PATHWAY TO NATION BUILDING

Women Empowerment and Skill Development

CSR in India: Transactional or Transformational
Nudging India Out of Poverty Through Skilling and Education
A Holistic Approach for the Welfare of Women and Children
Recognition

The role and contributions of CSR Mandate in bringing to the fore the initiatives of Corporate India and NGOs has resulted in the magazine being awarded the ICE Awards 2016.
MESSAGE

It is known fact that 21st century is the century of knowledge. Ideas and innovations are the driving forces of this era. The democratization of trends and practices of good governance is the need of the hour to spread the awareness and implementation.

The endeavor of providing a platform to the thought leaders and decision makers for sharing their vision, goals, inspiring stories and the people they help, deserves sincere appreciation.

I convey my compliments and best wishes to New Media Communication Private Limited for its meaningful publications like CSR Mandate magazine.

(Narendra Modi)

Dr: 31-07-2014

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 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 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.

Anandiben Patel
Chief Minister, Gujarat State

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)

Dr. Arvind Parmar
Chairman, SULABH International

Congratulations on a well thought out issue.

Ruchira Gujral
Corporate Engagement and CSR
United Nations Children’s Fund
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Developing Communities for the Common Good
Dear Readers,

Much has been said, time and again about, the importance a girl child, a woman, plays in the society. This actually goes without saying just how valuable a role the woman plays in day-to-day life. A girl child receiving education, a young girl continuing her higher studies, a young woman at the threshold of joining the job market or a married woman and mother respected and valued for her role at home/workplace. When there is collective regard and respect for her very being, her very existence, and when the society give these opportunities unconditionally, India will witness a change. Absence of fear, of bias, of hindrances will empower women to rise and change the world around them. For far too long, the fairer sex in India has been conditioned to believe that she is a burden to her family and the society. We need to start undoing all these misconceptions and start afresh. Each individual or community is valuable and each has so much goodness and can contribute a lot to making India the progressive nation it is meant to be.

As India is emerging as a force to be reckoned with and being one of the top emerging economies with its huge workforce and young population, studies show that only two percent of the total employees in India have undergone skill development training. Thus Skill Development is certainly the need of the hour if India wants to become a worldwide sourcing hub for skilled employees. It is heartening to note that the Prime Minister has laid great emphasis in this area. Under the National Policy on Skills, the Government has opened up many avenues and opportunities to increase employability. Credit also goes to the private sector for doing its part in skilling as well as supplying skilled manpower. Achieving this will be a mammoth task but we believe that all the initiatives taken in this regard will benefit not only the learners but this great nation in the long run.

May you be inspired by the contents in this issue of CSR Mandate.

Happy Reading.

Kamaljit Swaroop
Vice Chairperson
New Media Communication Pvt. Ltd
Editorspeak

Dear Readers,

It is a foregone conclusion that a society can develop in a healthy way only when all its members grow with equal opportunity and equal treatment. India's skewed male female ratio and unequal treatment of its members on the basis of caste, religion and sex have been also been talked about on international circles for decades, putting pressure on Indian society to think and work towards resetting the issues before it can be counted among the countries with a progressive outlook.

Some steps have been taken by successive governments to rectify the problems through various plans and implementations to address the issue. But the problem being deep-rooted and very intrinsically woven with the culture, it is taking time to eradicate the ills. On certain levels, half-hearted approach of successive governments at the state, central and district levels have also been responsible for a slow change in the mindset. Illiteracy, lack of intermingling of communities, and vested interests of certain sections of society have also been responsible for little or zero progress since India achieved independence.

Yet in the last five to six years, some noticeable changes are being seen in certain urban and semi-urban societies, especially where corporates, NGOs and some government departments are working to eradicate the problems. However, a lot has to be done as we are just seeing changes on the surface level. One of the biggest services that the government can do is to help television industry see this problem in the right perspective and stop showing regressive serials that only help getting TRPs but show no intention of showing progress in women's lives. This is important in the context of India’s democracy which is still learning to cope with responsibilities and rights of its citizens in a diverse society. It is often shocking to see some remote villages in far-flung areas completely untouched by the progress of the country, where irrelevant and detrimental customs are being followed under the cover of retaining ethnicity and showcasing diversity.

Campaigns such as 'Beti Bachao, Beti Padao' and 'Skilling India' are some of the commendable efforts of the Indian government towards uplifting the conditions of underprivileged sections of our country. A few years down the line, these movements and the programmes under these campaigns are definitely going to yield positive results in women empowerment and removal of inequality between sexes, besides increasing the employability of our citizens. We bring you some of the best works done by the corporate and the agencies to bring in the changes.

Archana Sinha
Editor
Ushering Transformational Change THROUGH REAL WORLD PARTNERSHIPS

I once visited a remote tribal village near the border of Maharashtra and Gujarat to undertake a Needs Assessment Study – an oft used tool to understand the issues of a group we were planning to work with. In the commercial world, product development and service delivery is designed based on the needs of a “consumer”. This is equally followed in the social development sector, where an “intervention” is planned based on needs of the “beneficiary” or as I would prefer to say - “user”. I always thought this was a practical approach until this young girl asks me during our interaction that “Madam, aap humare saare samasaya dhoor kar sakete hain?” (Madam, will you solve all our problems?). What could I honestly answer her? I knew that while I may understand all the problems in that remote village, would I truly be able to find a Corporate or donor who would be prepared to look at every issue as part of a larger problem – “disadvantaged communities”? A question that has plagued society for centuries. How do we bring together varied interests to jointly address a society’s development?

Problems Aplenty

As has been reinforced in the Companies Act 2013, most Corporate organisations have specific CSR mandates – be they sectoral or geographical. The same holds true for donor agencies who have single point agendas. As best practices go, this is good as these bring in significant focus and assets to tackle the issue, for e.g. HIV, WASH, Waste or Livelihood, plant vicinity or specific States. I am not sure if economies of scale kick in, but overall, we know that it does not quite work out that way. Most issues are interconnected, if one is a consequence of another, then the other results in yet another issue!

Let us take the example of education of a girl child. It starts with the basics – roti, kapda aur makan. If the girl is undernourished, or does not have a decent uniform or goes to a school that does not have sanitation facilities, she is not very likely to be a regular student, leave alone an educated one. Male students from backward classes have similar issues in accessing education. It is not surprising that the highest dropout rates from the education system is at Standard Five, a time when the girl child is entering puberty and the male child is beginning to contribute to the household income. Education then is interlinked to issues such as nutrition, health, sanitation, gender bias, caste discrimination and more.

If we look at livelihood programmes, the bedrock of financial independence and progress of a society, a similar story exists. When contagious diseases are the norm due to open defecation and abysmal waste disposal, chances are slim that a person will be able to put in the required days of work to earn a decent living, be it in a manufacturing plant or in a micro-enterprise. Even if they do make it to work, they need to decide how to spend their meagre earnings - medicines or food for themselves or their family members. Yet, these scenarios need not be the standard. Integrated development and holistic solutions needs not be clichés. It is possible, provided we join hands to leverage our strengths and resources.

Models for Impact

There is much to be gained from partnerships - opportunity to learn from previous efforts, new perspectives developed, leverage platforms created, explore emerging markets and non-traditional channels to improve
development outcomes. Collaboration and co-creation have become buzzwords in recent times with Public Private Partnerships being touted as the model to be emulated. This is not an article on PPPs, so I leave that for another time! However the fact is that, successful, long-term partnerships are few and far between.

Alliances exist around sectoral issues but not much is known of their impact on the ground. The reason is not so difficult to spot. First is the problem of a natural owner. In a multi-stakeholder group, there is no leader; it is projected to be an equal partnership. Arriving at a consensus is therefore a long and arduous task, fraught with tension over individual egos and organisational priorities. Third party associations try to broker solutions but are more often than not driven by their own private agendas. Even where there are success stories, no one party can claim credit in the interest of being fair or bound by policy and therefore remain untold. What then does it take for successful joint initiatives and how can they be replicated?

First and most critical is the need for greater engagement of stakeholders, including private sector, indigenous service providers and qualified development practitioners. We tend to work in silos with a narrow, and in some cases, laser focus in our areas with minimum interest in what others are doing, leave alone understanding the intersecting points of delivery and potential synergies. The term being used is Convergence though many regard it to be a euphemism for dilution and delay. Alliances (loose arrangements or agreement-based) succeed when stakeholders are prepared to operate within the strategic framework of a transparent plan with an overarching umbrella covering the community. This more often than not requires current partners to look beyond their immediate projects, as to what the target groups really need and when. While this may seem obvious, sadly it is not always true - it requires both timelines and activities to be driven by the bigger picture. Not to mention, financing of aspects not budgeted for. Hence it helps if an alliance is prepared to broaden the scope and bring in new partners, fresh ideas and resources. Activities should be linked so as to reduce gaps and accelerate improvements. Test and strengthen existing systems and infrastructure. Above all, monitor progress and measure success. Is this theoretical or can this actually be carried out for real?

The answer lies in an eco-system approach that measures capabilities of all stakeholders and the challenges of market-based solutions. Research and identify potential areas to pilot models with low-hanging fruits and short-term gains. Select partners based on shared values that will drive joint objectives. Have open discussions on potential conflict of interest issues. Determine feasibility and approach of interventions that address the community’s needs. Outline work plans – model, scale, impact. Let each partner do what they do best in the area or village they are most comfortable with. Identify, set up, support and institutionalise local mechanisms and entities to foster sustainable solutions. Catalyse government officials for the implementation of schemes. Favourable regulatory environment always helps. Build capacity of local institutions to carry out myriad tasks and services. Design a toolkit for monitoring and evaluation. Create a dedicated platform with a non-partisan secretariat, interface cum implementer. Technology can be a great enabler. Document and disseminate results so all can celebrate the success. Empower the alliance to learn from failures. So can this be standardised and scaled up? Yes it can! It needs an attitude change and vision that the way forward is collective impact! While I did not have a satisfactory answer for the little girl that day, she did give me a something - a purpose!!

Ironical, how, when we go to give, we instead return receiving... Ditto Partnerships!

Karon Shaiva is the Founder and Chief Impact Officer of Idobro, a social enterprise that hosts the annual RISE Summit facilitating cross-sectoral dialogue, capacity building and collaboration with and within the sector.
KPMG in 2015 conducted an independent study to evaluate the CSR performance of the top hundred listed companies as per market capital after Section 135 of the Companies Act was enacted in April 2014. According to the findings of the report for FY 14-15, 90 percent companies were reported to have included a standalone section on CSR, while 49 percent companies gave details regarding their CSR vision/mission/philosophy. The report revealed that only 34 percent of companies gave details regarding amount spent on CSR, while 58 percent were found to have made disclosure on CSR areas of intervention. Only 21 percent companies shared some or the other details regarding outreach/people impacted through their CSR interventions. As regards CSR spend, according to the report, INR 5,115 Crore was spent of a total of the prescribed two percent of profits which equalled to INR 6,490 Crore.

Another CSR evaluation was conducted by NGO Box, which took a sample size of the top 250 BSE listed companies for the study in 2015. According to its findings, top ten companies by actual CSR spent together were reported to have spent INR 2783 Crores, which was approximately 50 percent of the total actual spend by companies under the study. Among sectors under Schedule VII of the Act, (a) Healthcare & WASH and (b) Education & Skills were the two leading sectors in which companies invested their maximum CSR spend of 32 and 29 percent respectively. According to its report, Maharashtra and Rajasthan with 18 and 10 percent respectively were the top two States to receive the maximum share of CSR spends. Noticeably, the eastern and north-east states which are the poorest among all, received the minimum share of the total CSR spends.

The third such CSR study of the top 100 companies on S&P BSE was conducted by Institutional Investor Advisory Services (IIAS) that published its report for FY 15; findings of which were relatively in line with the reports of KPMG and NGO Box. The report confirmed that PSUs trailed behind private sector companies in spending full...
two percent of their average profits. As regards modes of spending, out of 70 percent of companies who used implementing agencies, 43 percent of companies of them were found to have engaged external implementing agencies (NGOs) while 57 percent companies got CSR implemented through their trusts/foundations, including other related parties.

Now, while the findings of the above three evaluations of CSR in India are found to be relatively in sync with each other, these reports missed to include their analysis on various aspects of qualitative dimensions and spirit of the Act, whose intention is to bring about transformation in the social sector objectively. In fact, what is missing out in all forms of such CSR communications and documentations is the information on the aggregate impact of CSR initiatives vis-à-vis national priorities on the reduction of poverty, hunger, illiteracy and improvement in employability and access to healthcare, water and sanitation, etc. The studies mentioned above however evaluated on the transactional aspects of the Act such as how many companies complied with the Act by keeping CSR spend in the center of it along with what companies spent their CSR funds on and where (geographies), and how much of the two percent companies finally spent (QUOTE). These are some valid questions from an audit viewpoint which helps the government and stakeholders to keep track of businesses on their responses to the Act and commitments to CSR. They, however, do not reflect on the following moot questions which a CSR research/study must ask them to examine critically and find out the objectivity and subjectivity of CSR intent and practices of companies. Whether or not Section 135 of the Companies Act on CSR is doing well from the perspective of enabling change and bringing transformation in India must be examined and debated. What changes has the Act facilitated to make so far in obliging companies to adopt right policies and therefore undertake improved practices that are different from transactional policies and practices? Has the Act enabled corporate sector adequately to internalise CSR into their business strategies and participate in making India’s growth inclusive? Does the Act provide enough motivation to companies for making proactive commitments and then taking a

with an aim to facilitate and strengthen our planners and companies adopt a transformational approach to CSR against the transactional strategies.

CSR in India: Transactional in its Approach and Practices

Since the emphasis is primarily laid on meeting the ‘compliance’, CSR spends, in alignment with Schedule VII, is made a focal point and the sole criterion for companies and the government to follow under the compliance. Our approach to CSR is very transactional which means a company management is simply worried to perform CSR per the Act by putting in place a policy, a CSR committee and also by spending two percent of the profit in alignment with Schedule VII followed by publishing a report. Although these transactional activities meet the minimum requirements of a company to comply with the Act, they do not necessarily look into qualitative and dynamic aspects of CSR that have great capability and potential to bring transformation in the social sector. Traditionally, companies have been found to have adopted a piecemeal, unstructured and welfare approach to CSR. It is true that they are spending on a broad range of activities, but it is also correct that these activities if put together, have failed to make a sustained impact. It is mainly because these activities are done in isolation with welfare approach and are also planned short term without having ensured participation of people. For example, as per the reports, a significant chunk of CSR resources is spent on education. However, it is not clear whether they together have enabled the outputs and outcomes to make direct and visible impacts on the critical indicators for education such as increased and sustained enrollment, reduction in dropouts, improved quality of

"CSR activities are envisaged to meet the country’s pressing issues, which together are critical to the inclusive growth and sustainable development. CSR, therefore, has to be uniquely planned thereby making it transformational, not transactional"
CSR Mandate

education, and teachers’ motivation and commitments, etc. Further, some companies were found to have spent their funds on improving the infrastructure of wealthy institutions, big hospitals and in partnering with large NGOs for doing some fancy projects in the area by setting up technology-based solutions for education and health. Having said so, I am not disputing over the requirements of such projects. But what I am hinting at is for companies to work cohesively under some plans so that they meet the local needs primarily while some of the CSR activities are envisaged to meet the country’s pressing issues, which together are critical to the inclusive growth and sustainable development. CSR, therefore, has to be uniquely planned thereby making it transformational, not transactional.

Transformational CSR

The objective of making CSR mandatory through the Act is not only limited to setting aside two percent of profits; rather the Act seeks companies to ensure BHAGIDARI (participation) in social development too as responsible corporate citizens of the country. India is economically transforming, but the pace of this transformation cannot be accelerated and achieved until the social sector is uplifted and transformed. I would therefore imagine if CSR steps into a national movement that works to bring transformation in the social sector; CSR together with several schemes and programmes of the government meet the felt needs of people in the shortest possible timeframe of five years. CSR, therefore, should supplement and complement the efforts of several governments and NGOs to achieve the nation’s development goals. Companies must plan only those activities that are aligned with the local needs while addressing the larger development agenda of the country. Companies which have been reported to have spent more than 100 crores, could perhaps come together to address farmers’ suicide as one of the pressing social issues of India or undertake a massive joint project under a mission to solve the water crisis in the water-starved or stressed zones of the country. It is like India Inc. contributed collectively to Bharat Swachcha Mission for the construction of approximately one crore toilets in just a little over a year’s time; the effort is still on to free India from open defecation in less than five years. This is what the right approach to CSR is - to bring transformation. The same should be encouraged more and applied in practices.

Required: A Strategic and Operational Shift

CSR in India should contribute and deliver permanent solutions to some of the big ticket issues of national importance such as farmers’ suicide, water crisis, elimination of extreme as well as persisting poverty and unemployment. These are the most important expectations of the present time. Companies are therefore expected to converge their CSR to national priorities while remaining committed to making sustainable impacts locally. Strategically and operationally, companies must move away from the transactional method to a transformational approach to CSR. CSR, after the introduction of the Act, is expected to play the role of a game changer in nation building; not just an ordinarily looking mechanism to doing charity or philanthropy.

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“Companies which have been reported to have spent more than 100 crores, could perhaps come together to address farmers’ suicide as one of the pressing social issues of India or undertake a massive joint project under a mission to solve the water crisis in the water-starved or stressed zones of the country”
Currently, Skill India mission is one of the top development-related priorities of the Central Government. Supporting this, National Skill Development Corporation (NSDC) has generated Need Assessment Reports at the district level and Skill Gap Reports at the industry level. And keeping these reports as a base, standardised skilling courses have been developed and implemented by the government as well as private agencies. With flimsy skilling history in India, these reports act as an optimum framework for designing and implementing skilling programmes. However, it is imperative to understand that the skill development sector is still at an infancy stage, and standardisation based on a bird’s eye view is not appreciable, especially considering the complexity of the problem at hand. Therefore, it is important to critically assess the current scenario before jumping towards having a blanket approach and replicating it all across the country.

As of now, Agrasar has trained 5000 disadvantaged youth through skilling centres that are being run in partnership with Tech Mahindra Foundation, Concern India Foundation and Macquarie. While the sector at large is struggling with placements, Agrasar takes the liberty to boast of remarkable placements and more importantly, retention on jobs. More than 80 percent of the trainees have joined and retained their jobs for at least six months (follow-ups are terminated post six months, apart from certain exceptional cases). The credit for this goes to the skilling system that has undergone a significant evolution and refinement over a span of five years. Therefore, while dealing with
the nuances of need assessment, it is important to understand the skill development scenario in an integrated and a holistic manner.

![Diagram]

**Needs Assessment**

Needs Assessment studies at the local level are a must before we go full throttle in scaling up the interventions based on the high level studies provided by NSDC and other stakeholders. Needs of local industry, aptitude, interests and aspirations of youth, existing infrastructure, education levels and other socio-cultural dynamics are significant and have to be considered in order to design sustainable interventions. All our interventions begin with a comprehensive needs assessment survey in the community. The objective of the survey is to find a match between the needs of the industry and interests and aptitude of the youth. For instance, in Gurgaon, the migrant population is our target group and therefore the programmes are designed taking into consideration the peculiarities of this group. This includes having flexible timings, medium of course delivery, aligning the mobilization efforts with the seasonality of the industries and so on. We have also set up a skilling centre in the industrial premises itself, in which unskilled workers come for training between working hours. This, and other fellow companies, have agreed to spare two hours of the workers’ work timings while they get the much needed skilled workforce in return.

Some other important objectives that are kept in mind include ascertaining current employment context and entry-level manpower requirement, gathering information related to existing government and private infrastructure for skill development in and around the region and gauging the quantitative and the qualitative gap in training accessible to the youth in the region.

The study is structured to understand the skill requirement of the industry and aspirations of local youth and to firmly situate it in a pragmatic perspective so that it leads to a specific developmental action. Methodology for needs assessment generally involves the following steps:

1. Relevant studies on the subject, especially the ‘District-wise Skill Gap Study for the State of Haryana/Delhi’ by NSDC were used to devise a framework for further research. National Skills Development Corporation (NSDC) has recently conducted a comprehensive district level skills gap survey for all the States. Workforce employment across sectors has been estimated by determining underlying demand drivers for the sector and converting it into workforce demand by factoring in the related employment norms. District-wise employment demand is obtained based on demand driver distribution across districts and employment distribution across skill levels.

2. The information derived is ascertained by interviewing concerned members.

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**Agrasar’s Skill Development System**

As depicted in the above figure, assessment is done at every stage of the system. Feedback to the previous step is also generated and based on this feedback, changes are made in the process of each step. For example, if there are challenges faced in the selection process and eligible candidates are not applying for admission, then there is a need to reflect upon the mobilization strategy and tweak it as per requirement. Similarly, if the candidates are not getting placed, then there is a need to reflect on the selection process, training methodology and curriculum of the course. One of the reasons candidates are not getting placement could be their unwillingness to work, which implies
from the local industrial and trade associations.

3. Fieldwork starts with mapping the area and locating the major roads, landmarks, colonies, bus stands and railway stations, etc. Efforts were made to have a basic understanding of the region by doing a reconnaissance and interacting with the local public.

4. On the basis of the preliminary survey and area mapping, the area is divided into different socio-economic zones for further study.

5. Focussed group discussions are conducted with a heterogeneous sample of youths in the area. The sample includes males and females, in the age group of 18 to 25, with varied educational and socio-cultural background. Discussions are directed around areas such as age at which one should start earning, aptitude for job and self-entrepreneurship, willingness to take risks, salary expectations, willingness to travel, socio-economic background, hopes and aspirations, readiness for private-sector jobs, eagerness in joining a job-oriented training, knowledge and perception pertaining to the available training infrastructure, factors affecting decision making (salary vs career, family, peers) and gender-based differences.

6. In-depth interviews are also conducted with a sample of youth, as selected above, from diverse socio-economic strata, in each town. The interview schedule will be designed keeping into consideration the above points.

7. The interest level of youth in joining various trades is gauged using a 3-point Likert Scale, wherein ‘0’ being the lowest and ‘3’ being the highest level of interest.

8. All the potential trades (Sales, Data Entry, Field Job, Telecalling etc.) are bright Red) have the lowest level of feasibility. Rest lies somewhere in between. Therefore, first preference shall be given to Trade 13 and 14. If there is any constraint in going ahead with these trades, then Trade 15,16 (with same youth inclination as Trade 13,14 but lower HR requirement) or Trade 7,8 (with same HR requirement but lower youth inclination) shall be chosen. And, so on.

9. A database of all the companies located in the region is developed with inputs from relevant industry associations such as FICCI (Federation of Indian Chambers of Commerce and Industry), CII (Confederation of Indian Industry), Assocham, Nasscom, Retailers...
Association of India, Society for Indian Automobile Association, the Indian Cellular Association as well as more such associations at national and state level, as required. Land Use Report of the districts prepared by Town & Country Planning Division is also considered in developing an overview of the industry trends.

10. Three companies from the suggested trades in each cluster are interviewed on areas such as job roles with high recruitment potential at entry level, education qualifications required in a role, competencies (knowledge, skills as self-awareness, interpersonal skills, spoken English, digital and financial literacy, especially in the service sector. Interactions with potential employers informed us that these basic employability skills are non-negotiable while the domain specific skills can be easily imbibed during on-job training. Having worked in training and placements field for the past five years, we have learned that employers spend enough resource in training the candidates with trade-specific skills. However, if a candidate is well equipped with the basic knowledge and skills and instance, there are two lakh women in Gurgaon who are not engaged in any income generating activity. One of the major factors that prevented them from working is lack of social support as they have to take care of their family single-handedly. Some of them have tried home-based work, but a large portion of the profit had to be given to the contractor/middleman leaving them dissatisfied and disillusioned. Keeping this in mind, we have launched a new initiative called “Sociemaker” with the objective to transform some of these women into micro-entrepreneurs. For this, we have created a resource centre to train and facilitate women in setting up craft-based enterprises. Women have the flexibility of timing for training and work.

The problem at hand is lack of employability and skillling may not always be the solution. We also need to understand institutional factors related to family response, childcare, affordable public transport, health and well-being as well as the labor demand factors like employers’ attitude, nature of contract, wages, geographical distribution of jobs, shift patterns and social security. Currently, the need is to look at the problem more holistically and design impactful employability enhancing interventions rather than scaling up and standardization without much base and experiential learning.

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Skill Development - AN IMPERATIVE

The need of the hour for India’s youthful, dynamic workforce to transform India’s fortunes

The world today is vastly different from what it was a decade ago. Explosion of technology has made for a more connected world reducing geographical barriers, giving rise to knowledge economies and creating a highly mobile global workforce. For innovators, the world has become the market place. A significant development in this decade is that the global fulcrum of economic growth has shifted eastwards with the rise of Asian economies. Driven by domestic demand as well as global competitiveness of their industry, countries such as India and China are drawing global attention and investment. This is coupled with their advantage of having a younger population compared with ageing western populations. Under such circumstances, importance of skill development of this large working population is not a matter of great debate. It is not a choice but an imperative both for the nation and for the individual.

From the nation’s perspective, economic growth is dependent on productivity of industry and its people. People can be productive provided they enjoy good health, have access to quality education, relevant skills, and are made aware of livelihood opportunities presented by the economic growth around them. Countries such as Singapore and South Korea are examples of success through strategic linking of supply and demand. From an individual’s perspective, each of us desire a better life; through education and skills training, we wish to be positioned advantageously in pursuit of our dream jobs, earn more money for our own happiness and that of our families. Mere aspiration without skills is like sitting in a jet plane that goes nowhere. Youth with no skills and no jobs leads to social unrest; this is neither good for the individual or the nation. Clearly the importance of skill development is fundamental for both economic and social stability.

That brings us to the question of how can we make skill development effective as a key strategy for national development. With 13 million youth entering the workforce every year, India faces the world’s biggest HR challenge to skill 400 million people by 2022. Skill development has become a national mission with the Governing Council chaired by our Prime Minister. Recently, a Ministry for Skills Development and Entrepreneurship was specifically created to this effect. In order to ensure significant stakeholder collaboration in this national mission, the National Skills Development Corporation, a unique PPP body, was entrusted with driving private sector participation through access to funding.” This institutionalised
structure at the apex level is helping drive the ambitious skillling target. Recently, the National Institute of Open Schooling (NIOS) has taken a giant step by signing an MOU with the Directorate General of Training (DGT) under Ministry of Skill Development and Entrepreneurship (MSDE), GOI. This will not only break barriers between mainstream education and vocational education, it will also enhance employability. Clearly the government leadership, right policies, industry and training bodies can harmoniously work together to transform the nation.

At the Tata Group, we have also embarked on a journey with Tata STRIVE which is the Group’s wide skillling initiative aimed at skillling youth especially from disadvantaged communities for employment, entrepreneurship and community enterprise. Operating under the Tata Community Initiatives Trust, the vision is to impact the skillling ecosystem by developing and sharing through partnerships – best practices, process rigour, quality content and innovative technologies that result in effective skillling for livelihoods. With a focus on entrepreneurship as well as employment, we work with partners to deliver job-oriented courses across industry sectors from hospitality to manufacturing, as well as explore local entrepreneurship possibilities.

There is no doubt that young people are the innovators, creators, builders and leaders of the future. But they can transform the future only if they have right skills for a brighter future.

Anita Rajan is Chief Operating Officer, Tata STRIVE and Vice President, Tata Sustainability Group

Importance of skill development of this large working population is not a matter of great debate. It is not a choice but an imperative both for the nation and for the individual. From the nation’s perspective, economic growth is dependent on productivity of industry and its people. People can be productive provided they enjoy good health, have access to quality education, relevant skills, and are made aware of livelihood opportunities presented by the economic growth around them.
Ayisha dresses up smartly, picks up her bag and steps out for a regular day of work along with other women in Bangalore. So what is the big deal?

The difference is that Ayisha went through 100 days of change at Gurukul that catapulted her out of a stagnant job at a local garment factory into the very stylish and high paced job of a Beautician at YLG with rapid growth opportunities! She went through rigorous training in Life Skills at the Gurukul, a residential training program of The/Nudge Foundation, which included how to face life with confidence, respect towards self and others, personal hygiene, clear communication, how to set goals and work towards achieving them. Coaching in spoken English, budgeting & saving and digital literacy has put her at par with any educated working woman. High standard, practical honing of livelihood skills puts Gurukul students way ahead of their peers. Ayisha now gets up in the morning knowing that she can support her family of ten, take care of her ailing father’s medical expenses and send her siblings to school while making a beautiful life for herself. She looks forward to growing in her career now rather than working to meet tomorrow’s expenses. She has The/Nudge Foundation’s Life/Guard program to lean on in times of doubt and trouble. Life/Guard is a unique and comprehensive lifelong support platform from The/Nudge for underprivileged youth who have managed to nudge themselves out of
Every human being deserves a dignified life out of poverty, and it is well in our collective means to achieve that goal.
Atul Satija, Founder & CEO, The/Nudge Foundation

poverty, but are at risk of falling back in. The number of girls and boys who wait for this second opportunity in life to transform their lifestyle to that of their dreams is alarming. 680 million Indians cannot meet their basic needs. Our growing economy with massive skill deficit provides a real opportunity for them to escape the cycle of poverty through gainful employment. But imparting livelihood training is proving to be insufficient, emphasising the need for life skills and literacy to sustain employment and remain out of poverty. This is where The/Nudge Foundation, a for-purpose startup, is smartly tackling the greatest human development challenge of our times - poverty. It is on the right track in sustainable poverty alleviation of one million people, by building a strong 360-degree life, learning and economic foundation for the poor in residential “Gurukuls”, along with lifelong support system – Life/Guard. The organisation is focused on creating innovative solutions for sustainable alleviation of poverty with scalability as an important aspect for each solution.

The second batch of students (33 men and 16 women) from our “Mphasis Gurukul” secured 160 percent placements and graduated on 19th June! This is the second time in a row that The/Nudge’s Gurukul have achieved more than 100 percent placements for our underprivileged students. Men got placed as drivers with DriveU, Ola, 21North, CarZippi, Driverskart, Clean Fanatic, Pratham and Cherry Pick, while women got placed as beauticians with Naturals Salon, Green Trends and Lakme.

We inked on a strategic partnership with Tata Trusts in May 2016, which will enable and empower the Foundation to further innovate on our flagship ‘Programme in Life Management’ in our Gurukuls, build the team needed to scale pan-India and gear up for a growth target of 7X in 2016-17. We recently formed the Leadership Council, 2016-17 which includes Umang Bedi, MD designate of Facebook India, Nishi Vasudeva, Ex-Chairman and MD - HPCL, Dinesh Malkani, President - Cisco India & SAARC, and Akshay Kothari, Head of Linkedin India. The members of the leadership council come with extensive experience in leading large organisations and would be helping the team across different areas such as sustainability, scaling, product, marketing and long-term strategy. Witnessing visible impact and success stories in short terms is truly enriching and reinstall faith in a world of equal opportunities. This may not be the magical rags to riches story but Gurukul definitely puts the students on the path of growth in their career and life!

Atul Satija is the Founder & CEO of The/Nudge Foundation. After 17 years of starting, scaling and turning around various businesses in some of the largest and most respected organisations globally, he decided to start The/Nudge Foundation to fulfill his passion of working on inequality and social issues facing India. Atul holds a Masters in Business Administration (MBA) from Indian School of Business and B-Tech from National Institute of Technology.

To know more, visit: www.thenudge.org
A leader in cement manufacturing since 1939, Dalmia Cement is ranked as one of the best in the industry. Its constant ability to innovate sets it apart from others and has given them a leadership position in niche but fast-growing market segments. It has cement manufacturing plants in Tamilnadu, Andhra Pradesh and holds a major stake in OCL India Ltd., a major cement player in the Eastern Region. Dalmia Cement has also acquired Adhunik Cement and Calcom Cement in North East India giving them an expandable capacity control of 25 million tones. Dalmia Cement believes in making the world a better place and play a catalyst in transforming communities around their business operations by partnering with local communities, government, NGOs and other stakeholders. Atula Imchen spoke to Ajit Menon, Executive Director, Head – Human Resource, Dalmia Bharat Group to gain more insight into the various CSR initiatives undertaken by the company.
What does CSR mean to Dalmia Cement Bharat Ltd? Share with us your mission. What are your main focus areas for CSR programmes and why are they the centre of your CSR initiatives?

Dalmia Bharat Group, founded in 1935, has been following the concept of giving back and sharing for more than seven decades. CSR has always been an opportunity for us to engage with different stakeholders, principally our neighbouring communities, to share with them our growth benefits aiming at improving their quality of life. We believe that when we set up our business and operate within a particular geography, we become part of that society and that ecosystem. For our business to sustain, it is essential for us to sustain that ecosystem and ensure the equitable growth of our neighbouring communities. That has a close connection to our own growth. In a way, a good CSR also mitigate potential business risks.

Hence, the purpose of our CSR is creating sustainable shared values for inclusive growth of business and society. This CSR purpose grows from the vision of the company – ‘Unleash the Potential of Everyone we Touch’ which then connects to our CSR Vision, ‘Every Household has a Sustainable Livelihood in our Environment’.

The main focus areas of our CSR programmes are Soil and Water Conservation, Energy Conservation and Climate Change Mitigation, and Livelihood Skill Training. This does not take away our focus on social development of all the neighbouring areas where we exist. These issues have been identified from independent / third party need assessment studies and stakeholder engagements with the community. The study highlighted the basic needs of water for domestic use, energy sources for cooking and lighting, livelihood opportunities and community development. These issues are material for the company as well and thus make sense as focus areas of our CSR initiatives.

Skill Development is one of the two main themes we are focusing on in this issue of CSR Mandate. This is also one of your main core issues. Is this opportunity available to workers of your cement plant only or is it extended to people beyond your borders? Apart from workers at construction sites, who are the other beneficiaries from your other livelihood programmes? How
One of the best examples of the impact of SHG building and training is the Pragati Mahila Rural Bank, opened by 890 women from 61 SHGs, the first of its kind in the area. The bank has been operational for the past one year and now has a corpus of Rs.14 Lakh.

have these different initiatives made an impact on their lives and that of their families?

The programme aims to develop the skills and abilities of people in our programme areas to enable them to be employable or have additional sources of income for their families. We have reached out to more than 14000 direct beneficiaries in our programme. More than 8200 members of our 720 + SHGs have been skilled and empowered. They have collected a corpus of more than INR 4.4 Crores through their savings and bank loans. Access to this corpus means these ladies are able to take money for expenses like buying cattle, for agriculture, small business, etc. One of the best examples of the impact of
SHG building and training is the Pragati Mahila Rural Bank, opened by 890 women from 61 SHGs, the first of its kind in the area. The bank has been operational for the past one year and now has a corpus of Rs.14 Lakhs.

We have organised trainings for SHG members on tailoring and stitching, weaving, handicrafts, food processing, dress designing, phenyl making, artificial jewellery making, candle making etc. Many women from these SHGs have started their own business ventures and are earning additional incomes for their families. They sell their material locally as well as in local fairs and festivals. The increase in income ranges from Rs.12,000 – Rs.30,000 per year.

Another major initiative in this field is the Dalmia Industrial Training Institute (DITI) in Dalmiapuram and Raiganj. These ITIs have been running for more than 20 years, trained more than 3000 people in eight trades with over 65 percent of passed trainees employed. We also collaborate with other organisations like IL&FS, I-LEAD, RSETI and Government ITIs thus enabling the youth in our villages to attend technical trainings in their centres. Last year, we assisted more than 150 youth to get training through these centres. We have organized trainings for youth in computers, HTV driver’s training, security guard, paramilitary training, mobile repair training, etc. This skill training has helped more than 600 people get jobs with a monthly income ranging from Rs. 8,500 – 12,000.

We have also promoted nine Farmer Producer Organisations with 1300 members and are helping them in collectively achieving their goals though scales of margin and ultimately an increase in income. We have helped more than 1500 families avail loan of about Rs.3.8 Crores for procuring milch animals. This helps in increased income for the families. In order to scale up and institutionalise our Skill Development vertical, Dalmia Foundation recently signed an MoU with National Level Skill Development Corporation. Under this initiative, 60,000 youth will be trained in 17 trades across nine sectors. We will set up eight skill development centres over a period of 10 years.

The Group recently signed an MOU with NABARD for development
interventions. What are the different programmes and which are the regions that will benefit from all these interventions?

Dalmia Bharat Foundation signed a pan India level MoU with NABARD, a pioneer in promoting the SHG movement in India since 1992. This has become one of the most successful development models across the country. Through its regional offices and establishment at the district level, NABARD has covered a whole gamut of agricultural activities like crop production, participatory watershed development programmes, tribal development programmes etc., towards improving the livelihood of rural people. On the other hand, Dalmia Foundation has been working on a range of thematic areas cutting across diverse developmental issues like soil and water conservation, energy conservation, livelihood skill training and social development.

Both organisations have identified areas of collaboration at pan India level like soil and water conservation, energy conservation, and skill training, and shall jointly implement projects relevant to geographies for convergence of development and other interventions. Initial focus will be in the regions/States like Tamil Nadu, Andhra Pradesh, Karnataka, Odisha, Assam, Meghalaya, West Bengal, Jharkhand, Uttar Pradesh, etc.

Cement is a vital part of the social infrastructure development yet it is an undeniable fact that cement industries cause massive environmental and social degradation. What are the steps taken by DCBL on the environmental front to combat this impact, as well as other environmental causes undertaken by the company?

Firstly, DCBL Cement plants are state of the art plants driven through technology. So pollution through dust is completely out of the question. The very fact that we work on soil, water, energy and skill/livelihood is proof that our CSR is aimed at giving back to society and maintaining the ecosystem.

Do share with us your commitment to sustainability in India and the global stage.

Sustainability in its widest sense has been a cornerstone of our business behavior. It has been rooted in the Group’s DNA and constantly reinforced and expanded beyond mere compliance. It has taken root as a practice resting on enlightened self-interest with direct linkages to business best practices. It has a direct bearing on business health, growth, human capital, community relations, resource management, and corporate reputation. These are proactive, incremental initiatives. Knowledge of best practices, new learnings and their applications are sustained through several peer reviewed forums:

- International Finance Corporation (IFC) for adoption of low carbon technologies.
- The Energy Research Institute (TERI) for business sustainability.
- Carbon Pricing Leadership Coalition (CPLC) of the World Bank to support carbon pricing through marked-led mechanisms.
- Confederation of Indian Industry (CII)’s Sustainability Council.
- United Nations Global Compact (UNGC)
In concert with NABARD, we are implementing a large scale integrated watershed management project in Tamil Nadu and Andhra Pradesh. We are desilting and creating new ponds for water, constructing or repairing check dams and educating people at the grassroots level by spreading awareness and introducing them to micro irrigation practices including drip irrigation. We have created 16 check dams, 300 farm ponds, 20 village ponds. We have interlinked ponds and fostered a cumulative 10,91,462 m³ of water harvesting capacity. 360 acres of land

One does share a deep affinity and sense of kinship with the communities and areas where one set up business. What are the community outreach programmes being carried out by you in the different areas of operations? Also, kindly enlighten us about the scheme, 'Better Health Tomorrow'.

With regards to community development, our sustenance and growth is enmeshed and organically dependent to that of society. Through the Dalmia Bharat Foundation, we have made a positive impact on more than 200,000 people. All our community initiatives are in line with the Sustainable Development Goals (SDG) and Provisions of Section 135 of the Indian Companies Act.

Proactive across our 16 plant locations, the Foundation is adding value to 250 villages through:

**Soil and Water Conservation:** In concert with NABARD, we are implementing a large scale integrated watershed management project in Tamil Nadu and Andhra Pradesh. We are desilting and creating new ponds for water, constructing or repairing check dams and educating people at the grassroots level by spreading awareness and introducing them to micro irrigation practices including drip irrigation.
have been brought under drip irrigation and integrated watershed development projects across 8500 hectares. The drip irrigation initiative reduced water consumption by 70 percent compared to flood irrigation.

**Energy Conservation & Climate Change Mitigation:** Our energy conservation programmes have benefitted 70,000 people and reduced 13,000 tons of CO2 through promotion of biogas plants. 10,000 families were provided solar home lighting products. This is in addition to three micro solar grids. We converted more than 3000 kitchens to fuel efficient stoves. This has a direct impact on air pollution and health. We have also been successful in sustainable cotton cultivation in Tamil Nadu with 1200 farmers across 784 hectares of land.

**Livelihood Skill Training:** Over 18,000 people are direct beneficiaries of our livelihood programmes. In partnership with the National Skill Development Corporation (NSDC), we aim to create eight skill centres to impact 60,000 young people over a ten year project. More than 12000 members in 1100 Self Help Groups have been fostered by us. More than 2300 farmers availed our milk cattle loans. We have also promoted nine Farmer Producer Organisations, with 2400 farmers as members. More than 65 cattle treatment camps were held.

**Medical and Health Camps:** We have conducted 200 maternal and child health camps. Our 600 medical camps benefit more than 70,000 people annually.

**Social Development:** In the area of sanitation and hygiene, we have promoted 95 school sanitation blocks, touching almost 8000 students. School upgradation and infrastructure development work have been undertaken in 25 schools. We touch more than 150,000 beneficiaries through our social development programmes. Our focus areas of soil, water, energy and livelihood adds up to a holistic approach towards ‘Better Health Tomorrow’.

**What is the extent of impact DCBL’s CSR initiatives on the beneficiaries?**

**What is the way forward?**

DCBL is reaching out to 250,000 people in 250 villages. Through our initiatives, we have tried to improve the environmental conditions of the communities by improving water harvesting capacity of the area through our soil and water conservation activities. The addition of 10 lakh m3 of water has helped recharge the local water table and has provided better access to water for domestic and agricultural use. Our initiatives to promote micro irrigation facilities have helped in more land being cultivated. These initiatives have helped in increased income for the households. Our initiatives in energy conservation have helped in providing access to clean and green energy to 10,000 households. This has helped in economic savings of Rs.9000/- per household/year along with reduced drudgery for women. The health conditions of women and children in these households have improved due to less exposure to smoke. The solar lighting solutions have provided access to lighting in places with erratic electric supply. This has meant convenience to do household chores at night, more study hours for children and increased opening times for small shops. This has also reduced eye problems due to burning of kerosene lamps.

The livelihood programmes have created empowerment for women through SHGs and given them opportunities to earn for their families. Many youth are skill-enabled and are earning their livelihoods through jobs or small businesses. The social development programmes have helped in improving the education and health status of the villages. The infrastructure of the villages has been built and has improved the lives of the people.

DCBL has been awarded many awards as recognition of its CSR work. Greentech Award, CII-ITC Special Commendation, Golden Peacock Awards, etc are some of them.

“**My only job at the construction site was to carry bricks and other materials and provide them to the mason. If I ever annoyed him or the supervisor, I would not be allowed to work for many days. I always wonder what the reason was for my low wage when I work harder than others. I then realised it was because I did not possess the skills of a mason!**

I am very fortunate to have been noticed and selected by Dalmia Foundation’s team for this programme. People will not look down at me anymore. I will earn more, in fact, double than my pre-training days. Who knows, I might be a contractor one day and have my own team!”

**Ramu**

Dugganpalli Village, Kadappa, Andhra Pradesh
Finolex Industries Ltd is one of India’s largest rigid PVC pipes and fittings manufacturer and market leader in the supply of PVC pipes and fittings for the agriculture and non-agriculture sector. The company has been running various water schemes in different parts of Maharashtra since 2007, some of them being in Ratnagiri district. These schemes were started in the backdrop of water scarcity and unavailability of sustainable water cleaning solution available to the inhabitants of the various villagers in the district. Nitin Kulkarni, President, Sales and Marketing, Finolex Industries Ltd., speaks to Archana Sinha on the crucial role of proper plumbing in efficient water conservation and the initiatives the company is undertaking in skilling plumbers.

**Finolex CSR Initiatives**

**IMPACTING LIVES AND ENVIRONMENT**

**Imparting Skill Sets and Creating Awareness on Water Conservation**

Skill development training programme through strategic partnership with Kushal-CREDAI for the first batch of 500 plumbers is a great initiative towards efficient water conservation and bringing trained plumbers in the construction industry. You have a goal to train 1 lakh plumbers. How do you plan to take this initiative forward?

On the occasion of World Plumbing Day, Finolex Industries Ltd with a participation of approximately 3000 plumbers organised ‘60 Plumbers Meet’ across the nation. These meets were conducted in 26 States and 58 cities across the country to thank plumbers for their contribution and to make them aware of this training programme. The Government of India already has a robust proposal which is being executed by the National Skill Development Corporation to bridge the gap between the skill demand and availability in an efficient manner. The road map chalked out during the last budget is also encouraging. On our part, since we have the infrastructure and know-how available, we are using our resources to help the industry in this way. It was very encouraging to see tremendous interest in this training programme shown by the plumbers, builders and related stakeholders from the construction industry.

**What is the duration of the training? Will this programme be held pan India?**

The training is of two months’ duration. The first leg which commenced in March 2016 had 500 plumbers. This pilot project was sponsored by us. Construction workers and labourers from Pune and nearby cities attended the training. When
we launched this programme, we also created a 20 minute video training module. It is expected to teach construction workers and unskilled plumbers the basic do’s and don’ts of plumbing and plumbing essentials like safety guidelines, sewerage system, drainage systems and septic pipes. A handbook for plumbers and trainers was also released during the event. Our long-term aim is to train 100000 workers in the next five to seven years. Along with this, we will also provide training charts with products and display boards at plumbing model rooms. The training module is a healthy mix of 80 percent on job training (‘on-job-on-site-earn-while-you-learn’) and 20 percent classroom training, entailing zero wage loss for workers. We plan to take the programme to every part of the country where Kushal CREDAI plans to take forward this initiative.

Apart from these, our dealers and sub-dealers play an important role in helping us plan and execute skilled training programmes in the respective regions.

Is this programme also supported by placement facilities for the plumbers to use their newly learned skills on the job?

This programme trains existing workers who are deployed at construction sites in Pune. While they might be doing their work, not all of them are skilled and trained professionally. Most of their learning is self-taught and may not be technically correct. Many of them are school dropouts without any formal training in the job. Under our skill development programme, there is no loss of pay since most of the learning is on-job. We are not only facilitating the process of skill upgradation and re-skilling of the existing workforce, but also taking up strong advocacy campaign to promote a paradigm shift in the labour market to make skill training to aspirational standards. A mentorship programme will be created in order to support trainees who have successfully completed the training programme and are in the process of looking for enhancement in their current profile. The course will also teach soft skills like spoken English and customer handling which will help them upgrade their profiles and also give customers a greater sense of satisfaction.

Your initiative to conserve more than one crore litres of water before monsoon is noteworthy. How are you planning to do this?

For our initiative to conserve more than one crore litre of water before monsoons, we collaborated with Indian Plumbing Association Pune Chapter (IPAPC). This initiative was first announced on the occasion of World Plumbing Day on 11th March and has now reached its second phase. Finolex Industries Ltd. along with IPA, came up with a unique initiative of fitting aerators on taps to fix the problem of water wastage at home. The aerators (which can easily be screwed onto the faucet head) can create a no-splashing stream and a mixture of water and air thus saving considerable amount of water. It not only reduces water output from the tap but delivers good flow during use which gives the impression of heavy flowing water to the user without compromising on the hygiene of the individual. The Indian Plumbing Association (IPA) in Pune has
implemented 90 percent of the model projects planned and the annual water saving through this is expected to be approximately 5 crore litres. The major landmark projects taken up in Pune are: Phoenix Mall, DAV Public School, City Pride Kothrud Multiplex and the domestic airport, to name a few. Finolex Industries is helping promote this activity through financial and advocacy campaigns.

Finolex Pipes has products which aid in optimum utilization of water both from the plumbing and sanitation point of view. With the current water crisis it is not only important to use Water Efficient Plumbing Fixtures (WEPF) but also bring about behavioural changes in how we consume water in our daily life.

Can you share with us more about the simple adoption of green products?

One may make simple changes in water usage in their day to day lives.

- One great example will be the use of aerators on the faucet head of a tap.
- Opt for a bucket instead of the overhead shower for bathing.
- Do not leave taps open while brushing or doing routine cleaning-up activity.
- Try rainwater harvesting in any form possible. This could be as insignificant as putting a bucket out in the balcony while it is raining. This water could easily be used for cleaning activity at home.

We also realised during our work in this area that human beings are slave to their habits. While grownups have habits that might be difficult to change, we need to impart this training to children so that when they grow up, they will pass on to their future generation.

Last year we initiated and ran a water saving campaign - Every Drop Counts.

How is Finolex helping the community at large to understand the importance of water conservation and replenishment?

We believe that a company will only benefit if it engages the stakeholders in the community it operates. Such an engagement is not only helpful to the community but also rooted in business objectives that make it beneficial and sustainable in the long run.

One of our steps towards water conservation is our collaboration with Indian Plumbing Association (IPA). These aerators have tremendous potential to reduce water consumption. India loses a lot of water due to pipe leakage. Finolex Pipes has been trying to instil realisation in public on how crucial water as a resource is. We have executed several water-saving initiatives like ‘Paani Ko Paani Ki Tarah Mat Bahao’ and the initiative to spread this programme beyond Maharashtra and other parts of the country?

Finolex has successfully collaborated with different organisations for various projects. Some of our existing collaborations for the projects are Kushal CREDAI for skill development, IPA for water conservation, Indian Institute of Entrepreneurship Development and Research (IIEDR) for skill development for women plumbers, Little Hearts & Ruby Hall for Healing Little Hearts where we also collaborate with our CSR partner – Madhav Foundation to treat babies with heart ailments and

Each Drop Counts which questions citizens on their attitude and conservation regarding water and urging them to pledge for the cause.

We have also helped people in Ratnagiri district area in implementing various water schemes like setting up of wells, piping infrastructure, rainwater harvesting system so that they can channelise the water available in a constructive way.

This is the era of corporate participation and cooperation. Being a national company, are you also planning to enter into such partnership with other companies and NGOs and take the ITI Patiala for efficient training of students registered for plumbing and sanitation course in the college.

As a company, we always believe in working as a team. No goal or mission can be achieved alone. We have always tried to collaborate with reputed organisations to achieve our mission/ goals.

We work very strongly with our dealer partners in various locations across India. We use their network and reach out to train plumbers and farmers regularly on better plumbing techniques, water utilisation in farms, etc.
Non-profit Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)* approached the issue of women empowerment by deciding to experiment with collectives. After all, if a single empowered woman could change her destiny and of others around her then what can collective strength of many women achieve. RGMVP started working for the empowerment of the rural poor by organizing them into self-sustaining institutions with an objective to bring about a socio economic revolution in Uttar Pradesh, the most populous State of India. The model remains markedly different from subsidy or charity-based approaches towards poverty reduction. Today, the efforts of RGMVP are directed towards making its initiatives self-sustainable and easily scalable. Moreover, RGMVP is focusing on the process of institution building wherein the community is organized to address various issues concerning their lives such as healthcare, education, financial inclusion, and livelihoods including environmental initiatives like sustainable agriculture and solar energy solutions. As of date, it has organised

Dr. Swati Saxena
over one million women from the poorest households in 275 blocks across 42 districts of UP.

Thus the women SHGs organised by RGMVP were not only used to provide financial and banking services and facilitate entrepreneurship through credit facilitation but also the collective was adapted to be used as focal point for delivering range of health and education services. It was seen that by organising the poor women and enabling them to build their own social capital to address various issues that plague them, great impact can be had on their development.

The programme is wholly owned and managed by the community. The facilitators and leaders are drawn from the community and they in turn help their peers develop their leadership potential making the programme self-sustainable. Here interventions are not top down but are allowed to grow and flourish organically from within the community. The varied nature of these programmes come together to not only generate development outcomes but also empower women.

Community-based health care is provided through the Swasthya Sakhi Programme, wherein volunteers are identified from within the community to train as Swasthya Sakhi (Friend for Health) and undergo regular training and meetings to facilitate women’s healthcare awareness and ensure their access to healthcare institutions. Several studies conducted by the organisation have noted marked improvements in terms of number of women seeking antenatal care, consuming iron pills for anaemia, and being trained in good behavioural practices.

Sessions of political training are

“The programme is wholly owned and managed by the community. The facilitators and leaders are drawn from the community and they in turn help their peers develop their leadership potential making the programme self-sustainable. Here interventions are not top down but are allowed to grow and flourish organically from within the community. The varied nature of these programmes come together to not only generate development outcomes but also empower women.”
effectively delivered through such collectives. Training sessions about the Panchayati Raj and its election processes led to around 1000 rural women of the programme, with no prior political experience, to contest the recent Panchayati Raj elections in Uttar Pradesh. Almost half the women won and went on to take leadership role in their community, prioritising their needs, and emerging as decision makers in a context where women are sometimes not even allowed to leave their homes without a veil. The training to prepare women for greater political participation is ongoing with a self-replicating strategy; women who win, in turn help others in their community, not just in terms of accessing their rights and entitlements but in becoming future leaders in their own right.

Agriculture-based activities include community-based seed management programme which aims at sourcing foundation seeds from agricultural universities, producing own seeds and then exchanging these with the farmer communities. Similarly, women are leading a programme to produce 18-day compost through the Berkeley Method of hot composting. This method is not only cost effective and efficient but has also led to considerable improvement in women’s incomes and consequently their nutrition outcomes.

RGMVP’s primary focus has also been on cow/buffalo rearing and best practices of dairy management to improve milk yield. These include animal management and hygiene, animal nutrition, clean milk production, animal breeding and artificial insemination, and disease control. After training, women have an option of tying up with Mother Dairy, which has set up Bulk Milk Coolers (BMC) in Uttar Pradesh to
promote procurement and timely payment.

Skill development is provided through vocational training centres where SHG women are trained for candle making, modha making, tailoring, compost making, training on agriculture, chikan handcraft, readymade garments etc. Community-based tailoring schools enable women to be financially independent by teaching them sewing, service, and repair.

Recently RGMVP has conceptualised Young Women’s Self-Help Group (YWSHG) with the objective of enabling young women to develop health awareness, leadership qualities, life skills, livelihood skills, and financial literacy. The goal of these YWSHGs is to trigger a generational change, disrupt the cycles of oppression and misinformation, and to promote a more equitable, free, healthy, and safe life. YWSHGs comprise of young women and adolescent girls aged 13-21 years, cutting across demographic categories of caste, religion, and class. They are trained in areas ranging from journalism to livelihood activities like stitching, embroidery; they can become apprentice trainers in health, hygiene and financial literacy.

However one of the most effective and interesting by-product of this approach of women collectives was that coming together of women on a common platform led to breaking of rigid feudal hierarchies. Women connected on shared gender concerns and this led them to finding common and effective solutions. By questioning the hierarchies imposed on them due to casteism and patriarchy, the women freed themselves of bondages and restrictions which had plagued them historically.

These collectives also provide women shared safe spaces to discuss common concerns and develop a supportive social network. They learn from each other’s experiences and by sharing stories of oppression, discrimination or violence they may face, they realise that their issues are symptomatic of patriarchy and hierarchies and can be addressed by challenging the patriarchal mindsets.

One interesting example of this was a chappal rally organised by the SHG women of Bundelkhand area where women from ‘lower castes’ were not allowed to wear chappals (slippers) in front of the houses of ‘upper castes’. The women, despite facing resistance and threats, managed to challenge the tradition which was founded on humiliation and discrimination and which had persisted through generations.

In fact, it is seen that women in these SHGs have greater mobility, are less likely to practice seclusion, question patriarchal and discriminatory customs and practices, and this has a cataclysmic effect on other women from the community. Furthermore, such an empowered woman affects all development outcomes positively. An empowered woman marries later, is more likely to be educated and be better employed, more likely to make informed choices and be aware of her civil and political rights. Moreover, empowered women are more likely to adopt newer technologies, experiment with newer methods in health and agriculture, use contraceptives and menstrual pads and toilets and send their children to school.

Women empowerment serves as a good indicator when it comes to measure how other development indices are faring. Women empowerment has been found to be positively co-related to children’s education and number of years spent in school, lower fertility and better nutrition outcomes for the family. Women empowerment has a cataclysmic effect on the whole community and changes the social landscape for the better, making it more equitable and progressive. Through organising these women collectives, RGMVP is creating agents of change and bringing about a social revolution in the rural landscape of Uttar Pradesh.

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*Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP) is the flagship poverty reduction programme of the Rajiv Gandhi Charitable Trust (RGCT), which was established to commemorate and take forward the vision of India’s former Prime Minister for the country’s development.
The Department of Women and Child Development, Government of India was constituted with the prime intention of addressing gaps in State action for women and children for promoting inter-Ministerial and inter-sectoral convergence to create gender equitable and child-centred legislation, policies and programmes. These policies and programmes help create awareness about their rights and facilitating institutional and legislative support for enabling them realize their human rights, promote social and economic empowerment and help them develop to their full potential.

With this in mind, the Ministry has, over the years, introduced many schemes for women to empower them to live with dignity and contribute as equal partners in development in an environment free from violence and discrimination and raising up well-nurtured children with full opportunities for growth and development in a safe and protective environment.
The Swadhar scheme was launched by the Union Ministry of Women and Child Development in 2002 for rehabilitation of women in difficult circumstances, in distress and who are without any social and economic support so that they could lead their life with dignity and conviction. Beneficiaries include widows deserted by their families and relatives, women prisoners released from jail and without family support, women survivors of natural disasters, women victims of terrorist/extremist violence etc. These women are provided food, clothing, medical treatment, legal aid and guidance to enable them to take steps for their readjustment in family/society. They are rehabilitated economically and emotionally and are provided a support system that understands and meets their various requirements as well as enable them to start their life afresh with dignity and conviction.

**One Stop Centre - Sakhi**

The Ministry of Women and Child Development (MWCD) has also set up One Stop Centre, a sub-scheme of Umbrella Scheme for National Mission for Empowerment of Women including Indira Gandhi Matritva Sahyaog Yojava across the country to provide integrated support and assistance, shelter, police desk, legal, medical and counselling services to victims of violence under one roof integrated with a 24-hour Helpline to women affected by violence, both in private and public spaces in phased manner. The first phase of the scheme had a One Stop Centre established in every State/UT on a pilot basis.

**Rajiv Gandhi National Creche Scheme for the Children of Working Mothers**

With increasing employment opportunities for women and the growing need to supplement household income, more and more women are entering the job market. With the breaking up of joint family system and the increasing number of nuclear families, working women need support in terms of quality, substitute care for their young children while they are at work. Creche and Day Care Services are not only required by working mothers but also women belonging to poor families, who require support and relief for childcare as they struggle to cope with burden of activities, within and outside the home.

Taking all this into consideration, the Ministry set up the Rajiv Gandhi National Creche Scheme. Revamped in 2006, it provides assistance to NGOs for running crèches for infants (0-6 years) ensuring sleeping facilities, healthcare, supplementary nutrition, health check-up and immunisation, etc. for eight hours i.e. from 9:00 am to 5:00 pm.

The Scheme has a pan India coverage with preferences given to poor children and children with special nutritional needs. It is important to note that adequate trained workers and helpers are available to provide day care facilities and to supervise the functioning of the crèche.

As on January 2015, there are 23,293 functional crèches under this Scheme.

**Ujjawala**

This is a comprehensive scheme for prevention of Trafficking and Rescue, Rehabilitation and Re-integration of Victims of Trafficking for Commercial Sexual Exploitation through social mobilization and involvement of local communities, awareness generation programmes, public discourse through workshops/ seminars etc and any other innovative activity. The Scheme aims to facilitate rescue of victims from the place of their exploitation and place them in safe custody, provide rehabilitation services both immediate and long term to the victims by providing basic amenities/needs such as shelter, food,
clothing, medical treatment including counseling, legal aid and guidance and vocational training, reintegrate the victims into the family and society at large and facilitate repatriation of cross-border victims to their country of origin.

**Support to Training And Employment Programme for Women (STEP)**

India's large working age population can make a significant contribution to the country’s growth provided it is equipped to be productive. With respect to women, there has been a decline in women's workforce participation in India in the age group 15+ between 2004-05 and 2011-12 from 33.3 percent to 25.3 percent in rural areas and 14.7 percent in urban areas. One explanation, which explains drop in participation is because of shortage of job opportunities for those with low or medium levels of skills outside agriculture. With this in mind, MWCD through its STEP Programme has been addressing occupational aspirations of poor women who do not have the opportunity of formal skill training.

The STEP Programme, a 100% Central Sector Scheme has a 2-fold objective:

- a) To provide skills that give employability to women
- b) To provide competencies and skills that enable women to become self-employed/entrepreneurs

The Scheme is intended to benefit women who are in the age group of 16 years and above.

**Universalisation of Women Helpline Scheme**

The Scheme of Universalisation of Women Helpline is intended to provide 24-hour immediate and emergency response to women affected by violence through referral (linking with appropriate authority such as police, One Stop Centre, hospital) and information about women-related government schemes programmes across the country through a single uniform number.

Department of Telecommunication, Government of India has allocated short code 181 to all States/UTs as Women Helpline (WHL). This number is compatible with all the existing telecommunication channels whether providing post/pre paid mobile or landline services through any public or private network i.e. GSM, CDMA, 3G, 4G etc. All the state/ district/ city level helplines whether private or public would be integrated with this women helpline.

The Women Helpline is accessible 24x7. A woman in distress or in difficult circumstances or somebody on her behalf will be able to call this toll-free number and will reach the responder appointed there. Based on the urgency and the requirements explained by the women, the responder will refer her to relevant support services like medical aid, police assistance or connect her to One Stop Centre for professional counseling, shelter, legal aid etc; if the women needs to be rescued or is in urgent need of medical assistance then the PCR Van from the nearest police station or ambulance from nearest hospital/ 108 service/ One Stop Centre (whichever is closer) would be dispatched. In case a woman need information about the laws and existing schemes of government then the call would be connected to the nearest One Stop Centre which will provide this information to her.

The helpline will also be accessed through text message for those who are unable to speak and will be sensitive to the needs of persons who are hearing and speech impaired or people with disability. It will have provision to locate/trace the number from which a call has been received. In case woman has been interrupted during her call or was unable to specify her problem or her address due to being sick/disabled, then the same would be traced and within minutes, the helpline will facilitate an emergency response through the nearest One Stop Centre/policestation/hospital.

**Scheme for Working Women’s Hostel**

With the progressive change in the socio-economic fabric of the country, more and more women are leaving their homes in search of employment in big cities as well as urban and rural industrial clusters. One of the main difficulties faced by such women is lack of safe and conveniently located accommodation. Being concerned about the difficulties faced by such working
women, the Ministry introduced a scheme of grant-in-aid for construction of new/expansion of existing buildings for providing hostel facilities to working women in cities, smaller towns and also in rural areas where employment opportunities for women exist. The Scheme also promotes availability of safe and conveniently located accommodation for working women who need to live away from their families due to professional commitments. The Scheme also gives scope for day care facility for their children, wherever possible, in urban, semi urban, or even rural areas where employment opportunity for women exist.

The working women’s hostel projects being assisted under this scheme is made available to all working women without any distinction with respect to caste, religion, marital status etc., subject to norms prescribed under the scheme. While the projects assisted under this scheme are meant for working women, women under training for job may also be accommodated in such hostels subject to the condition that taken together, such trainees should not occupy more than 30 percent of the total capacity of the hostel. Children of working women, up to the age of 18 years for girls and up to the age of 5 years for boys may be accommodated in such hostel with their mothers.

Working women, who may be single, widowed, divorced, separated, married but whose husband or immediate family does not reside in the same city/area can avail of these hostels. Particular preference may be given to women from disadvantaged sections of the society. There should be also provision for reservation of seats for physically challenged beneficiaries.

**Indira Gandhi Matritva Sahyog Yojana (IGMSY)**

The vulnerable condition of pregnant and lactating women belonging to poor and economically deprived families across the country is well recognised. The Planning Commission in its Eleventh Five Year Plan document (Vol.II) noted that “Poor women continue to work to earn a living for the family right upto the last days of their pregnancy, thus not being able to put on as much weight as they otherwise might. They also resume working soon after childbirth, even though their bodies might not permit it—preventing their bodies from fully recovering, and their ability to exclusively breastfeed their new born in the first six months. Therefore, there is urgent need for introducing a modest maternity benefit to partly compensate for their wage loss.”

To improve the condition of this vulnerable section of women, the Government of India introduced the Indira Gandhi Matritva Sahyog Yojana (IGMSY), a conditional cash transfer scheme for pregnant and lactating women of 19 years of age or above for first two live births to improve their health and nutrition status by promoting appropriate practices, care and service utilisation during pregnancy, safe delivery and lactation. It encourages women to follow (optimal) IYCF practices including early and exclusive breast feeding for six months as well. The scheme also contributes to better enabling environment by providing cash incentives for improved health and nutrition to pregnant and nursing mothers. The Scheme is implemented using the platform of Integrated Child Development Services (ICDS). Beneficiaries are paid Rs.6000/ in three instalments between the second trimester till the child attains the age of six months on fulfilling specific conditions related to maternal and child health to partly compensate for wage loss to mothers/women during pregnancy and period of lactation.

In 2013, the scheme was brought under the National Food Security Act, 2013 to implement the provision of cash maternity benefit stated in the Act. The scheme was initially implemented on a pilot basis in 53 selected districts and will be scaled up to 200 additional ‘high burden districts’.

*Source: Ministry of Women and Child Development, Govt. of India*
RAISING UP WOMEN ENTREPRENEURS IN THE TOURISM SECTOR

Maharashtra Tourism Development Corporation Equipping Women to be Self-Sufficient

Maharashtra Tourism Development Corporation is setting new standards in the Indian tourism sector. Smt. Valsa Nair Singh, IAS, Principal Secretary, Tourism and Cultural Affairs, Government of Maharashtra has taken innovative steps to weave entrepreneurship with tourism and has successfully undertaken several initiatives towards empowering women around various tourist spots in the State. She has encouraged many SHGs to undertake production and selling of handicrafts in a systematic manner leading many to successfully turn their lives around. She was recently conferred with ‘Celebrating Her’ Award at ITB Berlin 2016 in recognition of her work and being an epitome of women empowerment in the tourism sector. She is also actively involved in skill development initiatives in the industry. In a chat with Archana Sinha, Smt. Nair talks about her work in the area of women empowerment.
What are the initiatives you have taken to empower women in the tourism sector and the community in which your CSR work is going on?

Special initiatives have been made in the Tourism Policy for units run by women entrepreneurs to give them more exposure in this field. Special awards have also been given to them at Maharashtra Travel Mart in recognition of their contribution.

There is a lot of scope in developing art and craft industry and cultural affairs as an ancillary industry to tourism for sustainability and livelihood generation. Are you also doing something in these areas for women empowerment?

The SHGs run by women entrepreneurs are a big source of the Bread & Breakfast (B&B) scheme promoted by the department. They also contribute to authentic souvenirs which reflect the culture of Maharashtra. We are also promoting Maharashtrian cuisine through these groups. More and more such groups and individuals have come forward with ideas to contribute to the development.

Skill India is an important drive. Is MTDC equipping its employees and communities with better skills to be at par with international standards?

The government’s flagship scheme incentivises skill training by providing financial rewards to candidates who successfully complete approved skill training programmes. MTDC is closely working with the scheme’s objective of skill certification and reward to enable and mobilise a large number of Indian youth to take up outcome-based skill training, become employable and earn a livelihood.

We are facilitating the Ministry of India’s
We are facilitating the Ministry of India's Hunar Se Rozgar Tak programme. In association with hospitality institutes like IHM-Mumbai, MTDC has carried out various hospitality courses comprising of six to eight weeks duration such as food production, food and beverages, bakery and patisserie, and housekeeping utility. This initiative enables the underprivileged youth to opt for a free of cost certified training course and enter the hospitality sector with more confidence and exposure. In another initiative, training has also been provided to SSC-passed youths as drivers and tour guides to make them employable in the tourism sector. Under this scheme, we have provided monetary reward to trainees who are successfully trained, assessed and certified in skill courses run by affiliated training providers. These initiatives give them certification and polish their working skills helping making them more productive and provide better service in the industry.

Is this scheme also implemented in communities and villages that are located near tourist spots?

MTDC has conducted various courses at Pune, Nasik, Baramati and Nagpur regions under the ‘Hunar Se Rozgar Tak’ scheme which has benefitted thousands of students belonging to low socio-economic strata. Students from remote villages around tourist places which hold some of the key tourist attractions of Maharashtra have also enrolled for this scheme.

Employment generation schemes are also possible in the resorts and hotels of MTDC. Are these also included among your initiatives?

There is no specific employment generation scheme conducted at MTDC Resorts as of now. But the Hunar Se Rozgar Tak initiative facilitated by us ensures that each candidate is well skilled to secure a job in this industry. We have recruited few candidates at our resorts post completion of their certification courses.

You were conferred the 'Celebrating Her' Award at ITB Berlin 2016 in recognition of your work on women empowerment in the tourism sector. Share with us more about this.

The International Institute of Peace Through Tourism (IIPT) India awards ‘Celebrating Her’ 2016 in partnership with ITB Berlin, UNWTO, WTTC, PATA, SKAL International, ICTP and MITM focused on women achievers across the globe. It is a great honor to receive this coveted and prestigious ‘Celebrating Her’ – Global Award For Empowered Women In Tourism at ITB Berlin 2016. This award intended to acknowledge and celebrate exceptional women in the field of travel, tourism and hospitality will further motivate me to persistently contribute to the tourism sector with utmost devotion. Receiving this award sends out a positive message to women not only pertaining to hospitality or tourism industry but also to women working in different fields that we are capable of being financially, socially and economically independent and are great multi-taskers. Armed with focus and determination, women can conquer any challenge or hurdle to reach the pinnacle.

What were the guidelines for the selection process? How tough was the competition?

Individuals who have demonstrated strong personal values and determination to make a difference were chosen and recognised. They also need to be celebrated as role models for the younger generation. The process of the awards nomination was very stringent and had been styled on the basis of the UNWTO’s mechanism of scouting for achievers across diverse activities who have, in their unique way, created innovative products and services that can be considered exemplary towards helping others whilst setting up and managing a business professionally and in line with the best international practices.
FACE-TO-FACE

TATA POWER
Giving Them WINGS TO FLY

DDL 'Unnati' Empowers And Enhances Women's Lives In North India

Tata Power Delhi Distribution Limited [Tata Power-DDL] is a joint venture between Tata Power and the Government of NCT (National Capital Territory) of Delhi. The company distributes electricity in North & North West parts of Delhi, serving approximately seven million people across these areas. Tata Power-DDL also believes that the primary purpose of a business is to improve quality of life of people. Its vision, mission and CSR Policy sets the overall direction for community initiatives. Identification of key communities is done on the basis of geographical spread of business. 

Praveen Sinha, CEO and MD, Tata Power-DDL speaks to Archana Sinha about the social responsibilities and programmes taken for women empowerment in the company.
The Tatas were among the first Indian companies to launch CSR in their communities when CSR was not even heard of. How is Tata Power-DDL keeping up the legacy?

For us at Tata Power-DDL, it is very important to reach out to the people we serve. Moreover, being a part of the Tata Group, we strongly believe in the ethos of ‘giving back to the society’ as an intrinsic part of our work. Considering the same, Tata Power-DDL has carried forward the rich heritage and unmatched legacy of Tata Group for holistic development of communities, societies and especially underprivileged people. This is the guiding force for adoption of community development initiatives by Tata Power-DDL and helps us drive the social innovation initiative and contribute towards the betterment and upliftment of the society at large.

There are more than 200 listed JJ clusters, slums and resettlement colonies in our areas of distribution. Creating avenues for education, health services, skill generation programmes and empowering communities in these clusters has been the primary objective of community development and engagement at Tata Power-DDL. We have well-defined community outreach programmes, working on the lines of triple bottom-line approach, which aims to serve underprivileged communities in a systematic and sustained way through various customised social innovations programmes for women, children and youth.

What is the CSR strategy adopted by Tata Power-DDL?

Tata Power-DDL has a three-pronged CSR strategy and broadly segments the community initiatives into:

Philanthropic CSR: As the name implies, philanthropic activities are mostly carried out in the form of charities and donations. Tata Power-DDL believes that such initiatives have a long term business case for societal well-being. These activities comprise of support to orphanages, child remand home, support to multiple sclerosis patients, blood donation, support to societies, etc.

Compensatory CSR: These are the initiatives which are carried in those sections of society that are affected by our business in one way or the other. JJ cluster residents who otherwise indulge in electricity theft are brought into the billing loop and are complemented through various income generation, health and educational programmes to ensure their holistic development. Free health camps, drug
brand image of the business, e.g. Pay & Win, Life Insurance Scheme SA-8000 and UNGC certification etc.

It is said that equal opportunities and equal pay, along with gender equality is the first step towards giving women their rightful place in the community, organised workplace and home. Competency is given precedence at the Tata Group. There is equal opportunity for every employee within the organisation. Most of our companies are known for employee retention and employee growth prospects. This goes on to prove that our employees, irrespective of gender, feel good and proud to be a Tata employee.

Share with us the various women-centric initiatives taken and the impact they have created in the society and the community in which you are operating. How many women have been empowered through them?

No community development initiative is complete without a focus on holistic development of women, children and youth. Making women self-sufficient through education and healthcare is of prime importance when we talk of women empowerment. To do so, we have a dedicated programme – ‘Unnati’ which encompasses various women-centric initiatives.

Women Literacy Programme: Women residing in JF clusters/slums are mostly illiterate. Lack of basic education hinders their intellectual and economic growth. Tata Power-DDL identified this concern as one of the main intervention areas and ventured into Women Literacy Programme in 2006-07. The intent of the programme has been to impart functional literacy so that these women become adept in carrying out their daily tasks such as grocery shopping, carrying out transactions, reading bus numbers etc. The six month programme works on the CBFL software of TCS. It enables them to read and write alphabets and understand numerals. From two centres and 30 beneficiaries in 2006, the programme has grown to 290 centres, has benefitted more than 47000 women, adding nearly 18000 annually. This programme has become the bedrock of social development and empowerment in their communities as these women now drive the literacy and education programme in their families by ensuring that their children attend school regularly, encourage saving among family members, motivate their youth to earn through various vocational programmes so as to bring in financial and social security. Formation of SHGs is also promoted at these centres to organise them into small income generating groups. More than 200 SHGs are operating of which 101 are getting trained for entrepreneurship development through expert agencies.

Vocational Training Programme – This aims to train the youth and school drop-outs belonging to economically weaker sections of society in various vocations enabling them to either start their own small venture or get employed. The vocational training centres are located in the heart of the communities making this outreach convenient and accessible for the youth, especially girls. Courses offered are Stitching & Tailoring, Beautician, Retail Chain, Computer, Typing, Electrician and Mobile Repairing. Currently, 14 such centres are operational benefiting

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No community development initiative is complete without a focus on holistic development of women, children and youth
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Business Oriented CSR: These are the initiatives which, besides serving societal needs, also help in building a
approximately 5000 women. Retail & Office Assistant course offers 100 percent placement.

**Mobile Dispensary Van for JJ cluster residents** - Sanjeevani, Tata Power-DDL mobile dispensary vans, have been treating various communities for more than three years. Equipped with a doctor, a pharmacist, bed and medicines, Sanjeevani cater to the common health issues of the cluster inhabitants and also encourage them to ensure cleanliness drive and preventive health programmes. Special awareness sessions on sanitation, adolescent girls' health, maternal and child health, practising hygiene etc., are delivered for women residing in the communities. These mobile dispensary vans have benefitted nearly 50000 women and children till date.

**Supporting the Girl Child** - Girls studying in Standard XI & XII are provided life skills, personality development, English speaking and general awareness programmes through monthly sessions in schools by professional counsellors. Career Counselling is given to Standard XII girls so that they can decide on appropriate career options. In the first phase of implementation, the programme has reached out to 3200 girls from 10 government schools.

Women comprise more than half of the beneficiaries in the communities. The benefits passed on to them through the above programmes ensure an enhanced quality of life to them and their families.

**Is there anything else that have impacted the underprivileged women for the better in the last five or six years?**

Tata Power-DDL has roped in WLC beneficiaries and instructors as ABHA members in their respective communities where they promote and sensitise communities about various social innovation programmes like vocational training, free health services through mobile dispensaries, drug de-addiction camps, scholarship distribution programme, accidental life insurance schemes, etc. They have also been roped in for distribution of electricity bills in their respective communities. They are paid a fixed honorarium for propagating community development initiatives. A separate fee is also paid to them for the commercial work they handle.

Women studying at WLCs are organised into various SHGs where they pool a fixed sum every month. These SHGs are linked to nationalised banks. They deposit their savings and can avail financial assistance when the deposit reaches its maturity. About 300 SHGs are functioning smoothly, engaging around 3500 women. Tata Power-DDL has signed an Agreement for training more than 100 SHGs for entrepreneurship development programme; 35 of which were trained in FY 15-16. The training programme aims to empower women in such a way that they can start their own entrepreneurship venture. Specialised agencies have been identified to train women in various skills such as chocolate making, soft toys making, interior designing materials etc. Linkages are developed for the stuffs produced which are then sold in nearby markets.

The locales which Tata Power-DDL is operating are strongly dominated by age-old beliefs and mindsets about women's position in the society. How much of that has been broken through your efforts and CSR activities?

The JJ clusters/slums where TPDDL operates is primarily occupied by migrants from every nook and corner of the country, especially from the rural areas. The beliefs and practices followed for centuries do not put women on an equal footing with their menfolk. They are merely looked upon as housewives and are bound within the confines of the home. It was initially extremely difficult getting through this stringent mindset as these women themselves did not have enough confidence to step out of their homes to attend literacy classes or training programmes. We strategically placed these programmes within the communities so that the women are not hassled with travelling. Equipped with a robust community mobilization structure, we gained their trust and confidence; aptly designed programmes started delivering desired results and enhanced the quality of life for these women. After the initial results were delivered, these success stories became the flag bearers of our community development programmes.
Malnourishment is a deadly global scourge, responsible for the deaths of about three million children a year, according to UNICEF. The problem is particularly acute in India with the country accounting for one out of three malnourished children. The situation is even grimmer in the underdeveloped and remote parts of the country, like Panchmahal in Gujarat. Seventy-six percent of the children in the district were severely malnourished in 2009, when the Setco Group, through its charitable arm - the Setco Foundation, first began fighting malnourishment. Nine years down the line, after Setco's dedicated work called the Nandghar Project, that figure stands at 15 percent.

The Setco Foundation launched the Nandghar Project in 2009, implementing it in angangwadis across the district. Since then, the programme has grown significantly and today, it provides nutritional and medical support to over 1,200 children aged between nine months to six years, and to over 250 expectant and nursing mothers. **Urja Shah, President, SETCO Foundation** talks to Archana Sinha about the project and its journey to success in fighting malnutrition.
It is a great achievement to note that malnutrition level dropped from 76 to 15 percent due to the unavering work carried out by Setco Foundation. How many children were included in this programme?

Yes, indeed! The programme was implemented in 18 communities of Kalol Taluka in Panchmahal district which were adopted by Setco Foundation. Around 700 families were part of this programme with over 1500 children directly receiving its benefits.

How long did it take to bring it to this level?

When we began this programme in 2009, our goal was to scale the Nandghar Project model to all anganwadis in the Panchmahal district of Gujarat and also offer a corporate-government partnership model for other institutions to adopt their CSR projects.

We are proud to say that the malnutrition level in the communities adopted by us has reduced to 12 and 9 percent in 2015 and 2016 respectively. It takes almost two to three years to begin to see significant changes as communities take time to understand and adopt behaviour changes.

Today, the Nandghar Project reaches out to 1500+ children, 200+ adolescent girls and 300+ expectant and nursing mothers through 18 anganwadis, and 25+ community workers. In future, we target to ensure better lives of at least 10,000 children in three years.

How did you educate the mothers and the community about the ills of malnutrition?

The main objective of the programme is to build a replicable and scalable model for improving the nutritional and health status of women and children. It works on the dual principle of raising overall community awareness combined with personal and family-based counseling. It is a step towards efficient implementation of the Mother and Child Health Care (MCH) programme under the Government of India’s National Rural Health Mission (NRHM).

We have periodic workshops and outreach activities with the community women and families that focus on nutrition, pregnancy care, post-delivery care, infant care feeding practices and child care. These workshops disseminate information and raise the general level of awareness of good practices in the community.

We have 18 trained frontline community health workers (CHWs) in our MCH program. These CHWs make door to door visits in the 18 communities adopted by the Foundation, creating awareness and sharing health-related information regarding pregnant women, lactating mothers and children in the age group of 0-6 years.

To ensure that the work done by these CHWs are of high quality, the Foundation arranges a series of training designed in line with the Government ASHA model. Considering that the CHWs are the agents through which we aspire to bring the desired behaviour change in the communities, their capacity building remains one of the core

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We are proud to say that the malnutrition level in the communities adopted by us has reduced to 12 and 9 percent in 2015 and 2016 respectively. It takes almost two to three years to begin to see significant changes as communities take time to understand and adopt behaviour changes.

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At every step, we provide assistance to women who aspire to be financially independent. Those who have undergone training with us are made aware of the different schemes for grants and loans. We also assist them with documentation work for start-ups and self-help groups.

Aspects of the MCH programme. As such, a set of 17 thematic areas are covered under our in-house training sessions with set benchmarks of various levels of the CHW. Additionally, each CHW is also trained in child development so that she can offer basic support to families with young children as well as identify the need for referrals. At each level, the CHW goes through a review session and moves to the next level only if she demonstrates the knowledge and capacity in such a manner that she may be deemed fit to move onto the next level. In cases otherwise, a CHW must be able to achieve certain targets before the next step.

Additionally, we also begin intervention and knowledge sharing at the adolescent stage to empower and enable girls to make better life decisions such as better eating, staying in school, delaying marriage – all of which have the maximal public health impact in terms of breaking the cycle of poor inter-generational maternal-infant-child-adolescent health and marginalisation.

What other measures did you take to eradicate malnutrition in the area?

Since its inception, the Foundation has been working to reduce the rate of malnutrition and create such environments in the communities which support the interventions provided by the Government, helping to build a healthy community for a healthy future. The Foundation provides milk to each anganwadi to ensure that the children visiting the AWCs would receive basic nutrition. There is monitoring at the anganwadi level to ensure that children who are malnourished are immediately referred to the Child Malnutrition Treatment Centre to ensure that the appropriate medical and nutrition therapy is provided. Further, the Foundation also plans to procure sachets of edible nutria-paste to distribute among the severely malnourished children of the community. These packets are currently being provided to the AWCs by the government. We feel that we could increase the range of children who receive this benefit.

One of the best ways to eradicate the ills of society is to educate women and make them financially independent. What measures have you taken to help women empower themselves?

Empowerment at Setco Foundation means understanding, access to information and the freedom to make better life decisions. We have several empowerment and educational programmes that go hand-in-hand.

1. Financial Independence:

Several entrepreneurial trainings have been organised for building business
skills among women. Additionally, income-generating skill building in tailoring, mehendi design, beautician course, pottery, etc have also been provided. Beyond providing basic training to these women, the Foundation also assists them in securing jobs/work contracts by providing access to markets. To ensure financial independence for women, we have arranged several career counseling sessions and business knowledge development workshops. Many women have their own small businesses, jobs and other forms of income through their exposure and training at SF.

2. Life Skills, Coaching and Decision Making through Sports and Art Programmes:

“Soft” activities aimed at building a sense of social support, community, emotional and personal well-being are critical towards empowerment.

a. Setco also conducts “soft” activities amongst the adolescent girls and boys aimed at creating leadership, teamwork, self-awareness, discipline and other life skills through our grassroots Sports Programme which has more than 100 children enrolled, of which 96 participated at the Khel Maha Khumbh. Over 30 of them won medals, including 19 gold. medals Many of them received State-level medals and SAG invitations to participate in the selections trials for national participation.

b. Through the Sports programme, many girls have better body awareness, chosen to eat better, stay in school, and lengthen their engagements and delay marriage by a few years.

c. There is greater gender parity and mutual respect amongst young men and women.

d. Art and handicrafts programmes also give many girls and women, educated and uneducated, a place for self expression, social bonding and support and a safe space to share their stories and avail of counseling and support. Such activities encourage women to build up their confidence and take steps towards financial and personal empowerment. Furthermore, these programmes create a captive audience for our health, nutrition and financial empowerment outreach programmes. It also results in better trust in Setco’s interventions and easier adoption of good health practices.

Do you also plan to create some enterprise/SHGs/income generating activities to empower the mothers and their children?

Yes, of course. At every step, we provide assistance to women who have aspire to become financially independent. Those who have undergone training with us are made aware of the different schemes for grants and loans. We also assist them with documentation work for start-ups and self-help groups. Through our efforts, over 30 women have developed enough skills to rake in an average of over Rs. 3000 per month. Over 124 women have been placed within Setco and other industries earning between Rs. 4000-8000 per month. Over 65 women are currently undergoing training with us and will be placed upon completion of training. It is expected that the number of women attending these trainings would increase to over 300 in the next two years.

We have helped in securing loans for nine small business start-ups for women. Out of them, six women already have successful businesses. We believe that the success story of these women would inspire others in the community to come up with similar entrepreneurial ventures.

Future plans would be in involving the SHGs in creating low-cost educational tools to be used at the anganwadis and pre-schools as well as in creating nutritional dry foods that can be used by the community to improve their health.

How do UNICEF, SNEHA and UMMEED help in furthering goals of malnutrition eradication?

Dr. Evelet from UNICEF, in collaboration
with the Foundation’s team in Kalol, prepared an algorithm for treatment of malnourished children in the community. This algorithm is now in the process of implementation. She also trained the ground staff on how to take care of malnourished children, as well as improving family-based care practices such as feeding, hygiene, timely medical attention, etc.

UMMEED Child Development Centre, Mumbai provided technical support to the Foundation through a training on early childhood development. The training focused on screening of 0-3 year old children by CDA supervisors and assessing the developmental areas to identify the developmental delayed through GMCD process. Malnutrition affects both the physical body and brain development, and early intervention makes the best impact in mitigating risk factors for developmental disorders and delays.

We have recently signed an MOU with SNEHA to help the Foundation improve the quality, efficiency and effectiveness of the various protocols aimed at impacting maternal, infant, child and adolescent health in our catchment areas. The programme will build on what we began with Dr. Evelet earlier, as well as improve our monitoring, evaluation and documentation processes. It is aimed at reducing the overall incidence of poor maternal health, infant health and malnutrition and associated effects in the community through behaviour change, as well as ensuring that there is better outreach, referral, intervention and follow-ups for those mothers and children who are suffering.

Tell us in detail about the early childhood development programmes. How do you offer a holistic education-cum-nourishment programme?

The Foundation has adopted a total of eighteen anganwadis in Kalol Taluka. Each cluster of 2-3 anganwadis is supported by a trained Setco Foundation pre-school teacher. This teacher works closely with the government anganwadi worker to help create and deliver the activities and programs designed to enhance child development and school readiness.

The teachers are given assistance in preparing the curriculum, designing the activities, building tool kits based on thematic and development goals for the entire calendar year. While preparing the curriculum, the team makes sure that it would be apt in increasing school readiness of the children - not just in terms of formal educational skills like writing, but in holistic development including cognitive, language, executive function, fine and gross motor development.

How many schools have been established to cater to children? How many children have passed out and how are they placed in terms of further schooling or job placements?

As of today, we have not established any school. However, the Foundation has played an important role in the establishment of six AWCs in the adopted communities in Kalol Block of Panchmahal district. The Foundation has done its best to ensure that children enrolled in these anganwadis are ready to enter the school both in terms of knowledge and behaviour. These kids graduate to primary schools that have been established by the government in their respective villages. Our curriculum ensures that the children are ready for primary education provided at these schools, both government and private institutions.

We have reached out to 245 children under the pre-school education programme (3 - 6 years). In 2015-2016, out of 84 graduates, 78 children enrolled in the first standard. Those who did not enroll are the ones from migrating families and those suffering developmental disorders. Alternate options are being scoped out for them.
Parul Mehta, a successful entrepreneur, social worker and an art connoisseur has become synonymous with many social causes over the years mainly in the arena of women empowerment and income generation programmes for the youth.

A CSR initiative of Deepak Fertilisers & Petrochemicals Corporation Ltd, she founded Ishanya Foundation in 2006. A firm believer in creating a self-reliant society, she has worked relentlessly to identify potential and gaps in the economic and social support systems, with special emphasis on youth, women and marginal farmers. Besides running income generation programmes for underprivileged women and various vocational courses, she also organizes several medical camps and initiatives across western India and mobile libraries for schools in rural areas, benefitting more than 2000 girls and women.

In conversation with Archana Sinha, Parul Mehta reveals her vision for the women of today.

Self-Reliant Women are the CORNERSTONE OF A PROGRESSIVE SOCIETY

Ishaniya Foundation Addresses Issues of Women Empowerment Through its Various Women-Centric Programmes
How long have you been involved and developing programmes for community development?

Community has always been close to my heart right from my young days. I was involved in various projects related to community services. Ishanya Foundation came in much later, in 2006.

A lot is being done and changes are also now visible in the marginalised sections of society. However, very little changes have been noticed among the women and their situation, their mindset, their negligence by the other members of the society, and their education is still not given much importance in general. How do you think rapid and visible change can be seen?

The CSR Mandate of 2013 by the Govt. of India has brought a definitive focus to CSR for corporates, institutions, NGOs and the public in general. Inclusivity and diversity now feature as main topics of discussions and work areas that most Corporates are imbibing, enabling issues of women empowerment to be addressed.

We primarily focus and address issues of women and their families. Our reach to these women has increased year on year primarily through our skill and service-based vocational training programmes and also through our livelihood enhancement through entrepreneurship development programmes. There is a distinct and visible movement towards empowering women, and unlike yesteryears, women are now coming forward and are focusing on being successful and supporting their families.

What motivated you to set up Ishanya Foundation?

I have always felt the need to give back to society, following the old adage – “It is better to give than to receive”. The Foundation provided me with this platform and act as a catalyst in my endeavour along with my team to create a self-reliant society in the communities we work in.

How do you address the issues of women empowerment through the Foundation?
Every project initiated at Ishanya Foundation has been carefully chosen to address all issues of women empowerment which is also our main area of concern and focus. Along with my committed team, we ensure that encouragement, enrichment, compassion, confidence and enhancement are some of the measures we imbibe for reducing inequalities faced by women socially and economically. We ensure that through our programs, these women are able to earn a secondary source of income to enhance their skills and standard of living thus aiding in reducing some of the issues faced by them.

A skewed mindset, tradition of giving the male child more importance, lack of education and awareness of self, lack of health care and nutrition are some of the obstacles to women development and empowerment. How do you address these issues?

You are absolutely right about the importance given to the male child. It is widely prevalent, especially in certain strata of the society. However, due to rapid penetration and awareness of social media, our inclusive and diverse programmes coupled with counselling at all stages and awareness drives have helped women change and therefore give equal importance to the girl child.

Do share with us about Yellow Ribbon NGO Fair and Heart to Hand website and their growth over the years.

Ishanya Foundation is targeted towards empowering women, enabling them to earn a secondary source of income to enhance their livelihood. The Foundation initiated a programme of recycling old fabric into cloth bags completely made by underprivileged women through appropriate training. This was a novel idea to protect and safeguard the environment. In time, we added an array of items to our product list and realized that these products were beautifully made but the women lacked definitive channels to market these products to the right target audience. Many other NGOs also faced a similar situation.

After considerable deliberation, we came up with the idea of a Fair that would focus on promoting the NGOs and SHGs
supporting a multitude of causes like cancer patients and physically handicapped children etc. Thus The Yellow Ribbon NGO Fair was born which, in its first year in 2007, had 49 NGOs participating; and for the last two years, we have had to restrict this to 110 NGOs and artisans from across India. The Heart to Hand website followed suit wherein we were able to collate and come up with a compendium of 200 NGOs across eight cities of India to showcase over 400 products that could be made available all year round. The people of Pune city welcomed this initiative and support us wholeheartedly. It is because of them that we have been able to continue this initiative for many years now.

Do you also have some methods of finding out if there is a trickle down effect of prosperity among the local women who are a part of these NGOs or your projects?

Measures of outcome and impact are critical to mark the success of any programme. In our endeavour to ensure sustainability, skill enhancement and empowering women in our initiatives, continuous assessment and tracking the progress of our beneficiaries, even post employability, enables us to gauge and encourage them to achieve their goals set out in associating with Ishanya Foundation.

Tell us about project Muskaan and its role in empowering financially challenged women.

Muskaan is one of our most innovative and successful initiatives. It provides an additional source of income to financially challenged women (Muskaan Parees). The Foundation receives pre-owned garments and accessories through the Muskaan Ambassadors in the city. These products are checked for quality and then sold by the Muskaan Parees, thus enabling them to earn additional source of income. Stalls are set up by them year round at the communities, at The Yellow Ribbon NGO Fair and at leading hospitals like Ruby Hall Clinic, Jehangir, etc. They are thus successful in generating a huge turnout in terms of sale of garments and generation of income.

A lot has been achieved, yet one may feel that a lot is yet to done. What are you future plans regarding empowerment of women from various sections of the society?

I don’t think we can ever say we have done enough for our society and those in need. We will continue to strive through innovative measures to reach out to as many women and their families to make that marked difference to their lives. We have some new programmes coming up that will give bolster our womenfolk even more.

In closing, would you like to share your thoughts on something that has influenced and spurred you to go on?

Edith Wharton, Pulitzer Prize-winning American novelist, short story writer, and designer rightly quoted: “There are two ways of spreading light - Be the candle or the mirror that reflects it.” We will continue to be catalysts of inclusive growth and will pursue our committed focus to the development sector to ensure issues of women empowerment, health and education are rightfully addressed.
Empowered Women

EMPOWERED SOCIETY

Cairn India's Initiatives are Transforming Lives of Many Communities in Rajasthan

Skewed gender ratio and gender inequality is a hindrance to development of the society and ultimately, the economy. The corporate world is waking up to this fact, and Cairn India Limited, one of India’s largest oil and gas companies, whose major oil fields are located in the Barmer district in Western Rajasthan, has taken up some of the most challenging tasks of empowering rural women in the district.
In India, women empowerment has different connotations in rural and urban areas. The socio-economic empowerment of women is a pre-requisite for development of the society. Cairn India identifies and understands the importance of skill development and access to employment opportunities. It is committed to enhance the social status of rural women in its operational areas. The company has been consistently working towards initiating programmes for regular mentoring and creating opportunities for their overall socio-economic enhancement.

In alignment with the government’s Skill India initiative, the Cairn Enterprise Centre (CEC) has been providing skill training, career counselling and linkage to employment opportunities to over 12,000 youth as well as women, since 2007.

Barmer District with its low literacy rate, lack of quality education and poor community awareness are contributing factors to unemployment, poor health and low income in the region. While Cairn India has triggered economic growth in the region through its operations, it has also enabled large scale community development to ensure inclusive growth. Through the Cairn Enterprise Centre (CEC), various income generation activities have also been introduced to empower women. CEC also provides financial support to help these women start their own businesses.

The company has also established the Cairn Centre of Excellence (CCOE) in Jodhpur to provide advanced training in vocational courses pertaining to Welding, Renewable Energy (wind and solar), Automobiles and Retail, engaging German firm TUV Rheinland to deliver the courses. The residential institute, spread over 12 acres, has been acknowledged to have some of the best infrastructure in the country by important dignitaries and officials who have visited; and placements received by students have been noteworthy.

Impact of CEC
Chanchal Jain, Barmer
Hailing from a conservative family, she aspired to carve her own identity at a very young age. CEC helped Chanchal along with other youth of Barmer by training them for the HDFC Bank entrance test, one of the largest private banks in India. In a month-long course, they were taught aptitude, numeric ability and English proficiency and went
through personality grooming to prepare them for corporate life. Post training, Chanchal was among the successful candidates selected by HDFC. She has become a role model for many girls her age in Barmer.

**Masonry Training:** In a move from the usual vocational training courses for women such as sewing or craft-making, 50 women were chosen to be trained as masons. The training proved to be a great boon for Soni Devi, a 28 year old widow of Bhimda village in Barmer. As a value addition, these women received education through a special provisional literacy programme specifically designed for them. They are now able to handle some amount of paperwork themselves, have become financially independent and are empowered to face new challenges. Today, Soni and other women masons are helping build toilets as part of the Swachh Bharat Abhiyan.

Surasaniyam is a remote village in East Godavari district in coastal Andhra Pradesh. Absence of requisite education and skills resulted in unavailability of sustainable livelihoods, increased migration and socio-economic challenges. The Ravva JV onshore terminal, operated by Cairn India, is the village’s first and only tryst with industrialisation. As part of its endeavour to make a positive difference in the lives of the local community, Cairn and Ravva JV has been actively involved in implementing community development projects in and around Ravva operational area. These initiatives have touched the lives of people across different strata of society by creating sustainable livelihoods.

**Suraksha Broom Making:** This is another project undertaken by Cairn India for upliftment of women. It started in December 2014 with six women as direct beneficiaries. Today, about 120 poor households from the project area are involved in this broom-making unit as raw sticks suppliers.

The Suraksha Broom and Suraksha Agarbatti making units have benefitted community members in villages around Cairn India’s operational areas in Ravva. The project has helped women, who are the driving force of this business, to save money, live a better life and help educate their children.

Cairn India has also initiated the Dairy Development Programme in Barmer which has helped extend monetary benefits to villagers. It developed a model through which dairy farmers innovate new livelihoods. Under this project, Leelawati, a village woman was introduced to oyster mushroom cultivation. She sold 45 kg packed mushroom under the brand ‘Barmer Unnati’ to local hotels, restaurants and markets and earned a profit of Rs. 3130 within a period of 60 days. Today, Leelawati feels empowered and elated that she is able to support her husband and contribute towards the economic development of her family.

**Project Rachna:** Special focus has also been given to improve health, sanitation and general awareness among women. Project Rachna or Reproductive and Child Health Nutrition & Awareness and the single point agenda of implementing this project is to ensure woman and child well-being. The project is being implemented in three blocks of Barmer district – Baitu, Sindhari, Dhorimanna. The project’s goal is to contribute to significant reductions in maternal and infant mortality, to improve menstrual hygiene and reproductive health of adolescent girls and women in the district. Under this programme, Cairn India has helped the local SHG group to set up two sanitary napkin production units in Barmer. Each of the manufacturing unit is operated by a local women’s SHG who have been trained to operate the machinery and ameliorated with the production process. At present, each woman can earn up to Rs. 50 per day and an average daily production of 750 sanitary pads per day besides generating awareness on importance of better menstruation hygiene management among adolescent girls and women.

Contributing to the Government of Rajasthan’s initiative of Beti Bachao Abhiyaan, Cairn India has introduced a one-of-its-kind campaign to celebrate the birth of a girl child around the operational areas. Under this campaign, the company presents a “New Born Baby Kit” to parents of baby girls born in
government hospitals and institutions. This kit consists of a clean towel, two sets of dresses, socks, toys, a mosquito net, and an immunization checklist. What makes the kit unique is the message behind the initiative that a baby girl brings happiness to the family. The campaign allows increasing awareness on the importance of institutional delivery which will positively impact Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR).

Cairn India, through various unique initiatives, aims to encourage more women to overcome social barriers and chart out a new future for them and their families.

OASIS IN THE DESERT

Barmer district, part of the Thar Desert, is said to be the most densely populated arid zone in the world with a population density of approximately 90 people per square km where temperatures go up to 50°C during the summer season. According to the World Economic Forum 2009 Report, the region has the lowest water endowment in Rajasthan. As part of its holistic sustainability initiatives, Cairn India has initiated the Jeevan Amrit pilot project in collaboration with the Public Health and Engineering Department (PHED), Govt. of Rajasthan to ensure clean and safe drinking water to the communities in the districts of Barmer and Jalore through the establishment of Water ATW (Any Time Water) kiosks. Water purification plants will be established and maintained to provide clean and safe drinking water to more than 800 villages in Barmer. The initiative will involve setting up of 333 small scale ATW plants (1000 - 3000 litres per hour capacity) over the next three years to provide clean and safe drinking water. ATW kiosks have been established at a number of access points and the communities are provided with pre-paid smart cards with which they can access water at their convenience.

A key feature of the Jeevan Amrit project is that it is a community-managed initiative, giving members a sense of ownership; the operators are chosen by a Village Water Committee from among the local community. This project will result in rural employment opportunities, which is in line with the World Water Day theme of 2016 ‘Water and Jobs.’ Besides operations and maintenance, indirect employment will be generated in water distribution, large scale civil works, plumbing as well as electrical.

Since power availability remains highly unreliable in some areas in Barmer, Cairn India has resorted to solar powered ATW kiosks to address the problem, replacing grid power or diesel back-up to minimise carbon footprint. The project is being implemented with support of agencies such as Water Life and Fontus in Barmer. Around 70 units have been implemented this fiscal year. Having received extremely positive community feedback, Cairn India is now increasing the scale and scope of the project substantially. Cairn India has also partnered with a few local entrepreneurs to run a ‘water on wheels’ - Jal Rath, which fosters a spirit of rural entrepreneurship.

Source: Cairn India
INVESTING IN THE FUTURE

It is rightly said, “Goodness is the only investment that never fails.” At all stages of personal or professional life, we have a responsibility, a constitutional opportunity and a moral obligation towards society, economy and the ecology. Social Responsibility for companies is more than just donating money. It involves a commitment towards the welfare of the community and environment, operating transparently and ethically through corporate policies and actions. Organisations that are able to get recognition for the softer sides of their business are on the right path to building a sustainable business for the future. A sound, robust CSR framework and organizational mindset will help to deliver public value outcomes and make a difference in the community. CSR must be embedded in the business, rather than an afterthought.
The 350 women were not only enthusiastic about increasing their knowledge in this area but revealed their keen interest for computer training, sewing, stitching & embroidery, candle making, soft toys making and so on.

Freshmen’s Valley CSR initiatives “Kaushal Vikas Abhiyan” is born with these good intentions. They are an integral part of the business model the company is operating on as it continues to be committed to the holistic development of the communities it serve. Freshmen’s Valley was incorporated in 2014 with an objective to create a dairy business which is an amalgamation of traditional values and cutting edge technology to provide quality and hygienic dairy products of international standards. The Company further believes in creating a sustainable business model which not only delivers quality product to the consumers but also benefit its most important stakeholder i.e. farmers. It has created an ecosystem for farmers which include skill development, advisory to improve farmer’s earnings and aid in overall development of the region.

CSR Activities
Establishment of IT Skill Development Centre

“Education is the most powerful weapon we can use to change the world” - Nelson Mandela.

With this strong belief, Freshmen’s Valley launched its first skill development centre – ‘Computer Saksharta Kendra’ (Computer Literacy Centre) in April 25, 2016 at Chandan Kati village in Sambhal district, Uttar Pradesh. The Centre is equipped with modern IT infrastructure, 24-hour power supply, well-trained staff, study materials and a library. Basic computer literacy is provided free of cost to the farming community. This will strengthen employment prospects of the trained students. The first batch of 30 girls and women has successfully completed the course.

The Manager at the Centre happily shares her views: “Just after the inauguration, people came in large numbers to get enrolled. Our first batch, specifically targeted for women, had excited, highly motivated and sincere students. They were very punctual. Surprisingly, some girls forcefully brought their mothers too. Proper notes were maintained and they were always ready for surprise tests. They were eager to learn as much as they can, not only about computer, but also basic English and vocabulary, general knowledge and current events. The reference books in the library are a great help. The students are looking forward for various other skill development activities as well.”

A group of girls enquired me - “Ma’am, our classes are over but we would like to come here every day to study more.” This gave me a feeling of contentment knowing that this much needed initiative will definitely reach its set goals.
There is no tool for development more effective than empowerment of women
Kofi Annan, Former UN Secretary-General

International Women's Day Celebration

“You educate a man, you educate a man. You educate a woman, you educate a generation.” – Brigham Young.
An educated woman can impart education to the entire community, thereby contributing to the progress of the society. As part of International Women’s Day 2016, 500 women and girls took part in an entertaining as well as educational event to instill in them the importance of education as a powerful means of overcoming gender boundaries.

Interactive Session on Women Empowerment

In today’s world where women are perfectly balancing their personal and professional lives, there are still many corners in the country where women are not aware about the flourishing opportunities available for a better living. A session was organised a few months ago aimed at making them socially, mentally and financially strong and independent by educating them about various income generating opportunities and significant steps needed to procure the best from these opportunities. It focused on another important aspect about the methods and precautions to deliver safe and hygienic milk. The discussion included knowledge about cattle care and milking methods which can open many more avenues of profit-making for them.

The 350 women were not only enthusiastic about increasing their knowledge in this area but revealed their keen interest for computer training, sewing, stitching & embroidery, candle making, soft toys making and so on.

A local woman joyfully shared - “Didi ye hume bahut achalaga. Kya hum sach me itna sab kar sakti hain?Hum bahut kuch seekhna chahti hain sabse jyada computer padhai, silai-kadhai aur beauty parlour ka course.” (Sister, we like this very much. Can we really do all of this? We would like to learn a lot more, specifically like computer, stitching and embroidery and beauty parlour courses).

The session left the women satisfied, positive and motivated to take new steps towards leading more empowered lives.

Go Green Initiative

In its initiative to contribute towards a better environment and society with a future-oriented approach, Freshmen’s Valley introduced Go Green initiative. The company believes that every small ‘green’ step taken today can prevent wastage of natural resources. The objective of the initiative is to increase the awareness and use of eco-friendly practices, conservation of natural resources, maintaining natural ecological balance in the environment, preserving the planet and its natural systems and resources. In August 2015, 500 trees were around the factory surroundings. The company also uses non-conventional energy sources such as
The farmer satisfies the ever growing appetite of the masses but is devoid of the actual credit himself. Technological innovations have made the world a global village and it is time to give the farmers their due credit.

SAHAYAK Training Programme

“The discovery of agriculture was the first big step towards a civilized life” - Arthur Keith. The farmer satisfies the ever growing appetite of the masses but is devoid of the actual credit himself. However, it would not be wrong to say that to earn a living for their family through farming, they are often left with nothing or little in hand. Technological innovations have made the world a global village and it is time to give the farmers their due credit. To enhance farming experience and bridge the gap between farmers and dairy processing units, Freshmen’s Valley established the ‘Sahayak’ concept for its most important stakeholder - the farmers - to empower them with new and correct farming techniques and latest technological innovations, agricultural processes, and corporate benefits. This different style of leadership in dairy farming has empowered the farmers and Sahayaks to make themselves self-sufficient as well as aware about the latest techniques, safe payment process and smooth operational processes.

Sahayaks were trained about milk adulteration process and effective ways to eradicate this serious problem. To check adulteration and milk quality, a special SNF test is introduced. Sahayaks are informed about the transportation process and GPS system in milk delivery vans. This will help in maintaining high quality milk check up. GPS will alert every time the door is opened, thus avoiding adulteration during transportation. Demonstration of special machines was done which will check milk quality. The machine will further test the quality of milk in seven other parameters to eradicate all quality issues.

The farmers will also greatly benefit from the Rural Business Hub (RBH) concept. Through this process, Freshmen’s Valley will develop Rural E-commerce set-up for villagers to reach directly to the manufacturers.

In continuation with the Sahayak training programme, farmers and Sahayaks were guided about the various health and nutrition counselling services available for their community and cattle, loan facilities, maintaining relationships with banks/insurance companies and other sources of income generation sources, financial assistance and many other benefits that will enable them to become self-sustainable.

At Freshmen’s Valley, Corporate Social Responsibility is not merely a compliance, it is a commitment to undertake initiatives that are designed for the benefit of customers and the dairy farming community.

Tanya Joshi is Senior Dietician and Nutritionist at Freshmen’s Valley. She has diverse experience in social and community programmes related to education, nutrition and dietetics, women welfare, child development, public cooperation and awareness.
Influencing Habits and Changing Minds

Viacom 18 Mantra for Communities: Prosperity Though Cleanliness

An iconic and household brand, Viacom 18 Media Pvt. Ltd, founded in November 2007, is one of India’s fastest growing entertainment networks. It reaches more than 100 million people every day on the digital, social, and mobile platforms. Not satisfied in resting on its laurels, Viacom 18 wants to enrich the life of every Indian through sustained innovation and thought leadership. Using the very same media tool that propelled it to the top of the entertainment ladder to bring about social change, Viacom 18 through its CSR initiatives has been bringing awareness for a cleaner India and making the world a better place. Let us find out more from a conversation between Sonia Huria, Head, Communications and CSR, Viacom 18 and CSR Mandate’s Atula Imchen.
Towards a Cleaner India

Being a Media & Entertainment conglomerate, Viacom 18 has plenty of opportunities to highlight and bring about social awareness through its various streams. What drives Viacom 18 CSR initiatives? Which are the areas you are focusing on to implement these initiatives? Have you been able to capitalise on this strength?

We at Viacom18 are essentially great storytellers, and we take pride in having something for everyone. While we looked at our core strengths, we realised that media as a tool can bring about the greatest change, at scale, especially because we have the power to influence habits and shape minds. We have been doing this with our compelling content in films, digital and broadcast.

Interestingly, we have always been a very socially conscious organisation. MTV Junkyard Project attempts to mobilise the youth and action on ground cleanliness through clean-up drives based on music and art. Our flagship kids’ channel Nick runs a worldwide campaign called Together For Good – an initiative that promotes the concept of working together to make the world a better place. At a pan-network level, we adopted a documentary last year called Daughters of Mother India – a film that explored the effect of the Nirbhaya incident on the collective psyche of our nation. We had showcased this on all channels (except kids channels for obvious reasons) on a weekend primetime.

Prime Minister Narendra Modi’s Swachh Bharat Abhiyan has seen a number of corporates aligning with the cause. Share with us at length the special project undertaken by Viacom 18 in this area. What were the criteria that you looked into when selecting the various areas under this project?

Our latest initiative - Chakachak Mumbai is very close to my heart. When Viacom18 started on this journey of bringing about social change in health and sanitation, we decided that in keeping with our PM’s call for a Swachh Bharat, we would work towards realising the dream of a clean India. And cleanliness not only in its physical sense but also as a psychological attitude. We have divided this initiative into two campaigns - one that has
on-ground interventions where we are renovating and reconstructing toilets in urban slums (over 200 toilets across four slum clusters in Andheri East, Mumbai) and the second campaign which is focused on behavioral change communication. Our Behaviour Change Communication (BCC) campaign is also distinctly divided into one that focuses on talking to the inhabitants of the communities where we have intervened and the other which addresses cleanliness as a state of mind – focusing on a more evolved audience.

As I view it, the concept of hygiene exists both in the physical and psychological worlds. The moment you start thinking clean, you act to be clean. Our CSR campaign revolves around two tentpoles: on-ground interventions and behavioral change communication.

We wanted to get into urban wash and hence Mumbai was the most logical choice. We partnered with Samhita Social Ventures to conduct a community needs assessment study across multiple communities in the western suburbs and finally zeroed in on four clusters in Andheri East. These clusters are quite varied and challenging in their topographical and socio-economic layout and hence, though difficult, it could turn out to be both a gratifying and learning experience for us.

How many people are covered under this project, 'Chakachak Mumbai'? Is the follow-up a part of the project? Are there measured results you can share?

I am excited to say that in one year, over 200 toilets have been constructed and ~10,000 families with 4-5 members per household have benefitted across four communities. I am excited to say that we are just getting started!

We are in the process of undertaking a project impact research and can share our findings once we complete the study.

A recent report showed that the drought prevalent in most parts of Maharashtra poses a major setback to Swachh Bharat Abhiyan. An example of Ekurke’s (in Osmbanabad district) success story inspired many when in 2013, this village built 350 toilets in a short span of one-and-a-half months to end the shame of having to defecate in the open. Now the same villagers are out defecating in the open fields due to shortage of water. Has Viacom 18 come up with a back-up plan should such a situation arise at the areas covered under this project?

The existing toilets had no provision for running water to begin with. We installed overhead water tanks per block, built a comprehensive water distribution system and overhauled the sewage lines to ensure water availability and flow while decreasing water loss. We are working with various stakeholders – Padma Shri Jockin Arputham, BMC, our facilitation partner Samhita and the local government officials to explore other sustainable avenues of water availability and dissemination.

Viacom18 also roped in the young gen for a recent initiative taken by Nickelodeon’s Together For Good. Tell us about this event and the reason for its launch.

The idea behind Nickelodeon’s Together For Good initiative was simple – To make a difference anywhere and anytime with the help of Spark a Change Foundation. But what was different about this was that this change was equally balanced on micro and macro levels with the help of 150 children who kickstarted the campaign.

This change could be a simple one like changing something at home or at school to initiatives like collecting waste matter
at the Carter Road Promenade in Bandra, Mumbai, and with the help of a reckoned artist, it was turned into a beautiful art installation.

Besides, we are taking this initiative a notch higher and promoting it on digital platforms on nickindia.com/TFG. The page will help kids with simple but actionable steps that can be used for both personal and environmental cleanliness.

What are the other social initiatives taken up by Comedy Central and MTV, two other well-loved brands of Viacom 18?

Comedy Central did something simple yet heartwarming called ‘Spread the Cheer’ last Christmas. The aim of this initiative is to ensure as many smiles as possible on the joyous occasion of Christmas through random acts of kindness and reaching out to the less fortunate. This activity was adopted by numerous NGOs, Hospitals, Drug Rehabilitation Centers and Jails in Mumbai, Delhi and Bangalore.

On the other hand, MTV did something funky and colourful aligned to their brand. The Junkyard project went all out even on social media with the slogan “Dunk that Junk” with the core value of trashing waste into a bin and not at random places. Parle products, who had partnered with MTV on this one, tied up with 300 colleges across India and roped in youth to transform dumping grounds into beautiful graffiti art projects and utility areas. An extended initiative was to give dump trucks a makeover. The trucks sported colourful graffiti, disseminating “Dunk that Junk” in the most colourful and attractive manner.

The junkyard project turned out to be a large scale one with Shahrukh Khan, Farhan Akhtar, Varun Dhawan, Sonam Kapoor and many others who extended their support to this campaign. It also received massive participation from digital natives through user generated videos and has garnered overwhelming 1million+ interactions.

Are you tying up with other groups and organizations in fulfilling your social responsibility?

The thing about being a joint venture (JV) is that the spirit of partnership is ingrained into our soul. For Chakachak Mumbai, we work with multiple agencies and individuals like Samhita Social Ventures, Mahila Milan, Padma Shri and Ramon Magsaysay award winner Jockin Arputham, et al.

Thankfully, we also have quite a few celebrities like Mahesh Kothare, Urmila Kanetkar and Sonali Kulkarni and celebrity NickToon Shiva supporting our campaign and using their audience connect to amplify our BCC campaign.
When we think of Canon, we think of quality. Canon, a world leader and specialist in manufacturing imaging technologies has been changing the way the world visualises things. The company which had its genesis at Tokyo, Japan in 1937 has a wide range of portfolio of products for consumers and businesses. Canon India, a 100 percent subsidiary of Canon Singapore Pte. Ltd was incorporated in India in 1997 and has offices in 14 cities across the country. Canon India believes in bettering lives both in its businesses as well as the societies in its areas of operations. Atula Imchen spoke to Kazutada Kobayashi, President & CEO, Canon India to find out more about the company’s various CSR initiatives.

Developing Communities FOR THE COMMON GOOD

Canon India CSR Initiatives Strives to Enhance the Social Fabric of the Nation
What is the philosophy adopted by Canon India regarding its CSR initiatives? How long has Canon Involve been active in the CSR initiatives in the country?

At Canon, our corporate philosophy of 'Kyosei', means “all people, regardless of race, religion or culture, harmoniously living and working together for the common good”.

Corporate Social Responsibility being an integral part of Canon’s corporate philosophy and business, we have integrated social development into our everyday work and operations. Our efforts in the areas of Education, Environment, Eye Care and Empowerment are an endeavor towards achieving this end. We also promote our philosophy to our employees and stakeholders and have been diligently working as a team to promote it.

Our view of CSR extends beyond charity; it is a means to create self-sustaining communities that we can nurture for a long period of time. In January 2012, we established the Canon Group CSR Activity Policy, which outlines Canon’s commitment to our CSR efforts in global as well as local communities by effectively leveraging the company’s advanced technological strengths, global business deployment, and diverse, specialised human resources. Canon has been carrying out revolutionising initiatives in the country for a long time now.

Tell us about your flagship programme, “Adopt a Village” and the message behind this project. Why is this so close to your heart? How many villages have been included in this dream project? Have the outcomes been to your expectations?
We strive to make a positive and lasting impact on the environment and the community at large, so we decided to launch a unique initiative of ‘Adopt a village’ in 2012, under our CSR philosophy. Our aim is to create long term sustainable living for the less-privileged in the communities around us. We have chosen four key areas of work that include Eye Care, Education, Environment and Empowerment.

We commenced the programme with our first adoption in Ferozepur Namak village in Mewat district, Haryana. The village adoption programme has spanned across all regions since its inception. Other villages followed suit: Maharaja Katte in Bengaluru, Karanjoti in Thane, Mumbai and Sol Gohalia in Kolkata. Each adopted village is an extended part of Canon family and holistic development of these villages is our mission. We at Canon believe that organisations should focus not only on the economic well-being of the nation it operates in but also upon its social fabric.

As a responsible business, Canon India takes pride in being socially inclined and focuses on sustained and effective CSR projects. Through our CSR efforts, we have been actively involved in various projects to reach out to the less fortunate and contribute towards their development.

In all our adopted villages, we abide by our ‘4E’ philosophy of CSR - Eye Care, Education, Environment and Empowerment. Our core focus area remains education, where we strive towards provision of best educational benefits to students and monitor quality education within the age group of 6-14yrs. We support activities such as establishment of an activity resource centre with educational aids and a library for children, improving source of drinking water through pipeline, taps and toilets. As a result, we have noticed significant improvement of enrolment of children in the schools in our villages.

Under Eye Care, we establish sustainable eye care facilities ‘Vision Centres’ in the village to tackle eye ailments. These centres also supports eye screening of patients, provisions of spectacles and the patients who need special attention are referred to the base hospital for surgeries.

Canon India commits itself towards environmental conservation by participating in numerous tree plantation drives at its adopted villages and recycling drives across all offices. As an initiative to promote a green earth, Canon has set up solar panels in some of the schools in its adopted villages.

"Our flagship CSR initiative “Adopt a Village”, comprising of '4Es' - Eye Care, Education, Environment and Empowerment"
Canon India takes pride in being socially inclined and focuses on sustained and effective CSR projects. Through our CSR efforts, we have been actively involved in various projects to reach out to the less fortunate and contribute towards their development.

Are you planning to expand this project to other areas as well, apart from the existing ones?

CSR is an integral part of Canon’s work ethics. We will continue our efforts with increased vigour and zest in all our CSR endeavors through 2016. We will reinforce our commitment in all the four adopted villages and take forward the initiatives with greater zeal. At present, our aim is to put increased efforts in our existing villages and renew our initiatives to provide the villagers a holistic lifestyle.

Canon the brand has a proven track record providing quality products and solutions for decades. But you did not stop and rest on your laurels. You keep building the brand and are committed towards social responsibility and sustainability. Share with us in detail the 4Es that Canon Involve has dedicated itself to.

We strive to stay a step ahead of our customers. Along with being leaders in delighting our customers and providing them cutting edge technology, our
commitment also extends to the community we operate in. For us, Corporate Social Responsibility means much more than mandates, for us it is the way of life. The spirit of contributing towards the society has been an integral part of Canon’s corporate culture across the world. In addition to offering excellent products and services worldwide, we have strived to ensure full compliance, protect the global environment and provide humanitarian support.

Our flagship CSR initiative “Adopt a Village”, comprising of ‘4Es’ - Eye Care, Education, Environment and Empowerment, receives immense support from our organisation and the employees.

- **Eye Care** - As leaders in imaging technology, we consider it our responsibility to establish ‘vision centres’ in our adopted villages. Under the Eye Care programme in the village, we establish a vision centre with a technician and vision assessment instruments. Each centre works as the solution for villagers’ eye care issues, by supporting screening of patients, spectacles and referring cases which require surgeries to a nearby hospital.

- **Education** - Special awareness sessions are conducted by the employees on universal right to education for kids. Imparting better education and making learning a fun process, students at the village schools are equipped with a resource centre with e-learning material, library and sports equipment. Giving prime importance to health and hygiene, we ensure provisions for safe drinking water and actively coordinate with local education authorities for infrastructural improvements in the school.

- **Environment** - Our steps towards improving the village environment include planting tree saplings in order to create a green haven in the area.

- **Empowerment** - We realise that children and the youth are the building blocks of the future. At Canon India, our commitment is towards overall development of children by providing them basic amenities and good education. All the collaborative efforts unite to empower the youth by providing them computer training which shall help them have a sustainable living ahead.

**How have these core areas been able to transform the lives of the beneficiaries since they were adopted by you? Have they met your expectations?**

We recently celebrated the first month anniversary of Karanjoti village in Thane. Through our ‘4E’s policy, we are glad to witness impactful progress in the village.

In a span of one year, Canon India has made all efforts to ensure better education facilities, sustainable environment, health and hygiene along with complete eye care facilities for village dwellers. To mention a few developments, capacity building in the school has led to students returning to the village school to enjoy better classroom infrastructure, clean drinking water supply, a resource centre with a non-formal education teacher to impart computer literacy, art and craft skills and encouraging sports among the students of all grades along with a vision centre for better eye care services.

The students are not the only beneficiaries. The village has witnessed many developmental activities throughout the year. Solar panels have been set up in two buildings which were devoid of electricity, new water tanks and water purifiers have been installed and toilets have been reconstructed along with new doors. Pursuing the facilitation of eye care facilities, the vision centre in the village has screened around 62 villagers during the last one year. With the enthusiastic participation of the school children, employees and villagers, Karanjoti anniversary celebration was a notable event in the CSR journey of Canon India.

**The company has also been involved with many other CSR activities in the past. Share with us about each of them and their impact on the beneficiaries.**

Canon India has been involved in many initiatives that have made considerable difference to people, environment and the society as a whole. Adopt a Village remains our flagship initiative. Here is a view into our various CSR initiatives:

**‘Adopt a Village’ Progress**

Canon India adopted its first village Ferozepur Namak in Mewat district, Haryana on 8th November, 2012.

- **Vision Centre** was set up wherein we placed our own brand’s eye checkup machine. More than 6200 patients were screened, facilities of 312 surgeries, 142 spectacles were given and 80 eye camps were held in neighbouring villages.

Canon adopts second village near Bangalore - Maharaja Katte at Kanakapura district on 19th June’2014.
- Constructed a Resource Centre, wherein a library with books and sports equipment is provided for school children.
- Facilitated computer classes at the Resource Centre. A Computer teacher has been designated especially for taking computer classes for kids.
- Set up of Vision Centre and basic eye check-up facility. 2010 villagers screened in first year of operations. Total number of spectacles – 209, eye surgeries – 82.
- Reconstruction of toilets in the schools.
- Installed Aquaguard RO machine for clean drinking water at the school.

Canon India celebrated first anniversary of Maharaja Katte Village Adoption.
- Subsequently, children identified with refractive errors during free eye check-up camp conducted in the school were given spectacles and all the school children were given a pair of new shoes and two pairs of new socks to the joy of their parents and school staff.

Karanjoti village in Thane district of Mumbai, Maharashtra was adopted on 28th April, 2015. The school building was revamped, Resource Centre improved and tree plantation drive was undertaken.

**CSR Employee Engagement Activities in Canon India**

- **World Day against Child Labour**
  To influence the young minds to raise awareness, empathise with the less fortunate children and set an example to the promoters of child labour to end this menace in the society, we urged our employees to educate their children against Child Labour and encouraged them to draw a painting showcasing ‘How to Stop Child Labour’. The young participants were felicitated for their efforts.
- We launched a ‘Walk in my Shoes’ drive in which all the employees were encouraged to donate their gently used shoes in good condition for the less privileged children and their families in the society.
- **Launch of ‘Each One Teach One’ Campaign**
  Under this campaign, we encourage our newly hired employees across the country to spend quality time with the school children in the adopted villages. This campaign has been included in the Corporate Orientations with an objective to instil a sense of social responsibility in the employees from the very beginning. The employees dedicate their time and efforts to teach these children basic hygiene manners, art & craft skills, communication skills, basic computer literacy, importance of teamwork, photography or any subject of their interest. One of the most important parameters while selecting the village for adoption is its proximity from Canon office in the area. We enable our employees to travel to the villages and make an impact in the lives of the students and the villagers.
- **Canon ‘Go Green’ Drive**
  We organised a ‘Go Green’ drive which is a step towards making the environment greener. Our employees planted 150 saplings in bio-diversity parks in Gurgaon as a step towards its continuous efforts to bring eco-friendly and sustainable changes in the community.
- **Cleanliness Drive**
  We organised a cleanliness drive in collaboration with another Japanese company, Yokohama Tyres in our office premises. The drive came up as a humble endeavour to contribute towards the Government of India’s initiative, ‘Swachh Bharat Abhiyan’. Many employees came out in support to prevent the growing strain on planet earth’s natural systems.
A country as big and as vast as India with an equally large population has many challenges in every aspect of its social fabric where there are innumerable unmet needs and expectations that the Government alone cannot resolve. What do you suggest should be the way forward for companies to act upon, apart from the issues that are being addressed?

In my view, social responsibility cannot be forced. Organisations need to instill this commitment in themselves and their employees. I appreciate the government's mandate and feel they can be utilised as guidelines. Following these mandates in the best manner possible and ensuring growth and escalation of the community is essential.

You have been with the India operations since 2012 and have been directly and actively involved in every aspect of Canon’s CSR projects. What has brought about this passion and desire to give your all to see that projects and initiatives are implemented?

CSR needs to be carried out on a voluntary basis, it cannot be forced. Personally for me, contributing to the development of the social fabric is extremely essential. I get immense joy seeing happy and smiling faces around me. For me CSR is one of the most important contributors in the growth of an organisation as well as individuals. Having said that, the focus is development of communities - which is the larger objective of the CSR law as well.

I visit the villages frequently and interact with the students and the villagers; it fills me with greater faith in the initiatives we have undertaken and encourages me to contribute more towards the society.

Canon India staff are also encouraged to get involved with the causes they are passionate about. How has this impacted their lives and what has been their feedback as they help fulfill the company’s vision and philosophy of Kyosei?

Yes, as I mentioned earlier, we do encourage our employees to dedicate and make a difference in people's lives. Their lives have been deeply impacted in the process. Take for example the 'Each One Teach One Campaign'. Employees have been visiting these villages on special occasions like Diwali and Christmas and have also been celebrating their special moments like birthdays with the school children. I can proudly say that the children and villagers are an extended part of the Canon family.

Testimonials from Canon employees on the eve of Karanjoti’s First Anniversary celebrations

“It was a heart-touching experience. The kids were wonderful and confident. I really liked their dance performance and art and craft exhibition. Science exhibition was marvellous too. The event was a perfect blend of creativity, hard work and persistence by students, teachers and Canon volunteers. I would love to come here time and again and spend time with the children, teach them and learn from them simultaneously. Thank you Canon for giving me this opportunity to participate in the event.”

Sujatha Kallivalappil

“I was spellbound to see the decorations and proud to see the smiling children full of energy and excitement to perform and leave a mark on our memories. What a great day to spend with the children and learn a lot of good stuff in terms of art & craft and science exhibition. I could make out the level of happiness when all the students were gifted with school bags, shoes and socks by Canon. Thumbs up for the event.”

Sheetal Kapadia

“I was among the luckiest ones who got the opportunity to volunteer for the event. Based on my interaction, I must say that all the children were not only good in studies but sports too. Carrom competition was amazing as it got cheers from everyone, along with science & craft exhibition. Great combination of skills, knowledge and art were on display and happiness was in the air at the event.”

Sameer Sawant
Nurturing Communities Through
EDUCATION AND TRAINING
Tata Steel Impacting Lives in Jharkhand

Tata Steel has, over the years, been actively involved in the overall development of Scheduled Caste (SC) and Scheduled Tribe (ST) communities through its social outreach programmes across all segments that include sustainable livelihoods, healthcare services, education and training, youth empowerment, preservation of ethnicity and culture of indigenous communities, among others. SC/ST constitutes a considerable percentage of the population in the State of Jharkhand. One of the ways to improve the socio-economic development of the State is through expanding the reach, depth and diversity of education programmes. The literacy rate in Jharkhand as per Census 2011 is 67.63 percent as compared to the national average of 74 percent.
Through focused interventions in education in its operational areas in Jharkhand, Tata Steel aims at not only addressing the educational needs of different age and gender groups by increasing access to education but also improve quality of education.
Camp School is one such initiative which aims to mainstream girls who have dropped out of formal education by introducing them to an eleven month residential school education programme. The company runs two Camp Schools – one at Pipla Centre, Jamshedpur block in East Singhbhum district and the other at Noamundi in West Singhbhum district of Jharkhand. In the last ten years, more than 1,900 drop-out girls have been mainstreamed into formal education through the efforts of Tata Steel in Jamshedpur and Noamundi.
The mid-day meal kitchen, in partnership with Government of Jharkhand and ISKCON Food Relief Foundation, is supplying mid-day meals daily to nearly 71,000 students, of which more than 35 percent belong to SC/ST communities across government schools in and around Jamshedpur. Tata Steel provides infrastructure support to
The company supports youth to undergo various skill development programmes through expert organisations. In the last five years, the company has provided employability training in trades like construction, automobiles, motor driving, welding, computer hardware and software, etc., to over 11,000 youth, out of which about 3,700 youth have found employment. The company also supports SC/ST girls in nursing training.

Schools and colleges across all locations by constructing school buildings and boundary walls and providing drinking water and toilet facilities as well as benches and desks. In peri-urban Jamshedpur, 137 schools and colleges have been provided drinking water facilities. A total of 57,900 students are being benefitted of which 63 percent belong to SC/ST communities.

Tata Steel has been strengthening government schools through school libraries and children activity centres. The company has initiated this programme in 30 villages of Noamundi, in partnership with Eklavya, Bhopal. The programme aims at improving the quality of education in government schools through quality books and activity-based classroom learning.

Education still remains a distant dream for a number of poverty-stricken tribes. Aakansha, an ambitious project of Tata Steel’s Tribal Cultural Society is making this distant dream come true for children of Particularly Vulnerable Tribal Groups (PVTGs) in Jharkhand. Launched in 2012, the project aims to impart education to children of the Paharia, Sabars and Bihors, identified as Particularly Vulnerable Tribal Groups (PVTGs) in residential schools. In FY15, 234 tribal children were enrolled in seven residential schools like St. Robert School for Boys and Girls in Hazaribagh district of Jharkhand.

The provision of fellowship opportunities for meritorious students, belonging to the SC/ST communities has been an important part of Tata Steel’s endeavour in the field of education. On an average, every year, more than 3,000 meritorious SC/ST students have been benefitted by Jyoti Fellowship and Moodie Fellowship programmes.

Tata Steel has stepped in to create capabilities through scholarships, coaching and training programmes. The company has also rolled out a special and ambitious project ‘Tata Steel Scholars’
From Brick Kiln to School

Jyotini Go (13), a native of West Singhbhum's Lakhansai village, is a bundle of energy. Swiftness comes to her naturally - even in normal conversations. As talks turn towards her favourite topic – sports, she becomes very excited and her speech becomes very fast. Her hand gestures and foot movements become bolder. The sixth-grader, who is regularly selected for district-level school tournaments, worked in a brick kiln a few years back.

From loading bricks onto trucks to getting enrolled in a school and exhibiting her sporting skills, Jyotini has indeed made a positive start. She owes this new beginning to a TSRDS-run camp school in Noamundi.

“I was born in a brick kiln where my parents worked,” shares Jyotini, who was completely unlettered before joining the camp school in 2012-13. “Like them, my life, too, would have been limited to those stifling confines. But destiny willed otherwise. I ended up coming to the camp school.”

And the change was palpable. From a life full of abuses, struggles and hardships, she moved to a life full of love, care and affection. “Backbreaking brick loads were replaced by easy-to-carry shoulder bags. Instead of starting my day with handia (poor man’s liquor), I now have a glassful of milk. I do not go to bed on an empty stomach anymore, which was quite common in the past,” recollects Jyotini, now a Class VI student at Kasturba Gandhi Balika Vidyalaya (KGBV).

Post-admission, Jyotini was given special attention by the camp school teachers as she had never been to school. “Our main challenge was readying a completely illiterate girl for formal education. So, apart from books and classroom teaching, we incorporated a lot of interactive study materials to fastrack the learning process,” says Sambari Pareya, Warden, Noamundi Camp School. For her all-round development, the teachers encouraged her to play sports and participate in extra-curricular activities. It all paid off. Jyotini is now a confident girl who wants to continue with her sporting activities. She is also pretty confident about her career choice, ‘someone big’ in police services. Great going Jyotini!

giving wings to the dreams of SC/ST students aspiring for professional education. 83 students have been identified and supported to pursue higher studies from premier institutes like Xavier Institute of Management in Bhubaneswar and Jabalpur as well as IIT Mumbai, BIT Mesra, BIT Sindri, ISM Dhanbad, NIT Jamshedpur etc.
The company support youth to undergo various skill development programmes through expert organisations. The company offers skill development programmes at Tata Steel Skill Development Society (TSSDS)-managed institutes, namely, TSSDS Private ITI at Ranchi, near Ranchi, Tata Steel Technical Institute (TSTI) at Burma Mines, Jamshedpur and Hospitality Training Centre at Kolebira in Jharkhand. In the last five years, the company has provided employability training in trades like construction, automobiles, motor driving, welding, computer hardware and software, etc., to over 11000 youth, out of which about 3700 youth have found employment. The company also support SC/ST girls in nursing training.
Sports as an integral part of education is a key focus area for Tata Steel. To identify and nurture talent among SC/ST communities, the company organized several sports tournaments and conducted training camps. Tata Steel took the lead to organize a joint Tata Group tournament involving Tata Motors, Tata Power and Tinplate for athletics and football. In FY16, the football tournament witnessed participation of 1,760 teams with 28,000 tribal youth.
To develop leadership skills among youth and to inculcate values in them, Tata Steel conducts Moral Re-Armament (MRA) Camps. Both rural and urban youth, predominantly from the SC/ST communities are trained on moral values. So far, more than 1,500 youth from Jharkhand have attended MRA workshops through residential camps.
Another innovative project by Tata Steel to bring school dropouts and children who have never been to school into the mainstream is the Thousand Schools Project. It has reached out to hundreds of such children by enrolling them in government schools. Courses to bridge this education gap are offered at RBC and NRBC centres which are set up in different locations at Danagadi, Sukinda, Harichandanpur, Joda, Koiri and Kutra blocks of Odisha.

Everyday Saria Sahara, a nine year old girl from Saharasahi in Managobindapur village of Jajpur district, gets ready for class at the NRBC (Non-Residential Bridge Course) centre in the morning. She freshens up, wears a clean frock, combs her hair and ties it neatly with a rubber band and rushes to the centre. Six months ago, Saria’s life was completely different. Along with other children in her village, Saria would be forced to beg all day long.

“I feel good there (NRBC centre). We read, have fun and enjoy. Sir says we will be sent to school. I never imagined that I would study someday. I did not know if school was for me,” says Saria. She will be enrolled in Class III or IV in the nearest government school as soon as she completes the bridge course at the NRBC centre.

Presently, 71 children are attending classes at the Saharasahi NRBC centre of which 40 belong to Sahara community, 27 belong to Munda community, and the rest four are from scheduled castes. The centre was established in December 2015 and is a major component of the Thousand Schools Project being implemented by Tata Steel in six blocks of Odisha. Since then, 24 students from the centre have been mainstreamed by enrolling them in the nearest government schools. By April 2016, a total of 53 NRBC centres have been established in different locations at Danagadi, Sukinda, Harichandanpur, Joda and Koiri blocks. At present, a total of 1341 children are enrolled in these centres and 469 of them have been admitted in government schools so far.

Children studying at NRBC centre, Saharasahi, Managobindapur village of Jajpur district Apart from studies, officials of the project also taught them about cleanliness and hygiene, which has brought a significant change in the lives of the children and their families. Years of uncut and unwashed hair, uncut nails, soiled clothes, and lack of dental hygiene have had a profound effect on the children. When Rajashri Rana took charge as a teacher of the centre, she decided to cut their hair and nails herself, with the help of a village youth. She also highlighted the importance of taking a bath every day and washing their clothes regularly. She says, “I have seen these children transform. I regularly monitor whether they follow the cleanliness habits I have tried to instill in them or not. They had been living a nomadic life, going from place to place along with their parents, begging for survival. Bus stands, railway stations, markets and temple gates are where they have spent most of their life. Living in a permanent home, and going to school was beyond their imagination. They finally set up base at Managobindapur and this colony came to be known as Saharasahi.”

“The NRBC centre has transformed the destiny of the kids, which was looming towards a dark future,” says Sangram Biswal, a villager who has been a witness of the change since the inception of the centre at Saharasahi. He went on to say that, “These children did not have any identity or even proper names. The children here have all kinds of unconventional names, for example, ‘Maaza’ as the boy likes this particular fruit juice a lot; another boy is named ‘China’ since he has straight, silky black hair like the Chinese or yet, a boy with the name ‘Foreign’ due to his very fair skin. When Maaza, Chinese and Foreign were enrolled at the NRBC Centre, the teachers, with the consent of their parents, renamed them appropriately. Maaza is now Rohan, China, Sidhu and Foreign is now known as Amit, and so on.”

Today, while their parents are at the industrial area in Kalinganagar for work, these children attend classes at the centre. NRBC is a major component of the Thousand Schools Project, which is being run by Tata Steel through ASPIRE, one of its partner NGOs. The aim of setting up NRBC centres at different locations is to bring the dropouts and students who have never been to school, to the centre and give them basic education as per their age. After the basic training, they are enrolled into government schools. Thus, it works like a bridge that connects these children to the conventional road of education.

Apart from NRBC, two other major components of the projects are RBC (Residential Bridge Course) Centre and LEP (Learning Enrichment Programme) class. The Thousand Schools Project aims to ensure all children between 6-14 years in school, address learning deficits of children in primary grades, improve school governance by strengthening School Management Committees (SMCs) and increasing the role of PPRs, youth groups and women’s groups in education in the village and improve government teachers’ skills to deal with first generation learners.

Biren Ramesh Bhuta is Chief, CSR, Tata Steel

CSR Mandate
EVENT

RISE SUMMIT 2016 IN MUMBAI AND PUNE

Idobyro will be hosting its 4th Annual RISE Summit on 21st – 22nd September in Mumbai and 23rd September in Pune.

Some of the highlights of RISE 2016 include:

- Sweden is the Country Partner and the Consul General will be the Chief Guest
- Key Note Address by Mr. Jayesh Ranjan, Secretary, Information Technology, Electronics & Communications Department, Government of Telangana
- The Sustainable Development Goals will be a focus area by UN Global Compact
- Launch of the Maharashtra Chapter of the Evaluation Community of India (ECOI)
- Social Tour with the Swedish Institute Alumni to Pune on the 23rd of September

The RISE Summit is an open platform for cross-sectoral dialogue, capacity building and collaboration. The distinctive feature of RISE is the participatory design that actively maps resources and partnerships for development. The Agenda is co-created along with partners and a core committee of experts and practitioners. There are no panels or presentations across 3 days. Instead, over 300 participants from across India and beyond will interact through Roundtables, Workshops, Chat-tables, and Potential to Partner (P2P) meets, Media Room, Exhibition, Display areas and more. Government, Corporate, Academia and Civil Society will together seek outcomes and alliances driven by the RISE shared values – Responsible, Inclusive, Sustainable and Eco-friendly.

ASPIRE SYSTEMS LAUNCHES 'SHINE'

Aspire Systems - a leading global technology services firm, launched ‘SHINE’, in collaboration with Universal Higher Education Trust, Vellore, as part of its Corporate Social Responsibility Programme. With a focus on Information Technology Skill Development & Employability, the company is looking to enable students from lower economic backgrounds in Vellore and its surrounding districts and aims at creating successful careers for students in the IT sector.

“Practical knowledge is as, if not more, important when compared to theoretical knowledge. It is therefore important to encourage students to be trained with skills that can empower them to think on their feet, than just go by the book; this is what SHINE is all about. We are looking to help these students with programming skills, in addition to soft skills, thereby raising their chances of employability in the IT sector”, Sathepandhan S, Head – Corporate Social Responsibility, Aspire Systems said.

The SHINE initiative is a year-long programme consisting of two phases. The first phase is to be conducted at the Vellore Institute of Technology (VIT) campus, and the second phase is to be held at the Aspire Systems’ Siruseri campus. The core focus will be on imparting programming skills to these students in order to add value to their employability in the IT sector. Additionally, training in communication and soft skills will also be taught. Commenting on the partnership, Gowri Shankar Subramanian, Co-founder and CEO, Aspire Systems said, “Imparting of employability skills are the need of the hour. While students do have access to the best of theoretical knowledge, it is the IT industry’s responsibility to equip them with skills that help them go up the value chain. The aim of SHINE is to ensure that we imbibe these underprivileged students with employability skills and give them the opportunity to be capable professionals. We have always believed that it is vital to give back to the society and be socially responsible.”

Over 22 students have enrolled into the first batch of the programme and the course is scheduled to begin by August end.
INDIA CSR IMPACT SURVEY 2016

To gauge the impact this Act will make by 2020, we are conducting the first ever CSR Survey on a sample from the 16,000 companies who have come under the gamut of this law.

Partner with us in this important initiative, which will help, touch and transform millions of lives across the country.

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An Initiative of:
Nation Building - The Reliance Way

You can create a work environment that supports business and also an environment that supports the world.

For Reliance, growth is all-encompassing. We believe the key to a prosperous nation is to transform every barren area into fertile land, ensuring prosperity for our people, contributing to our economy. Jamnagar has witnessed the magic of this faith: a drought-prone arid zone has become a showpiece of rich flora and fauna, enabling re-emergence of wildlife and increase in rainfall. Today Reliance Jamnagar is not just home to the world’s largest consistent afforestation effort and single-location refining hub but also one of the largest mango orchards in the world.

Our commitment is evident: We must help both the economy and ecology to grow. Growth is life.