Lean Six Sigma. GMH & US based NGO “Smile Train” have partnered to treat children from poor families with developmental defects such as Cleft Lip & Palate. Till date about 504 cleft surgeries have been performed free of cost.

• **Blood Donation Drive**

As a responsible corporate and having a strong belief in giving back to the society, Godrej & Boyce Mfg. Co. Ltd., organizes annual Blood Donation Drive on 8th & 9th August, every year as a fitting tribute to founders Late NP Godrej and Late Dr. BP Godrej, on the occasion of their death anniversary which falls on 8th & 9th August respectively. 2012 was the 26th year of drive and tie up with KEM Hospital is for last 20 years. Every year the number of donors has consistently been increasing. In 2014, total 5020 units were collected.

• **Mangroves**

"Mangroves can adapt to rising sea levels by building up soils in some locations. Mangroves provide risk reduction services against coastal hazards such as floods, waves and storm surges, playing a critical role in protecting thousands of shoreline communities."

Godrej has taken several measures to protect more than 1750 acres of luxuriant mangroves along its eastern boundary skirting the Thane Creek for conservation of the marine diversity (mangrove ecosystem) through research, education and awareness building and regular monitoring, striking a delicate balance between the industrial operations and nature conversation.

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**Case Study:** Godrej Group, as a part of its Employability initiative has an ambitious plan of training 1 million rural and urban youth in skilled employment by 2020. Of this, Godrej & Boyce, a holding company of Godrej Group has a sizable share of training 2 lakh rural and urban youth under Godrej Disha. Between FY 11-15 over 59,000 candidates have benefited from
the vocational trainings provided by Godrej & Boyce, across 22 states and 109 cities in India, in collaboration with training partners like vocational training institutes, social businesses and NGOs who have an established track record.

While the training is executed by partners, Godrej & Boyce provides support in the form of technical know-how, industry exposure visits for candidates, guest lectures by subject experts, world class training infrastructure set up and viability gap funding. Candidates are trained in 20 different trades in sectors of Construction, Manufacturing, Interiors, Sales & Services. Trades covered include, masonry, plastering, plumbing, bar bending, painting, shuttering carpentry, welding, fitting, CNC operations, basic wood-working, furniture and lock service technician training, forklift operation, electrical, diesel mechanic training, refrigeration & air conditioning and sales.

Over the past few years the Disha initiative has been transforming lives and building the nation.

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About

ICICI Foundation for Inclusive Growth (ICICI Foundation) was founded by the ICICI Group in early 2008 to continue building upon the ICICI Group’s legacy of promoting inclusive growth. ICICI Foundation works on high impact projects that are sustainable and scalable in the four identified areas of primary healthcare, elementary education, skill development & sustainable livelihood and financial inclusion. It operates through a variety of models including public private partnership, working with grassroots organisations and a direct intervention model.

1. Skill Development & Sustainable Livelihood

(a) ICICI Academy for Skills

ICICI Academy for Skills (ICICI Academy) is a national initiative to create sustainable livelihood opportunities for the youth. Since its inception in 2013, ICICI Academy has launched 21 centres across India of which 10 centres are exclusively dedicated to training women candidates. ICICI Academy offers vocational skill building programmes of 12 weeks duration on a pro-bono basis to make the youth employable. ICICI Academy has also launched centres at Durg and Indore under the public-private partnership (PPP) model with the state governments of Chhattisgarh and Madhya Pradesh respectively.

ICICI Academy offers courses in Electrical & home appliance repair, Refrigeration & AC repair, Pumps & motor repair, Central air conditioning, Selling skills, Retail Sales, Office administration, Web designing, Retail café operations, Paint application techniques, Tractor mechanic, Lab assistant at Diagnostic Centres and Two & Three wheeler service technician.

Further, ICICI Academy partners with industry leaders to provide industry-relevant training to improve employability of youth. Content
development and curriculum design, setting up of laboratories, training of trainers as well as setting up of best-in-class training labs is undertaken by these Knowledge Partners. ICICI Academy has partnered with Blue Star Ltd. (for refrigeration & AC repair), Café Coffee Day (for retail café operations), Crompton Greaves Ltd. (for pumps & motor repair), NIIT Ltd. (for web designing), Schneider Electric India Foundation (for electrical & home appliance repair), Tally Solutions Pvt. Ltd. (for office administration), Voltas Ltd. (for central air conditioning). AkzoNobel India Limited (for paint application techniques), Mahindra & Mahindra Ltd. Auto Farm Sector (for tractor mechanic), Thyrocare Technologies Ltd. (lab assistant at diagnostic centres) and TVS Training & Services Ltd (for two & three wheeler service technician).

In addition, life skills such as communication, financial literacy and skills to adapt to an organised working environment are also imparted to the trainees. With the objective of broad-basing skill development, the eligibility for the courses ranges from Class VIII and above in the age group of 18 to 26 years.

ICICI Academy builds market linkages through industry partnerships for placement of students. Such partnerships serve the dual purpose of making the youth employable and ensuring their livelihood. ICICI Academy has trained and successfully placed around 20,000 youth in various areas. Currently, 35% of these trainees are women.

(b) Rural Self Employment Training Institutes (RSETIs)

ICICI Foundation is managing ICICI RSETIs in Udaipur and Jodhpur since March 2011, which function under the aegis of the Ministry of Rural Development (MoRD) to promote self-employment. The ICICI RSETI model is a unique demand-driven model that focuses on imparting industry relevant training to create sustainable livelihood opportunities for rural youth.

To expand their outreach, ICICI RSETIs have developed the ‘training-at-doorstep’ model through 11 satellite centres. Currently, the ICICI RSETIs offer skill training in 21 trades which have local demand. The
key components of the programme include skill training, financial literacy, enterprise development, providing credit and market linkages and placement support. Regular sessions on yoga and physical education are provided to all trainees for their holistic development. ICICI RSETIs trained 10,000 youth in FY 2015 with women representation at 41% and settlement rate at 68%.

2. Elementary Education:
(a) School and Teacher Education Reform Programme, Rajasthan & Chhattisgarh

ICICI Foundation entered into a six-year collaborative programme with the Government of Rajasthan in 2011 and subsequently with the Government of Chhattisgarh in 2012 to implement the School and Teacher Education Reform Programme (STERP), which aims at delivering child-centric learning environments in government schools.

The focus is on enabling qualitative improvement in teaching-learning processes in government schools by fostering community participation, teacher development, and quality education to create model RtE compliant schools (150 schools in Rajasthan and 100 schools in Chhattisgarh).

Another important initiative undertaken this year by ICICI Foundation is to build a set of functioning and well maintained 100 toilets in 100 schools in Chhattisgarh in response to the national campaign of Swachh Bharat - Swachh Vidyalaya.

3. Primary Health:
(a) Strengthening Convergent Action for Reducing Child Undernutrition, Rajasthan:

Since November 2011, ICICI Foundation, in partnership with the Department of Women and Child Development, Government of Rajasthan, has been implementing a three-year pilot project called Strengthening Convergent Action for Reducing Child Undernutrition in two blocks – Kishanganj and Shahabad – of Baran district. The project aims to improve the nutritional status of children aged 0-5 years
through prevention, management and treatment of undernutrition. In the pilot period, the project covered 253 Anganwadi Centres (AWCs) and now the intervention has been scaled up across the two blocks covering 502 AWCs.

**Contact details**

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Integron Human Capital Services Pvt. Ltd.

Company Profile

Integron is a social enterprise focusing on creating livelihood for people from needy families. It is an ISO 9000 – 2008 certified company which started its operations in 2003. Services offered include Skills Training for Employability, Property Management and Staffing Solutions. Integron believes in Empowerment through Employment and Integron’s mission is to be an ethical, quality service provider with a strong focus on social responsibility.

CSR Initiatives

Being a social enterprise focused on creating first bread winners in a family, Integron by default contributes to CSR. The CSR focus is further strengthened on account of employment opportunities being provided to people from disadvantaged sections of society. Apart from training in domain skills, Integron also trains all its employees on Soft Skills and Life Skills through its Service Excellence and Values at Work Module to make them not only better employees but also better individuals. In addition, employees are put through periodic health check-ups, free of cost.

Integron’s Skilling for Employability philosophy is based on providing training and employment to potential candidates by partnering corporates and helping them in their CSR objective. Through this partnership Integron, the Corporate and the Trainee become equal stakeholders in the partnership.

A case in point is the forklift operations training which was imparted by Integron for a Corporate as part of their CSR initiative. The project involved identifying youth from a village adopted by the Corporate as part of their CSR program, and putting them through a forty-five days training course on forklift operations. On completion of the training which included classroom training as well as on-the-job training, the trainees were assessed and successful trainees were given an industry recognized certificate and provided employment by the client at their warehouses in Bhiwandi near Mumbai, and Chakan near Pune.

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KHS Machinery Pvt. Ltd.

About

KHS Machinery Pvt. Ltd. is majority joint venture with KHS GmbH, Germany. KHS India was established in 1997 by Mr. Mahendra Patel and Mr. Yatindra R. Sharma along with joint venture partners. Project was launched for manufacture, marketing, servicing of such packaging lines for Carbonated-Non carbonated drinks.

KHS India is market leader and has supplied equipments for Coca-Cola, Pepsi, SAB-Miller, UB, DS Foods, Bacardi etc. KHS is having excellent customer good will for high tech equipment, services and expertise.

Company also does exports to China, Srilanka, Bangladesh, Nepal and Myanmar, Germany, USA, Eastern Europe, Russia etc. An ISO 9001-2000, ISO-14001 Company. Received India Manufacturing Excellence Award-2012, Multiple export excellence awards, Indo German Chamber of Commerce Award for outstanding contribution to Indo German Economic Relations. Have established world class manufacturing facility which has been judged as the best engineering structure in country by Structural engineers Society of India.

CSR Activities

KHS believes in the concept of combined growth. In positively impacting the society particularly the areas around its own operations.
The Company Board and the company as a whole agree to this philosophy and believe that with this willingness and commitment we will be able to achieve this Goal.

The CSR Committee comprising of the directors has been formed and decided to work on the issues mentioned hereunder:

**Education for the underprivileged children**

- An educated individual is an asset to the country. Education will enable the child to gain the necessary skills, knowledge and values required to become a responsible and respectable citizen of the country. KHS Touched lives of underprivileged children in collaboration with various NGOs.

**Activities**

- Provided them financial support for their education.
- Providing better infrastructure in schools.
- Providing them better quality food in their mid-day meal.

**Location**

- Across India but majority in Gujarat.

**Healthcare for the underprivileged children**

- Children in the rural areas are malnourished and anemic. Improvement in healthcare facilities are much needed in the areas concerned. KHS wishes to make a difference in the life of kids residing in these areas. We conducted Medical Camps in various rural schools and provided with basic medicines for treatment of worms and vitamin deficiency. Maintaining health records of the kids and revisiting them.

**Activities**

- Consultation of more than 2000 kids by a pediatrician.
- Providing basic medication for vitamin deficiency, etc.
- Maintaining Health records for further visits.

**Location**

- 8 rural schools around KHS factory.
**Girl child Sanitation in villages**

There is lack of proper knowledge about the girl child sanitization. This results in health issues among females. KHS resolves to improve the condition. Rural schools in certain area lack the basic needs. We targeted the ones with toilets in non-working condition and constructed new ones for them. The target is that all the schools in the vicinity should have proper toilets.

**Activities**

Construction of covered toilets.

**Location**

Rural Primary School near KHS factory.

**Skill development for ITI students**

Many deserving students from low income groups are not able to achieve their dreams due to lack of money and proper guidance. Being an engineering company, KHS wishes to mentor these deserving candidates. KHS arranged for “Hands on” Training for ITI students.

**Activities**

Practical training at KHS Akademy for students of various areas like – Fitter, Electrician, Welder, and Painter.

**Location**

KHS factory.

**Promotion & Development of Traditional Arts & Culture**

**Activities**

In collaboration with a national NGO, contributed towards the promotion of Indian Classical music and Culture amongst the youth of the country by organizing events of classical music and dance, folk arts, crafts etc. in educational institutions through the world.

**Other Initiatives**

In the month of Sept’14 India faced a natural disaster in the state of Jammu & Kashmir which witnessed disastrous floods due to heavy rainfall. Numerous people were rendered homeless.

**Activities**

In collaboration with CII Foundation, helped the people of Jammu & Kashmir to get their life back on track.
KPMG in India

About:
KPMG was formed in 1987 with the merger of Peat Marwick International (PMI) and Klynveld Main Goerdeler (KMG) and their individual member firms. Spanning three centuries, the organisation's history can be traced through the names of its principal founding members - whose initials form the name "KPMG."

KPMG was established in India in September 1993, and has rapidly built a significant competitive presence in the country. The firm operates from its offices in Ahmedabad, Bengaluru, Chennai, Chandigarh, Delhi, Hyderabad, Kolkata, Kolkata, Mumbai and Pune, and offers its clients a full range of financial and business advisory, tax and regulatory, and risk advisory services.

In India, KPMG has a client base of over 2700 companies. The Firm's global approach to service delivery helps provide value-added services to clients. The Firm serves leading information technology companies and has a strong presence in the financial services sector in India while serving a number of market leaders in other industry segments.

Our differentiation is derived from a rapid performance-based, industry-tailored and technology-enabled business advisory services delivered by some of the leading talented professionals in the country. KPMG professionals are grouped by industry focus and our clients are able to deal with industry professionals who speak their language. Our internal information technology, expertise and knowledge management systems enable the delivery of informed and timely business advice, enabling us to be trusted advisors to all our clients.

Citizenship at KPMG in India:
At KPMG in India Citizenship is embedded in our values and culture, and is not merely a statement. We run and support a lot of programmes at the local, national and global levels, throughout KPMG's global network of member firms. We aim to bring about a change in our communities by working closely with NGOs, schools and colleges that align with our focus areas.
Our people are at the heart of all our initiatives. Our Citizenship agenda is essentially driven by this commitment, showcased by our people.
• **Inclusive development**  
By working towards the overall development of people associated with NGOs, we help develop and strengthen skills, abilities, processes and resources that they require at an individual and organisational level. We sponsor nutrition programmes, provide infrastructure support such as vehicles and furniture, operational costs, sports equipment and environment projects.

• **Lifelong learning**  
We reiterate our belief in the importance of 'lifelong learning' through our initiatives that help empower students in schools and colleges. We mentor and support several education programmes, and help students build strong skill-sets which would help them in all spheres of their lives.

We understand that command over English is an important tool for one's career and we support a number of education programmes at the schools we work with:

• This year we launched a number of new education initiatives, including setting up of English language labs and partnering with organisations to employ teaching assistants in the schools we work with. We also promote proficiency in reading through KPMG's Family for Literacy (KFFL) programme.

• We help build the skills and abilities of disadvantaged girl students through quality academic and personality development initiatives under our Aspire programme.

In colleges, we:

• Provide scholarships to motivate underprivileged students  
• As platinum sponsors, we sponsor Enactus in India, financially and through business ethics grants. We also support them qualitatively, through mentoring sessions by our partners and staff. These sessions help nurture and inculcate a feeling of responsible business amongst the leaders of tomorrow.

• Supporting a resource centre for visually-impaired students at a leading liberal arts college in Delhi which helps make academic material accessible.

• **Advancing sustainability**  
We support a number of environment projects across locations such as solar and water conservation projects in our communities to help in responsible energy consumption.

Our staff is committed to bringing about a change in the community and environment in which we live and operate. This is evident by the contributions they make to our programmes through hands-on and skill-based volunteering, providing immediate relief work during disasters and raising awareness through marathons.

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KPMG in India

KPMG in India, a professional services firm, is the Indian member firm of KPMG International and was established in September 1993. Our professionals leverage the global network of firms, providing detailed knowledge of local laws, regulations, markets and competition. KPMG has offices across India in Delhi, Chandigarh, Ahmedabad, Mumbai, Pune, Chennai, Bengaluru, Kochi, Hyderabad and Kolkata. KPMG in India is currently offering services to over 3,000 national and international clients in India across sectors. We strive to provide rapid, performance-based, industry-focused and technology-enabled services, which reflect a shared knowledge of global and local industries and our experience of the Indian business environment.

KPMG International
KPMG International is a global network of professional firms providing Audit, Tax and Advisory services. KPMG member firms operate in 155 countries and have more than 174,000 outstanding professionals working in member firms around the world. The KPMG Audit practice endeavours to provide robust and risk-based audit services that address member firms’ clients’ strategic priorities and business processes. KPMG’s Tax services are designed to reflect the unique needs and objectives of each client, whether firms are dealing with the tax aspects of a cross-border acquisition or developing and helping to implement a global transfer pricing strategy. In practical terms that means, KPMG firms work with their clients to assist them in achieving effective tax compliance and managing tax risks, while helping to control costs.

KPMG Advisory professionals provide advice and assistance to help enable companies, intermediaries and public sector bodies to mitigate risk, improve performance, and create value. KPMG firms provide a wide range of Risk Consulting, Management Consulting and Deal Advisory services that can help their clients respond to immediate needs as well as put in place the strategies for the longer term.

KPMG.com/in
Building India's Social Infrastructure

Larsen & Toubro is described as the builder of the India of 21st Century. We are known as the people behind large projects, massive infrastructure and a range of high technology products, systems and equipment.

And a question we are often asked is where amid this magnificent array does our heart lie? The answer is simple. It lies with people. The customers we serve the associates we partner, the communities around us and our team of professionals who make it all possible.

We see growth as the means to the greater good of the greatest number. These are the values we have inherited and this is the value system we have institutionalized.

About L&T:
Larsen & Toubro is a US$15 billion technology, engineering, construction and manufacturing conglomerate. It addresses critical needs in key sectors - infrastructure, construction, hydrocarbon, power, defence, aerospace and shipbuilding.

L&T’s contribution is widely recognized, and it is often described as ‘the Builder of the India of 21st Century’. Its manufacturing footprint extends across seven countries, and includes some of the world’s most sophisticated heavy engineering facilities. Social responsibility is embedded in L&T’s strategic vision. Team L&T - over 65000 strong adds a unique personal dimension to the Company’s goals of driving inclusive growth and development in harmony with the environment.

Good Corporate Citizen Award
-The Economic Times, October 2013

As a nation builder, we believe stark disparities can unravel the fabric of our country. There can be no lasting unity of extremes. That is why at L&T we are leveraging our capabilities and our countrywide presence to help reduce growth inequalities through interventions in our identified thrust areas. Our regular and close interactions with the local community members have enabled us to identify pressing needs, and we have strategically aligned our interests with those of the community. We aim for an equitable society providing fair opportunities to all.

A M Naik
Group Executive Chairman
Larsen & Toubro
Focused Activities
We have been involved in community engagement programmes ranging from water & sanitation, health, education to skill building.

In tandem with NGOs and the society at large, we adopt a collaborative approach to identify the requirements of local community. Periodic impact assessment monitors the benefits received by the community and recommends mid-course changes needed, if any. Capacity building programmes for local administration are also conducted to successfully run the programmes.

Water & Sanitation: With the construction of 50 additional check dams in the Dahanu Taluka of Maharashtra, the total tally of check dams built by L&T as part of its water & sanitation programs has reached 200, facilitating irrigation and ground water recharge for rural communities in the drought affected areas.

Health: L&T’s community health centres are located at Mumbai, Thane, Ahmednagar, Hazira, Vadodara, Coimbatore, Chennai and Kansbahal. These centres provide diagnostic health services, including gynaecological, paediatric, immunization, Chest & TB, ophthalmic consultation and dialysis services.

In addition, mobile medical vans owned and operated by L&T provide marginalized communities access to modern healthcare. These vans focus on health education- promoting healthy behaviour, early diagnosis and referral. These vans currently serve nine locations. Also L&T conducts health camps, and participates in public private partnership (PPP) health projects like programs to spread awareness of HIV /AIDS. This helps to greatly extend and enhance the impact of L&T’s outreach programmes.

Education: Educational interventions are focused on pre-primary and primary section of schools. L&T supports preschools (Anganwadi & Balwadi), which have been established as community learning centres for underprivileged children and provides infrastructure aids, has established libraries, provides teaching aids, uniforms and computers to schools.

We run specific programmes in schools on subjects such as Mathematics, Science, English, Health & Hygiene and Safety. Through L&T’S “Science on Wheels” programme, mobile science vans visit various schools in villages to impart knowledge through experiential learning. In addition, summer camps, sports activities, periodical health check-up camps are conducted at adopted schools.

Skill building:
Eight Construction Skills Training Institutes (CSTI) run by L&T across India are currently imparting skills for school dropouts and illiterate village youth. CSTI provides training in construction trades such as carpentry, bar bending, masonry, electrician, welding and scaffolding. Course duration ranges from three months to six months. Trainees are provided a stipend and hostel facility. Skill training - it has been found has a transformative effect, turning unemployed youths into productive members of society. Certificates of proficiency are issued to trainees on completion of the course. Trainees are free to start their own ventures or are recruited by subcontractors at L&T’s project sites.

Project Neev is an initiative of the Company to work towards enriching the lives of the differently abled through interventions such as vocational training programmes. This provides opportunities for gainful employment while enhancing their sense of self-worth.

Ladies Club
Formed by spouses of L&T employees participates in implementation of CSR projects.

Employee volunteers
Christened “L&Teers” demonstrate personal commitment to CSR. Their efforts are focused on health & education programmes.

L&T Public Charitable Trust (LTPCT)
Conducts vocational training programmes for women which provide opportunities to generate livelihood through self-help groups. The programmes impart skills related to tailoring, beautician, home-nursing, food processing etc. This year, with the construction of 50 additional check dams in the Dahanu Taluka of Maharashtra, the total tally of check dams has reached 200, facilitating irrigation and ground water recharge for rural communities in the drought affected areas.

The company has reached out to over 1.3 million beneficiaries through various CSR programmes and initiatives in 2014-15.
Many Minds.
One Goal.

Thousands of L&Tites have come together to arrive at a theme for L&T's CSR initiatives - **Building India's Social Infrastructure**.

Under this new theme, we will work in the areas of:
- Water & Sanitation
- Education
- Healthcare
- Skill Development

We look forward to your support, as we strive to give our fellow Indians a life of dignity.

Corporate Social Responsibility
About

Siemens is a technology powerhouse that has stood for engineering excellence, innovation, quality and reliability. The company focuses on the areas of electrification, automation and digitalization. It is one of the leading producers of energy-efficient, resource-saving technologies; combined cycle turbines for power generation; and power transmission solutions. Siemens is a pioneer in infrastructure solutions and automation and software solutions for industry. The company is also a leading supplier of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. At the end of September 2014, Siemens India had around 16,000 employees, 23 manufacturing plants and a nation-wide sales and service network. Siemens Limited, in which Siemens AG holds 75% of the capital, is the flagship listed company of Siemens AG in India. Further information, please visit: www.siemens.co.in

One of Siemens’ goals is to sustainably improve living conditions for as many people as possible. The Company works towards this goal by addressing challenges such as demographic change, urbanization, climate change and globalization. The Corporate Citizenship strategy is in line with the Company’s goal and focuses on: Education and Science, Social and Environment. The strategy aims to address the challenges that communities face by leveraging the Company’s competencies and solutions.

Project Asha

Siemens and the implementing partner NGO AROEHAN conducted a needs assessment study in tribal hamlets in Mokhada, Palghar. The assessment revealed pressing needs such as electricity, clean drinking water, need for irrigation, opportunities for education and improved healthcare.

To fulfill these needs, Siemens installed a solar power stations that provides electricity for homes and the streets; provided solar-driven irrigation pumps for fields; community water filter for potable water; and agriculture support for improved livelihood in fourteen villages of Mokhada Block.

Through Project Asha, Siemens proved that a sustainable approach to integrated community development in rural areas is not only possible but can be highly successful too. The project focused on enhancing the
living conditions of people and integrated innovative technologies from Siemens such as water solutions, AC drives and renewable energy solutions with community development initiatives. The project was executed with the active participation of the community right from its inception.

**Skill Development**

As a responsible Corporate Citizen, Siemens India endeavors to support and promote science and technical education, leveraging its core competencies such as innovative technologies and know-how.

Currently, a huge gap exists between the need of the industry for an employable workforce and the capacity of skill development programs. Siemens’ Skill Development programs aim to bridge this gap.

**Siemens Scholarship Program**

Siemens Scholarship Program is aimed at supporting meritorious engineering students hailing from economically-disadvantaged families. The Program is part of Siemens’ Skill Development initiative that aims to plug India’s skill deficit.

The Siemens Scholarship Program includes fees, allowance for educational expenses and a holistic development program aimed at making industry-ready engineers available for the industry.

**Upgradation of Government Industrial Training Institutes (ITI)**

In order to produce skilled, employable technicians Siemens intends to upgrade Government ITIs. The upgradation will be implemented by leveraging the competencies of Siemens employees and its technologies in Electrical, Automation Systems, Drives Systems, Instrumentation, Machine Tools and CAD-CAM.

**Sanjeevan Mobile Clinic**

Many parts of India do not have access to quality healthcare. Siemens’ answer to this challenge is the Sanjeevan Mobile Clinic where buses have been fitted with an array of diagnostic aids. X-ray, ultrasound, mammography, electrocardiogram equipment, an examination room, as well as a viewing room for health education films. This complete set-up, equipped with an in-built power generator, travels to underserved populations and makes all the difference in healthcare.

**Drought Mitigation**

Siemens India is working on sustainable initiatives to recharge groundwater tables by strengthening water structures to make water available throughout the year. Additionally, training and capacity building of gram panchayats to provide access to basic entitlements are being undertaken.

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About

A part of the over US $ 100 billion Tata Group, Tata Chemicals Ltd (TCL) is a global company with interest in businesses that focus on LIFE (Living Industry Farm Essentials). It addresses all major segments of consumers in society namely Household (Living Essentials), Industry (Industry Essentials) and the Farmer (Farm Essentials). Being the world’s most geographically diversified soda ash Company, with an efficient supply chain, TCL can service customers better and faster across the globe.

The story of the company is about harnessing the fruits of science for goals that go beyond business.

CEO's message

Tata Chemicals Limited (TCL) believes in a cohesive, inclusive and integrated society, in which all individuals have access to opportunities for personal growth and inclusive economic growth. The present socio-economic environment necessitates a more constructive role by industry for achieving inclusiveness and complementing the ongoing efforts of Government and civil society in enhancing social equity. Tata Chemicals has always considered CSR as an important business driver and has over the years articulated its approach through various policies to drive its CSR agenda. These polices include the Sustainability policy, Community Development policy, Climate Change policy and the Social Accountability policy. Recently, in a bid to ensure a focus on the socially backward communities, the Affirmative Action policy has also been formulated. Our ongoing endeavor is to create sustainable enterprise strategy that is in line with our Mission “Serving Society through Science”.

CSR Initiatives

At Tata Chemicals, Corporate Social Responsibility programs extend well beyond compliance and incorporate some benchmark practices, now adopted by others within and outside the Group. Sustainability and stakeholder engagement is the very core of our organization. At the heart of our leadership system is the concept of proactively understanding and responding to the needs and expectations of our stakeholders. This we believe drives the organization towards sustainable business practices.

TCL's corporate philosophy is deeply rooted in the principles of
sustainability which implies a commitment to environmental stewardship while adding economic value, promoting human rights and building social capital. Sustainability concerns are an integral part of Tata Chemicals' Value system. Over the years, TCL has embedded these values into its operations in a variety of ways, such as promoting and establishing the Tata Chemicals Society for Rural Development (TCSRD), undertaking and establishing programs and processes for greening and conservation and promotion of volunteerism within the organization. An integrated approach is adopted towards development, wherein, creating social capital within the communities that it serves is given prime importance.

The company's sustainability efforts are augmented by its social development interventions. These interventions are not just a social responsibility but also a cornerstone for the existence of TCL business and hence have been incorporated in our corporate philosophy. The social arm of the company, TCSRD established in 1980 as a society and trust does the stellar work in furthering community development. It continues to add value in the lives of the people, whom it is serving through its community development initiatives.

The principle aim and objective of TCSRD, of which Tata Chemicals is a principle promoter is to undertake, carry out, promote, sponsor, assist or aid directly or in other manner, any activity for:

- The promotion and growth of rural economy
- Rural welfare
- Activities relating to environmental protection
- Conservation of natural resources
- Creating and developing facilities for public education
- Fostering conservation and research in the field of natural history
- Other programs for promoting the socio-economic development and welfare or uplift of the people in any rural area in India, particularly the rural areas around the town of Mithapur in the state of Gujarat; around Babrala Township in the state of Uttar Pradesh; around Haldia in the state of West Bengal and in other states where Tata Chemicals may have a presence.

Tata Chemicals Limited being the principal promoter and the founder corporate member provides to the society technical know-how and skills and implements at its discretion, the rural development programs wholly or partly through the Society. The vision of TCSRD is “Development that enables sustainability and community development”.

The present socio-economic environment necessitates a more constructive role by industry for achieving inclusiveness and complementing the on-going efforts of Government and civil society
in enhancing social equity. Partners are involved in all stages of community development. TCL partners in development are a diverse group that includes the community, Government bodies, non-Governmental organizations, professional associations, research institutes and volunteers. Tata Chemicals has envisaged a tripartite model for partnering, involving the company, the agency and the beneficiary. Each of the partners is crucial for the funds, expertise, technology, and skill sets they bring into the development process.

People participation is vital to the success of the programs, and it forms the basis of all the project design. TCSRD, through its focused interventions and participatory approach ensures that the community members become the real managers and owners and work towards their own development and that of the society at large. It also ensures establishment and participation of Community based Organization (CBOs) in almost all its programs. Keeping in mind the geological, environmental, cultural and economic differences of these regions, TCSRD develops and implements programs tailored to the needs of each region for maximum impact. Some of the programs being carried out by TCSRD are mentioned below:

**Sustainable natural resource base:**

Natural Resource Management addresses the issue of direct employment generation through its growth-driving vehicle namely the integrated water management program, agriculture development program, pond management and animal husbandry program.

Integrated water management is the key program of TCSRD in the Mithapur region of Gujarat as non availability of quality water is one of the biggest concerns of this drought prone region. This program has helped in creating 277 million cubic foot capacity of water in the parched area of Mithapur and has provided critical irrigation to over 7827 acre of land. 255 medium water harvesting structure like check dams have been built for better percolation and water harvesting. 2227 small water harvesting structure like farm ponds, farm bunds has been deepened and salinity pushed back by increasing the underground water buffer. 526 drip irrigation and sprinklers and cultivation of crop which is less water intensive have helped in saving and conserving the water. 2144 roof rain water harvesting structures has made portable water available to villagers through the year. The program has helped in improving the production by 40% and a direct economic gain by Rs. 240-270 lakhs per year.

Agriculture growth at Babrala has followed a three pronged strategy i.e. crop diversification, building capacity of farmers and promotion of new modern agricultural systems and technology. Through this program, 1736 farmers have been benefitted and have got better returns for their toil and sweat.
Agriculture is the predominant occupation followed by cattle rearing. Animal Husbandry is another key program which provides additional financial support to the farmers below the poverty line and has been given special importance. Almost all the households in Babrala have at least a pair of cattle. TCSRD supports by providing animal health check up at the door step and also at the animal health clinic, Babrala. Breed improvement, artificial insemination, cattle insurance, green fodder demonstrations are some of the other services being provided under this program. In all, 20564 have been provided these services and 8303 farmers benefited by the AI treatment.

Seeing the importance of ponds to the Bengali families staying near the ponds, TCSRD started pond management program in areas adjoining TCL operation at Haldia. It started training the people in scientific methods of pond management. This method helped 3252 women to increase their family income as they not only used ponds for personal use but also for commercial use. Ornamental fish culture is another such initiative under the same program which has been helping them to raise their family income.

Environment conservation program encompass renewable energy and bio diversity reserve plantation project. Restoration and conservation of coastal ecosystems like coral reef restoration, mangrove plantation and protection of endangered species like whale shark, Asiatic lion have been undertaken in partnership with institution of excellence like Wild Life Trust of India (WTI), International Union for Conservation of Nature (IUCN). 485 whale sharks have been rescued till now. Eco clubs have also been formed to create awareness among the community members on environment conservation.

Under the promotion of renewal energy, 48 solar street lights have been installed at public places and 10 solar lights for home have been distributed at Babrala. Energy efficient smokeless stoves are being promoted across locations. 1586 such stoves have been installed at
Mithapur and Haldia and 9 at Babrala. 24 biogas plants have also been constructed to generate energy by making proper use of cow dung. The gas is being used for cooking food.

Sustainable livelihood development program seeks to strengthen income-generating capacity of marginal farmers who are not adequately covered by the "Natural Resource Management Program". It focuses on micro-enterprise development, aimed at building capacities through extensive training, helping identify enterprise opportunities and supporting these activities through micro-finance and marketing. The main vehicles driving this component are the formulation of Self-Help Groups in villages, the Rural Entrepreneurship Development Program, skill building through vocational training program, Uday Foundation (rural BPO) and promotion of rural handicrafts (Okhai).

Self-help group formed by TCSRD at Mithapur and Babrala, are making a difference in the lives of women. It has helped them to come out of the shackle of poverty and dependence. The simple procedure of lending has made it popular among the women. Now they don't have to pay high rate of interest to money lenders. 592 SHGs have been formed so far with close to 100% recovery rate for loans. Regular training in team dynamics, leadership quality development, micro finance and economic activities etc are provided so that they are able to take decision on their own and get the confidence to take charge of SHG activities independently.

TCSRD has played significant role in improving the lives of the rural poor through its livelihood development program. Skill building initiative through vocational training has helped them to look beyond agriculture for gainful employment. The program covers employable trades such as welding, turning, fitting, computer hardware, housekeeping, masonry, carpentry, mobile repairing, household electrical work and beauty management.

This program has encouraged the self-help group members into utilizing their idle savings for investing in an enterprise. It has helped in
increasing individual saving leading to financial security. Collaboration with local training NGO and GOs like Dalit Shakti Kendra, NABARD, Gram Technology, Jan Shiksha sanstha etc. has further strengthened this program. So far, 8681 youth have undergone skill development training program across the three locations.

Uday Foundation is one more initiative under this banner. Uday Foundation- a rural BPO has been set up to bridge the rural and urban digital divide. It employs 159 educated youth.

“Ohkai” a well-known brand for handicraft and garments made by communities' around Mithapur and Babrala has employed 450 rural women. It aims to promote rural handicraft produce and help brand and market the same.

**Improving the quality of life**

Improving the quality of life which is the base level development component, focuses on health, education and infrastructure, wherein TCSRD helps in improving women and children health care services and infrastructure facilities.

By building the capacities and creating awareness, TCSRD has been able to provide the right kind of guidance and facilitation, villagers is not only willing, but also capable of undertaking developmental work in their villages. This was most evident in villages covered under the integrated watershed development program where the farmers were willing to invest as much as Rs.20,000 in pipelines, pump sets, etc. in order to draw water for irrigation from the dam to their fields.

TCL efforts towards responsible business have been recognized by various organizations in the form of awards and accolades. Some are CII National Award for Excellence- water management 2008, Gold Reader’s Digest Pegasus CSR award 2008, Bombay Chambers Civic Award in Sustainable Environment Initiatives Category for Water management in a drought prone area 2008, CII- ITC sustainability Award 2009, Mother Teresa Award 2011 and most recently, TCL ranked 2nd in India’s best company in CSR -Economics Times survey.

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About Tata Communications Ltd.

Tata Communications is a global company with its roots in the emerging markets. Headquartered in Mumbai and Singapore, it has more than 8,000 employees across 38 countries. The $3.2 billion company is listed on the Bombay Stock Exchange and the National Stock Exchange of India and is the flagship telecoms arm of the $103.3 billion Tata group. Over the past decade, Tata Communications has evolved from a wholesale service provider serving the Indian market to a leading provider of A New World of Communications™ to enterprise customers and service providers worldwide.

Corporate Social Responsibility at Tata Communications is performed through assisting communities by actively implementing developmental projects in the thrust areas of Education, Employability and Entrepreneurship. We aim at implementing our CSR programs through an integrated approach by including drinking water, hygiene/sanitation and digital literacy/inclusion as part of our project interventions. In line with our corporate social responsibility and commitment towards the community as a whole, Tata Communications makes special efforts to include the beneficiaries from Schedules Castes and Scheduled Tribes as well as Women and Girls as target groups for development.

Our education programs are implemented in association with our partner NGOs and we are successfully reaching out to more than 30,000 children this year through interventions in low income municipal and govt. aided schools on quality education, life skills training, leadership building through sports, digital education, teachers training, provision for safe drinking water, personal hygiene and sanitation etc. in locations of Pune, New Delhi, Chennai, Bangalore and Mumbai.

Our Employability programme aligns with the national campaign for skill development aiming to create sustainable livelihoods for women and youth from deprived socio-economic backgrounds. Our pilot project began last year, reaching out to more than 2000 young beneficiaries across urban and semi-urban slum communities in Pune, Mumbai, New Delhi, Kolkata and Chennai through our skill
development centers. This year we plan to scale up and reach out to more than 20,000 candidates in association with skilling partners across different trades in Pune, Bangalore, Mumbai, Chennai and New Delhi.

Aiming at a horizontal integration, our entrepreneurship programme is implemented in partnership with Entrepreneurship Development Institute of India (EDI) and MITCON to develop entrepreneurial skills and training among women and youth from affirmative action groups and encourage them for initiating entrepreneurial ventures. We have successfully trained 100 youth and women from Pune, in developing entrepreneurial skills and they have emerged as budding entrepreneurs. Our entrepreneurs have set up 53 small scale enterprise units last year. This year we aim to reach out to 200 more candidates and also support micro entrepreneurs with seed capital to scale up their business, based on their business proposition and sustainability plan.

Our employee volunteering platforms offer opportunities to our enthusiastic volunteers to become agents of change by sharing their skills and time. In 2014-15, we succeeded to engage around 2000 volunteers for 3000 hours, reaching out to more than 4000 beneficiaries across different locations at Mumbai, Pune, Chennai, Bangalore, Kolkata, New Delhi, Hyderabad and USA. Our volunteering opportunities cuts across our project interventions enabling our employees to share their skills and add value to our CSR projects.

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Empowering through Education

“Educated, skilled and able women and men are a country’s true strength. We aspire to see children who are purposefully engaged, youth that is constructively employed and a society that provides equal opportunities to people with different abilities. Through its corporate social responsibility initiatives, the Mahindra Group commits itself to this.”

Tech Mahindra’s social initiatives are carried out by Tech Mahindra Foundation (TMF), its corporate social responsibility (CSR) arm.

The Foundation was set up in 2007, as a Section 25 Company (referred to as a Section 8 Company in the Companies Act, 2013). Since then, it has worked tirelessly towards the vision of ‘Empowering through Education’, establishing itself as a prominent CSR player within the Mahindra Group as well as a leading social organization at a national level.

The Foundation essentially works with children and youth from urban, disadvantaged communities in India. In the current year, it will reach out to as many as 80,000+ primary and 400,000+ secondary beneficiaries. Of these, at least 50% are girls/youth and 10% are people with disabilities. The Foundation has also connected 10,000+ associates over 50,000+ hours with its beneficiaries through a robust corporate volunteering programme.

Tech Mahindra’s social work is currently focused upon three areas — School Education, Employability and Technical Education. Of these, the Initiatives under first two verticals are directly managed by the Foundation, and those under the last one are carried out through Mahindra Educational Institutions (MEI). In the current year, 2015-16, the Foundation is running 150+ projects at 10 locations in 9 states/union-territories of India.

The Foundation has forged long-term partnerships with government, non-government, corporate and institutional agencies. Many of its flagship initiatives under the education programme, such as the In-Service Teacher Education Institute, Toll-free Helpline for Government School Teachers and the Shiksha Samman Award Scheme, are run in close coordination with the government, while others are run with a network of 80+ partners across India.
THE SCHOOL EDUCATION PROGRAMME

The Foundation’s work in education focuses upon three thematic areas: school improvement, teacher empowerment and learning enrichment. The programmes are run in two modes — directly implemented through the Foundation and with partner organisations. The key initiatives include:

All Round improvement in School Education — ARISE: these are long-term school improvement programmes, run in partnership with local governments, and expert partner organisations. This year, the Foundation has adopted 55 schools across India and is working with 18 partners to turn them around completely into model schools of excellence. The ARISE programme builds upon four dimensions of a school — academic, social, organizational and infrastructural. ARISE+ is a special programme which encompasses education empowerment initiatives for children with disabilities.

Shikshaantar, envisioned for creating a difference to education, describes the Foundation’s teacher empowerment and system enhancement programme. This includes its work through the In-Service Teacher Education Institute (ITEI) and a model school at East Delhi Municipal Corporation (EDMC). This year, the programme is targeting capacity enhancement of 1500 teachers, 400 school heads and 70 education functionaries across East Delhi Municipal Corporation’s primary schooling system, and training of 120 master trainers. The programme works with EDMC and various national/state-level technical resource agencies.

The five-year Cambridge English programme with Chennai Municipal Corporation will build capacities of 250 teachers on language and pedagogy and build a sustainable and cost-effective network for English language teacher development.

Likewise, teachers of 100 balwadis running in Municipal Corporation Schools of Mumbai, and those in 25 primary/pre-primary schools under Pimpri Chinchwad Municipal Corporation in Pune are getting trained in pedagogical aspects under the programme.

Another aspect of Shikshaantar is facilitating outstanding teachers of municipal schools of Delhi through the Foundation’s flagship Shikshak Samman Award programme. The programme has been awarded the Silver Award for Best CSR Practices in Education, by CSR Times.

Shiksha Samvardhan — the education enrichment programme — is a thematic intervention around the learning enhancement initiatives of the Foundation, towards making learning interesting, child-centred and activity-based to reduce cumulative burden of non-comprehension and to promote grade-appropriate competencies. The programme largely works with children who remain or have fallen out of the safety net of the education system.

The various thematic categories include creating learning centres for education, remediation and bridge programmes, life skills and sports for development, ICT-enabled education services, early childhood care and education, and after-school support programmes. The Foundation runs 12 projects under Shiksha Samvardhan.
THE EMPLOYABILITY PROGRAMME

**SMART** or Skills for Market Training is the Foundation's flagship programme, which is built on the vision of an educated, enlightened and employed India, and a belief that educated and skilled youth are the country's true strength. The programme started with 3 Centres in 2012 and is currently running 65 Centres at 10 locations across India. These include SMART Centres, SMART+ Centres (training for people with disabilities), SMART-T Centres (training in technical trades) and the SMART Academy. The SMART Academy is the next level of the programme, which will be a state-of-the-art centre imparting high-quality vocational skills training, with a blend of classroom, practical and on-the-job training. The Academy will closely engage with the Industry stalwarts for constant curriculum updation and placement. It will train more than 1,000 youth and make them employable in higher paying jobs in the organised sector. The Foundation has also undertaken a research project in vocational education and training (RIVET) along with the National Skill Development Authority (NSDA), to understand the overall scope of skill development in India.

Youth from disadvantaged urban communities and in immediate need of jobs are the beneficiary group of SMART. The training starts with a Foundation course comprising of Spoken English, Workplace Readiness and Basic IT Computers. It offers a range of specialized courses, including Customer Relationships and Sales, Hospitality, IT-Enabled Services and BPO, Lab Assistant, Multimedia, Nurse Aides, Office Administration, Pharmacy Assistant, Quick Service Restaurants and Tally. In addition, the SMART-T offers training in technical trades like Automobile Technician, Civil Works, Computer Numerically Controlled (CNC) Machine Technician, AC and Refrigeration, Electrician, Fitter and Maintenance Technician and Welding.

75-80% of the graduates are placed in jobs upon successful completion of the training, thereby filling the demand-supply gap across multiple industries and the service sector, with average salaries ranging between INR 8,000-12,000/month.

Some of the notable brands employing SMART graduates include the likes of Accenture, Aegis, Airtel, Axa, AXIS Bank, Barista, Big Bazaar, Blue Dart, Burger King, Cafe Coffee Day, Club Mahindra, Cognizant, Costa Coffee, DMRC, Domino's, DTDC, Easy Day, Eureka Forbes, First Object Technologies, Flipkart, Fun ‘n’ Food, Future Group, HCL Technologies, HDFC Bank, Health and Glow, Hinduja Global Solutions (HGS), Idea, ING Vysya Bank, Inorbit Mall, Inox, Karvy, Kentil Parker, KFC, Landmark Group (Lifestyle Max), Little Shop, Mahindra Finance, Mahindra Holiday Homes, Manpower Group, Max Healthcare, McDonald’s, Metro Cash & Carry, Metro Mall, Mitsubishi, Mobile Store, Mod, 24x7, ModiCare, Mom & Me, More, My Health Pharmacy, Myntra, NetAmbit, Nifty Super Market, NSB BPO, Oriental Cuisines, Pantaloons, Pizza Hut, Proctor and Gamble, Puma India, Puma Retail, Randstad India, Reliance Fresh, Royal Enfield, RR Donnelley, Samsung Service Center, Shoppers' Stop, SBI Mutual Fund, Spencer's, Srinivas Corporation, Tata Business Support Services, Tata Consultancy Services (TCS), Tata Doconco, Tatwa Technology, Tech Mahindra, Tech Mahindra BPO, Tech Mahindra BSG, Tech Mahindra Foundation, Times Group (IndiaTimes.com), TVS Suzuki, Vango Restaurants, Vaudev Addas, Vertex BPO, Vistara Mega Mart, Vodafone, Walmart India, Westside, Wipro and many more.
The core values of all programmes at the Foundation are:
- 50% beneficiaries of CSR spend to be girls/women
- empowerment of persons with disability
- corporate volunteering by Tech Mahindra Limited associates
Thermax, the Rs.5171/- crore engineering major, provides solutions in the areas of energy and environment. In over 75 countries around the world, clients make use of Thermax’s business-to-business solutions for energy efficient and eco-friendly operations: heating and cooling equipment that use a variety of fuel including biomass, steam, waste heat, solar energy; turnkey power plants; waste heat recovery units; systems for water & waste water management and air pollution control; performance improving chemicals.

In the energy space, offers a range of boilers and thermal oil heaters, energy efficient chillers and customised products such as waste heat and exhaust gas boilers. It builds utility and captive power plants. Thermax helps industry to reduce energy costs by helping to shift to abundantly available, cheaper fuel options – besides oil and gas, a wide variety of solid fuels including biomass and renewable energy sources like waste heat and solar energy. Thermax has supplied biomass-based heating systems and power plants in Indian, South East Asia and African markets. It also provides solar thermal systems for eco-friendly applications in heating, cooling and power.

In the environment area Thermax offers waste management expertise for solid, liquid and air pollution control to a wide range of industries and civic administration. Its clean technologies for air pollution control, water and wastewater treatment help reduce the hazardous impact on environment and by recovering resources improve revenues. Hi-grade ion exchange resins from Thermax are used for specialised applications in several industries in US and Japanese markets.

Setting up energy-environment projects for its customers in several markets, Thermax has also developed reliable project management capabilities. The company has a robust and innovative R&D setup, involved in technology development and adaptation for various industrial applications. Over the years, the company has formed technology partnerships with global majors including Babcock &
Wilcox, SPX Balcke Durr, Georgia Pacific, Kawasaki Thermal Engineering, GE and Eco-Tech.

Thermax manufactures to international standards at its facilities in India, China, Denmark and Germany. The company has an extensive sales & service network. With Headquarters in Pune (Western India), its international offices are located in South East Asia, Middle East, Africa, Russia, UK, Denmark, Germany USA and South America.

Before it became a billion dollar company in 2011, Thermax had been featured consistently in the Forbes’ ‘Asia’s 200 Best Under a Billion’ companies (2005-2008). In 2012, Thermax won the Asia Innovator Award at the Asia Business Leaders Awards ceremony (ABLA) instituted by CNBC.

A socially responsible company, Thermax has been contributing its resources through its foundation, to support community transformation. Thermax Foundation focuses primarily on education of the underprivileged sections of society. Currently, in partnership with an NGO and the civic authorities, the Foundation runs several municipal schools. It also supports various educational initiatives that aims to improve the quality of education in the country. Every year, Thermax contributes 2% of the average Profits (as defined under the Company’s Act 2013) made by it during the preceding 3 Financial Years for various social causes.

Introduction: The ‘Why’ behind what we do

India faces enormous challenges, such as malnourishment - 42% of the children are malnourished, there is female foeticide, there are health issues, 4% of our children never start school and only 10 - 12% students go to college. Thermax believes that government alone cannot address these challenges and each of us should work towards mitigating these challenges by leveraging each other’s strengths.

The CSR programme of the company got a formal structure and a governing body when the Thermax Foundation was formed in March 2007 as a not-for-profit body registered under Section 25 of the Companies Act 1956. Convinced that education is the best enabler for a better life, the Foundation has decided to primarily focus on initiatives in this crucial area. The new Companies Act 2013 has stipulated that companies need to spend 2% of their average profit for CSR. We also feel gratified that even before the Companies bill 2012 was introduced, Thermax Board, realising the magnitude of these challenges decided to increase its contribution for various CSR initiatives from 1% to 2% of the company’s profit.
We strongly believe that education is the best enabler. Through education, talent is created and harnessed, which further strengthens society. With this belief, Thermax Foundation has decided to focus on bridging the inequity gap in education and improve the quality of education meted out to children.

**Snapshot of initiatives by Thermax Foundation**

1. **The School Project**
   
   "Where a child comes from should not dictate who he can become."

   The justice and empathy in the words above justify the existence of Thermax Foundation. Thermax Foundation believes that education is the greatest leveler of social inequality, and the only sustainable way to ensure equity in education is to improve the public education system. Thermax Foundation program of action is committed to invest in improving the quality of education available to the most economically disadvantaged children in Pune. Through corrective action, it attempts to rectify the unfortunate situation where public education system has been neglected.

   In recent years, people from low-income urban communities began transferring their children from government schools to low-fee or ‘affordable’ private schools. This was in response to the poor quality of education in government schools and the realization of the need for English medium education. Recognizing the insufficiently available English-medium schools, Thermax Foundation partnered with the Pune Municipal Corporation and Akanksha Foundation to initiate English medium public schools in Pune.

   Therefore, in 2007 Thermax Foundation set up its first school under the Public Private Partnership model along with Akanksha Foundation and Pune Municipal Corporation.
Under this public-private partnership (PPP) model, the Municipal Corporation provides the infrastructure, text books, stationery, mid-day meal and school uniforms for the students. Akanksha Foundation is responsible for all the educational input to the schools. Thermax Foundation takes care of the day-to-day administration and the remuneration of staff and teachers who are on the schools' pay roll.

The school project aims to achieve the following key goals:
1. Demonstrate that it is possible for children from low-income communities to achieve academic success when given excellent education in an enabling environment.

2. Showcase that almost within the budget Government spends on a municipal school, with proper management and administration, the quality can be much more superior.

Given the challenges that our public education system faces, over the years Thermax Foundation has been able to create a moderate impact. As per the Annual Status of Education Report (ASER), over 50% of the children in Indian schools are nowhere near learning levels, appropriate for their grades and age groups. 42% of our children are unable to complete their primary education and only 12% moves ahead for higher education.

• “The first school, KC Thackrey Vidya Niketan PMC English Medium School, successively for last 3 years not only has achieved 100% pass percentage on SSC results, but also it has continuously improved upon its past performance. 72% of the students have achieved first class & distinctions in 2013, which improved upon to 77% in 2014 and in the year 2015, 93% students scored first class out of which 58% students scored Distinction.

• Students of Thermax Foundation schools took the Assessment of Scholastic Skills through Educational Testing (ASSET) which determines the level of conceptual understanding in students. ASSET compares a student’s performance against his or her peers across the country and is predominantly taken by students from high-end private schools. In the three subjects that the ASSET tests are administered - English, Math and Science – students in the school have scored above the national average across all grades. The partnership which began with one Municipal Corporation (PMC) and one school in 2007, has now grown to two Municipal Corporations (PMC & PCMC) covering 8 schools, catering to over 2780 children.
The PMC & PCMC are very keen that we should take up more schools under the Public Private Partnership.

Additionally, Thermax Foundation has also established an Alumni Support Program so that the children are well supported even after they leave the schools. The objective of our initiative is not that the students should complete their 10th Standard but to support them till they secure a stable livelihood and bring them out of the poverty cycle.

2. Leadership Institute for Teachers (LIFT)

Thermax Foundation believes and demonstrates that it is possible to get excellent results with children from low-income communities through an excellent teacher. Convinced that great teachers are not always born but made, Thermax Foundation partnered with the local government to set up a year-long professional development programme for teachers in government schools and a select few low-income private schools to share the learning from the success of 'The School Project' and to strengthen the public education system in the city. This program is called 'Leadership Institute For Teachers (LIFT)'. LIFT is designed, supported and implemented entirely by an in-house team at Thermax Foundation.

Since 2013, the LIFT team has trained 230 teachers across 45 schools, impacting close to 7,000 children in PMC schools. While last year it worked only in Primary English Medium Schools, in the coming year it intends to work with around 100 teachers across Pune Municipal Corporation schools spanning across primary, kindergarten and Marathi medium schools. The idea of LIFT, in the short run, is to advance the skills of teachers in the classrooms that need them the most. In the long run, we hope for LIFT to work alongside with government training institutions to strengthen their capacities. Each passing year, as a result of the LIFT experience, we record a positive impact on student learning outcomes across PMC classrooms and we see teachers who’re now more inspired to teach and build more joyful classrooms for their students.

Providing better infrastructure, building more schools, persuading children to come to school, providing adequate condition for them to stay in schools, these are important inputs. However, all these inputs would be meaningless without improving the quality of education, without upgrading the knowledge and skill level of the teachers and making learning fun, so that an environment is created where children want to learn.
3. Supporting other Organisations:

In the field of education, Thermax Foundation in its endeavour to improve the education system, has been partnering with deserving organisations that are doing exceptional work in education. Thermax Foundation’s work is mainly concentrated in the urban setup of Pune city. Through our work we were often not able to reach out to children in other parts of the country and also the most marginalized children in the society, such as, street children, physically / mentally challenged children, children of commercial sex workers and children from naxalite / tribal areas. Thus to reach out to these children, we consciously chose to look beyond the boundaries of Pune to identify organizations that are working with some of the most deprived sections of the society. After rigorous evaluation, Thermax Foundation decided to support some of these organizations that doing exemplary work in education, to enable them maximize their impact by reach out to many more children.

a. Teach for India:

Teach For India is a nationwide movement of outstanding college graduates and young professionals who commit two-years to teach full-time in under resourced schools and who will become lifelong leaders working from within various sectors towards the pursuit of equity in education.

Thermax Foundation has been financially supporting Teach for India since its inception in June 2009, and the first cohort of Fellows were placed in low-income municipal and private schools in Pune and Mumbai. Today, Teach For India is in 7 cities - Mumbai, Pune, Delhi, Hyderabad, Chennai, Ahmedabad and Bengaluru. TFI has 910 Fellows and 660 Alumni working towards eliminating educational inequity.

b. Parivaar, 24 Parganas, West Bengal:

Another organisation, outside the state of Maharashtra, that Thermax Foundation supports is Parivaar. For over 10 years, Parivaar has worked for the welfare and development of children, highly vulnerable to exploitation and trafficking – orphans, street children, abandoned children, and children from tribal areas. Currently Parivaar has 915 resident children including a group of 35 children from highly impoverished tribal pockets of Singhbhum in Jharkhand.

Thermax Foundation has partly funded Parivaar for constructing its 59,000 sqft building - Amar Bharat Vidyapeeth in 2013. Understanding the growing need to cater to the children from some of the most deprived sections of the society and to help Parivaar expand its reach and focus on the quality of education, Thermax has decided to partly fund their operational expenses from 2014-15.
c. **Shoshit Seva Sangh (SSS), Patna, Bihar:**
SSS together with another NGO, established ShoshitSamadhan Kendra (SSK), a fully free English medium residential school for the children of Musahars, landless labourers who have been living in grinding poverty for centuries. Students are provided boarding, lodging, clothes and healthcare. In December 2013 SSK acquired CBSE affiliation for the school.
To help SSS provide better facilities to the children and to help achieve SSS its long-term vision of making the Musahar children come out of the abject poverty cycle and become the catalyst of change, Thermax Foundation partly funded the construction of the school building.

d. **Shashwat, Ambegaon, Pune, Maharashtra:**
This is a grassroots initiative developed in response to the displacement of Koli Mahadeo, Thakar and Katkari tribal communities by the construction of the Dimbhe dam that submerged 11 villages and destroyed cropland in another 13.
Thermax Foundation has funded Shashwat to meet the operational expenses of Shashwat’s residential primary school for tribal children and their tribal girls’ hostel. Around 80 children are currently being educated at the school in Aghane village and 25 tribal girls are pursuing middle level and secondary education at the hostel at Dimbhe village.

e. **National Federation for Blind, Maharashtra (NFBM), Jagriti School for Blind Girls:**
NFBM is one of the largest registered social organizations, which is ‘of the Blind’, ‘for the Blind’ & successfully run ‘By the Blind’. It is striving for equality of opportunity for blind in their education, training & employment.
NFBM started ‘Jagriti School for Blind Girls’ on 4th January, 1989. At present 147 blind girls are housed in this school. Most of them are from the rural areas of Pune, Marathwada, Vidarbha & Khandesh. The NFBM Jagriti School For Blind Girls provides free education, lodging, boarding facilities to its deserving students.

Thermax Foundation partly funded the construction of a Model School Complex, which will fulfil all the educational, rehabilitation and recreation requirements and in turn would improve the quality of life of the visually handicapped.

4. Skill Development and Affirmative Action Initiatives

Though Thermax focusses on education as a part of its CSR initiatives, it realises the importance of bridging the existing skill gap. There is a huge mismatch between the industrial requirement in multiple sectors and unemployed youth.

a. Skill Development Initiative:

Thermax through TISF, Zensar Foundation, SGBS Unnati Foundation, a Bangalore based NGO and Pune Municipal Corporation came together in early January 2014 to set up a vocational Skill Development Centre in Pune to enable young underprivileged people acquire skills and find jobs.

The Centre is based at the Urban Community Development (UCD) Department of the Pune Municipal Corporation. It trains youngsters in the age group of 18 – 30 years, with assured jobs. No fees are being charged by the Centre. The funding for the Centre and its skill development programme is provided by Thermax and Zensar.

b. Affirmative Action:

EAGLE Programme – College Of Engineering, Pune (COEP):

Energising Accelerated Growth and Leadership Excellence (EAGLE), is a joint effort between industry and academia. It aims to equip engineering students with critical life skills and the right attitude which will help them rise above challenges and make their mark in every walk of life. It also helps students contribute early on in their careers to the organisations that they join.

The programme was held successfully at the College of Engineering,
Pune (COEP), from July 2013 to May 2014. Thermax Foundation along with other industry partners have financially contributed towards the programme which has benefitted 721 students, of which 113 students are from the SC/ST background. During the 2nd year also Thermax Foundation along with other industry partners continued its support for the Eagle programme catering to 261 students.

c. Collaboration with CII on affirmative action:
As a signatory to the CII Code of Conduct on Affirmative Action, Thermax through Thermax Foundation continued its association with the Symbiosis Finishing School. During the year it sponsored the 26th batch of the finishing school benefitting 35 students from the SC/ST background. This is a 60 hour module that has been designed by industries including Thermax and Symbiosis ELTIS for SC/ST students pursuing their graduation. The module trains the participants in industry preferred soft skills. This programme has helped the students to be more employable. Thermax has employed 5 candidates through this programme which demonstrates Thermax's belief in the efficacy of the programme.

Conclusion: Thermax Foundation, for the last seven years has been experimenting with multiple models in its efforts to improve the educational landscape. These involve direct or indirect support, partnership with government and independent initiatives. Some of our endeavors have yielded the results we hoped for and sometimes they haven't, but we are convinced that we have to do the best we can to work out credible and workable solutions to end the educational inequity in our society. With the support of inspired citizens, committed social organizations, responsible corporates and our government, we are hopeful of ensuring that where a child comes from will not dictate who he can become.

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Have you ever looked at the energy crisis as an opportunity?

Rather than see the energy crunch as a setback, we chose to look at it as an opportunity.

An opportunity to stretch resources. And find energy solutions for you that are based on a simple belief: increased output and efficiency with the same energy input.

Isn't this what energy conservation is all about?

Improving your business is our business

THERMAX

High efficiency boilers and heaters • Waste heat recovery systems • Solar thermal applications
Vapour absorption chillers • Power plants • Life extension and retrofit services
About

UPL Limited formerly known as UPL Limited is a global generic crop protection, chemicals and seeds company, headquartered in India (Mumbai). UPL Limited, Advanta and UEL, are the three companies in UPL group, and are listed on the Indian stock exchange, with a combined market capitalization of approx. $2.5 billion. The revenue of UPL Limited has grown at a CAGR of 26% over the last 5 years.

The fantastic growth of UPL Limited is the result of successful backward and forward integration by taking advantage of the consolidation opportunities within the agrochemical industry. Integrating the acquired companies is as challenging as acquiring them and at UPL Limited has a dedicated in-house team specializing in this task.

It’s almost 40 years ago, when UPL started as a small scale unit to manufacture Red Phosphorus. Through backward and forward integrations respectively, today UPL is a leading global producer of crop protection products, intermediates, speciality chemicals and other industrial chemicals. Being the largest manufacture of agrochemicals in India, UPL offers a wide range of products that includes Insecticides, Fungicides, Herbicides, Fumigants, PGR and Rodenticides.

At UPL, we have a team of experts in different parts of the world which conducts a proper study of the market and the other competitors, charts out growth plans through mergers, acquisitions and strategic alliances.

UPL operates in every continent and have a customer base in 123 countries with own subsidiary offices in Argentina, Australia, Bangladesh, Brazil, China, Canada, Denmark, France, Germany, Hong Kong, Indonesia, Japan, Korea, Mauritius, Mexico, New Zealand, Russia, Italy, Turkey, Spain, South Africa, Taiwan, USA, UK, Vietnam, Zambia, Shanghai, Columbia and Netherland. UPL ranks amongst the top 5 post patent agrochemical industries in the world.

With 23 manufacturing sites (9 in India, 4 in France, 2 in Spain, 3 in...
Argentina, 1 each in UK, Vietnam, Netherlands, Italy, China) and each of them boast of strong support from the on-site technical services and the quality control teams. Each UPL unit operates under the strictest international quality standards and has been certified under ISO 9001 for Quality Assurance, 14001 for Environment Pollution Control Norms and OHSAS 18001 for Health and the Society.

Working in synergy with customers in the marketplace, UPL recognize the requirement for the highest level of support in product research, development and registration. Capability in applied R & D is one of our major core competences.

For more information pls visit http://www.uplonline.com
CSR at a glance

- Our CSR initiatives are as old as our organization
- Our commitment to community has translated into 6 focus areas: Agriculture, Employability and Entrepreneurship, Education and Empowerment, Environment and Nature Conservation, Health and Sanitation and National and Local area needs
- We have started more than 10 educational institutes for both children and adults
- We believe in co-creating value together with our partners and the community
- Our employees are active participants in the community programs

Initiative for Creating Sustainable Livelihood

S. R. Shroff Aajivika Trust (SRSAT) is an initiative of UPL Limited to create sustainable livelihood. SRSAT is well aware of present & future population challenges and believes in helping individuals live a life of dignity. To achieve this, SRSAT programmes are focusing on generating sustainable livelihoods.

The Strategy envisaged at SRSAT for operationalizing the sustainable livelihood is having three pillars.

1. Skill development
2. Entrepreneurship
3. Agriculture development

The three pillars at SRSAT have evolved out of the need to diversify incomes of the poor and to cater to the occupational aspirations of youth.
1. UPL KhedutPragati Programme (Agriculture Development)  

Agriculture is the backbone of rural India. More than 70% of the total population is dependent directly or indirectly on agriculture for its subsistence. The situation is not very different in the surrounding region, especially in Dang district. Here 88% of the community is dependent on agriculture as their main source of income. Though the farmers grow many crops like Rice, Red Gram, Peanuts etc, Rice (Paddy) remains their main crop. In Dang, 25% of Households have less than 1 acre of Land. 1/3rd of farmers primarily depend on monsoon for irrigation. The region also witnesses minimal access and use of modern agri equipments. In Dangs 63% farmers use bullock carts, 15% use tractors, 10% use sprinklers, 23% use electric pump. Given this scenario, multiple Agriculture projects have been taken up under the umbrella of “UPL KhedutPragati Programme”.

1.1 UPL AKRSP SRI Project  

SRI (System of Rice Intensification) is a methodology/process of crop cultivation in which all the agronomic principles related to crop production are put into practice. This system can bring about improvements in land, capital, water and labor simultaneously. This system was developed in Madagascar by Father Henri de for paddy (Rice) in the 1980s and later on it spread to various parts of paddy growing belts in the world. SRI is also tried for other crops and it has been called as System of Root intensification by some practitioners.

Objective  

Paddy is the largest food grain crop in the area. The current productivity level of paddy in Dang district is 0.6-1.0 MT per ha against the state average of 1.86 MT per ha. Thus there exists a vast scope to enhance productivity of Paddy to prolong the period of food security and enhance well-being in poorer households.

Methodology  

Aga Khan Rural Support Programme (AKRSP) is the partner organization for SRI model.

- The program has been undertaken in the villages of Ahwa Dang District. Village level meetings and trainings were organized for the farmers on the methodology of SRI.
- Exposure visits were arranged to farms where SRI is being practiced.
- Quality seed and fertilizer supply to farmers at the right prices was ensured.
- Productivity of Paddy in SRI fields was assessed against traditional fields.

Impact:

- Increase in paddy yield by 30% - 50% for different paddy varieties in comparison to conventional method.
- It also helped in reducing overall cost of production [seed requirement (from 20kg to 2kg/ acre), 50% less water].
- Despite delayed and scanty rainfall, Kharif 2014-15, SRI plots showed impressive growth.
1.2 Dang Paddy Development Project

UPL Ltd has taken up yet another project for improving the productivity of Paddy in the area. This project is specifically for Paddy, unlike SRI where the intervention is taking care of other crops like Groundnut and Gram too.

Objective:

- Improve quantity and quality of paddy production by demonstration and availability of high yield paddy seeds.
- To build farmers' capacity through village level training and exposure visits.

Methodology:

- We organized on farm demonstration of high yield paddy seeds.
- A farmers group of 15-20 farmers per village was facilitated based on their common interest.
- Training cum Exposure visits were arranged for farmers at UPL Khedut Niyojaniy Kendra, Vikram Farm, Naholi.

Impact:

- 737 farmers have been covered under SRI cultivation (Paddy) across 19 villages
- 845 farmers received input supplies
- 80 Cono Weeder were distributed
- Capacity building program benefited 497 farmers
- Threshing capacity of the machine is 300Kg / hour, compared to 35Kg / hour by manual methods. It is much faster and saves time for the farmers.
- Farmers from 4 villages of Ahwa have benefited from the program

- 10 villages of Ahwa have received benefits from this program
- 236 farmers have benefited under SRI cultivation (Paddy)
- 32 field level trainings were organized for farmers benefit
- 71 meetings were conducted for the benefit of the farmers
- Inputs were supplied to 100 farmers
- 24 Training cum Exposure visits were arranged for 480 farmers at UPL Khedut Niyojaniy Kendra, Vikram Farm, Naholi.
- Average increase in Paddy Production was 34%, average decrease in Labour Costs of Paddy was 22% and Average Decrease in Seeds Costs of Paddy was 30.5%
- 72 farmers benefited by practicing SRI in other crops like Nut and Gram

737 farmers have been covered under SRI cultivation (Paddy) across 19 villages
845 farmers received input supplies
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Capacity building program benefited 497 farmers
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Farmers from 4 villages of Ahwa have benefited from the program
UPL PragatiSheel Farmers Group (also known as Farmer Interest Groups)
All the agricultural interventions are driven through these groups!

Farmer Interest Groups at Ankleshwar and Jhagadia
✓ 11 groups have been formed.
✓ 151 farmers are now a part of these groups
✓ 44 meetings were arranged for group strengthening and planning
✓ Trainings have been organized with the groups in which 113 farmers participated
✓ 3 exposure visits were organized for the groups

Farmer Interest Groups at Dangs
✓ 10 groups have been formed.
✓ 200 farmers are now a part of these groups
✓ 71 meetings were arranged for group strengthening and planning

1.3 UPL KhedutNiyojaniy Kendra at Vikram Farm
The UPL KhedutNiyojaniy Kendra (Earlier known as farmers’ training school) was started in the year 2000 with the sole objective of providing hands on experience to farmers on various aspects of farming.

Objective
To make the farmers aware about modern scientific methods through practical demonstration of crops and farming equipments. The principal objective of the programme is to increase agricultural productivity through the support of knowledge and skills.

Methodology
• Training programs are organized for the farmers.
• Practical demonstrations are given on farm site.
• Information is given about latest farming equipments during training sessions and exposure visits.

Impact:
✓ 23 trainings organized
✓ 18 villages across Valsad and Ahwa were covered
✓ 759 farmers have benefited

1.4 UPL BoriBagicha Project
In Dang 88% of the population lives on less than INR 50k per year. The average family size in Dangs is 6.7 persons. These factors lead to malnutrition and poor health of the population. The UPL BoriBagicha Project (Bag Kitchen garden) is working to create awareness in tribal community about nutritional deficiency and how this can be addressed with bag kitchen garden.
Objective: Demonstration of Bag Kitchen garden and its benefit in supplementing nutritional value of tribal homes. Improve and increase food security. Help in identification and selection of plants that will provide essential vitamins, proteins etc. Harvests to be planned to coincide with months when the supply of staples is low.

Methodology: The process starts with awareness programme followed by theoretical and practical training session with farmers / Women. The topics covered in training are:
- Nutritional need of family
- Material required for Bag Kitchen garden
- Process of making Bag Kitchen garden
- Support from UPL Limited
- After completion of training, two bags and five types of seed belonging to the Cucurbita family are provided to the interested farmers.

Impact: 150 farmers in 6 villages of Ahwa have taken up the initiative.

1.5 Dang Moringa Development Programme

Moringa has been identified as the vegetable with the highest nutritional value among many types of food. Its leaves, seeds, seed pods, flowers are very nutritious, rich in vitamins A, C, iron and calcium which help in addressing the malnutrition issues.

Objective: To provide alternate source of income through Moringa's plantation. To address issues like food security and malnutrition problem of women & children.

Methodology:
- 9 villages were selected on a pilot basis. More than thirty meetings were organized in villages about Moringa plantation and benefits of Moringa were shared.
- Business model and success stories of Moringa project were shared with farmers.
- Rohit -1 variety of Drumsticks was promoted. Plants were distributed and planted in farms.

Impact: 1580 saplings have been planted across 9 villages in Ahwa.
2. UPL Niyojaniy Kendra

BACKGROUND: The indicators for skill sets and employability are pretty poor in the region. Income levels from employment range from Rs 2000 per month to Rs 6500 per month. The proportion of unskilled labor is also very high (36% in Jhagadia, 17% in Ankleshware etc). Given said scenario, it is but expected that the annual incomes in the region are pretty low. The figures for Halol are equally low – 69%

In this backdrop, UPL Niyojaniy Kendra (skill training center) was started under the S R Shroff Aajivika Trust in the year 2014 with a vision to provide school dropout underprivileged youth with a livelihood opportunity. The skill training center is working to improve the overall employability potential of youth and make them financially self-sufficient.

UPL Niyojaniy Kendra is a focused Skill Development effort to provide unemployed young people with a comprehensive skills training that will provide them knowledge and skills needed to secure employment in the growing demands of the diversifying local industries. UPL Niyojaniy Kendra begins work with a labor market scan in each region and works closely with local industry to develop the market aligned training curriculum that becomes the heart of the UPL Niyojaniy Kendra. And finally will provide skill training that combines foundational, workforcereadiness skills with industry-specific skills like Welder, Fitter, Electrician, Plumber etc. Upon completion of the training candidates are placed into entry level jobs, thus creating a path to secure livelihood.

Objective: To provide Comprehensive skills training on industry specific skills like welding, fitting, etc. so that the participants can be successfully employed in industries.

Methodology: 2 Kendras (centers) have been opened in Makarpura and Savli in Vadodara.
- Mobilization drives are conducted in villages.
- A standard process has been put in place for selection of candidates.
- Both theoretical and practical training is being imparted at the campus.
- After successful completion of on the job training, certificates are distributed to the successful candidates.
- Skills imparted at present - Welding, Fitting, Electrical

Impact:
- More than 60 candidates have been placed in various industries.
- 80 candidates are currently being trained at the centers.
3. UPL Udyamita Project

The Udyamita program has been started in partnership with UtkarshMahila Association (Valsad). The program aims to benefit the rural women through formation and strengthening of Self Help Groups and by promoting entrepreneurship through these groups.

**Objective:** Social and Economic empowerment of women.

**Methodology:**
- Awareness campaigns were carried out to make rural women understand the importance of financial independence through self-employment.
- Self Help Groups were started and trainings were organized on various operational aspects including accounts and book keeping.
- Audits were conducted on a regular basis to monitor progress.

<table>
<thead>
<tr>
<th>Impact</th>
<th>Pardi</th>
<th>Umegram</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of SHGs formed</td>
<td>25</td>
<td>23</td>
</tr>
<tr>
<td>No. of SHGs that received training</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>No. of SHGs who have started enterprises</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Average savings per month</td>
<td>Rs. 1604</td>
<td>Rs. 1382</td>
</tr>
<tr>
<td>Average monthly income from enterprises</td>
<td>Rs. 2087</td>
<td>Rs. 2305</td>
</tr>
<tr>
<td>Type of enterprises</td>
<td>Garments, Agarbatti, Artificial Jewellery, Handicrafts, Jute work etc</td>
<td></td>
</tr>
</tbody>
</table>

3.1 Skill Based Entrepreneurial Development Program

This program targets to empower unemployed women/youth through promotion of integrated skills training. The program uses an integrated approach which incorporates technical skills training, entrepreneurship development and life skills. The main aim of the program is to enhance employ-ability among the women/youth within the target area.

**Objective:**
- Give the trainees confidence and skills to start their own enterprise
- Generate self-employment and develop the spirit of self-reliance among the unemployed youth
Methodology: Trades were identified in both farm and non farm sector as per the need of the area. Trainings were organized by professionals. Details of the training are:

<table>
<thead>
<tr>
<th>Trade</th>
<th>Topics Covered</th>
<th>Duration</th>
<th>No. of Programs</th>
<th>No. of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty Therapist</td>
<td>Make up, Manicure, Nail Art</td>
<td>1 month</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>Ladies Garment</td>
<td>Raw Material selection, use of tools, pattern making etc</td>
<td>1 month</td>
<td>7</td>
<td>124</td>
</tr>
<tr>
<td>Agriculture Inputs</td>
<td>Selection of right seeds, chemicals, costing, marketing, packaging etc</td>
<td>2 days</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Dairy Development</td>
<td>Animal Healthcare, Fodder Production and Clean Milk Production etc</td>
<td>1 month</td>
<td>1</td>
<td>31</td>
</tr>
<tr>
<td>Poultry Farming</td>
<td>Knowledge of breed selection, production systems, flock management practices, and cost of production etc</td>
<td>3 days</td>
<td>3</td>
<td>75</td>
</tr>
</tbody>
</table>

Impact: 15 trainings were organized benefiting a total of 302 participants from Valsad, Bharuch and Ahwa.

Sales and Marketing tips were also given!

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Wockhardt Foundation is a national, not-for-profit organization engaged in social service and human welfare activities. Its 9 programmes have made perceptible change in its areas of operations to the lives of the underprivileged.

Mobile 1000, its flagship programme, aims at operating 1000 Mobile Health Vans in rural India and administering free primary healthcare to 25 million Indians every year. As of date, there are 104 Mobile 1000 Vans operating in 15 states and doing yeoman service to rural India.

Its other programmes like Little Hearts, Swachhalaya, Bio Toilet, E-Learning, Khel Khel Mein, Wockhardt Health Education Institute, SHUDHU water purification tablets and Adarsh Gram Yojana have made significant impact and it continues to expand its social coverage in areas where the need is the most.

Says it's Trustee & CEO, Dr. HUZ (Dr. Huzaifa Khorakiwala) -"Wockhardt Foundation operates its social programmes based on the 3 B's - Big, Best and Bold. The Big ensures scale, the Best ensures quality and the Bold ensures need.

" Wockhardt Foundation is governed by a simple philosophy -"where every smile counts".

The work of Wockhardt Foundation has been well recognized in the outside world with it being the recipient of many Awards including the prestigious "Inclusive India Award - 2012" for the best social work in primary health by a corporate.
Initiatives undertaken for CSR

MOBILE 1000

Need

There is a lack of adequate primary health facilities for poor people in rural areas. India has approximately 700 million people living in 636,000 villages. A majority of these villagers do not have access to critical medicine and have to travel a long distance to avail of basic medical facilities.

- Rural Health Centers are critically short of trained medical personal.
- 8% PHCs don't have doctors
- 39% PHCs do not have Lab Technicians.
- 18% PHCs do not have a Pharmacist.
- 75% graduate doctors live in urban areas, serving only 28% of the population

Ref: Taken from National Rural Health Mission Report

Hence, Mobile Health Vans are the best and most viable solution, as recommended by the National Rural Health Mission.

RURAL HEALTH CARE = NEED OF THE HOUR

Solution

Mobile 1000 is the flagship programme of Wockhardt Foundation which aims to provide free primary healthcare to the villages of India. Mobile 1000 envisages the setting up of and operating 1000 Mobile Medical Vans to provide primary health care to 25 million Indians every year. It is equipped with medicines, healthcare equipments and consumables. It covers the ADCR formula of healthcare delivery, i.e. - Awareness, Diagnosis, Cure and Referral.

Mobile 1000 has 4 pillars of implementation

- **Hardware:** Van on lease, PIS (Patient Information System), Diagnostics & Medicines
- **Software:** MANPOWER= Doctor (MBBS) + Driver + Van Coordinator + Pharmacist + Head office back-up
• **Track & Trace**: Track & Trace is implemented through Innovative Embedded System (GPS). A revolutionary method to deliver healthcare to rural India with results.

• **Community**: Mission- "To win the hearts of the rural community through professional healthcare delivery"

As of date, there are 59 Mobile 1000 Vans operating in 15 states and doing yeoman service to rural India and more than 15.38 million patients have been administered with free primary healthcare till October 2015 through these vans.

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**BIO-TOILET**

**Need**

- 60% of Indian population defecates in the open.
- 2.4 Million Indian children die annually of Diarrhea, caused by open defecation
- GOI spends INR 12 Billion on rectifying ailments resulting from improper sanitation
- 78% girls in rural India drop out of school owing to inadequate sanitation facilities

**Solution**

A complete Solid Waste Management Solution - Bio Toilets!

Mission: "To ensure Pure Waste Discharge from a toilet, thus playing a critical role in preventable healthcare"

Bio-toilets use a bio-digester technology that depends on bacteria - derived and developed by the Defence Research and Development Organisation (DRDO) - for complete human waste decomposition. These bacteria in the bio – digester tank feeds upon the human waste and converts it through an anaerobic process into usable water and gases.

**Bio Toilet**

- The Bio-Digester Tank comprises a Bacterial Inoculum, which decomposes the waste into Pure Water & Biogas
- The residue is colorless, odorless & free of pathogens

**Features of Bio –Toilets**

- Disposes human waste in a 100% eco friendly manner this reducing air and land pollution.
- Generates colorless, odorless inflammable bio gas (methane) for cooking, water & room heating etc.
- 100% solid discharge free.
- 100% maintenances free, continuous biological process.
- No manual handling of human waste.
• Plays a critical role in preventable healthcare as there are no disease causing pathogens left in the waste. Prevents water-borne ailments like diarrhoea, gastroenteritis, typhoid, cholera, jaundice etc
• No repeat dosing of bacteria.
• Elimination of pathogens.
• Exclusively suitable for sub zero temperature.
• Easy to transport and install in anywhere.
• Economically viable.

As of date, more than 226 individual and community bio- toilets have been installed across India.

Website: www.bio-toilet.org

E-LEARNING

Need : • Recently conducted survey by a reputed organization indicated that
• 57% of schools have 3 teachers or less
• 58% of class 5 students cannot read class 2 text books
• 75% of class 5 students cannot do simple division
• 47% of class 5 students cannot do simple subtraction
• Lack of infrastructure and innovation in quality teaching methodologies
• High students dropout at primary education stage due to lack of motivation to study and lack of opportunities.
• High absenteeism

Solution : E-Learning

Mission : Academic excellence through quality and innovative teaching methods.
• The E-learning programme is intended at making learning a fun-filled and interactive experience.
• Developed by quality e-learning experts and qualified instructional designers.
• Designed for children from Standard 1 to 10 for all subjects.
• The curriculum is as prescribed and followed by the Maharashtra State board.
• The complete syllabus is made into an audio-visual format in Marathi, Hindi and English languages.
• The audio visual format comprises an interactive question bank and is designed with a child friendly interface.

Modus Operandi : • The school is provided with E-Learning system comprising of hardware (CPU, LCD projector, mouse, keyboard, screen, inverter + battery for power back up) and software (Comprehensive Educational Software including Maharashtra State Board based curriculum from Std. 1st to 10th in Marathi medium for all subjects).
On-site support for 3 years is provided for the entire system including software upgrades.

The school teachers are trained to operate the E-Learning equipped classrooms.

Wockhardt Foundation monitors the daily operation of E-Learning at the schools.

Operational in 164 schools in Thane & Aurangabad districts, Maharashtra

Website: www.wf-elearning.org

KHEL KHEL MEIN

Need

- To teach human values and good habits
- Edu-toys for underprivileged children
- Books for basic learning and reading
- Inculcate civic sense
Solution : Khel Khel Mein
Khel Khel Mein is a unique initiative of Wockhardt Foundation, comprising of Edu Recreational Centres for the underprivileged children aged 6 to 12 years

Mission: Values and good habits through fun and play

Benefits :
- Learning abilities
- Recreation
- Social skills
- Health benefits
- Qualified and trained teachers
- Friendship bonds
- Joy and hope

Khel Khel Mein today operates 24 Edu Recreational Centre and toy library for the underprivileged children in slums of Mumbai (16 toy libraries), Delhi NCR (6 toy libraries) and Aurangabad (2 toy libraries).

Website: www.khelkhelmein.org

WOCHHARDT SKILLS DEVELOPMENT INSTITUTE

Mission : "Excellence in Healthcare Skills Development leading to employment."

Courses at Wockhardt Health Education Institute

1) Bed side assistant
2) Basic of Anatomy & Physiology
3) Dietician Assistant
4) Optometrist
5) Optician
6) Pharmacy Assistant
7) Basic testing equipments Pharmacy  
8) Operation Theater Technician  
9) Midwifery Assistant  
10) Dresser  
11) Vaccination Technician  
12) Medical Record Technician  
13) Health care multipurpose  
14) Nursing aide  
15) Infection control Assistant  
16) OT Assistant  
17) Lab Assistant  
18) Lab Technician  
19) CSSD Technician  
20) CSSD Assistant

Benefits to Students:

- Virtual Classrooms
- Regular workshops & seminars by Industry experts
- In-depth practical knowledge through our well equipped practical labs
- Dedicated placement cell
- Dual Certification from Government and WHEI

Website: www.whei.org

SHUDHU

Need:

- 80% of all diseases in the world are water related – The world Health Organization
- 37.7 million Indians are affected by Water-borne diseases annually
- 1.5 million children die in India annually from Water-borne Diseases
Solution : Shudhu

Mission :

- To provide safe drinking water
- Shudhu is a lasting solution for water purification
- Each SHUDHU- Water Purification Tablet contains a measured dose of NaDCC which dissolves in water and releases a measured dose of hypochlorous, that is universally recognized as a safe and effective water disinfectant
- By dissolving only one, economical, easy to use tablet, 20 liters of water can be purified in 30 minutes
- Shudhu is effective against Bacteria, Fungi, Spores, Virus, Protozoa, Biofilms and Slimes
- Effective in preventing all communicable water-bourne diseases such as: Diarrhea, Polio, Dysentery, Cholera, Jaundice, Typhoid, Gastroenteritis and a host of other diseases like giardiasis

Website: www.shudhu.org
**About YES BANK**

YES BANK, India’s fifth largest private sector Bank, is the outcome of the professional & entrepreneurial commitment, vision & strategy of its Founder Rana Kapoor and his top management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the Future Businesses of India.

YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers. YES BANK has a knowledge driven approach to banking, and a superior customer experience for its retail, corporate and emerging corporate banking clients. YES BANK is steadily evolving its organizational character as the Professionals’ Bank of India with the uncompromising Vision of building the "Finest Quality Bank of the World in India" by 2020.

YES BANK has built an ethos of Responsible Banking that strongly advocates inclusive public, social and sustainable environmental development. By approaching sustainability with a 360 degree view, YES BANK aims to be at the forefront of mainstreaming sustainability within the global financial sector and the broader stakeholder spectrum.

**About YES BANK’s Responsible Banking Ethos**

Responsible Banking, a key differentiator of YES BANK, is one of the six strategic pillars of the bank along with Growth, Trust, Human Capital and Technology. The mission of Responsible Banking is to use innovative business solutions to create stakeholder value and to ensure that sustainability principles are integrated with the core business strategy and processes at the bank. By including wider economic, social and environmental objectives in its core business strategy, the Bank has achieved significant traction in mainstreaming sustainability.

 Responsible Banking’s three pronged approach towards sustainable development
Our Responsible Banking ethos drives the Bank to mainstream sustainability within its value chain and facilitate responsible investments while involving practices such as sustainability management, research, Triple Bottom-line measurement and accounting, Sustainable and Strategic CSR.

The Bank's Responsible Banking vision, mission and strategy clearly put down its focus on sustainable development and equitable growth.

**Vision**: “YES BANK - Be the Benchmark Financial Institution for Inclusivity and Sustainability”

**Mission**: Link CSR and Sustainable Development with stakeholder value creation through innovative solutions and services & Weave sustainability principles into YES BANK's core business strategy and processes

**Strategy**
- Deliver internal and external Positive socio-environmental Impact.
- Enhance Yes Bank’s influence in CSR and sustainability space.

Driven by this vision and mission, the Bank has focused on building strong partnerships with its external and internal stakeholders, and creating innovative, scalable and financially viable approaches towards sustainable development. The Bank uses its product and service innovations to create new market opportunities in the Bottom of the Pyramid and has adapted the triple bottom line approach as a measure of its performance.

**Achieving scale in Social and Environmental Impact**: Being more responsible and responsive to all its stakeholders, including customers, employees, investors and the community has allowed YES BANK to remain sustainable even in challenging times.

The CSR Committee of the Board drives the Bank’s sustainable development and CSR strategies and programs at the highest level, and monitors impact. The Bank's CSR actions are linked to its CSR Policy, and are fully aligned with the CSR Rules 2014.

In the true spirit of adopting a multi-stakeholder approach to scale impact, the Bank partners with a broad spectrum of stakeholders to drive programs that are aimed at creating positive social and environmental impact across India.

**Yes Community**: YES-COMMUNITY, YES BANK's flagship unique community engagement initiative has been created with an objective to serve as knowledge exchange platform and connect with all stakeholders in the Branch Serving Area (BSA) on socially & environmentally pertinent issues thus building strong relations with immediate communities taking our interactions beyond the transactional. By creating engagement activities, discussions, interactions and knowledge dissemination, each YES BANK Branch endeavors to be a Community Transformation Centre.
Through YES COMMUNITY, YES BANK places special emphasis on stakeholder engagement to forge meaningful partnerships with NGOs and civil society to impact local communities. As a means to this end, a YES COMMUNITY calendar is formulated annually, to align regional, internal and external stakeholders, for robust execution of this National Program, driven centrally across YES BANK Branches spread pan India, which forms the key.

YES COMMUNITY serves as a platform to forge meaningful partnerships with communities around the Bank’s branches on pertinent issues.

To scale up the impact of this model, YES COMMUNITY works on pertinent issues, in collaboration with Central & State Government(s), Corporate Partners and renowned international, national or a regional NGOs & foundations working on community development initiatives. The Bank takes feedback from the participants of its various YES COMMUNITY events to further improve the program.

YES COMMUNITY Growth:
YES COMMUNITY has grown both in size and reach. In 2009, it touched approximately 20,000 people annually and by 2015, it had touched over 5 Lakh lives.

In the financial year 2014-15, YES COMMUNITY continued to scale up its positive community impact, and created a bridge between communities and solutions to pertinent social and environmental issues.

Social Focus of YES COMMUNITY:

For the International Day of Family, the Bank continued its successful partnership with HelpAge India, to conduct pan-India events for senior citizens with the theme “Bridging the Generations”, aimed at increasing awareness among youth and children towards issues faced by senior citizens, and enhancing the personal interactions between them.

Financial literacy remains one of the key focus areas for YES BANK in its role as a responsible financial institution. Through the impactful platform provided by YES COMMUNITY, the Bank marked International Literacy Day by focusing on raising financial literacy and awareness among children and youth. The Bank partnered with local schools and colleges and invited students, parents and teachers to bank branches, where they were taught various aspects of banking and personal finance. The branch tours helped them gain insights into bank operations, and how they can manage their personal finances better.
India is the largest democracy in the world, and giving an inviolable right to its citizens to exercise their vote is one of its greatest responsibilities. Since 2011, India celebrates January 25th every year as the National Voters Day to encourage the youth to participate in the democratic process.

YES BANK celebrates this occasion every year by interacting with communities around its branches across India, sharing with them nuances of India’s governance processes and systems and answering their queries on voting for elections.

YES BANK is on board the Clean India Mission launched by the Prime Minister of India in 2014, and has integrated this national mission into the YES COMMUNITY platform. In alignment with the national Mission, the Bank launched the “Saaf Suthra Bharat” campaign across its branches in India on October 2, Mahatma Gandhi’s birth anniversary. Branches partnered with local municipal authorities, resident associations, educational institutions, business associations and NGOs to conduct cleanliness drives and awareness sessions on personal hygiene, waste reduction and recycling and their role in making the national mission a success.

Partnering with the YES FOUNDATION, the YES COMMUNITY platform launched the “YES! i am the CHANGE@ Schools” initiative of the foundation across schools and colleges with the aim to ignite young minds to be responsible future leaders, by screening specially selected films from the second edition of the 'YES! i am the CHANGE' social film movement.

The screenings were held in over 600 institutions, touching more than 61,000 individuals. Every screening ended with a ‘Picture Pledge Drive’ with members making personal pledges to contribute towards India’s development.
National Road Safety Week

India has the unpleasant distinction of having the highest number of road deaths in the world, losing over 1 lakh lives every year. In this context, the National Road Safety Week, organized every year by the Government of India in the month of January becomes a critical event for raising awareness on safe driving practices.

Through YES COMMUNITY, the Bank participated in the national campaign and mobilized its branches to take this message into the community, under the campaign, "Safety is not just a slogan, it's a way of life.

In Goa, YES BANK partnered with the Government of Goa to launch a state-wide campaign, “Say YES to Road Safety” a state-wide campaign aimed at sensitizing Goans and visitors to Goa on safety consciousness and safe driving. As part of this bigger campaign, an initiative “Helmet – Wear if you care”, aimed at two wheeler riders was also launched.

Through a pan-Goa awareness campaign, the initiative sensitized Goans on responsible and safe driving behaviour through workshops, signature and awareness drives, and interactions with Resident Welfare Associations, Local Market Associations, Schools, Colleges, NGOs and other such relevant stakeholders.
Environmental Focus of YES COMMUNITY

Through YES COMMUNITY, the Bank has focused on mainstreaming 'glocal' environmental issues within the community, such as climate change awareness, living environmentally responsible lifestyles and the importance of cleanliness.

Through partnerships with NGOs active in the environmental space, the Bank marked days of national and global significance such as the World Environment Day, International Earth Day and International Day of Biodiversity.

On World Photography Day, YES COMMUNITY became a platform for community members to connect with the Bank’s Natural Capital Initiative. At its branches, the Bank conducted wildlife photography workshops for nature enthusiasts, and invited them to participate in the Pixel Perfect category of the Natural Capital Awards under the theme “Wildlife conservation through Photography”.

To augment the community impact of its existing calendar, the Bank, during the year, launched several positive impact initiatives under the YES COMMUNITY umbrella towards creating a holistic social impact in rural India, skill building among rural and semi-urban youth, raising environmental performance of the MSME sector and grooming India’s future leaders.

Rural Impact Through Sustainable Enterprises

The Rural Impact and Sustainable Enterprises (RISE) initiative aims at creating a holistic social impact in rural India in the following areas:
1. Promoting Health through community interventions
2. Promoting Health through safe and clean drinking water across communities
3. Promoting supplementary education
4. Promoting Social Welfare
5. Financial Literacy
Skills Training and Enhancement for Development of Youth: Under its YES COMMUNITY platform, YES BANK launched its skilling initiative, YES STEADY (Skills Training and Enhancement for Development of Youth) in partnership with Deshpande Foundation to provide employability training to youth through targeted skill building initiatives. Karnataka and Telangana were the focus states in the first phase of the initiative.

YES ASPIRE to INNOVATE: Under the YES STEADY sub-platform, the YES SCHOOL OF BANKING, YES BANK’s centre of excellence for learning and development, launched the ‘YES ASPIRE to INNOVATE’, a scholarship program aimed at grooming India’s future leaders, conceived with the belief that India’s future as a global socio-economic powerhouse lies in realizing the untapped potential of its youth.

YES BANK’s vision in founding the scholarship program is to provide a grooming platform for outstanding young leaders who would lead India into the next wave of socio economic growth.

Say YES to Sustainable MSMEs in India: To enhance the environmental and occupational health and safety preparedness and performance among MSMEs, the Bank has launched the ‘Say YES to Sustainable MSMEs in India’ as a knowledge based intervention to help them become globally competitive.

Launched in partnership with the Foundation for MSME Clusters, the program has been launched under an ongoing national project funded by the European Union named ‘Scaling Up Sustainable Development of MSME Clusters in India’.
YES FOUNDATION, a public charitable trust with YES BANK has a major donor, was founded with the vision to build an “Empowered and Equitable India.”

The objective of the Foundation is to focus on stimulating entrepreneurship, and innovatively use media to bring about social transformation, to enable inclusive growth and development in India. YES FOUNDATION is guided by an eminent Governing Council.

‘YES! I am the CHANGE’ Social Film Movement: 'YES! I am the CHANGE' is a nationwide movement to inspire, engage and empower youth to participate in India's social transformation through the impactful medium of films.
In 2014, YES! i am the CHANGE emerged as the largest social film movement in India and one of the biggest in the world with over 1750 film entries and participation of over 50,000 youth across all Indian states. The youth made short films based on the United Nation’s Millennium Development Goals, everyday community heroes and random acts of kindness which form an open repository of films for use of the development sector.

As part of the Movement, the Foundation launched the ‘YES! i am the CHANGE’ Panel Discussion Series with events held in Mumbai and Delhi to highlight the role of media in accelerating social change.

‘YES! i am the CHANGE’ reached out to millions of youth, including at over 1550 colleges, with over 650 film workshops and screenings conducted in all parts of the country. The best films selected by an eminent jury were screened for 75,000 children during Childrens Day, and were widely showcased on television through CNN-IBN Citizen Journalist, and at social film festivals across the country.

The top 10 filmmaking teams also received a total grant of INR 2.5 mn to make a one-minute PSA (Public Service Announcement) film on select social causes under the guidance of eminent filmmakers, for use by the government and not-for-profits.
'YES! I am the CHANGE' Responsible Youth Citizen movement

In order to scale up the impact of the movement, the Foundation partnered with the Rotary International District 3140 to launch the 'YES! I am the CHANGE' Responsible Youth Citizen, a national movement to engage youth in India's social transformation. As part of the movement, campaigns on women's safety, Swachh Bharat (Clean India), and 'YES! I am the CHANGE' 2015 would be undertaken in a phased manner through a pan-India, multi-stakeholder partnership with local community organizations, government bodies and educational institutions.

Over 10 million youth across the country would be empowered to work towards women's safety, clean India and harness media to accelerate inclusive development. A force of 200 thousand youth Ambassadors will be developed to actively promote the movement pan-India.
Zensar Technologies

About

Zensar is a leading software and infrastructure services and solutions provider with industry expertise across Manufacturing, Retail, Insurance, Utilities, Banking, Financial Services and Government. The company delivers comprehensive services for mission-critical applications, enterprise applications, business intelligence and analytics, testing, business process management, e-commerce and digital enterprise services. Using its multi-shore capabilities, Zensar combines expert consulting, integration and support services with world-class customer service to help organizations attain significant business outcomes. Zensar has 8000+ associates and footprint in more than 29 global locations with operations across US, Mexico, UK, Europe, Middle East, Africa, India and Asia Pacific.

The Company has been recognized for its exceptional service capabilities and industry-leading solutions, and has bagged prestigious awards in areas such as R&D, people practices, CSR programs and sustainability initiatives. Zensar’s Corporate Social Responsibility programs focus on creating sustainable development and livelihood for local communities.

Zensar Foundation, an independent trust operating under Zensar Technologies, leads the company’s social outreach programs. Zensar Foundation is committed to improving the overall wellbeing of communities living in the cities where Zensar is located, specifically within slum communities and across the city with respect to employability and environmental sustainability. Zensar Foundation also emphasizes Employee Volunteering towards making these initiatives a reality. Our associates are encouraged to volunteer their time and skills and enjoy the experience of giving back to the communities in which they work. This is in keeping with our philosophy that employees are our biggest change agents not only in the technology marketplace but also in society.
An organization can no longer be defined only by the quantum of its bottomline but by the way it generates profits, the concerns it shows for people and its contribution to the planet. This triple bottomline approach is in alignment with organizational values comprising Customer Centricity, Commitment to People and Community, Continuous Innovation and Excellence. Zensar Foundation has been established as a separate entity to directly engage with communities. A pan-Zensar volunteering framework has been put in place. The triple bottomline approach is the only way of ensuring sustainable and complete success.

### Corporate Social Responsibility: Community, Employability and Environment Sustenance Initiatives

Zensar engages in a number of initiatives directed at community transformation, skill training and environment sustenance through Zensar Foundation.

#### Community development

<table>
<thead>
<tr>
<th><strong>EDUCATION</strong></th>
<th><strong>HEALTHCARE</strong></th>
<th><strong>COMMUNITY MOBILISATION</strong></th>
<th><strong>GENDER EQUITY</strong></th>
<th><strong>Employability programmes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>English proficiency</td>
<td><strong>Treatment of illnesses</strong></td>
<td><strong>This initiative is led entirely by volunteers. It entails house-to-house visits and facilitating people in building their dreams and advocating for their rights.</strong></td>
<td><strong>Gender sensitisation programme by Equal Community Foundation - 50 youth</strong></td>
<td><strong>Unnati Skill Development Centre</strong></td>
</tr>
<tr>
<td>Udaan English centre; Zensar campus, Pune</td>
<td>Physicians attending Chandan Nagar and Yamuna Nagar communities in Pune and Anjali Nagar in Hyderabad for free check-up and medicines Monthly general healthcare camps at Pune and Hyderabad</td>
<td><strong>Addressing 600 households across various communities, 2000 individuals covered so far through direct contact</strong></td>
<td><strong>Employability Skills Development Programme</strong></td>
<td><strong>Hardware and Networking course</strong></td>
</tr>
<tr>
<td>45 students</td>
<td><strong>Reduction of malnutrition</strong></td>
<td><strong>Children in Chandan Nagar community</strong></td>
<td><strong>120 youth</strong></td>
<td><strong>70 youth</strong></td>
</tr>
<tr>
<td>700 students</td>
<td>Malnutrition is significantly reduced through partnering the Integrated Child Development Scheme (ICDS) program and supporting its effective implementation.</td>
<td><strong>Employability Skills Development Programme</strong></td>
<td><strong>1000 students</strong></td>
<td><strong>Global Leadership Development Programme</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>300 youth</strong></td>
</tr>
</tbody>
</table>

#### UDAAN BIODIVERSITY PARK

<table>
<thead>
<tr>
<th><strong>IN-HOUSE RESOURCE MANAGEMENT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy management</td>
</tr>
</tbody>
</table>
Therefore, the numbers have been tripled and there are more than 100 children currently enrolled.

Community Development

At Zensar, social responsibility is an integral part of our principles.

We believe that one of the most effective ways of making change sustainable is through active engagement with communities in the proximity of our presence.

In Pune and Hyderabad, where our delivery centers are located, we work closely with slum communities. We facilitate their transformation through our goals and their enunciated priorities. We believe this interplay reconciles the best of outside-in and ground-up approaches leading to sustainable transformation.

Over the years, we have engaged with the communities through various programmes:

English proficiency: Udaan English centre

Udaan is our flagship programme where we address the English proficiency of children drawn from the Chandan Nagar slum community and going to the same municipal school.

We have reinforced the effectiveness of our language training through the fusion of classroom and digital technology. Around 48 students have benefited from this personalised initiative. The success of the programme has far exceeded its functional scope: the trainees have evolved into confident children, they have turned ‘teachers’ for their siblings, emerged as change-makers within the community and drivers of other community initiatives; besides, families have opened out to progressive mindsets and there is a strong demand from the community for Udaan to be extended to more community children. Therefore, the numbers have been tripled and there are more than 100 children currently enrolled.

Zensar’s successful model evolved over the last three years (complete with a teacher kit) and acquired the maturity to be replicated at Chandan Nagar Municipal School starting January 2014. What started as an experiment addressing only 48 children has scaled to 554 children drawn from a wider community spectrum and is now ready for replication across more geographies.
Computer Literacy: IT School Program

At Zensar, we believe that computer literacy is essential for modern-day success. In line with this, we run computer literacy classes for under-privileged children across 5 schools in Pune and Hyderabad, as part of the weekly school timetable. The curriculum includes the parts and uses of the computer, TUX paint, Scratch and step-wise thinking. The students learn through activities, games, theory and practice. They are given projects to innovate and learn by doing. The total outreach through this programme has been more than 1200 beneficiaries.

Digital Literacy: National Digital Literacy Mission

Zensar is taking its computer literacy initiative to the next level through the National Digital Literacy Mission (NDLM) which has a goal of at least one person being digitally literate in every household by the year 2020. Zensar is contributing to the mission by taking up this goal for its slum communities in Pune and Hyderabad. These courses are being administered in partnership with NASSCOM Foundation through 2 NDLM centres one each at Hyderabad and Pune imparting digital training. The NDLM centre at Hyderabad was started on 19th July 2014 and was the first Digital Literacy Centre launched under the NDLM mission. The one at Pune was started on 6th October 2014. The outreach across both cities in a span of 9 months has been more than 530 individuals. The centres also offer information and digital services via printers, photocopiers and cameras, amongst other devices. The idea is to go beyond the goal of one digitally literate person per household and facilitate ‘digitally literate communities’ over time.

Community Mobilisation

Zensar believes that extensive community transformation can only transpire when people from the outside engage extensively with residents within. This volunteer-driven initiative in Chandan Nagar (Pune), undertaken in partnership with the ‘Connecting…NGO’ comprises periodic engagements with neighbourhood residents, house-to-house visits, understanding resident problems, inspiring counter-initiatives and providing them with the confidence to resolve their issues. Over the months, this initiative has evolved to a point where Zensar associates (as opposed to field workers) are now becoming change-makers and community mobilisers, ensuring long-term sustainability. All households in the community, i.e. over 600 households have been covered already. This has been recently extended to a new urban slum community called Yamuna Nagar situated in Viman Nagar, Pune.

Gender Sensitisation

At Zensar, we believe that the most lasting behavioural change is achieved by starting with the young generation. In line with this, we commenced a gender sensitisation programme (managed by Equal Community Foundation) for young male adults aged 14-17 years in Chandan Nagar and Yamuna Nagar. Three batches have been completed so far involving 50 youth. Over the months, the youngsters have transformed their understanding of women’s roles, capabilities and equality. The entire initiative has acquired scale and maturity to be grown to other locations. Summary of outcomes: following ECF’s intervention, there is a broader sharing of domestic responsibilities amongst family members, reduction of discrimination against the female family members, and very importantly, sowing the seeds for long term advocacy of women’s equality.
The overall outreach through our community development program across Pune and Hyderabad is 6000 beneficiaries per year. Through community mobilization led by volunteers, all households in Chandan Nagar have been personally visited. Zensarians have developed a bond with all slum dwellers in Chandan Nagar over the years. Zensar has emerged as a true partner for community development working in tandem with the needs of the community. True and sustainable empowerment is ensured by entrusting primary ownership to the community members in Chandan Nagar and creating leaders from every age group.

However, more than this, there is the transformation that cannot be captured in mere numbers and outreach. The impact made by the interventions can be seen through the change brought about in the quality of life of the beneficiaries as can be seen from just a couple of examples below.

Mudramoni Laxmi is an Anganwadi teacher from the Siddique Nagar slum community in Hyderabad. She maintained hand written records in a book which consumed much of her time and made it difficult for her to work. Says Laxmi, “I heard of the NDLM centre that Zensar Foundation has started. I had never seen or touched a computer before. Gradually, I learnt what a computer is and how to use it.” She now maintains her office records in an Excel sheet which saves her enormous amount of time. Not only this, she also has an Email account and Facebook account. Through internet searches, she helps women with knowledge regarding healthy eating habits, procedure to procure birth certificates, etc.

G.Sridevi works as a security guard but has faced many problems at her job due to lack of computer knowledge. She joined in the NDLM Centre and undertook training. She learned how to use a computer and the internet. Through the use of this knowledge she was promoted to the post of Security Manager. She now maintains all official records in the system which helps her save time and be more organized.
**Employability Programs**

At Zensar, we provide courses that prepare under-privileged individuals for promising careers that help transform their destinies. Our Hardware and Networking course has built a demonstrable model for employability within the IT industry, endorsed by a 75 per cent placement. Our Unnati Skill Development Centre, which runs multiple courses in collaboration with Thermax Social Initiative Foundation and Pune Municipal Corporation, has reported 100 per cent placement across its batches.

At Hyderabad, we have started a tailoring programme for women from Anjaiah Nagar slum community in partnership with Apparel Training and Design Centre (ATDC). 90 women have completed the course some of whom have started their own entrepreneurial ventures while others have been placed in boutiques. They are supporting their families and have gained financial independence.

Our employability training is being scaled through the Employee Skills Development programme where we trained over 850 students in the year 2014-2015, in their last year of college for roles within the country’s IT sector, preparing students for full-fledged careers. Our Learnership Development Program is a global training program addressing the growing needs of young South Africans from previously disadvantaged backgrounds to be trained in contemporary technologies with the objective of finding gainful employment.

**Volunteering**

At Zensar, we fused our organisational values of Customer Centricity, Commitment to People and Community, Continuous Innovation and Excellence into a unique volunteering proposition.

Zensar transforms careers through career opportunities, workplace excitement and volunteering. Nearly 25% of Zensarians invest in active volunteering across the Company’s CSR projects in Pune and Hyderabad – all in their personal time, that is, outside of office hours. In addition to providing these individuals with the opportunity to transform ground-level realities, these engagements have provided Zensarians with the opportunity to enrich their own personalities, in terms of enhancing empathy, patience, listening skills, time management and leadership capabilities. As an endorsement of the fact that volunteering reinforces workplace engagement, people retention among volunteers in the last year was 300 bps higher than the organisational average.
Stories of Transformation

Dipti, Spouse of a Zensar associate. Also Udaan teacher. “The key to our success lies in the compulsory use of English in our classroom,” she says. These are her big moments: Bhagyashree couldn’t speak a word; now fights to go write correct answers to questions on the blackboard. Tejaswini and Rupali addressed a Zensar audience of 200 with a speech written by themselves — in English. Swati would get aggressive when reprimanded; providing her with class responsibilities worked. Dipti’s biggest moment: “For my birthday, Udaan students prepared a seven-minute skit on their own. Unbelievable!”

Yes. Unbelievable and all the more amazing when you think that Dipti had no training as a teacher before she stepped into the Udaan classroom in Feb, 2012. Just like several Zensar volunteers; yet another ‘ordinary’ person making the extraordinary happen.

Circles of Influence

Zensar aspires to expand its circle of influence outwards through:

- Extending influence to the entire unit: unit being community/school/Zensar. Emergence of leaders within each of these systems as change-makers.
- Building small replicable models in the areas of community, school, employability and volunteering programmes.
- Demonstrable models
- Citizenship and social systems
- Governance and leadership
- Achieving industry and city-wide impact through the adoption of demonstrable models; achieving multiplier effect through employees and leaders demonstrating individual social responsibility.

Planet

At Zensar, we believe that being socially responsible is not enough. We need to bring to this engagement our passion for excellence, continuous innovation and treating the community as a customer.

This commitment is reflected in our forward-looking initiatives to rationalise the use of natural resources and enrich local biodiversity.
Zensar is an active participant in a city-wide campaign through Pune City Connect Development Foundation which has three focus areas, namely, Swachh, Suvidya and Digital transformation. We truly believe that a collaboration between corporates, NGOs, citizens and the Government will transform Pune city. We look forward to actively contributing towards this cause.

**Udaan Biodiversity Park, Pune**

Zensar collaborated with the Pune Municipal Corporation to transform a leased 2 acre barren area into a biodiversity park in Viman Nagar (Pune). The park is experiential and educative, addressing all senses: the use of colourful plants proximate to the entrance welcomes visitors (sight), followed by a segment comprising medicinally therapeutic herbs (touch and taste), aromatic herbs (smell), the use of bird-friendly trees (sound) and a 500sqft water body (sight). What makes this park different is that it encourages visitors to pluck and taste, rub and smell, extending interaction from the visual to the experiential. Through this experiential interaction, guided by helpful signages, visitors are able to appreciate the therapeutic influence of a tulsi or neem leaf and also learn about the plants as the source of various household remedies. The park attracts a number of schools on educational excursions. Besides, this may well be the first Biodiversity Park in India with braille signages which help engage visually-challenged visitors. The park attracts more than 300 visitors a day comprising leisure walkers, picnickers and students.

Since the projects undertaken by Zensar Foundation are replicable and demonstrable, the plan is to scale up all the projects across our cities of operation and also across Corporates.

Zensar is an active participant in a city-wide campaign through Pune City Connect Development Foundation which has three focus areas, namely, Swachh, Suvidya and Digital transformation. We truly believe that a collaboration between corporates, NGOs, citizens and the Government will transform Pune city. We look forward to actively contributing towards this cause.

![Bird's eye view of the Udaan Biodiversity Park](image-url)
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Global Offices: USA | UK | Europe | South Africa | Australia | Middle East | Japan | China | Singapore
CASE STUDY BY
CSR Consultants
Empowering your CSR to positively Impact Society, Environment and Your Profit, too

About Us

mgbempower CSR Consulting has a specialized focus on CSR and Sustainability, with more than 100+ professionals including advisors who are Sustainability Experts, Chartered Accountants, Company Secretaries, Lawyers, MBAs and Engineers. We are also certified AA1000AS (2008) assurance Licensed providers providing a comprehensive way of holding an organisation accountable for its management, performance, and reporting on sustainability issues by evaluating the adherence of an organisation to the AccountAbility Principles.

We work very closely with Corporates, Foundations, Non Profit Organisations, International Organisations, Government bodies, and Donors in various areas of CSR, Sustainability, Regulatory Compliances, Social Audits and Due Diligence.

Our Vision

Our vision is to empower companies to become a responsible corporate citizen and to empower non-profit entities to become a responsible social citizen, ultimately achieving the vision of an empowered India through providing cutting-edge services of global standards.

Our Mission

Our mission is to provide innovative social solutions to the sustainability requirements of Corporates and non-profit entities to catalyze their success in integrating social and environmental concerns in their business operations and interactions with their stakeholders by delivering value with the highest level of integrity, professionalism, efficiency and technology.
Our Team

Our team consists of 100+ professionals including advisors who are Sustainability Experts, Chartered Accountants, Company Secretaries, Lawyers, MBAs and Engineers specializing in this sector.

Our Values

We provide:
- Value for client’s money
- Value society
- Value environment
- Innovation, yet consistent in terms of highest quality

Sectors and Our Services
We provide innovative social solutions to the sustainability requirements of Corporates and non-profit entities to catalyze their success in integrating social and environmental concerns in their business operations and interactions with their stakeholders by delivering value with the highest level of integrity, professionalism, efficiency and technology.

We follow a 360° approach for your sustainability needs. Right from strategizing for your sustainability program to make it impactful yet profitable, providing tax and regulatory compliance services, setting up or selecting implementing agencies for your projects, project monitoring, social impact assessment and sustainability reporting as per global standards, we go that extra mile to assist you in your CSR and sustainability needs.

The “People, Planet, Profit” approach aims at synergizing economic parameter (Profit) and non-economic parameters (People and Planet). It focuses on a three-pronged approach that companies can grow their business while being responsible to all: by defining a purpose to their business beyond profit -- what it does for the society; by translating sustainability into a compelling proposition for customers; and by aligning the business to people and planet practically and more profitably.

**How can we help?**

**Corporate**

**Business innovation**

- We help you to identify and engage stakeholders’ needs for greater understanding of the operating environment thereby facilitating business innovation.

- We assist you formulate CSR policy which is compliant with the laws of the land and still a value-addition to your business

**Strengthening human capital**

- We assist you in setting up internal controls, monitoring and evaluation systems to implement, assess, document and report the impact of CSR activities

- We assist you build your corporate brand, making it easier for you to attract wealth and retain best talent.
Managing non-financial risks

- We help you develop sustainability strategies to significantly reduce reputation risks thereby creating a more favourable approach by investors.

- We develop framework for measuring results to do impact assessment of sustainability projects

Increasing branding differentiation and customer loyalty

- We help you devise sustainability strategies providing strong foundation to develop a differentiated brand, leading to customer loyalty.

- We provide assurance services for sustainability reporting

Compliance with regulatory frameworks

- We help you comply with national and international regulatory requirements in the most efficient manner.

- We assist you in reporting to the Government as well as other stakeholders including compilation of Annual CSR Report as per the requirements of Companies Act.

- We help you prepare Sustainability Report as per GRI G4 reporting framework

Non Profit Organisations (NPOs)

Structuring of NPO and Compliance with regulatory frameworks

- We help you comply with national and international regulatory requirements in the most efficient manner, thus letting you take care of your core strength of executing sustainability projects

- We help you coordinate with Ministry of Corporate Affairs, Ministry of Home Affairs, Charity Commissioner's office, Society Registrar's office, Department of Income Tax and other Government departments and offices

Finding right partner

- We help you build your capacity leading to better efficiencies and higher visibility, thus making companies approach you for execution of their sustainability projects

- We help you identify and coordinate with companies who wish to implement their sustainability vision through you
Building human resources

- We assist you build your brand image making it easier for you to attract and retain socially motivated talent
- We prepare manuals, define process checklists and conduct orientation workshops for the benefit of your teams

Donors

- Developing framework for measuring results to do impact assessment of sustainability projects
- Keeping track of the impacts that your donations have made so far
- Preparing research report stating the details about utilization of funds provided by you
- Conducting Due-Diligence, Special Audits and Compliance check for the NPOs in which you wish to donate

Government and International Organisation

- Conducting research and preparing reports to help Government bodies to identify the social need of the society
- Assistance in building network of NPOs to carry out the research work
- Grading/rating of NPOs to facilitate decision making

Contact Details:
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Phone: +91-22-6124-6124 / 6135 (D), M: +91 9769442614
Email: mjawadwala@mgbco.com
Website: www.empowerCSR.com
Natural Solutions

Vision : To help Mother Nature in healing herself
Mission : Supporting Ecofriendly Initiatives

Bridging the Gap Between the Corporates, NGOs, Villagers and Mother Nature

In order to help you in some of the problems faced by your organization, we have organized a strong association of experts. All of us believe in the vision and mission of Natural Solutions. Together, we have a host of experience in various ecofriendly technologies like,

- Rainwater harvesting & watershed development
- Sewage Treatment through various processes including Natural as well as Electromichanical
- Wasteland improvement : Conversion of wasteland into forest
- Bio Gas
- Waste to Energy Projects conversion of biomass / waste into Fuel Briquettes
- Organic farming
- City Farming
- Bio-diversity improvement
- Natural wastewater treatment
- Waste minimization - Vermi Composting- Aerobic composting
- Natural structural cooling & lighting
- And also Solar Energy

We also specialize in a unique service

Village community development work through participatory approach

Besides these, you can also avail of various training programs on

Environment & bio-diversity awareness building programs.
We have special modules for Corporates, NGOs, industrial workers, students, women’s groups, general citizens & village communities

Should you need more information about our services, please get in touch with us at the contact details given below.
Given below is a list of the Clients from whom we have got “Repeat Orders” for Wastewater Recycling (Sewage Treatment)

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Name of the Client</th>
<th>State</th>
<th>Repeat Orders for Reed Beds</th>
<th>Total Installed capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oneness University</td>
<td>Andhra Pradesh</td>
<td>2</td>
<td>340 KLD</td>
</tr>
<tr>
<td>2</td>
<td>JSW Energy Ratnagiri</td>
<td>Maharashtra</td>
<td>4</td>
<td>300 KLD</td>
</tr>
<tr>
<td>3</td>
<td>JSW Energy Bellary</td>
<td>Karnataka</td>
<td>3</td>
<td>80 KLD</td>
</tr>
<tr>
<td>4</td>
<td>JSW Steel Bellary</td>
<td>Karnataka</td>
<td>2</td>
<td>1,500 KLD</td>
</tr>
<tr>
<td>5</td>
<td>Villages in Rajasthan through RSNH</td>
<td>Rajasthan</td>
<td>3</td>
<td>120 KLD</td>
</tr>
<tr>
<td>6</td>
<td>T S Rehman School of Maritime Studies</td>
<td>Maharashtra</td>
<td>2</td>
<td>140 KLD</td>
</tr>
<tr>
<td>7</td>
<td>Symbiosis International University</td>
<td>Maharashtra</td>
<td>5</td>
<td>570 KLD</td>
</tr>
<tr>
<td>8</td>
<td>Dr Baba Saheb Ambedkar Technology University</td>
<td>Maharashtra</td>
<td>3</td>
<td>200 KLD</td>
</tr>
</tbody>
</table>

If applied appropriately, with the help of Reed Bed Systems and allied Technologies we can even Clean Ganga.

Given below is a list of the Clients from whom we have got “Repeat Orders” for Water Sufficiency Projects, Rain Water Harvesting

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Name of the Client</th>
<th>State</th>
<th>No of Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bharat Petroleum CSR various NGOs</td>
<td>Maharashtra, Rajasthan, Uttar Pradesh</td>
<td>Villages 35, Villages 19, Villages 1</td>
</tr>
<tr>
<td>2</td>
<td>Bharat Petroleum</td>
<td>Maharashtra, Rajasthan</td>
<td>Installations 20</td>
</tr>
<tr>
<td>3</td>
<td>Eureka Forbes Ltd CSR</td>
<td>Mumbai, Maharashtra</td>
<td>1200 Housing Societies</td>
</tr>
<tr>
<td>4</td>
<td>UTV Ltd CSR NGO SHARE now known as Swadesh Foundation</td>
<td>Maharashtra</td>
<td>Villages 110</td>
</tr>
<tr>
<td>5</td>
<td>Save The Children</td>
<td>Maharashtra</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Impact India Foundation</td>
<td>Maharashtra</td>
<td>Villages 10</td>
</tr>
<tr>
<td>7</td>
<td>Other NGOs</td>
<td>Maharashtra</td>
<td>Villages 3, Villages 35</td>
</tr>
</tbody>
</table>
Given below is a list of the Clients from whom we have got “Repeat Orders” for Solar Projects,

Society of Helpers of Mary for their orphanages in Maharashtra

For other Technologies and projects we have several clients but with single orders as of now.

**Natural Solution**

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About Samhita:

Samhita Social Ventures is a development sector consultancy that provides customized solutions for companies, foundations and donor organizations to enable them to support major onground initiatives by leveraging the strengths of a diverse range of stakeholders in the social sector.

Our Corporate Social Responsibility (CSR) consulting practice has worked with leading companies across India to shape their strategies, identify credible and capable implementation partners, manage program implementation, and assess on-the-ground impact of such initiatives. We have worked across the spectrum of sectors and industries including heavy manufacturing, shipping and logistics, financial services, energy and software, pharmaceuticals and healthcare among others.

Samhita also works with international and domestic donor agencies and foundations on the development of high-impact social programs which may involve capacity building, research, event management and fundraising campaigns. One of the key advantages when working with Samhita lies in our extensive grassroots network and social sector knowledge base. This focused domain expertise equips our consultants with a deep understanding of and strong relationships with social sector organizations across India, enabling us to support the effective implementation and management of client projects.
Services for companies

- **Developing a CSR Strategy & assessing the needs of stakeholders**
  The introduction of the CSR mandate has seen companies move away from ad-hoc donations and events towards a long-term engagement with communities and beneficiaries that ties in with their core values and business. Samhita engages with companies to define their CSR strategy including defining the mission and funding strategy, recommending causes or social initiatives that complement your corporate mandate, conducting a stakeholder needs assessment and so on.

- **Planning and implementing CSR projects and the Project Management Unit approach**
  Samhita works with companies to prepare the implementation roadmap, program budgets, select and validate credible and capable implementation partners, define processes, set monitoring & evaluation frameworks and build capacity of company personnel and NGOs. We also work with companies to set up a dedicated Project Management Unit that provides a comprehensive program offering to companies.

  Samhita is currently developing a comprehensive program management system designed to help companies make more informed decisions about their CSR activities. The platform has a comprehensive database of effective social programs implemented by NGOs and features robust program management tools and real-time reporting capabilities.

- **Assessing Impact**
  Samhita has developed a unique evaluation process that combines the rigor and technical aspects of research with principles of program implementation. We have worked with leading companies to assess the impact of their interventions through social audits, needs assessment studies and impact assessments. Our assessments are conducted with a multi-stakeholder approach that takes all relevant perspectives into consideration. Samhita has conducted assessments across cause areas in both rural and urban areas.

- **Producing bespoke reports for sector knowledge**
  Samhita’s key objective is to help companies and other development sector stakeholders with effective strategies and programs to create significant social impact. As part of this objective, we work with companies and foundations to develop and collate knowledge through research on 'industry sectors' (FMCG, finance, heavy industries, mining etc.) and 'social sectors' (such as sanitation, education, health etc.) that will aid better decision making for social sector stakeholders and contribute to the development of the ecosystem as a whole.
• Developing collaborative platforms for greater impact
At Samhita, we believe that collaborative engagement models are crucial to ensuring widespread on-the-ground impact in the social sector. In a collaborative model, each stakeholder leverages their strengths while working towards a common goal. Samhita is currently working on developing multi-stakeholder platforms, in partnership with major donor organizations and foundations, in the areas of health and sanitation that seek to create widespread impact in those cause areas.

• Taking a holistic approach to water, sanitation and hygiene (WASH)
The launch of the Swachh Bharat (Clean India) campaign by the Government of India has made sanitation a national priority; bringing in an influx of support from development agencies, companies, foundations, philanthropists and the general public.

Samhita believes in a holistic approach to sanitation, engaging multiple stakeholders at different levels to drive large-scale impact in schools and urban and rural communities. We deliver comprehensive services based on water, sanitation and hygiene (WASH) models including infrastructure building, maintenance of facilities, behaviour change programs and knowledge development.

Existing partnerships and affiliations

• The Rockefeller Foundation
The Rockefeller Foundation’s mission is to promote the well-being of humanity throughout the world. Samhita Social Ventures has been commissioned by The Rockefeller Foundation to develop a ‘State of the Sector’ overview report with the aim to ‘Map the CSR Landscape in India’.

The report will look at how companies and other development sector stakeholders across the country are interpreting the CSR rules as per the Companies Act 2013. It will also explore the challenges many stakeholders are having, in determining how to ensure their CSR funded initiatives are both compliant with the law and in sync with their corporate objectives.

Samhita is also working with The Rockefeller Foundation to leverage CSR resources for off-grid energy projects in rural India.

• Tata Trusts
Tata Trusts are amongst India’s oldest, non-sectarian philanthropic organisations that work in several areas of community development. Tata Trusts seek to be catalysts in development through giving grants and implementing strategic partnerships to institutions and organisations in the areas of Natural Resources Management, Rural Livelihoods, Urban Livelihoods & Poverty, Education, Enhancing Civil Society and Governance, Health and Media Arts, Crafts and Culture.
Samhita’s implementation partner Collective Good Foundation, is supported by Tata Trusts to facilitate partnerships between companies and implementation organisations, create and disseminate sector-based knowledge to relevant stakeholders and build the capacity of NGO partners.

- **India Sanitation Coalition**
The India Sanitation Coalition strives to create a platform for companies, civil society groups, government, financial institutions, media, donors, bilateral and multilateral organizations and experts to find sustainable solutions for sanitation.

Samhita is actively working with the Coalition Secretariat and its Task Forces to realize the vision of the ISC and is a member of the Steering Committee which approves, guides and monitors the work of the coalition.

Samhita is also one of the Co-Chairs of the Best Practices Identification and Dissemination Task force which is mandated to collate best practices and other knowledge resources, manage the ISC website and disseminate knowledge through events, training and other communication channels.

**Priya Naik - Co-founder & CEO**

Priya started Samhita Social Ventures in 2009 as a means to answer a single question: how to get India’s corporate houses to more actively engage with social outreach activities by encouraging them to see the potential of aligning their CSR programs with their own company’s core values and strategic objectives.

With her team at Samhita she is now helping companies, foundations, donor organizations, NGOs and other key development sector stakeholders address some of the country’s most pressing social issues.

Her background has ranged from financial consulting to social entrepreneurship. Before founding Samhita she helped incubate several social enterprises. Her diverse consulting appointments include periods at Arthur Andersen and at the Poverty Action Lab located within the Massachusetts Institute of Technology (MIT).

She was part of a team at MIT that won 2 awards for Ideas and Innovation in business. Priya holds Masters Degrees from Yale University, The University of Michigan - Ann Arbor and Mumbai University.

**Vaidyanathan Krishnamurthy**

Vaidyanathan has over 30 years of experience in the field of corporate social responsibility and social development. He has worked with a wide range of organizations such as Sight Savers, Save the Children DANIDA and USAID designing and executing bespoke CSR projects. His interests primarily revolved around sectors such as health, nutrition, drinking water, sanitation hospital management, disaster management and disability.
He has also worked closely with the Indian state and central governments and played a significant role in setting up district level societies across over 100 districts as a part of India’s decentralized planning. In addition, he also set up new ventures, pilot programs and developed standard operating procedures for several corporate organizations and foundations like LANCO, Philips India, Hinduja National Hospitals and Aravind Eye hospitals.

He has worked in several countries in SAARC region and managed numerous programs in Asia and South Asia. His work has been published extensively in social work and social policy journals. He has served on the editorial board of the Community Eye Health – an international journal jointly published by the International Centre for Eye Health and London School of Hygiene and Tropical Medicine, London.

Anil Misquith – Operating Partner

Anil served in the IT industry for over 25 years before he decided to follow his passion and move to the social sector.

In his last role as Country Manager for Education at Intel, Anil was responsible for leading Intel’s effort in transforming education through Information and Communication Technology (ICT). He led Intel’s strategic engagements with the ecosystem and the government to enhance the experience of ICT deployments in K-12 & Higher Education. In his previous roles, Anil has led initiatives for technology adoption in financial inclusion, rural development, banking and manufacturing sectors.

Contact details

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Email: csr@samhita.org
Phone: +91 84519 42223
CASE STUDY BY NGOs
About

On 1st of April 1979, ANARDE incepted as a CSR arm of Aegis Logistics Ltd. with the objective to uplift and empower rural India as a Catalyst. As of now, ANARDE has proven success track of more than three and half decades in developing and empowering Rural India with the objective to Generate and/or Enhance Income.

In the first phase, ANARDE implemented projects in five villages in Jamnagar, Gujarat state of India. During initial FIVE years, ANARDE trained farmers with up to date farming technology. As a catalyst, helped them to avail agri loans from banks and proved a successful model in the area. In later phase, 50 more villages were assisted with this model. The model made farmers to earn sustainably.

In later stage, ANARDE started working on Govt. projects on Skill development for youth includes Vocational and Entrepreneurship in the form of various skill development programs like Tailoring, Electrician, Plumbing and Carpentering, Self Help Group among rural women empowerment for self-sustenance and self-employment. ANARDE contributed extensively in Water Management, Financial Inclusions, Low cost housing and sanitation in 15 states in Pan India. ANARDE received status of Implementing Agency by District Rural Development Agency-DRDA of India. ANARDE created more than 15000 small entrepreneurs.
Vision: Self-sustenance with dignity and not charity thru Income generation and/or enhancement.

Mission: To utilize resources to the fullest potential so as to achieve integrated, holistic rural development through human centered interventions by providing Self-sustainable and scalable solutions.

Our Philosophy: The impulse behind ANARDE's catalytic services is to encourage all resources in rural places to be fully utilized by its people. All rural resources in their native dwellings must be utilized to the fullest resulting in equality in urban as well as rural India.

Our perspectives in developing rural India are:
- Water is life, Water is a Human right! Village's water should remain villages.
- Youth should stay and enjoy its wealth by remaining in their native villages.
- Micro Build India through Low cost Housing/ Sanitation.
- Financial Inclusions for poor through micro finance and micro insurance.

ANARDE has been contributing rigorously in providing clean drinking water and Sanitation (making India Open Defecation free) other causes include:

Water Management:
- Clean Drinking water
- Micro irrigation
- Check Dams
- Rain Water Harvesting
- Water Shed Management
- Well Recharging

Infrastructure Development in Rural India:
- Sanitation/ Shauchalaya
- School and/or Community Infrastructure

Financial Inclusions:
- Micro Credits and Rural Micro Insurance
- Self Help group development for Rural women empowerment

Special/Need Based Projects:
- Skill Development Training
- Capacity development trainings like Entrepreneurship development

Farming Technology Projects:
- Capacity Building trainings for farmers
- Biogas for fuel and organic fertilizers
- Land leveling and proving equipment for production
- Implementation of Specialized projects like Agricultural and horticultural projects of Govt. of India for encouraging Farming Technology.
Modus Operandi of ANARDE:

Step 1: Identification of Needy location / Survey
Step 2: Bringing community and contributor together
Step 3: Obtaining Donor Approval for the Project
Step 4: Execution of Project with assurance to utilise 100% of donated amount for the project only
Step 5: Donor Recognition
Step 6: CSR Reporting and Impact Assessment for 5 years

The Team ANARDE:

ANARDE has dedicated and affluenty experienced work force, Head quartered in Mumbai with centers in States. Our team constitute of folks with decades of corporate experience with drive to serve society by giving back. Team work, people participation, freedom of project design and implementation and networking with govt officials, contributors and other NGOs are the pillars that form a strong base for the organization.

Benefits to Donors and Partners of ANARDE:

100% of donated sum will be utilized for project. ANARDE donot charge for ANY Administrative Expense/s.

- 35% AC, 100% tax benefit to donors and corporates. Certificate No.S.O.NO.1960 (E) dated 20.01.2015.
- 80-G Certificate No.DIT(E)/MC/80G/913/2009-10
- FCRA Registration No. 083780317 with Ministry of Finance
- Better societal image and stakeholder’s confidence.

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Contact Person:
Nita Mahuvakar, CEO
nita.anarde@gmail.com
info.anarde@gmail.com
+91. 9867315737
ANARDE's efforts witnessed by Govt. of Gujarat

Clean Drinking Water Plants by ANARDE
Drip Irrigation Projects:

Low Cost Housing
Sanitation Units/ Shauchalaya

Micro Insurance

Rural Development Activities Photo's Aegone Riligare policy
Skills Development Workshops

Picture showing the Chair Person of ANARDE FOUNDATION has visited the SHG group and its vermiculture activities.
Action For Agricultural Renewal in Maharashtra – AFARM

A Brief description

Brief History of AFARM: Action for Agricultural Renewal in Maharashtra (acronym AFARM) was formed in 1969 by a group of environmental and social scientists to respond to an acute need of an Apex Institution to co-ordinate efforts of Civil Society Organizations in their task of providing water and agricultural extension services to villages affected due to severe and recurrent drought conditions in Maharashtra.

Geographical Reach of the Organization: AFARM works in all administrative region of Maharashtra with its 88 General Body Members and 293 associate organizations.

Brief History of the Organization: AFARM has been active in the field of natural resource management and rural livelihoods with special reference to development of land and water resources in sustainable manner. It has undertaken variety of programs since inception focusing its work on poor, marginalized (dalits, tribals, small and marginal land holders, people affected by natural disasters and women from these communities.

Our journey of work could be presented chronologically as below;

Awarded as Best Innovation in Improving the Lives of Rural Poor by State Govt. of Maharashtra

AFARMs work recognised as Good Practice in Rural Development by Ministry of Rural Development, Govt. of India
### Vision and Mission Statement

- **Vision**: To act as a platform for the civil society for promotion of sustainable and equitable development.

- **Mission**: To build the capacity of Civil Society Organizations through Networking, Research & Advocacy, Implementation Support and Consultancy Efforts to expedite the effectiveness of development of the rural poor.

### Objectives

- **Advancement of Education**: Promotion and provision of appropriate, fundamental and advanced education, training and counseling, by adopting suitable means and measures.

- **Relief of the poor**: Provide a forum for consultation with interested stakeholders for sustainable agricultural and community development efforts aimed at upliftment of the downtrodden & weaker sections, by improvement of means of their livelihoods.
• **Medical relief**: Creating awareness in the areas of water qualities, hygiene, and sanitation, disposal of garbage, clean environment and proper management of animal husbandry for ensuring healthier life for society.

**Major areas of work**

• **Training and Capacity Building**: AFARM, being a Training cum Resource Organization in the state of Maharashtra have developed variety of training modules pertaining to Organisational Development of Small NGOs, Watershed Development, Sustainable Agriculture, On farm & Off farm livelihoods development, Community Institutions development etc. The target group for these trainings remained as NGOs staff, CBO leaders, Staff of govt. line agencies, SHGs & Producer Groups & PRI members. A full-fledged cell with Multidisciplinary expert personnel & well equipped training centre caters to the needs of the sector.

• **Networking and Advocacy Initiatives**: Presently AFARM is actively engaged in Developing and Managing livelihoods and Rural Enterprise Development for poor households. The central theme of AFARMs initiative is to contribute to development of resilient production, sustainable and diversified households, on farm and off farm livelihoods allowing households to face production and market risk without falling back into poverty and distress. The purpose of the these initiatives to improve the income of poor households through resilient organic and low-input farming, involvement of farmers in primary processing, quality enhancement and marketing, empowering women and landless households through micro-finance and micro-enterprises.

• **Rural livelihoods promotion**: Presently AFARM is actively engaged in Developing and Managing livelihoods and Rural Enterprise Development for poor households. The central theme of AFARMs initiative is to contribute to development of resilient production, sustainable and diversified households, on farm and off farm livelihoods allowing households to face production and market risk without falling back into poverty and distress. The purpose of the these initiatives to improve the income of poor households through resilient organic and low-input farming, involvement of farmers in primary processing, quality enhancement and marketing, empowering women and landless households through micro-finance and micro-enterprises.

• **Research & documentation Services**: AFARM, being a service support organization, plays a vital role in providing Project Management Services to the NGOs, CSOs, CBOs, Govt. Department &CSR foundations for variety of rural development projects. Our services are mainly focused on technical assistance for project design & development & undertaking Monitoring, Evaluation, Learning & documentation (MELD) of development initiatives in rural areas in the country. A full-fledged cell with Multidisciplinary expert personnel caters to the needs of the sector.
involvement of farmers in primary processing, quality enhancement and marketing, empowering women and landless households through micro-finance and micro-enterprises.

Our Current Funding Partners:

- **National Government Agencies**: Department of Agriculture & Cooperation, GoI, Ministry of Rural Development, GoI

- **State Government Agencies**: Department of Agriculture & Marketing, GoM, Department Agriculture GoM, Vasundhara Watershed Development Agency, GoM, Rajiv Gandhi Mission For Watershed Management, Madhya Pradesh

- **International Agencies**: AWO International, Germany, UPS Foundation, US

- **Corporate CSRs**: ITC ltd, Kolkotta, Usha international, Delhi, Tata Trusts, Mumbai, Bajaj Auto Ltd, Pune
A Pathway for Rain-fed Marginal Farmers to Come out of the Agrarian Distress

Miserable State of farmers in Maharashtra: National Crime Bureau Record indicated that over 2,75,000 farmers committed suicide all over the country during 1997 to 2015; 60% suicides in Maharashtra, mainly in Vidharbha & Marathwada region. Main proximate reason came up in various studies was Indebtedness and its attendant economic distress. Indebtedness grew, resulting Farmers under economic distress, causing damage to their social status. Constant pressures from banks and the unauthorized moneylenders led to severe mental distress, compromising their dignity, resultant frustration drove the self respecting farmers to commit suicide.

AFARM Initiative: Based on experience gained from successful implementation of project for scheduled caste and tribal farmers from rainfed regions of Maharashtra, AFARM has undertaken Livelihoods Enhancement programme for Dryland Marginal Farmers in 39 villages from Amaravati and Yavatmal districts alongwith its four partner organisations to reduce the vulnerabilities of Rainfed marginal farmers in Vidarbha Region covering 5939 households over the period 2019-2014.

Problem Statements:

The major problem of identified communities was lack of knowledge, skills to use resources at their disposal efficiently and lack of bargaining ability in absence of their organization. The key findings were as narrated below.

- **Poor land Productivity** - Due to i) Lack of assured irrigation, ii) vagaries of nature, iii) Land degradation, iv) Lack of access to adequate extension services v) lack of access to good quality agri. Inputs & vi) small land holding,
- **Poor Resources** - Poor resources hampered the capacity of farmers to take risks & invest in improved technologies,
- **Low Profitability** - Increase in cost of cultivation due to heavy dependence on costly external inputs and borrowings from moneylenders at exorbitant interest rates.
- **Knowhow** - Poor application of knowledge and technology to reduce production costs, increase productivity and meet quality standards
- **Poor livestock Productivity** - Due to lack of access to improved inputs, technology, credit and marketing arrangements
- **Absence of Institutions of Poor** - Absence of vibrant institutions of poor at the village & cluster level to access and assure resources and other entitlements available from Government & other agencies
- **Marketing** - High costs of marketing and low profitability due to exploitative marketing systems.

An Integrated Approach

AFARM has adopted Integrated Approach to address multitude of problems faced by the marginal farmers. The strategies in our initiative mainly includes following..

- Organizing small & marginal farmers, landless & women headed household, having higher proportion of SCs & STs through adoption of the participatory processes and empowering them to evolve into an organization of poor.
- Handholding and troubleshooting support to local CBOs (SVM Committees, JLGs, SHGs) for the sustaining their groups and linking them with the long term objectives & other resource organizations.
- Participatory planning & execution of In-situ Soil Moisture Conservation Measures and Rain Water harvesting in the fields of small rain-fed farmers with his/ her contribution ranging between 10 to 50% of investment cost.

- Persuading farmers to adopt organic/ LEISA farming (through on-field demonstrations & trials, Organization of Farmers Trainings & Workshops, farmer’s exposure visits & Farmers Field Schools) in lieu of the chemical farming adopted by them leading to agrarian crises.

- Establishment & management of Community managed Custom Hiring Centers to create the access, within the village to improved agri. implements to small farmers.

- Facilitating Pro-poor marketing facilities through (i) orientation and training of producer groups and micro entrepreneurs on quality, grading, packaging, primary processing (ii) Establishing marketing link with the traders and wholesalers by the producer groups. (iii) Collective procurement of agri. inputs and marketing their produce, through the farmers group at the village level.

- Promotion of livestock based livelihoods for diversification of activities to reduce risk and cluster approach to ensure quality. Under this Dairy, Goat rearing and Poultry enterprises undertaken by landless, women, & other marginalized HHs by accessing credit from bank under JLG financing model.

- Convergence of Government Schemes Convergence is an important strategy to develop/promote diversified livelihoods with support from government development agencies. Efforts have been taken to coordinate Government schemes that result into implementation of schemes with comprehensive impact.
Impact:

- **Improvement in economic condition (Rs. 40,000 / HH) of poor farmers & landless HHs** due to diversification of livelihoods options & by improving their access to quality inputs, technology, credit & marketing.
- Reduced forced migration leading to **reduction in school drop outs**
- Increased **social cohesiveness, communal harmony** in the villages
- Development process of poor farmers & landless HHs accelerated due to **increased convergence of govt. schemes**.
- Gender inequalities started lessening due to **empowerment of women**.
- **Reduction in cost of production by 30%** due to adoption of Sustainable Agriculture
- **Poor HHs facilitates to manage their resources** and counter vicious poverty cycle.
- Reduction in distress situation of farming community resulting in **absolutely no attempt of suicide in project villages**.

Future Plan:

**Up scaling / Replication of demonstrated modal in other rainfed regions of Maharashtra State.**

AFARM has following plans / ideas for upscaling / replications with the financial assistance of potential funding agencies

- Developing dedicated workforce of NGOs for planning & implementation of Sustainable Rural Livelihoods initiatives through Conducting Certificate courses on Rural Livelihoods Development
- Up scaling & replication of demonstrated innovation model in various rain-fed regions through member NGOs
- Conducting Sub Sector Studies and Preparation of Cluster specific Livelihoods Action plans
- Training & capacity building of Cluster Facilitation Teams on Agri. & livestock based Livelihoods development
- Skill Development Trainings for potential producers on on-farm & off farm livelihoods activities
- Building cadre of CRPs / Krushidoots for Promotion of NRM based sustainable livelihoods for the poor from rain-fed area with focus on organic/ LEISA farming system.

**Institution Building and Capacity Development**

- **Training of CBO Leaders**
- **Empowered CBOs Mobilized Resources from Government Line Agencies**
Increasing Cropping Intensity and Crop Productivity

Promotion of Package of practices of Sustainable Agriculture

Rainwater Harvesting

Promoted Micro Irrigation practices

Low cost pest control light trap

Mixed Cropping System

Community Managed Custom Hiring Centre for improved Agriculture Implements
Microenterprise Development

Promoted Diversified Livelihoods Option  Dal Processing unit managed by SHG

Propoor Market Linkages

Producers Linked to Market Aggregators

Further details are available at our website: www.afarm.org

Contact

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AmeriCares India Foundation

About: AmeriCares is an emergency response and global health organization committed to saving lives and building healthier futures for people in crisis. When disaster, poverty, disease, or policy cause health crises, we deliver medicines, medical supplies and humanitarian aid to a trusted network of NGOs, hospitals and health care providers across India. We also create and support programs that increase capacity, improve quality and provide more access to health care for underprivileged population across India.

Since 2006, AmeriCares' work has been characterized by compassion, expertise, quick response, and aid that work for people who need it.

Our programs focus on 6 core areas: Disaster Response, Access to Primary Care, Medical Commodity Assistance, Health Care Worker Safety, Community Health Program and School Health Program.

Our 12,000 Sq Ft fully equipped warehousing facility supported by advanced inventory management system enables us to monitor the movement of medical commodity assistance we provide through our partners.
1. Mobile Medical Clinics: In 2011, AmeriCares introduced the Mobile Medical Clinic (MMC) program with a vision to provide ‘Access & Continuity’ of care to drive change in the health seeking behaviour of marginalized communities. Six days a week, our fully-equipped seven mobile medical clinics bring health care to poor families in over 130 slum locations in Mumbai. Returning to the same location every 2 weeks, creating opportunity for continuity of care. Our counsellors provide preventive health education; electronic medical records help track patients at point of care. Patients requiring special consultations are referred to secondary hospitals. Working with local stakeholders, community leaders and area healthcare providers, AmeriCares mobile medical teams have conducted over 300,000 patient consultations since the program began.

2. Emergency Response and Readiness: We provide medical & humanitarian aid to the survivors of natural disasters such as floods, earthquakes and even disease breakouts. Over the last four years, we have responded to 12 major emergencies including in Nepal, J&K, Uttarakhand, Orissa and Bihar and reached more than 3,00,000 beneficiaries so far.

Our emergency response is a three pronged approach:
- Medical camps, medical supplies and aid
- Health, hygiene, nutrition, water and sanitation support
- Rehabilitation of health and education facilities

J&K floods 2014 - 2015
Health Intervention:
- 15,230 survivors received primary care through 33 Health camps
- 3 tons of medicines donated to government hospitals and partners
- 2 Million water tablets donated to Directorate Health Services
- 1 Lac sanitary napkins donated to NRHM

Relief Intervention:
- Donated >6,000 high quality blankets for protection during extreme winters

Hospital Recovery:
- Donated 95 units comprising of 12 highly specialized medical equipments to seven hospitals in Srinagar and Bandipora

School Rehabilitation:
- Rehabilitation of three learning centres for special children
3. Medical Commodity Assistance: AmeriCares pursues product donations from the Pharmaceutical / Healthcare donors and provides them to healthcare NGO partners for distribution to the beneficiaries. Till date we have partnered with 172 partner NGOs and hospitals, across 26 states, enabling us to expand our reach to potential patient pool of nearly 75,000 patients across these states.

4. Community Health Program: Our community health programs focus on prevention and protection of vital chronic and acute diseases prevalent within the marginalized population. Built on the four pillars of health surveillance, testing, education and protection, each program module is customized to address the relevant issues and concerns.

Program Coverage (June 15):
- More than 20,000 households, 11,000 women in child bearing age
- Vaccination of 2,406 individuals for Hep B
- 903 pregnant women were registered and followed

5. Healthcare Worker Safety Program: Launched in 2010, the health worker safety initiative of AmeriCares aims to make health facilities safe place for both healthcare workers and patients. We have developed and standardized a program module for ensuring 'Healthcare Worker Safety' in large scale public hospitals. Working closely with the hospital Infection control committees, we sensitized and protected more than 5,000 health care workers at Jagjivan Ram Hospital (JRH) and KEM Hospital and are currently working with the LTMG Sion Hospital.

KEM Hospital, Mumbai (2012 -14) - We screened 4,405 healthcare workers for Hepatitis B of which ~2,000 were vaccinated. More than 400 staff (nurses, ward boys, tier IV staff) was trained on 'Infection Prevention Practices'

6. School Health Intervention: Continuing our mission to build healthier futures as we expand our learning in primary care, we have introduced a comprehensive school health intervention around three pillars of 'health education, health intervention and WASH'. The pilot program will serve nearly 30,000 children from marginalized population studying in 78 municipal schools in P/North ward of Mumbai city.

The program takes a holistic approach to improve the health and nutritional behaviour of the kids. It includes health education and engagement activities, health events, specialized health interventions and improving the water, sanitation and hygiene practices in the schools.

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Bombay Leprosy Project

ABOUT

The concept of Bombay Leprosy Project (BLP) was formed on 11th September 1976 for field and research leprosy work and the Project was founded on 6th October 1976 by Late Padmashree Dr R Ganapati and other eminent members. The activities of the project were then started in 'G' & 'H' wards (including Dharavi slum) of Bombay Municipal Corporation.

BLP has become synonymous with its founder Director Late Dr R Ganapati, a Padmashree awardee in 1983 and Dr Vivek Pai present Director.

BLP Main Referral Centre is located at Sion-Chunbha where leprosy patients referred from Mumbai and its adjoining areas. Besides this the project is also conducting extension centres at JJ Hospital, Sion Hospital, Somaiya Hospital, Shatabdi Hospital, and Bhabha Hospital.

Basic Objectives of the Project

1) Maintaining and strengthening the Referral Centre and extension centres to provide better care and quality services to leprosy patients.
2) To provide Care and Prevention of Disability services to patients in urban areas of Mumbai and adjoining rural areas of Thane district.
3) Case detection through special Information, Education, Communication (IEC) campaigns and special selective drives in slum pockets and schools and also examination of contacts within the project area by trained medical, paramedical and community volunteer teams.

A Decadal dream by 2025

スター Strengthening BLP’s Referral Centre and its extension centres
スター Identify leprosy patients with risk of developing nerve damage, disabilities and relapse and provide quality treatment.
スター Long term follow up and treatment of patients suffering with nerve damage with chemotherapy.
スター Extension of prevention of disability (POD) services to reach out inaccessible rural/tribal areas through mobile service units.

The dream of "WORLD WITHOUT LEPROSY" is a tall order and a herculean task and BLP has been making every effort for the last more than three and a half decades trying to set up a model towards reaching the goal.
BOMBAY LEPROSY PROJECT

Bombay Leprosy Project as a charitable organization has been engaged in leprosy relief work for the last more than three and a half decades with the objective of providing clinical care and services and thereby improving the quality of life of leprosy patients entirely through donations. Since 1976 the organization has been working relentlessly in implementing the policies of National Leprosy Eradication Programme and assisting the Government in its endeavor.

Besides the activity related to diagnosis and treatment of patients, the Project has been carrying out Operational and Technical Research in the field of leprosy and has published over 350 scientific papers in Indian and International journals. The efforts of BLP have been highly recognized for its excellence in Leprosy research.

We also wish to draw your kind attention to some of the following facts:

- Globally every two minutes, a new case of leprosy is detected and seven out of every 10 case is a child (WHO-2013)
- India contributes to 58% of the global leprosy new case load
- Mumbai’s proliferating slums are posing a great challenge for leprosy elimination

Over the years, prevalence of leprosy has come down drastically with the implementation of Multi Drug Treatment (MDT) strategy. But the problem of leprosy patients with clinical problems and disability caused by nerve damage still remains a huge challenge before the nation today. This is mainly due to lack of quality services in the field of leprosy.

To address this issue, BLP has also been running Prevention and care of deformity (POD) care and services programme in the rural areas of Thane district to patients with leprosy related disability with aids and appliances like splints, finger loops, dressing kits etc under the guidance from Physiotherapists and paramedical workers.

BLP has also been practicing Integrated Rehabilitation programme to eliminate the stigma associated with the disease and fighting for human rights of persons afflicted with leprosy and other related diseases leading to disabilities for nearly more than three and half decades.

We appeal to your good self, kindly donate old news papers / magazines available with you such as Corporates, Clubs, Gymkhana and Hotels etc. which will help us to raise funds for sustaining our services to serve leprosy patients. Kindly contact on us on 022-2405 6486; Mob. 98925 40740 / 98197 37981.
Some of the achievements....
Undaunted by various odds, BLP has forged ahead in its mission and goals

1. Reached 1.95 million people of which 60% are from slums of Dharavi and other similar slums in G and H wards of Bombay
2. 35,000 patients have been cured with MDT.
3. Disabilities have been prevented in more than 3000 patients.
4. 300 leprosy patients and general handicapped persons have been rehabilitated.

Our extensive studies in Mumbai and adjoining rural areas from where patients travel long distance to reach the city for medical relief clearly indicate the need for strengthening the Main Leprosy Referral Centre with satellite clinics equipped with experienced manpower and expertise with skills and necessary resources.

We now feel the need to further strengthen the existing Referral Centre and satellite clinics as this will help us to improve the quality of existing services and also sustain clinical services to patients affected with leprosy. However BLP requires funds for running the Referral Centre activities which are thronged by increasing number of leprosy patients coming not only from Mumbai but also from adjoining districts of Thane and Raigad and even other places of Maharashtra.

We therefore appeal to you for your generous donation to BLP to build up a strong social network and to strengthen our existing activities of Referral Centre and enhance field activities, support rural POD programme and Integrated Rehabilitation programme aimed at providing better services to improve the quality of life of people affected with leprosy and allied diseases to reduce the disease burden in the community.

Your generous contributions may kindly be sent by way of Cheques / Drafts drawn in favour of "BOMBAY LEPROSY PROJECT". The donations to BLP are exempt from Income Tax under Section-80G of Income Tax Act 1961. BLP is permitted to receive contribution from foreign countries under FCRA, granted by the Ministry of Home Affairs, Government of India.

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Organisation: COMMUNITY AID AND SPONSORSHIP PROGRAMME

Towards a Harmonious Urban Community

L&T Public Charitable Trust (LTPCT) has been supporting CASP for various development programmes for more than five years now. The relationship is based on a commitment to improve the lives of marginalised and underprivileged while maintaining a respect for them.

The relationship commenced with the establishment of Vocational Training Centres at Marol in 2010 and at Bombay Central in 2011. Since then these two centres have provided more than 2300 young people with skills that enable them to earn a living.

The two centres provide training in Computer Operation; Beauty Culture and Tailoring. These provide some individuals with job opportunities but primarily are skills that can be used to start a home based business. As a result of this initiative numerous women have been able to establish small home based businesses that add to their family incomes. These increases in income translate into better nutrition for the children which in turn would translate to a healthier workforce in the days ahead.

In 2012 LTPCT supported CASP in commencing the Sarvodaya project in Filterpada community near the L&T plant in Powai. This community situated along the Mithi river houses migrants from various parts of the country apart from Maharashtra. Since the inhabitants belong to diverse regions the sense of community did not exist. Further there was no concerted attempt to improve their lot in life. LTPCT conceptualized the Sarvodaya project as one where every resident would be happy and live in harmony with the neighborhood. A baseline survey revealed that the community had indicators similar to those of most
urban poor areas. The area was unclean and garbage was strewn all over the area as everybody expected someone else to come and clean the place for them. Uptake of government services was poor. Women aspired to earn more and add to the family income but could not due to a lack of skills and opportunities.

CASP commenced by implementing its tried and tested approach of providing women with income generating skill development programs. The beautician course proved to be very popular with young girls while the tailoring program was appreciated by the older women. Both courses have been regularly fully subscribed to and now that most of the young women in the area have been trained the courses are being subscribed by young women from neighboring communities. Numerous young women have bought sewing machines and undertake sewing and tailoring jobs for others. Others have established small beauty parlors in their houses and provide services to their neighbors. Some of the more successful beauticians even get booked for services during the wedding season and accompany the wedding party to the wedding location. All said the program has succeeded in improving the lot of numerous women who have an independent income and thus are empowered.

Since women's health is an issue that most families do not take seriously CASP decided to focus on this issue too. Community workers were employed to create awareness about the importance of care during pregnancy, and early identification of complications. These young women who are residents of the area and thus have the confidence of the community proved to be a moving force in recognizing the needs of the community. They not only provide the residents with information but also liaise with the government nurse to ensure that all pregnant women receive their services.

When it was realised that providing medical services was a felt need CASP commenced a weekly clinic for women's health. Women could not travel far from home and also had to be home in time to complete their work. Earlier women either ignored their medical issues or preferred treatment from poorly qualified local providers. The clinic provides women with specialized services close to their homes and for more advanced services they are directed to the L&T Health Centre at Andheri where they are provided with diagnostic and treatment services.
Recently a pediatric clinic has also commenced functioning and provides children with similar services. Since environmental sanitation was a major problem as was the lack of a sense of community, it was decided to conduct a Clean House competition. This motivated residents to clean their houses but the common areas were still a challenge. Therefore this was followed by a Clean Community competition. This necessitated residents to come together and participate. As a result of this the community began to coalesce and work towards a common objective. Subsequently we have also begun assessing the further needs of the community and engaging with them to empower them to participate in the governance of the area.

As a result of the successful intervention L&T decided to increase the scope of the Sarvodaya programme. The aim is to engage with all the communities along the Jogeshwari Vikhroli Link Road (JVLR) within the next few years. This prominent thoroughfare of the city sports unsightly piles of garbage along most of its stretch. An external intervention could remove these but this will have limited success unless we have the participation of the local residents. And participation and harmonious communities was the primary goal of Sarvodaya. The intervention thus displayed an immense potential for scaling up.

With this intention CASP commenced activities with ten communities along the JVLR from August 2014. Similar to the intervention at Filterpada the intervention has commenced with vocational training programmes as a “hook” to ensure community participation. Here too Sarvodaya has women residents who work with the community to increase their awareness on health issues.

Sarvodaya will soon commence interacting with the residents of these communities to and encourage them to participate in the governance of their area. Community action groups are being created to monitor our programmes and hopefully in the days ahead these will be led by community members themselves. We are certain that the income
generating capacity of these underprivileged people will enhance their capacity to engage in these interventions. And we will achieve our final vision of an India which is more just, fair and equitable. In this India of our dreams every child will genuinely be able to achieve the maximum of their potential.

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The Corbett Foundation

About: The Corbett Foundation was established as a charitable trust in 1994 by Mr. Dilip D. Khatau, a well-known industrialist, former Member of the National Board for Wildlife in India and Member of Indian Wildlife Business Council of Confederation of India Industry. Mr. Khatau is the Founder/Chairman of Conservation Corporation of India Pvt. Ltd., Owner/Operator of Infinity Resorts chain in India. TCF is registered under the Foreign Contribution (Regulation) Act, 1976 and all donations to The Corbett Foundation are exempted under section 80-G of the Income Tax Act, 1961.

The Corbett Foundation (TCF) is a non-profit and non-governmental organization dedicated to the cause of conservation of wildlife and strives to balance a harmonious co-existence between wildlife and human beings. TCF strongly believes that conservation requires a multi-faceted approach, and hence it is actively engaged in conservation-oriented research, facilitating advocacy campaigns, spreading environmental awareness, providing primary healthcare for forest-dependent communities and engaging in tribal welfare through vocational and livelihoods training and sustainable development initiatives. In addition to being a member of the International Union for Conservation of Nature (IUCN), a Member of the Global Tiger Forum and a member of the Indian national Committee of IUCN coordinated by the Wildlife Institute of India, TCF is the recipient of WWF-PATA Tiger Conservation Award in 2000, TOFT-Sanctuary Wildlife Tourism Award for the best Wildlife Tourism Related Community Initiative of the Year 2014 and Kirloskar Vasundhara Mitra Award 2015. In 2014, TCF was accredited by Credibility Alliance under the Desirable Norms for Voluntary Organizations in India.

Initiatives undertaken for CSR/NGO Or Sector wise initiatives:

TCF is involved in wildlife habitats in India, namely Corbett Tiger Reserve in Uttarakhand, Kanha and Bandhavgarh tiger reserves in Madhya Pradesh, Kaziranga Tiger Reserve in Assam and around the Greater Rann of Kutch in Gujarat. In addition, TCF works in Kanha-Pench Corridor in Madhya Pradesh, Pakke Tiger Reserve in Arunachal Pradesh and the Little Rann of Kutch and coastal parts of Kutch in Gujarat. Its programmes extend to over 350 villages in these four states.
Many local forest communities and wildlife share the same natural ecosystems, and this often leads to conflicts. Over the past 21 years, TCF has adopted a multipronged strategy to help create a harmonious co-existence between wildlife and human beings. TCF works closely with tribals and forest-dependent communities that share the wilderness habitats with the wildlife species by providing primary healthcare, veterinary care, sustainable livelihoods, grassroots conservation, research and awareness programs and other welfare schemes to these marginalized communities.

Some of TCF’s notable projects and programmes are listed below :-

1. Interim Relief Scheme implemented in Corbett since 1995 provides interim compensation to villagers whose cattle have been depredated by tigers and leopards. It helps in preventing revenge killings. A total of 12,094 livestock depredation cases have been recorded from 1997-98 to 2014-15 and interim compensation of INR 14,044,907 (around USD 234,081) has been paid.

2. Sustainable Livelihoods programme has trained around 2000 unemployed youths and women from July 2012 to March 2015 in 40 vocations and skills with a placement rate of over 70%.

3. Rural Medical Outreach Program caters to 350 villages. Almost 90,000 patients benefitted from TCF’s mobile medical camps and OPD clinics in 2012-13 and 2013-14, respectively.

4. Several initiatives are undertaken to assist local communities in developing a clean and disease-free environment through activities such as celebration of international health-related days, distribution of first-aid kits, awareness programs focusing on nutrition, diseases prevention workshops for women and child health, water chlorination drives.

5. A thin interface exists between domestic animals and wildlife near Protected Areas, and the chances of communicable diseases such as Foot-and-Mouth Disease, Black Quarter, and Hemorrhagic Septicemia spreading amongst wildlife is increasing. A total of 143,003 cattle were vaccinated in 2013-14 in collaboration with Kanha Tiger Reserve, Bandhavgarh Tiger Reserve, and the State Animal Husbandry Departments of Madhya Pradesh and Gujarat.

6. It is crucial to introduce alternative sources of energy such as biogas plants which have several conservation and health-related benefits. TCF
has installed a total of 24 biogas plants in the buffer zones of Kanha and Bandhavgarh tiger reserves. TCF has provided over 1100 energy-efficient stoves and 3000 solar-powered lanterns for the communities residing in the buffer zones of tiger reserves.

7. Wildlife Rescues form an important part of TCF’s work in reducing the conflict between human beings and wildlife. TCF has helped in rescue and release of snakes, birds and mammals; notable among them being Caracal Caracal caracal, Indian Pangolin Manis crassicaudata, King Cobra Ophiophagus Hannah and Great Hornbill Buceros bicornis.

8. The future of India lies in the hands of its youths, and it is important to spread environmental awareness among the student community and to make them realize the seriousness of the issues at hand. TCF actively organizes workshops, campaigns and meetings in schools and villages to help educate them.

9. Through its Veterinary Care and services programs, TCF helps livestock owners by offering treatment to sick cattle, breed improvement, and pasture land development, awareness and capacity building.

In the past 21 years of its existence, TCF has been successful in running the above programmes at the grassroots level. Our Protected Areas are facing immense pressures from growing anthropogenic pressures and the effects of climate change. The efforts of TCF must go hand-in-hand with the Corporate Social Responsibility of large corporations and small-medium enterprises who share our vision. It has a long list of credentials and has among its partners Axis Bank Foundation, Pirojsha Godrej Foundation, Bajaj Auto Ltd., Coca-Cola India Foundation, HDFC Ltd., WWF-India, BNHS, Born Free Foundation, and many other national and international organizations and funding agencies. TCF has work collaborations with international institutions such as the University of Edinburgh, UK, the Born Free Foundation, and the EarthWatch Institute, India as well as the forest department.

To partner with us and to know more about us, please log on to www.corbettfoundation.org OR write to us at info@corbettfoundation.org.

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Awareness programme for villagers of Bhadgaon (buffer zone of Kanha Tiger Reserve)

Self Help Group of women in Kaziranga making Incense Sticks for alternate livelihood

Baiga tribals trained in making handicrafts and jewellery from Bamboo

Solar Lanterns distribution to Gujjar tribes of Corbett Tiger Reserve

Solar lantern being used in the kitchen of a house in Corbett Tiger Reserve

Biogas beneficiary from Bisatwahi village of Kanha Tiger Reserve
About

Nothing but hope succeeds, as the name suggests, Deepsikha means a flame of light adding meaning and hope to the plight of cancer patients and their families. Started in 2004, it is a nonprofit voluntary organization witnessing the plight of cancer patients and the families from the far flung places of India coming to Mumbai for treatment, made Mr. Devasish Sharma the founder along with a small group of friends and colleagues to lend a humble helping hand to offer support during those crucial days. His dedicated efforts blossomed into an organization - Deepsikha.

Deepsikha (Cancer Care Foundation) is a non-profit voluntary organization which has been working exclusively for the care of cancer patients of the northeastern region for the last 11 years. Cancer is a family experience, and carers of the patient are confronted with a myriad of problems from the time cancer is diagnosed. By focusing on the people coming to cancer treatment facilities, Deepsikha has provided assistance in everything like finding a proper place to stay, the process of registration in the hospital, meeting respective doctors, procuring medicines, acquiring blood, getting financial assistance, arranging ambulance, helping with paperwork for the illiterates etc. Deepsikha is registered under Indian Trust Act, 1961. Deepsikha is also the member of Cancer Care India, an apex body working for cancer support organizations in the country.

ACTIVITIES IN THE NORTH EAST

1. Cancer Awareness
Cancer is largely a lifestyle disease. Prudent modification in our lifestyle, regular exercise and saying NO to tobacco will go a long way in reducing the cancer burden. Cancer is potentially curable in 'early stages'. Even in advance stages when cancer may not be curable, patients can be given useful and good quality life. Spreading cancer awareness is important to remove misconceptions among people. We conduct mass awareness programs in remote villages, schools, colleges, clubs, corporate offices, factories etc. plants which have several conservation and health-related benefits.
2. Counseling for patients and their families: Almost all members are qualified professional Counselors provide counseling and much needed emotional support to all cancer patients & their families who approach Deepsikha.

3. Accommodation facility: Deepsikha can accommodate nearly 200 people (patients & attendants) at a given point of time in Mumbai. We provide hygienic accommodation located in Navi Mumbai.

4. Transportation: We provide subsidized / free transportation to the patients to Tata Memorial Hospital and back to our Bhawans at very nominal cost. We receive patients from Railway stations and Airports and drop them back when they are about to go back to their homes.

5. Ambulance services: We have Ambulance parked in all our Bhawans to meet any emergency.

6. Live Blood Donors: We have a pool of willing Blood Donors who donate blood, Platelets, Plams, to our patients whenever they are in need.

7. Concerts and Entertainment programs: Deepsikha organizes a lot of entertainment programs for our patients to cheer up all the time and stay healthy.

8. Financial Assistance: Deepsikha provides possible financial assistance to people after assessing their current financial status.

ACTIVITIES IN THE NORTH EAST: Deepsikha has set up a help desk in Bhubaneswar Baroah Cancer Institute (BBCI), the premiere Regional Institute meant for Treatment and Research on Cancer in the region.

The benefits given to these patients are as follows:

1. Offering help in registration and in meeting the respective doctors in the OPD.
2. Guidance and helping the patients below poverty line to obtain financial assistance from the Chief Minister's Relief Fund through its help desk in BBCI.
3. Guiding the poor patients with the procedural details to obtain a free treatment at BBCI.
4. Organizing blood for cancer patients undergoing operations as and when required.
5. Guiding the cancer patients and their families to find suitable accommodation.
6. Arranging ambulance services as and when required.
7. Providing financial assistance to the poor cancer patients whenever possible.
8. Providing unconditional love and psychological support to patients and their relatives in making them believe that they are not alone in their fight against this disease.

All these are done absolutely voluntarily and completely free of cost.

Deepsikha Arogya : Bhawan in Mumbai

Deepsikha has already started an Arogya Bhawan in Mumbai on 2nd October 2008. The Bhawan accommodates cancer patients from Assam as well as from the northeast at a nominal rate. Along with this, there is also provision for providing free boarding and lodging for the patients below poverty line. Till now approx 2400 patients have availed the facilities of the bhawan. There is canteen facility for the patients as well.

1. Deepsikha Aradhana at M-54, Sector - 7, Vashi Navi Mumbai
4. Deepsikha Arogya Bhawan at Sector - 23, Vashi, Navi Mumbai.
5. Deepsikha Arogya Bhawan, Plot No. 180, Sector - 8, Vashi, Navi Mumbai.

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Introduction

In Defense of Animals India (IDA India) is a non-profit grass root level animal protection organization based out of Mumbai, India. IDA India is committed to making the world a gentler and kinder place where all living beings enjoy their right to life and happiness.

We are affiliated to In Defense of Animals based out of the USA.

What we do

- IDA India was established in 1996 and in the last 19 years has taken great strides to alleviate the suffering of animals.
- IDA India’s major projects include sterilization program for about 1200 stray dogs per month, treatment to around 600 animals (including injured and working animals) per month, a 24x7 emergency service in Mumbai for accident cases, shelter to around 150 old, blind or handicapped dogs and cats, awareness programs etc.
- To carry out this work IDA India has a huge infrastructure including 8 ambulances (5 big vans, 2 small vans that serve as mobile clinics and 1 animal rescue van to bring in accident cases/serious cases) and two animal welfare centers.
- IDA India employs a staff of 60 persons including qualified veterinarians, para-vets, ambulance drivers, dog catchers, ward boys and office staff which enable IDA India to reach out to so many animals.

Our Brief History

- IDA India was born on 31 October 1996 and immediately took up the project of neutering street dogs.
- In March 1997, it made a small beginning in two garages of a residential colony in a suburb of Mumbai. For the following three years, IDA India worked in small make shift camps.
- With the intervention of the Bombay High Court, the Municipal Corporation handed over erstwhile Dog pound at Deonar to us on 22 December 1999. After refurbishing the place, we started the centre from 1 February 2000, to spay / neuter street animals and render treatment to ill / injured ones.
• In addition, the Navi Mumbai Municipal Corporation (NMMC) handed over their erstwhile Dog Pound to us to spay/neuter and render treatment for street animals in Navi Mumbai which began from 26 July 2006.

Our Commitment to our animal friends: Maybe we are not doing enough for you, but we are doing our best; leaving no stone unturned within our limited capacities. Bear with us...and we will not give up till our last breath doing what we know best to do....taking care of you. We love you all!

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1. Major Projects

Today our major projects are as under:

(a) **Animal Birth Control (ABC) program for street dogs**: 1300 per month (400 in Mumbai, 400 in Navi Mumbai & 350 in CIDCO, 75 in Lonavala and 75 at other smaller camps)

(b) **ABC Programs for street cats**: 90 per month at Deonar

(c) **Other Surgeries**: Around 80 per month (eg. hernia, haematoma, VG, amputation of limbs, tumour, wound suturing etc.)

(d) **Medical Treatment**: Around 150 per month seriously ill/injured dogs and cats brought in by our ambulances from nook and corner of Mumbai, Navi Mumbai and CIDCO regions.

(e) **Ambulance service**: 9 ambulances, including 4 big vans (TATA 407), 5 smaller vans, Maruti Omni CNG, Fiat Uno, and Tata pick up.

(f) **Night Emergency Service**: This is for accident/emergency cases, the only such service in the cities of Mumbai and Navi Mumbai.

(g) **Mobile Clinic**: Treatment to 200 dogs and cats per month on the road itself, with our mobile clinic (Maruti Omni) equipped with medicines, a qualified veterinarian and a driver-cum-helper. This mobile clinic moves in the eastern suburbs of Mumbai, and helps to reduce the tremendous pressure on the centre.

(h) **Animal Shelter**: We provide shelter to about 115 old, blind or handicapped dogs and cats that cannot fend for themselves on the road. Of these, 36 blind dogs are housed in an exclusive ward.

(i) **Water Bowls Project**: Under this project, more than 4000 water bowls have been placed in the cities of Mumbai and Navi Mumbai to provide clean drinking water to street animals. This project is also catching up in other cities like New Delhi, Noida, Chennai, Hyderabad, Bangalore, Pune, Jaipur etc. with 200 to 300 bowls each city.

(j) **Campaigning**: We campaigned for rescue of elephants begging in
cities, tortured in camps under the guise of training and those dying on
the railway tracks running through forests.

(k) **Cows Project:** This project helps cows tied outside temples or in
tabelas (cow sheds).

(l) **Awareness Programs:** We are initiating programs for school
children to sensitize them about kindness and compassion. The
recently launched Compassionate Children’s Club is an initiative
in this direction.

2. **First Spay / Neuter Camp for Dogs at Elephanta Island!**

Our first spay/neuter camp at Elephanta Island, was conducted
successfully! Elephanta Island is located 10km off the coast of Mumbai, the only
access is by boats. 27 dogs were sterilised successfully in 2 days! Several
problems were anticipated and dealt with; commute for one, power supply
was another. The island gets electricity for only 2 hours in a day, the Gram
Panchayat could not fund this program but they offered us 2 large rooms. The
head of the Panchayat who owns a restaurant also provided food for our
staff. So we got going! We arranged for a diesel power generator, invited Dr.
Jinesh Shah and Surgeon Dr. Zenobia to hold this camp and they readily agreed.
Thanks doctors! Last picture shows the vets drawing water from the
tube well at Elephanta!! Hats off to you Docs for working in such
conditions!

Generous donors contributed towards this program and our good staff
willingly offered to stay there in a dilapidated room without electricity.
Goodicia Vaidya went on the 5th February with the staff to settle them
in and to prepare for the program and Fizzah Shah went on 7th
February and stayed through to ensure that all was well. We hope to
hold more such camps in the future now that we have gained
confidence from this one.

We take up challenges whenever we can. The animals need that we all
move out of our comfort zones and do whatever can be done for them.
The dogs here were suffering and so we took up the challenge and the
journey has begun!
3. Projects requiring Funding

(a) ABC for Mumbai Street Cats, and
(b) Repairing two community kennels at our Dog Sterilization & Health Care Centres at Deonar

(a) Animal Birth Control for Mumbai Street Cats

Introduction:

In 1994, ABC for street dogs was made mandatory under order of the Courts. IDA India commenced this work from its inception in October 1996 and to date has made a sizeable reduction in the city street dog population. We have been engaged in all types of animal welfare work since then. In the course of our work with city animals, we had observed that there was a crying need to also include city street cats in the ABC programme, and we have been doing just that for a number of years now.

Why Animal Birth Control (ABC) is Essential for Street Cats

Mumbai has an extremely large population of street or feral cats, living and staying alive with some degree of difficulty on the streets of our city. They perform an important function, as they do in other big cities around the world, that of acting as a natural control over the ever-burgeoning rat population, found in any mega city that generates garbage by the tonne on a daily basis.

Just how many cats are there in Mumbai? It is anybody’s guess. But one can roughly calculate what happens. A female cat delivers about four times in the calendar year, giving birth to three to four kittens each time. If a single pair of cats are responsible for 12 to 16 kittens being born in one year, this birth rate if calculated would result in thousands of cats originating within a decade just from the first pair. Also, at different times during the year, when the seasons are favourable, there is a further population explosion.

The first casualties in the city are the infant kittens; completely vulnerable to any danger as they are so fragile. They lose their lives or get sick or terribly injured in various ways. Mature cats if attacked by dogs, might suffer breaking of the spine or other terrible injuries and will most probably die a painful death.

Female cats after going through multiple pregnancies and deliveries, tend to contract an extremely painful condition called Pyometra. This
is an accumulation of pus in the Uterus. In this condition, the cat needs an emergency operation or it will die a very painful death.

Adult male cats get into terrible fights at the time of mating, that is, when a female comes on heat. The males tend to get severe injuries on the head, back of the neck, the tail and the legs. These injuries are large, and might lead to maggoty wounds which if left untreated, might lead to the slow death of the injured cat.

At our hospital, we can only admit a limited number due to limitations of space, staff and funding. The treatment for such cats is prolonged, expensive and difficult, but for those few who can be admitted, it is life-saving. They take months to heal, after which they are neutered, vaccinated and returned successfully to their locations in the city. However, for those injured male cats not caught, healed and neutered, life is extremely painful and difficult and might result in an equally painful death. For those males who slowly manage to heal by themselves, it is back to fighting during the mating season. So this very vicious cycle continues.

It was for these reasons that, despite all odds, we took on the responsibility of carrying out Cat ABC which we started in 2003.

**ABC of cats – An Effective way to control population**

Till March 2014, we have operated over 4000 cats with no monetary help coming in from the Government or Municipal authorities. Our method has been to invite the public to bring in local stray cats for ABC. We keep the cost down to actual, only relating to the operation itself. Whoever can afford to pay, does so. Otherwise, many times, we do these operations free of cost.

All types of cases are admitted to the Centre without hesitation. Handicapped, blind, badly injured or sick cats and injured or sick kittens. We do our best with every case we admit, even trying our new methods such as homeopathy or acupuncture for paralysed limbs. We have established separate wards to accommodate different types of patients, thus we have a Kitten Ward / Injured Cat Ward / ABC Ward and Residential Cat Ward,
the last being for those cats who have over the years been simply abandoned at our Centre. For those who get well and have nowhere to go, such as abandoned kittens, we take great care and trouble to find a good and safe home for each of them.

But we have realized, that by far the most effective way we can ensure the welfare of the city feral cat population is by simple Spay and Neuter.

- After being operated, both male and female become docile, gain weight and live out their lives in peace.

- Males no longer engage in fights with each other and are thus saved from the terrible injuries inflicted in mating battles.

- Female cats are sterilized using the same method that is used in dog sterilization, that is, they undergo ovario-hysterectomy. Both the ovaries and uterus are removed. If the ovaries are left intact, the cat may come on heat again and again. If the Uterus is left, the cat might contract pyometra. So this type of spaying saves the female from many unpleasant consequences.

- The females no longer give birth to litters of kittens, who after being born, face many dangers and forms of cruelty just because they are born in such hostile conditions in a mega-city.

We have been engaged in carrying out this operation for cats for quite a few years now and have developed a certain expertise in all types of treatment – our ultimate goal being spay and neuter of as many feral cats as possible, to ensure that these animals also enjoy an acceptable level of welfare during the span of their natural lives and in the process, bring down the amount of neglect and cruelty they suffer as a consequence of living in the open.

Soon after we started the ABC of cats, we realized that merely having an ABC ward for cats won’t help, as grievously injured cats and those requiring other surgeries like hernia, VG, prolapsed of uterus or rectum, also need help. We thus started our cat ward for treatment as well.
Animals we have treated till date: While we do not have separate figures of treatment rendered to for dogs and cats, the combined figures of other surgeries to alleviate the suffering of animals, e.g. hernia, hematoma, V.G., removal of tumour, prolapse of uterus / rectum, amputation of a limb, suturing of wounds, etc and treatment given in last 9 years till March 2014, are given in the following table, which shows that we have helped 164,145 animals in the last 9 years, through surgeries or treatment. (The data before F. Y. 2005-06 is not properly recorded by us hence not available)

<table>
<thead>
<tr>
<th>Financial Year</th>
<th>Dogs Spay Neuter</th>
<th>Cats Spay Neuter</th>
<th>Other surgeries</th>
<th>Total surgeries</th>
<th>Treatment given</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2006</td>
<td>3,942</td>
<td>237</td>
<td>319</td>
<td>4,498</td>
<td>1,363</td>
<td>5,861</td>
</tr>
<tr>
<td>2006-2007</td>
<td>5,606</td>
<td>282</td>
<td>618</td>
<td>6,506</td>
<td>2,516</td>
<td>9,022</td>
</tr>
<tr>
<td>2007-2008</td>
<td>8,668</td>
<td>306</td>
<td>893</td>
<td>9,867</td>
<td>5,938</td>
<td>15,805</td>
</tr>
<tr>
<td>2008-2009</td>
<td>11,986</td>
<td>255</td>
<td>836</td>
<td>13,077</td>
<td>9,856</td>
<td>22,933</td>
</tr>
<tr>
<td>2009-2010</td>
<td>12,928</td>
<td>351</td>
<td>839</td>
<td>14,118</td>
<td>11,233</td>
<td>25,351</td>
</tr>
<tr>
<td>2010-2011</td>
<td>10,019</td>
<td>521</td>
<td>917</td>
<td>11,457</td>
<td>13,729</td>
<td>25,186</td>
</tr>
<tr>
<td>2011-2012</td>
<td>10,673</td>
<td>636</td>
<td>988</td>
<td>12,297</td>
<td>8,087</td>
<td>20,384</td>
</tr>
<tr>
<td>2012-2013</td>
<td>11,401</td>
<td>733</td>
<td>1,212</td>
<td>13,346</td>
<td>5,466</td>
<td>18,812</td>
</tr>
<tr>
<td>2013-2014</td>
<td>13,622</td>
<td>444</td>
<td>1,339</td>
<td>15,505</td>
<td>5,386</td>
<td>20,791</td>
</tr>
<tr>
<td>Total</td>
<td>88,845</td>
<td>3,765</td>
<td>7,961</td>
<td>100,671</td>
<td>63,574</td>
<td>164,145</td>
</tr>
</tbody>
</table>
Cost of this Project

The basic cost of sterilizing a cat, to include surgeons fees, medicines, expensive suturing material, post operative care for 10 days, comes to Rs. 1,500/- per cat as per the breakup given below.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Item of cost</th>
<th>Cost in INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Anaesthesia plus syringe</td>
<td>36</td>
</tr>
<tr>
<td>2.</td>
<td>Vikryl (soluble) suture material</td>
<td>160</td>
</tr>
<tr>
<td>3.</td>
<td>Surgeons Fees</td>
<td>200</td>
</tr>
<tr>
<td>4.</td>
<td>Post operative dressing plus syringe - Rs.150/- +Rs.24/-</td>
<td>174</td>
</tr>
<tr>
<td>5.</td>
<td>Post operative dressing during recovery - Rs.60/- x 5 days = Rs.300/-</td>
<td>300</td>
</tr>
<tr>
<td>6.</td>
<td>Wages of Dressing Team</td>
<td>150</td>
</tr>
<tr>
<td>7.</td>
<td>Vaccinations: Anit-rabies and syringes</td>
<td>130</td>
</tr>
<tr>
<td>8.</td>
<td>Daily feeding for 5 days recovery period - Rs. 70/- per day x 5 days = Rs. 350/- (plus tonics)</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td>Total cost (for 1 cat)</td>
<td>1,500</td>
</tr>
<tr>
<td></td>
<td>Total cost for 800 cats per year</td>
<td>12,00,000</td>
</tr>
</tbody>
</table>

We do hope you will consider funding this very worthwhile cause. Our feral cats are very much a part of the cityscape and they need all the help they can get from those who care about the welfare of animals.

(a) Repairing two community kennels at our Dog Sterilization & Health Care Centres at Deonar, Mumbai

Introduction

The room seen in the picture used to be a community kennel used to house dogs. We used to keep mothers, pups, and sick dogs as it was a nice big and airy room. It has been completely destroyed by the vandals living in the slums surrounding our centre. They first broke the A.C. sheet roof into half and removed the fans and lights. Then they slowly broke the ledges which were all around the room, removed the grills...all this very gradually. We have not been able to use this room from the time they started breaking it up.
The Action

Last year, we renovated rest of our centre at tremendous cost, and put up steel roofing (Jindal roofing sheets) that are extremely strong. The vandals tried their best to remove them, but fortunately the roofing has not given way.

After being assured that the amount spent on the broken community kennel will not go down the drain, we now propose to rebuild it into a kennel for housing mothers with puppies. This will involve rebuilding the walls, putting new flooring, grills, and making it habitable. We also propose to build similar kennel in the open space next to this kennel.

The Impact

We look forward to support for this project, which will help us to house mothers with puppies separately, rather than keep them in the Puppy Pen, which should be exclusively for motherless puppies.

Cost of this Project

The cost of construction of these two kennels is approx. Rs. 3.75 lakhs as per the breakup given below:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>For construction of walls in two kennels: bricks (2000 pcs), sand (1 brass), metal (1 brass), grid powder (2 brass), cement (60 bags)</td>
<td>58,000</td>
</tr>
<tr>
<td>2.</td>
<td>Labour for construction of walls (lumpsum)</td>
<td>42,000</td>
</tr>
<tr>
<td>3.</td>
<td>Tiles on the walls including labour (65 boxes @ Rs. 250/-)</td>
<td>16,250</td>
</tr>
<tr>
<td>4.</td>
<td>Flooring with kota stone 2000 sq. ft. @ Rs. 32/-</td>
<td>64,000</td>
</tr>
<tr>
<td>5.</td>
<td>Kota stone ledges 420 running ft. @ Rs. 38/-</td>
<td>15,960</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>Cost</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>6.</td>
<td>Labour charges lumpsum for fixing tiles, flooring and ledges</td>
<td>10,000</td>
</tr>
<tr>
<td>7.</td>
<td>Roofing with Jindal Steel sheets 14 Nos. @ Rs.2,700</td>
<td>37,800</td>
</tr>
<tr>
<td>8.</td>
<td>G. I. pipes 20 ft. long 2&quot; dia. 17 Nos. @ Rs. 850</td>
<td>14,450</td>
</tr>
<tr>
<td>9.</td>
<td>Gypsum Sheets below the roofing to keep the room was heating up due to metal roofing 600 sft. @ Rs. 90/-</td>
<td>54,000</td>
</tr>
<tr>
<td>10.</td>
<td>Grills six 25 ft. x 6 ft. 350 sq. ft.@ Rs. 80</td>
<td>28,000</td>
</tr>
<tr>
<td>11.</td>
<td>Grilled door to the kennels 2 Nos. @ Rs. 2600</td>
<td>5,200</td>
</tr>
<tr>
<td>12.</td>
<td>Labour for fixing Jindal Sheets (lumpsum)</td>
<td>22,500</td>
</tr>
<tr>
<td>13.</td>
<td>Contingencies</td>
<td>7,000</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>375,000</strong></td>
</tr>
</tbody>
</table>

As on date, we have obtained funding for the project to the extent of approximately 10% of the total project cost.
In Defense of Animals India
7, Shanti Kunj, 124, Hindu Colony, 5th Lane, Dadar, Mumbai-400 014 (India)
Website: www.idaindia.org
Email: info@idaindia.org

Always....In Defense of Animals

Orphaned.
Abandoned.
Homeless.
Helpless.

Old. Blind.
Abused.
Unwanted.

We're there for them.
But we need your help as we strive to reach out to more animals like these. Help us help them.

Our Commitment to our Animal Friends
Maybe we are not doing enough for you, but we are doing our best; leaving no stone unturned within our limited capacities. Bear with us...and we will not give up till our last breath doing what we know best to do....taking care of you. We love you all!
About

Enactus (formerly SIFE) is very active in facilitating entrepreneurship action-oriented projects with corporate social responsibility amongst college going students across the world. Over last 41 years, Enactus has built a unique approach for how to bring about positive change. Globally, network includes 2 Lakh university (college) students from more than 1700 campuses in 39 countries, along with hundreds of academic professionals and thousands of business members.

In India we have a fairly good presence 105 colleges/universities at present. Students display a much evolved sense of responsibility and accountability and are an asset to any organization. Firms like KPMG, Walmart, Hershey, Cargill, TATA Group, Mahindra, Unilever, have been globally supporting Enactus over past many years and have been involved with the organization in more than 20 countries now.

Our organization is governed by top business executives including the Worldwide Board of Directors which is chaired JP Bilbrey, President & CEO The Hershey’s Company; and supported by board members, which include – Doug McMillon, President & CEO, Walmart Stores, Inc; Kees Kruythoff of Unilever NA, and Ravi Kant, Former Vice Chairman, Tata Motors.

Sector wise initiatives undertaken

Colleges over these 105 colleges through over 210 projects, have impacted more than 20,000 lives directly and more than 1 lac indirectly in 2015. Students try to eradicate the vagaries of social economic issues our country faces today.

Projects range from healthcare and sanitation, education, promotion of gender equality, women empowerment, helping the specially abled and skill development. Striving towards making sure that each project is aligned to the 17 UN Sustainable goals, the ultimate aim is to provide a sustainable living to the chosen beneficiaries. Showing innovation at its best; the initiatives take up impact in a diverse group of the marginal section of the society. Colleges adhere to a triple bottom-line approach, where they try to economically, socially and environmentally better the lives of the people targeted.

While a college works towards the upliftment of a neglected transgender community, by teaching them skills that would help them become financially independent and achieve the acceptance they
deserve, another works on transforming underprivileged and unemployed women into self-sufficient individuals by holistically transforming them into skilled beauty professionals. Majority of the projects focus on women or the upliftment of the specially abled. Teaching women the art of screen printing in Delhi, to teaching them to make toys from natural wood colors in Visakhapatnam are some of the various projects undertaken by the students.

Through their entrepreneurial spirits they also aim to provide a healthier living to the community, a team in Indore is teaching women to manufacture cost-effective lighting products, whereas in Delhi women were trained to manufacture smokeless stoves or non-chemical affordable water purifiers. 35 projects on food and nutrition were undertaken by Enactus teams across India, impacting about 300 people.

Projects ranged from making home cooked food for students coming from outside, to setting up hygienic food stalls in Chennai, to helping a group of marginalized women from Biaora in Rajgarh District in M.P. to form Self Help Group and training them to make value added products of Soya such as Soya milk, Tofu, Soya Biscuits etc.

Waste management is also another challenge our country faces, and through an array of close to 20 projects, Enactus combats this evil by teaching the selected beneficiaries the importance of waste management and help them earn a living through the same. A team in Patiala is taking the biodegradable waste from the university hostels and make manure out of it. 18 Enactus projects are focused on agriculture and farming. A team aims to increase photosynthetic efficiency for sustainable increase in yield and help mitigate food security challenges by means of artificial lighting, replicating natural sunlight. Similarly another team helped a group of farmers by training them in Mogra cultivation during months of water scarcity and thereby resulted in economic and social stability that led to not only availability of sufficient water year round but also an undisrupted education of children of 314 farmer families. Few teams taught farmers Mushroom farming and thereby helping them increase their income.

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Fandry Foundation

About “Fandry Foundation”

Social media, Movies have always been criticized for their bad effects. It has often been misconstrued that the youth uniting through social media is moving towards a bad path. Facebook, WhatsApp are always seen as tools for whiling away time. Contrary to this "Project Fandry" was born which includes youth united under a positive revolution.

In recent days a movie called "Fandry", directed by national award winner Nagraj Manjule got wide recognition. The tribal society as well as the people living in far-flung remote areas were highlighted through this movie. However, this movie also brought out in the open, the bitter truth about the condition of these people. An innocent " Fandry" eagerly looking at a pair of jeans in a plush showroom had a twinkle in his eyes which touched a chord in everyone’s heart. Even if we look around, there are so many of them who require help. In a city like Mumbai, everything is available at the drop of a hat. However, just like in the movie, in remote areas, kids do not even have proper clothes to wear. "Fandry Foundation" was born and took roots because of one such thought.

Instead of selling old usable clothes, giving them to such kids was the thought behind the first step of Project Fandry. Under this project, old but usable clothes were distributed among these people. "You just keep the clothes ready and they will be collected" was the message given to people in the city. In this way we tried to spread our network.

On the 5th of July 2014, a program of distribution of old but usable clothes was carried out in a tribal area at Kotbi. In our first attempt itself, 52 young people came forward and helped out in the area. Old clothes, Stationary, Sports material and Rs.35000 were collected and aptly used in the first project itself. Following this, help was provided to Vivekanand Balak Ashram at Yeoor, Gokul Institute's girls Ashram at Deorukh, Kurungwadi and Malin accident area & recently village Kevnale in Mokhada Tehasil of Palghar District.

Under "Project Fandry", we carried out a program called " Ek karanji molaachi". Karanji is a popular sweet which is prepared during Diwali festival. In this festival we get to eat a host of sweets and special preparations. But, people in the remote areas are devoid of such
novelties. Such was the thought behind this program. 5 kg of karanjis, 65 kg of biscuits and 85 kg of chivda was distributed among these people 2 days before Diwali.

Revolution spreads in Kolhapur:

With the help of Facebook, the advents of “Project Fandry” spread to all parts of Maharashtra. A small team was also formed at Kolhapur. This team undertook a project of helping an institute called “Avani” which took care of such kids who have lost their parents. The institute principally required pieces of cow dung which has an array of uses in remote areas. Consequently 2000 pieces of cow dung and 2 water purifiers were given to the institute. The team then moved on to help an institute established by Shahu Maharaj called Miss Clarke hostel which took care of Dalit and underprivileged children. Cooking material like utensils, cooking stoves and sports material was distributed among the kids. Workers and their families working in brick kilns were given usable clothes and tilgul (a sweet made during Makar Sankranti festival), thus celebrating a special Makar Sankranti with them. The Kolhapur team then spent Valentine’s day with the kids of an institute called “Karunalaya” which takes care of kids with AIDS. The kids were then given 2 cupboards and sweets.

An excellent response from Ratnagiri:

Study and sports material was distributed to kids in Gokul Ashram which is operated by Matru mandir Institute. Subsequent to the programme, "Ek karanji molaachi", we provided Diwali sweets to Matru Mandir Institute and basic cleanliness necessities like soap, toothbrush and toothpaste to the ladies from the institute. Moving further on, a school operated by the Zilla Parishad of Kanhe village in Chiplun was helped. The students from standard 1st to 8th in the English and Urdu mediums were distributed school material and stationary. After this, a medical camp was also arranged by Late. Mr. Sitaram Chache charitable trust for the people of the entire set of villages in Aravali in Sangameshwar taluka. This project was jointly carried out by Ratnagiri and Kolhapur teams. The Ratnagiri team also celebrated the New Year by drawing beautiful Rangolis with the girls in the "Renuka Mata Ladies Hostel”.

Personal Hygiene-Awareness: Drive(Kurungwadi)

There was also a need to make those people self-sufficient along with providing help to them. Hence, special attention had to be given to their health. Hence, we took a self-awareness drive in the village itself. "We are not here to teach you anything but to learn from you". This was the thought that was laid in front of the villagers. As the government supplied funds were proving to be insufficient, we provided them a help of Rs. 4000. However, in return we took a vow from all of them that they will keep their kids and themselves neat and clean. This organization will always look to make those people independent and reduce their dependency.
Salute to women

World woman’s day was celebrated in a novel way by Fandry Foundation. Every woman working for Fandry Foundation was felicitated by giving a certificate of appreciation. These women work for the foundation sparing their time from their work and families. Hence, they were felicitated in the presence of their families by visiting their respective homes.

Project Hope:

Project Hope is our latest program. As it is the end of an educational year, many students would be having stationary/study material that they won’t use for the next/upcoming year. We plan to distribute such material to the needy children who are less fortunate. Education is the only thing which makes a man independent. Hence, this is an attempt on our part to make the children in the tribal areas independent and help them to stand on their feet.

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About: Established in 1949, Family Planning Association of India is registered under the Societies Registration Act 1860 and Bombay Public Trust Act 1950 and is a founder member of International Planned Parenthood Federation (IPPF). FPA India strengthens a voluntary commitment to advocate for SRH and Rights and, choices. It promotes access to SRH information and services related to family planning, safe abortions, HIV/AIDS and sexuality to poor, marginalized and vulnerable populations including young people.

INTRODUCTION: Family Planning Association of India, established in 1949, is a National voluntary Organization that spearheaded the Family Planning movement in India. With its headquarters based in Mumbai, it works through its 44 Branches functioning in 18 states of India. In 2014, FPA India covered 30 million populations and provided over 88 lakh services to 27 lakh clients, including young people. 40% services were provided to young people between 10-24 years of age. The majority (89.4%) of the clients served were poor and vulnerable, 76 percent were from rural/peri urban areas. This was mainly achieved by adopting a holistic approach in programme implementation and service delivery.

The Family Planning Association of India has been playing an important role of complementing and supporting the Government of India’s work. However, it now looks beyond complementing and supplementing the Government work to create new evidence, indicative models which may not today be understood to be popular or acceptable but would guide the programmes due to its innovative and insightful nature.

Currently working on five program areas namely Abortion, Access, Advocacy, Adolescent and AIDS termed as 5 A’s from 2005 onwards.

ADVOCACY: Strong public, political and financial commitment to and support for Sexual and Reproductive Health and Rights (SRHR) including family planning, population, environment and development at the national and state levels.
This is strategized by associating communities and policy makers for promoting the sexual and reproductive health and rights including family planning choices, highlight their accomplishments in the related fields and enlist their support. The objective is to engage with Governments and other agencies on SRHR issues at the national and state level towards desired changes and to advocate for linking SRHR with population and developmental issues.

**ADOLESCENTS**

FPA India has been engaged in promoting sexual and reproductive health and rights involving young people through its Sexuality Education, Counselling, Research and Training programme addressing the sexual and reproductive health information and service needs of young people. FPA India firmly believes in reproductive and sexual rights of young people and provides gender-sensitive, age-appropriate comprehensive sexuality education and life skills to make informed choices about their sexuality and lives. During the year 2014, FPA India provided Comprehensive sexuality education (CSE) to 77382 young people and almost 21 lakh SRH services to young people. The Association has developed 'Growing Up is Fun' curriculum which is being used by all Branches for imparting Comprehensive Sexuality Education (CSE) to young people in school and out of school settings.

- **Beyond borders**
  In 2011, FPA India developed a new way of reaching out to young minds. Sparsh, a mobile learning programme on sexuality was launched by IL&FS Education and their telecom partners. The 12 modules are delivered through Interactive Voice Response technology. This information is designed for young people between 13-30 years. It is available in 12 Indian languages and 5 international languages - Swahili, Portuguese, Arabic, Spanish, and Bahai in addition to English. This integrated approach of providing services as well as providing HIV related services along with other SRH services has been well received.

**ACCESS**

Through the Programme Area 'Access', FPA India reaches out to the poor, marginalized, socially excluded and underserved communities spread across rural, urban and peri-urban areas of 44 Branches and Projects through static clinics (RHFPcs) and outreach based service delivery units, partnerships and community mobilization approaches.

- **Access Outreach**
  Special SRH service sessions are conducted with the help of fully equipped mobile outreach teams in the hard-to-reach areas. Satellite clinics have also been set up in some remote areas to provide clinic based SRH services where health care facilities are either negligible or absent.
Networking with NGOs and advocating with Panchayati Raj members (village councils) and other influential groups, is an integral part of community mobilization, in implementing rights-based interventions and supporting the community members to access SRH information and services. The Outreach Unit also supports self-help groups and facilitates micro-credit programmes in collaboration with financial institutions to empower economically deprived community members.

- **Access RHFPDC**
  Access to high quality clinic based services is provided through 41 static clinics, known as Reproductive Health and Family Planning Centres. Quality of care in the RHFPDCs is monitored through the Medical Department.
  During the year 2014, of the total 88,19,430 services provided through all the service delivery points of FPA India, 25% were provided through the RHFPDCs and 58% were provided through the Outreach units, including 29 satellite clinics, 74 mobile outreach teams, 3656 CBD/Ps, 318 private physicians and 14 associated clinics. 554 SHGs were established, adding to a total of 4667 SHGs with a membership of 1116 men and 59,816 women. 17% of the total services were provided through 21 Urban Family Welfare Centres, a unique and long standing collaborative initiative of FPA India and the respective State Governments of Tamil Nadu, Gujarat, Karnataka, Madhya Pradesh, Uttar Pradesh, Haryana and Maharashtra.

**ABORTION**
Abortion remains the most controversial reproductive health care issue in India. The early implementation of the Medical Termination of Pregnancy (MTP) Act-1971 in 1972 has had little impact on women seeking safe and legal abortions. FPA India persistently clarifies the difference between sex selective abortions and abortions at all forums and levels and advocates for abortions as a women’s right. FPA India is not only providing safe abortion services at its clinics, but also expanding the provider base through training programmes recognized by the Government of India.
  FPA India is working to improve accessibility of comprehensive safe abortion related services. Increased access to comprehensive abortion care services resulted in 18405 clients undergoing safe abortion procedures including second trimester abortions (222) as well as treatment for incomplete abortions (630) which were done outside. A total of 24545 clients underwent pre abortion counseling while 19240 were counseled after the procedure.

**HIV/AIDS**
FPA India began addressing HIV related issues through its IEC programmes in the early ’90s. During the early 2000s FPA India
expanded its activities and started providing STI and HIV related services, integrated in its ongoing SRH service provision. Currently, FPA India provides HIV counselling and testing services at all its operational sites and 32 Integrated Counseling & Testing Center (ICTCs) are recognised and supported by State AIDS Control Societies (SACS). In 2014 FPA India provided more than 8 lakh HIV related services and 6.5 lakhs RTI/STI services, including 95,000 HIV testing. FPA India works with all key population groups (Intravenous Drug Users (IDUs), sex workers, Men having Sex with Men (MSM), Transgenders(TG) and other vulnerable groups such as single migrants, truckers, and women and children. FPA India also has a HIV Workplace Policy.

**CAPACITY BUILDING:**

Capacity building is an essential component of any organization for its growth and sustainability as well as to remain contemporary in a fast changing world. It is not just about the capacity of today -- it is about the future. When capacity building is successful, it strengthens organizational ability to fulfil its mission over time, and enhances the abilities to have a positive impact on lives and communities.

At FPA India, capacity building is a continuous process at every level. Appropriate skills and knowledge updates are provided, both internally as well as to external partners in development. At the community level front line workers such as Link Workers, ASHAs, CBDs/CBPs, PMPs, CBO/NGO representatives are trained in generating awareness and in providing basic services. Capacity building programmes are organised internally for volunteers and staff who are also deputed for building their capacities through externally organised courses/programmes or to participate in seminars/conferences.

**KNOWLEDGE MANAGEMENT:**

FPA India maintains a centralized monitoring and evaluation system managed by Monitoring & Evaluation Department at HQ, governed by M&E strategy (2011-15) and Knowledge Management Policy of the Association. The system has been set up as a continuous process of learning for improving services particularly to the poor, marginalised, stigmatised, socially excluded, and underserved groups of people and for promoting the agenda for SRH&R. The monitoring system includes a robust referral system which takes into consideration internal referrals as well as inbound and outbound referrals. Evidence for M&E systems is gathered periodically through documentation, descriptive and statistical reports which have been tailored to meet the organizational as well as donor needs. Each project more specifically is monitored to track progress towards attaining its set objectives through well-defined indicators, qualitative as well as quantitative. Success stories and case studies are documented. Formative and operations research is also carried out whenever required. Various research methodologies are
adopted to carry out needs assessments, baseline and end-line surveys, and review of projects and evaluations.

Initiatives under CSR -
Different Branches of FPA India have received support through CSR initiatives, detailed below:

1. CSR support to FPA India Mumbai Branch
   - Support from L&T:
     a. Paraprofessional Course - This is a Bedside Assistant Course that runs over a span of 3 months. Participants include youth above 18 years of age, most of whom are school drop-outs. The first three months comprise theoretical learning followed by 3 months of internship at nursing homes/private homes for practical exposure.
     b. Mobile Education and Service Unit (MESU) - A mobile van that goes into the community on a daily basis and provides primary health check-up.
     c. Sonography unit - A Sonography machine has been installed and is being used in the AWHC (AwabaiWadia Health Center) Clinic premises.

   - Support from the State Bank of India:
     The State Bank of India has provided a mobile van which is being used at the PSK clinic (Bhiwandi) under Mumbai Branch for transporting clients to Prasad Chikitsa (Satellite clinic) and for transferring referral patients to nearby hospitals.

2. CSR support to FPA India Singhbhum branch
   Support from the Tata Steel-
   a. Tata Steel is supporting the RHFPC of Singhbhum branch and sponsored equipment procurement and upgrading infrastructure.
   b. Rishta Project - FPA India, Singhbhum runs the "Rishta" project in collaboration with TATA, which mainly caters to the adolescent health issue.

   Jamipol - Jamipol a TATA unit is supporting costs towards purchase of equipment, upgradation of infrastructure and honoraria payable to visiting consultants at the FPA India RHFPC.

   Support from Akshay Steel - A vehicle is sponsored by Akshay Steel to facilitate doctors to commute to the RHFPC.

3. CSR support to FPA India Pune Branch
   M/s Yardi Software Ltd has supported FPA India Pune Branch in initiating an outreach based project to extend SRHR awareness and services in four urban slums of Pune, covering a population of 1,20,000.
Contact details: Ms. Geeta Sethi, Secretary General
Family Planning Association of India (FPA India),
Bajaj Bhavan, Nariman Point, Mumbai 400 021. India
Tel: (91) - 22 - 4086 3101 / 2202 9080 / 22025174
Fax: (91) - 22 - 4086 3201 / 4086 3202
E-Mail: fpai@fpaindia.org
Web site - www.fpaindia.org

ALL INDIA COUNCIL (AIC)

<table>
<thead>
<tr>
<th>PRESIDENT</th>
<th>Mr. H. R. Umesh Aradhya</th>
<th>Shimoga</th>
</tr>
</thead>
<tbody>
<tr>
<td>VICE PRESIDENTS</td>
<td>Mrs. Freny Z. Tarapore</td>
<td>Pune</td>
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<tr>
<td></td>
<td>Prof. Dr. Shrikant D. Yelegaonkar</td>
<td>Solapur</td>
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<tr>
<td></td>
<td>Mr. Vijay Gosai</td>
<td>Rajkot</td>
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<tr>
<td>JT. HON. TREASURERS</td>
<td>Dr. Shirish Malde</td>
<td>Mumbai</td>
</tr>
<tr>
<td></td>
<td>Prof. (Mrs.) Poornima George</td>
<td>Bidar</td>
</tr>
<tr>
<td>ELECTED MEMBERS</td>
<td>Dr. (Mrs.) Roza Olyai</td>
<td>Gwalior</td>
</tr>
<tr>
<td></td>
<td>Dr. G. G. Hegde</td>
<td>North Kanara</td>
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<td></td>
<td>Mrs. Madhura Ashok Kumar</td>
<td>Bangalore</td>
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<td></td>
<td>Prof. Dr. U. Natarajan</td>
<td>Dindigul</td>
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<td></td>
<td>Ms. Priya Kath</td>
<td>Srinagar</td>
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<tr>
<td>YOUTH MEMBERS</td>
<td>Ms. Arshpreet Kaur</td>
<td>Panchkula</td>
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<td></td>
<td>Ms. Jaswinder Kaur</td>
<td>Mohali</td>
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<td></td>
<td>Mr. Gaurish Kadam</td>
<td>Mumbai</td>
</tr>
<tr>
<td>IMMEDIATE PAST PRESIDENT / PATRON</td>
<td>Mrs. Sujatha Natarajan</td>
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</tbody>
</table>
The executive leadership of the organisation, this include details of the Board and Senior Management Team including Chief Executive Officer, Director, Chief Financial Officer.

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Geeta Sethi</td>
<td>Chief Executive Officer /Secretary General</td>
</tr>
<tr>
<td>Mr. Umesh Aradhya</td>
<td>President</td>
</tr>
<tr>
<td>Mrs. Freny Z. Tarapore</td>
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<tr>
<td>Prof. Dr. Srikant D Yelegaonkar</td>
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<tr>
<td>Mr. Vijay Gosai</td>
<td>Vice President</td>
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<tr>
<td>Dr. Shirish Malde</td>
<td>Jt. Hon. Treasurer</td>
</tr>
<tr>
<td>Prof. (Mrs.) Poornima George</td>
<td>Jt. Hon. Treasurer</td>
</tr>
<tr>
<td>Ms. Arshpreet Kaur</td>
<td>Elected Youth Volunteer</td>
</tr>
<tr>
<td>Ms. Jaswinder Kaur</td>
<td>Elected Youth Volunteer</td>
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<tr>
<td>Mr. Gaurish Kadam</td>
<td>Elected Youth Volunteer</td>
</tr>
<tr>
<td>Dr. Kalpana Apte</td>
<td>Senior Assistant Secretary General – Program Implementation</td>
</tr>
<tr>
<td>Mr. Lalit Parashar</td>
<td>Assistant Secretary General – Administration &amp; General Services</td>
</tr>
<tr>
<td>Mr. Sudhir Tawde</td>
<td>Chief Finance Officer / Director of Finance and Accounts</td>
</tr>
</tbody>
</table>
Helen Keller Institute for Deaf & Deafblind (HKIDB)

Location: Mumbai and Navi Mumbai (Maharashtra)
Karjat, District Raigad (Maharashtra)

About: Helen Keller Institute for Deaf & Deafblind (HKIDB) is a pioneering institute for the education, training and rehabilitation of the Deaf and Deafblind in India and South East Asia. Deafblindness is a unique disability that affects a person’s hearing and vision. The institution is recognized by the State and Central government and many international organizations as a premier institute for the all-encompassing development of Deafblind persons. The institute’s focus stems from the strong belief “to give every person every right that you claim for yourself”. The institute is the recipient of many awards and much recognition, including the prestigious Anne Sullivan Award & the President of India's Award.

Vision: No one is incapable of being taught and no one can do without education. It is the fundamental birthright of every child to be loved and educated.

Mission: To be a pioneer NGO working in India for the betterment of children and youth who are Deaf, Deafblind and with additional disabilities by providing them with unconditional love, care and guidance and equipping them with education and training to lead a dignified life.

Objectives:
• Education, training and rehabilitation for the Deaf, Deafblind and Deafblind with additional disabilities
• Ensure that Persons with Disability (PwD) are independent and self-reliant
• Ensure that PwD integrate seamlessly into mainstream society
• Guidance and instruction to parents and guardians of PwD to help them understand and communicate with their ward better
To be the best institution in India to provide excellent academic and practical teacher training
To highlight, to the public, the problems faced by PwD and offer solutions to authorities in power, government or otherwise, to make the environment disabled-friendly

Areas of Work

The institute has been involved with the education of Deaf & Deafblind children since its inception in 1977.

Early Intervention Program: The institute’s early intervention program is for young children in the age group of 0-12 years. The centers are equipped with sound infrastructure, qualified special educators and Pediatric Physiotherapist. The teacher-student ratio is 1:1 while imparting therapy sessions as the children are young and possibly with multiple disabilities.

HKIDB School for Deaf & Deafblind: The establishment is equipped with all modern facilities from a diagnostic laboratory to specially designed classrooms for educational sessions, a water pool, a gymnasium, a sensory garden, a counseling center and an auditorium. The institute provides vocational training & rehabilitation for both rural and urban youth.

Deaf Education - The school for the Deaf (Kindergarten to Std. X) at Navi Mumbai is supported by Government of Maharashtra. The medium of instruction is Marathi, Hindi and English.

Deafblind Education - We hold separate classes for Deaf & Deafblind children as the method and pace of instruction is very different. The communication and development needs of a Deafblind child cannot be accommodated in a special educational program solely for the Deaf or the blind. Hence, here too the teacher-student ratio is high and we have provided hostel facilities for Deafblind children. We have a total of 42 teachers and caregivers for 42 Deafblind students.

Facilities

• Diagnostic Laboratory
• Specially designed classrooms
• Swimming pool for aquatic therapy
• Gymnasium for occupational therapy
Teacher Training Course: We conduct a two years course of Diploma in Special Education (Deafblindness) for training persons in educating and understanding Persons with Disabilities (PwD). It is recognized by the Rehabilitation Council of India (RCI).

Rehabilitation: HKIDB’s Vocational Training Programs are employment / entrepreneur oriented. The institution imparts training in the areas of 3D animation, screen printing, braille printing and proof reading, electrical wireman, plumbing, computers and desktop publishing, horticulture, gift article making viz., fancy candles, jute bags, paper flowers, semi-precious stone jewelry, etc. Hands-on experience for a limited period is provided at the workshop operated by the institute.

Development of pioneering concepts: Total Communication - HKIDB was the first institute to adopt the method of Total Communication which is a combination of Oral, Aural and Manual (signing, finger spelling, mime, gesture etc). Total Communication is an expressive audio-cum-visual approach to education. It calls for teaching of the language and speech through not only lip reading, but also speech and auditory training, gestures, sign language, finger-spelling, cued speech and miming when required.

HKIDB is a pioneer institute amongst Asian countries to provide specialist & professional services to the Deafblind children & to use the ‘Total Communication Approach’ in communicating and teaching these children. With more than 3 decades of experience, HKIDB has acquired a unique place in the service of Deafblind.

Computer education for Deaf and Deafblind children - Computers have become the basis for information and the hub of communication in every town across the globe. Computer knowledge is no longer a luxury but a necessity for everyone. HKIDB is committed to provide this same service to the Deaf and Deafblind students of India.

The high functioning Deafblind learn to use various advanced assistive technological hardware systems such as the Power Brailier, Braille Embossers and software viz., JAWS and Duxbury available at HKIDB.

For the 1st time in the history of Deafblind education, HKIDB has trained Deafblind students to appear for NIOS examination equivalent to SSC Board, where they have appeared for their exams on computer without the help of any scriber or without any extra time.
Along with the training on computers, these Deafblind persons are also trained to become Assistant Instructors at the Institute.

**Contact**

Mr. Yogesh Desai  
Chief Executive Officer  
Helen Keller Institute for Deaf & Deafblind  
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www.hkidb-mumbai.org  
www.facebook.org/hkidb  
www.helenkellerinstitutefordeafanddeafblind.org
About

Human Touch is a registered youth-led non-profit organization based in Goa. Human Touch informs, inspires and engages youth in development, so that they are inspired to get involved and take action to improve their local communities and change the world. Human Touch is currently working on four main initiatives in Goa, viz. 1) HIV Prevention and Control, HIV Impact Mitigation, Promotion of Sexual and Reproductive Health and Drug Abuse Awareness and Prevention, and is passionate about sustainable development goals (SDGs) and promotion of a culture of peace and universal human rights for all.

Affiliation and Accolades

1) Registered under Societies Registration Act, 1860 at Charity Commission Office, Nagpur (No. Mah/571/09 (Nagpur) on 24th June 2009.
2) Registered under Bombay Public Trust Act, 1950 at Charity Commission Office, Nagpur (No. F-24871 (Nagpur) on 23th June 2010
3) Allotted Unique ID: MH/2009/0011318 by Planning Commission, Govt. of India under NGO Partnership System
4) Granted Registration Under Section 12AA of I.T. Act, 1961 (No. 31/14/2010-2011)
6) NGO with a Special Consultative Status with Economic and Social Council (ECOSOC), United Nations (Since January 2014) - Status granted at 2014 Regular Session of the Committee on NGOs on 24th January 2014 (ECOSOC/6592 NGO/784).
7) Empaneled by Tata Institute of Social Sciences for National CSR Hub which makes us considered for projects under CSR initiatives of CPSEs
9) Confederation of Indian Industry (CII – Western Region) includes Human Touch “Dossier of NGOs” for NGO-Industry Partnership and lists in 18 credible NGOs, 2011
10) Certified under Basic Norms by Credibility Alliance, New Delhi
11) Awarded Platinum Seal for Public Accountability and Transparency by Guidestar India at World CSR Congress in 2015
Projects Undertaken:

1) HIV Prevention and Control: Awareness programme among most at risk population (female sex workers, injecting drug users and men having sex with men). Apart from this, prevention programmes are done in corporate setting and other institutions.

2) HIV Impact Mitigation – This programme aims to mitigate the impact of HIV through livelihood training and supporting entrepreneurship initiatives by those living with and affected by HIV. As a part of this initiative, Human Touch along with I Create Goa conducts “Aspiring Entrepreneurs Workshop” (AEW) for participants from the marginalized communities such as female sex workers, transgender, people living with and affected by HIV were part of the workshop. The workshop exposed the participants to different entrepreneurial qualities. They are offered practical tips for successful entrepreneurship and were also trained in opportunity identification. Follow up support is also given in terms of mentorship and subsidy/loan. HT has also initiated livelihood programme for widows living with HIV through tailoring classes.

3) Promotion of Life Skills and Sexual and Reproductive Health for Young People: The programme is a thrust area of HT. This target population for this programme has been mostly adolescents living with and affected by HIV. Apart from counseling on sexuality and related issues, HT has been conducting residential and one-day camps for these adolescents with provision of various sessions covering wide range of topics related to life skills. Besides this, advocacy for protecting their rights has been in forefront. The programme has also been having a capacity building component for care givers and counselors.

4) Drug Abuse Awareness and Prevention Programme: HT has been spearheading the program after being concerned about the increasing prevalence of drug abuse among Goan teenagers. The trend has been quite worrisome and has hit the middle-class and we are seeing a sharp increase in cases of school students, some as young as 13 and 14 years, hooked to recreational drugs. HT has been conducting sessions in schools as well as providing counseling services to students in substance abuse. HT is looking for support to start rehabilitation centre in Goa.

Contact Details:

Peter Floriano Borges
Founder/CEO
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About

At Magic Bus, our objective is to break the poverty cycle, one child at a time. By equipping India's poorest children and young people with the essential life skills and appropriate behaviour/knowledge; we change each child’s approach to their own future. Magic Bus’ children take control over their lives so they can move from a life destined for abject poverty and become fully participative members of their communities, with jobs.

Today, Magic Bus has evolved into one of the world’s high-impact, low-cost, scalable programmes. The key approach remains the award-winning Sport for Development (S4D) curriculum, delivered by local mentors, as a catalyst for education. The strong mentoring model enables volunteers (emerging from the communities) to have the skills and attitude to be able to use every available opportunity to guide children to break out of poverty.

Today, Magic Bus reaches out to over 350,000 children through a strong network of 8000 young volunteer mentors, across 22 states, 68 districts in India.

INNOVATION IN THE SPACE OF CHILDREN AND YOUTH DEVELOPMENT

Magic Bus has two Major Innovations in the space of Children and Youth Development.

The children’s programme holistically develops children from underprivileged communities by getting them to evolve a positive attitude and behavior around education, health and gender equality and to develop socio emotional skills. This helps the child to evolve into a confident and competent youth and empower him/her getting to a livelihood of his/her choice and succeeding in it, thereby giving him a fair chance of moving out of poverty.

The 'Livelihood Programme' for youths is an innovation that connects the aspirations and potential of underprivileged youth to existing market opportunities that are based on their strengths, interests, and where they live.
Activity Based Curriculum
Our Activity Based Curriculum (ABC) is a unique model that uses activities and games to make change. 40 sessions per year – each with a lesson, teach children about education, gender, health, and key issues affecting them. The activities excel in building physical, social, and personal skills.

Mentorship Model
Local youth volunteers are trained to be mentors and role models to other children. They conduct the activity-based sessions and act as catalysts for community change. The children and youth grow up becoming confident, respected and responsible.

The Magic Bus Livelihood Programme – Bridging the Final Mile
Our Livelihood Programme bridges the gap between possibility and opportunity through access to training and courses. Nearly all the youth end up pursuing higher studies and/or enrolling in our employability programme.

EDUCATION

Magic Bus Focus Areas in Education
- Access to School
- Improving the school and classroom environment
- Improved school learning environment
- Helping girls access their rights

Programmatic Outcomes
- Reduction in dropout rates
- Increased regularity in school attendance
- Increased involvement of parents in School Management Committees

Impact Achieved
- 99.2% of children who attend Magic Bus sessions are in school
- 75% of Magic Bus children attend school regularly – five days a week.
- 27% of parents of children at Magic Bus are part of the School Management Committee
**HEALTH**

**Magic Bus Focus Areas in Health**
- Hygiene and sanitation
- Disease prevention
- Sexual and reproductive health
- Nutrition and fitness
- Stopping or preventing substance abuse

**Programmatic Outcomes**
- Improved hand washing habits among children
- Improved knowledge and practices about vector and water borne diseases
- Improved knowledge on good touch-bad touch.
- Improved menstrual hygiene practices
- Improved knowledge on cause, symptoms and remedies of anemia
- Improved knowledge of appropriate nutrition
- Increased participation in physical activities

**Impact Achieved**
- 80% of Magic Bus children wash their hands after defecation.
- 61% of households treat their water prior to drinking it.
- 85% of Magic Bus children didn’t suffer from diarrhea in the two weeks prior to data collection
- 60% of children are aware of Malaria
- 77% of children accept that it is inappropriate to touch someone else's body without their consent.
- 70% children are confident of being able to say 'No' when touched inappropriately
- 82.66% of the girls are aware of appropriate menstrual hygiene – (washing their pads and drying them in sunlight, changing their pads regularly and maintaining genital hygiene to prevent yeast infections)
- 62% children are aware of at least 2 symptoms of anemia
- 89% children are aware how to prevent from anemia
- 86% said they consume Iron Folic Acid tablets
- 86% children don’t eat junk foods regularly, out of them 54% rarely eat junk food
- 96% children play outside Magic Bus sessions.
- 93% believes eating right and exercising results in healthy body.

**GENDER EQUALITY**

**Magic Bus Focus Areas in Health**
- Addressing stereotypes and discrimination
- Access to public spaces
- Better understanding of consent and violence (types of gender-based violence)
- Support systems in case of gender-based violence
Programmatic Outcomes
- Significantly expanded access to formal education for girls
- Equal opportunity for all genders
- Improved access to playgrounds
- Reduction in gender-based violence

Impact Achieved
- 95.7% of adolescent girls attend school
- 96% children believe that all children irrespective of sex should get opportunity to play
- 90% say that given equal opportunities, girls and boys can have similar levels of accomplishment
- 2925 playgrounds have been made accessible to girls and boys
- 80% of girls feel that they can seek help if someone behaves inappropriately

SOCIO-EMOTIONAL DEVELOPMENT

Magic Bus Focus Areas in Socio-Emotional Development
- Self-awareness
- Self-management
- Social awareness
- Relationship management
- Responsible decision-making

Programmatic Outcomes
- Improved ability to manage emotions and emotional responses
- Increased self awareness (strengths and limitations)
- Increased demonstration of rational and responsible decision making

Impact Achieved
- 66% children are confident of practicing self-control
- 78% children can identify their strengths and 72% children can identify with their weaknesses.
- 62% children are confident that they can judge whether their goals are realistic or not.

LEADERSHIP AND LIVELIHOOD

Magic Bus Focus Areas in Livelihood
- Mobilising the youth to demonstrate leadership across the country.
- Experiential Learning approach to develop Life Skills
- Information, Advice and Guidance (IAG), career counselling and personal needs assessment to enable identification of goals and associated pathways.
- One to one mentoring to identify and mitigate risks of drop out.
• Tailored Employability and Leadership training based on youth’s needs.
• Partnerships with vocational training providers and other skills training experts offering a diverse training menu to youth
• Pre and post placement support for youth in partnership with employers.

**Programmatic Outcomes**
• Youth participating as volunteers of the community.
• Motivating girls to take up leadership role in their community
• Youth develop leadership, employability and life skills to develop themselves both professionally and personally.
• Youth successfully progress into work, further education or accredited career based training.
• Youth sustain work, further education or training for at least 6 months post placement.

**Impact Achieved**
• Across the country we have 8000 youth working as Community Youth Leader for Magic Bus program out of which 7345 takes session independently.
• 33.8% girls have come forward to become leaders of their community.
• 41.3% are currently employed with assistance from Magic Bus or partner NGOs.
• 71.4% of youth on the programme have completed 12th grade and are attending college.
• 84% said they would like to continue their higher education
• On the livelihood front, 37.3% are already working

**Contact Details**
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Tel: 09930314770 / 022 43339393
Todi Estate, No. 5, 2nd Floor, Sun Mills Compound, Lower Parel (W), Mumbai-400 013.
Various Projects Associated with MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES GOVT. OF INDIA

Dept.of Industries-Govt. Of Maharashtra

MANAV SEVAK
EDUCATIONAL AND MEDICAL RESEARCH FOUNDATION

Honoured by State Govt. Of Maharashtra - Social Justice Department - SHAHU PHULE AMBEDKAR PURASKAR

Main Center : Shivali Samaj Mandir, G. K. Rd., Nr. Apna Bazar, Behind New BDD 10, Naigaum, Dadar, Mumbai - 400 014.

Youth Empowerment
Children Education

Women Empowerment

Adolescent Girls

Medical Help

Entrepreneur Development

SHG Development

Helping Hand to Underprivileged

Estd - 1997

Target Group
- Youth, Women and Children those are poorest, underprivileged, marginalised and disadvantaged from slum and lower middle class / below poverty line community. These youth, women are unemployed, some are school drop-outs, mature orphans and some are rejected by their families.
- Self Help Groups (SHG’s) For Youth and Women, Street Children, Adolescent Girls

Future Plan
- Income Generation for Urban / Rural Youth and Women

Various Projects Associated with
- Ministry of Micro, Small & Medium Enterprises, Govt. of India
- Macquarie Group Foundation, Australia
- Teach India CSR Department, The Times of India
- Reserve Bank of India, Dept. of Industries - Govt. Of Maharashtra
- Depts. of Women and Child, Brihanmumbai Mahanagar Palika
- Dept. of Women and Child and Social Welfare, Navi Mumbai Mahanagar Palika
Vision

To strengthen the socio-economic standards of Rural and urban by construction a sustainable model for community development through empowerment. To Motivate, encourage & inspire youth women to reach their potential and to carry out dreams and their own future.

Mission

Our primary aim is to unearth the rich potential in the youth and women of Rural and urban slums and poverty stricken sections. And to economically empower them through engaging them in different viable employment skills. To reduce unemployment rate, Poverty, School drop-out rate and follow millennium goals. By support of young people, women and who is eligible to be engaged, to achieve a healthy lifestyle with decent income opportunities, sustainable food security in Urban and Rural area.

Goals and Objectives

1. To engage urban and rural Children, youths and women from slums, lower middle, below poverty to take leadership roles in community based activities with positive lifestyles.
2. To empower marginalise people to initiate healthy community based activities.
3. To provide all leadership opportunities regardless of socio-economic status and development.
4. To promote gender equality to eliminate unemployment and child labour through capacity building.
5. To organise Youth and women into self help groups and develop their leadership qualities to facilitate them for decisions making.
6. To reduce poverty by improving economic status of individuals through income generating activities.
7. To improve the health status of communities through health education, environmental cleanliness.
8. To eradicate literacy and to inculcate their habit of saving and co-operative credit among target groups.
# Various Projects Associated with

## MANAV SEVAK
**EDUCATIONAL AND MEDICAL RESEARCH FOUNDATION**

Honoured by State Govt. Of Maharashtra - Social Justice Department - SHAHU PHULE AMBEDKAR PURASKAR

Main Center: Shivai Samaj Mandir, G. K. Rd., Nr. Apna Bazar, Behind New BDD 10, Naigaum, Dadar, Mumbai - 400 014.

### Synopsis of Activities and Initiatives for the years 1997 - 2015

<table>
<thead>
<tr>
<th>Project Detail</th>
<th>Activities</th>
<th>Year</th>
<th>Target Group</th>
<th>Beneficiaries</th>
<th>Budget</th>
<th>Donor(s)</th>
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</thead>
<tbody>
<tr>
<td>Vocational Training</td>
<td>Skill Development for Women and Self Help Groups (SHG’s)</td>
<td>2014-2015</td>
<td>Women and SHG from BPL and Lower Income Families</td>
<td>1000 Women</td>
<td>20 Lacs</td>
<td>Mumbai Mahanagar Palika</td>
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<tr>
<td>Award</td>
<td>Shah Phule Ambedkar Award</td>
<td>2014</td>
<td>Conferred by the Ministry of Social Justice and Welfare, Govt. of Maharashtra for outstanding contribution to society.</td>
<td></td>
<td>15 Lacs</td>
<td>Govt. Of Maharashtra</td>
</tr>
<tr>
<td>Computer Literacy</td>
<td>Imparted Basic Computer Education</td>
<td>2014</td>
<td>Children</td>
<td>250 Children</td>
<td>3 Computers donated</td>
<td>Reserve Bank of India</td>
</tr>
<tr>
<td>Anti Corruption Campaign</td>
<td>Screening the noted social educational film MANJUNATH depicting the anticorruption mission</td>
<td>2014</td>
<td>Youth</td>
<td>2500 Youth</td>
<td>10 Lacs</td>
<td>IIM Alumni &amp; Macquarie Foundation, Australia</td>
</tr>
<tr>
<td>Teach India</td>
<td>Spoken English Program for Youth Employability.</td>
<td>2011-2015</td>
<td>Youth</td>
<td>2100 yearly</td>
<td>30 lacs per yr. approx.</td>
<td>CSR - Times Of India</td>
</tr>
<tr>
<td>Vocational &amp; EDP Trg.</td>
<td>SJSRY-Skill Develop. for Youth &amp; Women from BPL Families</td>
<td>1999-2010</td>
<td>Youth and Women</td>
<td>1400 yearly</td>
<td>28 Lacs per year approx.</td>
<td>GOI, GOM &amp; BMC</td>
</tr>
<tr>
<td>Skill Development</td>
<td>Skill Development for Youth and Women</td>
<td>2010 &amp; 2011</td>
<td>Youth &amp; Women</td>
<td>252 Youth &amp; Women</td>
<td>7.56 Lacs</td>
<td>Govt. of Maharashtra</td>
</tr>
<tr>
<td>Skill Development &amp; EDP</td>
<td>Skill Development for Youth and Women</td>
<td>2009 to 2012</td>
<td>Youth and Women</td>
<td>800 youth and Women</td>
<td>24 Lacs</td>
<td>Govt. of India</td>
</tr>
</tbody>
</table>

### Available Document
- Pan Card
- 12 A Certificate
- 80 G Tax Exemption Certificate
- FCRA
- 95 AC

### Focus On
- Children - Education, Educational Help, Health, Nutrition, Sport, Vocational Training
- Women - SHG Development, Vocational Training, Rights, Empowerment
- Youth - Skill Development Training, Conce Illing, Empowerment, Entrepreneurship Development
- Mediball - Health Camp, Blood Donation Camp, Awareness Camps

### Contact Details
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- Landline: 022-2413 4811
- Website: www.manavsevak.org
- e-mail: manav.sevak.ngo@gmail.com, sbhorade@gmail.com, sbhorade@rediffmail.com

### Various Partners Associated with
- RESERVE BANK OF INDIA
- DEPT. OF WOMEN AND CHILD BRIHANMUMBAI MAHANAGARPALIKA
- MACQUARIE GROUP FOUNDATION AUSTRALIA
- TEACH INDIA CSR DEPARTMENT THE TIMES OF INDIA
- MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES GOVT. OF INDIA
- DEPT. OF WOMEN AND CHILD AND SOCIAL WELFARE NAVI MUMBAMAHANAGARPALIKA
Manav Sevak Educational and Medical Research Foundation

Helping Hand to Underprivileged
Estd - 1997

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            sbhorade@gmail.com,
            sbhorade@rediffmail.com
The aim and mission of the Paraplegic Foundation is to work for the total rehabilitation of the severely disabled persons like Paraplegic by providing facilities in Total Health Care and Opportunities in developing skills and jobs. This should encourage and empower them to be confident and self-reliant to live a happy family life so as to contribute to the positive Development of the society. With this mission, a beginning was made by a group of Paramedical and Medical Paramedical Professionals working in Municipal General Hospitals. Their Visionary attitude and persistent efforts led to the development Of need based activities.

The Paraplegic Foundation operates through two centres presently.
(a) Kantaben Shah Comprehensive Care Centre, Sion
(b) Sanjeevan Deep, Airoli, Navi Mumbai

Who is a Paraplegic.

A PARAPLEGIC is a person whose lower extremities are affected and has usually no control over his bladder and bowel movements and little or no sensation in his lower extremities.

This usually occurs at 18 to 35 years of age either due to an injury or infection to the Spinal Cord.

(a) The Kantaben Shah Comprehensive Care Centre
The Centre has various dimensions.

The Health Harmony has again two aspects

The OUTDOOR CLINIC is held twice weekly and is open for All. Treatments are provided in Acupuncture, Physiotherapy And Counseling areas.

The SWEEKAR is a residential facility to limit the patient’s Disability and build his residual capacities, total rehabilitation treatment is offered in-
house by a team of doctors like Anthologist, Acupuncturists and Para-Medical Personnel like Physiotherapists, Occupational Therapists, Nurse, Nutritionist and Attendants.

Patients and their attending relatives are given High Protein Nutritious Diet for health and stamina growth.

**For building confidence amongst the patients**  Yoga, Meditation, and Prayer Meetings are regularly held. This also helps in the patient accept reality.

**Various Entertainment Events** like Film Shows, Picnics, Games etc. are used for Group and Individual Education to build a Positive Attitude. Extensive efforts are put for the Patient’s Psycho-Socio-Economic Rehabilitation.

At any given time, there are about 25 patients staying with a close relative as an attendant. The above approach helps them to understand the change in their life and accept it even after leaving SWEEKAR.

### Shrama-Safalya – Sheltered Workshop

1. **Training**
   - The disabled are given training usually as per their background and interest or else given training in tailoring, art work etc.

2. **Production and Job Work**
   - Items produced include Sanitary Pads, Liquid Soap, Phenyl, and Artistic Items such as Greeting Cards, Glass Paintings, Fancy Carry-Bags, Diary Sets etc. Job Work is undertaken whenever an opportunity arises.

3. **Sales Stalls**
   - About 28 Sales Stalls in Municipal General Hospitals, Maternity Homes are manned by the Disabled. Sales organized by corporates, Banks etc. provide outlets for our Products and Opportunities to Demonstrate the skills and abilities of the Disabled Persons.

**Hand Crafted Products made by our Beneficiaries**

The gifting products are available at our Sion Centre for sale. We also undertake customized orders for special occasions and festive seasons.

A brief list of some of the items are listed below:

(a) **Block Printed items**: Table Linen, Table Cloth, Table Mats, Table Napkins, Cocktail Napkins, Coasters On Order – Single & Double Bed Sheet, Ladies Tops etc.

(b) **Artistic Gifts**: Diary Sets, Single Line Diaries, Table Memo with Pen Stand, Paper Bags, Photo Frames, Jewellery Boxes etc.
(c) Decorative Gifts: Rangoli, Torans, Wooden Serving Trays, Eco-Friendly Products, Shopping Bags, Fancy Bags, Purses, Gift Bags etc.

JIGAR – Building Mind and Body through Sports

SPORTS ACTIVITIES are conducted weekly in the Evening. The beneficiaries of the workshop and Health Harmony inmates play team games like Throw Ball and Cricket specially designed for them to build their muscles and upper extremities. Physically Challenged Persons from Outside are also encouraged to participate. These team Games give them a great joy and instills amongst them a Team spirit and confidence.

ANNUAL SPORTS MEET are conducted at Local and National Levels, usually every alternate year. The Meet Provides opportunities to the challenged participants to share and learn from each other. Students of Rehabilitation Professions as well as the Professionals themselves observe, appreciate and learn the importance of sports in the rehabilitation process. The Paraplegic Foundation has played a pioneering role in organizing team games for the Severely disabled.

SURUCHI: Annadata Sukhi Bhava

Everyday Nutritious High-protein food is cooked at the Foundation for the patients, their attending relatives, beneficiaries, staff etc. This is provided Free of charge.

SAHAYYA: Is at your own hand

• Aids and Appliances such as Tricycles, Wheelchairs, Walkers, and Medicines etc. are given to deserving paraplegics at low or no cost.
• Financial Assistance for Education, Vocational Training etc. to paraplegics / his family
• Appliances are given on Hire for those needing them temporarily.

ANANDGHAN: Shower of Joy

Opportunities are provided to develop their cultural Talents with the help of professional artists who act as volunteers. This boosts their confidence and gives them the great joy of achievement. Their programmes are presented at the Foundation’s various celebrations and also elsewhere.
SAHAKAR: Learning is life long

The foundation organizes Seminars, Workshops etc. to provide a platform to rehabilitation personnel to share their knowledge and experience, upgrade their skills and to enhance understanding of each other’s role and contribution in the field of disability.

PUBLICATION: Janeev

The foundation encourages and undertakes Survey and Research to identify and alleviate the medical and psycho-social problems faced by the disabled. It encourages publications which would reach out to maximum persons and create further awareness about their problems, their special needs and abilities of the challenged persons.

MAIN BHI PARAPLEGIC: A Platform of Paraplegic

A community of Paraplegic acts as a Support Group. The sign of the best rehabilitated paraplegic is, that he/she volunteers to help other paraplegics through his/her life experience. This bond of positive relationship acts as a best media to develop confidence, self-respect and learn to live life with dignity.

(b) Sanjeevan Deep (Airoli Centre): A Centre for challenged Children and Youth

This is a project to provide both academic and vocational Education to the neglected sections of the society, viz Mentally retarded, Dumb and Deaf as well as Autistic Children from the lower economic strata of the society who otherwise would have not attended school at all. This school is located at Airoli, Navi Mumbai.

Sanjeevan Deep Centre For Loco-motor Challenged Persons (WHEEL HOUSE)

The new project for Paraplegics & Loco-motor Challenged Senior Citizens is nearing completion. This is to provide a Safe & Comfortable Living for Paraplegics & Loco-motor Challenged Senior Citizens.

Futuristic plan is to build Multipurpose Hall (Wheelchair Accessible) & Nursing College in the campus at Airoli, Navi Mumbai.

CSR Initiatives:

1) M/s. GlaxoSmithKline Pharmaceuticals Ltd. – Health Care – Sweekar (Health Harmony) Section at Sion Centre.

3) M/s. SIDBI – Wheelchair Friendly Toilet Blocks (4 Nos.) under Swaccha Bharat Abhiyaan Project (Under Processing)

4) Lioness District 323-A2 – Furniture & Fixtures, Equipments for WHEEL HOUSE

5) CSR Initiatives for Total Education, Vocational Training, Total Health, Personnel Training & Research need to be addressed.

6) Sustainable development programmes through CSR Initiatives in the field of Health Care, Skills Development, Livelihood, Job Works, Sales / Outlets for Handcrafted Gifts Products etc.

7) CSR Sponsorship through Accessible India Programmes can help at our centre for exclusive Multipurpose Hall, Nursing College and for the current ongoing project of WHEEL HOUSE.

Organisation Structure:

Our Organisation is headed by Mrs. Sulabha Warde, Trustee And President Emeritus. Mrs. Warde has decades of Medical Social Work, Medicine, Law, Finance and General Administration.

MR. M. R. BALURKAR – Hon. Secretary
MRS. HEMA GANDHI – HEAD – CSR / PR / COMMUNICATIONS
Mob.: +91 9769780153 / 9322196978
Mr. Bhagyesh Lad – Administrative Officer
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Mobile : +91 922359042
E Mail : paraplegicfoundation@yahoo.com
Website : www.paraplegicfoundation.in
Population First

About
Population First (PF), a brainchild of Mr Bobby Sista, is a communications and advocacy initiative that works on health and population issues from a gender and social development perspective. It was registered in March 2002 under the Bombay Public Trusts Act, 1950. Our key objectives are to help reduce gender imbalances in the population and work towards gender-sensitive and social development-oriented health and population programmes. We believe that the problem lies not in numbers but in the unequal social development and gender disparities that are prevalent in the society. We thus focus on addressing the declining child sex ratio, prevalent gender discrimination, promotion of quality health and social development services and inculcating an understanding of gender and social development issues among the youth.

Our Approach
- Sensitize all sections of society to the inter-relationship between population, health, gender equity and social development
- Mobilize community participation to implement integrated population, health and social development programmes
- Engage the corporate sector to build public-private-community partnerships to strengthen the government’s efforts to ensure quality health and contraceptive services.
- Work with the mass media to change mindsets which impede social change, particularly on issues related to girls and women’s rights, gender equality, which have an impact on health and population issues.

Our Projects
AMCHI (Action for Mobilization of Community Health Initiatives)
AMCHI, which in Marathi means “Ours” is a community empowerment project that works for better quality, accountability and transparency in social development services through active participation of the people in programme implementation and monitoring. AMCHI is implemented in 90 villages under nine Primary Health Centers in the Shahapur Block of Thane District of Maharashtra since 2007.

AMCHI has received generous support from Mahindra & Mahindra, HDFC, RBS Foundation, ICICI Foundation and the H.T Parekh Foundation.
Objectives

- To empower the community to recognize and demand its rights & entitlements of the Govt services
- To promote quality health care through enhanced interpersonal communication skills of the service providers
- To create demand for quality health services through community mobilization initiatives
- To revive village level groups and institutions and involve them in health and social development programs

Strategy

- Strengthening the communication skills of service providers
- Community mobilisation to create demand for quality health services
- Empower women’s groups and youth groups through innovative training programmes and campaigns

Activities

- **School in Development (SID):** We are reaching out to students of 5th to 7th std. of 21 schools in Shahapur block of Thane district under its School in Development Project. The project aims to empower school students to be the change agents in improving sanitation, health and education at personal, household and community level. Preparing the new generation to take on the responsibilities and become sensitive towards the change process is at the heart of the project.

- **AMCHI Livelihoods Initiative:** To provide sustainable eco-friendly income generation opportunities to youth and women in the villages. Currently, rural-tourism and vermicomposting are being pursued in 21 villages.

- **Malnutrition Eradication Campaign:** To eradicate malnourishment among children in villages of Shahpur by channelizing the existing resources to ensure its optimum utilisation. The interventions are focussed on parents and the child. Being implemented on pilot basis in 1 village.

- **ANC/PNC sessions:** Interactive sessions to generate awareness among pregnant women and mothers on various aspects of maternal health care. We work to promote increased access of the ANC/PNC services by women, provided by the Govt facilities. Behaviour change intervention.

- **ARSH sessions:** Training of adolescent girls and boys on issues pertaining to Gender, Adolescent reproductive and sexual health so that they can make informed choices and access their reproductive and sexual rights.

- **Parivartan ki Oar (Theatre Based Workshops):** To motivate and strengthen the communication skills of service providers for effective service delivery.
• **Micro-planning** (Community Mobilisation Process): An exercise involving intensive 5-day interaction with the people of villages using Participatory Rural Appraisal Techniques to identify issues and develop action plans to address them.

• **Amcha Gaon Amchi Shaan**: A Community driven village development contest where people of the village take up one or two issues related to health, nutrition, education and sanitation and evolve community based strategies to address them.

• **Innovative Training Programmes**: To empower women’s and youth groups, adolescents, Self Help groups, village level committees and the Panchayat Members.

---

**Laadli - A Girl Child Campaign**  
*Laadli* campaign by Population First was launched in June 2005 to address the problem of falling sex ratio which was highlighted in the Census of 2001. *Laadli* is Population First's flagship campaign which works to promote a positive image of the girl child to counter her undervaluing in society and has 'Celebrate Her Life' as its tagline.

**Objective**  
To stop gender discrimination and the practice of pre-birth sex selection by changing the social perceptions and values to create a positive image of the girl child.

**Strategy**  
- Breaking the silence around gender inequality, discrimination and violence using multiple media
- Increasing the visibility of the issue by addressing it in different fora, with different stakeholders
- Influence the influencers – By dialoguing with the media leaders, cultural icons, communication and creative professionals, to challenge and redefine gender equations and perceptions in society
- Transform the youth into change makers who would take forward the value of gender equality in their personal and professional lives

**Activities**  
The *Laadli* Media Advocacy initiatives focus on projection and presentation of gender issues in the media and work towards promoting more gender sensitive and balanced reportage in the media. *Laadli* is committed to opening up communication channels to engage with the media to explore how it can shape, and change mindsets that discriminate against women and girls. Through our media interventions, we hope to accelerate behavior change. A number of programs have been initiated with the media viz.
The Laadli Media and Advertising Awards for Gender Sensitivity (LMAAGS) were instituted in 2007 with the support of UNFPA. LMAAGS is a nationwide media advocacy campaign that acknowledges and felicitates the gender sensitive reportage in the media. Around 100 Awards are given to print, electronic, web and advertising professionals, writing in 12 languages from across the nation. Four regional and one National Award event are held to felicitate the Awardees. We see the media Awards as a tool to promote gender sensitivity in the media. A large number of senior and influential media and communication professionals are involved in the process as jury members, cultural ambassadors, partners, supporters and participants.

Analysis of ads and TV serials for gender sensitivity: Interactive sessions with the advertising professionals and Creative Directors of Television Channels are organized to promote gender sensitivity.

Power Media Workshops: Gender Sensitization Workshops for working and student journalists on gender and media are organized across the country.

Laadli Media Fellowships: Journalists from print media are granted the fellowships to promote investigative reporting on various Gender issues. Every year four fellowships are granted to deserving journalists across the country.

Laadli Youth Activities: We also see youth as major influencers and organize a number of activities in colleges through National Service Scheme Network and through Women Development Cells. Ever since its launch in 2005, Population First has interacted with more than 20,000 college students, to help them question the dominant gender perceptions and redefine gender equations which are more open and just. We have also developed modules on facilitation skills for teachers to help them initiate conversation with students on gender issues in classrooms.

Laadli also organizes a number of workshops and training programs in colleges viz.

- Discussion Forums: To enable students to discuss a current issue in an open and non judgmental space
- Communication Techniques and Campaign Management Workshops: To enable students to plan and execute college based campaigns on gender issues. Street Play, puppet making, song composing workshops are conducted and innovative campaigns are taken up with the active involvement of students
- Self Empowerment to Social Transformation Workshops: To provide communication and negotiation skills to youth to redefine gender equations at home, colleges, streets and work places
• **Change Makers Clubs:** To initiate youth friendly activities like blog writing, video-blogging, citizen journalism, web based campaigns, mobile/digital film making etc. in the colleges of Mumbai to create gender just perspective amongst youth.

**PHOTOGRAPHS**

**AMCHI PROJECT**

**SCHOOL IN DEVELOPMENT INITIATIVE**

Children engrossed in participatory training program.

Children examining nail cutting practice among adults in village.

Children involved in hand washing practice before meals.

**VERMICOMPOST INITIATIVE**

Women engaged in vermicompost activity.
MALNUTRITION ERADICATION CAMPAIGN

Inspection of Vermiwash Unit.

Children being weighed in Anganwadi in presence of parents.

ARSH CAMPAIGN

Girls of tribal villages Kambe and Junowni participate in ARSH session.
Adolescents at the Melava at Pivali.

**LAADLI INTERVENTION**
LAADLI INTERVENTION

Laadli Youth Intervention

Our Board of Trustees: Rajashree Birla, Jamshyd N. Godrej, Keshub Mahindra (Chairperson), Deepak Parekh, Urvi Piramal, Dr. Indu Shahani, S. V. Sista (Executive Trustee)

Our Advisory Council Members: Dr. Nirmal Jain, Dr Pragnya Ram, F. C. Kohli, G. S. Agrawal, H. C. Parekh, N. Ram, Pradeep Mallick, Rajeev Dubey, V. S. Palekar, Vinod Nair, Prof. R. R. Singh, Prof. Vibhuti Patel, Nandini Sardesai, Dolly Thakore, Manjul Bharadwaj.

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URL: www.populationfirst.org
Population First - A communication and advocacy initiative for a balanced, planned and stable population. It is committed towards reducing gender imbalances in the population and social development issues through its key programs - Laadli & AMCHI.

AMCHI - Action for Mobilization of Community Initiatives- a community driven rural development program focusing on areas of:
- Maternal & Child health
- Sanitation & Hygiene
- Malnutrition
- Women Empowerment
- Livelihoods.
AMCHI works across 90 villages of Shahapur block in Thane district, Maharashtra towards sustainable rural development.

Laadli - The Flagship campaign of Population First works towards influencing the influencers i.e. the media, journalists, elected representatives and the youth towards a more stronger and positive portrayal of women, encouraging change in the way India perceives its women.
The Laadli campaign advocates across India through;
- Laadli Media & Advertising Awards
- Laadli Media Fellowships
- Laadli Youth Interventions
- Gender Sensitization workshops and consultations with other stakeholders.

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Laadli_PF https://www.facebook.com/LaadliPF
Population First holds a 80G certificate and has received FCRA certification.
Pratham Education Foundation

About

Pratham, founded in 1995, currently stands as India's largest education non-profit. Our programs are designed to address a gamut of educational problems - pre-school education, learning support to both in-school and out of school children, mainstreaming of out-of-school children, computer literacy, vocational training for youth and special programs for vulnerable and working children.

Pratham firmly believes in creating a societal mission to solve the problem of education with a tripartite partnership between the government, the corporate sector and citizens. Its work is supported by leading national and international corporates like ITC, IKEA, Piramal Group, L&T, TATA, etc., and multilateral foundations like UNICEF, USAID, Hewlett Foundation, Bill & Melinda Gates Foundation among others.

With its billion-plus population and economic promise, India is poised to become a major power in the 21st century. This momentum can only be sustained if the population – 31% of which is between the ages of 0-14 years—is educated and can contribute to the growth of the country.

Realizing this requirement, India launched one of the largest education initiatives in the world in 2001, the SSA (Sarva Shiksha Abhiyan), to universalize elementary education. Eight years later, the Right to Education Act 2009 mandated compulsory schooling for children between the ages of 6 to 14 years.

Enrolment of children in schools, resultantly, has reached over 97%. But the quality of education has dropped considerably as children are promoted to the next grade before attaining their grade-specific competency. This has created a considerable learning deficit that eventually culminates in children dropping out of school in Std. VII or Std. VIII.

Additionally, the Indian education system tends to favour rote learning above analytical thought and self-development. This puts limitations on higher learning for all children but more so for the economically deprived for whom education should offer a chance to compete with the economically advanced.
According to ASER 2014, 51.9% of children in Std. V could not read a Std. II level textbook while a staggering 76.4% of children in Std. III were unable to read a Std. II textbook. In Mathematics, 50% of children enrolled in Std. V could not solve two-digit subtraction problems while 80% in the same age group could not solve division problems.

This learning deficit perpetuates itself, eventually posing India with an insurmountable challenge — how to accommodate and employ a massive unskilled youth faction to fuel the engine of growth.

To address the many issues that emerge from the lack of a proper education system, Pratham implements a host of innovative programs that reaches out to different target groups.

The 4 main program verticals of Pratham are listed below—

1) Read India — Pratham's flagship program working in urban and rural areas to strengthen basics of literacy and numeracy of children between the ages of 3 to 14 through innovative teaching-learning techniques.

2) The Annual Status of Education Report (ASER) — A citizen-led assessment of basic learning outcomes for children in the age group 5 to 16. This assessment model has been adapted for use in several African countries and in Pakistan.

3) Pratham Open School of Education (POSE) — This program, launched as a pilot program in 2011, focuses on helping youth, especially girls who have dropped out of school to complete their secondary school certification. The program is now increasingly focusing on in-school students to help address challenges in Upper Primary learning through the Pratham Supported Schools (PSS) program.

4) Pratham Institute — The vocational training arm of Pratham which works with rural and semi-urban unemployed and underemployed youth to provide them with access to training to reach employability, certification of skills, and provision of subsequent employment or entrepreneurship opportunities.

Corporate Social Responsibility with Pratham:

We invite the business community to champion our cause going forward. Help us learn and implement better, innovate and deepen our impact, share your time and ideas to give children and youth in our country the opportunities they deserve. Choose to support an existing program or take our interventions to a new location - giving back with Pratham will undoubtedly lead to impact on the ground.
You Can

- Support any of our current programmes and help us impact on scale.
- Utilize a combination of our projects to create a customized initiative for your organization in a location of your choice.
- Partner with ASER Centre, the research and evaluation unit of Pratham, to set up systematic measurement, monitoring and evaluation systems for any of your existing projects.
- As an industry expert, become our Knowledge Partner to share your expertise and technical know-how and provide financial assistance to help set up a vocational training courses under Pratham Institute.

Bharat Petroleum supports 100,000 children annually through Pratham’s in-school remedial learning and computer assisted learning programs in Madhya Pradesh, Maharashtra, Rajasthan, Odisha and Uttar Pradesh.

ITC supports over 32,000 children around 13 factory locations in 8 states of India. Learning support programs cater to children from pre-school till Standard 8. ITC also supports 4000 underprivileged youth in Andhra Pradesh, Maharashtra, Rajasthan and Telangana in attaining industry specific and entrepreneurship development training.

In partnership with Tata Motors, we are training unemployed youth as professional drivers and motor vehicle mechanics. Tata Motors provides training course content, gives certificates to students who complete the course and also helps with placement. Moreover, Tata Motors financially supports a vocational training centre in Mumbai.

Our work spans 2 decades, 23 states and millions of children each year. Partner with us, thus giving us the opportunity to reach out to many more.

CONTACT DETAILS

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GOVERNMENT OF INDIA - MINISTRY OF CORPORATE AFFAIRS
Registrar of Companies, Maharashtra, Mumbai

Fresh Certificate of Incorporation Consequent upon Change of Name

Corporate Identity Number: U80101MH2002NPL138330

In the matter of M/s PRATHAM - INDIA EDUCATION INITIATIVE

I hereby certify that PRATHAM - INDIA EDUCATION INITIATIVE which was originally incorporated on Twenty Fourth day of June Two Thousand Two under the Companies Act, 1956 (No. 1 of 1956) as PRATHAM - INDIA EDUCATION INITIATIVE having duly passed the necessary resolution in terms of Section 21 of the Companies Act, 1956 and the approval of the Central Government signified in writing having been accorded thereto under Section 21 of the Companies Act, 1956, read with Government of India, Department of Company Affairs, New Delhi, Notification No. G.S.R 507 (E) dated 24/06/1985 vide SRN A64998545 dated 20/07/2009 the name of the said company is this day changed to Pratham Education Foundation and this Certificate is issued pursuant to Section 23(1) of the said Act.

Given under my hand at Mumbai this Twentieth day of July Two Thousand Nine.

(SHIRIRAM MOTIRAM SAINDE)
Deputy Registrar of Companies

Mailing Address as per record available in Registrar of Companies office:
Prathum Education Foundation
C/O RELIANCE GENERAL INSURANCE 1203-6 ARCADIA, 12TH FL NARIMAN POINT,
MUMBAI - 400021,
Maharashtra, INDIA
About the Swades Foundation:

Founded by Ronnie and Zarina Screwvala, the Swades Foundation operates with the single-minded focus of empowering 1 million Rural Indians every 5 years. We aim at bringing together the best global practices, corporate thinking and accountability, the highest standards of corporate governance to create a model of sustainable development, which is a benchmark in the industry and can be replicated at scale.

Our strategy is to Engage, Empower, Execute and Exit. To engage rural communities with corporates, young urban India, not-for-profit organizations and governments, to empower our communities to execute programs that transform their own lives, enabling us to exit and allowing them to serve as role models and change agents for the rest of the country.

As a key operating process we ensure that all the funds that we generate through collaborations / partnerships are utilized for programmes only. All the overhead costs (staff, salaries, admin expenses etc.) are borne by the foundation.

On behalf of our 1600+ team, it gives us great joy to share with you a snapshot of our work till date and our key milestones for the next 5 years. In the last 2 years we have strived to strengthen our unique 360 degree, deep-intervention, inside-out model of development with an amazing multiplier effect. Keeping the community as the nucleus, we build and empower multiple community based institutions, link them to relevant stakeholders and co-execute development programmes across our verticals.
SWADES AGRICULTURE

OUR GOAL: The Swades Foundation targets an annual family income of Rs. 2 lacs per household through agriculture and livelihood programmes. Through agriculture and dairy we plan to uplift and enrich the lives of 160,000 farmers and target an annual income of Rs.1 lacs per household.

WE BELIEVE: The essence of empowerment is a fulfilling livelihood enabling each individual to care for himself/herself and family.

WE CREATE: Empowered farmer clubs linked to government schemes, banks & markets and access to best practices, including community farming and collective buying and selling. We will empower 160,000 farmers through multiple new technologies and processes.

WE EXECUTE

Innovative farming techniques: We have motivated 2,500 farmers to grow second crop and have targeted to add 50,000 farmers in the next 3 years.
• We have built 5,000 demo farms for SRI Rice, we plan to scale up to 60,000 farms in the next 3 years.
• We have created over 150 demo farms for drip irrigation, we plan to create 3,000 farms in the next 3 years.

Horticulture: Grafting and plantation of mango, cashew and other trees to yield high value produce. Our goal is to plant a total of 1 million trees.
• We plan to graft a total of 200,000 trees of which we have already grafted 46,000 trees.
• We plan to distribute to 800,000 new plants, of which we already distributed 120,000 new plants for horticulture.

Cattle Induction: Promoting rearing and breeding of high yield cows and buffaloes.
• We have inducted 200 cattle, we will scale up to 10,000 cattle in next 3 years.

Exposure Trips & Training: Through agriculture extension activities like training on various crops, farming related subjects and exposure to various innovative wealth creating technologies and practices.
• We have conducted exposure trips, visits and/or organized trainings for 10,000 farmers, we plan to train 100,000 farmers in total in the next 3 years.
SWADES COMMUNITY MOBILISATION

OUR GOAL: Empower 8248 Self-Help Groups and 720 Governance groups located in 4124 village hamlets of 720 Gram Panchayats by allowing the community to identify its needs & promote community interests, good leadership & democratic decision-making for better governance and impactful interventions.

WE BELIEVE: Deep and regular engagement with the community will lead to Sustainable Social Change.

WE CREATE: Empowered institutions like Self Help Groups (SHGs) and Village Development Committees in every village. We link these institutions with banks, government schemes and other NGOs.

WE EXECUTE

Self Help Groups (SHGs): Creating these women groups to act as catalysts for change in the community

We have formed 1863 SHGs, we aim to form 8248 SHGs in total in the next 3 years

Village development meetings: Continuously engaging with the community to strengthen the knowledge, skills, attitude and practices related to health, education, agriculture, water, sanitation and livelihoods.

To strengthen their capacities to set the agenda of development and implementation skills so that the community is empowered to sustain the outcomes beyond Swades intervention.

We have reached out to 471,000 villagers, we plan to reach out to a total of 1,000,000 villagers in the next 3 years

Community Centres: Establishment of Community Learning Centres equipped with libraries, computers and vocational resources and other programmes.

• We have built 2 centres impacting 93 Villages with state of art E-learning center, Library and Sewing Classes

Strengthening Panchayat Raj Institutions:

• We have trained 908 elected Gram Panchayat members till date
SWADES EDUCATION

OUR GOAL : Empowering 2700 Schools with 200,000 Students and 10,000 Teachers creating whole school transformation via approximately 17 programmes.

WE BELIEVE : In joyful, empowering education focusing on enhanced livelihood, creating socially and environmentally conscious citizens who are catalysts for change.

WE CREATE :
- Empowered institutions for complete school transformation - Leadership/Principal & Teacher training, Child Panchayats, and Parent-Teacher Groups.
- We link our schools to government schemes, other schools, universities, NGOs and donors.

WE EXECUTE

Facilities Upgradation & Increase Enrolment : Need based upgradation of infrastructure to increase enrolment & attendance of students in under-resourced schools. We have provided infrastructure upgradation to 1233 schools till date, we plan to reach out to a further 1500 schools in the next 3 years.
- 551 Toilets for boys and girls & 495 urinals for boys in 104 schools
- 91 drinking water structures
- 470 libraries
- 1233 math kits
- 17 mobile science labs shared by 160 schools

We have provided 1930 cycles to students for easy access to schools who use to travel long distances daily.

Scholarships : To continue their education journey and ensure a good career, Swades is providing mass, merit and excellence scholarships to 10th std., junior college and degree college students respectively.

- Swades has given more than 1200 scholarships to students to pursue their higher studies, we plan to provide at least 2500 scholarships in the next 3 years.

Principal & Teacher Training Program : Successful delivery of education is largely dependent on the principals & teachers, we carry out successful programs through various techniques like classroom management, positive disciplining, administrative trainings, computer skill training, multiple intelligence and more.

- We have trained 6175 teachers & principals till date impacting 85,324 students, we will train a total of 12,500 principals & teachers impacting approximate 2,00,000 students in the next 3 years.
Skill Enhancement for Students

- Computer literacy and English literacy, linkages to higher education and career counselling
  - We have reached out to 1,23,987 students till date (anganwadis to junior college), we plan to reach out to a total of 200,000 students in the next 3 years
  - Career counselling has been provided to 31,000 students to set them off on a fruitful career path, we plan to reach out to a total of 100,919 students in the next 3 years

Anganwadi

- To provide a good start to children’s education, Swades trains the Anganwadi workers to facilitative early childhood development and ensure that these children go on to class I. Each of the anganwadis will also be supported with Teaching Learning materials that will help the children to learn in a hands-on manner. Further, Village level workers are trained on Home based care of 0 to 2.5 Years age group children & they in turn work on building capacity of expectant mothers & mothers of infant to ensure age appropriate development of child.
  - We are working with 806 Anganwadis impacting over 27,000 children, we plan to work with a total of 1104 Anganwadis in the next 3 years

SWADES WATER & SANITATION

OUR GOAL
- Building 40,000 personal toilets and ensuring each of our 260,000 households have 200 litres of potable water per day, round the year.

WE BELIEVE
- Access to safe drinking water and toilet is a fundamental right.

WE CREATE
- Water harvesting, recharge & storage structures, water distribution systems.
- 100% Open-Defecation free communities with a toilet in every household and under-resourced schools. Empowered Village Development Committees to plan, execute and monitor all programmes for sustainable change.

WE EXECUTE
Sanitation
- We have built 5397 toilets till date and plan to build a total of 25,000 + toilets in the next 3 years

Water Structures
- We have built 800 water structures providing drinking water to 124,509 villagers and plan to build 2600 large structures in total impacting 1 million people
SWADES HEALTH & NUTRITION

OUR GOAL: Creating an ecosystem for rural health with a special focus on diseases impacting more than 1% of the population, with programmes that include Eye Care, Maternal and Childcare, as well as Nutrition including Anti-Anaemia, deworming, kitchen gardens and more. Ensuring access to reliable primary health care services through trained cadre of 2500 Community Health Workers (Swaraksha Mitras) and building a strong connect between the community and government services.

WE BELIEVE: Every individual should be empowered to live a healthy and productive life.

WE CREATE: Empower community for sustainable change through our highly trained cadre of Swades community health workers i.e. SwaRakshaMitras (SRMs). We link our SRMs and communities to government and private health facilities as well as other NGOs and charitable hospitals. Training & capacity building programmes for government and private frontline health personnel—doctors, ANM, ASHAs, and Anganwadi (workers).

WE EXECUTE

SwaRakshaMitras (SRMs): A cadre of Swades community health workers providing basic paramedical services & sharing health related information with the communities.

- As strong force of 1059 SRMs from the community are impacting a population of 471,000 villagers. We plan to appoint and train 2500 SRMs covering one million villagers in the next 3 years.

Anaemia Management: Iron and Folic acid programs, pre & post haemoglobin level testing and regular follow-ups.

- Covered 23,000 children (3-11 years) and 58,000 adults and plan to cover a total of 1 million people in the next 3 years.
Eye Care Camps:
Three Mobile Vans providing free screening, identification and diagnosis, providing subsidized spectacles and free cataract surgery.
- Eye screening of 118435 villagers in 3 Mobile Vision Care Vans.
- Provided 18945 free spectacles for people with refractive error and plan to treat a total of 175,000 in the next 3 years.
- We have offered free cataract surgery to 22988 people and plan to reach out to a total of 23,500 people in the next 3 years.

Malnutrition Reduction Programme:
Detecting and rehabilitating malnourished children by breastfeeding, complementary feed and nutritional counselling and providing special feeds.
- 3032 out of 20,510 children screened were found to be malnourished. They were provided Ready-to-Use-Therapeutic-Food sachets to overcome the malnourished status.

Screening and Management of Children with Heart Diseases:
Children having congenital heart diseases are referred for diagnostic screening and treatment at Fortis Hospital.
- Facilitated cardiac surgeries of 33 children with Congenital Heart Disease till date.
Swapath Trust

About

Even though we do not have an experience about CSR collaboration to share for this compendium, we would like to introduce Swapath Trust’s work in brief with a hope that we will find suitable CSR collaborators to support our work.

Swapath Trust is a not-for-profit Charitable Trust (Registration No : E-11140, dated 6th January, 1997) with its focus on (i) the rehabilitation, education and rights of most vulnerable children in our society and (ii) Strengthening of elected representatives of Panchayati Raj Institutions (PRIs). Swapath was closely associated with Ahmedabad Study Action PRI Group (ASAG) till recently and therefore, has some more organisational experience worth mentioning; this includes (i) multi-sectored rural poverty alleviation with microfinance as the nuclear activity and (ii) disaster management with a focus on community based disaster management and preparedness of communities and PRIs for disasters.

The most vulnerable categories of children mentioned above include orphans, street children, child labourers, disaster victims, children of Commercial Sex Workers (CSWs), HIV / AIDS affected children, children of some very disadvantaged tribes (like Dafers in Gujarat) and those of families forced to migrate for their livelihood.

Swapath has supported close to 5000 students since its inception in 1997, which includes educational rehabilitation of 702 earthquake victims after the 2001 Gujarat earthquake. In 2014-'15, Swapath touched the lives of 635 children in Gujarat. Swapath operates three major programmes for education of such children: School Retention Programme (SRP), Higher Education Support Programme (HESP) and Special Rehabilitation Programme (SpRP).

Apart from the direct aid to children, Swapath also works on rescue, rehab and repatriation of children who have separated from their homes/ families. Swapath also offers training programmes on child rights, Right to Education- RTE (with a focus on empowering School Management Committees- SMCs) and Panchayat’s role in promoting RTE. Swapath is also involved in research, advocacy and networking on issues related to vulnerable children at State and National levels.
Swapath Trust also heads a network on Panchayati Raj called “Western India Forum for Panchayati Raj (WIFPR)”. WIFPR is a network of institutions, organizations and individuals interested in the 73rd and 74th amendments in the Indian Constitution and thereby, are actively involved in strengthening the Panchayati Raj Institutions (PRIs). WIFPR has its partners in Gujarat, Maharashtra and Goa.

WIFPR aims at activating, strengthening and empowering of PRIs in general and the women and SC/ST members of the PRIs in particular.

WIFPR has led advocacy campaigns aimed at empowering PRIs using the space offered by the 73rd / 74th Constitution Amendments. It has spearheaded advocacy campaigns on subjects such as Panchayat Finances and Electoral reforms. WIFPR has conducted many types of training programmes (pre-election, post-election, advanced courses with focus on sector-specific work; for example, water and PRIs or women and PRIs or education and PRIs). WIFPR has conducted studies on Panchayati Raj. Also, WIFPR has published a very popular magazine (Sarpanch) for PRIs and their supporters for over fifteen years.

WIFPR’s main concern is to facilitate, support, encourage, empower, strengthen and share the efforts of individual members for strengthening Panchayati Raj Institutions.

In Swapath's opinion, specific areas in CSR collaborations can be developed are:

1. CSR initiatives can offer vehicular support when required for the travel of children to picnics, nature camps, excursions, institutional visits etc. Hiring vehicles commercially for short distances within or close to cities is very expensive and thereby non-feasible.

2. CSR initiatives can also support extra-curricular activities for underprivileged children. Some of the activities organized in the past by Swapath are (i) visit to a railway station to understand how the Railways work (ii) visit to a bank to see its functioning along with a brief training financial literacy and the habit of saving (iii) “Monsoon flora walk” to understand the 'monsoon flora' and the significance of wilderness and wild vegetative growth (iv) visit to the General post office (v) A DIY workshop to make one's own solar cooker and take it home etc.

3. Support for capacity building of School Management Committee (SMC) members in urban and rural schools where underprivileged children are enrolled.

4. Support for capacity building of Elected Representatives of Panchayati
Raj Institutions with a focus on practical matters required to manage a Panchayat; e.g. training programmes on 'understanding and preparing Panchayat budget'; 'micro planning'; 'Gram Sabhas and how to conduct them'; 'what is good governance' etc.

(5) Collaboration to start vocational training courses for students who have academically not performed very well at school. There is a big market for literate and appropriately groomed youngsters in the service sector and for those technically inclined in the manufacturing sector. Young men and women can be prepared for serving retail outlets, driving private/commercial vehicles, as domestic helpers or to run ancillary activities useful to industries.

(6) Financial support for education of deserving but needy students from primary to university levels, Swapath Trust supports close to 500 students every year.

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The Vedanta Foundation is a multifaceted philanthropic initiative of London-listed Vedanta Resources Plc, founded by Mr. Anil Agarwal. Sustainable Community development is always a priority for Vedanta Resources Plc, which is why, on September 15, 1992, Vedanta Foundation, was launched, under the guidance of Mr. D. P. Agarwal. Access to education, healthcare and employment is ensured by the Vedanta Foundation in the local communities across India to initiate sustainable livelihood opportunities.


The 'Balchetna Anganwadis' and 'Vedanta Childcare Centers' offer preprimary school education, the 'Vedanta Gurukul Public School' caters to Secondary education, the 'Vedanta College of Management and Information Technology' offers graduate courses and the 'Vedanta Post Graduate Girl's College' offers postgraduate courses for the underprivileged. Educational centers for the differently abled and mentally challenged children are run by the foundation as well. 'E-Shiksha@Schools', is an initiative by the Vedanta Foundation which provides government schools with Computers, projectors and other multimedia learning consumables. Vedanta Foundation operates 'Computer Literacy Centers' for the underprivileged across urban and rural India. Under its program 'Umeed’, the Computer Literacy Centers and tailoring centers train prisoners.

'Rojgar Avsar' gives the underprivileged an opportunity to meet with recruitment departments and work for national and international organizations. Call centers have been installed in the foundation’s colleges to allow its students to 'Earn while you learn', and be economically self efficient. Women’s empowerment is undertaken by the foundation, through initiatives such as 'Sakhi' which train women and provide them with employment opportunities.

The Vedanta foundation has organized several projects such as the 'Mass Marriage Ceremony' for the tribal communities to
encourage the benefits of unity and harmony among the residents. Vedanta Charitable Hospital and Research Center provides medical aid for the underprivileged at subsidized rates while no Charges are required for consultation.

**Initiatives Undertaken for CSR**

**Vedanta Educational Institutes : Vedanta College of Management and Information Technology (VCMIT)**

Established on August 2010, VCMIT, located in Ulhasnagar, Thane offers a range of degree courses in BMS, B.Com, B.Sc-IT, BBI, BAF, B.Sc-Com along with facilities like a library, laboratory and a gym. Livelihood training in Electronics, Mobile Repairing and Motor Driving is imparted to students which help them acquire the practical skills, necessary for employment in a particular occupation. We have associated with Aptech who would train the students in Online banking Examination.

**Vedanta Post-Graduate : Girl's College**

Vedanta Post Graduate Girls College, NAAC accredited, was established in 1995 for the rural and underprivileged girls in Ringus and cluster distant rural areas, offers graduate and post-graduate courses in Arts, Science and Commerce stream. With the strength of 2500 students, the college continues to maintain its record with an outstanding success rate of 97 percent.

A sports center, Gymnasium, English Language Lab, smart classroom, yoga center, self-defense training and Hostel facility facilitated with solar energy system are provided to the students.

Wi-fi campus CCTV camera surveillance, well equipped laboratories and central Library with good number of books, periodicals & Journals with Delnet & Inflibnet for e-resources are available. National Seminars on Women Empowerment, etc. and many more vocational programmes such as Tailoring, Beautician, Computer literacy and Motor Driving for the all round development of the rural girls are being conducted. Five Scout and Guide Rangers students, Ms. Sonal Kansara, Ms. Seema
Kumawat, Ms. Mamta Saraswat, Ms. Madhu Bala, Ms. Mousami Yadav have been selected for the President's Award. The college became the champions in the Inter Collegiate Hockey tournament for Women conducted by Rajasthan University for the year 2015-2016.

**Vedanta Gurukul Public School**

Vedanta Foundation has established a Gurukul Public School at Ringus, Rajasthan on 1st July 2008 with an aim to educate students from Nursery to 12th standard. The school has currently strength of 1550 students. Special care is taken to impart education using various high-tech Teaching-Learning aids to educate the students like play equipment, Robots, Interactive charts etc. The co-curricular activities like Drawing & painting competition, Science Exhibition, NSS and Scout & Guide are being conducted in the school. Besides these the Foundation also distributes School bags, Uniforms, books and other variables to the students.

**Child Care Centers and Balchetna Anganwadis**

For improving the health and all round development of over lakh children, Vedanta Foundation has established more than 75 Vedanta Child Care Centers across Chhattisgarh, Lanjigarh, Udaipur and Tamil Nadu. The Foundation in association with the State Governments and approval of Ministry of Women and Child Development has setup more than 3613 Balchetna Anganwadis for underprivileged children in the age group of 3-6 years in Karnataka, Odisha and Rajasthan.

**Vedanta Special School**

The Vedanta Foundation established two schools for the differently able students, the Bharatpur center at Bharatpur, Rajasthan in the years 2011, and Shivanga School, at Tamil Nadu and in the years 2013 respectively. Through these schools, the foundation serves over 200 beneficiaries. On 15th September 1996, Vedanta foundation launched an MR school for the differently able children at Vitthalwadi, Mumbai. The school offers mid-day meals and provides a conducive environment that is necessary for the child’s psychological growth.

**Vedanta Projects**

**E-Shiksha @ Schools**

The E-Shiksha programme aims at bridging the digital gap for children studying at government schools by providing multimedia e-content to the schools. In 2012 The program runs in over 4500 schools educating more than 5 lakh students spread across the regions of Maharashtra, Rajasthan, Goa, Karnataka and Odisha.
Computer Training Centers: Vedanta Foundation has imparted basic computer training to over a million students through its Computer Training centers located Pan India. For over 250 centers, the Foundation provides all the required hardware, software, course material, teachers and certificates, however, local associations and NGO’s often provide assistance with space and students enrollment.

SUCCESS STORY: Sushil Kumar, coming from a small town of Motihari in Bihar, is among Vedanta’s alumni who successfully completed a 6 month Diploma course in Computer Application in 2003 and later worked as a computer operator with a salary of Rs. 6000/- pm. Today, Sushil Kumar is known as the first winner of Rs 5 crores on KBC season 5 and Vedanta Foundation is proud to be a part of his journey.

Umeed - Prison Programme: To rehabilitate and equip the jail inmates with a skill set that will enable them to get respectable jobs on their release, Vedanta Foundation offers computer training and tailoring courses at its centers located across 60 jails all over India that includes central jails like Tihar, Presidency, Dum Dum Central Jail where more than 15,000 inmates have been placed with a suitable employment thereafter.

SUCCESS STORY: Behind bars since 8th April 2010 for a murder case, Mohan Singh found the first few months of his imprisonment very depressing. He expresses his sincere gratitude to the Foundation for providing him a platform to learn computers through its Computer Training Program and hopes to start a better life by finding a respectable job upon release.

Vedanta Community Welfare Mass Marriages: Many couples in rural India are unable to afford the cost of a marriage ceremony, which is why they do not get married officially. Likewise, the couples’ children are also deprived of admission due to lack of parent’s identity. Vedanta Foundation often organizes Mass Marriage Programs and ensures to issue an authentic marriage certificate to the couples, thus safeguarding them from being subject to social exclusion. The 1st event was organized by the Foundation on 25th May 2013 where Mr. Baliram Jadhav, Palghar MP blessed 101 tribal couples at Mokhada Taluka in Thane district, Maharashtra. Similar events were later organized at various other locations like Jawhar in Thane, Kumudabali village at Muniguda block in Odisha and many others. Chief Guest like Mrs. Reema Lagoo and G. R. Khairnar have attended the occasion to bless these couples. The marriage is solemnized in a traditional fashion without any exchange of dowry or ostentation and all the...
marriage necessities like mundavlya, mangalsutra, other pooja samagri along with gifts like cycles, silver ornaments, basic utensil set, rajai’s, sarees, watch, goggles, sewing machines, mobile phones and a fixed deposit of Rs 5000/- at the Post Office are distributed to each of the tribal couples. This initiative envisions helping the tribal couples to join the mainstreams.

**Rojgar Avsar**

Vedanta Foundation initiated several employment drives for over 30,000 underprivileged unemployed youth across states where placed in companies like Mc Donald’s, Eureka Forbes, Pantaloons Retail, Cinemax, CCD and many more.

**Vedanta Charitable Hospital and Research Center**

With an aim to provide free medical services to the needy in Ringus, Rajasthan, the Foundation, on 8th December 2010 inaugurated the Vedanta Charitable Hospital and Research Center that has outpatients departments, and X-Ray, pathology, physiotherapy departments along with a maternity ward and often organizes many free health camps that benefits scores of people.

**Rajai Distribution**

With a noble intention to protect the underprivileged section from the severity of cold, Vedanta Foundation donated Rajais to the respective municipalities of the cold-struck areas like Delhi, Madhya Pradesh, Chhattisgarh, Uttar Pradesh and many others who in turn distributed the Rajais to the below poverty line sufferers.

**Temple Project**

To provide accommodation and basic amenities to lakhs of devotees, the Foundation has built Dharmashalas at various religious places in India like Kedarnath, Gangotri, Yamunotri, etc. The Vedanta Bhakt Nivas, near Vitthal- Rukmini temple in Pandharpur at a time houses over 400 underprivileged devotees called warkaris.

**Awards and Appreciations**

- In 2012, the Foundation’s E-shiksha project was given the ‘Best Initiative in CSR’ award, by the All India Council of Technical Education for a path breaking contribution in e-learning.
- Vedanta Foundation is a proud recipient of the Navjyoti Award in 2013 for its continued and committed support in strengthening the Skill Upgradation Program.
• The Foundation received an appreciation award in 2011 for its contribution in Skill Development during the Skills for Future-The Industry Institute partnership symposium.

• For the year 2002-03, Vedanta Foundation was awarded for its excellent work in Community Services that was hosted by the Rotary Club of Bombay Peninsula.

• The Foundation was appreciated for Quality excellence by the National Center for Quality Management for the institution's philanthropic initiatives.

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Vibha India

About

Vibha is a non-religious, non-political organization. Vibha’s vision is to ensure every underprivileged child attains his or her right to education, health and opportunity. Vibha’s mission is to educate, empower and enable any individual that wishes to make a positive difference in the life of the underprivileged child. Vibha’s philosophy is that of a social venture catalyst. Vibha seeds, grows and scales grassroots ideas that can once and for all solve systemic problems related to the underprivileged child.

Such solutions are typically hard to find and involve closely working with all stakeholders related to the ecosystem of the problem – the beneficiaries, beneficiary families, village, town and city councils, governmental agencies and above all society at large.


Since inception 1991, Vibha has impacted over 300,000 children in India and invested close to INR 850 million in India directly.

Initiatives undertaken for CSR

Few of Vibha’s initiatives driving partnership with CSR include:

- Providing a bouquet of proven solutions through seasoned grass-roots social entrepreneurs across various geographies in the country
- Providing capacity-building, project monitoring and evaluation services to ensure success of these proven models
- Providing scaling and replication know-how for Vibha identified solutions to other states/locations
- Optimizing impact of the corporates existing projects by providing remedial and capacity building services
Customizing interventions based on geography and cause, and implementing and monitoring outcomes.

CSR Meets to create awareness and encourage and initiate partnership between various stake-holders for maximizing impact on investments.

A CSR portal enabling corporates to directly view and engage with the projects

**Few of the corporates we are associated with**: Aditya Birla, ACC, Yahoo, Xilinx, Sage Publications, IGATE, Google, Texas Instruments, BHEL, HCL Technologies, Sobha Developers, Cognizant Technologies, Amazon, EMC Corporation and more.

**List of the states we work**: Maharashtra, Gujarat, Madhya Pradesh, Tamil Nadu, Andhra Pradesh, Telangana Karnataka, Rajasthan, West Bengal, Uttar Pradesh and Delhi

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Vidhya Bharati Foundation

About: Vidhya Bharati Foundation is a non government, non political and professionally managed not for profit organization registered in 2005 under The Bombay Public Trust Act. We are working with the underprivileged children, youth and women particularly focused on their education, skill development, livelihood, awareness and empowerment.

Mission: To empower and uplift children from disadvantaged communities through an integrated approach.

Vision: Develop capabilities of children from low income families, with a focus on their education and skill development.

About the initiative: SAVERA, Education for the underprivileged children:
This is the flagship program of our foundation. It’s implemented in two chief ways:

01 Community Level Program:
By establish Learning Centres around living areas of underprivileged communities. We have worked with the children living on the footpath of Ahmedabad, working as rag pickers, begging at traffic signals and religious places. Children of construction workers and domestic help were also enrolled in these centres.

Approach:
- Education facility brought to the door step of children who are incapable of accessing a mainstream education system.
- Attractive make shift classrooms for program implementation.
- Identifying children through household survey.
- Classes according to time availability of children and learning level.
- Parent involvement and interactions.

02 School Level Program:
Hosting special classes in Government schools for students who are academically weak.
Approach:

- We provide quality education focused on long-term learning to children who are unable to afford education due to poor financial conditions and other social factors.
- Our program focuses on helping children whose parents are unable to participate in their education, owing to illiteracy or time constraints.
- We ensure children receive education in practical and interesting ways, taking an active interest in their holistic development.
- Children are encouraged to pursue education with long-term goals of building careers, becoming the last generation in poverty.
- Our program seeks to reduce the number of dropouts in schools we work in.
- Value-based education on cleanliness, life skills, integrity, etc.

Process:

- Baseline evaluation survey before implementation of the program.
- Customised fortnightly evaluation and tracking system which focuses on each child’s individual academic growth and progress.
- Specially trained teachers to work with children from vulnerable households.
- Remedial classes for Std. 5th to 8th for academic week students in Math & Language.

SKILL DEVELOPMENT:

- We offer short-term vocational skill development courses to dropouts between ages 16-25 years.

We strongly believe in the power of partnerships and collaborative efforts. We invite corporate to partner with us to extend our services in their area. We seek to work with companies in long-term, multi-faceted partnerships.

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The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7600 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 250 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

In its 120th year of service to the nation, the CII theme of 'Build India – Invest in Development, A Shared Responsibility,' reiterates Industry's role as a partner in national development. The focus is on four key enablers: Facilitating Growth & Competitiveness, Promoting Infrastructure Investments, Developing Human Capital, and Encouraging Social Development.

With 66 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 300 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.