To 'Make in India' Happen... Cordial Coexistence of Communities Crucial
**CSR Mandate** is the latest magazine to have come out of Forum for Community Development Foundation (FCD), an initiative of New Media. It was launched in New Delhi by Shri. O.P. Rawat, the then Secretary, Department of Public Enterprises (DPE), Ministry of Heavy Industries, Govt. of India.

New Media’s Community Division - Forum for Community Development Foundation is looking forward to a fulfilling and responsible working relationship with all PSUs, Corporates and NGOs as the nation embrace the new Act that will implement CSR initiatives by all stakeholders thus making us socially responsible citizens, contributing and giving back to the society that has given us so much in return.

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**To subscribe contact:**
Forum for Community Development Foundation (FCD)
New Media House, 1 Akbar Villa, Marol Maroshi Road, Andheri (E), Mumbai - 400059
Tel: +91-22-29250690, Telefax: +91-22-29255279
Email: atulac@fcd.in, atula.imchen@gmail.com
www.fcd.in
MESSAGE

Sanitation facilities in India are alarmingly poor with half of Indian population having no access to toilets. People are forced to defecate in the open. This poses health hazards, raises environmental concerns and leads to water contamination. According to Government statistics, 50 percent of the Indian population does not have a toilet in their homes. Of this, 67 percent are in rural areas. Under the Indian government’s Total Sanitation Mission, the government aims to eliminate the problem of open defecation by 2022.

The first and foremost priority of Gujarat government is on ensuring a reasonable well-fed Gujarat which is by and large healthy, mentally and physically, by creating awareness and providing facilities about toilets in and near homes; sanitation and healthcare, malnutrition amongst children and women, and also evolving a support system by allocating a sufficient state budget for preventive health care through direct intervention. Nudging people to use toilets, a step towards total sanitation, is our motto. The Gatiheel Gujarat government is setting new benchmarks to eradicate malnutrition in women & children and providing toilet facility to each & every home in rural as well as undeserved areas.

I convey my best wishes and congratulations on a very well thought out issue. A lot is yet to be achieved, but I am happy that an emphatic beginning has been made.

Anandiben Patel
Chief Minister, Gujarat State

Apro/jm/2014/07/31/jcb
Dt: 31-07-2014

Dear Aruna Inchem,

Please refer to Your communication dated July 11, 2014 on CSR Mandate, which has been published by Me. It was only natural for me to touch specially upon the theme of sanitation because I have been doing work in this field for more than 40 years now. I feel greatly encouraged that efforts have borne fruit in the sense that the subject of sanitation, even a discussion of which earlier was a taboo, now occupies at times a central stage of social discourse dealing with health, environment and other subjects which are matters of great concern to us. I feel like redoubling my efforts in the context of the Prime Minister saying that construction of toilet should have precedence over that of temple. I now propose associating with a number of business houses which have a thrust on sanitation in their activities undertaken under the programme of discharging Corporate Social Responsibility. I am glad to inform you that there has been an awakening towards this and business houses and leaders of industry are now coming forward to implement schemes under the said programme. I am sure CSR Mandate will help us in this.

With highest regards,

Yours sincerely,

Dr. Bindeshwar Pathak
Ph.D., D.Litt.
Action Sociologist and Social Reformer
International Expert on Cost-Effective Sanitation,
Biogas and Rural Development
Founder - SULABH INTERNATIONAL SOCIAL SERVICE ORGANISATION

UNICEF

Congratulations
on a well thought out issue.

Ruchira Gujral
Corporate Engagement and CSR
United Nations Children’s Fund

Anandiben Patel
Chief Minister, Gujarat State
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SAMA Foundation’s Mission for the Disabled Guiding Helpless & Helpless Children Towards Empowerment

Chairman Emeritus

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Distributed by:

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Vice Chairman

Kamaljit S. Bipin Kumar Sinha, B.K. Sinha

Secretary General: Satya Swaroop

Group Editor: Dev Varam

Editor: Archana Sinha

Executive Editor: Atula Imchen

Consulting Editor: Priti Sidkar

Strategic Advisor: Dr. Vinaya Shetty

CSR Consultant: Meera Tenguria

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Head-Commercial & Logistics: Veerendra Bhargava

Liaison Officer: Pradnya Burugula

Support Executive: Avindersethi

Circulation: Santosh G. Vijay, Jawaharlal

Design: Santosh Nawar, Hemant Kamble

BRANCHES

Kolkata:

Anurag Sinha
Mob: +91 9830043339
Email: anurag@newmediacomm.biz

Bangalore:

Girish PK
Mob: +91 9742735307
Email: girish@newmediacomm.com
C.V. Shankararaman
Mob: +91 9902218970

Pune:

Jagdish Khaladkar
Mob: +91 9823038315
Email: pune@newmediacomm.biz

Patna:

Rajesh Naran, Vimali
Mob: +91 9334390988
Email: rajeshnaran@newmediacomm.com

Australia Office:

Bandhana Kumari Prasad, 129 Camboon Road, Noranda, Perth, W.A. 6062
Tel: +61 892757474
Email: bandhana@newmediacomm.biz

Rwanda:

Alain Robert Kennedy
Email: alainrob2003@yahoo.fr

Forum for Community Development Foundation
An Initiative of

New Media House, 1 Akbar Villa, Marol Maroshi Road,
Andheri (E), Mumbai- 400059
Tel: +91-22-229250690. Telefax: +91-22-229255279
Email: enquiry@newmediacomm.biz
www.newmediacomm.com

Published by:

New Media Communication Pvt. Ltd, New Media House,
1 Akbar Villa, Marol Maroshi Road, Andheri (E), Mumbai- 400059

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Foreword

A vast majority of Indians live in villages, which are in a state of neglect and underdevelopment and impoverished conditions. The problems of hunger, ill health, high mortality, illiteracy and ignorance are acute in rural areas. This is not only because of shortage of material resources but also because of our lopsided planning and unequal investment pattern. India has the potential to meet these challenges. However, the efforts of governments may not be adequate to provide basic services to its citizens. It is being increasingly recognized that progress and welfare of a society is not the responsibility of the government alone, but many more stakeholders need to be involved to attain the development goal. The companies that are working closely with villages must also take the responsibility.

The corporate sector agrees with this viewpoint. It has a pivotal role to play in ensuring private investment flows into the marginalised rural areas that have been left out of the development process so far and also work for sustainable development of the communities in general. In the context of rising globalization and pressing ecological issues, the perception of the role of corporates in the society in which they operate has been altered. Corporates consider themselves as an integral part of society and accordingly act in a socially responsible way that goes beyond economic considerations. As a result of this shift from purely profit to profit with social responsibility, many corporates are endorsing the term ‘Corporate Social Responsibility’ in the most holistic sense of the term. Today they are keen in discharging their societal obligations more enthusiastically, along with their shareholder-wealth maximization goal, than ever before.

Kamaljit Swaroop
Vice Chairperson
New Media Communication Pvt. Ltd
With greater emphasis now on manufacturing in India, it has become all the more clear that engagement with rural communities is directly related to a company’s growth and profit. The compelling urgency to produce better and stay in the business longer, while building brand loyalties and lasting relationships with consumers and other stakeholders, has made corporates realise their mammoth commitment to the society in which they operate. There is a growing realization that they should contribute to improve the immediate environment where they work. Companies have begun to pay genuine attention to the principles of social responsibility as they realise that consumers favour those that care for society while making their buying choices.

India lives in its villages. Yes, quite literally. Despite the fact that most corporate offices are located in metros, the manufacturing units are on the outskirts of cities or far away in the villages. Around 65 percent of India’s population lives in rural areas. Many rural and tribal people constitute part of the workforce at factories. Hence it is justified that they should have the same quality of life as is enjoyed by people living in cities and towns. Also, the ill-effects of poverty, unemployment and inadequate infrastructure in rural areas give rise to mass migration to the cities, sprawling slums and socio-economic pressures manifesting in economic deprivation and urban poverty. In the villages, the poor, uneducated and unskilled people often feel deprived and nurse grudges against the employees in the factory located in their vicinities. They stage protests and disrupt activities in factories and manufacturing centres. Importing workforce from far-flung places just because locals are not skilled is not the solution. Nor is it economically viable as the attrition rate becomes high and grudges of locals against the factory owners assume gigantic proportions. Hence rural development and improvement in the living standard of the villagers by providing adequate and quality social services, training, education, healthcare and other minimum basic needs become essential. This allows creation of employment and generation of wealth for all besides promoting a peaceful atmosphere of coexistence for the companies.

Archana Sinha
Editor
Rural Development in India: The Significance of an Holistic CSR Approach

Tina Marquardt

Rural Development is closely connected to the first Millennium Development Goal by the United Nations: Eradicate Extreme Poverty and Hunger. Poverty remains a present and severe issue in India. Estimate in 2011/12 calculated that 216.5 million people still live under the poverty line in rural areas.

Malnutrition, starvation death, acute poverty and even suicide are quite common characteristics of the rural life in India. A lot of rural areas lack the simplest facilities such as basic sanitation, infrastructure, communication and education. India’s rural economy is also not as fast growing as the overall economy, instead it is even stagnating. Considering that 600 million people are still making their living with agricultural products, the consequences of international treaties, floods, droughts and other external factors are immense.

The severe conditions of rural people need to be improved. The challenges which are connected to that issue are complex and international; however it offers an unique opportunity for NGOs as well as companies to promote a change for the poorest people in India. The New Companies Act might be the beginning of improvement of the situation for people living in the rural areas. Is it even possible that CSR can be one of the major engines in rural development? And if so, what would be the best approach?

In order to answer these questions, it could be useful to examine first the impacts of CSR in rural development. A study done by Sanjay Pradhan and Akhilesh Ranjan examined the impact of CSR initiatives of 14 companies operating in India. Areas mentioned by the authors were: Livelihood, Health, Education, Environment and Infrastructure. The outcome of Livelihood programs showed an increase on income, however livelihood programs did not seem to be common due to the fact that companies seemed to be more likely to set up health camps or raises the awareness on health related issues. Education was found to be another central area for rural CSR arms with companies supporting the building of schools and fostering a better access to education by rural children. An additional area of interest, getting the attention of CSR departments and foundations were environmental issue with a focus on sustainable water management and pollution mitigation activities. There was one final area included in the study, however only a few

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1It is estimated that one third of India’s population lives in poverty, but the majority lives in rural areas and villages
companies seemed to supporting the improvement of the rural infrastructure system (including: water facilities, electricity, etc.). An interesting fact that was discovered during the study is that while many CSR initiatives are usually not linked to the Millennium Development Goals, nevertheless the overall impact is stated to be positive. CSR, especially when linked to the goals set by the UN can be the major engine of rural development in India.

When we look for possible improvement to this scenario, one can’t deny the enormous importance of Agriculture in India. It is necessary to keep in mind that a great number of people still live in rural areas and generally belong to the most impoverished population in India. 65% of Indians depend on land and land means life. It is the basis of livelihoods for farmers.

India is making a huge progress and is considered as an emerging and booming economy, but yet it is unable to feed 60% of the children and hence its future. Land is need for food and water supply, but also for security. The role of CSR should not only be the improvement of the live of rural people but it should engage and encourage farmers and the community to harvest the fertile land. Farmers belong to a vulnerable but fundamental group that needs to be supported. The CSR initiatives of Corporates should not only try to create employment opportunities in their plants and factories, but instead they should engage the community into a way of farming that is profitable.

Indian farmers not only have to compete with low domestic prices due to foreign subsidies, they also lack an appropriate and advanced technology. This way the cost could be reduced in the long-term and the profit would increase. Additionally, an investment in technology would have an immense outcome due to the outreach. It even reaches as far as involving entire families and communities, since they are also benefiting from a greater profit. This could put an end to malnutrition, starvation, severe poverty, suicide and it might even enhance education. The results of long-term investments, which CSR-initiatives are, are not likely to show fast, however they will cause an enormous and positive change for a huge part of India’s population.

All in all, the only solution to enhance a sustainable rural development is a holistic approach of CSR throughout the entire company including strategies and values. Otherwise, it will be a vicious cycle that does not support the impoverished but instead harms them and impairs the achievement of the Millennium Development Goals.

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Tina Marquardt is a Mumbai-based CSR Researcher at Innoved Advisory Services.

References
Corporate Social Responsibility (CSR): An Attempt for Capacity Buildings in Village India

Dr. Akhilesh Ranjan

India lives in villages. Development of villages will synergize India as a developed nation. But Indian villages are labeled as low educated, deprived by health and sanitation, destroying environment and availability of low level of infrastructures. Even after 67 years of independence, Village India is struggling for basic needs - food and shelter and fighting on religious differences and playing in the lap of political interest groups. Village Indian is characterized by hierarchy-based caste discrimination. The traditional Indian functional unit - “the caste” has become a means of exploitation and defaming the glory of “republic village India”.

The state of independent India has attempted to upgrade and develop village India and bring it to the level of other developed countries in the world. But it could not succeed. The government has started “sravikska abhiyan” to educate all, “Indira Awas” - to provide housing to poor people. Many other attempts have been made in other sectors to change the face our villages. Observing the limited successes in the growth of the country, the Government of India has decided to bring non-governmental agencies to be participants in the growth process of the country. In this process, the Government of India decided to bring the “corporate” prominently for development and later the Ministry of Corporate Affairs introduced the corporate as a primary actor of development process. Much before, the Father of the Nation, Mahatma Gandhi had asked the corporate for their voluntary contribution to develop the surroundings and the people who had been exploited by the system but not compensated.

Ministry of Corporate Affairs, Government of India, recommended and issued guidelines to create a separate fund for works under Corporate Social Responsibility (CSR) to demonstrate CSR commitment. The Ministry made CSR compulsory for the company with a net worth of Rs. 500 crore or more, or turnover of Rs. 1,000 crore or more, or net profit of Rs. 5 crore or more in a financial year. The Company under such categories will have to form a CSR committee. The committee will consist of three or more directors, of which at least one would be an independent director. The committee will have to ensure that the company spends, in every financial year, at least two percent (2%) of the average net profits made during the three immediately preceding years, towards CSR activities. The government also made it compulsory for the company to specify reasons if it fails to spend the amount for CSR work.

The government made corporate responsibility compulsory because voluntary initiatives of the corporate did not show encouraging results in the past. With this imposition, a compulsory format of CSR brought business houses active. The CSR guidelines included both private and public companies in its purview. Companies selected villages for CSR works because most of the plants are located in the rural areas. The corporate felt working in villages is required because it needs support to change; villages are in the vicinity of the plants; villagers are one of the stakeholders of corporate India, villages support the plants in smooth running, etc.

The corporate have been using natural and human resources of the society to earn the profit. But the corporate have never thought for compensating them for their loss. For sustainability, the loss made to environment and society must be compensated. The village India is also a stakeholder of Indian Corporate. Now
the time has come to pay them back for the loss made during the years. With the introduction of mandatory CSR, it has become responsibility of the corporate to develop the society in the best ways, how they think for! It requires involving the stakeholders and select development plan as per the need and prospect of local society. The exploited and ignored environment and people of the country need and demand the support of “capable hands” of their society who have accumulated the strength in the years through “mind” “money” and “machine”. The strength of “capable hand” may sail the downtrodden and isolated people to the reservoir of opportunities.

**CSR initiatives in Rural Development**

The urban settings of our country have comparatively better basic infrastructures, facilities for better education, health, sanitations and opportunities for livelihood earnings than the rural settings. The isolated, deprived and exploited villages attracted the corporate to do something and show the positive output. The work carried out in villages shall manifest corporate efforts significantly. The villages are stakeholders of the Indian business World. But this stakeholder has minimum share in benefits of the flourishing corporate of India. Thus the corporate have begun with CSR initiatives for this group of deprived.

Most of the CSR initiatives have focused mainly on primary requirements of rural India i.e. livelihood enhancement, health and sanitations, education, environment, rural infrastructure development, etc. However, a range of local developmental works are yet to be started. The priority of Indian corporate is rural. The village development may lead to rural development and rural development shall lead to the nation development, since more than two third of the total population live in village.

**Livelihood Generation through CSR**

Livelihood earning is a major challenge for poor people. In India, more than 90% of the employed people are working in low productive jobs of informal sector.

The rapid growth in economy and technical innovation increased the demand of skilled man powers. India has majority of young population require intensive attention and training to make them socially constructive and economically productive. The proper training shall engage them in gainful employment. In this situation, only government cannot do the huge task of making young India to the useful resource and productive manpower. So, through CSR, corporate also enters and contribute to the making people capable of livelihood earning.

Lupin Human Welfare and Research Foundation adopted Bharatpur district of Rajasthan for holistic rural development, upgraded 55708 families through supporting in their agriculture, animal husbandry and rural industrial activities. Dr. Reddy foundation targeted rural youth of 18-25 age groups in seven states of India. The program is run with Government of India. It will provide livelihood to 35000 young people. Bharat Petroleum has started generating fixed earning and additional income generation for villagers to support the families for their sustenance. NTPC has also initiated for livelihood earning, prepared them for jobs and provided different types of job oriented training. NTPC CSR initiatives benefited 3200 people. NTPC adopted and upgraded ITI for quality training and made permanent quality resource centers for human development. Indian Oil Corporation believed in supporting potential youth economically through providing scholarship to approximately 4000 who pursued technical and professional education.

**CSR for Health and Sanitation Initiatives**

The corporate have understood importance of health and sanitation in rural India. Through CSR initiatives, the corporate have attempted for affordable and accessible health care and sanitation for local communities. The corporate organize medical camps to create health awareness and sensitize people on health related issues i.e. immunization, blood donation, water purification tablets, distributing condoms etc. To provide medical facilities in isolated and remote area, mobile medical vans are operated. NTPC provided health facilities and treatments to 60000 people, treated more than 5000 tuberculosis patients and constructed 51 toilets to improve sanitation in village India. However SAIL has organized more than 300 health camps benefiting more than 5 lakh people. Vedanta Aluminum Ltd covered 53 villages with 32,000 people and provided them free medicines, treatment and referral services through its mobile health units. Tata Steel Family Initiatives Foundation (TSFIF)
established “Lifeline Express” hospital on wheels which has helped over 50,000 patients in Jharkhand, Orissa and Chhattisgarh.

**Spreading Education**

Education, the fourth pillars of development, raises people’s productivity, promotes entrepreneurship, thus playing a very crucial role in securing economic and social progress and improving income distribution. It is crucial for upward mobility and required for human resource development of the country. The strong education system is required for growth and prosperity. In fact, no country can achieve sustainable economic development without considerable investment in human capital. Keeping this in mind, most of the corporate houses focused on the education. It included setting up education institutes and schools, providing subsidized education to children, scholarship and other supports to the students to avoid difficulties to continue their studies.

Aditya Birla Group runs 26 formal schools in proximity to the plants. The group provided education to 62,000 children living in nearby area. NTPC helped 65,000 students directly and indirectly, provided education to 20,000 children, scholarship to 2600 students every year. In addition, 44 toilet blocks in girl schools and 2200 solar lanterns to students have been provided to facilitate the student for uninterrupted study. SAIL supports around 138 schools in the peripheral areas of SAIL plants / units in the country where more than 80,000 children receive education. Asian Paints provided education to 25,000 children and helped rural children gain access to formal schooling. Similarly, Satyam Computers have developed 170 modern schools benefited 20,000 rural children. Coca Cola India Inc through “Smiles Project” supported 20 schools impacting the lives of around 10,000 children.

**CSR Protecting and Promoting Environment**

For sustainable management and development of natural resources, many companies have been working for tree plantation, watershed management, waste management, wind firm etc. SAIL has planted 13.5 million trees in and around SAIL plants/mines so far. Watershed development program of Ambuja Cement Ltd. covered 9,000 ha in the last four years. Sustainable water management remains the top priority of Coca Cola India Inc. So far, the company water initiatives have improved the lives of more than 1,40,000 people and spread awareness about the crucial importance of water conservation among millions people. The small and big company have planted trees within their premises and developed nursery in and around.

**CSR for Developing Infrastructure of Village**

The major corporate houses have focused basic infrastructural facilities of the rural India like construction or development of roads, electricity, water facility, sanitation, school, health centre, community centre, etc. Lupin Human Welfare and Research Foundation’s “Apna Gaon Apna Kam” scheme covered 38000 villages in Rajasthan and almost all villages have school buildings, drinking water, ponds, link roads, community center and electricity. Under CSR initiatives of SAIL, every year 33 km of metal roads were constructed and repaired. Thus approximately two lakh people across 435 villages accessed to the modern infrastructure facilities every year. In Andhra Pradesh, in partnership with Hyderabad Urban Development Agency, local village communities and NGOs, Coca- Cola India has helped 16,000 villagers of “Saroor Nayar” restore existing “Check Dam” water catchment area.

**Social Analysis of CSR Initiatives**

The corporate have been working for CSR in the villages located nearby to their plants. The CSR works have significantly been changing the face of these villages. The CSR initiatives have been started at micro level supporting existing system and facilities for health and sanitation, education, livelihood and infrastructures. The CSR initiatives without neglecting anyone cover all groups, castes and communities. Interestingly, my observation and survey revealed that the majority of the CSR beneficiaries are from low castes people in the villages. In very limited time, the CSR initiatives have faded the lines among villagers, castes, communities and brought them close. The initiatives have also emerged with new relations with the corporate who sponsor the program. The beneficiary villagers often look at the corporate for further initiatives and CSR works in their region. The people are interested in their stakes and role. The initiatives start as the Corporate Social Responsibility (CSR) and end as Social Relation between the corporate and beneficiaries. The beneficiaries are stakeholder of the Indian Corporate. They are employee, consumer, buyer, producer and….so on. The journey has begun.

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Dr. Akhilesh Ranjan has a Ph.D. in Environmental Sociology from IIT Delhi, M.A. in Sociology and professional experience of more than 17 years in Teaching, Research on indigenous people and Consultancy in Infrastructure Development Projects. He works as a social and environmental safeguard expert with RITES Ltd. (under Ministry of Railways, Government of India) for preparation of impact assessment, development action plan, policy frame works for involuntary resettlement and rehabilitation, replacement cost study, etc.
IMT Ghaziabad's Project in Jharkhand

Paintings Offer Livelihood Option for Sustainable Tribal Development

Dr. Ranjana Agarwal

Tribal societies are densely present in the Indian states of Kerala, Orissa, Madhya Pradesh, Chattisgarh, Rajasthan, Gujarat, Maharashtra, Andhra Pradesh, Bihar, Jharkhand, West Bengal, Mizoram and other north eastern states, and the Andaman and Nicobar Islands. In Jharkhand, tribals constitute around 28 percent of the state's total population, which is around 8.0 percent of India's total tribal population. There are 30 tribal communities in Jharkhand. Nine tribes have been identified as primitive tribal groups or PTGs now termed as Particularly Vulnerable Tribal Groups (PVTGs) which are at a much lower level of development.

The livelihood options of tribal people are mainly agriculture, forestry, handicrafts and handlooms. Though having various options of production, their production scale remains only to personal consumption level primarily because of lack of infrastructure resources. Despite having traditional knowledge in handicrafts, they remain poor and backward because of lack of marketing skills. Different schemes implemented by the government impart training to tribal people in making handicrafts. A common problem faced by most tribal people is marketing of their handicrafts. They need support and handholding to do so. The students of management institutions can support the tribal artisans by using their marketing knowledge to sell the products. They can help create a livelihood option for capacity building through social entrepreneurship.

Today, B-Schools are training students to work for social issues. One such case is that of IMT Ghaziabad, a business school located in NCR. Here, students are lending a helping hand to tribal women by using their marketing skills. The management students are working in a project to support the cause of livelihood for tribal people in Jharkhand region. Involving the students of IMT Ghaziabad in issues of inclusiveness will go a long way in grooming future managers of the country. Involvement in CSR activities will train future managers and inculcate a feeling of responsibility towards society.

IMT Ghaziabad has started a Centre for Rural Innovation & Capacity Building through Knowledge Management, Entrepreneurship and Technology called CRICKET action group. Under this plan, various research projects were taken up regarding innovation and rural development by faculty members. Under this umbrella, one of the projects focuses on aspects of inclusiveness. One such study was Sustainable Livelihood Options for Tribal Groups in Jharkhand.

This project was started in 2012.
Every year, different batches of students are working in successive stages of the project. The first stage of the project involved studying and highlighting the lifestyle of tribal people through preparation of a documentary. The team from IMT Ghaziabad comprising three management students and one faculty member surveyed nine tribal villages in Patamda block in East Singhbhum near Jamshedpur and Nimdili block of Saraikela district. They studied the lifestyle and livelihood of two tribal groups, Bihors and Sabars. They prepared a documentary AAROHAN, which created awareness about tribal people and their livelihood options through training programmes. The documentary was selected for screening in a livelihood film festival, Jeevika in August 2013. The team also prepared a marketing plan for selling handicrafts. They prepared a report for creating a roadmap for bringing sustainability of livelihood options. The team from IMT Ghaziabad presented recommendations to various organizations working for welfare of tribal people and policy makers.

In the next phase of the project, attempts were made at finding marketing solutions for handicrafts. The team worked at finding marketing solutions for Sabar tribes in 2013. The Sabar tribes were given training in making handicrafts under IAP, a project under the Planning Commission of India. The handicrafts were mainly Kaansi grass and bamboo products. The team stressed on setting proper pricing of products. They also test marketed the product through various exhibitions. Proper promotion was done through social media and other channels like print media, exhibitions, etc. The marketing knowledge of the team helped increase the visibility of handicrafts made by tribal people and boosted sales significantly.

IMT Ghaziabad continued its CSR activities in working for the community and tribal welfare. The project continued its endeavour by working towards creating a Tribal Cultural Society. This phase of the project started in February 2014 and is in progress.

Tribal Cultural Society or TCS is an NGO in Jamshedpur promoted by TATA Steel which is working for the cause of the tribal community. The society focuses on three important

Saur Painting - Saur is a tribal group in India, mainly found in western Odisha. This style of painting is associated with Saur tribal people. Saur paintings are similar to Warli paintings of Maharashtra, in western India. Stick like figures for hut, people, and plants, etc. are used in this style of painting.

Sohrai - Sohraı paintings are the artistic expression of the harvest festival. During the festival, women decorate the walls of their homes with Sohraı paintings. Traditionally practiced as a mural painting, this art form uses yellow, black, white and red earth to paint trees, wild animals, horses, peacocks, deities and bulls, using twigs, symbolic of the colours of nature during harvest season. Sohraı paintings are said to bring good luck to people.

Dokra is a metal art, using lost-wax casting technique. Lost-wax casting technique is around 4,000 years old. The technique is named so because for every Dokra art piece, a fresh mould is prepared of wax which gets lost in the process. Gonds are tribes from Madhya Pradesh in central India. Gond paintings are distinguished by use of signature patterns to fill larger forms on canvas.
issues: a) education, b) improvement of livelihood opportunities and, c) preservation of ethnic identity of the tribal community.

This organisation provides training to tribal women in Jharkhand in various painting forms as Saura, Sohrai, Gond and Dokra. The duration of a training programme is around three months. They are held for a group of around 30 women in areas in and around Jamshedpur. Training programmes are conducted in a common place, a community hall where women sit daily in the afternoon every day and work as a group. The training provided helps them polish their inherited skills. Earlier, the women used to paint the walls of their homes with these designs. Now they are trained to pen their art on paper and cloth.

After getting trained, tribal women were further trained in refining their artistic skill of paintings. They make beautiful paintings in different art forms today. However, they face one major problem – finding a market to sell their products. The beautiful paintings have to reach the end user, the consumer. Paintings can become a source of livelihood option only if they have a regular demand. Marketing the paintings is a major problem faced by tribal women.

A team of five students and a faculty of IMT Ghaziabad decided to work towards marketing the tribal paintings. They are trying to create a sustainable livelihood option by finding markets to sell the artwork of the tribal women.

The team visited the artisans and the training programmes were held in Jamshedpur. They also visited various places which tribal paintings are sold, such as Dilli Haat, Surajkund Mela and State Emporiums in NCR. For test marketing of handicrafts, the team started holding exhibitions at various places in Ghaziabad, Delhi and Noida. The first exhibition which was held in IMT Ghaziabad in March 2014 received an excellent response.

After the success of the exhibition, the team has been buying paintings every month from tribal women in Jamshedpur area. The Saura painting was chosen as the main product line as it is relatively new in the NCR and has high demand. Coupled with less availability (in Delhi-NCR), there is a good untapped market to promote Saura paintings. Gond paintings were also in high demand but sales could not continue due to lack of supply. Dokra, on the other hand, was widely available everywhere in Delhi. Hence, it was not taken as a main product line for sales. Sohrai paintings were test-market in the project and were purchased more by foreign customers.

Since April 2014, 30 Saura paintings have been purchased every month from tribal women trained by TCS. The women artisans have formed Self Help Groups. IMT Ghaziabad buys paintings from one such Self Help Group - Singi Dai Mahila Mandal located in Sitaram Dera in Jamshedpur. The team makes an effort to sell these paintings in NCR where there is a huge demand for these ethnic products. The paintings are couriered every month from Jamshedpur to IMT Ghaziabad. The amount generated would be credited into the account of the SHG where the money is then divided among four women who make the paintings. The main aim is to try to make this Self Help Group sustainable.

Paintings are being sold in-house in the management school as well as to customers outside the institute. To give a fillip to the sales of work made by tribal women, the international relations and other departments are buying tribal paintings. The paintings are also being given as a gift item by the institute to its foreign partners and visitors at international conferences and workshops.

IMT Ghaziabad hopes to continue this venture and take it to even greater heights in future.

Dr. Ranjana Agarwal is Associate Professor, Economics, IMT Ghaziabad. She is the project coordinator for Sustainable livelihood options for Tribal Groups in Jharkhand. She can be reached at ragarwal@imt.edu
Coexistence can Turn the 'Make in India' Dream into Reality

Archana Sinha

In a country like India where vulnerable tribes fear extinction and grass-rot protests are becoming the order of the day, obtaining social licence through meaningful CSR work and proactive approach of the government can pave way towards inclusive growth and participative societies.

For many years development and conservation of indigenous people’s right to live have been at loggerheads. Today there is an increasing recognition that the two goals - environmental conservation and economic development - are not in conflict. They can be mutually reinforcing. People are looking forward to develop ways and means to promote ‘environmentally sustainable’ economic development.

Although the idea is still evolving, there is a general consensus on what should define sustainable development that is useful for practical analysis and policymaking. This is especially important for India, which, despite being a young democracy with diverse civilisations, has to race faster to catch up with the developed nations. It is India’s interest that the country gains self-sufficiency and stands at par with other developed economies in terms of development.

In the current geo-political scenario, "Make in India" is gaining momentum. But the manufacturing industry is largely dependent on power supply and mining and metal industries. Both are heavily dependent on natural resources. Hence easing of policies, proactive measures and clear-cut norms for environmentally-sound mining would be the ideal way to move forward in the direction of realising the dream of ‘Make in India’.

The guidelines require thrust on compensatory afforestation with plantation of commercially useful plants to generate additional revenues. The policy process needs to be expeditious and implemented without untoward stalling and suspensions, which is seen in most cases in the form of project delays, cost escalation and losses in businesses. The labyrinthine, overlapping and unclear laws encourage vested interests to fan unfounded fears and protests which are mostly called without enough knowledge and understanding of the project and because of miscommunication among the stakeholders.

To present the case of Lanjigarh Alumina Refinery, currently operating at 25 percent capacity, one has to go back to the pages of history. The refinery commenced its production in 2007 after signing of MOU between Orissa Mining Corporation, an Orissa government undertaking and Vedanta Resources Ltd in 2004. The company is importing bauxite from neighbouring districts of
Orissa and even other countries such as Guyana and Australia, despite the fact that it is located exactly opposite the Niyamgiri Hills, which houses the world’s best quality bauxite reserve in Orissa. The original programme was to facilitate the company with mining the high quality bauxite located in the nearby Niyamgiri Hills, thus bringing prosperity and advancement to the district of Kalahandi in Orissa, which is known for its utter poverty and malnutrition.

The top of the hills are also home to the tribes of Dongaria Kaundh and Kutia Kaundh communities who account for about 8,000 in numbers. Also known as Adivasis, they are the poorest in the country, still dependent on hunting, agriculture and fishing. Living in almost prehistoric times, untouched by advancements made by civilisations, these communities rely on the meagre produce they manage to get from their ancient farming methods, such as turmeric, some roots and mangoes, for sustenance. Most don’t know how to cook and some who do, encounter hardships in collecting firewood for cooking basics such as rice and the roots they manage to gather. Consuming uncooked rotting carcasses for days together cause them to fall sick and many die due to ignorance and lack of timely treatment. They live in indigenously-made huts inside the thick and rely on barely filtering daylight to do most of their work as moving out of their home at night would mean encountering snake bites, wild animals and other such dangers.

Genetically, the community is prone to inherit sickle cell anaemia. In-breeding due to conjugal relationships between close relatives and cousins proliferates this disease. The communities suffer from congenital defects such as cleft lips and ill-developed palates. Death due to malaria and dengue is rampant.

Spiritually, they consider the Niyamgiri not just a hill, but a living god, providing sustenance and protecting them against calamities. They even worship the hills to cure illnesses. Although they wear unstitched clothes, they procure them through barter system by exchanging their produce once in a while when they visit the market downhill. Concept of money was not known to most of them until two years back. Recently some of them have begun to socialise with the people at the foothills and in the town and the influence is seen in the way they dress up. Some even flaunt money. They exchange rice which they have recently learned to cook.

Taking advantage of the naivety, ignorance and vulnerability of the Dongaria and Kutia communities, international pressure groups, fuelled by vested interests launched protests propagating that the tribal groups could be facing extinction due to development and industrialisation. Quoting Article 25 of the Indian Constitution, they said ‘if mining is permitted in Niyamgiri, two of India’s strongest constitutional guarantees will be overturned: the right of a group to their territorial integrity and to decide on their path of development and the right to religious practices and beliefs.’ They seem to have deliberately sidelined the fact that the provision has to be followed in spirit and not literally. The territorial integrity is not threatened at all as only 500 families faced displacement if mining was to start. The pressure groups have also overlooked the fact that the Constitution grants right to equality of opportunities and education, which can be fully realised only when any individual or a group is responsibly guided towards these aims, through creation of awareness and drives towards sanitation, healthcare and other benefits.

“Under Resettlement and Rehabilitation Policy, we had a plan to settle them at a nearby place close to our site in an organised township. Besides protecting their cultural integrity, they would have also received education, skills and training to find a decent and alternative livelihood option. Some of them could find employment opportunities also. Currently they are living in abject poverty, oblivious to anything that the world can offer. Modernisation and inclusive growth also mean that this marginalised society is also brought into the mainstream. Earlier when we tried to reach them, they were already brainwashed by the pressure groups to oppose us. They pelted stones and attacked the employees. But our effort is on to help them see through the falsehood of the pressure groups and understand what industrialisation can mean to them. We work slowly extending our help to a few of them when they ask for it,” says K. K Dave, COO of
be done with least harm to the natural flora, fauna and water resources. In fact, as of today, mining was not done at all.

Regarding fear of extinction, the tribes face it otherwise also due to large scale deaths by diseases such as sickle cell anaemia; defective palate and cleft lips may cause problems with feeding, leading to choking and death. Malaria and dengue also lead to death if they are not treated on time. Roma Balwani, says, “Earlier they used to store away the prescribed medicines and not consume them. But things are slowly changing. They are now visiting the Vedanta Hospital for check-up, diagnosis and receiving medicines. The hospital has conducted many successful surgeries in collaboration with Smile Train USA to rectify cleft lip and palate problems. It is the only hospital in a 60-km radius with a sickle cell anaemia detection centre.

This is just one story. Many mining projects in India have been stalled, delayed or rendered expensive due to lackadaisical approach and non-communication among the stakeholders. Exploration and utilization of natural resources in transition economies like India have led to conflict involving tribal people, activists, the common man, regulatory authorities and private corporations. These conflicts have had far-reaching adverse consequences. If India needs to grow, vulnerability of ethnic groups, protection of unique biodiversity and an evolving regulatory framework have to go together. It is a fact that India’s mineral resources lay in areas of extreme under development. It is also a fact that industries in these areas will help change the future of the areas. In the last few years, the country has seen unprecedented grassroots protest against land acquisition for industries. The core issue in such conflicts is the vulnerability of the displaced. The Lanjigarh refinery is no exception. “We don’t know how to adapt and survive and our way of living is not available in the cities. We will be extinct,” say the tribal groups.

Rejection of industrialisation means rejection of the resultant benefits like health and education. The company is definitely incurring losses but what is important is to understand that the tribes are pushing themselves further into the dark ages. Considering the fact that government services have failed to reach these people in 67 years, chances are that tribes such as Dongarias will continue to live in their current state of penury, ignorance and exploitation of such pressure groups with vested interests.

The state, the NGOs and the corporate entities have a role to play. In fact, the community and the NGOs could form a critical mass to spread awareness and change the thinking process. The process has begun but the government needs to encourage it by facilitating laws and take a proactive approach. From the corporation’s view point, it looks mandatory to obtain social license to operate in such areas. This can be achieved through corporate social responsibility. In the foothills of Niyamgiri, CSR work has shown considerable results. Conflicts like this one call for a holistic, broad-based policy development and pro-active approach of the government to help corporations achieve best practices in businesses and promote coexistence of growth, peace and harmony.
Managed Quality Services

Software Process Improvement (CMMI Development)

Services Process Improvement (CMMI-Services)

Information Security Management Services (ISO 27001)
Holistic Growth in Orissa’s Jharsuguda & Lanjigarh

Vedanta Rewrites A Tale of Two Cities

“Our nation needs sustainable communities to ensure economic and social development.”

- Anil Agarwal, Chairman Vedanta Group

Vedanta Resources, a London Stock Exchange listed company, is a globally diversified natural resources major with interests in zinc, lead, silver, copper, iron ore, aluminium, power and oil & gas operating in India, African countries, Sri Lanka, Ireland and Australia. For 30 years that Vedanta has been in existence through various group companies, the conglomerate has focussed on building wealth of their shareholders and sustainably engaging the community in locations they operate in. Archana Sinha of CSR Mandate brings you some of the most impactful and exemplary work done by Sesa Sterlite Limited (SSL), a Vedanta group company that has brought a sea change in the erstwhile sleepy towns of Jharsuguda and Lanjigarh in Orissa.

The bustling town of Jharsuguda

As the train approaches the town of Jharsuguda, the first thing that mesmerizes a visitor is the well-laid out township of Sesa Sterlite Ltd., clearly visible even from a distance. The most modern and the latest chimneys of the aluminium factory that emits zero smoke, blink effortlessly signaling marked progress of the place. Roads leading to the township are dotted with branded showrooms, private banks, multiplexes, retail chains, gymnasiums, clubs, high-end hotels and restaurants and other such landmarks that are associated with more advanced cities, such as Bhopal, Jaipur and others. With good roads and latest models of various vehicles plying on them, Jharsuguda reflects the aspirations of a working class found in most of the modern cities of India.

“All thanks to Vedanta”, says a young retailer in Big Bazaar. “We not only cater to the employees of Vedanta, but because of the factory and the power plant, many locals have found jobs and business opportunities even outside the factory. This has helped increase the purchasing power of the people of Jharsuguda in general. People have money and wish to enhance their lifestyles. We are able to do good business. There is an increasing demand for quality products by the now prosperous villagers living nearby Jharsuguda town.”

Anil Agarwal, Chairman, Vedanta Resources says, “Our nation needs sustainable communities to ensure economic and social development. Acknowledging that we have a responsibility, we at Vedanta are committed to partner with other like-minded organizations towards developing a holistic plan. Eradicating poverty and unemployment is as important as providing educational institutions and empowering women. As a group, we believe that a shared destiny approach in our businesses will benefit the community and boost economic prosperity. Therefore, the Vedanta family believes in creating a society that provides equal opportunities across socio-economic and gender differences. I dream that the entire nation be empowered with the ability to determine its success.”

With the above stated aim, Vedanta Aluminium Ltd, now known as Sesa Sterlite Ltd, has involved itself in the massive community development process right from 2008 when the Jharsuguda project was conceived. It is of little wonder then that the villagers around Jharsuguda are equally
interested in the change process that is taking place.

Roma Balwani, President, Group Communications, Sustainability and CSR, Vedanta Group says, “In the spirit of being a truly global conglomerate, it has been our aim to bring every stakeholder into the growth process. Our Chairman is always of the view that it is the local people who can contribute to the growth of their communities in the best possible manner as they are close to their home and can dedicate themselves the most to the company’s progress. They must be brought into the growth process. More than 50 percent of our employees are from the neighbouring places. For instance in Orissa, we have employed young people from professional colleges of Orissa, Jharkhand, West Bengal and Bihar, apart from other places.”

Balwani adds, “From ensuring clean environment to generation of employment, through empowerment platforms, we prioritize community development in our core business philosophy. Hence providing education, skill development and generating awareness about safety, and environment enhancement have been the basis of every Vedanta company whether in India or overseas. We have laid emphasis on ‘zero wastage’ and emission-free plants, safety of people in the operation areas, and on supporting local schools by enhancing the infrastructure, offering financial aid wherever possible and helping teachers gain better knowledge and skills. It is our effort to make sure that our people are dedicated towards the continuous review of strategic plans to keep in line with the variables of opportunity, innovation and focus.”

Abhijeet Pati, COO of Jharsuguda Aluminium Smelters, brings interesting facts to the table as he says, “Economic and social development go hand in hand. As part of the Vedanta Group, we have always been process-oriented. While we pride ourselves as entrepreneurs, we see sustainable development as the only requirement to strategically improve the value of our business - both by managing risk and improving our operating standards. SSL has quietly transformed Jharsuguda with its sprawling and strategically located 1.75 million ton per annum capacity aluminium smelter which would expand smelting capacity from 0.5 mtpa to 1.6 mtpa in the near future. This is the world’s largest, single location aluminium plant, backed by a 3,615-MW captive power plant.”

He adds: “Our other 2400-MW independent power plant commits 600 MW of power to the state of Orissa making the state power adequate from being a power deficient state till some years ago. In fact, because of this plant alone, more than 15,000 jobs have been created to make the town a thriving industrial economy. Once the plant starts running to its full capacity, there is a potential of 100 downstream process industries with aluminium inputs creating new sets of entrepreneurship opportunities.”

To realize this vision, the company has set up various sustainable development initiatives with the aim of bringing about qualitative improvement in the lives of the community residing around the plant area. Apart from the programmes already stated above, the company focuses on health and sanitation programmes, sustainable livelihood, environment protection, sports and cultural development programme and enhancing infrastructure. Since its establishment, SSL has contributed towards increasing growth and progress in the rural society and touched the lives of numerous people. In Jharsuguda, the areas addressed lie within a 20-km radius of the plant site and include villages of Bhurkamunda, Banjari, Kurebaga, Bhagipalli, Brundamal, MaaSamleswari Nagar, Katikela, Gudigaon and Siraipalli among other smaller villages. With a vision to integrate the neighbouring people with the organization’s growth path, SSL has forged a bond with them through mutual trust and respect.

Key Initiatives in Jharsuguda

Creating a Green Environment: The company, besides bringing in latest cooling towers that do not emit smoke in the environment, has taken initiatives to reduce carbon footprint around Jharsuguda, thus ushering in a quiet green revolution. More than 1.30 lakh trees have been planted in the government land on the outskirts of Jharsuguda. A large piece of land is dedicated to nurture saplings and plants for plantation on an ongoing basis throughout the year.

Sustainable Livelihood Programmes

Under the programme, Vedanta supports and generates sustainable livelihood opportunities in farm and non-farm sectors for the rural
community in Jharsuguda. The key objective is to raise the standard of living by increasing average household income. This is being realized by providing training in agriculture, husbandry and micro enterprise unit management.

**Entrepreneurship Development**

Subhalaxmi Co-operative is a thriving women’s co-operative that has encouraged many rural women to become entrepreneurs and mistresses of their own destiny. Projects covered under this scheme are loan funds, compulsory savings, implementation of registration fees and share capital. Almost about 500 new women entrepreneurs were created and many of them voluntarily opted for insurance and compulsory saving. New members accepted the deposition of registration fee as per co-operative guidelines. Under the scheme of Vedanta Integrated Jan Jeevika Yojana (VIJJY), training is given on beauty and grooming, rearing goats, badi papad, reverse osmosis, puffed rice unit, driving, tailoring unit, leaf plate unit and systems for rice intensification. 108 Self Help Groups, with 1229 members were set up to sustain these activities. VIJJY also facilitated the development of 115 micro enterprises. Today, Subhalaxmi Co-operative had become the hallmark of the most successful cooperatives in Orissa, whose SHGs have been cited as having the most credit discipline. The Co-operative has won many awards for its exemplary work.

A beauty parlour owner, Sarojini Rohidas of Banjari village and a micro-entrepreneur of Subhalaxmi says, “My dream came true through the support of Subhalaxmi Co-operative promoted by Vedanta. I received the beautician’s training course as well as a loan to establish my venture. Today, I earn almost Rs. 7000 to Rs.10,000 a month.

Sabita Bhainsa, another micro-entrepreneur promoted by Subhalaxmi says, “The link-up with the Co-operative has become beneficial in many ways. The facility of individual loans has helped me own a milling machine. The joy of owning a factory is tremendous! People look at me with respect, especially being a woman entrepreneur. My children are going to school and I am looking forward to providing them a good future.”

**Project-Affected People Training**

Under this programme, the Company equipped the rural community to adopt alternate means of employment. For this, vocational training is provided to adults at Jharsuguda Engineering School. Six different technical and non-technical trades are taught. People have shown faith in the project and
participation has been overwhelming. As many as 90 trainees were identified after conducting performance tests. Many have found employment either in-house or in the nearby towns. Small scale enterprises are being formed to generate employment for productively trained Project Affected People (PAP). Project VIJY is aimed to facilitate sustainable income for project affected people through initiatives such as phenyl production, vermi-composting and sada-bihari cultivation. Around 1500 people have been identified for such enterprises.

Project “Veggie Kart” is yet another effort in this direction through partnering with an NGO named eKutir. This is an innovative model of vegetable marketing to link farmers with the consumer. Through this initiative, progressive vegetable growers will be promoted and strengthened on advance technology of vegetable farming and would be provided with 100 percent market assurance. In a similar manner, Jharsuguda consumers will be provided with sorted, graded and hygienically packed vegetables.

**Health & Sanitation**

More than 100,000 people in 99 villages and the nearby towns are being brought under the healthcare services through primary healthcare services projects such as Janani, mobile healthcare unit, health awareness camps and sanitation drives. The district headquarter hospital was also renovated by Vedanta.

**Education**

Under Vedanta Vidyarthi Vikas Yojna, more than 16,000 children have benefitted and received education till date. Apart from scholarship programmes for children of project-affected families, computer literacy programmes in 10 peripheral villages and two English medium schools have been set up. The teachers and students have been very happy with these initiatives. “I love coming here and my parents want me to study. They want me to become an engineer and then join the company”, says a boy from one of the schools.

Provision of street lights, beautification of the town at various key areas, building roads in villages, access to drinking water, etc., are other initiatives to improve infrastructure.

**Lanjigarh - A Sanctuary of Hope & Happiness**

Contrary to the negative reports about the Lanjigarh plant, located in the supposedly world’s most backward district of Kalahandi, the visit to this hillside town is a pleasant surprise. Lanjigarh town has been sufficiently well developed with roads, houses and thriving businesses. This development has taken place only in a span of seven to eight years. Government schools and colleges are being supported by way of enhancement of infrastructure and teaching facilities by the Vedanta Group. Many promising young boys and girls are being helped by the group to continue studies through grant of scholarships for Vedanta. Enterprise men and women find business opportunities and employment by the Group. Many have picked up contracts for supply of vehicles, building materials, construction work, provisions and other such necessities.

One of the locals, Subhash Mahapatra, who has a roaring business through contracting with Vedanta says, “it is because of Vedanta that Lanjigarh has seen some prosperity, otherwise Kalahandi district, which has no agriculture and industry, is extremely poor. People die of malnutrition and poverty. I have been able to build this two storied concrete house fully equipped with modern amenities, water connection and electricity. Private telecom companies have brought in mobile phone networks to Lanjigarh and we have good internet connectivity. My children are going to Vedanta school. They want to become engineers.”

Postmaster Banua is happy going about his work on his motorcycle. His wife is an SHG member who proudly contributes to the household income while his children are studying in a local school. He thanks Vedanta for all the prosperity he has seen around. There are many such examples in Lanjigarh.

“Lanjigarh is a difficult terrain with hilly ranges. Roads in many places are not yet well-developed. Travelling is very difficult, but we are determined to reach as many people in the 50-70 km radius,” says an employee who is committed to carry out CSR activities despite the odds.

**Remarkable CSR Activities at Lanjigarh**

**Green practices at the refinery:** Employing best practices in business, the alumina refinery and the surrounding areas too are working on green principles. Fly Ash generation and utilization
is one of the foremost activity employing the principles of reduce wastage, recycle and reuse. The group is the largest power producing company having installed a capacity of 5,829 MW in coal-based thermal power plants. With commissioning and expansion of undergoing projects in the near future, fly ash generation will increase to 15-17 million tons. Fly ash is being utilized in brick manufacturing, land filling, ash pond bund walls, mine void filling and to some extent, in agricultural use. With this, 60-65 percent of fly ash generated in a year is being utilized within the group.

The other remarkable zero wastage and environmentally conscious practice was management of red mud, which is a by-product of alumina. The filtration plant completely removes water from the red mud, facilitating quick drying process which helps separation of red mud powder in an environment-friendly manner. The water is recycled into the refinery and water consumption is reduced by 25 percent. The basic objective of the zero waste system is to recover valuable titanium, vanadium and gallium from the red mud and to use balance red mud as iron ore for the iron & steel industry.

Red mud powder and fly ash have been used to make green concrete roads in the refinery. The concrete is named as Cold Setting Geo-Polymer Concrete due to its properties of fast setting in ambient conditions.

**Resettlement & Rehabilitation Project for Displaced People**

While the alumina refinery township presented a beautiful and green surroundings equipped with latest amenities and recreation facilities, SSL has also provided rehabilitation and resettlement package for 119 project displaced families of the Kutia Kaondh & Dongria Kaondh tribes of Lanjigarh, Kalahandi.

SSL has built a rehabilitation colony called Niyamgiri Vedanta Nagar under the rehabilitation and resettlement act of Government of India. Each plot of land comprises a ‘pukka’ house with one bedroom, drawing room, kitchen, storage area and a balcony, individual toilet and a bathroom.

Each home is fitted with individual tap connection, individual electric connection, apart from 50 streetlights inside the colony. The payment of the electric bill is borne by SSL Lanjigarh. The colony has proper roads and sitting platforms, a small park for people to lounge, relax and socialize. The colony also has a primary health centre, ambulance facility, 24X7 round the clock first aid availability, safe drinking water facility, nine tube wells, and a proper drainage system.

A self-sufficient colony, Niyamgiri Nagar also provides education though a child care centre, a primary school, an adult literacy and training centre, a tailoring centre and other activities. Meaningful livelihood opportunities have been created by the company by offering pisciculture training and earning opportunities to the youth through the youth club. At present, there are eight women SHGs engaged in phenyl making, PDS supply, managing the market complex etc.

**Education & Nutrition**

**DAV School**

For the residents of Vedanta township, the people of Lanjigarh town and the local tribal people of Dongaria Kaundha and Kutia Kaundha, the company has established DAV Vedanta International School catering to 739 students. Many students from these economically poor families are fully supported by Vedanta. Approximately, Rs. 20 million has been spent in the last six years and students from more than 32 villages of Kalahandi.
and Rayagada districts are impacted as first generation learners to attain quality education. This is perhaps the only school in the entire Lanjigarh block to offer ST/SC and under-privileged students’ education up to Class XII at par with their urban counterparts.

The school presents a pleasing picture with an aesthetically designed and well-equipped school building that complements its park and garden. Experienced, trained and dedicated faculties seem happy to teach happy and curious children. The library with a wide spectrum of books in all categories covering major disciplines and languages and a technically updated composite science lab, math lab, multimedia, computer lab, art & craft, music & dance facilities are always occupied with children enjoying their project work. Smart classrooms for digital transaction of syllabi stresses on spoken English proficiency but multilingual teaching and learning is also being widely encouraged. Individual guidance and counselling for holistic development of the pupil, life skill education for overall personality, exposure of the students, communicative and interactive methods for activity-based curriculum transaction, scope for external (state and national level competitions), exam to maintain global standards etc, are some of the striking features of the school.

K. K Dave, COO of the Lanjigarh business unit says, “Sometimes when I reflect, I often wonder how many such schools can one find in such a remote area of the country. We built this school brick by brick, and at that time, we had no idea that it will shape up in this manner. Mrs. Sukla Chakraborty, the school Principal went to great lengths to help us realize this dream. From merit scholarship for deserving students to physical education and training, value-based education and practice, co-curricular activities like, art, craft, quiz, debate, speech, storytelling, etc for ensuring a harmonious growth of personality in children, indoor and outdoor games and sports facilities, study tours and educational trips as an integral part of pedagogy, everything is personally supervised by her and we work in complete tandem with each other.”

The company supports other schools too for upgradation of infrastructure and teaching facilities and logistics besides awarding scholarships to meritorious students. Computer literacy centres and e-literacy programmes at various centres are also running.

The mid-day meal centralized kitchen is yet another initiative of the Vedanta Group in Lanjigarh catering to approximately 18,000 students in and around the 50-km radius of the plant site. Partnering with the NGO Nandi, this kitchen uses mechanized methods to clean rice and pulses, and cut vegetables. Huge vessels are used to prepare meals in the most hygienic manner. The efficiency and quality maintenance is one of the most interesting aspects of this initiative.

**Healthcare, Awareness Camps & Sanitation**

Providing support for installation, repair and disinfection of tubewells and hand-pumps, spreading awareness about clean drinking water, health camps and mobile health units are some of the other activities of the company.
Kalahandi, and Lanjigarh block in particular, is infested with malaria. Vedanta Hospital and the mobile health camps have undertaken malaria control drive on a war footing. Today malaria is controlled to a large extent. Sanitation drives are done through street plays, banners, pamphlets and mosquito net distribution, indoor spraying & fogging and larvicide. Sensitizing the community on water borne, vector borne diseases, ill-effects of tobacco and alcohol, aligning with Govt. health programs are some other activities undertaken at regular intervals.

The Lanjigarh business unit signed an MOU with the District Water Sanitation Mission, Kalahandi, for the construction of 4,000 toilets in Lanjigarh, under its CSR initiative “Project Swachhata”. The project Swachhata will cover 40 villages of four Gram Panchayats – Lanjigarh, Chhatrapur, Baterlima and Champadiepur in Lanjigarh Block.

Located in Balabhadrapur village beside the Vedanta Township, Lanjigarh, Vedanta Hospital is equipped with advanced medical facilities such as ultrasound, x-ray, pathology/laboratory, investigation facility, 24-hour emergency services and ambulance services, specialist consultation and indoor patient department facility.

More than 140,000 patients (Community/Associate partner/VAL employees) have been treated through indoor/outdoor facility at Vedanta Hospital Lanjigarh from Dec, 2010 onwards with a daily footfall of 150-200 cases.

**Detection and support for sickle cell anaemia and cleft lip and palate surgery:** Both Dongaria Kaundh and Kutia Kaundh tribes are prone to sickle cell anaemia and cleft lip and palate defect problems genetically. Vedanta Hospital has a well-equipped Sickle Cell Anaemia Detection and Treatment Centre. A counselling cell has also been set up to achieve zero percent occurrence of this haematological problem. The ‘Sickle Cell Anaemia Programme’ run by the Lanjigarh unit in association with National Rural Health Mission has treated 40 cases of sickle cell anaemia in the surrounding areas. It has conducted 53 successful surgeries to repair cleft lips and palates. To tackle both problems, the hospital is reaching the unreached and providing doorstep diagnosis, treatment and referral services. It is the only hospital in the 50-75 km radius to conduct such surgeries and treat sickle cell anaemia.

The Company has also adopted a hospital at Bankakundu catering to foothill villages and treating 35-50 patients per day. The hospital is 70 km away from the Vedanta plant hospital and is the only healthcare facility apart from the Vedanta Hospital situated in the remote forest area covering seven tribal gram panchayats. The hospital is receiving support in terms of doctors, paramedical staff as well as ambulance in emergency situations. The hospital also has a provision of health and awareness camps every month. Camps play an important role in these tribal pockets where even basic health care facilities are a distant dream. Health and awareness camps play a pivotal role in imparting preventive and curative healthcare to the community with major focus on malaria, dengue, diarrhoea, blood donation and immunization.

**Skill & Livelihood Enhancement Programmes**

Farm and non-farm activities such as helping farmers to understand and practice multi-cropping, capacity building support, cotton growing, promoting intensification of rice production to as many as 300 farmers in the vicinity are other community outreach programmes.

**SELF HELP GROUPS - Empowering tribal women through training and capacity building in book keeping and various income-generating activities. Monthly meetings are held to encourage thrift and saving. Women are linked with banking through an SHG bank account and the drive has benefited 284 women in 26 SHGs. 11 SHGs are involved in phenyl making, appliqué work, leaf, plate and cup making, incense sticks, hill brooms, etc.

Vocational Training Centres such as Tailoring Centres caters to 200 women. The company has also created employment and engagement opportunity for more than 350 local youths through various CSR initiatives. In a span of six years, the Lanjigarh plant has created livelihood opportunities for over 15,000 people.

“Despite the problems we face in procuring raw material from nearby places, escalating costs of transport and tight profit margins, coupled with the obstacles by some of the activists to stop even CSR activities, we are determined to wipe out poverty and malnutrition from the district of Kalahandi. Our aim is to put Lanjigarh at par with most of the progressive industrial towns of India,” says Dave.

Surely with this determination, it would be of little wonder if the towns of Jharsuguda and Lanjigarh find their names among the best of their kind in the world in the years to come.
In 2011, Shweta Bantanal, 21, was at Harvard University, bright eyed and excited, as any young girl from India would be on her first visit to such a prestigious institution. However, there was a difference; this bright young girl had been invited to speak at a Harvard University conference on how education helped her break the vicious cycle of poverty.

Hers is an inspiring tale that comes from Mudhol, a small village in rural Karnataka, showcasing the talent and resilience in India’s rural youth. She had to give up education after her father passed away. Resilient and determined to study to enable a better life, she participated in every school competition and used the winnings to pay for her academic necessities.

Following her excellent academic performance in Class XII, she was noticed by Help A Child, an NGO that works with talented but impoverished students. With their support, Bantanal completed her BE and secured a job. She is now working with HP at Bangalore. Devoid of education, she would have been married and had children and continued the cycle of poverty. Education changed her life. She supported her family, and also paid for her sister’s higher education.

Her story is not the only one; talented, academically brilliant students from economically weaker sections of society. There are many others, such as Bharati, from a small village in Kullahalli, Karnataka, who scored 82.5 percent in her 12th Standard. Her aim is to be a doctor. For her father, a small farmer, this was not a dream he could finance. Bharati completed MBBS, with the assistance of Help A Child, and went on to complete her MD in Pathology at Mangalore Medical College. She is ensuring that her siblings get an education, ending the circle of poverty besetting her family.

Says Manasi Kulkarni, Manager, Help A Child, “Many of our students come from extremely poor families where the main income earner is a small-scale farmer, weaver or labourer. Some students belong to single parent families due to either death or abandonment and often work part time to help their families survive. Despite these insurmountable odds they have shown ability and a will to succeed as well as a talent that should not be wasted simply because their family does not have the financial resources to help them continue.”

With an estimated 165 million women aged over 15 still illiterate and only one in 100 girls reaching the final standard of school, the plight of girls in rural communities screams for attention. This discrimination in higher education for girls is so deep, that it is seen often as part of the culture, and not understood for the impact it has on extending the poverty cycle.

Investing in girls’ higher education in rural areas can play a pivotal role in alleviating poverty. The old statement – you educate a girl you educate a family, is all the more real in the rural scenario. Girls’ higher education benefits individuals, families, and communities and revitalizes a rural community through inspiration. Girls can catalyze social and economic change in their families and communities.

For economically backward girls in rural areas, higher education becomes a ‘distant’ dream to be pursued by the rich, whereas, they need the power of education the most, for it to become an equalizer. Education is the one single variable, which has the capacity to transform the life of girls more specially so in rural India. Therefore, an exclusive emphasis on girls’ education in rural area is necessary for transforming society.

The availability of opportunity must be offered at the right time. Education empowers the girls to take control of their lives. It provides them with greater opportunity and choice to improve their lives and their families. It gives them the confidence to overcome repressive customs and traditions and make changes in their families and community that have deep transformational impact on the village itself.

Meera Tenguria is a Communications Consultant, Content Strategist, Communications Trainer and CSR advisor.
Manbhum Ananda Ashram Nitanand Trust (MANT) is a unique NGO, totally committed to the task of uplifting the tribal people living predominantly in four West Bengal districts. Neglected for ages, the tribal people in these targeted areas are living utter poverty. MANT, through its various initiatives, effectively using Community Radio Service (CRS), folk theatre and media has been able to reach out to the remotest Tribal villages to help the inhabitants in various spheres of their needs – healthcare, livelihood options, education, etc. In an interview to CSR Mandate, N. Mukherjee of MANT elaborates on the organization’s activities and shares his vision about its future. Excerpts.

When was Manbhum Ananda Ashram Nitanand Trust (MANT) formed and what were the motivating factors behind the setting up of this organization? What are the objectives driving MANT forward and the key activities undertaken by it?

Manbhum Ananda Ashram Nitanand Trust (MANT) was founded on 29 January 1960 in a remote village of Purulia, an underdeveloped dot of West Bengal with the objective of establishing an educational complex starting from nursery to a degree college in the tribal area as our founding fathers were of the opinion that ‘education is the panacea for all prevailing social evils’. In 1971 a degree college affiliated to the University of Burdwan was established by MANT and our ‘Zero Hour’ commenced accordingly.

From 1971 to 1996, MANT was busy in managing the day-to-day affairs of the educational complex. In the last half of 1996 there was a change of guard in the organizational management as the founding fathers stepped aside. The present leadership ushered in the idea that the people who contributed their meagre might to develop the educational complex should be served with development programmes which would eventually help them to help themselves. During the next 15 years, MANT shifted its paradigm and started to work on two major areas i.e. health service delivery at the doorstep of the poor and hapless tribal people living in under-served
areas and Communication for Development (C4D) through community media (community radio, community video, Mobile Vaani, Newspaper in Santhali Language) to give the Adivasi (tribal) people ample scope to raise their voices and prefer their choices and thereby overcome their much talked identity crisis.

How many tribal groups can be found in West Bengal and what is the total population? What was the condition of these different tribal groups prior to MANT setting up its mission in the State?

The total population of West Bengal vide 2011 Census has been 9,12,76,115. Of this, 5,296,953 persons belonged to Scheduled Tribes (STs) constituting 5.8 percent of the total population of the state. The state has registered 20.2 percent decadal growth of ST population in 2001-2011. There are total 38 notified ST groups in the state.

There is general agreement that measures for health development for the tribal and their delivery system cannot be the same as for the general population and there have to be variations even in the inter-intra-tribal situations depending upon the health status and consequent health needs of various groups. In addition, the health problems need special attention in the context of tribal communities living in the remotest parts of the country. Available research studies point out that the tribal population has distinctive health problems that are mainly governed by their habitat in difficult terrain and ecologically variable niches.

The tribal groups inhabit widely varying ecological and geo-climatic conditions (hilly, forest, desert, etc.) in different concentration throughout the country with different cultural and socio-economic backgrounds. Due to their remote and isolated living, tribal groups are difficult to reach. They are characterized by a distinctive culture, primitive traits, and socio-economic backwardness. Around 75 of these groups are called primitive tribal groups due to pre-agricultural level of knowledge, extreme backwardness, and dwindling population.

Most of the rural tribal people are economically weak due to lack of sustainable income generation, backwardness in education and live in conditions of poor sanitation and hygiene. Nutritional deficiencies of various types are rampant. Around 91 percent of the tribal population still lives in rural areas as against 72 percent for the whole nation. The average tribal household size is 5.2 and is comparable to the national average of 5.3. As much as 81.6 percent of the total ST workers, both rural and urban, are engaged in the primary sector, essentially agriculture and forestry, resulting in occupational ailments hazards. Moreover, most tribal women do not utilize reproductive and child health services provided by government health services. This is truer for primitive tribal people like Birhore, Savars, Kherias, Lodhas, etc. Very few or none of them ever visited any health facility as reported by many research studies and as has been our experience too, acquired over the years.

The results of NFHS-3 clearly mentioned that only 44.5 percent and DLHS-3 found only 55.1 percent tribal women are receiving the three or more ANCs while results of both showed that about 18 percent and 30.5 percent tribal women are accessing health facilities to deliver their babies in West Bengal. Moreover, the results of NFHS-3 highlighted that only about 41 percent tribal women are receiving PNC as against DLHS-3’s 39.1 percent. The frequently reported reasons for not availing antenatal services are lack of awareness, non-accessibility, higher service charges, etc. During the child’s illness or general health problems, the first line of treatment is the traditional healers. It is believed that traditional healers claim to treat certain diseases like small pox, measles and leprosy. Only when his/her treatment doesn’t work do they approach private doctors/health service providers. Primary health centres (PHC) are used only in very severe cases and as the last option. Traditional healers are also exploiting tribal people by charging higher consultancy charges and exorbitantly higher cost of medicines.

MANT has successfully been able to link the different marginalized groups through Communication for Development (C4D). Do share with us the different initiatives under this umbrella.

MANT has been building up the Community Radio Station (CRS, which still awaits the requisite license from the Ministry of I&B for Broadcast) with support from UNICEF. Several tribal youths, boys and girls, have been trained as Community Reporters and they are preparing radio programmes in their
own language i.e. Santhali. These programs are being broadcast in the villages in appointed time and place and views are being shared.

The Santhali newspaper - Jangalnama (Tale of Jungle) is being managed by trained tribal people. They have been collecting their news (no political news and news of accidents as well) and designing the newspaper on their own. The editor is also from the Santhal community itself. The paper is being made available in our website also. The tribal people across three districts viz. Purulia, Bankura and Paschim Medinipur involved in the management/circulation of the newspaper number 27.

The third initiative i.e. Prantakotha Mobile Vaani, a mobile radio, is available both in Bengali and Santhali languages to provide required information to the people in need free of cost. The moderators in Santhali and Bengali have been providing information with utmost care. We have been in receipt of more than 1,200 calls per month.

The community video station is a new initiative, which is still in its embryonic form. We have been providing training to tribal youths to be efficient to prepare the videos of their own. They will prepare their videos in their own language and MANT will support them in giving subtitles to have a wider coverage. We are seeking support from all to make this very initiative a success and provide the tribal people with the required opportunity to raise their voice and denote their choices. This, it is needless to say, is regarded as an important indicator of a healthy community.

Nityananda Janavani, the community radio station project is the first of its kind in West Bengal run by an NGO. How has this translated into building awareness and bringing solutions to the problems faced by the people? What are the main achievements arising out of this project?

Nityananda Janavani is yet to start broadcast for the requisite license for broadcast has yet been granted to it by the Ministry of Information and Broadcasting - it is a long drawn process and is likely to be completed by the end of March 2015. In the meantime, it works on 42 issues that relate to the local community and prepare episodes with drama, songs, interviews with experts, discussions, real life experience and after scripting the same get the community perform after a series of rehearsals. The recorded episode is then edited, fine tuned and played with the community in narrowcast/FGDs and later the views that surface during the process are shared and special importance is alluded to myth breaking.

Achievements:
- 50,000 population including caregivers and pregnant women reached through narrowcast/FGDs and other promotional programs and motivated for institutional deliveries
- 2,000 pregnant women and mothers of children up to one year and adolescent girls counselled on health and hygiene and motivated to attend VHND program for immunization.
- 11 no. of CRS staff got appropriately trained on sound and background music effect management
- 11 no. of CRS staff got trained on Radio Jockey / Station

management / Back-end Management
- The theme song of Nityananda Janavani prepared and recorded
- 15 number of CRMC members are adequately empowered to shoulder responsibilities of running the CRS
- 40 numbers of volunteers provided with induction training and made functionally involved with the CRS for preparation of programmes
- 100,000 villagers of 60 villages made aware about the CRS through “Campaign for Radio” and alongside with the key issues of SBCC

The organization is also using drama as one of the mediums to address social, health, livelihood and environment related issues in West Bengal. Tell us more about this and its significance.

MANT helps people visualize solving problems together by empowering marginalized people, enthusing communities for self-aggrandizement and encapsulating the messages in the form of a dramatic presentation punctuated with folk songs. We do not tell or show communities the problems they face, and then provide solutions but, rather, instill in them a sense that “we all know this is a problem, let’s look at it together”. Dialogue is created
through participation, material for scripts comes from interviews and local stories, and audience feedback. For tailoring messages to suit different needs and perspectives, approximately 20 percent of MANT actors’ works are devoted to improvisation so that they can adjust quickly to the circumstances of a particular village/area they visit. The major facets of this activity are the live theatre performance in a remote village that gives the troupe the opportunity to spend the required time and discuss issues in detail after the play.

At first we were a bit nervous that the street shows would not be welcomed. But there has been no opposition to the shows, even where topic of sex is a taboo among the conservative rural and tribal people. MANT is relieved that the show can go on, and believe that the lack of opposition indicates a broader change in rural community - a positive change in the attitude towards sexual and reproductive health needs of the community people.

All these have instilled a great level of confidence in these groups. You have opened the floodgates of communication, which has been a boon to them. Any other projects in the pipeline?

Yes, tribal people are now coming up to raise their voices and we are quite hopeful that the prevailing culture of silence in our project area would be history very soon. We are now experimenting with forum theatre wherein the stories/problems of the local area would be used for the purpose, and the solutions to the problems will be thrashed out by the audience itself—the spectators. The community video station will be another experiment wherein tribal youths will prepare magazines of 30 minutes in which 10 minutes will be reserved for village/programme profile, another 10 minutes for the issue and the last 10 minutes for feedback, remarks, and entertainment.

MANT has also been able to bag a number of MMC Projects. Tell us about them and the objectives behind each project.

MANT has been running 19 MMCs in 18 Blocks with support from NHM, Department of Health and Family Welfare, Government of West Bengal to provide basic, primary health care including reproductive and child health, routine pathology and radiology services along with free medicines. The medical team consists of an MBBS doctor, a qualified Pharmacist, a Lab Technician, a Radiologist and a GNM to provide quality service in the Gram Panchayats wherein no PHC is functional and the areas are professedly underserved. During the last financial year, we could provide healthcare services to a mind-boggling 7, 08,704 people.

Do elaborate on the Tribal Health Delivery Programme you are undertaking. Has MANT been able to treat and provide relief to the tribal groups as their health problems are quite distinct compared to those of other groups of people?
The rationale behind the project was to promote healthcare seeking behavior among tribal children and pregnant women living in the villages regarded as under-served by the concerned health authorities. The places were selected keeping in mind the remoteness of the villages, distance of it from nearest health facility, infrastructure available in the nearest health centre, villages with low RCH indicator and inhabited by primitive tribal people and the villages situated in difficult terrains where it is difficult to provide health services adequately. Healthcare services are being delivered with special emphasis on:

- Routine Immunization
- ANC (Ante Natal Care), PNC (Post Natal Care) and Institutional Delivery Promotion
- Prevention and Management of Diarrhoea and Acute Respiratory Infection (ARI)
- Malaria Prevention and Control
- Prevention and Management of Reproductive Tract Infections (RTI/STIs)

The community based health care services includes capacity building, Behaviour Change Communication, and use of community-based tribal organizations for promotion of healthcare seeking behavior. The project area covered the 496 tribal inhabited villages of six districts i.e. Purulia, Bankura, Paschim Medinipur, Jalpaiguri, Birbhum and Dakshin Dinajpur.

There is remarkable progress in the percentage of pregnant women who had received three or more ANC visits as in the target areas about 52 percent women are receiving the three or more ANCs while the results of NFHS-3 clearly mentioned that only 44.5 percent tribal women are receiving the same. On the other hand, with MANT, all the pregnant women are receiving at least one ANC while results of NFHS-3 showed that 20.50 percent tribal women are not in receipt of any ANC. It is particularly important as the targeted areas are notoriously known for their remoteness coupled with backwardness. The same is true if one sees the institutional delivery status. About 54 percent tribal women are delivering their wards in the Health Facilities while the results of NFHS-3 showed that about 18 percent tribal women are accessing the Health Facilities in the State. Moreover, the results of NFH-3 highlighted that only about 41 percent tribal women are receiving PNC while 78 percent tribal women from our target areas are in receipt of the same. These findings speak volumes about the success of the project now being run under the aegis of MANT.

We have prepared tribal health guidelines both in Bengali and Tribal Language and have given priority in tribal focused healthcare services. The health workers are trained to meet the different health needs like family planning among Birhore (who are only 327 in number in the District of Purulia and is being regarded as one of the tribes on the verge of extinction). Malaria and malnutrition are the two other aspects that were treated differently by us.

A great deal of injustice has been meted to different tribal groups in India. Share with us the difficulties faced by these marginalized people. How much have the governments, both at the Centre and states, done to really improve their situation and assure them a brighter future?

In this regard I would like to give reference to the work of Paul R. Greenough, who found that from 1858 to 1918, not a single Adivasi died of famine. But during the last decade, a number of Adivasi people died of starvation in Amlasole of Paschim Medinipur, Kanthalguri (closed tea garden) in Jalpaiguri of West Bengal, the KBK Region of Odisha and in many more tribal dominated areas.

It is also a fact as surfaced in various surveys conducted by NSSO and Census Authority that landlessness among rural Adivasi households is growing. Conversely, average intake of foodstuffs (g/day) among the Adivasi population is declining.

Now alienation from the land and rampant malnutrition are the major barriers for having a healthy tribal community in India. Both the Government of India and the West Bengal Government are trying to develop fellow tribal citizens but not with desired results. However, some interventions like support in providing food grains, a somewhat functional PDS system, and presence of nutritional rehabilitation centres in the State are doing well for the tribal people in need. Petty has been done, the undone vast. We need a shift in the development paradigm for overall development of tribal people.

**Tell us about the Livelihood and Environment as well as**
Education and Capacity Building projects among the tribal people.

MANT, as I mentioned earlier, established the educational complex to serve the educational needs of the tribal people. In addition MANT is also involved in capacity building of the tribal people on various trades like motor-cycle repairing, tailoring and computer literacy.

What are the other programmes/ seminars/ conferences MANT has undertaken to bring about awareness of the plight of the tribal people as well as give them a voice and platform to highlight their plight?

MANT successfully organized its first national seminar on ‘Achieving Healthy Tribal Community in India’ with support from the Ministry of Health and Family Welfare, Government of India and USAID. The seminar was held in Kolkata on 25 and 26 September 2013. Around 400 delegates from 12 states participated in the Seminar. The suggestions made during the deliberations were duly sent to all stakeholders including the Ministry of Health and Family Welfare, Government of India. A volume of accepted papers has been published.

What have been the changes brought about over the years due to the ceaseless and untiring work of MANT among the tribal population? How has the journey been so far? What are your future plans?

As I have already mentioned that tribal people in general and tribal youths in particular are gradually coming up to raise their voices. Our Executive Committee consists of three tribal people and one of them is the Assistant Secretary. They are naturally gifted and are now involved in many creative things, which is a ray of hope for us.

The journey so far is full of ups and downs. Initially in some areas, we were at first welcomed by the tribal people with suspicion, but after some period, we received huge support from them. Now they have become our inspiration. However, sometimes we received good support from the Government sometimes we were on the dock. We tried our best to present the real perspective before all and some came forward to support us. We also know that where there is no existence of the minimum healthcare, the danger of living there at the day-to-day level could not even be conceived by the middle class people living in glitteringly illuminated cities like Kolkata. However, there is urgent need to bridge this gap of tribal world and Indian middle class to have a decent healthy life for tribal people in India.

We are planning to launch the community video stations in a bigger way to reach one million tribal people in the next two years.

We would also like to train the tribal youths of Jangalmahal Area of West Bengal (Purulia, Bankura and Paschim Medinipur) to have a pool of Adivasi people with technical know-how of tribal development and with a pan-Indian vision of tribal transformation to give tribal studies and tribal activism in India a new direction and a sense of social purpose. The training course will also throw incidental side-light on enhancing special tribal skills in arts and crafts, entrepreneurship, diversification of occupations, modernization of agriculture, and forest development with a decisive stress on understanding the ecosystem.

Lastly we are going to set up hospitals for tribal people to be managed by them only in the un-served areas to cater to the health needs of the tribal people with a focus on community health instead of westernized individual care model.

It has been our experience that in the tribal villages there is no existence of any pre-primary educational institutions. We are told that the same would be carried out by the ICDS project which is far from being done. Elementary education or ‘Learning through Fun’ has the proven potential of instilling faith in the children to go for a drive in education and is very likely to bring down the dropout rate among students of the tribal community. We want such type of schools in the tribal villages.

But to make these come to pass, we are in need of support from better off places. And we know that the present scarcity of external support would pose a problem in initiating these initiatives, but in near and distant future, collaborative partnership with a few might change the face of the target area and translate our concepts into reality. We are expecting support to be showering on us. Be it so!
‘Adivasi Development Programme - South Gujarat’

‘Wadi’ Waves a Magic Wand to Change the Lives of Adivasis

‘Wadi’ is a tree-based farming programme that has changed the lives of Adivasis living in Gujarat. Wadi is a farming approach under which farmers plant fruit trees along with seasonal crops, supported by water resource management. Wadi comprises a ‘small orchard’, with cereal crops and vegetables cultivated in the interspaces. Wadi has improved the food security of Adivasis and vastly reduced their migration in search of livelihood.

B.K.Kakade, Y.G.Sawant, J.R.Mori, M.M.Bagul
BAIF-DHRUVA (BAIF Development Research Foundation, formerly registered as the Bharatiya Agro Industries Foundation - Dharmapur Utthan Vahini) implemented the ‘Comprehensive Adivasi Development Programme’ in Gujarat during 1996-2010. The programme covered 13,663 households in 182 villages in Valsad and The Dangs districts. Apart from core activities such as agri-horti-forestry and soil and water conservation, the holistic approach of the project integrated various components such as improved health and quality of life, drudgery reduction, capacity building and empowerment of people, especially that of the disadvantaged through several appropriate interventions.

The project area being extremely erosion-prone and unproductive for agriculture, major production deficits are observed in vegetables and wheat, followed by paddy, cereals and pulses. As a result, most of the tribal households opt for migration to improve their food and livelihood security. However, since the wadi programme has been implemented, the level of food security has significantly increased for the participant households. Consequently, as compared to non-participant and control households, distress migration of wadi participants has significantly reduced.

The developed land has become an asset in itself which has resulted in the tribal community developing an improved sense of emotional and spiritual security. The ownership of wadi has given them a new sense of identity and an enhanced social recognition. The wadi holders no longer depend on forests or government-owned land for fodder and timber. They have become self-reliant. This has indirectly contributed to improved environment. Tree-based farming has been established over 12732.5 acres of land.

With formation of community based organizations, there has been a surge in savings, credit advances and credit recovery which made them self-sufficient. Informal committees like Gram Vikas Mandal (GVM) and Ayojan Samiti (AS) at village level and Executive Committee at cluster leve, have been established in order to maintain the work quality and effective implementation of the programme.

INTRODUCTION

The Adivasi population of India constitutes around eight percent of the total population in the country. The Adivasi households traditionally derived sustenance from the forest through hunting, gathering and primitive agriculture. Today, we find Adivasi communities living on subsistence agriculture. Fast depleting traditional resource base, fast degrading natural resources, poor health, poor reach of services and migration for six to eight months for survival. Cropping generally consists of lowland crops such as paddy, and upland crops such as Jawar, Nagli, and Warai and other coarse cereals. Land-based strategies, therefore, play an inevitable role in Adivasi development.

This situation makes the degraded land an important resource for Adivasi households. In some regions, Adivasi land is under communal ownership, and about 20 percent of the Adivasi population is landless. For a majority of households, small parcels of degraded land provide the only means of food for their livelihoods for part of the year. Despite the initiatives taken by many development agencies (both governmental and NGOs) to find solutions to these issues - the vicious cycle of poverty, poor resource base, low productivity, migration, indebtedness, continues to poke challenges to the development sector.

In this background, in the early eighties, BAIF began a comprehensive development of the tribal households in the area by initiating the wadi programme. Discussions with communities from various villages indicated that most families had sloping, low productive land of about one acre and that they had basic closeness with trees and forests. The practice of migration had provided the tribes an exposure to the prosperity of orchard owners; thus emerged the idea of helping the tribals develop their own wastelands into productive plantations of fruit and forest trees. “Wadi” means a “small orchard” covering one acre with a combination of fruit crops like cashew, mango oramla suitable for a given area with forestry species on the periphery of the land, bordered by a productive live-hedge. Cereal crops and vegetables are cultivated in the interspaces in the tree crops.

This programme has evolved over a period of over 10 years, with every year and every problem faced leading to an appropriate response, which grew into an element of the programme - whether a component or an approach. The programme thus reached a stage of crystallization into a model approach which had a well defined core activity (the one-acre wadi), a set of other well defined intervention areas (soil conservation, water resource development, supplementary livelihoods, community health, skill development, and building up people's institutions), and a built-in flexibility to detail out each of the above as relevant to the local situation. Processing facilities were established for a cluster of villages and finished products for marketing.

BAIF introduced the comprehensive ‘Adivasi Development Programme’ in 2000 with financial assistance from KFW (Kreditanstalt fur Wiederaufbau) through NABARD.

The programme has covered 13,663 households spread over 182 villages, in Valsad (Dharmapur and Kaprada blocks) and The Dangs District in Gujarat. A total of 12,732 acres of land has been covered under the wadi component as against the initial plan of 10,000 acres. In 2007, IRMA (Institute of Rural Management, Anand), carried out an impact assessment of this programme and this paper is primarily based on its findings.

Five percent of the participant families including the landless were covered as respondents. This worked out to 700 participant families including the landless and 200 families in control village. The villages covered represented various geographic, demographic and social characteristics prevailing in the programme area. This evaluation is aimed to examine the effects or outcomes of Adivasi Development Programme by describing what happened subsequent to delivery of the programme; assessing
whether the programme can be said to have caused the outcome; and determining the overall impact of the programme beyond the immediate targeted outcomes.

The figures and impacts mentioned in this article, however, should be viewed considering the fact that the full impact to be visible requires at least ten years since the last batch of ‘wadis’ were implemented in 2005-2006. The horticulture species in these ‘wadis’ predominantly consists of ‘mango’, and mango orchards take 10 to 12 years to attain full maturity. Therefore, the timing of evaluation of this study (1996-2006) is premature and inclusion of all nine batches in the sampling frame has a diluting effect on the real impact assessment.

THE INTERVENTIONS

The programme has a core activity in the form of wad-i-a horti-forestry orchard raised by the tribal family on sloping uplands. The plantation consists of a fruit orchard with a peripheral plantation of forest trees and bamboo, providing small timber, fodder and non-timber forest products. Live hedges are also chosen to provide produce of economic value. The Wadi land was shaped and brought under intercrops in the monsoon and small-scale irrigation, even in winter/summer.

Around this core activity, a number of other activities were gradually added on. Improved low-land agriculture helped to boost food production and ensure food security. Introduction of vegetable and tuber crops, either as intercrops in the Wadi or other owned lands, or cash crops on river beds, helped to bring in more cash and incomes. The homesteads were used to raise kitchen gardens; take up remunerative activities such as raising nurseries and for recycling of farm waste to produce good manure. This type of an alternate land use not only gave food security and more cash incomes, but a better utilization of the land resource throughout the year.

Introduction of all these new ideas was done through a continuous dialogue with the communities and their involvement in designing and planning programme and its implementation. There was a simultaneous input for building up awareness, knowledge, skills and capacities.

Efforts for developing the human resource have resulted information of vibrant people’s organizations and creating a cadre of field technicians providing a range of services at the village level. Over time, and in continued interaction with the participant families, many other need-based components such as healthcare, provisions for drinking water, processing and marketing of farm produce, were also taken up. The holistic approach was aimed to combine various components to improve quality of life, reduce drudgery, capacity building and empowerment of people, especially women. This approach has provided a sustainable and growth-oriented network of institutions.

There are several stakeholders in the programme. They primarily include KiW - the sponsor, NABARD - the national level organization through which funds are channeled, BAIF-DHARUVA - the implementing agency, and the participants including farmers and the landless. Various village-level community-based organizations and local institutions such as Gram Vikash Mandals (GVMs), Ayojan Samitis and Self Help Groups (SHGs) are also significant stakeholders, contributing to the programme.

THE CHANGE

The basic premise of the concept was to improve quality of life of the tribal population in this region. The life of the tribal population that was hitherto characterized by food insecurities, alcoholism, distress migration, gender insensitivity and degradation of natural resources had led to poor livelihood prospects. The process imperative therefore were envisaged to adopt a holistic approach to involve these tribal households and bring them to the mainstream of development through social and economic interventions. The multi-faceted effects and impacts of these interventions are summarized below.

1. Income

Tribal households derive their income from various sources to meet their livelihood requirements. In the comparative study, it is seen that the wadi income of participants accounted 4% rise in average income in case of agricultural sector (i.e. from 52% to 56%), Small scale business enterprises initiated
resource base, increasing family size and land sub-division, the land has not been able to provide a secure livelihood for the rural households. In the absence of food security, members of households have to migrate under duress.

The study indicated that major production deficits are observed in vegetables and wheat (no production) followed by paddy (65 kg.), other cereals (40.62 Kg.) and pulses (21.45 Kg.). Wheat deficit remains to be the highest for all categories (100 percent) whereas vegetable deficit of same magnitude is observed only in the landless category. The overall deficiencies in food grains, oilseeds, pulses and vegetables have implications for the nutritional status of households. To tribal households, migration has been an alternative for improving food and livelihood security. Migration of participants has decreased to meet food deficit whereas for non-participants and control respondents, the decrease is less significant. It indicates that wadi intervention has increased the level of food security significantly for participant households compared to non-participants and control village households.

3. Investing on Assets

With regard to ownership of non-farm assets, it appears that more Wadi participants owned pump sets, radios and bicycles in that order. With regard to non-wadi participants, radio topped the list followed by bicycles. Within the control sample, preference was given to bicycles, followed by radio.

4. Changing Reasons for Migration

While migration still persists in the area, the reasons for migration have shifted from food deficits to other reasons after the wadi interventions. During the pre-wadi period, the major reasons for migration were mainly due to distress situations in terms of food and employment opportunities. The post-wadi period migration still continues for reasons like improving their capital assets (land purchase, investment in houses, etc.), durable assets (television, radio, bicycles, etc.), children’s education, to meet socio-cultural expenditures, among others.

5. Addressing Gender Specific Concerns

Women are one of the most important stakeholders hitherto ignored in the development process. Their contribution to the household maintenance is often taken for granted. Their daily chores entail cooking, cleaning, looking after children and animals, collection of water, fodder, firewood, feeding animals, in addition to their contribution to agriculture and household income. Their role is now explicitly recognized in the wadi
programme and has paid special attention in easing their drudgery. The women spend a large portion of their time in collecting firewood, especially so, with the decreasing forest cover. The wadi programme provides for the firewood in its model as trees are planted along the border of the wadi. Over 98 percent of households believe that the availability of firewood has increased or has remained the same since the inception of the wadi programme. A large number of households perceive that firewood is available in adequate quantities.

The impacts of interventions for awareness generation and capacity building coupled with that for promotion of livelihood opportunities on women is quite visible in women’s increased contribution to household income, increased mobility, education of girl children, women’s participation in community organizations and increase in availability of leisure time for marginal and small landholding households.

6. Developing a Sense of Ownership

The study amply demonstrated a high degree of peoples’ attachment to their wadis. This is primarily because of their perception to protect their wadi and refrain from utilizing the tree assets created on their own land. This sense of ownership has given them a new identity and enhanced social recognition.

This is evident by the fact that parents of brides are not hesitant to marry their daughters to those families who own a wadi.

7. Changing Health and Quality of Life

Wadi has contributed significantly to the physical health of the participants through improved availability and resultant security of food, nutrition and personal hygiene. Vegetables are regularly produced in the wadi. Their consumption of fruit, vegetable, fat, oil, milk and other livestock products have considerably increased. Their awareness on immunization procedures has also increased due to frequent participation in public meetings and health camps organized as part of the programme.

It has also contributed to their psychological well-being by boosting their cognitions, feelings of self-esteem and self-confidence. There have been significant changes in their personal values and personal standards of conduct. With improved income, they have been able to participate in health and social services, educational programmes, recreational activities, community events and activities.

With reduction in migration, the participants feel relaxed and now have the hope and confidence to achieve their personal goals. Their aspirations for themselves and their children have positively changed. They are now open to improving their knowledge and skills further and adapting to change. The quality of life comparison at aggregate level of participants, non-participants and control obviously indicated that the participants are better off with respect to the same attributes compared to non-participants and control groups. Wadis have given the tribal households a strong emotional and spiritual security.

8. Impacts on Environment

The wadi programme has reduced the dependency of the participants on the forest, public and government land to a great extent. After the wadis are established, the participants started
using their own land for meting fodder requirements. Controlled grazing was adopted. This has further helped natural regeneration of forests, changes in tree cover, tree density and bio-diversity. This adequately demonstrates that the wadi programme has indirectly contributed to improve and restore the environment. The programme has resulted in the establishment of 8,91,2400 trees, producing an enormous quantity of biomass.

9. Quality of Land

Quality of land is an important criterion that influences the livelihood status of the rural landowners. On an average, the highest number of wadi participants are perceived to have good land in that group. With regard to quality of land in case of non-wadi participants, more than half are said to have land of bad quality. Within the control group respondents, more than half had access to average type of quality land and they also topped the chart of land owners with average quality lands. The soil conservation measures have resulted in improvement of land quality under Wadi.

10. People’s Institutions

SHGs were formed in 1998 during the nascent stages of the wadi programme. This strategy has benefited the participants immensely. It is noticed that there is a surge in collective activities after the period 2001-2002 as well as in savings, credit advances and credit recovery.

Informal ‘Gram Vikas Mandals’ (GVM) were formed at the village level to take care of day-to-day activities. For every five to ten households who owned a wadi, a leader is elected to represent them in the ‘Ayojan Samitte’ (Planning Committee’). If total number of leaders per ‘Ayojan Samitte’ exceeds 20, another GVM is formed in the same village to maintain work quality and effective implementation of the project activities.

Two farmer leaders from each ‘Ayojan Samitte’ represent a federated body at cluster level to form a cooperative; of which, one member becomes a member of an executive committee and the other becomes a member of an advisory committee of the cooperative. The cooperatives undertake commercial activities like aggregation and processing of mango, cashew and other need-based activities.

11. Fruit Processing and Market Linkage

Increased agriculture produce in the project area have led to the participant families starting agri-based enterprises with value-added products. The entire strategy of agris business in the programme is based on a two-pronged approach: benefits to the poorest of the poor farmers as well as providing quality products to the consumers. With this philosophy, the tribal communities are involved in processing and marketing of cashew and mangoes from the farmers and providing support to the People’s Organization at various levels like post-harvest handling, processing and packaging of cashew and mangoes.

The People’s Cooperatives market their products under the brand name ‘Vrindavan’. The following table elucidates sale of ‘Vrindavan’ products during the past years.

<table>
<thead>
<tr>
<th>Name of Product</th>
<th>Quantity in MT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Mango</td>
<td>325 124 1069 - 1330 78.2 261 164</td>
</tr>
<tr>
<td>Cashew</td>
<td>51 74 57.2 110.47 110 87.2 68 88</td>
</tr>
<tr>
<td>Pulp</td>
<td>49.3 46.87 48.4 36.7 77 84 83 91</td>
</tr>
<tr>
<td>Pickle</td>
<td>292 420.76 225 310 255 1219 206 244</td>
</tr>
</tbody>
</table>

Women from the community involved in processing agri–based produce
CONCLUSION

BAIF's work with tribal communities has thus helped to evolve a holistic approach encompassing alternate land use opportunities, development of physical resources and assets, development of the farming system, improving the quality of life through reduced drudgery, better health and women's development, increased awareness, knowledge and management capacity which empowers the community to take up their own development further. This holistic approach integrated in the Wadi model is a major departure from conventional development efforts which are highly sectorial in content and has resulted in distinct achievements. The Wadi model has been proven for the socio-economic and environmental impact. The programme has been emulated within BAIF programmes as well as by several other organizations.

Far Reaching Impacts

- The Programme has been replicated in 9 States covering 1,88,700 Families under BAIF Programmes
- 3.88 lakh families (250 NGO’s-25 States) covered under NABARD TDF (Tribal development Fund)
- Wadi programme is supported by state Government of Rajasthan, Karnataka, Maharashtra, Gujarat, Orissa, Madhya Pradesh and Ministry of Tribal Affairs (MoTA)
- Ministry of Tribal Affairs (MoTA) has recognized BAIF as a Centre of Excellence for tribal development.

Evolution of the Wadi Programe:  

Bharat Kakade has 23 years experience in rural development. He is the Senior Vice President of BAIF, an Indian NGO working for rural livelihood through sustainable management of natural resources for the last 45 years with a spread of its work in 14 Indian states, 60,000 villages covering over 4 million rural poor families. He is a Fellow, Leadership in Environment and Development (LEAD) International; Member, Planning and Review Committee, National Institute of Hydrology, Govt. of India; Member of Working Group on Water Mission, Dept of Water Resources, Govt of India. He manages the associate organizations of BAIF – DHRUVA and GRISERV (Gujarat), BIRD-Andhra Pradesh, BIRD-Karnataka, Dr. Manibhai Desai Management Training Center Pune and NRM division of BAIF Pune.

Significant Contributions: The important and replicable projects managed include conjunctive use of water resources in the Deccan Trap; Raveine land reclamation with equitable ground water utilization in Kamrup (Rural) district of Uttar Pradesh; Innovative decentralized water resource development using farm pond network in Karnataka; drought-proofing approach in semi-arid region of Madhya Pradesh: Integrating Drinking Water in Watershed Development, a trilateral project between India, South Africa and UK. Instrumental in developing “Sustainable Rural Livelihood in Backward Districts of Maharashtra” under World Bank supported National Agricultural Innovation Programme (NAIP) of ICAR.

Awards/Recognitions: Received prestigious Tejuwani National Award for excellence in Research, Training and Development of Natural Resource for biennial 1996-97. The project “Conjunctive Use of Water Resources in Deccan Trap India” implemented during 1993 to 1997. Was recognized by United Nations and awarded by Government of Maharashtra. Project was assessed by Linep as one of the top 10 successful environment protection projects in the world; NAIP project in Maharashtra (where he was Principal Investigator). He received TOI Social Impact Award in 2011.

Publications: 2 watershed development manuals, 3 case study booklets, 2 research reports and 15 papers. Presented 14 papers at national and international workshops.

Acknowledgements: V C Badve (DHRUVA), B.N.Hiremath (IRMA), K. Misra, Jayesh Talati, Raksh S.N., Rahul Mahajan

Reference Documents: BAIF and DHRUVA project reports, IRMA Evaluation Report ’07
SOCIAL ENDEAVOUR

Sehgal Foundation:
Empowering Women to Change Rural India

Among the many development NGOs that work in India, S M Sehgal Foundation follows a fundamentally different philosophy.

Starting with the vision that every person across rural India should be empowered to lead a secure, prosperous, and dignified life, the Sehgal Foundation recognized that gender equality and women's empowerment were central to development.

“This essential human rights concept is embedded in every program and every project we engage in so that we can assist in developing every person’s potential,” explains Jane Schukoske, the foundation’s CEO. Haryana-based Sehgal Foundation designs and promotes rural development interventions that create opportunities, build resilience, and provide solutions to some of the most pressing challenges in India’s poorest communities.

Established in 1999, Sehgal Foundation works with rural communities to create sustainable programs for managing water resources, increasing agricultural productivity, and strengthening rural governance.

From the beginning, the foundation intentionally chose to focus on specific areas of extreme poverty (primarily communities in Mewat district, Haryana, and Alwar district, Rajasthan),
where people are known to lack basic necessities, such as water, sanitation, nutrition, healthcare, education, reliable electricity, navigable roads, access to public transportation, and the like.

“Our reasoning was simple: If we can make a positive and sustainable social, economic, and environmental difference in places where such seemingly intractable issues exist, we will be able to expand those successes across rural India,” explains Schukoske.

During the course of its activities in selected regions, the Foundation helped manage water resources, increase agricultural development, and support individual and community empowerment. This was made possible by building essential supportive relationships of trust and by engaging side-by-side with individuals and village level institutions within the communities.

The foundation believes each episode of success builds on the next as this transfer of energy and responsibility takes place. The Sehgal Foundation team continues to engage with communities beyond the duration of any single project to help them ensure that the impact is sustained. The Sehgal Foundation has also been recognized for finding creative and innovative solutions, which are refined through pilot testing and participatory research with communities.

“We utilize community media platforms to increase involvement of the community,” says Schukoske. “In addition, our research team collects, assesses, and reports qualitative and quantitative data, tracks the impact of projects and initiatives, and maintains an archive of evidence-based research that incorporates the voices and views of communities and demonstrates the results.”

As part of its media strategy, the foundation launched a community radio station that provides a platform to villagers to share their views. In 2012, the foundation obtained a license to operate a community radio station, Alfaz-e-Mewat, which reaches 183 villages in Mewat District, Haryana. By championing the voices of the most isolated and vulnerable populations, community radio raises citizen awareness and empowers individuals to participate in their own development.

Local staff, trained in broadcast and production skills, produce entertaining and educational series of programs on topics ranging from health and agriculture to women’s empowerment and local culture. These episodes are shared with other community radio stations, increasing the reach of this inspiring work.

As with other NGOs in India, the foundation’s path has been challenging.

“Changing the mindset of people who are used to feeling helpless and hopeless so they can see that positive change is possible in the first place, is a slow process,” explains Schukoske. “Social change takes time and perseverance. We know that quick results will be short-lived. Rural India’s diverse needs are so vast that we want to scale up our development work to accelerate positive change. However, it takes time to build
the essential relationships of trust and collaboration with communities that are needed for the required behavior changes associated with empowerment.”

Other challenges include coordination of community needs with government programs and services to address the needs of poor.

In the first 10 years, the family trust of the co-founders Suri and Edda Sehgal funded S M Sehgal Foundation in India. About six years ago, the management team began external fundraising to expand the foundation’s impact. Since then, grants and donations from the government and from local, regional, national, and international agencies, companies, universities, foundations, research institutions, and individual partners have enabled the foundation to broaden its reach and strengthen its impact across rural India. Some of the foundation’s major donors include The Coca-Cola Foundation and the Mosaic Company Foundation. Government support has come through Department of Science and Technology, Government of India; Ministry of Agriculture, Government of India; and Mewat Development Agency, a district-level government body. Other project sponsors include the Embassy of Japan in India.

Among the many initiatives that the foundation has launched, the “Good Rural Governance Program” has been the most challenging and had the broadest impact.

The program arose in response to the facts that India has extensive government programs and laws to address poverty, but the programs fail to reach many of the intended beneficiaries. Laws on school education and gender equality are not enforced in many rural areas. The foundation’s team realized programs for rural development exist, but the results cannot be seen in the villages. Dysfunction is the reality in many healthcare clinics and schools. The foundation experienced episodes of doctors not showing up; there may be one teacher to 250 students in schools.

Sehgal Foundation’s Good Rural Governance program empowers rural communities by engaging citizens and by working with village-level institutions. With it, the Sehgal Foundation focuses on issues, such as nutrition and food security, health and sanitation, social security, right to education, and right to information. “Raising citizens’ awareness of government programs enables them to understand their rights and access their entitlements,” Schukoske observed. “As the communities became empowered, they energetically took ownership of development initiatives.”

As part of the good governance project, strengthening village-level institutions in 100 villages has involved working with panchayats (village councils), village committees on health and education, and multi-village collectives of elected women leaders. Local leaders were encouraged to obtain skills for mapping village problems and planning and budgeting, in order to submit well-formulated requests for development funds from the government. Strengthened village-level institutions have, for example, accessed government funds for schools and village development and mobilized village-wide efforts to raise the level of sanitation and wastewater management.

Heartened by the new legislation, particularly the Corporate Social Responsibility (CSR) provision of the Companies Act, Sehgal Foundation entered 2015 with some fresh insights about project planning in a growing number of rural communities in three states of India: Bihar, Haryana, and Rajasthan. “With our recent receipt of the Millennium Alliance Award for water innovation, we will expand our reach to more districts in need, using the new technology to make water available for drinking, sanitation, and agriculture,” Schukoske said.

Further, in 2015, the foundation has plans to expand the reach of its ‘Good Governance Now!’ initiative from 400 villages to hundreds more across rural India.

For the next three years, the Sehgal Foundation has set itself a goal of implementing sustainable positive social, economic, and environmental change in selected districts in the states of Haryana, Rajasthan, and Bihar.

“Our focus is on impact: we have expanded our work over the past 15 years, from four villages and a handful of people, to hundreds of villages including more than a half-million people,” adds Schukoske. “We aim to empower communities with total population of a million people by 2017.”

Source: Sehgal Foundation
Focus on Education & Self-Help Groups
NCHD-IT Dedicated to Uplift of Women & Youth in Nagaland

Aienla Lemtor

Nagaland Centre for Human Development and IT (NCHD-IT) is a non-profit organization officially registered under the Societies Act, Government of Nagaland in 2000. Its mission is to engineer participatory community development and build leadership capabilities for socio-economic empowerment amongst tribal women and youth. NCHD-IT uses the tools of training, information and awareness creation. The center promotes networking and linkages both between individuals and institutions.

Focus Areas of Work

Entrepreneurial Development: The centre has been focusing its attention on the uplift of women and youth by engaging them in various entrepreneurial activities. The Centre has been working extensively in this field in order to keep gender issues in sharp focus and increase access to productive resources and facilities with a gender sensitive approach, based on needs assessment. Various types of training in both farm and non-farm sectors are imparted. These include mobile repairing, tailoring, poultry, piggery, tending different types of agricultural crops, etc.

Self Help Initiatives Programme: NCHD-IT is working in partnership with the National Agriculture Bank and Rural Development (NABARD) and has two SHIP projects, one in Mokokchung District and the other in Dimapur. The programme is to mobilize women SHGs, educating them through capacity building programmes and linking them to banks for saving and credit linkages.

Joint Liability Groups (JLG) Programme is also a programme approved by NABARD where the organization has been successful in mobilizing farmers of five districts of the state. NCHD-IT has mobilized more than 500 JLGs i.e. more than 2,000 farmers registered with the organization.

Human Resource Development

NCHD as a training agency has been fully involved in providing consultancy and research services to all sections...
including individuals, groups and priority has been given to women. The Centre has been putting efforts to identify community needs through research and studies. The findings were then disseminated to the people through its publications and the website.

**Information and Technology**

Keeping in mind that the “password for development is IT”, the centre has chosen this tool to disseminate information in various fields of education, environment, health, agriculture, etc. NCHD-IT intends to promote the role of Information Technology in all areas of human endeavour by providing computer knowledge and awareness which act as an integral part of the centre.

**Education, Public Health & Welfare**

Education is one of the cornerstones of alleviating poverty, which is one of NCHD-IT’s overall development objectives. The Centre promotes education through various approaches. The Centre manages young drop-outs to enroll in institutions/universities offering diploma courses and undergraduate studies. The centre has linked with educational institutions in other parts of the country to offer seats for postgraduate courses (e.g. Postgraduate Programme in Development Management PPDM) for the youth. In addition, the Centre encourages those who are already working to upgrade their skills, knowledge and understanding by enrolling them in relevant educational programmes.

The Centre has established a wing of **Nagaland Academy of Performing Arts and Culture (NAPAC)** to sensitize people on various socio-economic and cultural issues. A mobile theatre group under this programme comprises young talented youth performing cultural dances, folk songs, street plays, etc. This group has been putting efforts in spreading the message of reviving culture.

“**Youth Discussion Forum**” was started as a platform to offer the local youth an opportunity to articulate and assert their views, ideas and opinion on the burning issues of the day. These include problems facing youth like unemployment, entrepreneurship, environmental protection with special focus to drug addiction, HIV/AIDS, alcoholism and tobacco chewing.

**Environment Awareness Programme (NCHD - EEP)** was launched in schools to promote environmental concern among the students. The programme encourages every school student to plant and take care of five plants which later shall be incorporated in the students’ end-term marks. There has been an enthusiastic response from the schools.

At a broader organizational level, NCHD-IT as one of the senior NGOs with much experience in the field and having a good network with all service providers and other stakeholders has an advantage which helps the program directly or indirectly. The organization also has well qualified, dedicated and trained staff which is its strength. The organization is also implementing few other projects on diverse issues and as such, this gives avenues to the team as a whole to have better understanding of other related social issues and hence a wider and deeper perspective which helps them in advocacy, networking and effective service delivery.

The team in the organization has been supportive, very effective and capacitated by the organization by regularly monitoring and capacity building. The project team in particular has been capacitated in outreach planning, documentation, reporting, community mobilization, financial management and human resource management. They have been consistently pushing the project team to improve and which the team and the organization are also trying to enhance.

Presently the organization is working in five districts out of a total 11 in the state under the Joint Liability Group (JLG) Programme in partnership with NABARD, Dimapur Regional
Office, Nagaland. NCHD-IT also operates two SHPI programmes of NABARD, one in Dimapur and other in Mokokchung district. It has more than 2,000 farmers registered under the organization who have taken up agriculture and agri-allied programmes. The farmers involved cultivate different crops. Some own tea plantations, others raise cardamom (large), rubber, black pepper, maize, rajma beans, potatoes, cabbage, etc. on a large scale. This JLG movement has instilled in the minds of the simple minded farmers to think big and go for large scale cultivation. The organization has been working hard to help them link with state and Central government schemes and financial institutions and banks for financial and technical support.

In Mokokchung district, NCHD-IT has started working in Japukong and Tsurangkong Range and has 30 Joint Liability Groups. In Mon district, it is working in Wanching village with both cardamom & tea growers and in Aboi sub-division covering nine villages with the cardamom growers.

In Dimapur District we NCHD-IT is working in the Kuhuboto area covering 26 villages having 64 JLGs. In Kipheri district it is presently working with farmers in 12 villages.

In the last two years, the farmers have been able grow and harvest some crops to meet market demand outside the state. Crops like cardamom, maize, ginger, turmeric, kidney beans (Rajma), rubber and orange. Vegetables and fruits are also grown for the the local market. The produce is all organic. The organization is working very hard linking with the state government departments to see that the farmers grow two crops in a year i.e two-time harvest. For this they require irrigation (like drip irrigation/ rainwater harvesting) and even other technical support. If this is made possible, the green revolution can be ushered in soon in Nagaland.

Till last year NCHD-IT has worked as local partners for three years with NIIT, Delhi and Sarva Siksha Abhiyan (SSA), Government of Nagaland under the Project called HiWEL (Hole in the Wall Education Limited). There were 40 sites in 11 districts, in each project sites there was two learning station i.e. we were taking care of 80 learning station across the state.

Hole-in-the-Wall Education Ltd (HiWEL), a wholly owned subsidiary of NIIT Ltd. was born out of the path breaking learning methodology, “Minimally Invasive Education”. Initiated as a research experiment in 1999 and later established in 2001, HiWEL uses its product and service offerings to facilitate learning through unconditional and public access to computers. In its endeavor to positively impact learning outcomes in elementary education and computer literacy, HiWEL also addresses the digital divide and school drop-out rate, and works towards providing effective and interesting teaching-learning experience.

HiWEL Playground Learning Centre (PLC) is much more than a
rugged PC in an open playground setting. While the product offering consists of innovations in hardware technology, software technology and cognitive design, the service offerings such as periodic content upgrade, monitoring and evaluations, student-teacher orientation and elaborate community intervention programs ensure the efficacy of the initiative. The underlying idea is to supplement learning resources to enable creative and interactive self-learning in an informal setting. Children discover a versatile learning tool and they embark on a journey through experimentation collaboration and social networking amongst learning communities.

In Nagaland there are 16 major tribes and more than 24 sub-tribes. Of the districts that NCHD-IT is working, two - Kipheri and Mon - are very remote, bordering Myanmar. They don't have schools in all the villages. Where there are schools in some villages they don't have even basic infrastructure like benches, electricity and sometimes school children without teachers. In some villages there are only primary schools i.e. till class V and in some village they have up to Middle School, ie, class VIII. There will hardly be a high school out of 10 villages.

What happen when a child from that particular primary school pass out her/his class V, where will they go, where will the child from Middle School pass out her/his class VIII? Where will the child join the High School?

At this time the parents of these children find so hard financially to meet the need of their children so many times they are forced to stop studying. Some go to their immediate neighbouring villages walking many kilometers everyday and sometimes go to their district headquarters like Kipheri from their villages and sometimes from their districts to other districts like Dimapur looking for better education.

The situation worsens from here. Since they cannot afford to sponsor their children to better education in places like Dimapur, Kohima and other districts having good educational institutions but still hunger for good education for their children, the parents send their children to unknown families in the town. The child will work in their house and in return that family will send the child to school. Only two out of 100 get a family who really give quality time to them for studying and provide conducive environment to live. This is found out through a baseline survey conducted in one of the districts of the state. All these children are admitted in government run schools which are slightly better than their district schools and most of them end up as child labour. Only 10 percent of the children even pass in their examinations.

Development is a central imperative in today’s globalized world. But achieving sustainable all-round development for society requires certain fundamental pillars in place. Education is one such pillar without which any future growth is inconceivable. To imagine growth with large parts of world languishing in illiteracy is just impossible. More so, in today’s information based society, where education is the key to a whole world of opportunities. Not only that, a whole host of issues in fields of healthcare, economic opportunity, women empowerment and community building can be traced to a lack of proper education.

In Mon district, NCHD-IT is working in 12 villages under Aboi sub-division. In this small town, it has adopted a school to give informal education to children who are out of school and help them prepare to join the formal education system again. But due to funds constraints it could not take it as expeditiously as expected.

NCHD-IT is looking for support and donors who can partner with it and cater to its needs. The organization also wants to bring back the children who are scattered in the big towns looking for education and give them good education which is available in bigger towns of the State.

Aienla Lemtor is Executive Director of NCHD-IT. She can be reached at aienlemtor@gmail.com
Using Women Empowerment to Attain MD Goals, The ASSCOD Way

K. Loganathan

Although the self help group concept is not a new one, the approach used to build the capacity of women SHGs has been an effective one. The Millennium Development Goals (MDGs) was used based on its own development activities to empower women.

Millennium Development Goals (MDGs)

In 2000, 189 nations made a promise to free people from extreme poverty and multiple deprivations. This pledge became the eight Millennium Development Goals to be achieved by 2015. In September 2010, the world including India recommitted itself to accelerate progress towards attaining these goals. India was one of the countries to sign the declaration to achieve the following goals.

- Eradication of extreme poverty and hunger
- Achieve universal primary education
- Ensure gender equality and women empowerment
- Reduce infant mortality
- Improve maternal health
- Prevent HIV/AIDS, malaria and other diseases
- Ensure environmental sustainability
- Global partnership for development

ASSCOD strongly believe that the implementation of MDGs geographically would enable the poor to attain sustainable development. A number of concrete development activities were planned to achieve the MDGs relevant to its working areas.

Activities planned and implemented to achieve the MDGs

- Eradication of Extreme Poverty and Hunger
  - Formation of women Self Help Groups (SHGs) with the members from Below Poverty Line (BPL) families.
  - Capacity building of women Self Help Groups (SHGs) to understand the concept of self help, learn leadership management skills, basic accounting and how to establish linkages with banks and government departments to avail their schemes and services.
  - Imparting entrepreneurship development skills, special skills
and livelihood skills to enable the rural women to start and run profitable small business activities.

- Providing financial and marketing services and to extend handhold support to trained women to start and run their own profitable business activities.

- Achieve Universal Primary Education
  - Identification of eligible children in the age group of 6-14 for school enrollment/retention.
  - Conducting mass enrollment campaigns with school staff members, SHGs members and leaders to enroll eligible children and re-admit the dropped out children.
  - Providing educational scholarships to deserving children to continue their studies.
  - Conducting free neighbourhood education centers to provide extra coaching to children.
  - Improving the infrastructure of local government schools that require water and sanitation facilities and school furniture and equipments in order to provide education in an atmosphere available in private schools.
  - Conducting health camps focused on school children in order to keep them physically and mentally fit to enable them to concentrate on their studies.

- Ensure Gender Equality and Empower Women
  - Imparting women’s rights based education
  - Ensuring that assets are entitled to women names.
  - Enabling women to take active part in financial inclusion programmes.
  - Enabling women to take active participation in governance.

- Reduce Infant Mortality
  - Ensuring administration of vaccinations among children in the age group of 0-5 as well as Vitamin A solutions among children in the age group of 0-5.

- Improve Maternal Health
  - Anemia correction among pregnant women and lactating mothers.
  - Providing health education on delivering healthy babies.
  - Providing locally available nutritional items/food to pregnant women/lactating mothers.
  - Ensuring safe delivery services for pregnant women.

- Prevent HIV/AIDS, Malaria and other diseases
  - Conducting awareness programmes on HIV/AIDS, Malaria and other major diseases.
  - Conducting health camps to screen major diseases and providing preventive and curative services.
  - Care and support for Persons Living With HIV/AIDS (PLWHA)

- Ensure Environmental Sustainability
  - Conducting environmental awareness education programmes.
  - Reducing usage of plastics in rural areas.
  - Encouraging tree plantation in rural areas.
  - Ensuring better water and sanitation facilities in the rural areas.

- Global Partnership for Development
  - Working with international organizations to bring their services to benefit the people and to achieve Millennium Development Goals (MDGs).
Achievements

Formed 300 Women SHGs with 3,925 members.

- **Social Aspects.**
  - Two Block level women-headed apex bodies were formed. These bodies are now dealing with banks and government departments and get their services to benefit the target groups.
  - Out of 18 panchayats, eight panchayat leaders, 58 councilors (women) were elected from the Self Help Groups.
  - 82 women are representing various committees organized by government/NGOs at villages/block level.
  - Increased women participation in village panchayat meetings.

- **Economic Aspects.**
  - 18 Entrepreneurship Development programmes conducted and 720 women were trained.
  - 580 women out of 720 were imparted special skills through specialized training institutions (Krishi Vigyan Kendra, Urban Horticulture Development Centre, Vedapuri) and all of them started their own profitable business activities.
  - Facilitated 196 SHGs to establish linkages with banks/government departments and enabled them to avail various benefits worth of 3.56 crores, including micro credit.
  - Enabled 2860 (72 percent) members to come out of poverty and reach normal economic status.

- **Health**
  - Conducted 38 eye camps in last three years and enabled 1,215 cataract patients to undergo cataract surgeries.
  - Ensured administration of 100 percent pulse polio immunization among children in the age group 0-5 in target villages.
  - Health education to pregnant mothers/lactating mothers resulting in reduction of infant/mother mortality.
  - Through eight general health camps, seven cardiac patients were identified and referred to Madras Medical Mission for surgery and further treatment.
  - Anemia correction programmes were able to address the malnutritional issues among children and pregnant mother and target villages.

- **Education**
  - 100 percent enrollment/school retention among the age group of 6-14 in project villages.

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**Tribal Development Programme**

Association for Sustainable Development (ASSCOD) has also been working tirelessly for the tribal women since 2005. A number of development projects based on Millennium Development Goals (MDGs) have been implemented to benefit tribal women exclusively.

We identified 20 tribal villages with 550 families in Kancheepuram and Thiruvannamalai Districts in Tamilnadu and organized 45 women SHGs enrolling 680 tribal women as members.

We implemented the following activities to achieve concrete results.

- Organizing the women in to Self Help Groups (SHGs) with 12-20 women as members in an SHG.
- Imparted training programmes to enable them to understand the concept of self help, learn leadership management skills, basic accounting and how to establish linkages with banks and government departments to avail various schemes and services.
- Imparted entrepreneurship training and special skills training to enable the tribal women to promote and run their own business activities.
- Provided micro finance to the tribal women to involve in profitable small business development/income generation activities.
- Provided access to health care facilities and educational support to tribal children to improve the literacy.
- Implemented a number of welfare programmes through networking with like-minded organizations, government departments, banks and micro finance institutions.

**Achievements**

- Enabled all target families (550) to receive ration cards (Public Distribution System) from the government and to
86 percent of the members of women SHGs are basic literates.
- Established five rural libraries in five remote villages.
- 18 neighbourhood free tuition centers provided extra coaching to 618 children in the age group of 6-14.
- 100 percent girl children enrollment in primary/middle schools.

Environment
- Planted 586 coconut seedlings, teak plants in 13 target villages.
- Converted 100 acres of chemical-based farming into organic farming.

Impacts
- Increased women’s income and savings eradicated poverty. Women enjoy equal status in their families.
- Increased village money flow enabled the women to stop approaching greedy money lenders for micro loans those who have been charging exorbitant interest rates of 40-60 percent.
- Unity among rural women in addressing their issues
- Reduced caste disparity
- Improved health and education status of women and children
- Women have become productive members and assets are entitled in their names

Conclusion
Evaluation shows that 72 percent of our target women/families have come out of poverty. This shows that development intervention through women gives 100 percent and spurs concrete results. Tribal families and tribal women joined in the mainstream of society after gaining self confidence through their improved social, economic, health and education status.

Case Study-1
Kamala who came from a BPL family joined the Selliyamman SHG in 2002. She and her husband were involved in the doll making business by getting a major portion of investment as credit from the doll sellers in Chennai. As she did not have her own investment, she was forced to sell the dolls at a cheap price.

Evaluation shows that 72 percent of our target avail benefits ensured by the government to the ration card holders.
- Built the capacity of 45 women SHGs through training and workshops.
- Enabled all 680 tribal women enrolled in SHGs to learn entrepreneurship skills/special skills/livelihood skills and to earn an average income of Rs.3000 in a month.
- Relieved all target families from bonded labour and provided alternative employment opportunities as rehabilitation package.
- Conducted health camps with the support of health-based NGOs and provided basic healthcare services to the target families periodically.
- Anemia correction programme was taken up to benefit 365 women and children with a 100 percent cure.
- 48 families who were denied pattas (land ownership) by the local government departments and vested interests, were facilitated through legal means to receive pattas in the names of female members of the family and to construct pucca houses.
- All the women in SHGs saved an average of Rs.5,000 (individual woman savings) towards savings and 55 percent of the women have individual bank accounts.
- About 250 children received scholarship and passed out 10th standard (80 percent are girl children).
- 45 SHGs revolve an amount of Rs.60,00,000 to meet out the credit needs of its members with their internal savings amount.

As tribal families are neglected by the government, they are not in a position to avail any schemes and services thereby living in isolation under extreme poverty situation. It is therefore a pressing issue among the tribal community that needs immediate intervention through scaling up of the above project activities. These activities have clearly demonstrated that issues can be addressed and enable tribal families join the mainstream of society through improved human development standards in all aspects.
fixed by shop owners. She supported her family with this low income. After joining the SHG, she was able to avail loan from SHG up to Rs.15,000 once in two years but this loan was not enough to run the business.

To manage the investment gap, she would pledge her jewelry and took loans from private money lenders at higher rates of interest which again affected her profit. Though she has been in the doll-making business for many years, she could not earn a decent income due to lack of investment. Although she was able to access the financial services from banks and private money lenders, the loans were all provided with a number of hurdles, hidden cost and delay in the loan process.

When she turned to ASSCOD, the NGO, along with the financial support from Friends of India, lent her Rs. 60,000 in September 2014. Besides the loan, ASSCOD/FOI conducted financial literacy classes which helped her to monitor her business activities through bank transactions as well as earn a profit. She is making regular loan repayments. She manages the business with the profit she makes. She plans to expand her business by raising her investment and increasing manpower. Her future is much brighter now thanks to the timely support of ASSCOD/FOI.

Case Study – 2

Kamatchi joined her SHG in 2003 and she started to save Rs.40 per month. Prior to this, she and her husband worked as agricultural labourers. Her two children were enrolled in a government primary school. After joining the SHG, she had a number of opportunities to learn business skills and had access to financial services. The seasonal nature of her work meant less income thus affecting the daily management of her family needs which then impacted the health and education of the children and family members. ASSCOD conducted an entrepreneurship development programme and Kamatchi was one of the active participants. As her husband worked in a mosaic tiles polishing unit as a casual labourer, they decided to start their own unit. She availed loans from her

SHG and from ASSCOD Micro Finance programme.

The unit was managed efficiently. They went from a profit of Rs10, 000 per month in 2006 to Rs.80,000 by 2014. This has helped her educate her children. Her son is studying his 3rd year BE (Mechanical Engineering) while her daughter is doing her 1st year B. Sc. She maintains her own bank account and has accumulated assets worth Rs.5, 00,000 in her name. Her life is in a happy and secure place now all thanks to her SHG, ASSCOD, partner organizations, banks and government departments for the timely support extended to her.

Case Study - 3 ASSCOD

is assisting poor tribal families in buying lambs and rearing them for commercial purposes so that they can obtain a reasonable income once in six months. Tribal families in rural areas are struggling to meet even their most basic needs. This programme is intended to provide alternative livelihood opportunities. Padma, an elderly widow, belongs to a BPL family. She was struggling to eke out a livelihood and contribute her share of income towards her family. ASSCOD gave her two lambs to enable her to earn a reasonable income. When her economic situation was reviewed after three years,

ASSCOD found that she had eight goats worth Rs.25,000. She supported her family with the income derived from selling goat’s milk. A very grateful Padma express her sincere thanks to ASSCOD and Give India for the support which has helped her be self-reliant and independent.

K. Loganathan is Executive Director, Association for Sustainable Community Development (ASSCOD). He can be reached at asscod@yahoo.co.in
Established in 1924 in India, GlaxoSmithKline Pharmaceuticals Ltd. (GSK Rx India) is one of the oldest pharmaceuticals company. GSK India is driven to make a real difference to the lives of millions of people with their commitment to effective healthcare solutions.

Through its business, GSK India is making a valuable contribution to society by developing and marketing medicines which improve people’s lives. Its philosophy is to target support to selected programs that are innovative, sustainable and which produce tangible results.

With a mission statement - “To lend a helping hand to the underserved in our society through the support of women, children and the aged in the areas of health and education”, GSK India’s CSR initiatives are driven to enable people to lead healthy and enriched lives by addressing the primary healthcare burdens of Access, Affordability and Awareness and by promoting education related to the field of healthcare.

Through its Corporate Social Responsibility (CSR) projects, GSK India caters to the healthcare needs of more than 2,00,000 people across eight states of India. It strives to address issues around healthcare access by operating static and mobile clinics in inaccessible tribal belts and urban slums. These clinics are equipped with qualified doctors and paramedics who deliver quality healthcare services to the underserved. Health workers raise awareness in the communities regarding communicable diseases, family planning and preventive healthcare measures. Female health workers personally visit expecting mothers and children below the age of five years to ensure proper nutritional intake, ante and post natal care and complete immunization coverage. These health workers have built a strong referral network with local health centres and transport providers, which plays a crucial role in cases where there are complications and promotes institutional deliveries in presence of skilled healthworkers.

Recognising that health burden is invariably high for the differently-abled and the vulnerable, GSK India have programmes that provide speech and hearing therapy for children with hearing impairment; physiotherapy, occupational therapy, counselling, and vocational training to the orthopaedically differently abled; vocational skills with stipend to supplement income for cancer survivors and palliative care for the terminally ill.

The issues of affordability are addressed through providing support for infrastructure development and facility upgradation. A centre is being built to provide residential, nutritional, educational, recreational and transportation support for children affected with cancer and their parents during the entire period of treatment.

GSK India also makes product donations to not-for-profit organisations that provide healthcare consultation and medicines to the underserved. In 2014 over 4,50,000 units of medicines, including anti-inflammatory, antibiotics, antihistaminics, vitamins and minerals was donated to the relief operations of National Disaster Management Authority.

Lack of awareness is a major impediment
for people seeking healthcare and adopting preventive measures. The company has therefore partnered with organisations to raise awareness in communities through special camps and awareness drives. Cancer screening and awareness camps, eye check-up camps, orthopaedic camps, dental camps and gynecological camps are being held. It has also built a strong network to refer cases identified through these camps for further treatment. Where specialised care is available at a distance, transport services are organized to reduce the cost burden of treatment. A special programme targeting children to raise awareness regarding personal hygiene and sanitation is also held. The company is also aiming to bring about behavioural change in children to promote healthy practices, some of them as basic as washing hands, menstrual hygiene and boiling water before consumption. Visual aids and interactive games are used to embed the learnings.

Employees’ involvement is critical in bringing social change. GSK provide several platforms to enable its employees to actively engage to ‘Be the Change’. Their PULSE programme gives employees the chance to contribute their expertise, develop their leadership skills and widen their horizons by working with a non-profit organisation, full-time, for a period of 3-6 months. Each employee is entitled to at least one day of volunteering through the Orange Day. During this day, employees across locations spend time with the elderly at old age homes, with children at orphanages, with the youth, training them on work readiness and with the differently abled. Employees have also come together for promoting a culture of giving through the payroll contribution programme and through fund raising events for its global partnership with Save the Children. Through the latter, globally, till date, the employees have raised a million pounds, which is being utilized to bring much-needed medicines and vaccines to some of the world’s poorest children, to train thousands of healthcare workers, and to alleviate child malnutrition.

At GSK, each member is driven with the mission to improve the quality of human life by enabling people to do more, feel better, live longer. Be it through product innovation, where the company has passed a key milestone in the development of a potential vaccine against malaria; its behaviour, where it has enabled external researchers to access detailed anonymised patient-level data from its clinical trials to increase transparency of clinical research data; its partnerships, where it has donated its 4 billionth albendazole tablet to fight lymphatic filariasis as part of its effort to control or eliminate tropical diseases; its commitment, where it has reinvested 20% of profits from Least Developed Countries to train community health workers or, its community orientation, where it has partnered to help save the lives of one million children, GSK is creating value through innovation and expanding access, driven by its values.

Source: GSK India

**Tribal Healthcare**

Tribal population in India is over 84 million, which constitutes roughly 8% of the total population in India. Yet this group is amongst the most marginalized. Their concentration in remote areas adds challenges of inaccessibility to their socio-economic issues, making them one of the most vulnerable groups. Health is an major burden for the tribal populations and it is critical to strengthen the delivery of healthcare services to improve their access, awareness and affordability to healthcare.

Nashik and Thane districts in Maharashtra have one of the highest concentration of tribal population in the state.

GSK runs two static clinics and three mobile clinics in Peth and Trimbak Talukas of Nashik. The project runs on an objective of providing primary level curative and preventive health services in this tribal belt. These clinics are equipped with qualified doctors and paramedics who deliver quality healthcare services to the underserved. GSK’s health workers raise awareness in the communities regarding communicable diseases, family planning and preventive healthcare measures. The project also lays emphasis on encouraging health seeking behaviour in the areas of tobacco de-addiction, nutrition and common illnesses. Multi-speciality health camps are also organized to cater to special needs like eye check-ups, gynaecology consultations, haemoglobin check-ups, etc.

Training and awareness sessions are specifically conducted to promote personal health and hygiene amongst the villagers.

In Thane district, GSK conducts screening and detection camps and awareness drives on various forms of cancer in Wada Taluka, which is dominated by tribal population. Qualified doctors and nurses conduct mass screening and detection camps. The cases identified with signs of cancer are referred for further diagnostics tests and treatment. Health workers raise awareness regarding cancer and the causal factors of the same and have built strong referral networks to ensure that cases confirmed positive for cancer continue their treatment.

GSK through its CSR interventions in healthcare in Nashik and Thane has reached out to over 200,000 tribals till date.
Tata-IIMC Awards
Celebrating the Spirit of Social Entrepreneurship across India

Winners of the Tata Social Enterprise Challenge 2014-15 (TSEC), a joint initiative of the Tata Group and Indian Institute of Management Calcutta (IIMC), were announced during the grand finale held on 17 December, 2014, at the IIM Calcutta campus in Kolkata. The challenge endeavours to find India’s most promising early-stage social enterprises, and create an ecosystem for social entrepreneurship – encouraging sustainable, scalable and measurable social impact.

SAANS from Bangalore (Winner), Godavari Women Weaver’s Services Producer Company (GWWSPC) from Mandapeta, Andhra Pradesh (1st Runners-up) and Ultrasafe Ultrasound from Kolkata (2nd Runners-up) emerged as the top three most promising social ventures, winning prize money of Rs. 200,000, Rs. 150,000 and Rs. 125,000 respectively. In a first, during the grand finale ceremony, the 2nd Runners-up team, Ultrasafe Ultra Sound, received on-the-spot seed funding Rs. 500,000 plus technical support by Glocal Healthcare Systems (P) Ltd., a West Bengal based healthcare company.

Khalid Abdullah Quidwai, the winner of the Tata Social Enterprise Challenge 2014-15 has developed SAANS, a low cost and easy to use mechanical device to help keep the lungs of newborns open during troubled breathing. Exhilarated with his win Khalid said, “Tata Social Enterprise Challenge is a great platform to showcase our venture and what we are working for. Getting our concept validated in front of esteemed judges is great motivation for us.”

Vijayan Switha Gandhi, founder of GWWSPC, who was declared as the 1st Runner-up, has developed a business model to strengthen the weaver base by collectivisation and integrating the entire value chain involved in the handloom process. Explaining the
concept further, she said, “When I started my work, I got support from Sir Ratan Tata Trust, and since then it has been a long and difficult but fruitful journey. Today, my journey has come to a full circle. I stand here receiving recognition on a Tata platform for a model, created by my team, the seed for which was a grant from Tata’s. I feel very happy and motivated.”

The 2nd Runners-up, Abhishek Biswas and Aditya Pangte, have developed Ultrasafe Ultra Sound, which uses a patented technology that automatically prevents the identification of genitalia in live images produced by ultrasound machines. Talking about their project, they said, “Tata Social Enterprise Challenge is the biggest platform for social entrepreneurs. Social entrepreneurship is ignored if we compare it to the mainstream entrepreneurship. This is a great validation of our idea and further motivates us to do better. Thank you Tata and IIM Calcutta.”

The ceremony featured special talks by Anshu Gupta, Founder Goonj, Dr. S.P. Gon Chaudhuri, founder of India’s first renewable energy college - NB Institute for Rural Development (NBERIT), Dr. Sabahat Azim, Founder Glocal and Dr. N.S. Rajan, Member - Group Executive Council and Chief Group Human Resources Officer, Tata Sons.

Speaking on the occasion, Prof. Ashok Banerjee, Dean (New Initiatives and External Relations), IIM Calcutta, said, “The 3rd edition of Tata Social Enterprise Challenge has been important in terms of both the quality and the quantity of impact proposals received. We are extremely happy to note that this national level contest is eagerly awaited by aspiring social entrepreneurs. The on-the-spot announcement of seed funding to one of the winners of the contest goes a long way to prove the potential of this platform.”

Felicitating the winners, Dr. N.S. Rajan, Member - Group Executive Council and Chief Group Human Resources Officer, Tata Sons said, “In its third year, Tata Social Enterprise Challenge has grown into a single platform to catalyse new and promising sustainable ventures, build an enabling ecosystem for these ventures to convert their ideas into sustainable impact, create awareness of the social entrepreneurship field, and educate and mentor future champions of change. We are delighted to have IIM – Calcutta as a partner. Their expertise and mentoring proves extremely valuable in making this initiative a success. In line with the Tata group’s ethos of giving back to the society, the group through this platform endeavours to encourage innovative ideas and talent that will help in bringing about a change for the larger good of society. It is heartening to see the passion that these entrepreneurs have to make a difference and we wish them the very best of luck.”

Tata Social Enterprise Challenge 2014-15 kicked-off on August 25, 2014 and invited social entrepreneurs who either had an early stage venture (not older than three years) or a promising idea with a plan that could create sustainable social impact in India. Impact Proposals (detailed business plans) were invited in the areas of education, health, agriculture, technology, sanitation, and handicrafts, among others.

The challenge was divided into three rounds:

- **Round 1** – Teams were required to submit Impact Proposals online in the format specified

- **Round 2** – The Semi-finals – 20 teams were selected from Round 1 to go through a 4-week mentorship programme. These teams pitched to a panel of esteemed judges consisting of social venture capitalists, social entrepreneurs, Tata executives and faculty from IIM Calcutta.

- **Round 3** - The Grand Finale – 10 teams from the 20 semi-finalists were selected for the Finals and out of these the three winning teams were selected by an eminent panel of jurists.

Apart from the top three winning ventures, the seven ventures that have made it to the top 10 finalists are, Nyayika, Leaps & Bounds, Tinker Tank, Centre for Social Consulting India Pvt. Ltd, Sukhibhava, Autoraja Mobility Solutions Pvt. Ltd, and Future Society. The ventures were judged on three parameters - Business Model, Social Impact and Sustainability.

All the top 20 teams have been mentored by Ashoka Innovators for the Public and Villgro, and the IIM Calcutta faculty. The social VC partners of the initiative were Acumen, Ankur Capital, Yunus Social Business and Ennovo. The teams also had an opportunity to network with mentors, experts and fellow social entrepreneurs.

**Tata Social Enterprise Challenge**

Tata Social Enterprise Challenge is a unique initiative, undertaken jointly by an educational institution and a business group, to promote the spirit of social entrepreneurship in India. Started in 2012, Tata Social Enterprise Challenge received 168 entries, this year, and in all nearly 500 entries across the three editions that have taken place till date. With an objective to create an ecosystem for social entrepreneurship and encourage sustainable, scalable and measurable social impact, this year the Tata Social Enterprise Challenge 2014-15 adopted a more comprehensive approach to expand its reach and impact.

A new R.A.C.E campaign (Roundtables Awareness Challenge Engage) was introduced to engage with a larger number of stakeholders in a more sustained and integrated manner. The campaign initiated a series of seminars, roundtables and lectures across India on the theme of ‘Thinking Social’, bringing together social entrepreneurs, venture capitalists and members from the academia, industry and business from across the country.

For more details and updates on the Tata Social Enterprise Challenge, please log onto www.tatasechallenge.org/
ACF’s Focus on Water, Healthcare & Education
Cementing Sustainability ‘thru Rural Community Participation

Tell us about the Ambuja Cement Foundation and its inception? What are the core projects taken up by the Foundation and who do you partner with to bring your mission to fruition?

The Ambuja Cement Foundation (ACF) strives to uphold its mission statement: “Energise, involve and enable communities to realize their potential” through dedicated efforts in improving the lives of unprivileged communities in rural India. The core projects that ACF works in are water resource management, agro-based livelihood, Skill & Entrepreneurship Development Institutes (SEDI), women empowerment, holistic education and comprehensive healthcare. Our CSR programs are designed, developed and implemented with the direct involvement of community members. Over the years, our Foundation has partnered with several NGOs and governmental organizations for various developmental programmes. Today, ACF works in 22 locations in 12 states, on various issues including water management, agro-based livelihoods, health and education. Over the past two decades, it has expanded, scaled up, replicated and consolidated work in the major areas of water resource management, health and livelihood. It has also built an efficient infrastructure of qualified developmental professionals and its initiatives impact a population of over more than million people in India.

As you mentioned that your projects are solely for the development of the rural areas, especially in the areas where Ambuja Cement has a footprint, share with us the Water Resource Management project. What were the difficulties faced during the implementation of this project?

How were these ironed out? What has been the impact of this project in the areas where this is being carried out?

Water Resource Management is one of the key tenets of Ambuja Cement Foundation, making it an ongoing and extensive campaign that has been implemented with discernible results across various states.

Poor management of water, restricted access and its dubious quality are some major concerns that constantly plague communities at the grass root level across India. From Himachal Pradesh to Maharashtra, from Gujarat to Chattisgarh, ACF has diligently worked towards remedy of these issues through water harvesting, conservation, sustainability of the environment through an attitudinal change among villagers.

Strongly focusing on creating necessary
infrastructure for water conservation, ACF has brought into fruition projects like check dam construction and roof rain water harvesting structures (RRWHS), as well as reviving traditional resources like ponds and converting mined out pits to serve as water reservoirs. These efforts have helped increase water storage capacities and recharged the groundwater in many villages.

To cite an example, numerous families in Kodinar in Gujarat have faced hurdles regarding water consumption since most of the water bodies are saline due to their close proximity to the sea. It was a dire situation as households could neither use water for household consumption nor for agriculture. ACF followed a multi-pronged approach wherein it actively promoted use of RRWHSs to store rain water for future consumption while simultaneously enhancing the quality of water in fields through drip and sprinkler technologies and constructing several water harvesting structures that are interlinked and a comprehensive project to mitigate salinity.

Similarly, ACF addressed the issues of aridity in Rajasthan through building khudins to ensure moisture conservation in soil, dykes to recharge ground water in sandy areas, farm bunds, check dams and sustained community interest through initiation of Water User Associations, which advocates the most efficient uses of water in communities.

The benefits yielded from these efforts were immense and immeasurable as unhindered availability of water significantly changed the lives of villagers for the better.

It is thus important that such a project is given top priority as ground water tables around the country are fast depleting. The warning is not just for the future but a red alarm had already been sounded years back. Despite this, many Indians still cannot comprehend the importance of water conservation. Why is this so? What can be done to bring about a change of attitude?

The water crisis is acute in India. Numerous Indians lack access to clean drinking water and face shortage in agriculture purposes due to mismanagement of water resources. Some of the factors that drive these hurdles are poor management, vague laws, general apathy and industrial and human waste.

Therefore, to ensure a better future and avert catastrophic situations, all stakeholders must work together to address these concerns. Mere creation and facilitation of infrastructure and technology will not remedy these issues in the long term. A cohesive sense of ownership, motivation and responsibility to avoid wastage of water and maximize utilization must be steadily and strongly cultivated among communities, only then a marked attitudinal shift will occur. Partnering with the government to establish sustainable projects customized for diverse geographical conditions, is instrumental in creating better infrastructure.

Agro-based livelihood project is another special feature in your mission. What are the different activities undertaken under this umbrella and how has it transformed the areas where this is being implemented?

With agriculture being the backbone of the Indian economy, ACF has developed a strong agro-based livelihood generation programme based on sustainable farming practices. To optimize the skill-sets of farmers in India’s diverse agro-climatic conditions, ACF has devised a varied and customized approach – addressing the issues of salinity in coastal Gujarat, transform the dry and arid regions of Rajasthan, advocate System of Rice Intensification (SRI) method in the east while facilitating organic farming in Punjab. The Better Cotton Initiative (BCI) is one of our landmark achievements in this eco-system based agrarian approach.

In partnership with the flagship scheme of the Government of Gujarat under the Gujarat Green Revolution Company, ACF has promoted micro irrigation among farming communities and thus playing an instrumental role in making the farmers technologically strong.

ACF has introduced the application of mobile technology for agriculture extension under the Krishi Mobile Project, in Kodinar, Gujarat. Availing this facility, close to 2,000 farmers receive regular voice messages on crop
management as well as interact with agriculture experts on various farming issues.

The Krishi Vigyan Kendra (KVK) is a benchmark institution founded under the Indian Council of Agriculture Research (ICAR). Through KVK, ACF has successfully disseminated knowledge pertaining to agriculture extension services, technical knowledge, improved practices, crop varieties and benefits of technology, consequently yielding positive results and profits. The KVK at Kodinar has reached out to 265 villages.

ACF also assists farmers to establish Kisan Clubs and subsequently Farmer Producer Companies to enable sharing information and technical knowledge while partnering with the market for better bargains as a group.

Equality of opportunity to all individuals, especially those living in rural areas and belonging to poorer communities is very vital to ensure that all sections of the country progress. This is what ACF is doing through SEDI. Can you share in detail the various courses offered? How has the rural youth benefited from this?

With the goal to cultivate skill-based livelihood programmes for the youth demographic, ACF has developed the Skill and Entrepreneurship Development Institutes (SEDI) to motivate and provide them with required skill-based training in rural and semi-urban communities. Today, it has expanded to 16 SEDIs in 10 states. SEDI follows a customized approach; each and every SEDI has one distinctive feature that meets the needs and demand of that particular community. To cite an example, nursing classes amongst adolescent girls is very popular in Kodinar (Gujarat) while training for security guards and garment workers has gained prominence in Chhindwara (Madhya Pradesh), welding and electrical courses provided skilled workers to neighbouring industries in Chandrapur (Maharashtra).

More than 19,000 youth have been trained by SEDI. ACF has registered a successful placement rate of 75 percent, with its students being placed at distinguished companies or becoming entrepreneurs.

SEDI – Bhatapara has achieved some commendable results by partnering with the state government wherein the latter has sponsored most of the courses and provided tool kits for the trainees. This has proved to be a driving factor in raising the overall employability index.

About 70 percent of the population lives in rural areas where healthcare is appalling. What is ACF doing in this sector to bring some relief to the very poor rural communities who would have otherwise languished away with no hope and help from even treatable and preventable diseases?

Recognizing the need for developing better healthcare access and improving the healthcare ecosystem, ACF aggressively implements a holistic and programmatic intervention at 11 locations around the country to address the general and special health needs of communities. Maternal and child care and basic healthcare at their doorstep are provided on location through 283 trained health workers, known as sakhis.

ACF’s mobile health vans provide basic healthcare facilities across Bhatapara, Chandrapur, Dadri, Darlaghat, Nalagarh, Ambujanagar, Rabriyawas and Roorkee. ACF follows a three-pronged approach – Preventive and Promotive Health Intervention, Sustainable Health Action and Access to Quality Health Care and Clinical Care. Each of ACF’s healthcare projects are divided under these three umbrellas.

In 2005, ACF started with a pilot of 20 sakhis in Chandrapur, Maharashtra, who were successfully trained on preventive and curative healthcare for Antenatal Care (ANC), Postnatal Care (PNC) and immunization programmes. Presently the programme is spread across 646 villages in seven states, namely Rajasthan, Punjab, Gujarat, Maharashtra, Himachal Pradesh, Uttaranchal and Chhattisgarh.

Sakhis and their work have been appreciated at both grassroots as well as the government level. Under the National Rural Health Mission (NRHM),
138 ACF trained sakhis have been absorbed in the government system as ASHA as anganwadi workers.

Malnourishment is another area of focus, and ACF conducts regular anemia and malnourishment tests among young mothers and their children. Patients receive nutritional supplements through their local anganwadi workers. Villagers are also encouraged and supported to develop kitchen gardens around their house or farmland; to grow a variety of vegetables to meet the families’ nutritional requirement.

Health camps in the specialized areas of optics, gynecology and pediatric care are also conducted across all locations for the rural community, where reach is a major challenge. Villagers are trained and supported to attend village gram-sabhas (community gatherings) and discuss health issues with Village Health & Sanitation Committee (VHSC). In its continuous effort of providing health facility at the grassroots, ACF healthcare team works closely with government officials, private partners and other civil society groups.

ACF is also involved in sanitation, hygiene and safe drinking water. Please elaborate the role of the Foundation in making a difference in the rural communities through this vital project.

Raising awareness about sanitation and hygiene is a key component of ACF’s broader healthcare objective. As a result of ACF’s persistent campaigns in this sphere, many villages have been sanitized with more improved health and hygiene ecosystem. Some of ACF’s ongoing activities are encouragement of community sanitation, ecological and household hygiene and school sanitation programs. Closely networking with stakeholders and government bodies in various regions, ACF has founded and empowered Village Health, Sanitation & Nutrition Committees (VHSNCs) to closely monitor health and hygiene aspects. Villages were encouraged to install RO plants at community level and keep major water-borne diseases at bay and construct soak-pit, which not only curtails water scarcity, but also keeps villages clean.

Toilets are built with part contribution from the individuals and the local gram panchayat. ACF also provides monetary support for constructing toilets as and when required. Hand washing sessions are also conducted at village schools to inculcate regular hygiene routine.

Tell us about the holistic educational project undertaken by ACF.

ACF has pioneered a holistic and comprehensive educational programme to enrich and elevate the lives of the various marginalized groups—girl child, out of school children of migrant laborers and specially challenged ones. ACF has partnered with around 400 education centers spread across different states and proactively engages in bettering the quality of education. Among its various initiatives, ACF has established libraries, math laboratories and reading clubs, equipping children with math kits, providing access to computers, playgrounds, clean washrooms, thus enhancing the cumulative lifestyle quotient.

Another notable contribution has been the foundation of Ambuja Manovikas Kendra (AMK) in the district of Ropar, Punjab, which caters to the needs of mentally challenged children and gives an impetus to their hitherto unexplored capabilities. Through academic, extracurricular and therapy sessions and activities like awareness camps for social inclusion, home based rehabilitation programs, sponsorships AMK has played a significant role in cultivating an enriched and promising future for tomorrow.

Empowering women is another important topic that has gained greater significance in recent years. How has your project in this area brought about a change in the families and communities, both socially and economically?

Women empowerment is one of the pivotal objectives of ACF that is interwoven through all its programmes, activities and initiatives. ACF has extensively constituted women’s self-help groups and supported them to serve as platforms for women to launch themselves as entrepreneurs.

Till date ACF has sustained around 870 self-help groups (SHG) across various locations, with a cumulative corpus of more than Rs 3.9 crore. With the technical support provided by banks, many SHGs have started their own entrepreneurship leading to sustainable livelihoods. These enterprises include dairy development, nurseries, mushroom cultivation,
handicrafts, tailoring and food processing. ACF also promotes horticulture, kitchen gardening, aquaculture, and dairy farming among women’s groups, thus increasing women’s potential to earn, and be financially secure.

_Pashu Swasthya Sevikas_, an innovative model of providing veterinary services through village-based women, has been initiated in Darlaghat, Himachal Pradesh. Their services have rendered marked impact on livestock, given the hilly terrain of the intervention area. Plenty of women have also enrolled themselves in various skill based training programmes like nursing aides, computer hardware and software, and beautician courses offered through various ACF run Skill and Entrepreneurship Development Institutes (SEDis).

_Apart from the above, what are the other projects in which ACF is actively involved?_

Apart from following its core principles, ACF has also contributed notably in building infrastructure in rural terrains. Lack of basic infrastructure like well constructed roads, electricity, water reservoirs, sanitation infrastructure and community spaces makes lives for inhabitants in rural regions extremely harsh. ACF supports building of infrastructure for villages like roads, street lights, school building among others in consultation with the communities.

ACF also motivates villagers to shoulder the responsibility of planning, monitoring and maintaining the infrastructure, thus ensuring long term sustainability in the process.

_Can you share with us some very remarkable ACF success stories from the different states?_

ACF promoted mushroom cultivation in Darlaghat (Himachal Pradesh) as an alternate livelihood option, given its climatic and topographic distinctiveness. In the initial year, 20 farmers started mushroom cultivation and sold 6,000 kg of mushroom, garnering income of more than Rs 5 lakh.

ACF’s work in Chandrapur (Maharashtra), is a sterling example of strictly adhering to sanitation through community ownership. As part of this campaign, village members from the villages were asked to come forward and form a development committee, who could take forward the message of sanitation. The first-step which the Village Development Committee took was to stop open defecation, which met some resistance from locals in the beginning. Exposure visits were organized to other villages to motivate the people to participate. Soon the panchayat members also started witnessing the benefits and thus supporting the cause.

Eventually the villagers started coming forward to keep the village clean, by making voluntary contributions in kind/cash/labour. This was used to create sanitation infrastructure thus
preventing and reducing open defecation which was a major issue.

In Rajasthan, ACF has been promoting multi-cut fodder amongst 125 farmers in an area of 70 acres. Since the fodder is a quick growing species, they are able to harvest it up to three times a year, and provide cattle with year-long fodder for better health and milk production. ACF has developed an innovative cattle feed cum drinking water system installing 60 units in 12 villages. Milk yield has now increased by about 30 percent and more than 100 farmers were trained on preparing homemade cattle feed using their own resources.

ACF collaborated with the Better Cotton Initiative, a non-profit organization formed in association by textile producer associations, suppliers and manufacturers, retailers and brands and civil society in 2010. Its goal was to ensure better livelihoods and economic development in cotton producing areas, use of less pesticides and leading brands’ procurement commitment. ACF had started with 304 farmers in the year 2010-11 over 12 villages and presently it is covering 17,000 farmers in 24 villages.

The innovation in collaboration with the BCI has been implemented in the districts of Punjab, Gujarat and Maharashtra.

During the last four years of BCI project’s implementation, use of pesticides was reduced by 42 percent, DAP in cotton by 37 percent, and urea fertilizer by 17 percent. Through this mode, ACF is reducing pressure on soil health and saving the quality of ground water. Water use efficiency is also a focus area under this intervention. We are focusing on the various irrigation methods adoption among farmer so as to promote judicious use of water. Some of the methods are - drip irrigation, sprinkler irrigation, alternation row irrigation method, and ridge-and-furrow methods etc. Through all these efforts we could reduce 34 percent of water use in cotton cultivation across locations.

On the basis of this analysis, it is inferred that on an average there is increase in yield per hectare by 12 percent and increase in profit per ha is by 26 percent. Every year, these details are compared with the non BCI farmers (control farmers).

Would you like to add something more regarding your experiences in working with various rural communities across India?

From my experience, I can vouch that rural folk are far more experienced when it comes to conservation techniques through their traditional knowledge of handling ecosystems. They appreciate nature and know what exactly is needed for building and nurturing a sustainable environment. It is near to impossible to achieve sustainability without people’s participation.

If given the opportunity, people can participate actively in the development agenda. They should be allowed to participate and contribute rather than be given a subsidy. It is through capacity building and demonstration to change that allows them to participate.

At present, the villagers lack technological know-how and access to the same. So, at this juncture, we at ACF have supported many villages through many of our CSR activities.
Cairn India, a company involved in crude oil production, operates 28 percent of India’s domestic crude oil production units. With its presence in India for 20 years, Cairn India has been playing an active role in developing India’s oil and gas resources. Today it has emerged as one of the largest independent oil and gas exploration and production companies in India with a market capitalisation of US$10 billion. Having its operations mostly in the rural areas, this VedantaGroup company has taken giant steps in the uplift of India’s rural sector, through its massive and innovative CSR activities in Rajasthan, Andhra Pradesh and Gujarat. Nilash Jain, Head CSR, Cairn India talks to CSR Mandate about the CSR activities in detail. Excerpts.

CSR is relatively a new word in Indian corporate scenario, although many corporates have been involved in community development for more than 30 years and some of them since the beginning of 20th century. Since how long has Cairn India been involved in community development initiatives? Has this been your company philosophy from the beginning?

CSR is an integral part of Cairn India’s business, as inclusive growth of community in our operational area is essential for sustainable growth. Our CSR programs are aimed at improving socio-economic status of the local community and building on a relationship of mutual trust with the community. We believe that our CSR projects give us the social license to operate. Cairn has been implementing CSR projects across its operational areas since the company’s inception in India. Over time, projects have evolved and grew and to date, we have touched lives of more than 700,000 community members across our operational areas, through our programs in health, education, livelihoods, infrastructure development and through local vendor development.

Many companies confuse community development work with charity. They think that they are doing a favour by making community capable. What is your view on this? Do you think involving communities is actually the only way towards a sustained growth for businesses?

Different companies have different business contexts and therefore they approach community development differently. We have a large scale operation in the rural areas and we approach the community development with the view of promoting inclusive growth and mutual dependence and without this we will not get social license to operate.

The big part of our CSR initiative is developing skills for the local community to get employment, developing local entrepreneurship to support our business, and engage local content. We have 300+ vendors from local community directly providing various materials and services to Cairn and its service providers. We impart them capabilities of safety and quality. Today we are proud that vendors from local community provide high quality of work. In fact most of the civil work is done by them while maintaining our quality and safety standards.

In your web site you have rightly
mentioned that Rajasthan and AP suffer from low human development index. How different things are in these states and how differently do you approach the work in these states from Gujarat?

The design and development of our CSR projects involve regular interaction and consultation with the district authorities, local government and community to understand and respond to the developmental needs of the people and the area. We take various factors into consideration while defining the strategy in each area: the need and capability of the local community, the scale of our business, and convergence with the government existing initiatives.

For instance, in Andhra Pradesh our focus primarily on linking graduate youths to employment, local vendor development and healthcare services for rural villages.

In Rajasthan, our CSR covers 200 villages spread across 3,500 sq. km. and covers all aspects health, education, sanitation, safe drinking water, livelihood, local skill and vendor development for holistic development.

In Gujarat we have a small presence in each of the eight districts which cross the Mangala Development Pipeline. Considering the socio-economic status of the state and presence of many other corporates, our approach is to primarily focus on smaller need-based community projects. In addition, there are some projects that are common across the eight districts in which we have a presence, such as the Project on Providing Access to Maternal and Child Health services addressing issues of child malnutrition and maternal mortality.

How do they respond to your approach? How do you break resistance?

We adopt a parallel, triple focus approach, to engage with the community to build relationships of trust, respect and goodwill and grow areas of dialogue and negotiation.

Through the CSR welfare programs field-teams meet with community members on a regular basis for direct engagement and dialogue. This helps build mutual trust and a sense of community ownership of the interventions, necessary to long term sustainability.

Community Engagement Cells located at different business sites serve as a platform for one-on-one connect to address issues related to business - registration of local labour and for vehicle and equipment hiring, it, and to address grievances in such matters.

Local Vendor Development: A process institutionalized through the Local Content Policy and a Vendor Development Cell that provides support and build capacity of local vendors on quality and HSE standards and practices.

How has been the progress in these communities since your intervention? Do you feel encouraged? How have they impacted the communities?

Our CSR programmes have received strong endorsement from the local communities, which further encourages us in our endeavours. A large part of our CSR footprints are seen in the manner in which we have stimulated the economy in the rural environments of our operating areas. Local communities have seen a steady rise in their economic well-being. Cairn’s operations have created a new generation of entrepreneurs who not only provide services to fulfil our direct needs, but also provide valuable support services to our entire workforce. From vehicle providers to hotel entrepreneurs, we have directly and indirectly contributed to the welfare of local households.

What are the other significant areas of development that you all are focusing on? How have the communities received them?

- Cairn has implemented unique and extensive farm based programmes that improve the livelihoods of rural farmers and land contributors across our operational areas.
- Employment-linked skills program for local youth is another significant initiative. We support the local Govt. ITIs and conduct training courses for school drop-outs and college-going youth, and have liked them to employment locally through Cairn vendors or in the service industry.
- Harnessing alternative sources (solar/wind energy) to make power available at reasonable cost to far-flung communities is also on the agenda. We recently inaugurated a mini-solar power grid to serve the basic electricity needs of a 100-household village in Barmer. The success of this endeavor is
spurring us on to larger and more inclusive projects.

- We are planning for a large scale project on safe drinking water for the rural people in Barmer.

**How has been the impact? Can you give us three or four case studies as an example of change in the lives of people?**

We are committed to ensuring that our CSR engagements are impactful, and result in sustainable change in the lives of our stakeholder communities.

**Impact of our sustainable livelihood (farm & non-farm based) initiatives:**

- Through a unique water harvesting structure (Khadin) for desert area, we have bought 50 hectares of land into cultivation.
- Our dairy cooperative collects 7,500 litres of milk/day with market linkage, providing increased income to 2,000 households
- The Cairn Enterprise Centre in Barmer has trained over 950 youth, of whom 750 have received employment
- Our rural BPO in Barmer is providing employment to 200 youths. This center is providing the inbound call center service for Airtel.
- 5000+ farmers have been touched with our farming program and they have already seen improvement of Rs.10,000 income per year by productivity improvement, we plan to increase this significantly over the next 2–3 years
- Our operational area in Barmer has seen significant income enhancement (as measured by HDI) over the past six years.

**Impact of Community Interventions in Health & Sanitation:**

- Over 3,50,000 community members have benefited through Cairn India's healthcare support interventions such as Mobile Health Vans, Community RO plants and preventive healthcare for mother and child. We are seeing improvement of IMR and MMR over the years in our operational area.
- Since 2013, Cairn India has been engaged in improving the state of sanitation state in the district. We helped in construction of 1,850 toilets at household level in a PPP mode. The overall community satisfaction for this program exceeds 80 percent, as per survey from a third party agency. Cairn India has now partnered with the Government of Rajasthan to build 20,000 toilets at household level in Baitu block of Barmer district.

**Water ATMs for 24x7 clean drinking water**

Under the “JeevanAmrit Project”, Cairn India has installed water kiosks fitted with Reverse Osmosis (RO) plants to provide access to safe drinking water in the villages. Villagers now have 24X7 access to water at the swipe of a card - at 20 litres for Rs.5. The cards come with an initial value of Rs.150 and can be recharged for a similar amount.
Till date Cairn India has set-up 36 community based water RO plants across its operational areas. These water kiosks are covering a population of over 50,000 community members across eight districts in three states. The results are clearly visible. The number of water borne diseases, such as diarrhea in children, has come down. Cases of joint pain caused by high fluoride content in drinking water have also reduced.

Is the good work being taken forward by the communities? Are they also working towards moving forward in the areas of health, education and livelihood? Are they happy?

We ensure that all our CSR programs are sustainable and that only happens if community takes ownership. We have seen success in many areas but there is always scope for improvement. We recently did a survey of 7,000 households in our area and the 80 percent of the households believed that Cairn is the growth and development engine for them. We get full support and endorsement on various initiatives and expansion program.

Some examples of collaborative initiatives:

JeevanAmrit Project: The project is a good example of a community owned and operated model. Cairn India works with the PHED (Public Health and Engineering Department), Government of Rajasthan, to set up an RO plant and kiosk at the village and then handover them to the village water committee formed at the local village level. The water committee maintains, operates and drives the awareness campaign of the benefits. The RO kiosks have proven to be a model of good self-governance. The Water Committees have created an identity and are looked upon as an effective social group in their respective villages. Along with effectively running the RO plants, these committees are also undertaking many development works in the village pertaining to health and sanitation.

We launched our solar mini-grid plant in the similar model where village electricity committees maintain and operate the plant.

How do you look at the future in community development and how do you wish to take it forward?

We have developed a good operating model for all our programs which is based on community participation and partnership with the government. In future we want to scale these programs (health, water, sanitation, livelihood, skill development) up to much larger levels.

We recently started our flagship skill development center called Cairn Center of Excellence (CCoE) in Jodhpur. This is a residential facility built on a 12-acre area with a state-of-the-art equipment and facilities. This will provide advanced skills to 500+ youth ever year and link them to employment.

We intend to scale our sanitation (Swachh Bharat Abhiyan) and safe drinking water initiative to much larger scale in the coming year. Similarly we are looking to scale solar based household electricity based on the success of pilot.

Scaling-up will be done in consultation and partnership with the government in PPP mode.
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New Media Communication Private Limited,
1 Akbar Villa, Near Old State Bank Bus Stop,
Mandi- Maroshi Road, Marol, Andheri -(East),
Mumbai- 400 059 India
Phone: +91 22 2925 8888 / 29202999
Telefax: +91 22 2925 5279
www.newmediacomm.com
http://vimeo.com/digitaledgestudio
SAMA Foundation's Mission for the Disabled
Guiding Hapless & Helpless Children
Towards Empowerment

Caring for disabled children, especially those with severe disabilities and also those that cannot communicate constitutes great service to humanity is a noble cause and one that Sama Foundation holds dear to its heart. Jay Kumar of Sama Foundation, himself a disabled person, talks to Atula Imchen, CSR Mandate about the various initiatives that the organization has taken over the years and the challenge it faced in overcoming them. Excerpts.

Tell us about the genesis of Sama Foundation. What are the beliefs that the Foundation hold dear and the very reason for its existence?

SAMA FOUNDATION is a non-governmental organization, committed to promoting 'Inclusive Society' where people with disabilities enjoy their rights. The organization's priority is children with disabilities, who are most marginalized across every strata of society. The major focus is on health, education, livelihood, social empowerment.

Studies have proved that children with disabilities are the most vulnerable towards various forms of abuses, especially children with severe disabilities and those who cannot communicate. SAMA FOUNDATION believes that every child has the right to protection, regardless of gender, ethnicity and religion.

Our vision is to develop a society where "ALL ARE EQUAL" and are free from hunger, poverty, discrimination and exploitation. We are therefore tirelessly working to stop segregation in the name of disability and start inclusion in the name of humanity.

The very fact that this is led and managed by a team of people who did not allow their disabilities to hold them back is a testament that Sama is a big inspiration to others going through the same situation that nothing is impossible once you set your mind to it.

In one of your priority projects, education, you have set up 'Bridge Education Centres'. Can you share with us the different projects undertaken by SAMA?

Our priority project Yallareegu Shikshana -Education for All, promote an inclusive and easy learning approach to an education system that will accommodate diverse educational needs of children. As part of direct intervention, we support the specific needs of children with severe disability.
and sensory impairment through a bridge centre in government schools. At present we are running three bridge centres in which we have 40 children with multiple disabilities attending them. We assess the ability and disability of the child and develop an action plan. We provide physiotherapy and facilitate and support access to appropriate assistive devices and development aids.

Our other projects:

Chiguru - (BLOOM): This ensure significant and joyful childhood for children in difficult circumstances. We believe that the quality of care and support children receive strongly determines their psycho-social development which includes their intellectual and social behavioral growth.

We are doing a pilot project in developing a Disabled Friendly psycho-social care tool kit with technical support from NIMHANS. The modules are made impairment-friendly. The tool kit is not only meant to support the child but also to enrich his/her family life and student life. At present we have completed this project for children with visual impairment and we are in the process of completing one for children with physical impairment.

Swavalambi SELF-RELIANT: This project aims to improve the living standards of persons with disability and their families and in the long run, make them self-reliant. We facilitate and support them to form their own Self Help Groups for financial availability to take up self-employment employment and also meet their basic emergency needs. We also are imparting employable skills and placement into corporates, BPOs and malls.

Vocational Training: This six-month computer training is to aimed to create a skilled pool of disabled young people as well as those from the marginalized section through skill enhancement in tandem with market requirements.

The young people are given training on basic computer, basic spoken English, retail management, personality development and basic management, career counseling and pre-employment skills. We also facilitate and support in accessing employment.

Rehabilitation: “Making a difference every day”

People with disability have access to rehabilitation services which contribute to their overall wellbeing, inclusion and participation. We conduct health and assessment camps, extend support for corrective surgeries, physiotherapy services and facilitate access to different assistive devices and mobility aids,
wheelchairs and walkers. We also refer patients to different healthcare service hospitals and institutions.

The Right to Free Education. What brought about its introduction? Tell us more about this and the way forward.

The Right of Children to Free and Compulsory Education Act, 2009 is a landmark legislation in the history of the nation that makes elementary education a fundamental right for children between the ages of 6-14. But millions of children with disabilities got left out in the Act. Amendments to this law are due to be presented to Parliament in a supposed attempt to correct this huge oversight. But rather than taking a progressive step towards inclusion, the proposed amendments seem to be inching towards legalizing exclusion of children with severe and profound disabilities.

In 2002, elementary education was made a fundamental right in our country. The right to free and compulsory education for children between the ages of 6 to 14 is a fundamental right inscribed under Article 21 (A) of the Constitution of India which says, “The States shall provide free and compulsory education to all children of the age of six to fourteen (6-14) years in the manner as the State may by law, determine.”

Children with disabilities, including children with severe disabilities, are equal holders of this fundamental right. This fundamental right of the child is being watered down and instead of a school, home is being offered as a legitimate, alternative option for the education of a child with severe disability. S.S.A. adopted a ‘zero rejection policy for all children’. In order to fulfill this zero rejection policy, Home Base Education was initiated for children with severe disabilities. This initiative forced children with severe disabilities to spend their life within the four walls. We believe that this would be a violation of the right of the child to legitimate quality education.

In the initial years, SAMA did a survey in the localities around and we found that:

- Children with cerebral palsy, mental retardation and autistic are not cared well by their families and meet untimely death.

- One of the family members had to sacrifice their dreams, stay at home and be the caretaker of the child, for instance siblings, especially girls, had made to discontinue their education just to take care them.

- Parents do not know how to take care of them and are not aware of their specific needs. Moreover, all care available for such children are institution-based, are very few in Bangalore and are located very far away. Parents in the slums find it difficult to admit their children in these institutions because of the paucity of time and resources.

- Social isolation, exclusion from community and peers devalue the child.

- Exclude the child from many other entitlements and also expose the child to a lack of protection that social isolation brings.

- The quality of life of the child and its right is compromised by isolating
them at home.

- Increased belief of families that their child cannot be educable

Most children with special needs can be enrolled and retained in regular schools if adequate resource support is provided to them, whereas there are others who might have to be provided some kind of pre-integration programmes before they can be mainstreamed in a classroom. There might also be still some children with severe disabilities who would require an educational programme and intensive specialized support.

Apart from our social attitudes, the truth is that our systems for early childhood care, education and protection and our rehabilitation systems have not reached out to these children and families. Our understanding of families is that most parents would want their children to go out of the house and be with other children and learn and be included. They fear that their child will learn nothing in the system as it is today. Our focus has to be on supporting the child and the family to get to school, not on leaving the child at home.

To bridge the gap between children with disabilities and mainstream education, we propose to initiate a Bridge Centre within the government school premises.

As you mentioned, our schools are not really equipped to handle children with disabilities. Why do you think there is such a big gap or apathy in this respect? What changes should managing authorities in the education sector adopt to make school more friendly and welcoming to children with disabilities?

The general understanding on disability has been always from the medical perspective, which only talks about the inability of the individual. This is across all sections (family, society and disabled people themselves). So the whole focus of the civil society and investment was made towards providing medical services while less efforts were made on making the education system accessible.

While the awareness about inclusive education in schools throughout the country is still at an infancy stage, educational institutions are somewhat sceptical about having both normal and disabled children studying in the same classroom.

- Teachers lack the skills and knowledge
- Lack of flexibility in curriculum,
- No appropriate teaching, learning materials
- Not much importance is been given on developing appropriate infrastructure

**What teachers can do**

- Provide equal opportunities for children with disabilities to participate in classroom activities
- Adopt appropriate and interactive teaching methodologies to include children with disabilities.
- Encourage children with disabilities to participate in ‘after school education programs’

- To orient parents on the importance of education and engage them when developing individual education plans for their child
- Ensure children with disabilities get adequate learning materials
- Encourage children with disabilities to participate in sports and co-curricular activities
- Discourage bullying, teasing and any form of abuse against children with disabilities
- Actively participate in training programme and workshops organized by government and development organization on inclusive education

**How head-teachers can make a difference:**

- Make the school child safe and child
friendly.

- Ensure there are trained and appropriate teachers including special educators in schools
- Have accessible and hygienic toilets for all children including children with disabilities
- Initiate regular refresher training on inclusive education
- Hold orientation programmes on inclusive education to all parents
- Have counseling and guidance programmes for teachers and parents to build a positive attitude towards children with disabilities
- Support parents of children with disabilities to overcome trauma and guilt and engage families to seek early intervention
- Conduct meetings with relevant government departments, parents, and community members to address issues, avail their rights and entitlements.
- Involve parents/family members of children with disabilities in the school management committee and in the process of education and (re)habilitation of their children from as early an age as possible.

Our request to government officials:

- Accessibility should be extended beyond ramps. Children with disabilities should be able to access every part of the school.
- Adequate training to teachers and parents on inclusive education and early intervention.
- Appointment of Special Educators in general schools to fill existing vacancies
- Timely supply of teaching and learning materials for children with disabilities
- Timely supply of textbooks and assistive devices to children with disabilities
- Equip special schools as resource centres to train teachers on inclusive education
- Promote local monitoring committees and school management committees to ensure quality education
- Ensure that full and functional resource centres are available for teachers and parents of children with disability to facilitate quality education
- Remodeling of special schools to cater to the needs of children with multiple disabilities; prepare children with disabilities to join mainstream education.
- Make the school environment (classroom, library, toilet and playground) disabled-friendly
- Support teachers by providing opportunities for teachers to learn new teaching philosophies and methods
- Encourage more experienced teachers to partner and mentor less experienced teachers, and recognizing and celebrating teachers' accomplishments.
- Provide regular mentoring and counseling facilities for children in overcoming their psycho-social problems
- In addition, they should lead efforts to maximize community support in the form of volunteers, financial or in-kind donations, and assistance from outside experts in the fields of special education, disability, health, counseling, etc.

Tell us about KARO and your role in highlighting the rights of the disabled.

Through the ages, societies have considered persons with disabilities as not existing, and taking for granted that all human beings can see, hear, walk, understand and react quickly to signals from the world around them. This lack of empathy allowed our society an open channel to proceed with the exclusion of millions of people with disabilities. - Bengt Lindqvist

KARO - A Movement by and for People with Disability

A strong, vibrant, proactive and mass based state organization of Disabled People; federated with Advocacy Groups at village, block, district, and
state level. All Disabled People of this state directly or indirectly are the part of this movement. This will strive for addressing the issues and concerns of Disabled People throughout the state. This is not a Non-Governmental Organization but functions as a people’s movement. The movement will enable people with disabilities to access their legitimate rights and entitlements rights. This will also make sincere and serious efforts to address the basic and fundamental issues such as discrimination, exclusion, injustice, inequalities and denial of rights and opportunities of people with disabilities simultaneously.

SAMA Foundation serves as the President of KARO. It plays a vital role in providing the technical support and facilitate KARO’s activities.

With my experience I found that lack of information and ideas at both ends (People with Disabilities and society) is the major factor for People with Disabilities not to exercise their rights. I play the role of a trainer to promote Disability and Inclusive Development and train different stakeholders (PWDs, their families, government officials and other civil society members). I represent KARO in various forums at national and internal levels to share the views and opinions for drafting laws and policies to ensure the rights of PWDs. I also present papers and issues in different conferences on the same.

It is common knowledge that people with disabilities have a low self esteem. What has been your role in helping them come out of this as confident and stronger individuals who can succeed and do things in pretty much the same way as a normal person would?

Being a person with disability myself who has faced various challenges and overcoming the same as well as sharing my experiences has not only motivated the PWDs but their parents and the community as well.

As mentioned earlier, I began as a trainer. I created lot of awareness and sensitized people about various barriers, especially attitude and environment.

I also provide suggestions in making the environment disabled-friendly. This plays an important role in increasing the self-esteem of an individual, because when a person is able to manage his/her activities, his self-esteem increases. So I always try to ensure that the environment is made barrier-free so that they feel independent.

Apart from this, I motivate families to ensure they access education, employment and social participation.

What are the steps SAMA Foundation is taking to rehabilitate and make people with disability self-reliant?

To address this issue, SAMA started ‘Thrift and Credit Societies’, project in five districts of North Karnataka.

Through this project, people with disabilities and their family members are motivated to form Self-Help Groups and save small amounts of money every month.

SAMA also provide and support access to vocational skills in various fields and facilitate access to employment.

We also provide entrepreneur skills and facilitate to access loans from the SHGs, banks and government schemes and initiate them to start their own business.

How many people have benefited from your work since it started? Are you planning to expand your work to other parts of India too?

- Through our education programme, more than 110 children with disabilities have benefited
- Our skill development programme has benefited more than 500 youth with disabilities as well as from other marginalized groups
- Our Thrift and Credit programme has benefited more than 2,000 PWDs.

Yes we are very much interested in expanding our work in other parts of the country, if we could get good support.

Do you see a more compassionate and understanding country for this category of citizens in the future?

To a certain extent, yes, but a lot needs to be done and it has to move fast. It is still a sad reality that disabled people are still looked on as low-priority across all sectors. To quote an example, not many CSR activities support disability programs and initiatives. I am not asking for a separate program but that initiatives for people with disabilities be included in all the programs that CSR supports.
One in ten families has a child with a developmental disability. Children can be either born with a disability or acquire it due to poverty related risk factors. Being born poor puts you at risk for poor mental and physical development due to malnutrition, anemia and the lack of a nurturing environment in the early years. For children already born with disabilities, like Down syndrome or autism, poverty-related risk factors further magnify developmental delays. A small developmental gap in infancy becomes a huge gap in achievement by the time the child enters school. Many government and community based programs address nutrition but do not address the lack of a nurturing environment. In the first 3 years of life the brain is exquisitely sensitive to stimulation and care. Teaching parents to stimulate their child through play and communication could dramatically change the lives of these young children.

Ummeed, a not for profit founded in 2001, addresses the needs of both groups of children – those born with disability, and those who are at risk because of the environment they are in. Ummeed has a team of highly skilled professionals (Pediatricians, therapist, psychiatrist, counselors and social workers) who work with families at its Center in Mumbai. They develop and use best practices to care for these children, and to teach families how to support them. Ummeed reaches out to children at risk for disability in the following manner.

**Vision:** Ummeed helps children with disabilities or at risk of disabilities attain their full potential and be included in society.

**Center of Excellence - Clinical Services**

Through this vertical Ummeed assesses and provides therapies for children with Developmental disabilities like Autism, Cerebral Palsy, Downs Syndrome, ADHD, Learning disabilities, Behavioral challenges and dyslexia to name a few. Given that it is a program to address Early Childhood Development most of the beneficiaries are below the age of 6 years. Each year over 1100 children are directly benefitted through this service through over 7000 sessions.

**Training and Capacity building of other NGO’s**

To increase its reach by using the best practices developed at Ummeed, we have packaged the knowledge gained by Ummeed into training modules which we use to train community workers of other NGO’s to be able to provide much needed intervention in the area of Early Childhood Development in the underserved areas of our country. To date around 30,000 children at risk are reached out to, through these trained community workers.

**Research**

Ummeed is developing and testing a tool to monitor Early Childhood Development specifically for the India context, as part of a 4 country research project, in partnership with YALE University and the National Institute of Health, USA.

**Advocacy**

Ummeed is constantly lobbying to better the lives of children with disabilities. Towards this Ummeed is a member of the National Trust, the disability committee of the WHO, the Rehabilitation Council of India, Action for Autism and is also part of the task force for the implementation of the Right
to Education Act and as experts on the committee formed for the implementation of the Rashtriya Bal Swasthiya Karyakram of the Govt of India. In addition to this the school outreach team of Ummeed works with schools and helps enhance capacity of regular schools to become truly inclusive and work with children with developmental disabilities in the regular school setting.

**Ummeed’s Team**

The total number of full time professionals at Ummeed is 52 and all work on multiple projects.

The uniqueness of Ummeed is its philosophy of provision of ‘family centric’ care. The parent/s are involved in every aspect of the sessions at Ummeed which strengthens their capacity to work with their child in the home and school settings.

**Birds – Eye View:**

**My Friday with Harini**

By Jaihavi Shukla-Raju – Autism Therapist at Ummeed Development is most effective when professionals from different fields from Occupational Therapy to Mental Health work together.

“Didiaagaya!” she shouted loudly when she saw me enter the waiting room. Her eyes lit up and dropped the chalk with which she had been drawing on the board. With her fingers covered with chalk dust, Harini came towards me with a smile on her face. I bent down and stretched my hand and said “Hi Harini”. She looked straight at me and replied, “Hi didi! main apple banaya,” pointing to the chalkboard. Before I could react, she said “Chalo!” and ran in towards the therapy room, much like the meaning of her name – ‘like a deer’. This is how I begin my Friday at Ummeed.

Harini is an 8-year-old girl, the first born of Ramesh Gatla, a tailor and Kalpana Gatla, a housewife. They speak Telugu and live in a chawal. Harini also has a little brother Nandan, a typical child going to a normal school.

When Harini was small, her parents were worried. Harini didn’t look them in the eye; she ran away from them without reason, and sometimes hit others and cried a lot. Multiple doctor visits, scans and tests later, no one pinned down the problem. Harini was four when she first came through the doors at Ummeed. At Ummeed, her parents finally got the right diagnosis. She was diagnosed with Autism, a term they had never heard of before.

She was referred for services with the clinical team at Ummeed who started work right away. She received Occupational Therapy and Behaviour (Autism) Therapy once a week. The therapists worked hard, not on Harini, as much as they did with her parents! They taught them about autism and helped them build skills that they could use to work with their child.

When you see Harini’s file today, you will see bunch of reports, home programs and family service plans telling you the story of how our team worked with this child, with her school, with her parents and with their financial difficulties.

Today, when I see Harini, I feel she has been through a journey – A journey that I too have been a part of, through challenges, worry, success and hope. I have seen the family evolve and take charge of their daughter’s challenges. Harini’s mother, who once knew not a word of Hindi, now arranges meetings with Harini’s class teacher and does school work with both her children. I have seen Harini’s father transform into someone who can see his daughter’s strengths clearer and use them to work with her. He is now a father who can talk to me – the therapist, about matters of safety and pre-puberty without feeling awkward. I have seen this family sit through workshops amongst other parents from more privileged backgrounds, and confidently ask questions that are not only meaningful, but also important. For me, as an Autism Intervention Therapist, my journey with this child and her family symbolizes the true meaning of ‘Ummeed’ – hope for Harini’s life to have meaning and hope for her family to be empowered.

So I’ll fill in the chalk tray and clean up the easel, and look forward to next Friday, and wonder, “What master piece she’ll draw for me this time?”

**Challenges:**

One of the biggest challenges Ummeed faces in its work is the lack of awareness about developmental disabilities and the need for early intervention. Ummeed currently works at various levels to raise awareness through its awareness creation training programs targeted at NGO’s working with children, Individuals working with children and with parent groups. In the year ahead Ummeed will be allocating greater resources to address this challenge and help spread greater awareness around developmental disabilities and the benefits of intervening early.

*Source: www.ummeed.org*
MBA Foundation: Providing Life of Self Esteem & Dignity to the Disabled

MBA (Mutually Beneficial Activities) Foundation was started by a group of parents in December 2001 initially to provide sheltered day care and life care services for adult persons with disabilities, unable to find gainful occupation in the mainstream, or self-employment. They get appropriate assessment, counseling (for parents also), therapy (speech, occupational, physio & psycho), early intervention to prepare children for schooling, prevocational and vocational training and support in activities of daily living, and permanent residential life care services. Admission is open 12 months of the year.

Mission: “A life with self esteem and dignity for the disabled”

Vision: Every person with disability in India will have convenient access to all required rehabilitation care services to make him/her as much independent as possible.

Objectives: Unique concept of satellite care centres, community based, in a family atmosphere, with integrated rehabilitation services like education, training, occupation, therapy and relaxation and lifelong residential care for persons with disabilities. Each service is designed as per the needs of these children and adults.

MBA Foundation is registered under:
- The Bombay Public Trusts Act 1950,
- The Societies Registration Act 1860.
- The Income Tax Act 1961. (Sec 12A)
- National Trust (for the welfare of persons with autism, cerebral palsy, mental retardation & multiple disabilities)
- FCRA - For receipt of donations in foreign currencies.
- Rehabilitation Council of India (RCI), under The PWD Act, 1995, to conduct certificate course in “Awareness & Disability Management” for parents, guardians, volunteers and care-givers. The syllabus is designed by Indira Gandhi National Open University (IGNOU).

Performance & Achievements
In the last 13 years, MBA has developed the following modules for persons with disabilities in its care centers, as per the local community needs.
- For children with special needs - Early childhood intervention.
- For the educable - Coaching (SSC / HSC) under National Open School.
- For the educated - Executive Development Training & Placement.
- For trainable - Pre-vocational & Vocational Training.
- For severely disabled - Training in activities of daily living
• For persons needing permanent care - Life care including residential facilities.
• Other allied activities - Training the trainers; Awareness & Advocacy,
• Social Marketing, etc.

Starting with one centre in Chembur with seven young ladies with different types of disabilities, MBA now has five centres (Chembur, Powai, Thane Gorai & Ambernath) and an Auxiliary Centre at SEC Day School, Antop Hill. The organization provides a number of avenues for about 200 trainees (children & adults) with different types and levels of disabilities on a regular basis; and more than 1,500 people so far have benefited with assessment, therapy, counseling, referrals, placement in good jobs, etc.

In the Early Intervention group, children are given therapy, special education, etc., as per their assessment needs. They are trained on a one-to-one basis and prepared for schooling.

They are referred to a suitable integrated or special school, when they are ready.

As many as 75 educated youngsters have been placed in good jobs after six months’ training in Executive Devt. & Training Program, in good companies such as TCS, ADPC, aurionPro, Deutshe Bank (back office), Satveeka Trading company, and other reputed organizations in the fields of hospitality, trading, accounting, IT, etc., Most of them have been able to get settled in life with marriage, children, etc.

Around 130 youngsters with varied levels & types of disabilities (mentally challenged, visually impaired, hearing & speech impaired, spasticity, multiple-disabilities, etc.) have been trained to do a variety of jobs, as per their capability and they are kept occupied in our sheltered workshops during the daytime making products like fancy paper bags, gift envelopes, torans, stitched materials like bags, aprons, candles, biscuits, and services in back office like, Xerox copying, laminating, binding, etc. They are paid a stipend for their contribution towards production, which is the beginning towards A LIFE WITH SELF

**ESTEEM & DIGNITY.**

Some 35 youngsters, with varying disabilities, have been accommodated permanently as life care beneficiaries in the residential facility in Powai (for girls) and Gorai (for boys). These youngsters either have no parents or parents who are old and sick and cannot take care of them. This facility also includes the other day care occupation, relaxation, therapy activities as well to keep them happy, and healthy with occupation.

Medical care in association with Dr. L.H. Hirana ndani Hospital for all beneficiaries has a yearly health check up, followed by required treatment. This is a huge support for the organization. MBA Foundation Management team consists of Board of Trustees, Advisors and Executive Committee members. It follows all systems, methods and practices laid down to have a transparent forward looking organization and complies with all government regulations.

**Early Chilhood Intervention**

One to One Training...

**Group – Sand Therapy...**

**Occupational Therapy...**

**Pre- vocational and National Open School facilitation**

Group Functional Activities

Coaching for NIOS – Xth & XIIth classes....
Residential life care beneficiaries, participating in a music program

Long-Term Vision & Objectives
Replication of model rehab centre to reach out to many more needy beneficiaries.

In the last 13 years, the organization has replicated its model centres (day care & life care) in five locations. It has also extended its services in the area of training the trainers for vocational training to other schools in far-off suburbs of Mumbai, which in turn will help adults with disabilities in those areas.

In the long run, these role model rehab centres can be replicated in many more places, extending opportunities to many more such youngsters, to change their living condition and the general perception and attitude of the general public, from sympathy and charity to empathy and value adding occupation.

It is estimated that about 7.0 percent of the Indian population suffers from disabilities in one form or other. And many more hidden and unknown disabilities are coming up with research.

So, there is huge demand for the type of our integrated rehabilitation care services model. To meet this demand, the Foundation has taken up the policy of “Reaching Out” to as many needy beneficiaries as possible. In line with this policy, the organization has launched its next project in Airoli - GODS’ ABODE.

Airoli - GODS’ ABODE
In the land purchased from CIDCO, at 23A, Sector 17, Airoli, Navi Mumbai, the Foundation proposes to construct nearly 8000 sq. feet carpet area (nearly 17,000 sq ft of built up) to cater to the needs of persons with disabilities, (Assessments, Counseling, Therapy Inclusive / Special Education Facilitation. National Open School. Educated Adults- Exec. Development & Placement Services. Pre-Voc. / Vocational Training, Value Adding Activities.

Training For Activities of Daily Living And Life Care - Residential Facilities.

Project Duration: The construction has started in February, 2014 and is expected to be ready for operation by January, 2016.

The estimated cost of the project along with land, building construction, fittings, furniture & equipment for medical, paramedical, therapy, other essential services, back office work, etc., is approx. Rs.7.5 crores.

Key Project Services:
1. Integrated rehabilitation care centre for persons with disabilities with:
   • assessment, counseling, drawing out individual action plan;
   • therapy (occupational, physio, psycho, speech, etc.);
   • facilitation for children with special needs for schooling;
   • facilitation to complete school final for drop outs thru NIOS coaching;
   • executive development & training for educated persons for good job placement;
   • pre vocational (12 to 17 years) & vocational skills training (18 years & above),
   • sheltered work centres for occupation with value adding activities;
   • group therapy through sports, music, dance, bhajans, meditation, celebrations
   • residential life care centre.
   • other activities like training the trainers, awareness programs & social marketing;
2. Speciality center for disabilities – medical & paramedical – aids & adaptations
3. Activities in the area of gardening, floriculture and horticulture
4. Research center in all aspects of disabilities – prevention and cure
5. Gods’ self employment plaza

We also welcome financial Here Is A Golden Opportunity For
• Persons With Disabilities, Their Parents, their families and friends
• Supporting The General Public &
• Supporting Corporates & Business Houses.

To Rise To The Occasion And Be Our Partner By Offering To Take Up The Partnership Forward With Their Pledge To
1. Parents/ Guardians / Individuals - One Square Feet At Rs 5000/-
2. Business Houses & Corporates –
   A. 400 sqft rooms for training, work centres, lifecare residential, medical, para medical, canteen.
   B. 200 sq ft size rooms for assessment therapy training & work
   C. 50 sq ft area for individuals – area needed for persons with disabilities with wheel chairs/crutches, etc.

Sponsors:
Names of sponsors of 100 sq ft and above will be displayed in a Roll of Honor to be displayed prominently In the lobby.

The rooms mentioned above for any of the rehab care activities will be named after the respective sponsors.

All the sponsors and their families will be invited for all our functions, big and small, and acknowledged in our souvenirs.

Jayshri Patil can be contacted at lifecare.disabled8@gmail.com.
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- As of 28 Feb 2015, Wockhardt Foundation operates 104 Mobile 1000 vans in 15 states of India

Contact:
Pooja Raghani
m: +91-9773113795
w: www.mobile1000.org
e: praghani@wockhardtfoundation.org