



Indian Social Responsibility Network

COMPENDIUM OF CSR

BEST PRACTICES IN INDIA



Fuelling Life ...

with a commitment to the society



Indraprastha Gas Limited is fully committed towards the society at large and is actively contributing through its several CSR initiatives focused towards Health, Education, Women Empowerment, Skill Development and Sanitation, etc.



IGL SwasthSaarthi

- A comprehensive free health checkup programme for Auto & Taxi drivers in Delhi & NCR.



Gender Sensitization

- Building Bonds through Gender Sensitization : A module on Gender Sensitization to Auto & Taxi drivers in Delhi & Noida. In co-ordination with Transport Department, Govt. of NCT Delhi and Transport Department, GautamBudh Nagar.



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At ISRN,
we are committed to pursuing the avowed goal
of “relationship building beyond funding”.

We aim to attain that idol of India that attains the status of a developed nation with collective partnership and dedication of all four important players i.e. Corporate, Government, Voluntary Organization and Community, where-in, all the facets congeal on the whole. And so each of our efforts, practices and processes align with sustainable development and with befitting socially conducive strivings.

It is the driving idiom which we call as the spirit that spurs our society to constant improvement and betterment.

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CONTENTS

Message- Arun Jaitley	v
Message- Arjun Meghwal	vi
Foreword- Vinay Sahashrabuddhe	vii
Message- Om Prakash Sakhlecha	viii
Message from the CEO's Desk	ix
About ISRN	1
People behind ISRN	4
Abbreviations	6
PM Vision 2022: 'RAINBOW' Power of India	7
What CSR can do to Head Start Reforms in the Indian Health Sector? – Akshaya Patil & Subhash Hira	11
ACC Limited: ACC Cement's Battle Cry against AIDS	13
Luminous Power Technologies: Luminous Providing Access to Quality Healthcare	17
THDC India Limited: Corporate with a Human Heart to Promote Healthcare	20
Gram Vikas Manch: Working Towards a Just Society	23
HelpAge India: Enabling the Elderly to Take Charge of Their Own Future	25
Mahavir International Delhi: Love All Serve All to Provide Vision	28
Lifestyle International Pvt. Ltd.: Overcoming Diabetes to Become the Health Champion	32
Investing in Sanitation Software is Smart for Corporates – Anand Shekhar	35
NHPC Limited: NHPC's Contribution to Swachh Bharat Abhiyan	37
CSR– Essential for Inclusive Growth	39
Sunil Healthcare Pvt. Ltd.: Building a Cleaner Environment	41

ICT in Education – Hitesh Sharma	44
Ricoh: Ricoh Redefining Education	46
KPIT: KPIT Nourishing Young Minds	49
Construction of toilets under the Swachh Vidyalaya Abhiyan	52
Tech Mahindra: Empowering through Education	55
Delhi International Airport Pvt. Limited: Empowerment through Skill Development	58
Lupin Limited: Farmer Friendly Livelihood Option with International Revenue Potential	62
Essar Global Fund Limited: Cinema Re-Imagined for Empowerment and Inclusion of the Visually Impaired	66
Women Empowerment: All about Celebrating ‘Uniqueness’ and ‘Positive Gossip’ – Dr. Shipra Mathur	70
Sonalika Group: Empowering Women through Education and Employment	73
Welspun Renewables Energy Private Limited: Empowering Women for Change	75
PHD Rural Development Foundation: Improving Livelihood in the Dry Lands of Rajasthan	79
Vikram Cement: Resurrecting the Dead Lands for Sustainable Livelihood	82
WAPCOS: Spreading light through Non-Conventional Energy Sources	86
Uflex Limited: Upholding the Right to Play	90
Tata Chemicals: TCSR-Friends of Farmers	94
Ambuja Cement: Building Prosperous Communities through Integrated Water Resource Management	97
IFFCO-Tokio General Insurance: Holistic Approach toward Rural Health and Education	100
IGL - Making Public Transport a Safer Place for Women “Building Bonds through Gender Sensitization”	103
NFL - Ensuring Eco-friendly Sanitation for School Children	107
REC - Gifting Hygienic Sanitation Facility to School Children	111
SJVN - Delivering Medicare at the Doorstep	113
How CSR can be a Vehicle for Social Development? – Santosh Gupta	118



MESSAGE

Sh. Arun Jaitley

Minister of Finance and Corporate Affairs,
Government of India

श्री अरुण जेटली

वित्त एवं कार्पोरेट कार्य मंत्री, भारत



MESSAGE

I am pleased to know that Indian Social Responsibility Network (ISRN) is bringing out "Compendium of CSR Best Practices in India" highlighting the best CSR practices of Indian organizations. The compendium assimilating the values of Vision 2022 will prove to be a valuable source of ideas and inspiration, encouraging others to contribute towards CSR while simultaneously providing them with ideas and scope of innovation in the field of CSR.

I look forward to seeing this compendium coming to a fruitful conclusion of bringing together of the corporate organizations and NGOs of the nation and supplement towards the national building efforts of the Government. I hope this Compendium will contribute to a break through innovation in the field of CSR for the larger benefit of the Society. I wish all success to all those who are involved in this venture.

10th February, 2017



(ARUN JAITLEY)



Arjun Ram Meghwal, IAS (Retd.)

Minister of State for Finance & Corporate Affairs,
Government of India

MESSAGE

अर्जुन राम मेघवाल, आई.ए.एस (रिटायड)

वित्त एवं कार्पोरेट कार्य राज्य मंत्री,
भारत सरकार



MESSAGE

Corporate Social Responsibility (CSR) also known as corporate citizenship, responsible business or sustainable responsible business (SRB) is pivotal to the growth and sustainability of the country and it is gathering pace. The corporate organizations on the other hand, have come to realize the importance sustainability and development of the community at large and that their business cannot survive if the societies fail. This compendium the follow the spirit of Vision 2022 also makes it explicitly clear that we need CSR to achieve the goals of vision 2022.

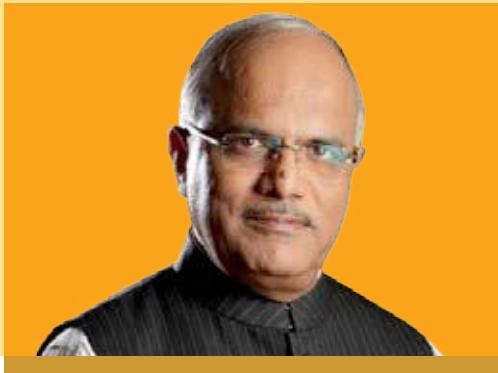
This compendium by Indian Social Responsibility Network (ISRN) is an applaudable endeavor that brings out not only the importance of CSR but its advent into different areas and how it is contributing towards accomplishing the goals of Vision 2022, along with the best CSR practices and projects are undertaken by some prominent organizations in India. This collection of best CSR practices can be crucial in inspiring and motivation others to contribute to CSR and go beyond the required minimum to an increasingly sustainable CSR recourse for a sustainable society, governance and environment.

I appreciate this endeavor by ISRN and believe that it has the potential to help the Corporates and NGOs to come together to form a network for even better CSR practices for social and economic development of the country.

10th February, 2017

(ARJUN RAM MEGHWAL)





FOREWORD

Dr. Vinay Sahasrabuddhe

Member of Parliament, Rajya Sabha
Member, Parl. Standing Committee (Human Resource Development)
Parl. Standing Committee (Information Technology)
Parl. Consultative Committee (Railways)



FOREWORD

Goals of Vision 2022 cannot be achieved by the efforts of the government alone but it calls for the active participation of all individuals, community groups and institutions. Corporate Social Responsibility (CSR) can be influential in achieving the goals of vision 2022 but if it has to be successful. There has to be better integration of the corporate fraternity and its expertise, strategic thinking, and monetary resources with VOs, and government for a faster social change and development.

This CSR compendium by showcasing some of the best CSR practises of some remarkable organizations in India while aligning the goals of Vision 2022 with CSR activities defined under the Schedule 7 of Section 135 of the Companies Act 2013, will pave the way for such integration. It will lead to a better network, along with providing scope for innovation and guidance by pointing out the gaps between the initiatives taken and the goals set. This compendium also shows the dedication of the corporate sector towards social development and humanity, and depicts their sense of satisfaction for bringing above a positive social change. I find this compendium to be a valuable source of spreading awareness and sharing ideas and I would like to congratulate Indian Social Responsibility Network (ISRN) for publishing the same.

I fervently hope that this small glimpse into the world of India CSR motivates, invites, and guides others to extend their skills, resources, and services towards well-organized CSR initiatives that contribute towards nation building and Vision 2022.


VINAY SAHASHRABUDDHE
Vice Chairperson, ISRN



MESSAGE

Om Prakash Sakhlecha

Chairperson, ISRN

MESSAGE

It gives me immense pleasure to present this CSR Compendium to you that not only highlights the best CSR practices of various organizations but also depicts their dedication towards bringing sustainable changes and development in the country. This compendium will increase the visibility of the admirable CSR work done by various organizations and as well as encourage others towards doing the same.

Corporate Social Responsibility (CSR) when undertaken properly and adopted beyond a mere "checking the box," activity can propel the nation towards sustainable development. The significance of the role played by the corporate sector in achieving the goals of Vision 2022 and sustainable development cannot be denied. This compendium is an effort towards recognizing their efforts as well as starting a discussion and feedback process that would add to the CSR narrative.

I greatly admire the work done by various organizations under CSR and extend my gratitude to all the organizations who have contributed in the documentation of this compendium by sharing their CSR activities. I would also like to take this opportunity for recognizing and recommending the hard work and commitment of the team of Indian Social Responsibility Network (ISRN).

A handwritten signature in black ink, appearing to read "Om Prakash Sakhlecha".

(Om Prakash Sakhlecha)



MESSAGE

Santosh Gupta

CEO, ISRN

MESSAGE FROM THE CEO'S DESK

Although CSR has come a long way in India from being a mere charity to a somewhat organized approach, we at the Indian Social Responsibility Network (ISRN) still felt that the CSR efforts even after three years of implementation of Section 135 of the Companies Act 2013, is somewhat lacking in its intensity and scope, and is scattered at best. In a country like India, socio-economic problems like poverty, inequality, illiteracy, lack of sanitation and healthcare are prevailing and government resources to tackle them are limited. There is an urgent need to fuel the extent and intensity of CSR initiatives making them more organized, sustainable, and scalable.

We thought that a compendium delineating the role of CSR in nation building as well its contribution towards the accomplishment of the goals of Vision 2022, as well as the best CSR practices of some remarkable organizations was a need of the hour to create awareness, to promote innovation, to generate motivation, and to expand it so that it manifests itself to corporate strategy in order to achieve the goals of social development. As the scale of the problem in India is massive, it is difficult for one entity, either the government, the corporate, or the NGOs, to solve the problem and bring about the required change. This compendium facilitates to bring everyone together to improve the overall quality of life for one and all.

In this regard, we have made an attempt to collect and organize stories on the best CSR practices of different organizations in India that reflect the ability of corporate to make a difference in the society. We hope it will spread awareness about the areas where work has been done and give others ideas what can be done further and how. Though a lot is yet to be covered, this compendium provides an insight into the current scenario of CSR in India. It shows that it is possible for the corporate to make a profit while being socially aware and responsible.

I hope that it enlightens and motivates the state, corporate, NGOs to expand their CSR efforts and come up with more innovative ideas that are scalable and sustainable to meet the need of India's development.

I would like to take this opportunity to express my deepest gratitude for the continuous guidance and support given by Sh. Vinay Sahashrabuddhe, Vice Chairperson, ISRN without which this Compendium would not have been complete.

As a parting word, I would like to acknowledge the efforts of my colleagues Mr. Nilesh Arya, General Manager, Partnerships & Communications, Ms. Aparna Mathur, Sr. Programme Officer, Ms. Rahat Tasneem, Asst. Programme Officer and Mr. Chetan Rajora, Asst. Programme Officer and extend my heartfelt thankfulness to them. This compendium would not have been possible without their hard work and support. I would also like to extend my thanks to all those organizations who have furnished us with information about their best CSR practices and others who have shared their views on different spectrum of CSR and everybody else who have contributed to this compendium in any way.

Santosh Gupta
CEO, ISRN





About ISRN



Relationship Building, Beyond Funding

Relationship building, beyond funding is the value that ISRN believes in and hopes to establish ardently. To this end, ISRN is engaged in an array of developmental activities including all the activities listed in Schedule VII of the Companies Act of 2013. We are a multi-dimensional facilitation network in the domain of CSR and sustainable development. We aim to put consolidated efforts towards social development in India through CSR.

As a network, ISRN brings together voluntary organizations, corporate, CSR experts, social workers, and government bodies for a more organized CSR approach in the country and sustainability. We believe that the corporate sector has a social responsibility towards the society and can help build relationships that channelize corporate and government

resources to meaningful social causes, through organizations working towards the upliftment of the marginalized and the overlooked.

To this end, we are engaged in advocacy through facilitation of platforms for corporate, NGOs and government to deliberate on key CSR/ developmental issues, building understanding of Corporate and NGOs on CSR, capacity building of NGOs for participation in CSR/ government programme, filling the information gap, and facilitating corporate-NGO and Government – NGO collaboration and convergence on CSR/ government programme. It is empanelled with the Ministry of Environment, Forest & Climate Change (MoEFCC), Government of India as an expert institution.



Also, ISRN is an associate partner of SAMMAAN, an amalgamated initiative by the Confederation of Indian Industry (CII), Bombay Stock Exchange (BSE), and Indian Institute of Corporate Affairs (IICA). As an Associate Partner of the above initiative, ISRN has been entrusted with the responsibility of guiding and helping NGOs enlist themselves and their projects with Sammaan. We have 84 members enlisted with Sammaan.



Founded in 2014, ISRN is associated with more than 600 Voluntary Organizations (VOs) across India. We have organized numerous CSR conventions, seminars, and capacity building workshops for voluntary organizations in different cities of India with avid participation by both corporate and voluntary organizations from different parts of the country. 50 professionals from 35 corporate houses and PSUs attended training of corporate sector CSR professionals, and representatives of 170 corporate houses



and voluntary organizations attended a national seminar on "CSR for Shreshtha Bharat".

We facilitated the participation of voluntary



organizations in the 'Jan Aushadhi Scheme' of the Ministry of Chemical and Fertilizers, Government of India. Through our interventions, we have built awareness and capacities on CSR of around 1500 professionals from voluntary organizations & corporate.



We organized a two-day technical training programme for Vidya Bharti Schools in the central region on proposal writing, record management, financial management, and CSR in December 2016 to improve efficiency, transparency, credibility and to create resources and promote engagement with CSR. The program was attended by 148 participants from Vidya Bharti schools from 21 districts of the state of Madhya Pradesh.



We have successfully implemented two CSR projects of IFFCO- TOKIO on transforming school education and improving primary health



services through solar powered electricity supply and have worked closely with PHDCCI to implement 'Saksham School' project. We also



conducted an impact assessment study for the toilet construction of Sunil Healthcare Limited in Alwar district of Rajasthan.



Being a unique combination of knowledge, resources and skills, the entire endeavor makes us a thought leader in the CSR domain and we hope to extend and expand the CSR initiatives in India for a faster social development. We believe that collective efforts of all the major stakeholders i.e., civil society, voluntary organizations, government and corporate, will enable India to achieve goals of sustainable and inclusive development.

People behind ISRN

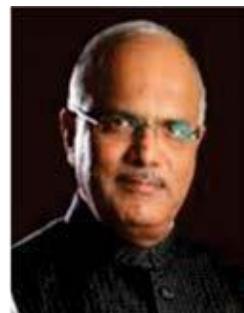
Ms Lalitha Kumarmanglam: Chairperson, National Commission for Women.

Ms. Lalitha Kumaramangalam, Chairperson of the National Commission for Women and National Spokesperson of BJP is a nationally well-known debater on television. She is a prominent political leader and has served the BJP nationally, regionally and locally in various capacities and has stood as candidate in Tiruchirapalli and Pondicherry a total of three times. She holds a B.A. (Honours) Degree in Economics from St Stephens, Delhi University and Masters in Business Administration from Madras University.



She is an experienced social worker who has worked on various development issues for women and the under-privileged for over two decades. She is the founder member and Chairperson of Prakriti Trust, Indian Social Responsibility Network (ISRN) and a trustee and Chairman in Road Safety Trust (RST). She has worked in health, development, HIV/AIDS prevention and advocacy that works with marginalized and dis-empowered communities. Through her NGOs, she has represented, consulted for and worked for various State Government, National Government programs, UNDP, UNICEF, UNAIDS, National AIDS Control Organisation, USAID, AusAID, FHI, NORAD, DFID, Ford Foundation, Gates Foundation, Tamil Nadu State AIDS Control Society, and a plethora of national, international donors and NGOs.

Dr Vinay Sahasrabuddhe: Member of Parliament, Rajya Sabha; National Vice President, BJP; Vice Chairperson, ISRN; Vice Chairman, Rambhau Mhalgi Prabodhini and Honorary Director, Public Policy Research Center



Dr Sahasrabuddhe is an activist-researcher at the core, he is the Vice Chairman of Rambhau Mhalgi Prabodhini. He also headed BJP's Good Governance cell for a while. He has also worked as member of the Senate and Management Council of the University of Mumbai for several years. Between 2002-2004, he was Chairman of the western regional committee of CAPART (rural technology council) of the Govt. of India. A freelance journalist since his college days, Sahasrabuddhe is a regular contributor to several Marathi and English language dailies and weeklies and a blogger as well.

The University of Mumbai awarded him a doctorate in Politics in 2009 for his thesis 'Political Parties as Victims of Populism and Electoral Compulsions: A Quest for systemic Solutions.' His research was later published in the form of a book, entitled 'Beyond a Billion Ballots.' Twice fellow of Salzburg Seminar, Dr. Sahasrabuddhe has traveled abroad extensively. He has visited more than 15 countries for seminars and conferences. He has half a dozen Marathi and English books to his credit, two of them award-winning.

Dr Mallika Nadda: Chairperson, Special Olympics Bharat, Himachal Pradesh, and Founder Chetna

Dr Nadda is an Assistant Professor at Himachal University and founder of NGO named Chetna, in Himachal Pradesh, working on spectrum of issues like women empowerment. Besides Chetna, she also has social engagements with Himalaya Parivar, special Olympics and Indian Red Cross Council . She is active in the field of social development on issues like disability, women empowerment, employment etc since past 15 years and has received Derozio award, Rajiv Gandhi Manav Sewa Award and Best event organizer for Special Olympics at Shimla and Bilaspur(2008- 2009) among other recognitions in the field of community development.



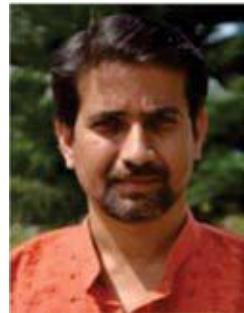
Shri Ravindra Sathe: Executive Director, Rambhau Mhalagi Probodhini, Mumbai

He is presently, Executive director at Rambhau Mhalagi Probodhini, Mumbai, which is an academy for the training and orientation of socio-political activists and a centre for overall public-awakening activities and research projects. He is an expert on HRD, leadership domains with 20 years of experience. Besides, he is also a regular columnist in various publications and has received various recognitions and awards for his contribution in social development sector.



Shri. Sanjay Chaturvedi: MD, Divine International Foundation

Sh. Sanjay Chaturvedi is seasoned social development professional with 15 years of wide experience in rehabilitation and capacity building domains. Currently associated as founder & chairman with Divine International Foundation (DIF), which is a provider of human resource and training related consultancy services to a wide range of clients throughout the Country, primarily in Uttarakhand. He is self-motivated, self driven and resourceful individual with young dynamic and leading personality and proven ability to develop and strengthen management teams.



Shri. Santosh Gupta : CEO, ISRN

Santosh Gupta is the CEO of Indian Social Responsibility Network. He is one among those eminent people who were behind its initiation.



He has an enriching experience of more than 15 years in social development sector. He has worked with Ministry of Home Affairs as Assistant Director, where responsibly updated the progress of plan scheme of "Strengthening of Fire & Emergency Services" in the country.

He has extensive experience in Disaster Management as he has worked with UNDP in Disaster Risk Management Programme which was a part of United Nations Development Programme in East Delhi District and further continued the programme with Delhi Disaster Management Authority, Govt. of NCT of Delhi.

He has also worked with UNICEF, CARE India, UP Land Development Corporation, where he has handled major national & international projects and programs.

His experience with diverse stakeholders like government, public representatives, vulnerable communities, NGOs, opinion leaders and community volunteers has come up as an asset for establishment & growth of ISRN.

ABBREVIATIONS

AIDS: Acquired Immuno-Deficiency Syndrome
ART: Anti-Retroviral Treatment
BPL: Below Poverty Line
BSE: Bombay Stock Exchange
CER: Corporate Economic Responsibility
CII: Confederation of Indian Industry
COPD: Chronic Obstructive Pulmonary Disease
CSR: Corporate Social Responsibility
DIAL: Delhi International Airport Pvt. Ltd.
ENT: Ear, Nose, Throat
ESHGs: Elderly-Self-Help-Groups
GDP: Gross Domestic Product
HIV: Human Immunodeficiency Virus
ICT: Information and Communication Technology
ICWC: International Centre for Women and Child
IICA: Indian Institute of Corporate Affairs
IMR: Infant Mortality Rate
IOL: Intra Ocular Lens
IWMP: Integrated Watershed Management Project
LVHCs: Local Village Health Centers
MHRD: Ministry of Human Resource Development
MMR: Maternal Mortality Rate
MHU: Mobi-Health Unit
MMU: Mobile Medical Unit
MoEFCC: Ministry of Environment, Forest & Climate Change
MoU: Memorandum of Understanding
MRI: Magnetic Resonance Imaging
NACO: National AIDS Control Organization
NCDs: Non-Communicable Diseases
NGO: Non-governmental Organization
NPO: Non- profit Organization
OEMs: Original Equipment Manufacturers
OPD: Out Patient Department
PHC: Primary Health Centre
PLHIV: People Living with HIV
PPP: Public-Private Partnership
RBS: Random Blood Sugar
RMC: Ready Mix Concrete
RRWHS: Roof Rainwater Harvesting Structure
SCOPE: Standing Conference of Public Enterprises
SDM: Sub-Divisional Magistrate
SHG: Self Help Group
SMART: Skills for Market Training
SSFL: Stairs School Football League
TCSR: Tata Chemicals Society for Rural Development



PM Vision 2022: 'RAINBOW' Power of India

- A roof for each family in India under the vision Housing for All by 2022 requiring construction of 2 crores houses in urban areas and 4 crores houses in rural areas.
- Each house of the country will be provided with the basic facilities like 24-hour power supply, clean drinking water, toilet and connectivity to roads.
- To provide access to means for livelihood and employment or economic opportunity to at least one member of each family in order to improve his or her lot.
- Substantial reduction of poverty visions to eliminate absolute poverty and thus seeks that all schemes will focus and center on the poor.
- To electrify remaining 20000 villages in the country by 2020, this will be met by different process including by off-grid solar power generation.
- 178000 unconnected habitations will be connected by all weather roads. This process will require completion of 1 lakh kilometer of roads, which are under construction right now and an additional 1 lakh kilometer road will be sanctioned for construction.
- Medical services will be provided in each village and city as it is absolutely

essential. This thing will help in providing good health to people, which is necessary for the quality of life as well as person's productivity and ability to serve his or her family.

- To enable every youth to get employment, they will be educated and skills will be inculcated in them. For this purpose, a senior secondary school is required within a 5 kilometer reach of each child. Thus, 80000 secondary schools will be upgraded and or 75000 junior or middle schools will be upgraded to the senior secondary level. Apart from this, it will be ensured that education is improved in terms of quality and learning outcomes.
- For the attendant welfare of rural areas, there is a need to boost agricultural productivity and ensure reasonable prices for agricultural production. For this purpose, irrigated area will be increased and efficiency of existing irrigation system will be improved. Apart from this, agro-based industry will be promoted for value addition and farm incomes will be increased, and reasonable prices for farm produce will be given.
- In terms of communication, the rural and urban divide will be diluted and it will be

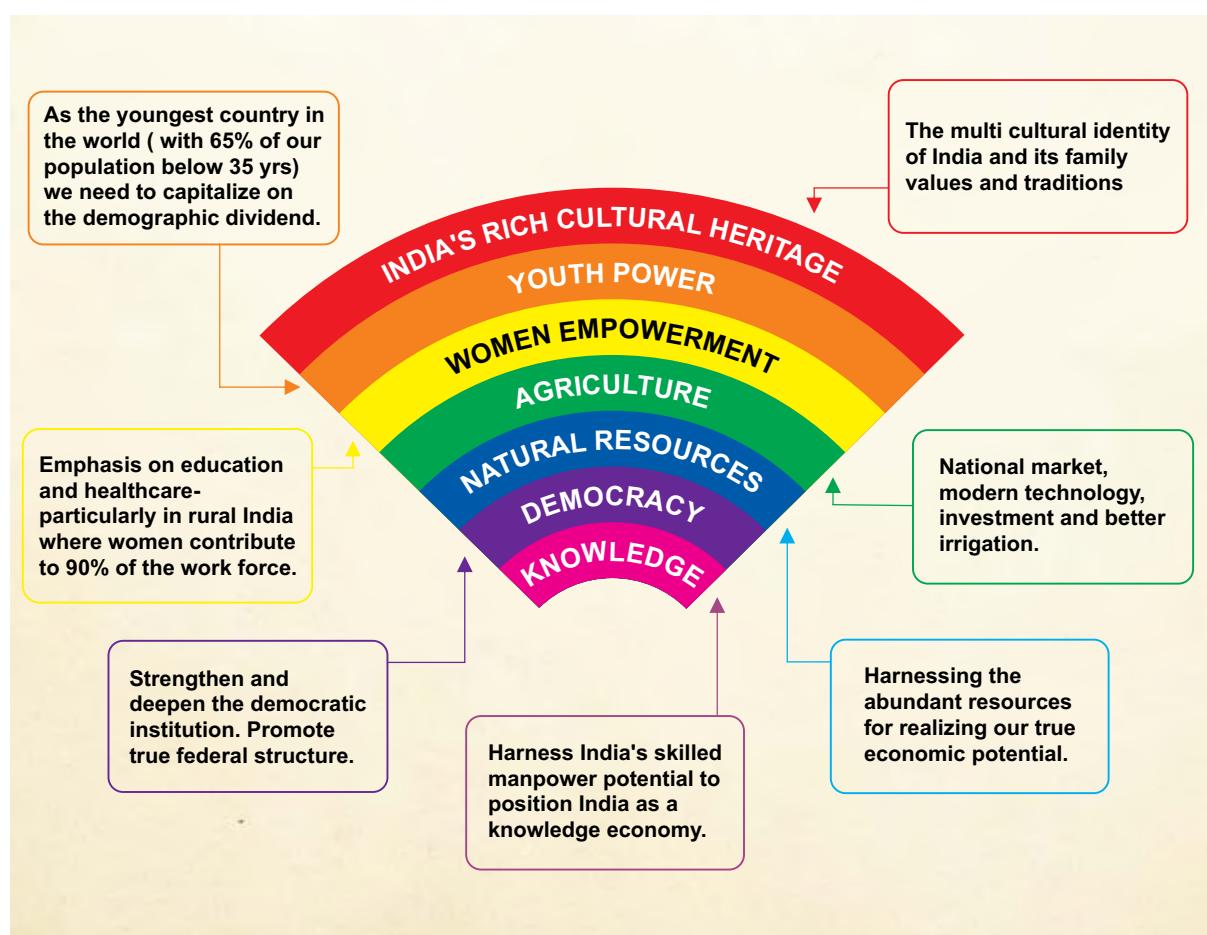
ensured that connectivity to all villages is provided.

- Two-thirds of India's current population is below 35 and, thus to ensure that the young get proper jobs, it has been planned to make India a manufacturing hub of the world. This purpose will be addressed through the Skill India and the Make in India programmes.
- Plan to turn India into job-creator from job-seekers and for this purpose spirit

of entrepreneurship in India will be encouraged and new start-ups will be supported.

- It will be ensured that the Eastern and North Eastern parts of the country's regions are on par with rest of India as currently they are lagging behind in development on many fronts.

PM on 'RAINBOW' Power of India



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As a constructive partner in the community in which it operates, PFC has been taking concrete action to realize its social responsibility objectives, through financial assistance for the following:

- Support to employment-oriented Training & Skill Development Programmes for SC, ST, OBC, Women and EWS and physically-challenged persons
- Providing clean energy solutions such as solar lanterns, solar street lights, solar PV systems to Government schools, Anganwadi Centres, Primary Healthcare Centres, etc.
- Providing financial support to Home Lighting Systems at backward & remote areas
- Construction of toilets under 'Swachh Bharat Swachh Vidyalaya Abhiyaan' at schools and also at village households located in backward districts which do not have toilet facilities
- Upgradation of facilities at Adult Education Centres
- Support to States hit by natural calamities
- Promotion of education, arts, culture, music & dance, sports, etc. through sponsorship support



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POWERING LIVES. EMPOWERING INDIA



Schedule 7(i): eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation and making available safe drinking water.

Vision 2022:

- Substantial reduction of poverty visions to eliminate absolute poverty and thus seeks that all schemes will focus and center on the poor;
- Each house of the country will be provided the basic facilities like 24-hour power supply, clean drinking water, toilet and connection to a road; Medical services will be provided in each village and city as it is absolutely essential. This initiative will help in providing good health to people, which is necessary for the quality of life as well as a person's productivity and ability to serve his or her family.

What CSR Can Do to Head-Start Reforms in the Indian Health Sector?

Akshaya Patil, BPT, MPH;
Subhash Hira, MD, MPH, UHC Initiative,
Public Health Foundation of India, Gurgaon.

Despite some impressive improvements in health indicators in the current decade (like the increase in life expectancy at birth from 62.5 years to 66 years or the fall in maternal mortality ratio from 301 to 167 per 100 000 live births between 2000 and 2013), India's health outcomes are still not commensurate with its grand economic achievements. With rapid economic growth and sustained urbanization, India is on the cusp of an epidemiologic transition. In the midst of this transition, it is faced with the dual burden of both communicable and non-communicable diseases. Home to 17.5% of the global population, India accounts for 20% of the global burden of disease and fares poorer than countries like Bangladesh and Nepal on many health indicators. Non-Communicable Diseases (NCDs) contribute to more than half of the disease burden and more than 60% of deaths in the country. India leads the South East Asia region in premature deaths caused due to ischemic heart disease, COPD (Chronic Obstructive Pulmonary Disease), stroke, tuberculosis, lower respiratory tract infections as well as diarrhoeal diseases amongst others. Yet, health care expenditure in India has not been commensurate with its economic development and rising disease burden. The share of public sector health expenditures in India even today stands at roughly 1.04% of GDP. This is a quarter of the total health expenditures of about 4.1% of GDP.

Healthcare is, therefore predominantly in the largely unregulated and heterogeneous private sector, with the majority of health expenses being met through out-of-pocket spending by households. In order to effectively bridge this gap, various state governments have rightfully formulated and implemented strategies

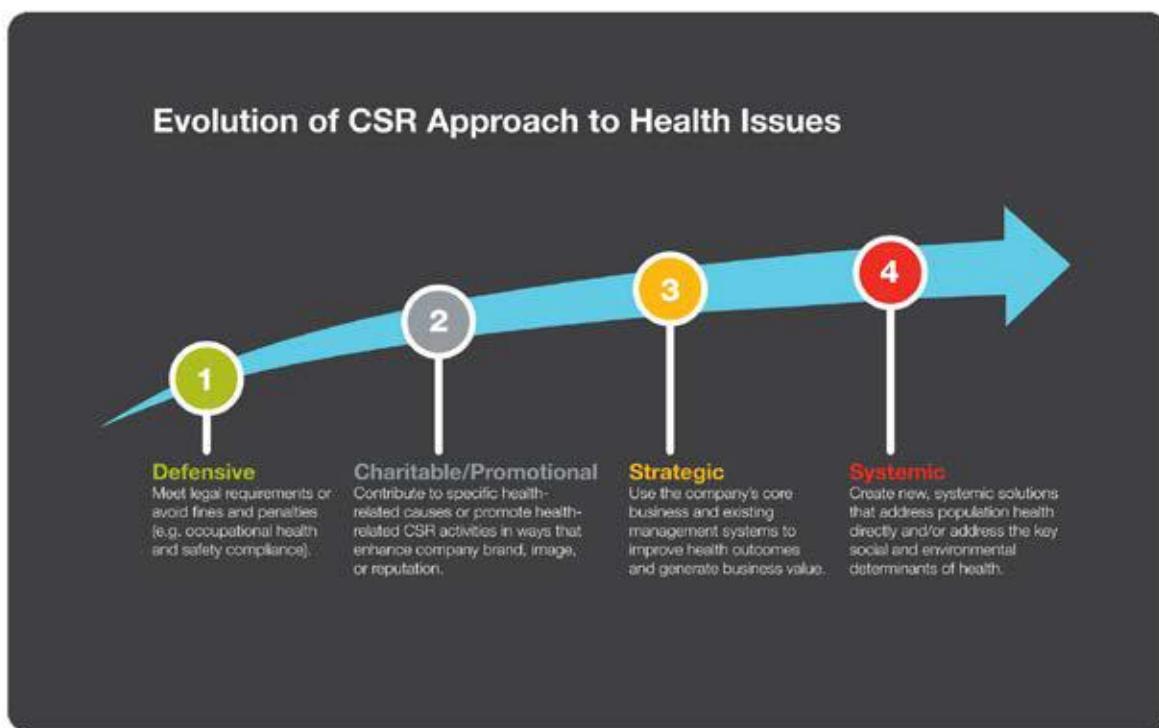
involving Public-Private Partnerships (PPP). Given the current deficiencies in the existing public health systems, reforms that harness the tremendous potential of the private sector are critical. However, the reforms in this PPP practice should be multi-pronged and not be limited only to the inclusion of the private health sector. It needs to be effectively extended to the burgeoning corporate sector of this country which forms the very backbone of its unprecedented urban growth. Although PPP is still in a relatively nascent stage, strategic implementation of CSR activities has great potential to achieve positive social transformation. These efforts are already underway in various rural and urban areas of the country, where state governments are encouraging the corporate sector participation in their efforts to ensure access to affordable health services.

Although PPP is a very promising asset of the country to support its struggling health systems, a comprehensive understanding within the corporate sector of the current health dynamics in rural and urban areas is an essential prerequisite. It is important for CSR activity managers to engage with public health experts to understand the health needs of the community they wish to serve. In order to formulate and implement 'high impact' CSR programmes that have potential to make meaningful impact on public health in India, it is important for CSR managers to acknowledge the triad of diseases affecting the population today- 1) the still unresolved case of communicable disease; 2) lifestyle-related non-communicable diseases; and 3) occurrence of new pathogens and strained health infrastructure. Apart from disease-specific activities, corporate houses should also consider

designing and/or supporting interventions that focus on improving the social determinant of health such as improved sanitation, safe waste disposal, and supply of safe drinking water. Many infectious and non-infectious diseases are attributed to poor sanitation, contaminated food, inadequate personal hygiene, or access to safe water and lack of basic health services. Small and large scale community driven projects working towards improvement of critical health determinants, enhancing access, quality care services at primary, secondary and tertiary levels, and driving health behaviour change through communication and advocacy will make CSR efforts more productive and sustainable in the long run.

A few important steps are enumerated for developing useful CSR projects:

1. The design of the project is done by public health experts and is based on urgent needs of a community.
2. Appropriate budget and partners are planned for a 5-7 years period.
3. Resourceful local implementation agencies should be contracted.
4. Mid-term and end-term independent evaluations should be conducted.
5. Plan continuation or transition of the project at least two years ahead of the end date.



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ACC Cement's Battle Cry against AIDS

At a Glance

- Anti-Retroviral Treatment Centre, equipped with medical equipment, laboratory facilities, and trained medical and support staff, is a flagship CSR project of ACC Cement to fight AIDS, and it provides not just medical but a holistic range of services that includes psychological and social services as well.
- The first ART Centre was started in Wadi, Karnataka in 2007 and was followed by another one in Vellore, Tamil Nadu in 2008.
- To provide a comprehensive package of love, care, and support, this project extended its services to include nutrient and education program for the children of the affected families, awareness programs, and livelihood support.
- While 29474 people were covered under ART OPD, 6508 STI/RTI infected people were treated and 1497 lives have been saved by averting death due to AIDS related causes by 2015.

Anti-Retroviral Treatment (ART) Centre

ACC Cement has ACC Ayushmaan Trust which plays a meaningful role in the nationwide effort to eradicate HIV/AIDS. ACC became India's first private sector company to commission an Anti-Retroviral Treatment centre for the dedicated treatment of HIV/AIDS in Karnataka. The objective was to provide a comprehensive package of love, care, and support. This project extended its services to include nutrient and education program for the children of the affected families, awareness programs, and for livelihood support. ACC Ayushmaan Trust signed a MOU with National AIDS Control Organization (NACO) to establish and run the ART centre in partnership with the ACC Ltd. The first ART centre was located at Wadi, Gulbarga District in Karnataka State, India. The second



ART centre was set up at Vellore, Tamil Nadu in partnership with the reputed Christian Medical College. Both the ART centres are run as state-of-the-art treatment centres with 2500 sq. ft. of physical infrastructure comprised of consulting rooms, laboratory, pharmacy, pantry, toilets and sophisticated medical equipment, and trained medical and support personnel as prescribed

by NACO ART guidelines. They include voluntary counseling and testing centres and operated as world-class facilities.

The functions of the ART centre can be categorized as medical, psychological, social and programmatic. In 2015 the unit of intervention was broadened from being patient centric to household (of the affected persons) and community centric. The patient's family faces the brunt of the disease which manifests through stigma, diminished livelihood options,

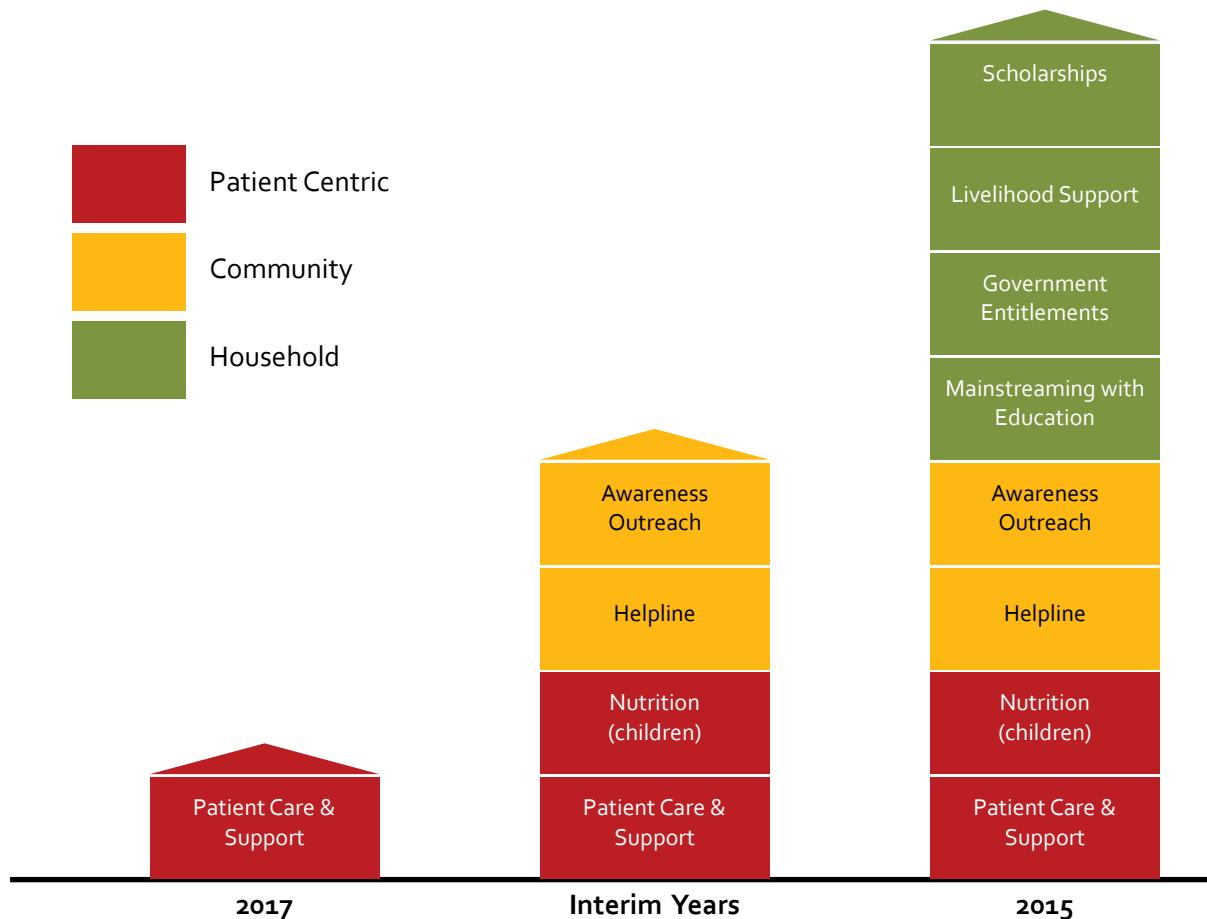


poverty and lack of community support. During the year 2015-2016, not only the PLHIV's but their children were also brought under the support net being provided by ART, Wadi. A special awareness and nutrition supplement programme for the children from the affected families has been initiated. In addition to this, these children are also provided crucial educational support. ACC Ayushmaan Trust has also been spreading awareness to the village community, sex workers, school children, truckers etc. about HIV/AIDS, means of spreading, prevention methods, anti-retroviral treatment to the infected etc. Besides it has also been generating livelihood for the most deserving HIV/AIDS patient's families.

Project Activities

- Under medical services, the ART centre provides anti-retroviral treatment and counseling which includes screening affected people and providing free of cost anti-retroviral treatment, follow-up of patients, as, well as treatment for opportunistic infections.
- Counselors and paramedic staff advise the patient on the nutrition intake based on sound scientific evidence.
- On 24th August 2015, ACC Ayushmaan Trust organised an one day HIV free testing cum general medical camp with the support of ACC logistics team at Wadi.
- ACC Aayushmaan Trust has been conducting general medical or General Medical Camps for the rural community in and around Chitapur taluk of Gulbarga District. During the Year 2015, ART Centre organized general medical or General Medical Camps camps in 55 villages/towns and conducted HIV testing.
- Ayushmaan Trust through regular school programs equips young adults to protect themselves and their counterparts from falling a prey to HIV. On 1st December, World AIDS Day was celebrated in the Sacchidananda Samyukta Kriya Mahavidyalaya High School at Ravoor village, Wadi.
- Livelihood support to PLHAs (people Living with HIV/AIDS) in acute poverty such as support with buffalo and goat rearing, setting up a small business (shop), training and stitching unit, tea stall, vegetable and fruit vendor etc. are established so that they live a dignified life.

Evolution of Services Provided by the ART Centre, Wadi



Impact of the Project

- Number of people availing medical facility at general health check up camp: 21645
 - Number of death due to AIDS related causes averted: 1497
 - People were covered under ART OPD: 29474
 - Number of STI/RTI infected people treated: 6508
 - 8883 people underwent for CD4 testing.
 - 16165 voluntary testing for HIV.
 - 55 ART children are provided with nutrition supplements regularly to address malnutrition among the affected children and their nutritional status has improved as they have gained weight.
 - 31 affected ART children are given education and are provided with the educational kits in order to motivate them to ensure their regular schooling. This has helped in reducing the financial burden for the parents.

ACC cement perceived the public problem of HIV/AIDS, and managed to efficiently reach out to the persons living with HIV/AIDS (PLHIV) in accessing free ART in and around the Wadi, Gulbarga District. It remarkably contributed to

combating the national scourge of HIV/AIDS. Increasing the number of such ART centres providing a number of services in different areas of the country, can contribute towards solving the national problem of AIDS.

About ACC Cement

ACC Ltd. is one of the foremost companies in the Indian cement and concrete industry driven by the inherent need of providing products and solutions that will create the new economic, social and institutional infrastructure in one of the fastest growing economies of the world. ACC Ltd. started the ACC Ayushmaan Trust on 7th January 2007 as part of its CSR to implement

the various CSR projects for the stakeholder communities. ACC Ayushmaan Trust is a public charitable trust with six trustees. ACC was the very first recipient of India's first ever CSR award instituted by ASSOCHAM in 1976 which was the ASSOCHAM National Award for outstanding performance in promoting rural and agricultural development activities.



Luminous Providing Access to Quality Healthcare

At a Glance

- Luminous' CSR initiative Nai Chetna has been awarded the Best CSR Impact Initiative Award & Best Community Development Award at the National CSR Leadership Congress & Awards held on World CSR day.
- Nai Chetna was launched in 2014 in 125 villages around the Gagret plant with a budget of Rs. 44,46,750.
- Various camps have been organized and Local Village Health Centers and Mobile Medical Unit have been started under the project.
- The project has covered 125 villages and has helped 27,480 people in Gagret.

Nai Chetna

Luminous Power Technologies believes that health is a natural right of every citizen and to ensure that it launched Nai Chetna in 2014 to deliver affordable health services to people deprived of proper medical facilities in 125 villages around the Gagret plant. Also as an attendant initiative, Nai Chetna has been a landmark step in driving change and fostering a sense of awareness about a healthy lifestyle. The budget approved for the project for the period of November 2014 to July 2015 was of Rs. 44,46,750 providing a cost of support of Rs. 95 per patient.

Project Activities

- 2 general camps were organized at Thaplan and Nakroh to provide dental and eye health care. 154 patients were screened and 37 referrals were made to the district hospital.
- 1 specialist camp on diabetes was organized in Gagret. 53 identified patients received treatment.
- 2 health and hygiene camps were organized at Pirthipur and Chalet. 117 people attended these camps.
- 4 Local Village Health Centers (LVHCs) equipped with basic and advanced first-aid facilities were established in the Gagret block each covering an area of 10-12 panchayats.
- Luminous has started Mobile Medical Unit (MMU) for providing medical services at the doorstep of the patients which is recognized as the best practice of this CSR initiative. There have been a total 46 MMU visits covering 125 villages that have screened 8280 people referring 2070 people to the hospital.



Total
No. of
MMU Visits
46

Patients
Screened
8280

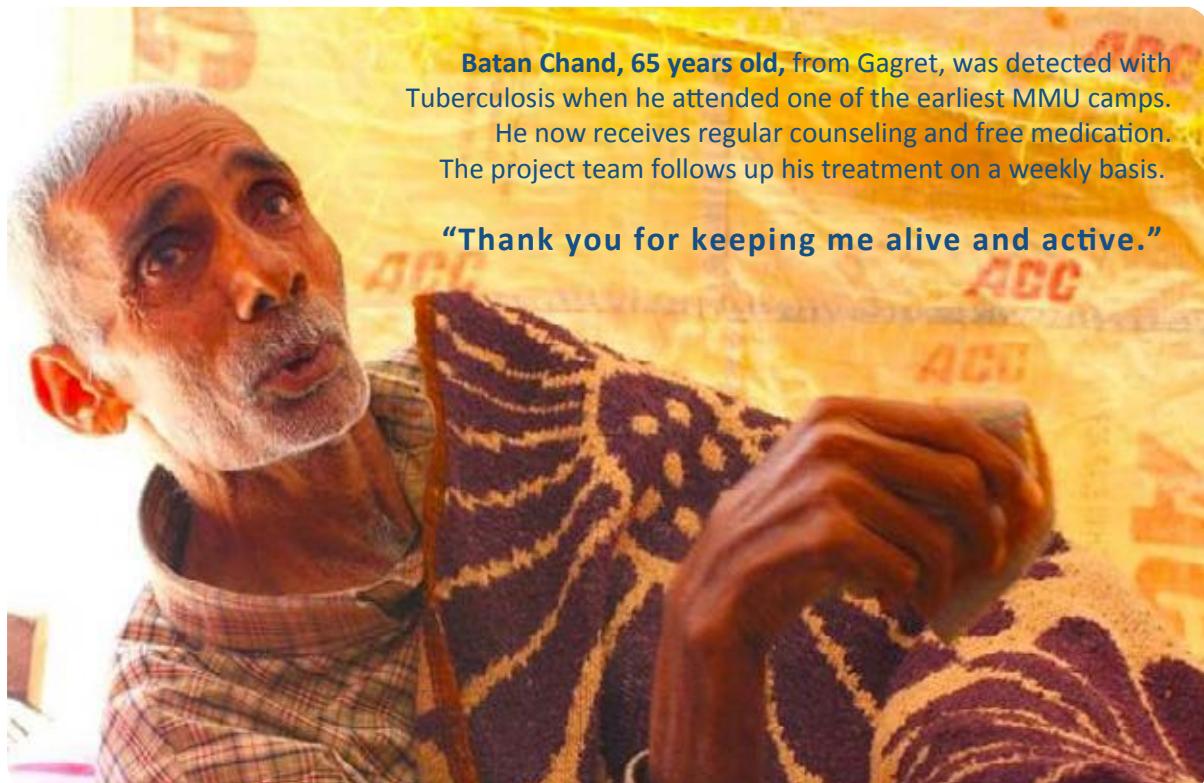
Referrals
Made
2070

Lab
Tests
Conducted
1932

Villages
Covered
125

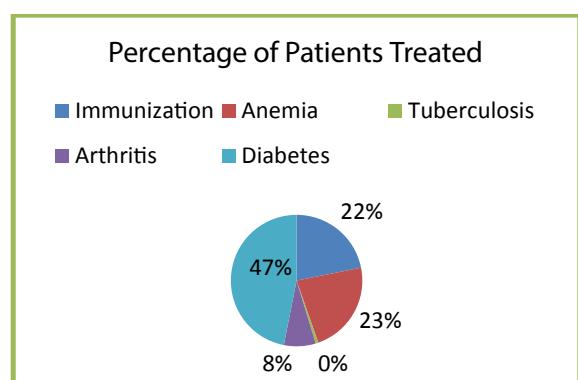
Impact of the Project

- Health awareness and well-being programme coverage has been generated in 125 villages across 41 panchayats.
- 15,850 patients screened and tested.
- 2,760 patients receive free ongoing treatment.
- 18,610 people attended all camps and health activities.
- In 18 months, the project reached out to 21.27% patients and brought down health issues for 27,480 people in Gagret out of the total target population of 1,00,469.
- Reached out to 4000 school children in 20 secondary schools in Gagret for medical testing such as HB, eye refraction, and dental screening.
- School programs were initiated as planned whereby 2000 adolescent girls were diagnosed and treated for the eye, dental hygiene, and anaemia and health cards were made for all 2000 girls.
- Women and girls have been the most supported in this project with screening, diagnosis and treatment made available for 14,867 women and girls.



Health Indicators

Number of Patients Treated for Different Diseases	
Prevalent Ailments	Number of Patients Treated
Immunization	772
Anemia	805
Tuberculosis	23
Arthritis	276
Diabetes	1,656



About Luminous

Luminous Power Technologies is the leading home electrical specialist in India having a vast portfolio comprising of power backup solutions such as Home UPS, Inverter Batteries, and Solar Applications to Electricals such as Fans, Wires, and Switches. With 7 manufacturing units, more than 28 sales offices in India and presence in over 36 countries, its 6000 employees serve more than 60,000 channel partners and millions of customers.

Luminous' commitment towards societal enhancement is of great significance and it firmly believes that collective growth is the best way to operate in a business environment. This belief underscores the company's commitment to its stakeholders in the communities around its plants, ensuring that they benefit from the company's presence in their neighborhood.



टीएचडीसी इंडिया लिमिटेड
THDC INDIA LIMITED

Corporate With a Human Heart to Promote Healthcare

At a Glance

- THDC India Limited established allopathic & homoeopathic dispensaries and organizes multispecialty health camps under its CSR project Niramaya in Tehri Garhwal, Uttarakhand.
- The objective of the project is to induce health seeking behavior in the population and expand the reach of medical services in the villages in the hinterland.
- People from 30 villages have been benefitted by the homoeopathic dispensaries while the allopathic dispensaries have served people of 40 villages.

Project Niramaya



THDCIL's main focus under CSR is its operational area surrounding Tehri Dam located in the excessively backward district of Tehri Garhwal, especially which is cut-off from main facilities in terms of increased distances due to the creation of Tehri Dam Reservoir. The area has tough geographical conditions and poor connectivity being hilly, hence, facing an acute shortage of medical facilities due to the apathetic attitude of the doctors towards posting in the area. The victims are mostly women, children and economically weaker communities. The main objective of the project Niramaya is to induce

health seeking behavior in the population and increase the reach of medical health facilities to the interiors. THDCIL, by initiating this Project, has also adhered to Government mandate as Schedule VII of the Companies Act, 2013 requires Companies to promote health care including preventive health care.

The activity under the project started with the financial support of Rs. 1.20 lakhs to one existing homoeopathic dispensary at Rishikesh district in the year 2010 for free of cost distribution of medicines to all the patients, which has now enhanced to Rs. 2.40 lakhs for the FY 2016-17. Subsequent to this, from 2011-12, THDCIL started opening its own Homoeopathic Dispensaries in remote locations of district Tehri with the help of Swami Narayan Mission, and so far three such dispensaries at village Galiyakhet, Dhontri and Koteshwar are operational at an average cost of Rs. 5.5 lakhs per dispensary per year.

Project Activities

- Intervention in medical & health sector.
- Medical facility through homoeopathic dispensaries since 2012-13
- Medical facility through allopathic dispensary since 2014.
- Multi-speciality health camps with operative and post-operative care are organized.

The operation of allopathic dispensary is being carried out in the remotest and most needy part of backward district Tehri Garhwal since June 2014. Services of an MBBS Doctor



with paramedical staff are available in the dispensary. In addition to professionals, basic diagnostic test facilities through a pathology lab and X-ray machine have been made available. Consultation and medicines are being provided free of cost. However, actual cost incurred on tests is being charged from the patients. Ambulance facility has also been made available at bare minimum cost i.e. Rs. 10/- per kilometer. An operation theatre for minor operation has also been established in the dispensary.



A deft organization of multispecialty medical camps was started in the year 2011-12 and till March 2016 end, 58 such camps (48 in Tehri and 10 in other project/rehabilitation sites in Vishnugad Pipalkoti Project area in district Chamoli, rehabilitation area of Haridwar and Dehradun etc.) have been organized through the Nirmal Ashram Eye Institute, Rishikesh as per need & requirement of the stakeholders. Awareness programmes are also conducted



at all the camp sites on adverse effects of alcoholism, the importance of general hygiene, taking general eye care and educating on changes in boys and girls during adolescence.



Impact of the Project

- People of around 30 villages are getting benefited and by now more than 2.5 lakhs OPDs have been done through these homoeopathic dispensaries.
- Over 15000 populations of around 40 surrounding villages are getting benefitted by the allopathic dispensary.

About THDC India Limited

THDC India Limited is a Joint Venture of Govt. of India and Govt. of Uttar Pradesh to plan, promote and organize an integrated and efficient development of Conventional / Non-conventional/ Renewable sources of Energy and River Valley Projects in India and abroad. Keeping in view the spirit of executing CSR & sustainability programmes, the broad umbrella of THDCIL CSR initiatives is titled as 'THDC Sahridaya' (Corporate with a Human Heart). To bring positive sustainable changes, THDCIL focuses on holistic development of the targeted communities rather than addressing sporadic needs in piecemeal which result in less or no impact in long run. THDCIL has been conferred SCOPE Meritorious Award for Corporate Social Responsibility and Responsiveness in April'12.



THDC INDIA LIMITED
(Schedule -A Mini Ratna CPSE)

ACHIEVEMENT:

- Construction of 260.5 m high Tehri Dam.
- Commissioning of Tehri Dam & HPP – Ist (1000 MW) & Koteswar 300MW during 10th & 11th plan respectively.
- Commissioning of 50 MW Wind Power Project at Patan, Gujarat.




CORPORATE SOCIAL RESPONSIBILITY (CSR):-

- CSR projects through company sponsored NGOs for effective & timely implementation.
- Holistic development of 40 remote and Tehri Reservoir Rim area villages for Socio-economic Empowerment and Sustainable Livelihood of Rural Communities.
- Livelihood security strengthened in 20 villages through farmer centric activities.
- Intervention in higher education by establishing Hydro Power Engineering & Technology Institute with state-of-the-art infrastructural facilities adjacent Tehri Dam.
- Running 03 schools for weaker communities through Company sponsored NGO.
- Intervention in medical & health sector-
 - ✓ Multi specialty health camps with operative and post operative care are organized in remote hilly areas.
 - ✓ Homeopathic dispensaries are being conducted in many remote areas on permanent basis.
 - ✓ Operation of allopathic dispensary is being carried out in remotest and most needy part of district Tehri Garhwal with MBBS Doctor, Paramedical Staff, basic diagnostic and ambulance facility.
- Imparting Computer Training by opening centers in remote locations.
- Vocational Training Programs for women belonging to minorities, other weaker section viz. Cutting, Tailoring, Knitting Training Programs to upgrade skills and to get gainful employment.
- Played leading role in meeting targets under national campaign "Swachh Bharat Abhiyan" by constructing 1188 toilet blocks in 10 districts of UP and Uttarakhand.
- Assisting govt. in relief operations during calamity and in post disaster rehabilitation.







Gram Vikas Manch

Working Towards a Just Society

At a Glance

- Gram Vikas Manch organized PGCIL-HLL health camps at 4 locations in Bihar to provide affordable health services to the marginalized and weaker sections of the society.
- It also engaged in advocacy, networking, and engaging with the local community.
- 926 patients were checked up in all these locations.

PGEIL-HLL Health Camp

Gram Vikas Manch successfully organized PGCIL-HLL health camp at four different locations in Bihar. An Eye specialist, a dentist, and a general physician were present in the camp.



The objective of this health check-up camp was to provide affordable health services to the different section of poor and marginalized people such as minority communities and weaker section of the society to improve health status. Services such as health check-up, pathological

tests, and medicine were provided on the spot. The organization managed to organize health camps at four different locations in Bihar with great success as by developing a good rapport with the department of health government of Bihar. The organization worked on advocacy and networking and also developed a good rapport with the local community, NGOs, government administration, and donor agencies under the leadership of Mr. Sudama Singh, Secretary, Gram Vikas Manch.



Project Activities

- Organizing health camps with eye specialists, dentists, and general physicians.
- Providing on-spot health checkups, pathological tests, and medicines.
- Developing a rapport with the department of Bihar health government as well as the local community.

Impact of the Project

Number of patients receiving medical services: 926

Date	Location	No. of patients
15.05.2016	Fatehpur, Patna	306
15.05.2016	Lalganj, Purnea	160
15.05.2016	Pusauli, Kaimur	336
15.05.2016	Dhobhi, Gaya	124

Success in Terms of Number of Patients Checked Geographically

About Gram Vikas Manch



GramVikas Manch is an outcome of the effort put by a group of social activists who are committed to eliminate social evils and corruption from

again in 2007 under the Foreign Contribution (Regulation) Act, 1976. The organization's vision is to establish a just society where no one



remains hungry, unemployed, uneducated and exploited. The organization aims to empower rural poor to promote development and achieve social justice and self-reliance. Focus area of CSR initiatives includes Health, Education, and Livelihood.

the society. It was registered in the year 1991 under the Societies Registration Act, 1860 and

HelpAge India Enabling the Elderly to Take Charge of Their Own Future

At a Glance

- Help-Age India has been working for 36 years for the disadvantaged elderly and currently operates India's largest mobile healthcare network for elders with around 120 such units covering 108 districts in 23 states with 1491 site locations.
- Its CSR program Healthcare @Doorstep of the Elderly provides services through direct intervention followed by sustainable healthcare measures such as setting up of Gram Chikitsa Kendra and accredited clinics.
- It provides 1.76 million free treatments per annum to 2.5 lakhs beneficiaries across India, making it the largest of its kind in South East Asia (as per the Limca book of records).

Healthcare @ Doorstep of the Elderly

India is today home to 100 million senior citizens. Their deteriorating physical strength and other geriatric illnesses add to their difficulties. Their often poor financial condition, lack of affordable health care and the general neglect by society has propelled HelpAge India to step in and bring in elder welfare programs and advocate for elder-friendly policies for over 36 years. Dedicated to improving the status of India's senior citizens, it works in 23 states providing medical services, poverty alleviation and income generation schemes in urban and rural India.

What they call their best CSR practice, is providing healthcare at the doorstep of the elderly, a truly relevant and revolutionary service. HelpAge Mobile Health services operate on a three-pronged concept, at the core of which is the Mobi-Health Unit providing primary health care through direct intervention, followed by sustainable health care measures, such as setting up of *Gram Chikitsa Centres* and Accredited Clinics.



1.7 million
TREATMENTS EVERY YEAR



LAUNCHED IN
1982



109
MHU'S TODAY

Direct Intervention: The Mobi-Health Unit

The Mobi-Health service provides affordable and quality primary health care services at the doorsteps of the needy elderly. The Mobi-Health Unit (MHU) consists of a 4 wheeler with customized fabrication done to carry medicines, consumables & equipment. These units visit designated locations on a regular basis (weekly or fortnightly) as per a fixed schedule. The coverage of each MHU is 10 locations per week, on a two-shift (morning & afternoon) basis. Each MHU team consists of a medical consultant, pharmacist, social worker & driver. Within the 10 sites that are serviced by an MHU, attempts will be made to identify and form Elderly-Self-Help-Groups from within the community. Once formed, the Elderly-Self-Help-Groups (ESHGs) will be provided with the seed capital to develop sustainable livelihood options.

Project Activities

- Providing affordable and regular primary health care services at the doorsteps of the elderly through Mobile health units.
- Formation of Elderly-Self-Help-Groups (ESHGs) to develop sustainable livelihood options.
- Identification and training of healthcare volunteers to set up and run self-funded Gram Chikitsa Centres.

Gram Chikitsa Centres

Simultaneously healthcare workers and volunteers will be identified from within the community and trained. Subsequently, these workers will be used to set-up self-funded Gram Chikitsa Centres. The overall running, operations and monitoring of such *Gram Chikitsa* Centres will be managed by the ESHGs and costs including the fees of one visiting doctor will be borne by HelpAge for the first two years.

Accredited Clinics

These clinics would be in addition to the Community Managed Health Services or sometimes as a stand-alone next step. HelpAge will identify accredited clinics being run by existing local qualified medical practitioners to provide continued health services, once the HelpAge run Mobile Health Unit (MHU) exists in a planned manner.

Transforming Lives through Treatment and Palliative Care

Ram Piyari, 67 years of age, was diagnosed with cancer. Her son, a tailor at a garment factory had no means to afford her treatment.

"My condition is getting worse, where do I get the money to afford such expensive treatment?" a forlorn Ram Piyari had asked.

HelpAge came to her aid. After helping Ram Piyari receive radiotherapy and chemotherapy, she is now provided palliative care. A professional team of a doctor, a trained nurse and a counselor visit her regularly. The team treats her pain, infections and the side effects of chemotherapy, providing her relief and easing her suffering.

Impact of the Project

- It has reached out to elders pan India and has provided a sustainable healthcare solution to whole communities.
- Number of MHUs: 120
- Number of beneficiaries per annum: 2,50,000
- Number of free treatment per annum: 1.76 million
- Self-respect, and livelihood to the elderly.

HelpAge India aims to reach basic healthcare to 1 million disadvantaged rural and urban people, particularly the elderly in under-served communities by 2020. Currently, they are

reaching out through 1383 community locations and the plan is to reach out to the community from 2000 site locations by 2020.

About HelpAge India

HelpAge India is a leading charity in India working with and for disadvantaged elderly for more than 3 decades now. It was set up in 1978 and is registered under the Societies' Registration Act of 1860. Traditionally the focus was to improve the quality of life of destitute elders primarily in the rural areas through its welfare

projects by providing free food, free medicines and consultations, and conduct free cataract surgeries. It slowly spread its wings and started focusing on long-term sustainability options for these elders through various livelihood projects and helping them form Elderly Self-Help Groups, which today span across India.



Love All, Serve All to Provide Vision

At a Glance

- Mahavir International under its initiative of making Delhi a Cataract Free Zone is running 6 hospitals to provide free eye care, healthcare, mobilizing eye pledges and donations as well as running mobile vans to provide medical services at the doorstep of the needy.
- Aside from running hospitals, it also organizes health and awareness camps.
- As of now, 33 lakh patients have received treatments and over 33,156 people have pledged their eyes.

Cataract Free Zone

Mahavir International is committed to providing quality eye care to the needy and underprivileged people of Delhi without any caste or religious bias. It is running 6 fully equipped charitable hospitals in different parts of the capital where patients get free treatment, medicines & spectacles etc. To fulfill its dream & vision of making Delhi a '**Cataract Free Zone**'. The



organization also conducts free eye & cataract operations at its flagship Rajdhani Charitable Eye and Medical Centre, Kishwarna Charitable Eye and Medical Centre, and recently upgraded Lala Aman Singh Jain Charitable Eye Research & Medical Centre which have modern Operation Theatres equipped with the latest state of the art

equipment and services which are comparable to even the best of private hospitals. It also has advanced facilities for detection & treatment of



Glucoma (Kala Motia).

Mahavir International Delhi is also providing integrated medical services in Eye Care, Heart Care, General Medicine, ENT, Physiotherapy, Gynecology, Pediatrics, Homeopathy and Ayurvedic, Acupressure, and Refraction / PMT at 6 hospitals run by the organization with a well equipped & modernized diagnostic laboratory. It is also running 1 dispensary in backward area. It also organizes free Eye & Medical check-up camps

Recently Mahavir International Delhi has also started 1.5 whole body MRI and CT scan facilities at newly upgraded Lala Aman Singh Jain Eye Research and Medical Centre, Hauz Rani Saket at most nominal rates.

Moving another step closer to realizing its dream of providing 'Sight to all', Mahavir International Delhi had launched yet another activity, Eye Donation Pledges & mobilized a host of people from all walks of life. Prominent personalities have pledged their eyes.



Project Activities

- Providing eye care and conducting free eye care and cataract operations.
- Organizing free eye & medical check-up and awareness camps.
- Providing integrated medical services in Eye Care, Heart Care, General Medicine, ENT, Physiotherapy, Gynaecology, Pediatrics, Homeopathy and Ayurvedic, Acupressure, and Refraction / PMT.
- Mobilizing people for pledging their eyes.
- Providing medical services at the doorstep through 5 fully equipped mobile vans.

It has been a mission of Mahavir International Delhi to provide medical support to the maximum number of needy people. Towards this end, the organization has taken up an ambitious project aptly named "Doctor at Doorstep". Under this program, fully equipped 5 mobile vans complete with all medical facilities will be run with a team of doctors & paramedical staff to provide treatment and two vans for pick and drop

off of patients. This is a unique & innovative initiative by the organization to fulfil the goals set by it.



Impact of the Project

- Till date, over 21,806 cataract surgeries with IOL implants and eyesight of over 366 persons restored through eye donations and 5 cornea transplants and over 33 lakh patients have received treatment.
- So far, with more than 1900 Health/Eye check up programs organized.
- Over 33,156 persons have pledged their eyes so far. Actual eye donations from 192 persons after death have provided sight to 328 blind people.

About Mahavir International

Mahavir international Delhi is a voluntary charitable non-religious NPO established in 1979 with a mission to provide quality eye care to all needy persons in their quest to make Delhi a "cataract free zone". Working selflessly and dedicated to alleviating and ameliorating the sufferings of mankind, irrespective of religion, caste, color or creed is the essence of Mahavir International well encapsulated in its short but universal motto- "Love All Serve All". Today, with over 350 centers worldwide, including

four abroad in USA, Australia, and the UK, the organization boasts of a committed member base of 8500 that are holding the beacon high. Mahavir International Delhi Centre, registered in 1979 under the Societies Act 1860, has been the torch bearer of the apex body since its inception. With the underlying objective of serving the humanity at large, the NGO took upon itself the challenge to specialize in & provide quality Eye Care & Healthcare to the poor & needy strata of society who can ill afford these basic rights.





Let us grow together



The more
we nourish the earth,
the more
India gets rich



Since its inception in the early sixties, RCF has been a major driving force behind India's agricultural productivity. And our resounding success has its roots in our belief. The belief that when we empower the farming community, it leads to inclusive growth. All along, we've been a true & trusted companion of Indian farmers. Today, the nation requires to sustain self-reliance through **sustainable agriculture**. And we stand firmly committed to continue providing quality agricultural inputs and sound agronomical services to the farmers for ensuring higher farm productivity with proper care of soil.

Performance that inspires:

- Leading manufacturer of fertilizers in the country
- Serving the Indian farmers for the last 5 decades
- Rated among the top 5 companies in the fertilizer sector
- A wide product portfolio comprising 'Ujjwala' urea, 'Suphal' complex grades (15:15:15 & 20:20:0), 'Sujala' water soluble fertilizers, 'Biola' bio-fertilizer, 'Microla' micro-nutrients
- A pioneer in the chemicals field as well, producing more than 20 industrial chemicals

The way forward:

- Thal expansion project to produce 1.27 million tonnes of urea per annum
- To set up fertilizer complex at Talcher in consortium with CIL, GAIL and FCIL through coal gasification route
- To set up JV projects for urea in resource-rich countries of Middle East
- To enter into long term off-take agreements for rock phosphate and potash
- Strong focus on sustainable development



**RASHTRIYA CHEMICALS
AND FERTILIZERS LTD**
(A Government of India Undertaking)

Overcoming Diabetes to Become the Health Champion

At a Glance

- As Diabetes is fast proving to be one of the biggest ailments in the world with over 387 million people living with it worldwide, Landmark Group has adopted Diabetes as a part of its CSR initiatives under Beat Diabetes programme aimed at creating awareness, Bangalore being the primary location of intervention.
- Blood Glucose testing and awareness camps are held in colleges, Landmark Group outlets, and in slums through a cluster approach.
- Since 2010, 2 lakh individuals have taken the blood glucose test and 3,207 slum dwellers took the test in 2015-16.

Beat Diabetes



There are currently 387 million people worldwide living with Diabetes and this number is predicted to reach 592 million by 2035. Sedentary lifestyle, unhealthy eating habits, and lack of exercise are some of the reasons, why the incidence of diabetes is extremely high in the Middle East & India. Keeping in mind the seriousness of the issue, Landmark Group adopted Diabetes as part of its CSR initiative. Through the '*Beat Diabetes*' initiative, the Group aims to create awareness & educate people about the condition and build the capacity of the economically weaker section women to lead a healthy life. Lifestyle

International Pvt. Ltd. is reaching out the unreached for creating effective awareness and building capacity to be the health champions. Bangalore has been the primary location for all interventions.



In the recent years, there has been an increase in the population of young adults who are affected by diabetes. As a response to create effective awareness amongst this age group about prevention and maintenance of Diabetes, the initiative focuses on young adults in the age group of 18-30 Years. As part of the initiative, Blood Glucose Testing camps are held in colleges for both the students and the staff. Group sessions

and individual counseling are conducted for those categorized to be 'Risk for Diabetes'. Confirmatory diagnostic tests and tele consultation are provided for individuals categorized as Pre-diabetic. During the period August 2015 to March 2016, 51,771 young adults across 77 institutions took the tests. 87% of these young adults took the RBS tests for the first time.

The Programme also focuses on building awareness among all our customers visiting the stores. During the month of November, at the selected Landmark Group outlets, testing kiosks are set up. All customers visiting the testing kiosks can avail the free blood glucose testing facility. Awareness Brochure related to Diabetes and Lifestyle Management are made available for customers at the Kiosk. During the month of November 2015, 44,063 customers undertook RBS (Random Blood Sugar) tests across our 50 selected outlets. Among these customers, 1.04% discovered themselves to be diabetic and 2.92% as Pre-Diabetic for the first time. More than 50% of the beneficiaries in each case have been women.

One of the programme objectives is to facilitate slum dwelling women to be community health champions. This is implemented through cluster approach wherein a group of slums are selected. Random blood sugar tests are administered for all adults residing in these slums. Diagnosed women are grouped in three categories (Pre-Diabetic, Diabetic and Overt Diabetic). Training Sessions are held with them for inculcating good lifestyle management practices in their routine.

Capacity building activities are held to ensure management of diabetes/lifestyle among



community members and for their own family members. During the period between October 2015 to March 2016, 3,207 slum dwellers undertook

Project Activities

- Blood Glucose Testing camps are held in colleges for both students and staff targeting adult youth of in the age group of 18-30 years.
- Other services include group sessions and individual counseling for those categorized to be 'Risk for Diabetes' and confirmatory diagnostic tests and teleconsultation for individuals categorized as Pre-diabetic.
- Blood glucose testing kiosks set up at selected landmark group outlets to build awareness among customers.
- Random Blood Sugar (RBS) test are administered to slum dwellers from a group of selected slums and training sessions are held for better lifestyle and management of diabetes.

the RBS tests out of which 916 individuals availed the confirmatory diagnostic and consultation benefits. 41% of the beneficiaries at these slums took the RBS tests for the first time. 1,907 women from these slums underwent the capacity building activities to be the 'Health Champions'. Post session tele-assessments revealed that 88% of the selected women have inculcated more than 60% of the components in their routine.

Impact of the Project

- Since 2010, tests have been administered to more than 2,00,000 individuals across major metros in India.
- Number of institutions covered: 77
- Number of young adults taking the test during the period of August 2015 to March 2016: 51,771
- Number of store outlets covered: 50
- Number of customers taking the RBS test during the month of 2015: 44,063
- Number of slum dwellers taking the RBS test during October 2015 to March 2016: 3,207
- During the FY 2015-16, the initiative has reached out to 99,041 individuals out of which 48% of them took the tests for the first time.

About Landmark Group

Lifestyle International Pvt. Ltd. is a part of Dubai-based retail and hospitality conglomerate, Landmark Group. It comprises of Lifestyle stores, Home Centre and Max Fashions. Landmark Group has been recognized as one of the leading retail companies in the country offering an enjoyable shopping experience

to customers. Landmark Group as part of its social initiatives has been working on creating awareness about Diabetes since 2010. Targeted intervention programs are devised to build the capacity of community women for inculcating healthy lifestyle habits in their routine life to be the 'Health Champions'.



Investing in Sanitation Software is Smart for Corporate

Anand Shekhar

Team Leader, Executing Agency,
Global Sanitation Fund in India

The response of India Inc. to the clarion call of Prime Minister Shri Narendra Modi to make India "Swachch Bharat," is praiseworthy. Most of the renowned corporate houses have committed investments to support the construction of toilets in households and schools. Major companies like TCS, Bharti, HUL, Aditya Birla Group, ITC, Adani and Dabur have announced big CSR spends or promised to upgrade existing programmes for building sanitation facilities. While such announcements and promises look substantial, and the inbuilt commitment to invest in sanitation is welcome, the moot question is how we can make the proposed investment a "smart" investment.

A quick analysis of the commitments made by different corporates reveals that the focus is on hardware themes i.e. construction of toilets. Studies have shown that infrastructure creation without commensurate investment in demand generation and behavior change has not been sustainable. Importantly, beneficiaries of hardware subsidies don't usually change their behavior towards

sanitation and hygiene, and have little incentive to maintain the toilets.

A recent study by RICE Institute in five North Indian states found that people in households with working toilets continue to defecate in the open, and that toilets provided by the state are especially unlikely to be used. The study cites, "Merely providing latrine access without promoting latrine use is unlikely to importantly reduce open defecation." Another formative research on sanitation and hygiene supported by the Global Sanitation Fund in 2013 confirms that the money for toilets will not be well spent unless the adequate investment is made in promoting and achieving collective behavior change.

The suggested approach under Swachch Bharat Mission is "to adopt the community led and Community saturation approaches focusing heavily on collective behavioral change." Emphasis is placed on awareness generation, and triggering behavior change and demand generation for sanitary facilities in houses, schools, anganwadis, and places of

community congregation, and for Solid and Liquid Waste Management activities. Focus will be on Inter-Personal Communication (IPC), especially in the triggering of demand and use of toilets through social and behavioral change communication and house-to-house interventions.

It is equally important that once people move on the sanitation ladder and start using the toilets, that trajectory of change must be maintained and enhanced. If communities revert to a situation where they have to rely on unimproved sanitation services or resort to open defecation, then the investment is effectively wasted. Incidentally, in India, there is a "slippage" reported in the sanitation sector, and more than a crore of toilets are defunct and not in use.

Unfortunately, the resources committed to behavior change approaches are few and not explicitly earmarked. What is conspicuous, is, the absence of funds for triggering communities for collective behavior change.

Conscious of these limitations, Global Sanitation Fund in India promotes, and

implements, a software approach to sanitation financing through the Global Sanitation Fund (GSF). The GSF supported programme in India finances community-level interventions aimed at enabling access to and effective use of improved sanitation facilities and hygiene promotion in select locations in Bihar, Assam and Jharkhand. This is being achieved through demand-driven approaches that emphasize awareness creation aimed at changing behavior. This is supplemented by capacity building efforts of various actors and institutions, effective use of media to promote behavior change, and sanitation marketing to strengthen the supply chain related to sanitation products and services.

Corporates interested in investing in sanitation must include funding interventions at the community level that sensitize households about the correlation between sanitation and health, hygiene and human dignity. They, sooner than later, need to consider funding collaborative initiatives that strengthen the effectiveness of investments being made for constructing toilets. To make their investment more effective over time, Corporates could consider setting up a "Pooled Fund" that finances the following

- Designing effective behaviour change interventions Funding consumer surveys and

research to understand motivations for changing the behaviour of different social groups as well as the bottlenecks in behaviour change. Research outputs will help develop appropriate media vehicles campaigns to reach out to people and promote positive behaviours.

- Capacity building of workforce at the local level funding local capacity to work with households and communities facilitates people's participation through informed choices and generates community collective action for making village environments free from open defecation.
- Funding learning and emulation along with documentation and dissemination of inspiring and exemplary evidence of collective and individual action
- Promoting stakeholder coalition, building sector alliances, encompassing health and education practitioners, as well as alliances with private service providers can lead to meaningful contributions.
- Corporates need to develop and adopt an accepted protocol on behavioural change financing for sanitation and hygiene based on proof and cost analysis.

They must demonstrate to governments and other stakeholders with clear and concrete evidence that software approaches are no longer a soft option for dealing with the Indian sanitation crisis.

NHPC's contribution to Swachh Bharat Abhiyan

At a Glance

- To complement Swachh Bharat Abhiyan, NHPC started its flagship CSR initiative to ensure that all government schools have separate toilets for girls and boys.
- Under Swachh Vidyalaya Abhiyan in 7045 toilets has been constructed in 34 districts incurring an expenditure of 105.69 crores.

Swachh Vidyalaya Abhiyan



Swachh Vidyalaya Abhiyan is an initiative to ensure that all government schools in the country have separate toilets for boys and girls. In response to the clarion call given by the Prime Minister in his Independence Day speech in 2014, NHPC has constructed 7045 toilets against the target of 6802 toilets committed by NHPC to MOP/MHRD (Ministry of Human Resource Development) in schools spread across 34 districts nearby its projects/ power stations/ units which are mostly in extremely difficult and remotely accessible locations in 8 states of Arunachal Pradesh (Tawang, Dibang Valley, Lower Dibang Valley, Papumpare, West Siang), Assam (Dhemaji, Lakhimpur, Sonitpur, Nagaon, Darrang, Barpeta, Nalbari, Sibsagar, Jorhat, Cachar, Kamrup), Himachal Pradesh (Chamba, Kullu), Jammu & Kashmir (Baramulla,

Kishtwar, Reasi, Leh and Kargil), Madhya Pradesh (Ujjain, Indore, Barwani, Sehore, Harda, Burhanpur), Manipur (Churachandpur), Uttarakhand (Pithoragarh, Champawat), and West Bengal (Jaipaiguri, Darjeeling). NHPC achieved the timely completion of 7045 toilets under Swachh Vidyalaya Abhiyan. In North Eastern states namely Assam, Arunachal Pradesh and Manipur, 3182 toilets have been constructed in government schools. The expenditure incurred on construction of toilets under Swachh Vidyalaya Abhiyan was Rs. 105.69 crore. Dedicated teams of more than 300 officials from various departments within NHPC were associated and instrumental in accomplishing this herculean task.

Project Activities

- Construction of separate toilets in government schools with teams of more than 300 hundred officials.

Impact of the Project

- Number of toilets constructed: 7,045
- Number of districts covered: 34 districts in 8 states

About NHPC

NHPC Limited, a Government of India Enterprise, was incorporated in the year 1975 with an authorized share capital of Rs. 2,000 million and with an objective to plan, promote and organise an integrated and efficient development of hydroelectric power in all aspects. Later on, NHPC expanded its objects to include the development of power in all its aspects through conventional and non-conventional sources in India and abroad. At present, NHPC is ranked as a premier organization in the country for the development of hydropower. NHPC is continually striving for the sustainable development of its neighboring communities and society at large. Since its inception, NHPC has focused on inclusive growth and assisted

the local population in the vicinity of its Projects/ Power Stations/ Offices which are located in extremely remote locations all over India under varying socio-economic condition.

NHPC's mission is to be a responsible corporate entity mindful of its social responsibilities towards all stakeholders, including shareholders, employees, the local community and the society at large.



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CSR– Essential for Inclusive Growth

Anil Khaitan

Chairman & Managing Director,
Sunil Healthcare Limited

Corporate Social Responsibility (CSR), also known as corporate conscience, citizenship, social performance, or sustainable responsible business is a form of corporate self-regulation into a comprehensive business model. Corporate Social Responsibility is the process of continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of workforce and their families and also contributing towards the enhancement and development of the local community and society at large.

CSR is instrumental for inclusive growth and has much bigger implications for holistic development. Let's understand as to why we need CSR. This is primarily because the government in power since 1947 has continuously neglected inclusive growth of the Indian society. The social need for a country like India is huge but the government resources are limited and thus social expenditure being scarce, the mandate has fallen on the corporate sector as per Section 135 of the Companies Act 2013. Thus, we need CSR as it reduces dependency on the government for social development and leads to speedy inclusive growth.

Besides, since corporate organizations conduct their businesses in the society only,

it only seems reasonable that they give back to society by sharing a small portion of their profit for the betterment of society which in return ensures the long-term sustainability of the businesses.

CSR, a responsibility of all businesses, be it in the private sector or in the public sector is of prime importance to uplift the poor people of India in terms of Education, Skills, Employability, Health, Sanitation and Housing etc. To this end, companies integrate themselves with social, environmental, and economic concerns of their business operations and interact with their stakeholders. The best way for doing so would be to have a small CSR department in each company which works with trusted, honest and sincere NGOs or voluntary organizations for implementation of CSR projects.

Following tips can be adopted to achieve optimum CSR practices

- CSR council in each company along with the members of the implementing agency in the council.
- Selecting the right contractor/vendor to execute the contract with quality and speed.
- Sustainability of the project in terms of continuous maintenance and revenue.
- Handhold the project for at least 3 years before giving it to the concerned beneficiary

as by that time they would have been well trained.

- Identify the needs of the area and direct CSR activity as per the needs of the people.
- Set up a budget for each project and monitor it on weekly basis in terms of expenses and progress so that it is commissioned within the budgeted cost and time.
- Training of people who would be directly affected by the CSR activity for proper maintenance, use, and sustainability.
- Realizing that issuing a cheque is not a CSR activity. After the cheque is issued, the CSR activity has to be monitored till the company is satisfied that the people are trained and the project is sustainable.

- Immediately after the project is commissioned, every corporate should have an impact assessment study done to find out the merits and demerits of the CSR activity executed.

This will help greatly in seeing to it that the funds are properly used in a cost effective manner.



Building a Cleaner Environment

At a Glance

- To provide better health and lower morbidity rates in the population and better school attendance and retention of the children, Sunil Healthcare Pvt. Ltd. decided to construct toilets in villages and schools of the Alwar district in Rajasthan under its flagship CSR project termed as Humara Swachh Sauchalaya.
- During the FY 2014-15, the company spent Rs. 11.63 lakhs (5.24% of the average net profits of last three financial years) on this project.
- Under this project, awareness of the importance of sanitation and hygiene and introducing behavioral changes in the school children for using toilets and urinals was also undertaken apart from constructing toilets.
- The project has reduced open defecation among women and improved school attendance by children.

Humara Swachh Sauchalaya-Toilet Construction Project



Recognizing sanitation and hygiene as the key reason that affect the livelihoods of the people at the bottom of the pyramid and inspired by the Swachh Bharat Abhiyaan,

Sunil Healthcare Pvt. Ltd. decided to construct toilets in the villages and schools around its factory in the Alwar district of Rajasthan in order to mitigate the risks associated with improper sanitation and hygiene.

Sunil Healthcare Pvt. Ltd. engaged Sulabh International, a pioneer in construction and maintenance of public toilets as the implementing agency for its project of constructing

toilets within the premises of each hut of a small village having 30-35 huts as well as for schools. International Centre for Women and Child (ICWC), an associate organization of Sulabh International became a part of the initiative doing survey of potential areas and construction of toilets by primarily focusing on women's need and situations in schools and villages.



Project Activities

- Construction of toilets.
- Acting as a "Demonstration model/learning tools" for school children and community to introduce behavioral changes for using toilets and urinals.
- Spreading awareness of the importance of sanitation and hygiene and the need to develop a more permanent strategy.

Impact of the Project

- A cleaner environment.
- Most of the beneficiary households in the villages use toilets. In schools, the newly constructed toilets are used by children regularly providing privacy & comfort to school children especially girl children and female teachers.
- It has helped the children of the villages and surrounding areas to get an education along with health due to proper sanitation facilities and admission has substantially increased in the schools where toilets have been made by Sunil Healthcare Limited.
- The community is getting strengthened as they have started showing interest and raising issues actively regarding the toilets constructed as well as suggesting solutions to the same.
- Usage of toilets has particularly reduced open defecation among women.

"Previously we used to practice open defecation, flies used to sit flit from excreta to food, spoiling the food and making people sick with cholera and diarrhea. Now such incidence has reduced significantly." - A villager

"I feel comfortable in using the toilet. It maintains my privacy, saves time, reduces the scope of sexual abuse. It is hygienic and protects my self-esteem." - A class 8th girl student

About Sunil Healthcare Pvt. Ltd.

Sunil Healthcare Pvt. Ltd. is the second largest producer of Empty Hard Gelatin Capsules in India. More than 35% of its production is exported globally. Apart from building toilets in villages and schools for encouraging sanitation and hygiene, the company is also engaged in providing free medicines through recognized dispensary in Alwar (Rajasthan), and looking after abandoned elderly people staying at Vijay Mandir, Alwar.

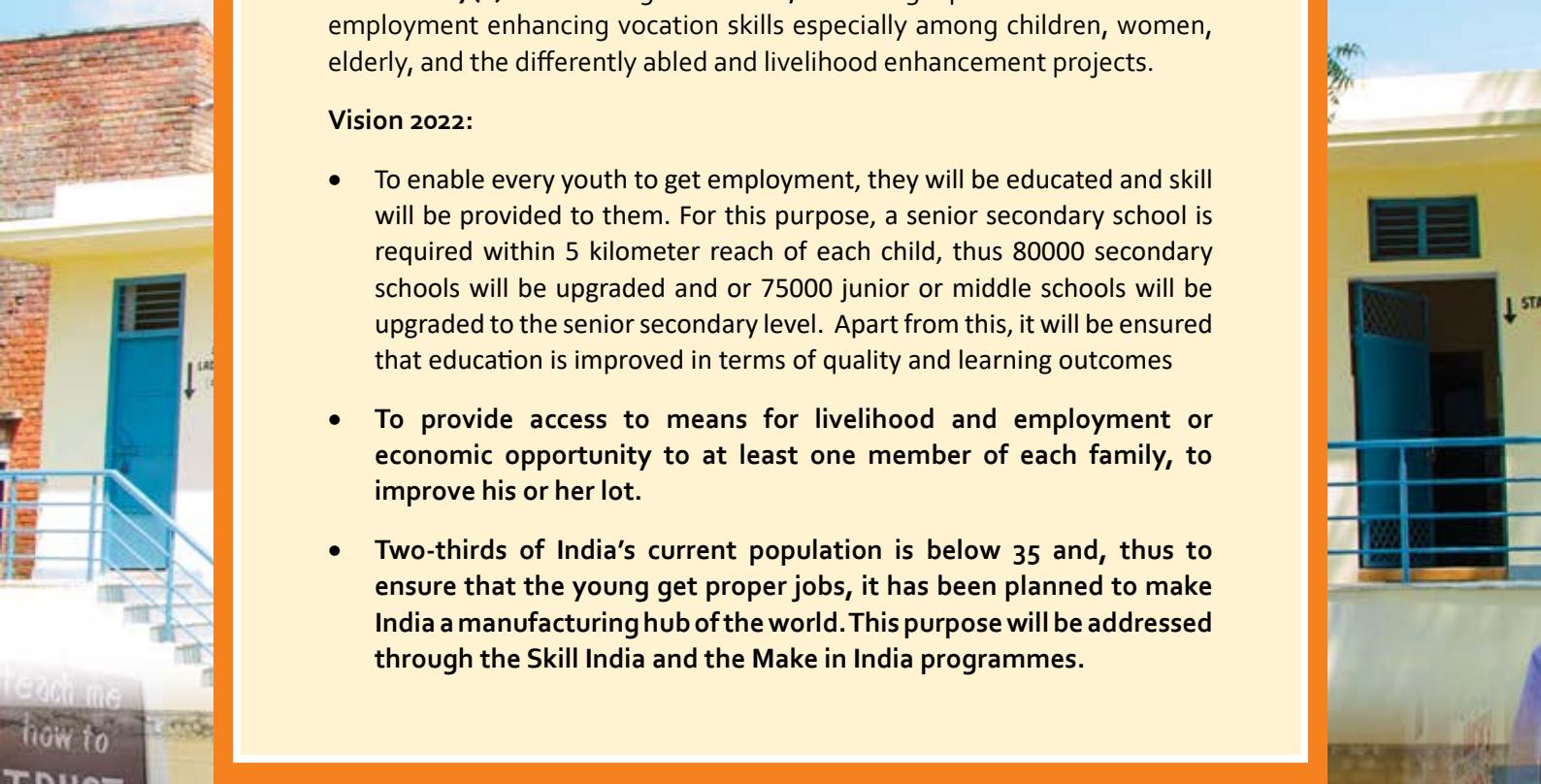




Schedule 7(ii): Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects.

Vision 2022:

- To enable every youth to get employment, they will be educated and skill will be provided to them. For this purpose, a senior secondary school is required within 5 kilometer reach of each child, thus 80000 secondary schools will be upgraded and or 75000 junior or middle schools will be upgraded to the senior secondary level. Apart from this, it will be ensured that education is improved in terms of quality and learning outcomes
- To provide access to means for livelihood and employment or economic opportunity to at least one member of each family, to improve his or her lot.
- Two-thirds of India's current population is below 35 and, thus to ensure that the young get proper jobs, it has been planned to make India a manufacturing hub of the world. This purpose will be addressed through the Skill India and the Make in India programmes.

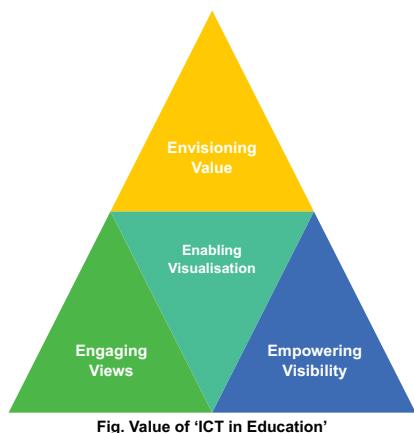


ICT in Education

Hitesh Sharma

Ricoh India Limited

'Don't give them the fish, teach them how to fish' - we've often heard this in the context of education as an enabler of self-reliance. Now, in stating the relevance and significance of Information and Communication Technology (ICT) in Education, I would like to take the liberty of stretching this saying to append "...show them the value in fishing for them to devise their own way of fishing". Teaching one method to fish will contribute to a limited number of ways to fishing but if the education system enables one to envision the value in fishing, it would lead to diverse and multiple ways to fish, yet unique to one. This will add to the cumulative intelligence of the system at large and provide a self-propelling environment of learning. This meets the core objective of quality education, where learning is not just intense in focus but also broadened in perspective. If the fundamental value of education is co-creation of quality in living as well as quality life management systems, then Information and Communication Technology (ICT), through its multi-dimensional characteristics, aids as an enabler to this envisioning of value in education. In order to envision value, it is imperative to provide data for the view, information towards visibility and churn knowledge for visualization.



In the following segment, the broad aspects of this envisioning are mapped to the key characteristics of ICT and the major components of Education system so as to illustrate the efficiency and effectiveness of ICT in enabling quality education, which is one of the UN Sustainable Development Goals (SDG4) as adopted by the global community in 2015.

The major components of an education system are its :

- Characters-teachers & students, other stakeholders
- Content- the learning material which could range from formal to informal
- Context – the ecosystem of learning, for instance, classroom or online

1. Engaging Views

The key characteristic of ICT lies in its potential to 'connect'. With this, it brings together not just one set of content-characters-context but makes accessible multiple such sets through its wide inter-network connectivity. This connection leads to broadening of perspectives on a concept to be taught or learnt as it makes available multiple instances of the same, and hence creating a view with the potential to be more comprehensive and holistic in nature. The existence of a comprehensive view is the first and foremost aspect to stimulate envisioning of value. Let's take for instance the learning objective of enhancing literacy on climate change amongst students. By means of ICT, the possibility to access various dimensions of this broad and interdisciplinary subject is much higher than in a traditional mode of education. Enhanced accessibility leads to lesser 'digital divide', creating a more connected and inclusive society.

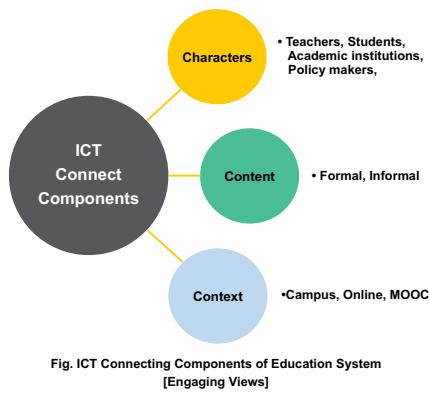


Fig. ICT Connecting Components of Education System
[Engaging Views]

2. Empowering Visibility

Through its processing capability to 'inform', ICT becomes a platform for cross-pollination amongst various components of education system i.e. the characters, content and context. This complements the ability and skills of individual components in the learning ecosystem so as to devise a common visibility to the objective of learning. For instance, if the objective is to build climate literacy, it is equally vital to provide knowledge on the science and multi-dimensional implications of climate change as it is to equip on the skills to adapt or mitigate the effects of climate change. Technology-led learning intervention assists in building this systemic approach of learning in a systematic manner. A well informed and equally equipped next generation of society with a systemic visibility can be more participative in building a sustainable and equitable ecosystem, the global village.

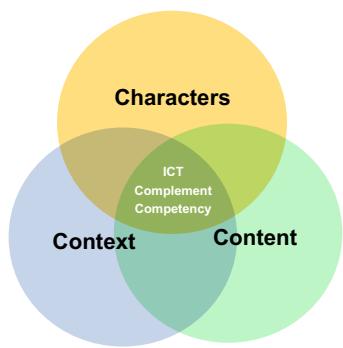


Fig. ICT Complementing Competency of Components
[Empowering Visibility]

3. Enabling Visualisation

As the conductor in an orchestra directs various musicians to put together a musical symphony, the technology-aided convergence of components enables visualization of concepts.

This convergence is symbolic to introducing depth of focus in learning with the breadth of perspectives added to the concept. This characteristic of ICT to 'communicate' not only aids in efficient teaching but also stimulates effective learning. In a digital classroom set-up, this visualisation could be equated to the digital convergence of various concepts aligned to a learning objective, for instance, climate literacy, with the technology-aided processing, presentation and projection on the screen. This visualisation by ICT products such as computers, projectors, interactive white boards, digital content management system, audio-video conferencing and communication system not only simulates the concept but also stimulates learning beyond what is being taught. Moreover, a technology-enabled engagement with an individual student can suggest personalised interventions enhance learning aptitude. With its potential to converge and customise learning to suit individual needs, ICT will upgrade the creative and innovation quotient of the next generation which unarguably aids as a conducive ecosystem for entrepreneurship.

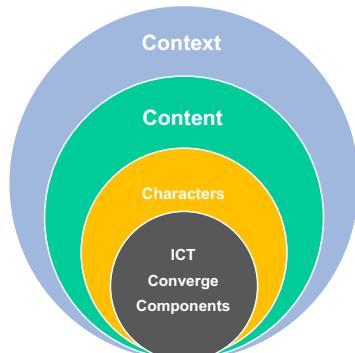


Fig. ICT Converging Components
[Enabling Visualisation]

As concluding remarks in stating the relevance of ICT in education, it would be apt to mention that information and communication technology enables volume and variety of learning with velocity so as to build a generation with systemic knowledge, comprehensive skills and an attitude to act with speed. In striving for a sustainable society, we need these attributes in the next generation to build our common future.

Ricoh Redefining Education

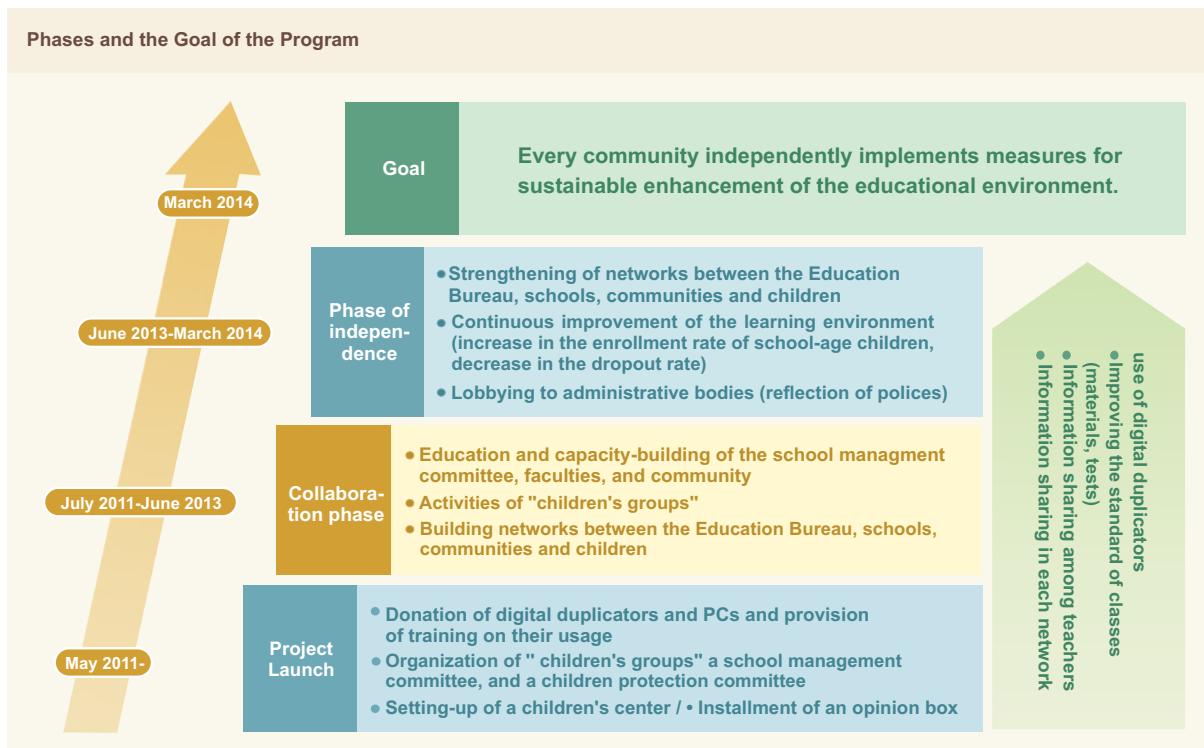
At a Glance

- Ricoh's ICT-enabled Education programme was initiated in 2011 to improve the quality of education and enrollment rate in primary schools by developing a network for better education and introducing digital means of teaching.
- The project has two phases, one for building a mechanism and network of local communities to execute an action cycle for improving the education environment and the second one for undertaking the actions.
- The programme is currently in the second stage and has improved enrolment rate from 81% to 88%.

ICT-enabled Education

ICT- enabled Education is one of the major CSR projects of Ricoh which is in phase-2 of its implementation and was initiated in 2011. This

project leverages the product competency of Ricoh in the domain of projectors and associated information & communication technology (ICT) to enhance the quality of education and enrollment rate among the primary schools.



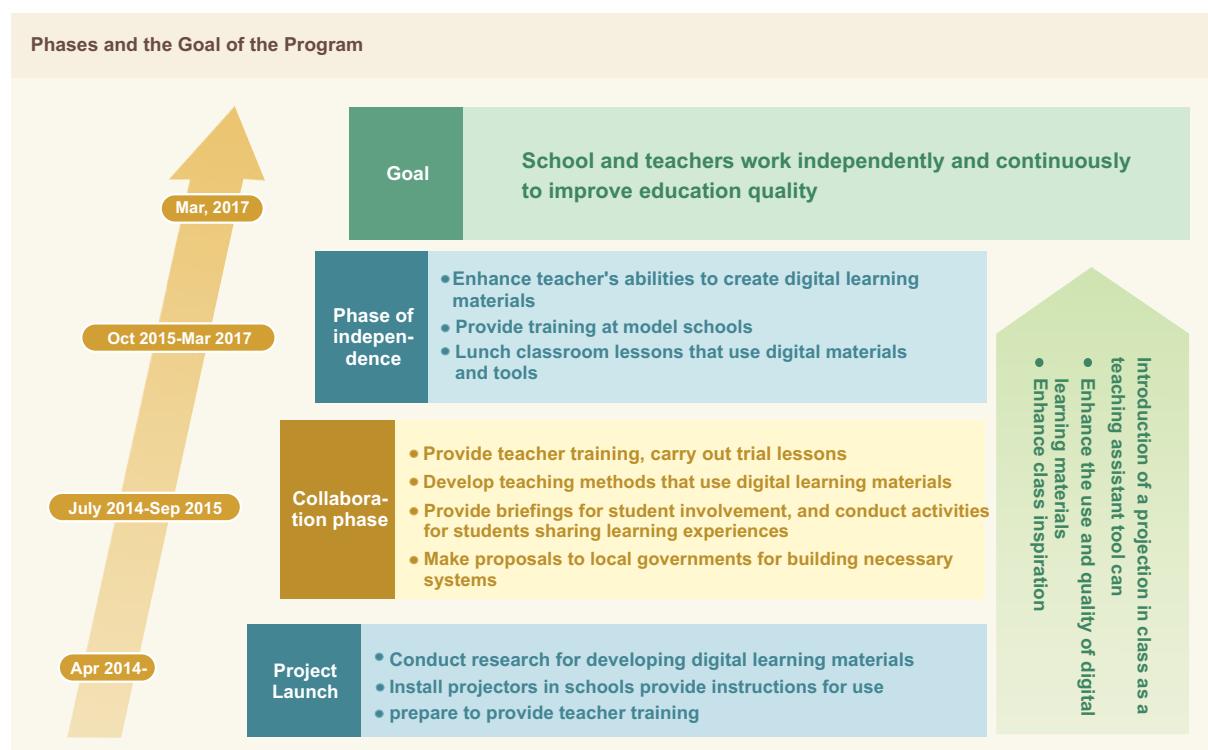
Project Phase-I (May 2011-March 2014): Under this phase, a mechanism was built for local communities to execute an action cycle to improve their educational environment by building a network for better education. This was done by donating and installing digital duplicators at 20 locations including hub schools and governmental offices in the region to improve the infrastructure for information sharing. Training was provided to teachers for effective usage of the duplicators. Educational supports activities at 60 schools in Hathnoora Mandal, Medak District with 9800 students were implemented such as establishment of local school management committees and Child Protection Committees, and providing them with awareness raising and capacity building programs, providing support to Children's group activities for creating a better learning environment, and making proposals to the government for improving the education standard.

Project Activities

- Donation of digital duplicators.
- Implementing educational support activities.
- Developing and introducing effective digital learning material and providing teacher training for enhanced education.
- Involving children in improvement activities.

Phase- II (March 2014 – March 2017): Create joyful classes for learning by introducing projector and digital learning materials shown as an approach to delivering inspiring classrooms lessons so as to raise education quality. This involves developing effective digital learning materials and teaching methods. The program aims to create systems that ensure that each local government provides teacher training using programs developed for introducing

digital learning materials and related teaching methods, thereby helping schools continuously and independently work to improve education. It also involves increasing the understanding among children about the benefits of being involved in efforts to develop learning materials and improve schools management as well as enabling them to share their learning experiences using digital materials and tools.



Impact of the project

- Over the past three years, enrolment rate rose from 81% to 88%, and classroom attendance for sixth graders jumped from 84% to 90%.
- Improved the quality of teaching through utilization of digital duplicators.
- Encouraged successfully local communities, teachers, and children to work to improve school environments and solve issues facing children.
- Established networks of local education related parties.

About Ricoh

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services that have been transforming the way people work for more than 80 years. Under its corporate tagline, "*imagine. change.*"- Ricoh helps companies transform the way they work and harness the collective imagination of their employees, and continues to empower companies and individuals with services and technologies that inspire innovation, enhance sustainability and boost business growth. These include document management systems, IT services, production print solutions, digital cameras, and industrial systems.

CSR model of Ricoh India is broadly divided into two parts: activities that respond to its fundamental obligation to society, and value-creating activities that have synergy with its growth strategy. In-line to Ricoh philosophy of 'value-creating CSR', the best practice being shared is titled as positioning CSR in form of 'Competency-as-Responsibility'.



KPIT Nourishing Young Minds

At a Glance

- KPIT's flagship CSR program Chhote Scientists launched in 2012 imparts practical education and induces scientific thinking among school children to kindle their interest in science by making learning fun.
- Students from selected government schools around KPIT office at Pune, Bangalore & Mumbai are taught various scientific principles primarily in the areas of electricity, motion, pressure, energy, magnetism and electronics using fun scientific toys under this programme.
- Under CSR volunteering policy, KPIT's employees contribute 4 hours provided by the company towards the initiative.
- Since its inception, the programme has covered 40 schools benefitting **10,500 students**.

Chhote Scientists



Chhote Scientists is an initiative to kindle the basics of science amongst school going children with the help of "easy to make" & "fun to learn" scientific toys. Being a technology company, KPIT has a significant number of engineers, technology experts and science enthusiasts. Leveraging their experience & skills, they designed a unique programme called as Chhote Scientists that aims at imparting practical education and inducing scientific thinking among school students. Chhote Scientists was launched in 2012 by KPIT Technologies. It is a collaborative project by KPIT Technologies and Jnana Prabodhini. It is a community and social initiative to bridge the gap between textbook knowledge and real life application of scientific

principles. Using frugally developed scientific toys, they teach students from selected government schools around KPIT office at Pune, Bangalore & Mumbai various scientific principles primarily in the areas of electricity, motion, pressure, energy, magnetism and electronics.



KPIT believes that responsible volunteering has the ability to make a lasting impact, enabling us to reach a maximum number of beneficiaries across the communities and encourages its employees to use 4 official hours provided by the company in a year to volunteer towards CSR initiatives. To lead by example, Chairman & Group CEO, Mr. Ravi Pandit also conducted a session at the school. As part of this policy, during this 12-month program, KPIT employees engage themselves in regular volunteering on a weekday to teach at the government schools located near the office.

Project Activities

- Designing of the unique program to make learning fun using the skill of engineers, technology experts and science enthusiasts.
- Teaching students from selected schools the practical aspect of science. 300 sessions have been conducted.
- Collaborating with colleges to have college students conduct Chhote Scientists programs at schools.
- Conducting of science exhibition called VSolve competition.

To continue with the expansion plan and to reach out to more and more children, this project was proposed to the colleges to conduct Chhote Scientists programme at the schools. And the pilot was conducted in Jalana College. As part of this initiative, nearly 60 college students volunteer for the Chhote Scientists programme conducting 156 sessions, covering 26 schools and thereby reaching nearly 7,500 children.



V_solve competition is held every year on the Science Day that marks the completion of the annual calendar for Chhote Scientists programme. Students from various government schools across Pune & Bangalore who were trained under the Chhote Scientists programme

exhibit solutions that they developed by applying scientific principles under the guidance of KPiT volunteers.

Over the last four years since 2012, cumulatively this program has benefitted 10,500 students involving 2,400 employees. 800 employees participated in this initiative in FY2015-16 alone, conducting sessions on six different themes. Total 40 schools are covered this year. The program was extended to 10 PMC's schools (Pune Municipal Corporation) & 10 PCMC's schools (Pimpri Chinchawad Mahanagara Palika). A total of 300 sessions has been conducted so far across all locations, comprising of 250 sessions at Pune, 30 at Bangalore and 20 at Mahape.



Impact of the Project

- Number of schools covered: 40
- Number of employees involved: 2400
- Number of students benefitted: 10,500

About KPIT

KPIT is a global IT consulting and product engineering partner focused on co-innovating domain intensive technology solutions for corporations specializing in automotive & transportation, manufacturing and energy & utilities. A leader in technology solutions and services, KPIT currently partners with 200+ global corporations including Original Equipment Manufacturers (OEMs), and Tier 1

companies. It is a technology company that is creating a better world by combining IT and engineering to create sustainable, safe, and smart solutions. Considering its capabilities and the need for the communities that KPIT serves, it focuses on the area of Education, Environment, Energy, and Employees engagement in order to deliver maximum benefit to society.



Chhote Scientists - Impact



Construction of toilets under the Swachh Vidyalaya Abhiyan



At a Glance

- FAGMIL CSR focus in the last few years has been on construction of toilets in government schools, community centre, bus stand near its mining operations.
- FAGMIL has roped in local panchayats for construction of these toilets. As part of its toilet construction initiative FAGMIL has constructed a total of 12 boys toilets and 16 girls toilets in 17 schools in the district of Jaisalmer, Sri Ganganagar and Bikaner.
- During 2014-15 and 2015-16 FAGMIL has spent Rs. 58. 18 lakhs on the above project

FAGMIL Initiative under Swachh Vidyalaya Abhiyan

Swachh Bharat Abhiyan (Clean India Mission and abbreviated as SBA or SBM for "Swachh Bharat Mission") is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country. This campaign aims to accomplish the vision of a 'Clean India' by 2 October 2019, the 150th birthday of Mahatma Gandhi. Specific objectives are:

- Eliminate open defecation by constructing toilets for households, communities
- Eradicate manual scavenging
- Introduce modern and scientific municipal solid waste management practices
- Enable private sector participation in the sanitation sector
- Change people's attitudes to sanitation and create awareness

Under the Swachh Bharat Abhiyan, FAGMIL CSR activities are focused on the Swachh Vidyalaya Abhiyan, FAGMIL, which is the national campaign driving 'Clean India: Clean Schools'.

A key feature of the campaign is to ensure that every school in India has a set of functioning and well maintained water, sanitation and hygiene facilities. Water, sanitation and hygiene in schools refers to a combination of technical and human development components that are necessary to produce a healthy school environment and to develop or support appropriate health and hygiene behaviours. The human development components are the activities that promote conditions within the school and the practices of children that help to prevent water, hygiene and sanitation related diseases.

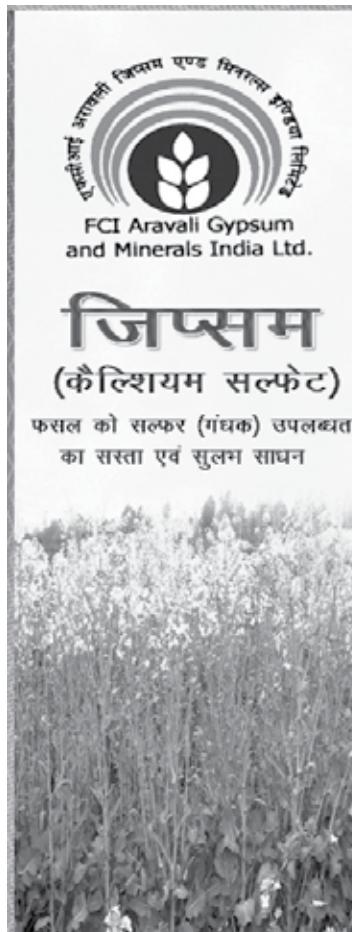


Project Activities

- The target locations for toilet construction under the Swachh Vidyalaya Abhiyan were selected as Jaisalmer, Sri Ganganagar and Bikaner in the vicinity of mining operations of FAGMIL
- Baseline surveys were conducted in villages in the above locations, and government schools were identified that lacked proper toilets for boys and girls
- Toilet construction was done in a total of 17 schools in the districts of Jaisalmer, Sri Ganganagar and Bikaner by FAGMIL.
- A total of 28 toilets were constructed with the help of local gram panchayats/ local school authorities between 2014 and 2016
- A total of Rs. 58.18 lakhs were spent on toilet construction by FAGMIL.

Impact of the Project

- Proper toilets in the schools has stopped open defecation by students
- Existence of proper toilets has encouraged girl students to attend the school, improving their attendance
- Toilet construction in schools, community centres and bus stands through local gram panchayats provided employment to local villagers.
- Involvement of gram panchayats helped in monitoring the project activity closely by the beneficiaries as well as the company
- Through the project, awareness has been raised on ODF and importance of toilets among students of other schools as well as the villagers



जिप्सम (कैलिशयम सल्फेट)

फसल को सल्फर (गंधक) उपलब्धता
का सरता एवं सुलभ साधन

एफआईआई अरावली जिप्सम एण्ड
मिनरल्स इण्डिया लिमिटेड (फैगमिल)
(भारत सरकार का नियोजन- ॥ उपकरण)

फैगमिल की जिप्सम खाने राजस्थान के विभिन्न थार रेगिस्तान घेराओं में स्थित है। फैगमिल ग्राहकों को सर्वोत्तम गुणवत्ता की आपूर्ति की विश्वसनीयता प्रदान करती है।

मार्तीय कृषि अनुसंधान परिषद्, विभिन्न कृषि विश्वविद्यालयों और अन्य अनुसंधान संस्थानों द्वारा किये गये अनुसंधान द्वारा यह प्रमाणित हुआ है कि जिप्सम सारीय भूमि के लिये सबसे महत्वपूर्ण गृषि सुधारक है और पौधों के पोषण के लिये सकर का महत्वपूर्ण व किफायती स्रोत है। जिप्सम खाद के सूख में कृषि विकास क्षेत्र में महत्वपूर्ण लाभिज है।

फैगमिल देश के निर्माण क्षेत्र में सीमेंट उत्थान को जिप्सम आपूर्ति कर सीमेंट की गुणवत्ता को बढ़ाव देने वाले के निर्माण में योगदान प्रदान करती है।

कृषि व सीमेंट क्षेत्र के लिये उच्च कोटि के सामिज जिप्सम की आवश्यकताओं हेतु हमारे पंजीकृत कार्यालय से सम्पर्क करें:-

महाप्रबन्धक
एफआईआई अरावली जिप्सम एण्ड
मिनरल्स इण्डिया लिमिटेड
(भारत सरकार का नियोजन- ॥ उपकरण)
मानोसिंह राजवी मार्ग, पावटा, जोधपुर (राजस्थान)
टेलीफ़ोन : 0291-2544392/2544523
ई-मेल : fagnil@rediffmail.com
वेबसाइट : www.fagnilnic.in

About FAGMIL

FCI Aravali Gypsum & Minerals India Limited (FAGMIL) is a government of India undertaking under the administrative control of Department of Fertilizers, Ministry of Chemicals and Fertilizers, Government of India. It started its operation w.e.f. 01.04.2003 after being hived off from the then FCIL with a shareholders fund of Rs 7.33 crores. Presently the company is engaged in mining and marketing of mineral Gypsum only.



Empowerment through Education

At a Glance

- Aligned with the Government of India's vision on skilling, Tech Mahindra Foundation's SMART programme, in 10 locations with 16 trades, 65 centres and over 15,000 youth is one of the biggest skilling initiatives in the country today.
- SMART was conceptualized in October 2012 – started with three centres in New Delhi and Hyderabad, trained and placed about 1000 graduates in the first year of operations. The programme grew in 2013-14, to include Bengaluru, Bhubaneswar, Chennai, Kolkata, Mumbai, Pune, Chandigarh and Vishakhapatnam.
- SMART+ or SMART for people with disabilities came up in 2013-14.
- The Foundation is in the process of setting up a SMART Academy in New Delhi for Allied Health Service Professionals which will have the capacity to train up to 2000 students per year.

The SMART (Skills for Market Training) Program

180 students from slums get jobs in different firms

ST CORRESPONDENT
reporters@sakaatimes.com

Pimpri: More than 180 candidates from slum areas in Dapodi have succeeded in getting job in various companies and firms in the city.

This was possible due to the corporate social responsibility (CSR) programme run by Tech Mahindra SART Vocational training centre and Bahujan Hitay Pune Project, Dapodi.

Recently one batch of the students of the centre passed out. The certificate distribution programme was organised in the presence of local corporator Sanjay Kate and Tech Mahindra's Vijay Waware.

The admission for the training programme is given to the students from slum areas and those who have have ration cards and Aadhaar cards. The training includes computer basics, Windows and Internet, MS Word, MS Excel, MS Power Point, Interview training, English speaking, workplace readiness, customer relationship and sales. Vijay Waware of Tech Mahindra said, "So far over 180 students got placement after training from this centre. We are planning to start more such centres in the future so that candidates from poor strata of society may get job-oriented training in order to become self-reliant."

Vaishali Phatak, Malati Wankhede, Bhavana Shinde and Pratiksha Jagtap were present at the programme.

Tech Mahindra Foundation runs its operations in ten urban locations where Tech Mahindra has a physical presence. These are Bengaluru, Bhubaneswar, Chandigarh, Chennai, Delhi-NCR, Hyderabad, Kolkata, Mumbai, Pune and Visakhapatnam. SMART, is a model vocational training program for underprivileged youth, which enables them to actualize their potential in a career of their choice.

The unique features that make SMART stand apart from the regular vocational training courses in India include – training youth from urban, disadvantaged families/ communities, many of whom are first generation learners and earners. It also places a significant weight on training youth with minimum educational qualifications who are in immediate need of jobs.

Full placement support is offered to the graduates and the Foundation maintains regular connect with the graduates and has real-time monitoring of the programme through a robust

management information system (MIS).

SMART+ or SMART for people with disabilities came up in 2013-14—a programme which enabled people with disabilities of different kinds to train under the same roof, and get placed with some

of India's leading brands at good salaries. July 2014 was the year of the launch of SMART-T (or SMART Technical), which trains youth in highly specialized trades, bridging the demand-supply gap in the technical industries.

Project Activities

- Providing vocational training to urban youth with minimum education from disadvantaged families/communities.
- Providing vocational training to people with disabilities under SMART+.
- Providing training to youths under highly specialized trade under SMART-T.
- Providing placement to the trained youths and maintaining regular contact with the graduates post-placement.

The Foundation is also escalating its efforts to set up a SMART Academy. The first of which is coming up in New Delhi for Allied Health Service Professionals and will have the capacity to train up to 2000 students per year.



Impact of the Project

- As per a recent impact assessment study done by KPMG*, the SMART programme has created a social return of ₹ 13.29 for every 1 invested by the Foundation.
- From the year 2012 to the current year 2016, SMART has trained approximately 35000 youth overall.
- The average salaries of the SMART students range between Rs. 7000 – Rs. 12000 per month.
- Over the years, SMART has trained almost 50% girl students in the centers.
- Close to 80% of SMART students get placed in different outlets, companies, hospitals, etc.

About the organization

Tech Mahindra's social initiatives are carried out by Tech Mahindra Foundation (TMF), its corporate social responsibility (CSR) arm. Since its inception, the Foundation 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. Tech Mahindra Foundation firmly believes in the potential and power of children and youth and runs programs in school education and employability. The Foundation positively reinforces the social fabric through its programme that have 50% girls/young women and 10% people with disabilities as its beneficiaries respectively.



Empowerment through Skill Development

At a Glance

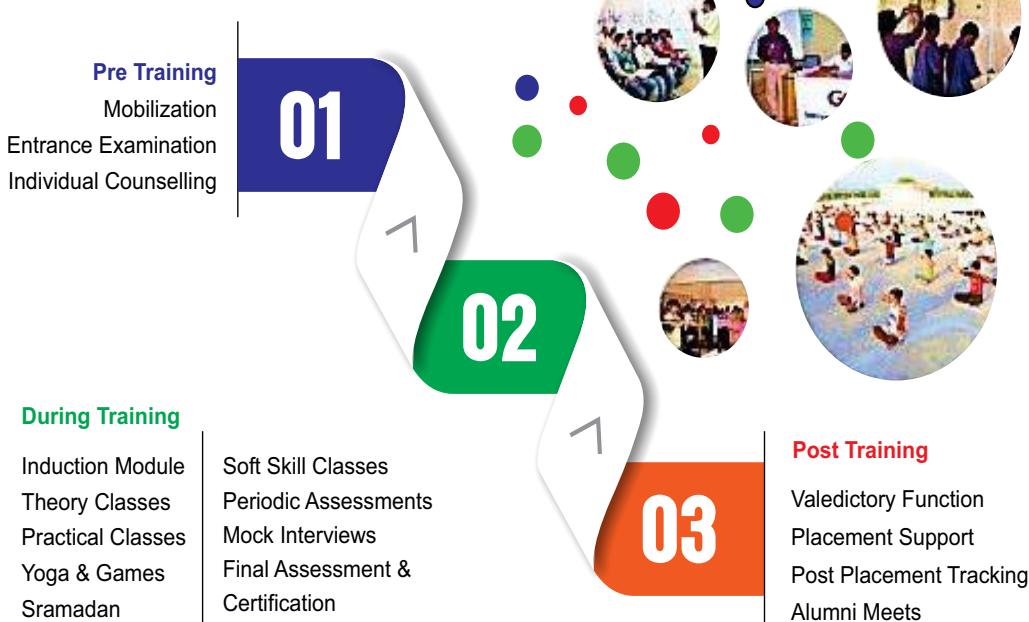
- DIAL (Delhi International Airport Pvt. Ltd.) started Centre for Empowerment and Livelihoods, Delhi (CEL-D) in 2009 to provide skill training in nine different trades.
- The Centre provides holistic training school to drop-out youths through vocational courses run through industry partnerships which include training on soft skills, on the job training, placement and post-placement support.
- Since 2009, the center has trained 3500 youth across the north Indian states with a placement rate of 85%.
- DIAL's Employees' Engagement and support to the project, make it an unique enterprise.

Centre for Empowerment and Livelihoods (CEL-D)

To promote the skill development programme, DIAL (Delhi International Airport Pvt. Ltd.) established Centre for Empowerment and Livelihoods (CEL-D), Delhi in 2009 to provide market-relevant entry level employability skills

training for drop-out youths in the age group of 18-30 years from poorest of the poor families. It provides skill training in 9 different trades in collaboration with credible industry partners.

STAGES IN THE TRAINING PROCESS



The highlights of the vocational training programme are industry partnerships and

holistic approach.

Industry Partnership

The industry partnership for the vocational courses is the key feature of this model where DIAL strongly believes in partnerships in the field of vocational training for building quality skills for the nation. The vocational courses are run in collaboration with various industry partners which plays an important role in the identification

of skilled job roles, development of relevant curriculum, technical inputs, infrastructure & equipment support, identification of trainer, facilitating on the job training, and placements. The trainees are jointly assessed by the course partners and the Foundation and are provided with joint certificates with industries.



Aspiring Candidate

Skill Training

Job Placement

Holistic Approach in Skilling

The holistic approach starts with the establishment of state of art facility equipped with classrooms, working sheds, practical labs, conference hall, meeting rooms, and residential facilities in 20000 sq. feet area. The program has well-developed systems for the

mobilization of youth, counseling, training on soft skills, on the job training, placement, post-placement support, and feedback mechanism from stakeholders – trainees, industry partners, placement companies etc. The activities are guided by Standard Operating Procedures.



To provide an exposure to work life situation to the trainees, programs like on the job training and industrial exposures are made part of the curriculum. It gives hands on experience about the actual work. Structured sessions are carried

out for all the courses such as job preparedness, communication, job ethics, stress management, and team building which produce 'skilled' manpower according to industry standards.

Project Activities

- Mobilization of candidates for the programme through mobilization drives targeting unemployed youth (18-30 years) from under-privileged sections especially BPL (Below Poverty Line) families, SC, ST, BC and other vulnerable sections (orphans, single parent family).
- An interest mapping and counselling session are administered with each of the candidates after which the courses are being allocated to the trainee based on the interest, background, and availability of seats.
- Vocational courses training and on the job training are provided through industry partnership and placement is provided after the completion of the course.
- The trainees are tracked for at least up to 6 months after the placements and their problems at workplace if any are sorted out.
- A feedback mechanism has been developed with the employers and the results are incorporated into the course curriculum.



One of the unique features of the initiative is the DIAL's employee engagement and their support for the vocational training programme in Delhi. This support spans the gamut from designing training modules to extending support for the development of learning materials, to taking guest lectures, conducting mock interview sessions to helping in the placement of trainees, which has provided value addition to trainee's

profile. More than 100 employees from 11 DIAL departments delivered guest lectures and contributed more than 300 person hours of time in a year.



This initiative helped in grooming the trainees to a level which improves their employability and the industries have the finer quality manpower in the offering.

Impact of the Project

- Number of youth trained under the project: 3500
- Placement rate of the training centre: 85%. The effectiveness of the approach is clear from the fact that the placement rate of the training center is more than 80%.
- In the financial year 2015-16, DIAL also supported vocational training programs at 8 institutes across 4 states namely Karnataka, Andhra Pradesh, Telangana, and Madhya Pradesh to provide skills to 3700 youth.

About DIAL

GMR Group is a major player in the Infrastructure Sector, with world class projects in India and abroad. It has been developing projects in high growth areas such as Airports, Energy, Transportation, and Urban Infrastructure. The GMR group believes in anticipating and meeting relevant and emerging needs of the society, and making a difference to society through the creation of value.

Using the Public Private Partnership model, the Group has successfully leveraged its core strengths to implement several iconic infrastructure projects in India. The Delhi International Airport Pvt. Limited (DIAL) is a joint venture, formed as a consortium between GMR Group (54%), Airports Authority of India (26%), and Fraport AG & Eraman Malaysia (10% each). GMR is the lead member of the consortium. The concession to operate, manage and develop

the IGI Airport was awarded to the consortium in January 2006 for 30 years, following an International competitive bidding process. DIAL entered into Operations, Management and Development Agreement (OMDA) on April 4, 2006, with the AAI.

Delhi International Airport Pvt. Limited is driven by GMR Group's vision to make a difference, specifically to society by contributing to the economic development of the country and improving the quality of life of the local communities. Towards this vision, the Company, through GMR Varalakshmi Foundation (GMRVF), helps partners with the communities around the businesses to drive various initiatives in the areas of Education; Health, Hygiene, and Sanitation; and Empowerment, Livelihood, and Community.





LUPIN FOUNDATION

Building Models of CSR Action for Enriching Rural Living

Corporate Social responsibility at Lupin is not something that is driven by any exogenous policy imperative. It was well imbibed within the DNA of the organization, right from the beginning when *Lupin Human Welfare & Research Foundation (LHWRF)*, widely known as *Lupin Foundation* began a quest for transforming the rural landscapes in 1988. Built on these 27 years of practice in leading CSR work in rural India, LHWRF is now in a position to offer models of operational good practices to replicate for the CSR sector.

Vision and Guiding Frameworks

The focus of Lupin Foundation is always on finding ways to improve the Human Development Index (HDI) in the adopted areas as we believe people are the real capital of a nation. The programme design and timeline of the Foundation's work was guided by the Millennium Development Goals (MDGs) and since last year, Sustainable Development Goals (SDGs), which offers appropriate framework for the action. Now going forward, Lupin has adopted Empowerment Framework that aims at uplifting people over standard of living based '*Empowerment Line*', which goes beyond the 'poverty line'.

Geographies and Outreach

Currently, *Lupin Foundation* covers through various programmes up to about two and eight million people living in about 3364 villages located in 57 blocks of 21 districts spread across the seven states. The Foundation operates through its 17 centres namely, Alwar and Bharatpur in Rajasthan; Nagpur, Tarapur, Aurangabad, Dhule, Nandurbar, Pune and Sindhudurg in Maharashtra; Bhopal and Dhar in Madhya Pradesh and Rishikesh in Uttarakhand,

Dhargal in Goa, Dabhasha and Ankleshwar in Gujrat and Jammu in Jammu and Kashmir and Vizag in Andhra Pradesh. This wide outreach enables the Foundation to have appropriate scale.

Programme Areas

Transforming farms through productivity enhancement & diversification



Converging on productivity enhancement, crop diversification, credit support and technological infusion, *Lupin Foundation* has managed ensure that the farm sector brings happiness to the farmers. With systematic effort, suitable support of alternate farming techniques and appropriate technology along with timely credit and exposure, farmers are quickly adopting to market oriented productive cropping pattern. Lupin Foundation is widely recognized as an organization that pioneered and promoted bee-keeping in the adopted area, turning Bharatpur into second honey producing district in the country.

Triggering Growth Cycle through Livestock

Livestock presents vital source of income for sustenance of poor in rural India. However, the discreet animal breed primarily responsible for low productivity in India. Hence, Lupin Foundation focuses on inducting improved breed. Further,



by providing animal health services, ensuring fodder security and introducing advanced cattle management practices, livestock productivity and rural incomes are enhanced. Diversification in the sector is promoted through promotion of backyard and commercial Poultries, Goat units, Fisheries and biogas plants. Holistic model of sustainable cycle beginning from improved breed, advanced cattle shed management along with biogas plants to provide cooking fuel for home and organic fertilisers to farm have been developed by the Foundation in the adopted areas on a massive scale.

Skill and Enterprise Building for Livelihood Security



Lupin Foundation focuses on skill development and credit support. Effort is to identify as many different skills as possible to enable beneficiaries to either gain job or self-employment. Under the programme artisan families have found new hopes. Systematic training hones inborn skills – and in a few months, professional carpenters, blacksmiths, bangle makers, potters, stone-carvers, leather workers and basket weavers are in business. No wonder, the villages in adopted areas are buzzing with diverse livelihood activities, catalysed through

vibrant strategies emanated from gut feelings, enterprising acumen and courage to innovate of the initiators.

Financial Inclusion



Lupin Foundation has joined hands with State Bank of Bikaner and Jaipur (SBBJ) in implementing innovative financial inclusion programme in eastern Rajasthan covering *Bharatpur, Alwar, Dausa, Karauli, Dholpur* districts. Thousands opened their bank account for the first time. Opening of bank account also means unlocking of doors of different financial services for rural poor in the area of operation. Going ahead, financial literacy, awareness coupled with robust micro finance, micro insurance support will go a long way in achieving financial inclusion in remote rural areas.

Nurturing Women Leadership in Villages



Self-help groups have emerged as the trigger as well as the core mechanism of Lupin Foundation for women empowerment in the area under operation. Their strengthening and building of linkages with the financial institutions and banks have ensured that all the women below poverty line in the area have easy credit access. Setting up of successful self-enterprises by women through

SHG loans have opened and widen their public spaces along with economic empowerment. However, economic empowerment is only stepping stone. With mushrooming and nurturing of successful women self-enterprises or group businesses, what is visible in the adopted areas of Lupin Foundation is developed women leadership. Women have discovered their voice and confidence, which is ultimate empowerment for any section of the society.

Unravelling Educational Happiness



Lupin Foundation has undertaken different innovative programmes to make education enjoyable to enhance learning levels, retention and reduction in dropout rates. The Foundation provides such amenities and equipment to the schools in the adopted area to enable the students to have quality education. Consequently, in many rural and tribal residential schools e-learning systems and interactive science laboratory models are being established, which have made education exciting phenomenon for the students and teaching smooth for the teachers.

Bringing Quality Health Services at the Doorstep of Rural Folk



Quality health service that can provide early diagnosis and timely care is critical in rural area, particularly for the poor. Hence, the

concept of "Health Services at the doorstep" has been embraced by Lupin Foundation in its adopted areas, which has made health services available even in the remote parts. Further, Lupin Foundation is also complementing governmental efforts to reduce IMR and MMR in the adopted areas. Lupin Foundation is implementing partner of Integrated Child Development Scheme (ICDS) in one block and its performance has been validated.

Enhancing Availability and Accessibility of Natural Resources



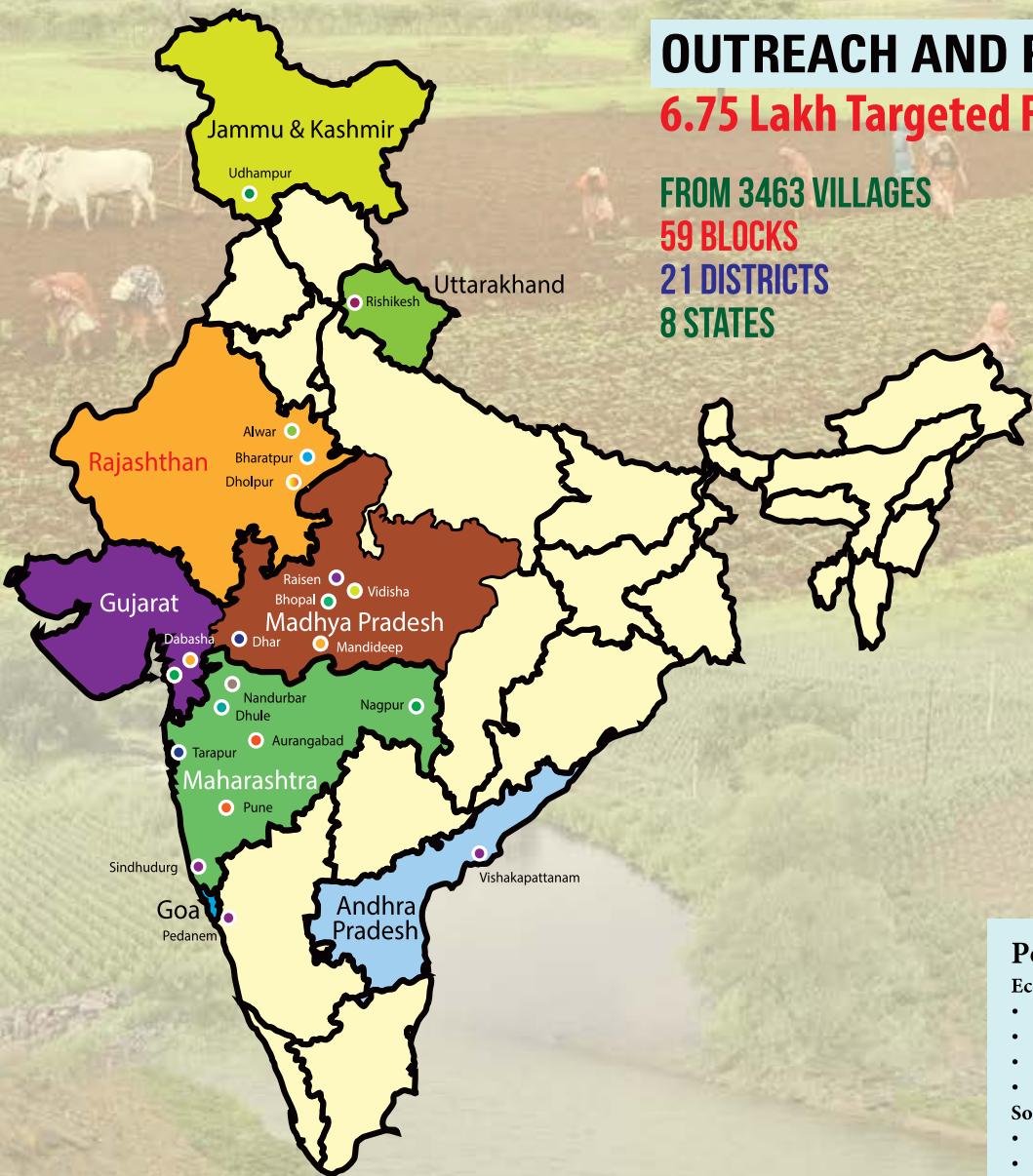
Water and land or soil are key natural resources on which rural life in general and agriculture in particular sustain and flourish. Conservation, availability and accessibility of these natural resources determine the quality of life in any rural eco system. Therefore, Lupin Foundation facilitates development of water resources through various measures such as construction of check dams, farm ponds, digging new wells, deepening / repairing of existing wells. In order to enhance water use efficiency, drip irrigation system for watering crops was promoted widely. Land development activities such as building of farm bunds, Continuous Contour Trenches (CCTs), Water Absorption Trenches (WATs), earthen bunds, were undertaken for water and soil conservation.

Road Ahead

Going ahead, Lupin Foundation has taken up target of making certain districts poverty free in time bound manner. This is uphill task and no organisation can achieve it alone. We look forward to robust partnerships and collaborations with other CSR organisations, Banks, NGOs and various government departments to achieve this. Let us join hands for building our nation together.



LUPIN HUMAN WELFARE & RESEARCH FOUNDATION



OUTREACH AND PRESENCE

6.75 Lakh Targeted Families

FROM 3463 VILLAGES

59 BLOCKS

21 DISTRICTS

8 STATES

Can a corporate organization transform remote villages that have for decades remained in poverty, isolation and obliviousness, into vibrant hubs of progress and development? This was the question Dr. Desh Bandhu Gupta asked himself. It was a challenge he felt compelled to take on. For, of what use were technology development and professional management skills if they couldn't be used to touch human lives, restore a villager's lost confidence, rejuvenate, energise and transform the potential into productivity?

These thoughts led to the establishment of the Lupin Human Welfare & Research Foundation (LHWRF) on October 2, 1988, Mahatma Gandhi's birth anniversary as a humble tribute to him. The Foundation is an independent entity promoted by Lupin Limited, implementing CSR activities all over India. Since then Lupin Foundation is on mission to transform the rural landscapes by reaching out to millions through holistic rural development initiative with an indomitable passion for bringing smiles on the faces of poorest of the poor living in the most underprivileged, gloomy and inconspicuous villages and hamlets across India.

Portfolio of activities:

Economic Development

- Agriculture
- Animal Husbandry
- Rural Industries Promotion
- Financial Inclusion

Social Development

- Women Empowerment
- Health
- Education
- Social Security

Rural Infrastructure

- Economic Housing
- Village Inroads
- Civic Amenities

NRM

- Soil and Land Development
- Water Resource Development
- Alternate Energy Development

Disaster Management

- Disaster prevention
- Relief
- Recovery
- Rehabilitation

Cinema Re-Imagined for Empowerment and Inclusion of the Visually Impaired

At a Glance

- Essar Foundation's national CSR programme, Unmukt launched in 2013 allows visually impaired people to enjoy cinema by customization and screening of audio-described meaningful and popular cinema.
- The programme is a step towards strategic inclusion of the differently-abled citizens and promotes the idea of greater acceptance, inclusion and a disabled-friendly society.
- It has developed a repository of customized films like '*3 Idiots*', '*Taare Zameen Par*', '*Gandhi*', and '*PK*', has screened audio-described films in Surat, Jamnagar, Mumbai, Pune, Visakhapatnam and Singrauli with more screening planned in 18 cities across the country.
- More than 8,000 visually-impaired people have enjoyed audio-described films so far.

UNMUKT

Unmukt is Essar Foundation's national programme aimed towards empowering the visually impaired with improved access to resources. 'Unmukt', meaning freedom, broadly translates to independence in the context of human life. Unmukt, a uniquely beautiful program and first of its kind initiative in India was launched in Ahmedabad on World Sight Day on October 10, 2013. The programme envisions strengthening of a visually-impaired friendly ecosystem by providing access to meaningful and popular cinema for the visually-impaired by the screening of audio-described films. Unmukt is a step towards the outreach and strategic inclusion of the differently-abled citizens.

The program has embarked upon customization and screening of audio-described meaningful and popular cinema to an audience of visually-impaired people on a large scale in an attempt in bring people with visual impairment and those with sight to experience a film together. Essar Foundation has initiated development of a significant repository of audio-described



films under which films like '*3 Idiots*', '*Tare Zameen Par*', '*Gandhi*' and '*PK*' have been customized. Audio-described films allow a visually-impaired person, whether partially or completely unsighted, to enjoy a film without being dependent on a sighted person. Through this program, the Foundation promotes the idea of greater acceptance, inclusion and a disabled-friendly society. Essar Foundation has screened audio-described films in Surat, Jamnagar, Mumbai, Pune, Visakhapatnam and Singrauli. So far, more than 8,000 visually-impaired people have enjoyed audio-described films. Under this program, more screenings are planned in 18

cities across the country.

Essar Foundation is closely working with stakeholders, who are associated with the cause of improving the 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.

Project Activities

- Customizing and screening 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.

Making a Positive Difference in the lives of Physically Disabled

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*'.



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.*"

Impact of the Project

- Number of visually-impaired people who have had enhanced experience of cinema: 8,000
- A positive difference in the life of visually-impaired and a more inclusive society.

About Essar Foundation

Essar Global Fund Limited, an investment fund channelizes its corporate Social responsibility through Essar Foundation that is committed to maintaining the highest standards of CSR in its business activities. The Fund aims to make a difference to the communities around its area of operations by collaborating with key stakeholders such the local administration and institutions to facilitate development with initiatives in health, education, livelihoods and entrepreneurship, infrastructure, women's empowerment, and environment. It impacts more than a million lives positively across 500 villages in eight states of India.

The Foundation aligns its vision with the larger vision of the conglomerate based on the four Ps — PEOPLE at the core, PROGRESS towards aspirations, POWER of synergy and PASSION with compassion. A few prime examples of Essar's CSR initiatives other than Unmukt includes telemedicine technology for vision care consultation in remote locations of Paradeep, Odisha, establishing a Sports Nursery School in the insurgency-infested district of Malkangiri to promote young sports talent.





Schedule 7(iii): Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups.

Women Empowerment: All about Celebrating 'Uniqueness' and 'Positive Gossip'

Dr. Shipra Mathur

Campaign Editor, Patrika Group; Proponent of Meaningful Media

In a recent meeting with people in 'Action', a class I find easy to connect with, it emerged that it's as complicated to understand the women empowerment discourse, as, easy as it is to unravel it. It's neither rocket science nor a mystery. Empowerment is a go ahead with all uniqueness one possesses and utilizing all potential one could realize. During an informal exchange of ideas with Prof Anil Gupta, my narrative on gender was substantiated by him quoting research study from his book "Grassroots Innovation" that he fondly gifted to me. This research study by Ragini Verma from School of Medicine, University of Pennsylvania outlines 'there is greater connectivity from front to back and within one hemisphere in males, suggesting their brains are structured to facilitate connectivity between perception and coordinated action. In contrast, in females, the wiring goes between the left and right hemisphere, suggesting that they facilitate communication between the analytical and intuition.' Understandably their faculty of learning and reacting has already enabled them to act and reflect simultaneously with ease. And there is the

whole set of study on social evolution and functioning of the brain to further prove how women without pockets in their attire learnt to keep their hands busy while being thoughtful or mindful about life and issues around in leisure chatter. I have met and observed so many intellectuals with a baggage of knowledge, bombarding the world with their erudition but failing to improve, inspire and make this world a better place. This development disempowers them automatically while those who are ridden with struggle and barriers all along have overturned the challenges with sheer grit and common sense. They have taken lessons from around and from within.

Connect between analysis and action serves a better formula for empowering people, men and women alike. I met Guddi, a shepherd from Alwar, who, would do all household work starting as early as 4 am and choosing a school 8 km away instead of a nearby school as the teacher there would behave badly. For the new school, which was her choice, she walks for 1 km and takes public transport for the rest 7 kilometres. There she faces

eve teasers and without fear of being new to the lot, complains to the principal to take harsh action to stop this nuisance. Soon she becomes popular and against all warnings by fellow girls to stay away from miscreants, she takes the challenge in her own stride to strike back and make way for her smooth commutation for studies. She also taught other girls to keep 'red chilli' in their bags to threaten boys who would pester them on their way.

She was self-taught but not all her friends and girls could cross their glass ceilings. She was supported by some forces outside and within to liberate herself and aspire for what she valued most. In a similar instance, I was a witness to an agitation to demand teachers in government school when a girl is drawn into an argument with SDM (Sub-Divisional Magistrate) reveals that she is a daughter of an NREGA worker and spends Rs 50 daily to reach school only to find no teachers. Who can understand her predicament when she narrates that her nonperformance in school would automatically lead to building pressure back home for early marriage which

any girl – rural or urban hate knowing boundaries and burden of married life. We have yet to make marriage an institution of growth of individuals rather than stifling them forever. These girls know it so well, they are empowered already knowing the value and worth of education, but if the system fails to make it accessible and sufficient for them, it appears all hollow to refer to it in a loud manner.

There is yet another category of doubly disadvantaged. Inclusion is a rhetoric as we fail to see the words and concepts meant to uplift them translating into action. But solutions we may arrive at are very simple only if we are ready to hear those sounds from little close. Unless we connect more, we can't understand much. As part of one of my most favourite campaigns "Ahsaas", we started interacting with people with disability and taking them along in all public dialogue, interactions, discussion forum etc. For the first time, when I roped in the Women Commission to interact with deaf girls, the Chairperson was puzzled how will she chit chat with them? Those at the helm of affairs are hardly aware and sensitized about gender issues, and surprisingly it's beyond their imagination that deaf girls could speak as vocally and would have altogether different perspective on empowerment and inclusion and could have their independent voice. When they all spoke, it gripped us all.

They were all chatterboxes and opened up so instantly and naturally to make us realize what it feels when your own mother doesn't understand you, your whole life, when you are cut off from all family conversation and joy, when you can't see a doctor as you would feel shy as any other girl to share about your medical problems and so on. And the solution was also with them, can't there be interpreters in every district hospital, can't there be a phone to help us write and communicate better with the world with our own voice, can't we have a pool of interpreters to facilitate our legal, medical or education need? And I wondered at their intelligence when they questioned the utility of safety app for their category of girls without certain features which would have empowered them in the real sense. When I arranged a public meet on safety, these girls were extremely enthused asking most of the tough questions and grilling police commissioner, much more realistic than the girls without speech and hearing disability. They were excited when made to join Night Laado Chaupal and singing the national anthem in sign language to make us all part of their world. Inclusion should come naturally not as a favor. We need to sensitize ourselves more to make it better for those who are less advantageous than the rest of us.

Some of the solutions may not

be as tricky but just require an out of the box approach. The very notion of empowering connotes that someone is devoid of power and needs a favor. Women empowerment also highlights the need to give power to women. I believe it's more about giving strength to already existing dormant or active power within women to lead it for all advantages. It is also about making her potential realized, help break her shackles, infusing confidence in her own capabilities and winning the game. There has been a strong opposition of liquor in almost all parts of the country where women bear the brunt of addiction. Women are beaten, abused and harassed by their men. After interacting with almost two thousand women in 7 urban wards in a span of 3 months, I realized that liquor shops in colonies is a big issue and agitations erupt often with women in the lead. In a rare instance this year, a Panchayat in Rajasthan held a referendum on liquor and voted out to shut only liquor shop there. Liquor movement spread across the state and led by women everywhere. With these grassroots movements and an ex-MLA hunger strike for the alcohol ban in Rajasthan, liquor ban policy never came into force. So, who needs to empower whom? Then there are positive stories also. In Chattisgarh, Gondi tribe also faces similar tragedies when men would be out of control and alcohol addiction would take away all their happiness. A friend

shared the story of this god forbidden Naxal belt where armed forces took advantage of Skill India campaign of Government of India and started skill training for these women to help them rid of their curse and uncontrolled men. The transformation has set in. These women are now working hard to make the best use of their capabilities to stand on their own feet with dignity. There is an interplay of good policy, empathetic institutions like the army to execute plans for people's welfare and inclusion; and finally, the will power of women to combat social ills with vocational skill. As chairperson of SBI Arundhati shared some time back that out of more than 10 lakh population joining labor force every year approximately 50 percent are women and it should be our priority to relieve them all from hard physical labor and propel them toward entrepreneurship. StartUp and Stand Up India programme combined with Skill India can actually transport India to participatory and empowered state ensuring the happiness of women. It might also be a good idea to measure India on National Gender Happiness Index if women empowerment is to be profound.

Participatory approach and getting closer through positive gossip and positive action would finally build a better environment and ecosystem to work in the favor of women at large. We need to break the notion of women requiring any

extra attention which appears more an attempt to showcase her as an object or at receiving end. She surely deserves all care and treatment which is due for all human beings to live in freedom. She is different in many ways hence equality doesn't serve the purpose rather she is to be accepted with all her specialities, choices, ways, skills, and thoughts. She is full of power, full of ideas and full of energy. We need to celebrate her when she breaks the shackles and barriers of mindset, circumstances and culture or struggles and rises above all odds to achieve extraordinarily. In this context, I appreciate the statement of first women officer of BSF Tanushree Pareek who refused to be identified as women officer, she said an officer is an officer irrespective of gender status. But we inadvertently refer to women in workforce or achievers as women doctors, women officers, and female singers, women entrepreneurs so on and so forth without realizing that it undermines their achievements as an individual, as a woman, as a human being.

This world is not men versus women. This is men and women, men with women and men and women for each other. Each one is unique and we need to treat everyone with equal respect rather than competing with each other and counting someone superior or inferior. Equality is also a misnomer, all we need is to optimize our potential,

delimit our limits and explore ourselves to eke out the best of each of us. With the final target of being connected to our core, distinctive with our chromosomes and dipped in our surrounding, we need to respect every woman, every human, and every life and enjoy her being expressive to help keep this planet as diverse, as beautiful, as magical and as enjoyable with feminine flavor.



Empowering Women through Education and Employment

At a Glance

- Sonalika Group's CSR initiative Udaan aims to empower women.
- Under this, it has been promoting sports among girls in villages of Uttar Pradesh and funding the education of girls from Molar Bund, New Delhi.
- 30 girls have been trained in pistol shooting.

UDAAN

Sonalika Group has been promoting sports among village girls by encouraging girls from villages of Uttar Pradesh (Johri, Baghpur, Baraut, Hapur etc.) for taking up shooting sport in order to enable the girls to become national and international shooters to represent India at national and international levels, and to create employability for these girls in various forces due to their gifted ability of shooting. Sonalika Group has provided training to 30 girls for pistol shooting. The endeavor is in collaboration with Rifle Association of Johri (U.P.). Sonalika Group started supporting the cause of Rifle Association of Johri and encouraging the girls to become international level shooters. Sonalika Group plans to further hone the skill and talent of these girls and sends them for international level competitions. Through this initiative, Udaan will also help the players get employment with Indian armed forces like BSF, CRPF, Delhi Police etc.



Project Activities

- Encouraging women for sports by training them in pistol shooting in association with Rifle Association of Johri.
- Funding girl child for education through Arpana Trust.

Sonalika Group also supports the education of girls from the poor background at Molar Bund in New Delhi by encouraging girls to continue their education further and pursue studies for achieving their career goals. The programme also facilitates vocational education in coordination with their studies and provides them with employable skills along with financial support.



Impact of the project

- Number of girls trained under Udaan: 30
- 12 girls were selected for National Level Shooting.
- Players get employment with Indian armed forces like BSF, CRPF, Delhi Police etc.

About the Organization

International Tractors Limited, Sonalika Group incorporated in 1969, is amongst the top three tractor manufacturers of India today and exports to 82 countries worldwide. Sonalika, which literally means 'Sone Ki Lakeerein' or Lines of Gold, has not only helped India in becoming self-sufficient in food grains but also ensured that it turns India into an exporter of food grains through the surplus in domestic production. Sonalika has been into philanthropic activities much before the government made it mandatory

for organizations to plough back 2% of their net profit towards upliftment of society. Sonalika Group believes in a balance between Corporate Economic Responsibility (CER) and Corporate Social Responsibility (CSR) for the company to be sustainable. With this belief, the Sonalika Group has pledged to empower individuals and the society as a whole through a holistic range of programs by partnering with the different NGOs. Sonalika believes in continuous hands-on in all its CSR projects and adheres to a dedicated monitoring process and get personally involved in all the projects.



Empowering Women for Change

At a Glance

- Welspun Renewables' CSR project Nav Kiran, was initiated in 2011 to empower women by teaching them stitching and tailoring that can provide them with sustainable income sources.
- There are 10 Nav Kiran Stitching and Tailoring Centres across Madhya Pradesh, Uttar Pradesh, Manipur, and Tamil Nadu.
- Approximately 300 village women have already been trained so far.

Nav Kiran

Welspun Renewables, with a strong commitment to the triple bottom line, has been working for 360-degree sustainability agenda and has launched a multitude of scalable programme which are helping it achieve its sustainable agenda.

One such programme launched under the empowerment banner is Nav Kiran Stitching & Tailoring Centre. Based on surveys carried out, it was found that most village women are more inclined towards stitching and tailoring. In view of their natural inclination, the Nav Kiran Stitching Centre Programme was initiated in 2011. The programme focuses on enabling women through skill-building courses for transforming opportunities into sustainable income sources.

Since its launch five years ago, the program has grown to 10 active stitching centres across differing geographies – Madhya Pradesh, Rajasthan, Uttar Pradesh, Manipur and Tamil Nadu. The trained women are now changing their lives one stitch at a time. Usha International Ltd. has been the partner of choice at all the centre locations whose decade-long expertise in stitching and tailoring is a rich source of

knowledge for the trainees. Additionally on successful completion of the six-month courses, Usha International presents a formal completion certification to the trainees.

The implementation of the Nav Kiran project involves community mobilization whereby the community is made aware of the importance of skill up-gradation and linking them with sustainable livelihood and setting up the infrastructure with necessary equipment like sewing machines and other stitching and tailoring aids are supplied to the center. This is followed by admission/ selection of trainers & trainees, setting the MIS such as Assets Register, Attendance Registers, Stock Register, Register of Orders received by the centre, Income Register of the centre, Payments made to the members etc., lessons, and examinations held at the end of six months. To help boost the confidence of the trainees, they are encouraged to participate in pilot projects like 'Diwali Diya Basket Making'. Initiatives like these help the women in realizing that daily household tasks can be evangelized into income generation initiatives. Self Help Groups (SHGs) have been formed to ensure that post completion of the course the trainees are associated with an institution. Post completion of the course, trainees are encouraged to work

on their orders using the sewing machines available at the centre, since most women can't afford to purchase their own sewing machine.

The process also involves training of the trainers of the Nav Kiran Center periodically.

Project Activities

- Spreading awareness about the importance of skill up gradation for community mobilization.
- Setting up of stitching and tailoring centers with necessary equipment like sewing machines and selection of trainers and trainees.
- Forming Self Help Groups to maintain contact with the trainees' post-completion of the course.

Through an alumni forum, the trainees are encouraged to be in touch with the centre. Presently nearly 50% of the passed out trainees are its members. Both the centre and the alumni work together to gain bulk order from readymade garment shops, schools and companies like South Eastern Coal Limited for uniforms. Boutique orders like ladies' garments, home linen are also accepted. These orders are executed both at individual and collective levels at the centre.

Approximately 300 women have successfully graduated and many of them have taken up

this skill as their profession. Some are working with the centre and the others individually. The annual revenues incurred by these women totaled to Rs. 2,18,810/- . The end result is the same – they are positively contributing to their family income.

Moving towards self-reliance, the centers have commenced contributing 10% of revenues towards its upkeep and expenses. To manage a regular inflow of revenues, bank accounts have been opened for the trainees and the centre as well.

Impact of the Project

- Number of women trained under the project: 300
- Annual income incurred by these women: Rs. 2,18,810
- Women trained under the program have been able to take this skill as a profession and contribute to family income.

About Welspun Renewables Energy Private Limited

Welspun Renewables Energy Private Limited seeks to be a model corporate citizen in everything that it does and perceives Corporate Social Responsibility, as, an integral part of business as well as our core purpose of existence and not merely a compliance requirement. Welspun Renewables is a leading independent developer of renewable energy projects. Given the nature of business with a focus on clean energy for all, sustainability and social

responsibility are embedded within the overall vision statement of the company. Its business strategy has been developed using a triple bottom line approach which includes social, environmental and economic aspects. In line with honorable Prime Minister Mr. Narendra Modi's 175 GW renewable visions, Welspun Renewables is committed to establishing mega renewable capacities across the country and focuses on Education, Empowerment, and

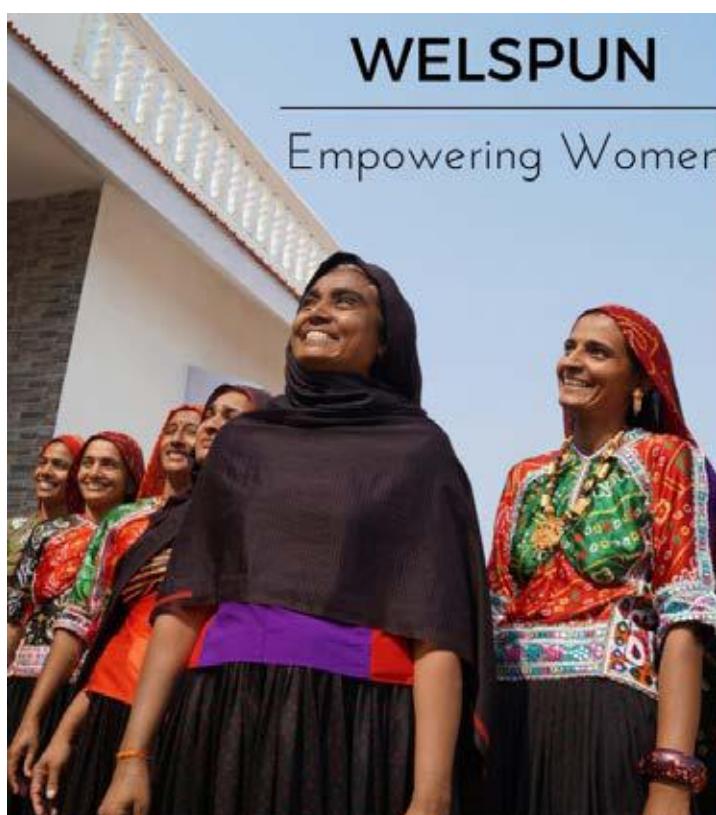
Environment for its CSR initiatives.

Welspun Renewables' projects have generated 1.6 billion units of clean energy and consequently mitigated approximately 1.4 million tons of

CO₂ emissions till date. In recognition of these efforts, the 'ASSOCHAM Global CSR Excellence Award' was bestowed on Welspun Renewables.



WELSPUN
Empowering Women











Schedule 7(iv): Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro-forestry, conservation of natural resources and maintaining quality of soil, air and water.

Vision 2022:

- For the welfare of rural areas there is a need to boost agricultural productivity and ensure reasonable prices for agricultural production. For this purpose, the net irrigated area will be increased and efficiency of existing irrigation system will be improved. Apart from this, agro-based industry will be promoted for value addition and farm incomes will be increased, and reasonable prices for farm produce will be given.
- To electrify remaining 20000 villages in the country by 2020, this will be met by different process including by off-grid solar power generation.

Improving Livelihood in the Dry Lands of Rajasthan



At a Glance

- PHD Rural Development Foundation's (PHDRDF) CSR programme aims to improve livelihoods of the rural poor communities in Rajasthan by promoting rainwater conservation through the construction of check dams and thereby increasing the ground water table.
- The target recipients of the programme are people whose livelihoods are dependent on agriculture and its allied sectors, and village communities for drinking water.
- 180 dams have been constructed under the programme significantly increasing the surface water and groundwater recharge for wells, and improving the socio-economic condition of people.

Surface and Ground Water Resources Conservation

This initiative aims at constructing check dams to conserve surface water and recharge groundwater resources in the water-stress villages of Rajasthan, leading to an increase in accessibility of water for irrigational and domestic use. Rajasthan is a semi-arid desert state in India, which faces severe drought conditions. Three-quarters of its population depends on agriculture for their livelihood and agriculture is largely dependent on rainfall or ground water. However, the natural water resources are scarce with average annual rainfall way below the national, ranging from 20-30 mm to 164 mm in different parts of the state.

Sikar and Alwar District are among the few most water-stressed areas in Rajasthan, with



low average annual rainfall and depleting groundwater resources. This has a direct impact on the agriculture, with farmers unable to cultivate their lands and thereby losing their livelihood options. These districts have recorded very low per capita income and rising unemployment rate. PHDRDF took the initiative of constructing check dams in the State of Rajasthan nearly a decade ago and have already constructed more than 180 check dams in Sikar

and Alwar Districts. These check dams were built on land provided by the village authorities. The Project is based on a participatory and community-based development approach to ensure that the check dam is maintained and used properly in the future by creating a

sense of ownership and responsibility amongst the community members. Village Water Committees consisting of key stakeholders in the community is formed and the check dam is handed over to this committee for maintenance and regulation of water use.

Project Activities

- Assessing the need for water conservation and assessing geographical terrain to ascertain suitability for construction of check dam.
- Community mobilization and construction of the dam with the support of the community and local stakeholders.
- Educating the community people on water conservation, its importance and methods.
- Ensuring sustainability of the program by ensuring community participation and contribution (in cash or kind) for the construction of the dam.

The water harvesting structures have significantly contributed to the increase in the surface water and groundwater recharge of wells in all the villages near the check dams.

- 63% of the check dams stored up to 25% of the total water volume even during bad rainfall years; 27% dams stored up to 50% of the total water volume and 10% of the check dams were filled up to 100% of the volume during years with deficit rainfall.
- 64% check dams have recharged ground water of more than 50% in their nearby areas, followed by 23% dams recharging around 20-50% of ground water and 13% dams recharged less than 20% of ground water.

Post-implementation surveys have indicated that this increase in water availability has had a

positive impact on the socio-economic status of the people.

- The total area under cultivation has increased from 6,682 acres to 13,529 acres, posting an increase of 102.5%.
- The major crops cultivated before the construction of check dams were wheat, bajra, mustard, barley, jowar and maize. After the farms were irrigated by the check dam water, some new crops have been cultivated, such as vegetables including chillies, tomatoes, lady's fingers, potatoes, onions, coriander and round gourd.
- It was found that animal rearing has now become an alternative source of livelihood for the people, thereby supplementing their income and increasing the per capita income of the households.

Impact of the Project

- The increase in the surface water and groundwater recharge of wells has made sure the availability of water even during the years with deficit rainfall.
- Total area under cultivation has increased by 102.5%.
- Irrigation of farms by the check dams has led to growing of new vegetables like chillies, tomatoes, potatoes, onions, coriander etc. thereby improving the socio-economic status of people.

About the Organization

PHD Rural Development Foundation (PHDRDF) was formed under the aegis of PHD Chamber of Commerce and Industry in 1981. For over three decades, PHDRDF has been proactively involved in the development of less privileged and rural communities by implementing projects that contribute to their economic and social upliftment.

The Foundation strives towards transforming the lives of people by creating opportunities and enhancing potential resources among community members, enabling them to become self-reliant and aspire for a better tomorrow. PHDRDF implements integrated

rural development projects to ensure the holistic and sustainable development of rural communities that are measurable on the triple bottom line basis viz – aspects of environment, economic and social growth. A participatory and community-based development approach is followed to implement the projects by partnering with likeminded stakeholders who include – donors, village panchayats, community leaders, community-based organizations, civil servants and other stakeholders. Thematic and focus areas of PHDRDF include Healthcare, Water Management, Education, Skill Development and Women Empowerment, Agriculture etc.





Resurrecting the Dead Lands for Sustainable Livelihood

At a Glance

- UltraTech Cement started the 7 years long project, Integrated Watershed Management Project (IWMP) in 2009 with a budget of Rs. 689 lakh covering 18 villages in Neemuch, Madhya Pradesh. CSR budget in FY 2014-15: Rs. 105 Lakhs.
- The main aims of the IWMP are to restore the ecological balance by harnessing, conserving and developing degraded natural resources such as soil, vegetative cover and water.
- The project has prevented attendant issues of the order of soil run-off, and has increased regeneration of natural vegetation, rainwater harvesting and recharging of the ground water table enabling multi-cropping and sustainable livelihoods. 30% of barren land can now be used for double crop production.

Integrated Watershed Management Project

Vikram Cement unit of Ultra Tech Cement Ltd. started 7 years long project called the Integrated Watershed Management Project (IWMP) in December 2009 with a total budget of Rs. 689 lakh. The project covered 18 villages of Neemuch District, Madhya Pradesh covering 5742 hectares of land, and was implemented by the help of following partners: Vikram Jana Seva Trust, Rajiv Gandhi Watershed Mission, Bhopal, Madhya Pradesh, and Zila Panchayat, Neemuch, Madhya Pradesh. The area was chosen as it had very little productive land with decreasing ground water table, and a large number of low income group people and large scale of migration.

The main aims of the IWMP are to restore the ecological balance by harnessing, conserving and developing degraded natural resources such as

soil, vegetative cover and water. The outcomes are the prevention of soil run-off, regeneration of natural vegetation, rain water harvesting and recharging of the ground water table. This enables multi-cropping and the introduction of diverse agro-based activities, which help to provide sustainable livelihoods to the people residing in the watershed area. IWMP allows delegation of power to states and facilitates convergence of different schemes and projects of government and provides scope for scientific planning, capacity building of community and technology inputs, accessing additional funds from other sources including the private sector, foreign funding agency etc., and evaluation and monitoring of the programme through social audits.

Project activities

- Making villages 100% sustainable for agricultural irrigation.
- Creating infrastructure (watershed, rain water harvesting).
- Generating awareness for latest methods of carrying out agricultural activities.
- Employment generation through various programmes.
- Developing public-private partnership.
- Improving participation level & evaluating all initiatives timely.

This project has created goodwill among villagers and government agencies bringing in overall socio-economic development in neighborhood areas providing a healthy environment for plant survival. All the works/activities that are planned for the treatment and development of the drainage lines, arable and non-arable lands in the watershed area are completed with the

active participation and contribution of the user groups and the community at large the user groups/panchayats have willingly taken over the operation and maintenance of the assets created and made suitable administrative and financial arrangements for their maintenance and further development.

Water Holding Capacity for 5742 hectares of land

S. No.	Name of Water Harvesting Structure	Planned Structure		Achieved Structure	
		Planned Structure (Overall)	Water Holding Capacity in one time (cumt.)	Achieved Structure (till Date)	Water Holding Capacity in one time (cumt.)
1.	Farm Pond (Nos)	95	120000	5	9000
2.	Stop Dam /Check Dam (Nos)	81	620000	46	412000
3.	Earthen Dam / Percolation Tank (Nos)	21	360000	3	56000
4.	Nala Deepening / Dug out Pond (Nos)	57	57000	31	31000
5.	Contour Trench (run mt.)	275600	82400	5500	1700
Total			1239400		509700

Water Recharge Capacity for 5742 hectares of land

S. No	Name of SWC Structure	Planned Recharging Capacity			Achieved Recharging Capacity		
		Planned Structure (Overall)	Water Recharging in one time (cumt.)	Water Recharging in 8 time of Rainfall (cumt.)	Achieved (till Date)	Water Recharging in one time (cumt.)	Water Recharging in 8 time of Rain fall (cumt.)
1.	Field Bunding (Run mt.)	185623	223590	1788720	25897	125879	75846
2.	Gully Plugs and Boulder Check (Nos.)	343	82320	658560	147	12578	254125
3.	Gabion Structure (Nos.)	158	75840	606720	75	45235	258794
4.	Contour Trench (run mt.)	275600	82400	659200	5500	1700	13600
Total		461724	464150	3713200	31619	185392	602365

Impact of the Project

- The cropping pattern has metamorphosed from single cropping to double cropping and double cropping to triple cropping.
- 30% of the barren land will be used for double crop production.
- Increased production of Kharif crop by 25 to 30% and Rabi crop by 30 to 40% per hectare.
- Total water holding will be 1.23 million cumt. per year.
- Total water recharging will be 3.71 million cumt. per year.
- At least 1 million ton soil conservation through SWC intervention.
- Increase in income of farmers/ landless up to Rs. 18,000 per year.
- Migration decreased from 15% to 5%.
- Augmentation in groundwater table by 1.5 to 2.0 meter due to enhanced recharging by watershed interventions.
- All 96 member of watershed committee & 542 members of SHGs (Self Help Groups) are well trained through capacity building & self-sustained initiative.
- At end of the project, the total saving of 46 SHGs will be 12.40 lakh.
- All 659 (User Group) UG members will be well trained in agriculture and assets utilization.

Sl. No.	Subject	Pre Activity	Post Activities
1.	Ground Water Level in Open Well	8 - 9 m Depth	6 - 7 m Depth (Ramnarayan / Bhargirath, Village - Harnawda)
2.	Ground Water Level in Bore Well	70 - 80 m Depth	50 - 60m Depth (Shyamsingh, Village - Amawali Jagir)
3.	Irrigated Area	32% of Total Sown Area	Increased up to 25 to 30%
4.	Vegetative Cover	0.50 Qt./ Hec.	Increased up to 0.65Qt/Hec.
5.	Fodder Producer in Dry Matter	12 -15 Qt/ Hec.	Increased up to 20 - 50 Qt/Hec.
6.	Milk Production	3.0 - 4.0 it./ Animal/Day	6.0 - 7.5 it./ Animal/Day
7.	Domestic Use of Water in Village	25 - 30 lt. Per day	40 - 45 lt. per day
8.	BPL Family	Above 40%	Below 25%
9.	Land Utilization and Crop Rotation	1 - 2 Crop	2 - 3 Crop

Creation of Sustainable Livelihood

Sl. No.	Subject / Activity	Target	Pre-Activity	Post-Activity
On Farm Activity :- Directly related to Agriculture Farm				
1.	Horticulture Plantation through Nandan Phalodhyan	42 Farmers of UG	Low Interest for Farmer	Net Profit will be 85 Thousand Rs./hec/year
2.	Vegetable Cultivation IWMP Through Livelihood Fund	5 SHGs	SHG Not Aware	300-400Rs/day earn thousand 1 Beegha Vegetable cultivation up to 2-3 month
Off Farm Activity:- Indirectly related to Agriculture Farm				
3.	Goatery Provide through IWMP Livelihood Fund with Support of SGSY Scheme	12 SHG Member and 6 Landless	Used Local Breed and Low Production	Use High Develop Bread ie. Sirohi, Barbari, Jamuna Pari etc.
4.	Dairy through Livelihood fund, SGSY and Own Contribution	2 SHG Member	Used Local breed and Low Production	Use High Develop Breed ie. Murraha Jafraabadi, Jersey etc. Milk Produce 8-10 lt./day
5.	Vermi Compost Unit through Convergence of Agriculture Department	80 Farmers of UG	Used Semi Decomposed Manure	Produce Compost/ Year=120*80*500 =48.0 lac Rs, Produce Verm/ year=20*80*250=4.0 lac Rs.
Non Farm Activity:- Not related to Agriculture Farm				
6.	Surf, Phenyl, Hand Gloves, School Uniform and Flour Mill though Livelihood Fund	70 Member of 6 SHGs	Never Started of this type Activity	Each Member will be Earn extra at least 2500 Rs. Per Month

About the Organization

UltraTech Cement Ltd. is the largest manufacturer of grey cement while Ready Mix Concrete (RMC) and white cement in India and Vikram Cement is one of its units. UltraTech's parent organisation, the Aditya Birla Group has Corporate Social Responsibility embedded in its DNA. CSR at the Aditya Birla Group is about 'Making a Difference' and this is embraced by

UltraTech as well. Its CSR initiatives apart from IWMP spread into areas of healthcare and family welfare; education, sustainable livelihood etc.

Spreading light through Non-Conventional Energy Sources

At a Glance

- Under its CSR project for environment sustainability, Roshni, WAPCOS aimed to provide electricity and lights by using solar power.
- Infrastructure facilities for providing electricity through solar power were developed and solar street lights and Solar Roshni Kaksh were installed under the project in Rajasthan and Uttar Pradesh.
- Roshni Samuh was created for women training in Alwar and workshop training was conducted benefitting 109 villagers in Saharanpur.

Roshni

WAPCOS started its CSR project Roshni to provide distant rural areas with an alternate source of energy for electricity thereby promoting renewable sources of energy. Under this project, to mitigate the power crisis in Alwar district of Rajasthan, 5 needy villages namely Chandigarh, Sonagarh, Niwali, Yadavnagar, and Khilora were identified for the installation of 45 solar street lights and establishment of Solar Roshni Kaksh, well equipped with lights, fan and mobile charging station in each village. 150 specified solar lanterns were distributed to meritorious school children of all 5 villages. Roshni Samuh, a group of women who have been trained in repair and maintenance and running of facility and equipment at a nominal profit.

Around 45 solar street lights have also been installed in the public places in the 3 villages of Balipur, Kanchanour, and Baratpur of Bhadohi district, Uttar Pradesh which were previously struggling with darkness. In Sarcoda Village,

Lalitpur, Uttar Pradesh, to mitigate the sufferings of poor villagers, 20 solar street lights have been installed and to improve the quality of life through solar lighting at the rural household, 200 solar lanterns have been distributed to needy villagers who were badly affected by the emission of pollution from kerosene lamps.



Project Activities

- To develop infrastructure facilities for providing electricity through solar lighting systems, and installation of solar street lights and distribution of solar lanterns in Alwar District of Rajasthan, districts of Bhadohi, Saharanpur, Lalitpur of Uttar Pradesh to improve the living conditions of needy villagers.
- Promotion of renewable sources of energy by building awareness about solar power and its efficient utilization.
- Creation of Roshni Samuh, a group of women who have been trained in repairing, maintenance, and running of facility and equipment at a nominal profit.
- Building Solar Kaksh in Alwar, Rajasthan and Saharanpur, Uttar Pradesh.

To minimize the problem of electricity in Sukhedi village of District Saharanpur, Uttar Pradesh, 35 solar street lights were installed and 2 Solar Kaksh with lights and fans and a mobile charging system were established. Apart from the above facilities, a two days workshop was organized for villagers to build responsibility and

ownership and to provide technical knowledge about repair and maintenance of the installed solar equipments. 109 villagers benefitted through this workshop becoming aware of technical aspects of maintaining the assets for long time benefit.



Impact of the Project

- Number of villages now having electricity through solar power: 10
- Contributing to environment sustainability by use of solar power.
- Improvement in the quality of life in the villages that have now street lights and Solar Kaksh.
- Empowering and adding to the income of the women through Roshni Samuh.

About WAPCOS

WAPCOS Limited is a MINI RATNA-I Public Sector Enterprise under the aegis of Union Ministry of Water Resources, River Development & Ganga Rejuvenation, incorporated on June 26, 1969, under the Companies act. 1956. WAPCOS is a technology driven consultancy and EPC organization with strong global presence in the field of Water, Power and Infrastructure sectors. An amalgamation of Engineering Excellence, Exceptional Workforce and Customer Centric Approach has enabled us to deliver projects consistently to our clients.

WAPCOS perceives Corporate Social Responsibility and Sustainability as a way of conducting business, which enables the creation and distribution of wealth for the betterment of its stakeholders, through the implementation and integration of ethical systems and sustainable management practices. WAPCOS promotes the welfare of employees especially women, physically challenged, SC/ST/OBC categories, by addressing their concerns of safety, security, professional enrichment and healthy working conditions.



WAPCOS

(A Government of India Undertaking)

Ministry of Water Resources, River Development & Ganga Rejuvenation

ISO 9001 : 2008

- Consultancy Services
- Engineering, Procurement & Construction (EPC)

INTERNATIONAL CONSULTANTS IN WATER RESOURCES, POWER AND INFRASTRUCTURE DEVELOPMENT

FIELDS OF SPECIALISATION

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 Human Resources Development	 Watershed Management	 Roads and Highway Engineering	 Rural and Urban Development	 Grid Infrastructure
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MEETING SOCIETY'S NEEDS GLOBALLY



Section 7(vii): Training to promote rural sports, nationally recognized sports, paralympic sports and Olympic sports.



Upholding the Right to Play

At a Glance

- To uphold the universal right of every child to play, Uflex has started its CSR initiative, Sports for Growth & Empowerment through its implementing agency STAIRS by promoting various sports at the grassroots level among underprivileged children and youth, and differently-abled.
- The project is trying to institutionalize sports in rural areas with the help of constitutional bodies like Panchayats and government agencies.
- Under this project, it has started sports centers. There are 30 centres under Uflex Khelo Dilli, 4 centres under Khelo Himachal, Khelo Haryana and Khelo Uttar Pradesh each.
- More than 5000 children play at these centres of STAIRS every day and STAIRS School Football League engages over 1,00,000 budding footballers across India.

Sports for Growth and Empowerment



STAIRS School Football League 2014- Inaugural Ceremony

H.E Michael Steiner, German Ambassador in India
Mr. R.K. Jain, Group President (Corp. F & A), Uflex Limited
Mr. Siddhartha Upadhyay, Founder & General Secretary, Stairs

intervention to bring about a meaningful difference in the lives of the children and their communities through its implementing agency STAIRS. Uflex promotes various sports at grassroots providing a platform for the underprivileged children, youth and differently abled to hone their skills. Uflex also sensitizes them

Uflex strongly upholds the universal right of every child to play freely and get equal opportunities to grow, irrespective of gender, caste, creed, religion or economic status.

against drugs and substance abuse besides empowering them.

The organization has chosen 'Sports for Growth & Empowerment' as its flagship

Project Activities

- Institutionalization of sports at the grassroots level in rural areas.
- Providing a platform for underprivileged and differently-abled youth and children to develop their talents by running sports centres as well sensitizing them against drug use.
- Evoking interest of stakeholders in sports.
- Effectively using technology to telecast matches in rural zones.
- Granting sports scholarships.
- Organizing Stairs School Football League (SSFL).

Sports for Growth and Empowerment, is, a grassroots intervention to infuse inclusivity in the underprivileged children and youth of our country in an endeavor to shape their personalities to profundity. The interventions have been specifically designed for achieving the following which in turn have evolved as innovative best practices:

- Institutionalization of sports particularly at rural and grass root level, with the help of constitutional bodies like Panchayats and government agencies. Particular emphasis on largely unsung sports like Sepak Takraw, Kabaddi, Wrestling, Cricket, Kho-Kho etc.
- Evoking interest of stakeholders in sports particularly in the hinterland where it remains the most ignored and the ecosystem challenging. The interest of girl child is particularly kept in mind.
- Effectively using technology to telecast matches in rural zones with an aim to inspire and train and evolve the sports pedagogy.
- Two-pronged aim of boosting the personality and self-esteem of children in their formative years and channelizing their energies effectively to steer them away from crimes (including consumption of drugs and substance abuse) and unproductiveness.
- Stairs School Football League (SSFL) that follows exactly the FIFA World Cup Format, has evolved to become the largest talent spotting platform for national and international clubs/ bodies to select football talent right from early adolescence. This is giving a boost to "Brand India".



**Uflex Khelo Dilli
Cricket Tournaments**



**Uflex Khelo Dilli
Volleyball Tournaments**

The interventions are very scalable and replicable in nature as a result of which it has been possible to extend the Uflex Khelo Dilli success story to

other states like Haryana, Himachal Pradesh and Uttar Pradesh.

Impact of the Project	
CSR Interventions	Beneficiaries
Uflex Khelo Dilli (30 Centers)	Over 5000 children play at these centers every day.
Cricket Scholarship	Over 100 scholarships were granted to promising cricketers until FY 2014-15.
Cricket Championship	Engages about 1,000 cricketers from the region throughout the year.
Khelo Himachal (Adoption Of 4 STAIRS Sports Promotion Centers) And Support Sombhadra Khel Mahotsava	Engages over 5,000 children from the region in various sports. Over 1,000 children play every day at the STAIRS centre.
Khelo Haryana (Adoption Of 4 Centers)	Over 5,000 children play at the 30 centers of STAIRS every day.
Khelo Uttar Pradesh And Support Stairs4Ability	Over 1,000 children play at the 4 centers of STAIRS across the state every day, including the differently-abled.
STAIRS School Football League	Started from Delhi and having been recently launched in Gujarat SSFL shall engage over 1,00,000 budding footballers across India.
STAIRS Against Drugs	The primary target group comprises children and youth between 12 and 40 years who are at the risk of drug addiction or who occasionally consume illicit drugs. The secondary target group comprises general community including families, health workers, community influencers, teachers, chemists and pharmacists.

About the Organization

Uflex Limited is India's largest global flexible packaging company providing end-to-end solutions to its clientele in over 140 countries across the globe. Uflex has state-of-the-art packaging facilities at multiple locations in India with an installed capacity of around 100,000 TPA and has packaging film manufacturing facilities in India, UAE, Mexico, Egypt, Poland and USA with cumulative installed capacity in excess of 337,000 TPA.

Uflex is a socially conscious corporate entity. To strengthen its CSR activities with an aim towards the larger welfare of the society, Uflex has associated with STAIRS, a registered NGO that works for underprivileged children primarily in three sectors; imbibing life skills in these children through the medium of sports,

imparting education to them and providing them basic healthcare facilities. STAIRS has been organizing sports championships and tournaments for the not so privileged children for several years now.

Section 7 (x): Rural development projects.

Vision 2022: For the welfare of rural areas, there is a need to boost agricultural productivity and ensure reasonable prices for agricultural production. For this purpose, irrigated area will be increased and efficiency of existing irrigation system will be improved.



TCSRD-Friends of Farmers

At a Glance

- Conserve, the land development project of TCSRD (Tata Chemicals Society for Rural Development) was started in 1993 in Gunnar Tehsil with 108 and 330 acres of land in Bangali colony 1 and Bangali colony 2, reclamation cost of per acre being Rs. 15,000.
- The reclamation activities include banding of land, deep ploughing, leveling, and PH Test and Gypsum application.
- From the beginning, a total of 1864 acres of land has been reclaimed by TCSRD impacting 1415 farmers and a population of more than 9500 covering more than 60 villages.

Conserve: Land Development Project



The land development project was the first project of the TCSRD which was started in June 1993 with the partnership of CAPART in Gunnar Tehsil of district and state. At the beginning of the project, there were thousands of acres of lands lying barren due to alkalinity, water loggings and lack of irrigation facility. Among these different categories of waste land, the maximum area was covered by alkaline (Usar) land and the production output was almost negligible.

TCSRD initiated this project in Bangali colony

1 and Bangali colony 2 (Block Junawai) with 108 acres and 330 acres of land respectively benefitting 146 farmers. The per acre reclamation cost was estimated at Rs. 15000. Out of total reclamation cost involved in per acre of Usar land, more than 80 per cent is being shared by TCSRD and the rest 20% is shared by the beneficiaries in forms of kind contribution which includes bundling cost, transplanting cost and labor cost. The reclamation activities include banding of land, deep ploughing, leveling, and PH Test and Gypsum application. The impact of this program is also very much positive in increasing the net area sown, irrigated areas, gross cropped area and cropping intensity.

Project Activities

- Reclamation of alkaline Usar land that was previously lying barren.
- Reclamation activities like banding of land, deep ploughing, leveling, and PH Test and Gypsum application takes 4-5 years to improve the fertility of the land.

The *Usar* land which was lying barren prior to reclamation is now being used to grow paddy, wheat, and fodder crops after reclamation. Reclamation takes 4 to 5 years time for improving land fertility from zero to more than 90 % fertile depending upon its PH value. In the first year the production was varying to 8-10 quintals/acres while increasing in further years by 20 – 25 % each year till the fourth year after that the production of crops become almost constant. After 20 years of the project, at present time per acres production reaching 30 quintals. The sustainability in the production

of paddy and wheat is not only maintained but also being increased year by year. This programme has proved to be a boon in disguise especially for farmers as they are getting ample employment opportunities on their reclaimed areas and also producing sufficient quantity of food grains to cater the consumption need of their family. Therefore, implementation of this Land Development Programme has proved to be one of the most important instruments in alleviating poverty among the farmers through the efforts of TCSRD.

The Impact of the Project

- Area of land reclaimed: 1864
- Number of farmers benefitted: 1415
- Poverty alleviation among the Farmers by increasing employment opportunities and income.
- Production increased after land reclamation to 30 quintals after 20 years.

S. N.	Crops	Income/Year
1	Grain	8.45 Cr.
2	Fodder	1.70 Cr.

Income of farmers after land reclamation

S. N	Years	Production/ Acres
1	1 st Year	8 – 10 quintals
2	2 nd Year	10 -12 quintals
3	3 rd Year	12 – 15 quintals
4	4 th Year	15 – 20 quintals
5	At Present	30 quintals

Production Impacts per acres of land after reclamation

About Tata Chemicals



Tata Chemicals established Tata Chemicals Society for Rural Development (TCSR) in 1980 as a society and trust to improve the quality of

life and fostering sustainable development. TCSR's vision is to serve the society through science and development that enables sustainability and community empowerment.

TCSR's projects are divided into five themes. They are, namely. Blossom, Enhance, Aspire, Conserve, and Nurture. The handicrafts (Karzobi) and cluster development projects fall under Blossom, Natural Resource Management comes under Enhance, Aspire includes Vocational Training & Education, Conserve is for Land Development (Land Reclamation, Soil Testing and Laser Leveling), and Nurture has Health related projects.



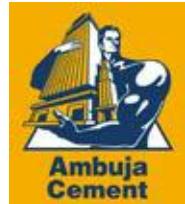
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NPCC
PROJECT EXCELLENCE SINCE 1982

नेशनल प्रोजेक्ट्स कन्सट्रक्शन कारपोरेशन लिमिटेड
(भारत सरकार का उपक्रम)

विशेषज्ञता के क्षेत्र : आईएसओ 9001–2008 गुणवत्ता प्रबंधन के साथ नगरीकरण एवं अन्य आवासीय भवन, शैक्षणिक भवन, कार्यालय परिसर, सड़कें, पुल एवं ऊपरी सेतु, अस्पताल एवं स्वास्थ्य क्षेत्र की परियोजनाएं, औद्योगिक संरचनाएं, भूतल परिवहन परियोजनाएं, पर्यावरणीय परियोजनाएं, तापीय विधुत परियोजनाएं, जल विधुत परियोजनाएं, बांध, बैराज एवं नहर, सुरंग एवं भूमिगत परियोजनाएं और रीयल एस्टेट निर्माण कार्य ।

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Building Prosperous Communities through Integrated Water Resource Management



Ambuja Cement Foundation

At a Glance

- Ambuja Cement Foundation's CSR project Integrated Water Resource Management Project has been implemented in 21 locations in 11 states to develop drought-proof rural villages and ensure all-year-round water for farmers, families and communities.
- Assessing the need of an area across the varied geography, water harvesting, drinking water preservation, and water conservation activities are undertaken with participation from the community and the government.
- The project has benefitted over 380 villages by building 372 check dams, 5737 Roof Rainwater Harvesting Structures (RRWHS), 78 Km of canal linkage thereby creating 51.97 million cubic meters of water storage capacity.

Integrated Water Resource Management

ACF has been working with a vision to achieve drinking water sufficiency for all villages in its operational areas by 2020. Through this programme, the organization aims to create water sufficient, progressive and prosperous communities.

The Ambuja Cement Foundation took a holistic approach to tackling the problem of salinity and overexploitation of ground water that was prevalent in the coastal Kodinar area of Gujarat when Ambuja Cement started working there in 1993 by building infrastructure for mass water harvesting, mobilizing and collectivizing farmers, and promoting drinking water solutions to ensure sufficient drinking water for community.

In 1993, the region was severely affected with salinity ingress. The salinity had seeped inland up to 15 kilometers and the Total Dissolved Solids (TDS) was more than 4000 mg/litre – one of the reasons being intensive agriculture and overexploitation of ground water. The local

community had no drinkable water available and agricultural yield was adversely hit, impacting the major source of community livelihood.





The Ambuja Cement Foundation, adopting the participative approach and customized solutions has been catering to different challenges in varied geographies. Its sustained, long-term efforts brought down TDS level to as low as 1200 mg/litre. As a consequence, the salinity slipped back towards the coastline and resulted in improvement of water quality. In Kodinar, the project has reversed the trend of salinity in over 15,600 hectares of agricultural land in 83 villages. In fact, the recent SROI (Social Return on Investment) study showed that the water programme has yielded 13x social returns in Kodinar.

In Rabriyawas, located in the heart of Thar Desert of Rajasthan, frequent famines bring huge agricultural losses, often causing mass migration in the area. The Ambuja Cement Foundation, through a mix of traditional knowledge and technological methods, has focused on building/renovating traditional water reservoirs and structures to recharge groundwater and harvest surface water - resulting in 5x SROI in Rabriyawas in a short span of 10 years.

Ambuja Cement Foundation meticulously assesses specific needs and challenges across the varied geography and has been able to devise customized solutions. In the hilly terrain of Himachal Pradesh, it has undertaken 'watershed management' to conserve water and improve the quality of livestock and land, while in Maharashtra, facing a high surface runoff,

the Foundation focuses on groundwater recharge.

The integrated water resource management project undertakes activities in three areas – Water Harvesting (check dams, interlinking rivers, watershed development, etc.), Drinking Water (Roof Rain Water Harvesting Structures (RRWHS), pond deepening, in-village distribution system, water quality surveillance, etc.) and Water Conservation (Water User Association, Participatory Irrigation Management, Promotion of Micro Irrigation). The project has been focusing on *in situ* water harvesting methods, which is best suited for India's rural topography.



To bring in community ownership, like all other programme, Ambuja Cement Foundation's water resource management is also implemented with community's active participation in all phases – need assessment, implementation and review. People's institutions like village watershed committees, water user groups and farmers' groups are playing key roles in ensuring systematic water distribution and usage in communities.

Project Activities

- Water Harvesting – check dams, dykes, percolation wells, watershed development, etc.
- Drinking Water – RRWHS, drinking water sources, water distribution system, etc.
- Water Conservation – Water User Association, Participatory Irrigation Management, Promotion of Micro Irrigation, etc.
- Participative approach and ensuring community ownership.

By partnering with the government and other developmental agencies, the Ambuja Cement Foundation has achieved large-scale projects like 372 check dams, 5737 Roof Rainwater Harvesting Structures, 78 Km of canal linkage; thereby creating 51.97 million cubic meters of water storage capacity thus benefiting over 380 villages. The program has brought in vast economic benefits too. Now there is an increase

in agricultural yield all year round, which brings higher incomes and reduces average annual expenditure for the involved families. With their basic needs being taken care of, the community is now engaged in more productive activities like women utilize saved time for other income-generating activities, and all girls are going to school. Improved drinking water quality has improved the health status of local people.

Impact of the Project

- Number of villages benefitted: 380
- Number of check dams built: 372
- Number of Roof Rainwater Harvesting Structures built: 5737
- 78 km of canal linkage
- Water storage capacity created: 51.97 million cubic meter
- Economic benefits through an increase in agricultural yield.
- Improved health status due to improved drinking water quality.

About the Organization

Ambuja Cements Limited, established in 1983, has carved out its reputation as one of the most efficient cement manufacturers in the world. The company has 5 integrated manufacturing plants and 8 cement grinding units across the country. Ambuja Cement considers its neighboring community as its biggest stakeholder, a philosophy that has evolved from its Founders' belief that people around us should prosper at the same stride as the business does. To achieve this, Ambuja Cement Limited established Ambuja Cement Foundation in 1993 with the mission to 'energise, involve, and enable communities to realize their potential'.

Ambuja Cement has been one of the few Indian companies who believed in the community's well-being as an integral part of their operations, 20 years before the enforcement of the Companies Act, 2013 as it established Ambuja Cement Foundation. Ambuja Cement Foundation works towards creating a sustainable and prosperous society, built on long-term partnerships. Ambuja Cement Foundation's work has been recognized within the industry, and has earned Ambuja Cements Ltd, its parent Company, an assurance from DNV, being 4 times water positive company in 2014, thus making it the only water positive cement company in India.

Holistic Approach toward Rural Health and Education

At a Glance

- IFFCO-TOKIO's CSR initiatives include two flagship projects, focused on health and education.
- Solar Powered Primary Health Centre (PHC) for better operation of PHCs was undertaken in February 2016 in Rudawal, Rajasthan with a budget of Rs. 10, 00,000, and Uttam School for improving the quality of education was started in December 2015 in a school in Nuh, Rajasthan with a budget of Rs. 25, 00,000.
- 24x7 functioning outpatient departments due to solar power has increased the number of patients attended per day from 200 to about 300 with the availability of 24x7 power supply.
- The number of application for the admission in Uttam School has increased and dropout rate has reduced.

Solar Powered Primary Health Centre (PHC) for Rural Health Services



The Primary Health Centres (PHCs) constitute the backbone of rural health services in India. However, their services are hugely constrained by poor electricity supply in the rural areas. For a better operation of PHCs, IFFCO TOKIO General Insurance Ltd. started its CSR project of solar powered PHC with a budget of Rs. 10, 00,000 in February 2016 in Rudawal, Bharatpur District of Rajasthan in collaboration with Indian Social Responsibility Network. The goals of the project were to improve health services with the use of

photovoltaic technology for power generation, make the electricity supply systems sustainable with solar power, and to demonstrate the feasibility of rural electrification at rural health facilities.

Transforming Schools into Uttam Schools



Perceiving that the low-quality education is hindering India's growth as its emerging workforce is unable to cope with the demands of a 21st-century economy, IFFCO-TOKIO General Insurance Ltd. started its CSR project. The Project aims to transform schools into Uttam schools for quality education in December 2015 with a budget of Rs. 25,00,000 and Indian Social Responsibility Network as its implementing agency. The overall goal of the project was to contribute to building the future workforce in India through improvement in the quality of

education and learning in schools and provide a better environment for the children and teachers by:

- Bring infrastructural changes in terms of introducing student friendly learning tools
- Improve health and hygiene of school children and the staff
- Impart training to teachers, and improve the quality of learning of school children

Project Activities

Solar Powered Primary Health Centre (PHC) for Rural Health Services:

- Installation of Solar Panels and other equipment.
- Training of PHC staff to run and maintain the solar power plant on a daily basis.

Uttam School:

- Smart classrooms and staff rooms.
- State of the Art Library – print, audio and video material.
- RO Water Purifiers installed for clean drinking water.
- Proper Sanitation and Hygiene - Separate toilets for boys, girls and school staff.
- Trained school teachers and other staff.
- 24 X 7 Power back up through the installed Genset.

Impact of the Project

Solar Powered Primary Health Centre (PHC) for Rural Health Services:

- 24x7 functioning outpatient department, wards, operation theatre, labor room, minor OT, dressing room, emergency room, cold chain room, laboratory, and water storage and drinking water facility available now.
- The number of patients attended per day by the PHC OPD increased from 200 to about 300 with the availability of 24x7 power supply.
- Increase in birth deliveries from existing 125 per month to 200 with 24x7 functional labour rooms.
- Encouragement for the medical/ paramedical staff to stay at the PHC during the night.
- Improvement in the management, logistics, education, and communication.
- Improvement in the overall health outcomes/indicators of the targeted area.

Uttam School:

- Due to the program, the school transformed under the project witnessed a big jump in the number of applications for admission in the school.
- The overall infrastructural changes in the school have improved students' interest in the study and reduced the dropout rate.
- With better health and hygiene due to clean toilets and safe drinking water, attendance among the students has increased.
- With the new smart class facility at their disposal, the teachers are more equipped and motivated to improve the learning process.
- All these positive impacts will contribute in building the future workforce in India through improvement in the quality of education and learning in schools and provide a better environment for the children and teachers.

About the Organization

IFFCO-Tokio General Insurance was incorporated on 4th December 2000 with a vision of being the industry leader by building customer satisfaction through fairness, transparency, and quick response. It is a joint venture between the Indian Farmers Fertilizer

Co-operative (IFFCO) and its associates and Tokio Marine and Nichido Fire Group which is also the largest listed insurance group in Japan. IFFCO Tokio believes in Creating Shared Value which is based on the idea that corporate success and social welfare are interdependent.

Making Public Transport a Safer Place for Women

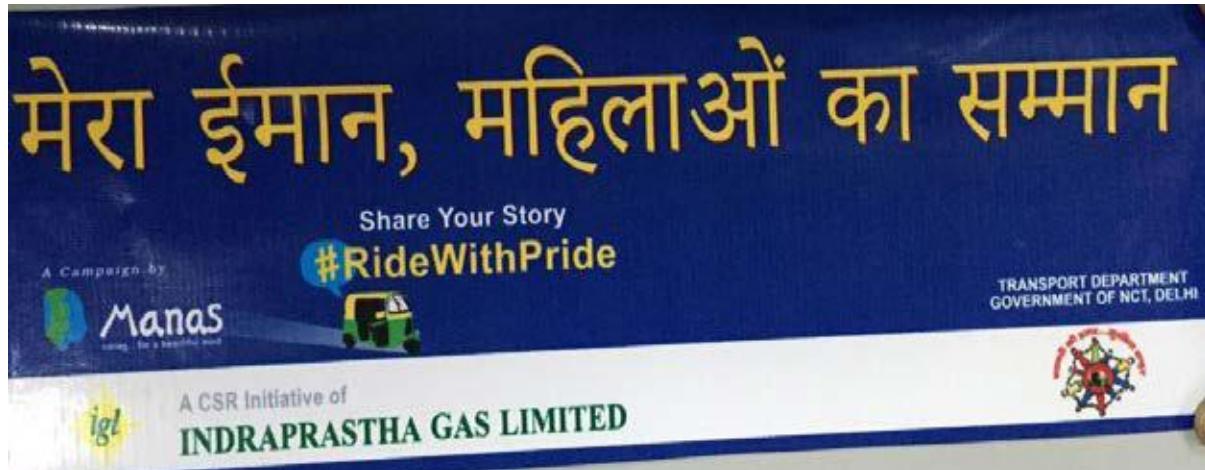
“Building Bonds through Gender Sensitization”



At a Glance

- IGL has geared up an unique move in itself, by starting Gender Sensitization programme with goals of making commuting safe and secure for city's women travelling in public transport by bringing about a sense of ownership & responsibility among the drivers.
- More than 1.5 Lakhs Taxi & Auto drivers have been trained so far which is the highest scale of engaging men in any city of India.
- About 1800 drivers are trained every week using psychological techniques for behaviour modification, such as cognitive dissonance, social conformity, commitment, and assumption of personal responsibility.

Gender Sensitization Programme



In Delhi & NCR, women have to often use the public transport to travel and several times during off peak timings as well. They become increasingly vulnerable to crime, assault or violence. A lot of population engaged in Public Transport is migrant thus making the situation more complex.

A Module on Gender Sensitization was developed for Auto & Taxi drivers from Delhi and Noida in co-ordination with Transport Department, Government of NCT Delhi and Transport Department, Gautam Budh Nagar, focusing towards women safety while travelling through public transport.

Project Activities

- This programme is sensitizing Auto & Taxi drivers from Delhi & Noida part of Uttar Pradesh. Training is conducted at three locations in Delhi and one location in Noida.
- Hands-on Skills and behavioural strategies have been incorporated within the module that assists in the process of sensitively interviewing victims of abuse.
- For a deeper attitudinal and cognitive change the training inputs are reinforced using social messages in the form of Booklets, Badges and Stickers.
- The drivers undergo repeated training after duration of one year.



Sensitization programme in progress

Due to its innovative method of training that is based on interaction it activates Social Responsibility and evokes Professional behaviour, Empathy and Care among the commercial-drivers. It imparts psycho social

skills required to understand, prevent and manage violence against women in a manner which is sensitive and questions gender myths, stereotypes and the overall process of socialization.



The Social Media and IEC material is used to reinforce and promote pro-gender behaviour. The interventions aim not only at imparting information about gender equality and related laws, but also towards behavioural activation that results in pro-gender behaviour from the outset.

Under the guidance of external consultants, a formal Monitoring and Evaluation program has been implemented by the executing agency to ensure adoption of high quality standards for tracking the project health after the training sessions. Post training evaluation forms and outbound interview calls questionnaire have

been implemented as deliverables of the exercise. Regular telephonic interviews with the participants was conducted, based on random

sampling to ensure continuous feedback for maintaining high quality of the program.

Impact of the project

IGL has also got Impact Assessment study of the programme done through Department of Social Work, University of Delhi.

- In the financial year 2014-15, 4971 auto drivers, 5751 taxi drivers and 2139 bus drivers were trained whereas, in the year 2015-16, 6396 auto drivers, 34195 taxi drivers and 13116 bus drivers were trained on Gender & related issues.
- Most of the Auto & Taxi drivers gave feedback that they have discussed about the training with their friends and passengers.
- Many drivers confirmed that they directly applied the learning from the training in their work such as they became polite with women passengers.
- Some of the drivers confirmed that they removed objectionable posters and stickers from their vehicles after attending the training.

Objective of the programme: To sensitize all commercial Auto Rickshaw & Taxi drivers - who

come in contact with women, as part of their duties, on gender justice and equity.





This Gender Sensitization Programme is successfully sensitizing the Auto & Taxi drivers in such a way that they are motivated to influence their peers and start a movement that works collectively towards a positive change; thereby forming a safe, secure and women-sensitive environment within Delhi.

IGL's some other key CSR initiatives

IGL is fully committed towards the society at large and is actively contributing through its several CSR initiatives:

IGL Swasth Saarthi: Preventive Health Checkup program comprising BP & weight check, eyesight screening, de-addiction and preventive counseling every day for Auto and Taxi Drivers at IGL's CNG Stations in different corners of the city.

IGL Suraksha Yojna: Group accident insurance scheme for drivers of CNG run public transport in Delhi & NCR.

Skill Development: IGL has set up a Gas Plumbing Training Centre for ITI students/ Pass outs, at one of the Industrial Training Centre at New Delhi. In co-ordination with Department of Training and Technical Education, Govt. of NCT Delhi.

Sanitation: IGL has contributed towards construction of public toilet facilities at locations under Municipal Corporation of Delhi. It has also constructed toilet facilities at four Government schools in Delhi.

Women Empowerment: IGL has contribution towards Self Defence Training to school girls at 15 Government schools in Delhi. It is also contributing towards training to 100 rural women from Noida as Sewing Machine Operators.

About Indraprastha Gas Limited

Since its incorporation over 18 years back, Indraprastha Gas Limited (IGL) has come a long way to become the largest CNG distribution company of India.

IGL fuels over 950,000 vehicles in Delhi and NCR including over 600,000 private cars through a network of over 400 CNG stations. IGL is also supplying PNG to nearly 7 lakhs satisfied households spread across Delhi, Noida, Greater Noida and Ghaziabad through a pipeline network of over 10,000 kms.



Ensuring Eco-friendly Sanitation for School Children

At a Glance

- With motive of promoting Education, Health and Hygiene simultaneously, NFL lent its hands for construction of Bio-Toilets in Schools, playing a significant role in improving attendance and physical & mental health of students by imparting them a dignified sense of sanitation.
- NFL proactively adopts latest technologies and innovations to enhance the impact of its CSR projects.
 - Constructed bio-toilets instead of traditional toilets, which are eco-friendly and maintenance free.
 - LeD lights have been installed in place of traditional lights under company's project of installation of solar lights in remote areas in Uttarakhand.

Swachh Vidyalaya Abhiyan – Enabling Dignified, Safe & Hygienic “Bio- Breaks” for School Children

Understanding the fact that lack of functional toilets has been major cause of drop-outs in school, Panipat Unit of NFL, in 2015-16, aligned itself to Swachh Vidyalaya Campaign

and successfully undertook the project for Construction of Bio-toilets and other normal toilets in nearby Government Schools. The project has played a significant role in improving attendance and Physical & Mental health of students by improving hygiene.

Project Activities

- Committee carried out survey of nearby schools to identify requirement in schools.
- In response, Panipat Unit prepared proposal for construction of Bio-toilets in Govt. School of Village Diwana and Goyla Khurd.
- Constructed toilets in schools in Madhya Pradesh, Punjab and Haryana.

NFL believes in adoption of innovative eco-friendly sanitation technology of construction

of bio-toilets and has extended its full support for facilitating the same.

Salient Features of Bio-toilets

- ✓ 100% maintenance free, continuous biological process.
- ✓ Complete elimination of pathogens.
- ✓ Economically viable.
- ✓ No dependence on the limited and costly conventional energy sources.
- ✓ Inoculums charging is only once during the entire life of Bio Toilet.
- ✓ No need of connectivity to the sewage line, septic tank. No disposal of sludge is required.
- ✓ Routine cleaning chemicals like phenyl, soap, Kerosene etc. do not harm Bio Toilet or the inoculums.
- ✓ Eco friendly, conserves water.

CSR at NFL functions as a mechanism whereby active compliance with the spirit of law, ethical standards and national/international norms is monitored and ensured. A local committee consisting of CSR Nodal Officer and representatives of Civil deptt., regularly visited Govt. Schools in Diwana and Goyla Khurd and other villages to get a feedback about working of bio-toilets.

Impact of the project

- A technical committee which inspected bio-toilets interacted with students, school authorities, village heads and residents of villages.
- The Head Master, Govt. School Diwana appreciated the efforts done by NFL and informed that the attendance of the school has improved significantly, as the students are not required to leave school premises for using the toilet.
- The village heads of Diwana and Goyla Khurd expressed their gratitude, stating besides improving attendance, such projects make the future generations aware about environmental issues.

This is a significant project as it sensitizes children about important hygienic and environmental issues. Children are more receptive and quick to adopt and sustain change. As such, they become agents of change among society.

As a responsible corporate entity company is consistently striving towards meeting the expectations of rural/under privileged section of society without compromising on ecological conditions on sustainable basis. NFL has taken

initiatives towards water conservation by renovation and maintenance of old and degraded water bodies, construction of stop dams in the severe water deficient regions of Central India. Company is also adopting focused approach for introduction of non-conventional sources of energy by installing solar water heating systems, solar lights, solar lanterns in old age homes and in the remote and backward villages where electricity is the major problem.

Other Major Areas of CSR Intervention

<p>Environmental protection</p> <ul style="list-style-type: none"> - Reach to remote non-electrified hilly areas in Uttarakhand - Provision of solar light in schools in Panipat, Haryana - Soil Health Management through use of city compost in villages in Nuh-Mewat (Haryana) and Indore (MP) - Installation of AAS soil testing equipment for free soil health checkup. - Conducted extensive free soil sample testing and preparation of Soil Maps for farmers in Haryana, Punjab, U.P. and Madhya Pradesh. 	<p>Health care</p> <ul style="list-style-type: none"> - Distribution of supporting aids & devices to differently abled persons in Noida, Bathinda, Nangal and Ferozabad. - Provision of ambulances to remote district Seppa in Arunachal Pradesh. - Cancer awareness and health check-up camps in Bathinda. - Provision of Bronchoscope in hospital in Bathinda for cancer check up to general public.
<p>Skill Development</p> <ul style="list-style-type: none"> - Conducted stitching, tailoring and beauty culture training programmes for women from villages in Nangal, Punjab. - A skill development programme for rural areas in outer Delhi to impart training to youths as Hardware Technicians in village Kirari Suleiman Nagar, Karan Vihar, New Delhi 	<p>Rural Development</p> <ul style="list-style-type: none"> - Installation of solar lights in village Sivan, Bathinda and in Ruthiyai, Guna, Madhya Pradesh. - Provision of safe drinking water by refurbishing existing water works in village Sibian, Bathinda



NFL
Farmers' Friend... Nation's Pride



At National Fertilizers Limited, we seek the rewards of our leadership in the smiles of our prospering farmers. Something we accomplish by constantly serving them with quality fertilizers. Our rising turnover and expanding product line is inspired by our vision to see that every farmer is prospering. After all, progress of farmers is the key to Nation's prosperity.

The largest Urea manufacturer amongst Public Sector enterprises.
 Brand 'Kisan' a household name in farming community.
 5 Gas based fertilizer plants at Nangal, Panipat, Bathinda and Vijaipur.
 Agri-based business including trading of seeds, pesticides, Bentonite Sulphur etc.
 Committed to serve the society through its dedicated CSR efforts for rural and underprivileged sections.

NATIONAL FERTILIZERS LIMITED
 (A Govt. of India Undertaking)
 Corporate Office: A- 11, Sector-24, Noida -201301 (UP)
 Website: www.nationalfertilizers.com

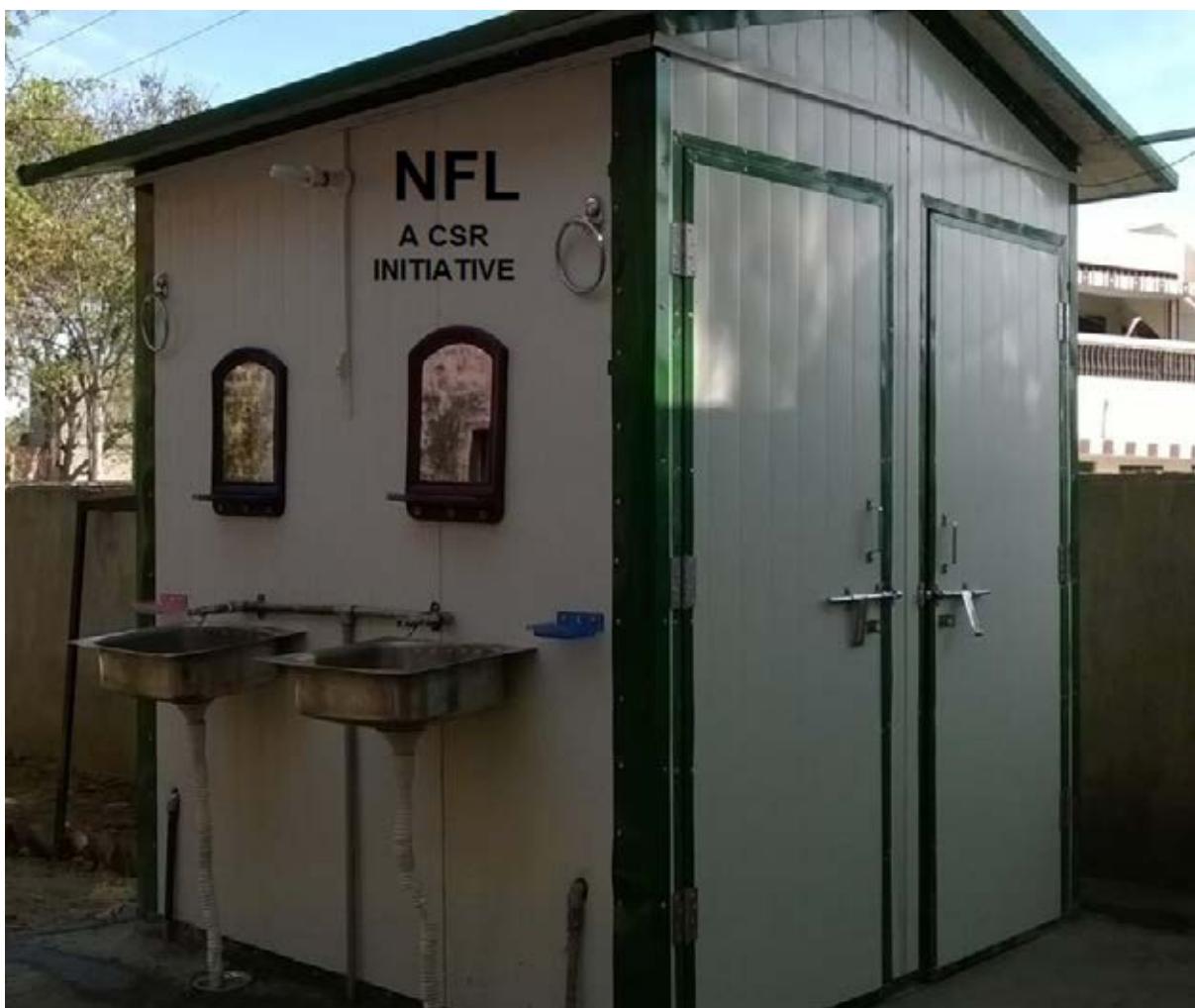


About National Fertilizers Limited

NFL, a Schedule 'A' and a Mini Ratna (Category-1) Company with its registered Office at New Delhi was incorporated on 23rd August 1974. NFL is under the administrative control of Ministry of Chemicals & Fertilizers, Department of Fertilizers. NFL has five gas based Urea plants viz. Nangal & Bathinda plants in Punjab, Panipat plant in Haryana and two plants at Vijaipur in Madhya Pradesh. The total annual installed capacity of the Company is 35.68 LMT of Urea which makes the company, the second largest producer of Urea in the country with a share of around 15.5% in the pie of total Urea production

in the country. Besides this, Company has a Bio-Fertilizers Plant at Vijaipur with a capacity of 100 tonnes of solid (lignite based) and 125 KL of liquid Bio-Fertilizers where three strains of Bio-Fertilizers (Solid & liquid) viz. PSB, Rhizobium and Azotobacter are produced.

The Company is also trading various agro-inputs like certified quality seeds, agrochemicals like Insecticides / Herbicides, Bentonite Sulphur, compost, etc. through its existing vast dealers' network under single window concept.



Gifting Hygienic Sanitation Facility to School Children

At a Glance

- The project was aimed at providing hygienic sanitation facility in Government schools and to address the problem of low enrollment and high drop-outs in schools with particular problem pertaining to girl students.
- The project has received felicitations from the Hon'ble Ministry of Power, Coal and New & Renewable Energy for the contribution of the Company towards 'Swachh Bharat Abhiyaan 2015'.

Swachh Vidyalaya Abhiyan

The Hon'ble Prime Minister, in his Independence Day speech on 15th August 2014, announced the 'Swachh Vidyalaya Abhiyaan' under the overall aegis of the 'Swachh Bharat Mission', emphasizing the need to provide toilets in all

Government Schools in the country on priority within one year and encouraged Corporates to participate in this national endeavour under CSR initiatives. REC appreciated the cause and decided to participate in the programme.

Project Activities

Based on field survey of identified schools, the requirement of 12292 nos. of toilets in 6871 nos. of schools in 33 districts across six States was established. REC engaged its subsidiary company, REC PDCL, for construction of 7096 nos. of toilets and remaining 5196 nos. of toilets were constructed through concerned State Education Authorities.

The entire construction schedule was split up in five construction linked milestones. The timelines for each stage of completion was defined and adherence of same was monitored by CMD/Directors, REC, Ministry of Power, Ministry of HRD and Prime Minister Office. The data regarding completion of project was uploaded on Ministry of Power website along

with photographs. The independent Chartered Accountants firms were engaged to inspect and monitor toilets constructed by REC on sample basis. The MPs and MLAs of concerned areas were invited to involve themselves at construction stage to ensure transparency in entire process.

Impact of the project

- REC has constructed **12292 nos. of toilets** in 6871 nos. of Government schools in 33 districts of 6 States i.e. Rajasthan, Punjab, Uttar Pradesh, Madhya Pradesh, Bihar and Telangana which resulted in increase in attendance of the students especially for girl students.
- It also included awareness among school going children for maintenance of hygiene resulting in their health improvement.

About Rural Electrification Corporation Limited

Incorporated in 1969 under the Companies Act, Rural Electrification Corporation Limited (REC) commenced its operations for financing rural electrification in India. REC's mandate evolved further in line with the development priorities of the Government and today it is a strategic

player in financing entire Power Infrastructure space which includes financing for Generation, Transmission, Distribution and Renewable Energy Projects across the country without any limit.





Delivering Medicare at the Doorstep

At a Glance

- Providing free Medicare through mobile health vans under the umbrella Satluj Sanjeevani Sewa is SJVN's flagship program, having an immediate short-term impact towards improvement in the quality of life of the local communities.
- From first MMU(Mobile Medicare Units) launched in 2001, SJVN today runs 14 units and our footprint continues to grow bringing healthcare to the doorsteps of India's poorer elders in the states of HP, Uttrakhand, Maharashtra and Bihar covering 4 states, 9 distt, 73 Gram Panchayats and 114 community locations.
- The health initiatives of SJVN have been nationally recognised by conferring Silver Plate CSR Award-2015 of HelpAge India and P.L. Roy Award-2016.

"Satluj Sanjeevani Sewa" Project

Under this program, free medical consultancy and medicines are provided to the underprivileged section of communities which reside in tough terrain of project areas and are devoid of basic needs and have difficult access to public institutions.

SJVN has been providing basic primary healthcare to disadvantaged persons of project areas and the communities they live in, through 14 Mobile Medicare Units (MMU) in the states of Himachal Pradesh, Uttarakhand, Bihar & Maharashtra in areas proximate to SJVN's locations.

The MMUs are run through a national level renowned NGO HelpAge India which provides the services through well designed team having a Social Protection Officer, MBBS Doctor, Pharmacist and a Driver cum Community Facilitator.



Project Activities

- The project (five years) involves conducting baseline surveys, capital cost of the van and running cost. The running cost of one mobile health van for five years is around 1.55 Crore which comes to Rs. 21.7 Cr for 14 vans.
- The MMUs are operated in the project area as per the schedule being finalized in consultation with the project authorities. Usually one MMU covers 12 remote locations i.e. 2 per day.

The Project is aimed at reaching out to provide healthcare to local area people of all ages of project areas who have limited or no access to healthcare either due to poor services by the existing healthcare facilities or because affordability issues due to lack of financial resources or other physical / mobility reasons.

It is also ensured that at least 50% beneficiaries belong to economically weaker sections (EWS) of the society. Further out of 14 MMUs, one is operational in tribal district of Kinnaur and two in backward district of Chamoli, (Uttrakhand).

Following services are provided through MMUs.

- Free treatment
- Free medicines
- Basic diagnostics
- Home visits by doctor (bedridden patients)
- Counseling for patients, elders, family members and caretakers
- Referral linkage with local health providers
- Linkage with Govt. schemes and programmes



An exhaustive monitoring system is in vogue. The monthly reports are submitted to concerned nodal officers and corporate office. In addition, a separate website <http://sjvnmmu.co.in/> has been created for the transparency and better

awareness amongst the stakeholders. The external evaluation committee has evaluated CSR works for the FY 2013-14 including Satluj Sanjeevani project. Abstract of the report is as follows:

"In the area of Health care and Welfare SJVN is supporting health institutions/ centers by providing necessary infrastructure and equipment for improving the services to the people. The most outstanding and very well received intervention has been the launch of Satluj Sanjeevani Sewa scheme with the active partnership of HelpAge India. The free medical care being provided at the door step of people through MMUs has contributed significantly in making available the required medical support in for flung areas both in Himachal and Uttrakhand." Informal conversations held by the committee members with the beneficiaries including women revealed that the scheme was very popular with people from all social strata and was viewed as the positive contribution to the society at large."

Besides medicare services through MMUs, specialized health camps are organized for providing quality health services at regular intervals. The objective of organizing health camps is to provide specialized medical

services for gynecology, ophthalmology, orthopedics and pediatrics which also include the associated medical tests. Till date, SJVN has organized 133 specialized health camps in project locations.

Status of health camps

Impact of the project

So far **more than 3.4 treatments** has been administered and SJVN intend to give free treatment to more than 5 Lakh patients in next five years with this mobile health van and endeavor for preventive health care and early detection of diseases in project areas.

FY	No. of camps	No. of beneficiaries
2013-14	30	7411
2014-15	40	8461
2015-16	40	10650
2016-17	23 (till date)	9646
Total	133	36,168



Providing Medicare through health camps

Based upon the Millennium Development Goals, human rights and the national agenda, CSR projects at SJVN are undertaken in six verticals as follows:

- Education and Skill Development
- Sustainable Development
- Healthcare and Welfare Infrastructure & Community Development
- Promotion & preservation of Culture and heritage
- Assistance during natural disasters



Silver Plate CSR Award-2015 of HelpAge India being conferred by Hon'ble Vice president of India to CMD, SJVN



Providing Medicare to the victims of natural disaster

About SJVN Limited

SJVN Limited, a Mini Ratna & Schedule 'A' CPSU under the Ministry of Power, Govt. of India, is a joint venture between the Govt. of India & Govt. of Himachal Pradesh. Beginning from a single hydropower project company, SJVN today has a foot print in a diversified set of power projects in India, which includes Hydroelectric Projects

in Himachal Pradesh, Uttrakhand, Arunachal Pradesh and in the neighbouring countries of Nepal and Bhutan, a Thermal Power Project in Bihar, a Power Transmission Project in Nepal and India, Wind Power project in Maharashtra and Solar Power Projects in Gujarat & Rajasthan.



एसजेवीएन विश्व पटल पर



2014-15 में विद्युत उत्पादन क्षमता में 460 मेगावाट की वृद्धि

- ✓ 412 मेगावाट ग्रामस्थ हाइड्रो घरान स्टेन, हिमाचल प्रदेश
- ✓ महाराष्ट्र में 47.6 मेगावाट की विद्युतीय पवन ऊर्जा परियोजना

एसजेवीएन लिमिटेड
SJVN Limited
(A Joint Venture of Govt of India & Govt. of Himachal Pradesh)

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- ✓ हिमाचल प्रदेश में देश का सबसे बड़ा हाइड्रो 1500 मेगावाट जलविद्युत संसाधन।
- ✓ अदराहारीसांग की "जल विद्युत परियोजनाएं रोक दूरी करें" की मैरीज में "जोलाह शिवाल" तथा "सिंहाह शिवाल"
- ✓ ऊर्जा के अन्य स्रोतों, पवन, ताप एवं सौर स्रोत में ज्ञान।
- ✓ नियुक्त ट्रॉलीविलन एवं परियोजना प्राप्ति तथा चार्चाकारी सेवाएं।
- ✓ पर्यावरणीय को वित्तीय वर्ष 2010-11 के दौरान "विहारीन नियमित्यन" के तहत "जोलाह शिवाल" पुरस्कार।
- ✓ विद्युत ग्रामीण एवं पहाड़ी देशों में 12 विद्युत परियोजनाओं का नियंत्रण कार्य।

How can CSR be a Vehicle for Social Development?

Santosh Gupta
CEO, ISRN

Every year for the past three years, I pause to reflect on the subject of corporate social responsibility (CSR). And every year, I come to the same conclusion: things are looking up. As CSR continues to mature, year after year it brings new and unique voices to the table, vibrant innovations and more widespread, integrated adoption among our world's most powerful companies as well as small and mid-size enterprises. While CSR challenges remain and grow increasingly complex, 2016 proved that companies cannot and will not shy away from addressing them. Below are some of the most prevalent CSR trends from the past year that will shape the industry in 2017 and beyond.

CSR has gone through many phases in India. The ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by the corporates. Not one, but, all corporates should try and bring about a change in the current social situation in India in order to have an effective and lasting solution to the social woes. Social development will invariably lead to building a nation with sustainable growth and holistic development.

Undertaking CSR builds a positive image of the company in the public benefiting it in its interaction with the government, investors and business partners. Therefore, in the long term business stands to gain in financial terms by undertaking CSR initiatives. There is no doubt either that the country as a whole and the needy and non-privileged sections, in particular, will gain when companies get involved in social welfare and development. This is because companies are resourceful partners to have in terms of finances, knowledge base, technical knowhow and human resources. In the end, one

can conclude that CSR would prove a win-win situation for both sides.

In a country such as India, where one-third of the population is illiterate, two-thirds lack access to proper sanitation, and 400 million people still live on less than US\$2 a day, the passage of the Companies Act should be hailed as a positive step forward in ensuring that business contributes to equitable and sustainable economic development.

But there are also a number of reasons to think it may not greatly improve CSR. Indian companies still equate CSR with corporate philanthropy rather than considering CSR as a holistic view of the impacts business has on society and the environment through its operations. By reinforcing this view, the bill could distract business leaders who are ready to embrace strategic CSR.

Also, by making CSR mandatory, companies may treat it as a "check the box" exercise rather than looking at ways to innovate and generate a return from doing social and environmental well. And most companies will comply by channeling funds to community organizations that are addressing one of the priority topics mentioned. There is no shortage of organizations that will be willing to accept these funds—there are an estimated 3.3 million NGOs in India—but few organizations have the capacity and the skill to effectively manage projects that can have a large-scale impact. In an effort to meet the spending obligations, companies may not do the right due diligence to select high-impact, credible organizations.

It's too early to say what the real impact of this act will be, especially given that passing it and

enforcing it are two different things. But with the controversy around the CSR provision, and the lack of specificity and detail, there is an opportunity for leading companies to influence the way the CSR mandate is interpreted. And if interpreted correctly where it builds the understanding of CSR as complementary to the state's efforts towards nation building, it can do wonders towards achieving the goals of Vision 2022 by upholding human rights, environmental concerns, and social equality.

It is smart to mandate CSR in order to reduce inefficiencies in the economy. Via 2% CSR, there will be more human capital developed (education, healthcare, training, etc.) in the economy which will have a long-term ripple effect on Indian economy to accelerate production of goods and services. Moreover, through CSR spending in energy, environment and R&D other factors of production, will be more efficiently utilized. This will in turn boost capital generation and thereby boost the economy in the long run. By not increasing taxes and allowing companies to invest in their own CSR programs, the

government is actually increasing efficiencies in the economy. Businesses in terms of their technical, local and information capabilities are in a unique position to better provide social goods than the government.

The mandated 2% CSR investment in the new Indian Companies Act, is a novel solution to India's social problems. It may not be perfect but it is a product out of necessity for economic justice in India. Corporations in India have failed to take the responsibility for the real cost of their functioning. Many often pollute the environment and run away from human hazards that they invent. 2% CSR policy envisions a system in which each industry would contribute in a manner apt with their expertise. Chemical and oil companies might undertake environmental and safety initiatives and technology companies might initiate tech-education initiatives. Thus, in a nutshell, this new policy may turn out to be a boon for both the corporates and the society, propelling India towards the path of equitable and sustainable growth.



INDIAN LEATHER INDUSTRY - STRIDING WITH CONFIDENCE



COUNCIL FOR LEATHER EXPORTS

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Relationship Building beyond Funding

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