

# Building Sustainable Communities



- Mobile health units deployed for addressing primary health issues and services against COVID-19
- Pond resuscitation at village near Jambusar operations
- Promoting direct seeding of rice as an alternative to transplanting paddy
- Creating additional livelihood opportunities for local communities in the new normal
- Livelihood Promotion through sustained agriculture and dairy practices .....Read more



### HEALTH, HYGIENE AND SANITATION

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> <li>• Increase access to quality healthcare</li> <li>• Improve Preventive healthcare</li> </ul>	<ul style="list-style-type: none"> <li>• Around 1,10,000 people will be treated by Mobile Health Vans and health camps</li> <li>• 90% decrease in primary healthcare issues within MMU outreach</li> <li>• 90% of people shall be using toilets in our intervention villages</li> <li>• COVID-19 relief interventions</li> </ul>

### DISASTER RELIEF

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> <li>• Support government and the communities at the time of national disaster</li> </ul>	<ul style="list-style-type: none"> <li>• Support government, District administration, municipal corporation, farmers and communities during COVID-19 pandemic</li> </ul>

### WOMEN EMPOWERMENT

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> <li>• Improve Financial and legal literacy</li> <li>• Livelihood Promotion</li> <li>• Develop women entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>• &gt; 10,000 women will have undergone financial and legal literacy training</li> <li>• &gt; 3,000 women will have better livelihood opportunities and increased household income</li> <li>• &gt; 2,000 women will be involved in the income generating activities</li> </ul>

### ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> <li>• Impart Sustainable Agricultural practices</li> <li>• Environmental Sustainability through Conservation of Natural Resources</li> <li>• Environmental and health consciousness through stewardship</li> </ul>	<ul style="list-style-type: none"> <li>• Will benefit over 40,000 new farmers through DSR</li> <li>• 1.8 trillion liters of water will be saved using DSR</li> <li>• Avg. ₹7,500 / Acre will be saved in the cost of paddy cultivation</li> <li>• Promote product stewardship</li> </ul>

### RURAL INFRASTRUCTURE DEVELOPMENT

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> <li>• Strengthening rural infrastructure through need based interventions</li> <li>• Strengthening drainage network to improve sanitation facilities in the villages</li> <li>• Promoting rural sports</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthening rural electrification, roads, drinking water and toilets</li> <li>• Strengthening of drainage network around plant location</li> <li>• Promotion of rural sports</li> </ul>

### QUALITY EDUCATION AND SKILL DEVELOPMENT

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> <li>• Improve age appropriate learning levels</li> <li>• Improve attendance</li> <li>• Maximize the CSR programme reach</li> <li>• Improve youth's employability through skill development</li> </ul>	<ul style="list-style-type: none"> <li>• 70% Increase in class appropriate learning levels</li> <li>• Ensure &gt; 80% school attendance</li> <li>• &gt; 15,000 students will be covered through the programme</li> <li>• Train &gt; 500 underprivileged youth and help them obtain jobs</li> </ul>



## Tree Plantation Drive and developing green cover between Bharuch & Ankleshwar - An initiative supported by District Collectorate, Bharuch

PI Industries Ltd through its CSR arm PI Foundation jointly with Bharuch Citizen Council Trust and other industries, undertook a programme for increasing the green cover in a patch between Bharuch and Ankleshwar. The project was developed as per the MoEFCC laid environmental guidelines, suggestive of plantation as one among the priorities for manufacturing industries. First drive under this initiative was conducted during previous year, followed by recent second drive which was conducted on 19th of August, 2020. PI has proactively supported the cause and was applauded for its support in this much needed noble initiative. Sh. Dushyant Patel, Hon'ble MLA, Bharuch, District Forest Officer, key District Officials and leaders from other industries graced the occasion.





## Sustainable Rice Production with the Conservation of Natural Resources through Direct Seeded Rice in Multiple States of India

PI Foundation has been working closely with farmers in the agriculturally backward region of the country to promote a farming system that is more sustainable—environmentally, economically, and socially. In association with State Agricultural Universities and NGO's, our field team propagates the benefits of Direct Seeded Rice (DSR) technique through various awareness camps, farmers meetings, setting up demonstration farms with farmers and trainings across multiple rice growing states in the country.

During the month, sowing was completed in all the plots for kharif season in Punjab, Haryana, West Bengal and Andhra Pradesh with numerous field days and farmers meetings.

### Various points discussed in these meetings included:

- Water conservation through DSR: Irrigation timing etc.
- Technicalities in early stage practices in direct seeding of rice
- Sharing other advantages associated with DSR including labour management, energy and cost savings
- Favorable soil types for practicing DSR along with proper irrigation timing, weed and nutrient management
- Timely management of disease and pests in DSR



# CSR NEWSLETTER

## CORPORATE SOCIAL RESPONSIBILITY



CSR FY'21 ENVIRONMENTAL SUSTAINABILITY HEALTH, HYGIENE AND SANITATION | WOMEN EMPOWERMENT | EDUCATION

AUGUST 2020

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of famer's meetings	No. of farmer's attended
Haryana	Hisar	Hisar	14	5	6	126
	Jind	Jind	13	5	7	116
	Fatehabad	Fatehabad	4	1	2	85
	Karnal	Karnal	10	4	6	65
	Panipat	Panipat	8	0	6	75
	Kurukshetra	Kurukshetra	10	0	6	90
	Sonipat	Sonipat	10	0	6	97
	Yamunanagar / Ambala	Yamunanagar	7	0	4	68
	Kaithal	Kaithal	10	0	7	69
Punjab	Fazilka	Abohar	25	0	0	0
	Barnala	Barnala	20	1	1	20
	Kotkapura	Kotkapura	25	1	1	20
	Muktsar	Malout	5	2	0	20
	Mansa	Mansa	10	2	4	60
	Sangrur	Sangrur	5	2	2	40
	Amritsar	Amritsar	7	4	2	50
	Tarnataran	Amritsar	7	1	2	15
	Kapurthala	Jalandhar	7	2	0	24
	Moga	Moga	14	4	2	40
	Kharar	Fatehgarh	7	3	0	31
	Patiala	Patiala	14	7	3	89
	Gurdaspur	Gurdaspur	7	3	1	41
	Ludhiana	Ludhiana	7	3	1	35

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AUGUST 2020

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
Andhra Pradesh	Krishna	SCA	10	0	0	20
	Nizamabad	N. Telangana	6	0	0	10
	Kurnool	Rayalaseema	7	0	0	0
	Narayapet	Rayalaseema	5	0	0	0
	Khamman	Khamman	4	0	0	5
	Karimnagar	S. Telangana	2	0	0	16
	Peddapally	S. Telangana	3	0	0	24
	Vijayanagaram	NCA	5	0	0	12
	West Godavari	NCA	1	0	0	3
West Bengal	Midnapur West	Midnapur West	13	10	0	145
	Bankura	Bankura	8	8	0	115
	Burdwan	Burdwan	8	4	0	100
Total			318	72	69	1726



### Support to resuscitate pond at Sarod Vanta under Sujalam Sufalam Scheme in Jambusar

Sarod Vanta village is situated next to our operations in Jambusar. Collector Bharuch & SDM Jambusar requested PI Industries to support the renovation and development of Pond in Sarod Vanta under Sujalam Suflam Yojna. Basis that, PI Foundation provided support in completion of pond resuscitation and development at Sarod Vanta. Completion certificate was obtained from Gram Panchayat Sarod Vanta and the quality of the work was verified by SDM, Jambusar and Executive Engineer, Sardar Sarovar Narmada Nigam Limited, Govt of Gujarat. PI Foundation extended the support by providing 40% of total cost of the project as community contribution.





## Livelihood promotion through Sustainable Agriculture at Rayagada, Odisha

As part of our project, we strategize to enhance agriculture based income by 50% from existing income of 1,000 farmers through ensuring qualitative produce. The intervention puts emphasis on strengthening one existing Farmer Producer Organization (FPO) and promoting another new Farmer Producer Organization covering 1000 families in both Bissamcuttack and Kalyansingpur Block. We are currently working to uplift 386 farmers in Bissamcuttack Block and 632 farmers in Kalyansingpur Block.

During the month of August, 2020, farmer Interest group (FIG) formed in all 49 villages were converted into Producer Groups. Proposal for formation of FPO in Kalyansingpur Block was submitted to NABARD during the month. In Bissamcuttack block, Maa Markama Agri Producer Company Ltd has already been working to continuously uplift farmers.







- **Agriculture demonstration:** Agriculture demonstrations for individual paddy and vegetable farmers along with FPO members was completed for kharif season. Around 30 farmers from both the blocks were selected for demonstration activities in rice production. During the month, farmers were apprised with sustainable production techniques in vegetables like brinjal, chilli and okra in both the blocks. Around 20 farmers cultivated vegetable in 10 acres of land



- **Horticulture demonstration:** During the month, farmers started sweet potato transplantation in Bissamcuttack Block and managed previously transplanted drum sticks
- **Convergence:** Pheromone traps for Kharif vegetables were received from Agricultural departments in both the blocks



## Awareness on Coronavirus in Villages & Rural Health Care through 3 Mobile Health Units

PI Foundation in collaboration with GVK-EMRI is implementing Swasthya Seva through 3 Mobile Medical Vans that supports more than one lakh population from remote 64 villages of Jambusar. Our Swasthya Seva ensured access to quality health care and impacted over ₹1 lac people residing in remote location of Jambusar taluka. This has reduced financial burden on health expenditure for the poor families.

**PI Foundation is utilising these Mobile Medical Units 24x7 in 64 villages of Jambusar, Gujarat** for spreading awareness on the necessity of social distancing, hand sanitisation through instruction leaflets. The services are extended for conducting thermal screening, distributing masks and other necessities to villagers.





### Highlights of the ongoing activities for the month:

- Screening of 150 labors twice a week around Jambusar plant
- Distribution of hand sanitizers
- Routine health support to people in 64 villages of Jambusar (table below)

Coverage		
Mobile Health Unit in field		3
Villages Covered		64
Population Covered		1,18,851
Operations		
Total Beneficiaries treated (15 April, 2016 - August, 2020)		3,91,848
Total Beneficiaries treated in August, 2020		6347
Total working days in August, 2020		24
Performance		
Avg. Beneficiaries / MHU / Day		88
Avg. Villages visited / MHU / Day		3
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - August, 2020
MHU_PIF_1	Route-1	2190
MHU_PIF_2	Route-2	2046
MHU_PIF_3	Route-3	2111





## ASMITA Project- Women Empowerment through Improved Access to Credit and Livelihood Initiatives in 20 Villages

ASMITA project is being implemented with an aim to form and strengthen Self-help groups of women for creating a sustainable base for micro finance activity in 15 villages of Jambusar and 5 villages in Panoli.



Coronavirus pandemic was viewed as a period to test the resilience of leadership and systems created in Jambusar block.

### Following interventions were done during the month:

- 94 Monthly meetings with 1039 women were organized during the month to apprise group members regarding the adaptation to new normal and to provide training in Jamun and Drumstick plantation
- Efforts were made to strengthen the existing SHGs with adding more women in the groups by means of individual home visits, regularization of savings and repayment of loans
- Two Credit awareness sessions were organized with 28 women. They were explained about the processes involved in taking credits from UJAAS, differences in the interest rates of Ujaas and other microfinance companies. All the meetings were organised in keeping with social distancing measures and previously prepared SOPs for conducting group meetings
- SHG leaders were provided information on rights and entitlements provisioned by government during lockdown, especially on food security, widow pension, Jandhan accounts. Out of 116 groups, 111 groups collected savings amount of ₹1.97 lac

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## CORPORATE SOCIAL RESPONSIBILITY



CSR FY'21 | ENVIRONMENTAL SUSTAINABILITY | HEALTH, HYGIENE AND SANITATION | **WOMEN EMPOWERMENT** | EDUCATION

AUGUST 2020

- 11 women leveraged loans amounting to ₹2.09 lac. Agriculture and animal husbandry were the main purposes for taking loans
- Two credit awareness sessions were organized with 37 women. They were explained about the processes involved in taking credits from UJAAS. All the meetings were organised in keeping with social distancing measures and previously prepared SOPs for conducting group meetings
- Fifteen women were registered in ATMA project. 5 SHG members were linked with mineral mixture powder kit from ATMA
- 5 farmers were linked with cow based natural farming
- Renewal of Joint Liability Group loan for 5 women amounting to ₹1.25 lac. was done



### Highlights from Panoli:

- Financial literacy training of 102 women was conducted in 4 villages
- Five new Self Help Groups (SHGs) with 67 members were formed in the reporting period in Panoli, Sanjali, Kapodara, Bakrol and Umarwada
- Monthly meetings of 29 groups were conducted with 158 women participants. Major focus of monthly meetings, apart from savings and credit activities, was COVID-19 rights and entitlements information to SHG members
- Programme team collected total savings of ₹47,300 in the reporting period



## Economic Empowerment of Women Smallholders and Workers through Improved Agriculture and Inclusive Dairy Value Chain Promotion

PI Foundation along with CARE India is implementing CSR project with a focus on agriculture improvement and inclusive dairy value chain promotion in 60 villages of Jambusar taluka. The project has focused on capacity building and improved practices related to agriculture production system and dairy value chain.





### Monthly highlights:

- Monthly savings meetings of 90 SHGs with the purpose of observing the SHGs functions was conducted during the reporting period
- Continuous awareness is being created amongst community to prevent from COVID-19 through disseminating information. Field team has created mass awareness on social distancing in MCC of Sangdi and Madafar and villages during saving meetings
- Follow ups with Cotton demonstration farmers was done in their plots. Preparation of Jiva Amrut during the live demonstration and promotion of boarder crop was done through six FFBSs
- Information about various government schemes have been disseminated in context of COVID-19 among SHG members in project villages
- One Federation has recently been registered with NRLM and bank account of the federation was opened, the federation includes SHGs of village Kamboi, Dehgam and Neja
- 5 SHGs from villages Dabha and Bojadra received cash credit of ₹5 lac
- Documents of 3 SHGs have been submitted to NRLM to process the revolving fund





## Farmers Training for Livelihood Enhancement through Sustainable Production of Chilli

Chilli is considered as one of the commercial spice crops. It is the most widely used universal spice, named as wonder spice. Different varieties are cultivated for various uses like vegetable, pickles, spice and condiments. Farmers have to face several challenges in the crop productivity primarily due to the dearth of knowledge on the occurrence of diseases and judicious use of pesticides. Most of the chili growers in the areas of Andhra Pradesh and Madhya Pradesh face such problems of pests and diseases, high cost of input, lack of irrigation, shortage storage facilities and lack of scientific knowledge.

PI Foundation initiated a programme for transforming the agricultural productivity of Chilli and increasing the livelihood of chilli farmers by identifying pests, diseases and yield losses in the crop. The project includes dissemination of improved package of practices (POPs) in chilli cultivation and brings sustained economic returns to farmers. The project has been initiated in select districts of Madhya Pradesh and Andhra Pradesh.



### Highlights from the month:

State	Districts	Territories	No. of demonstration plots
Madhya Pradesh	Dhar	Dhar	3
	Khargone	Khargone	2
Andhra Pradesh	Kurnool	Adoni	4
	Anantapur	Anantapur	2
Total			11

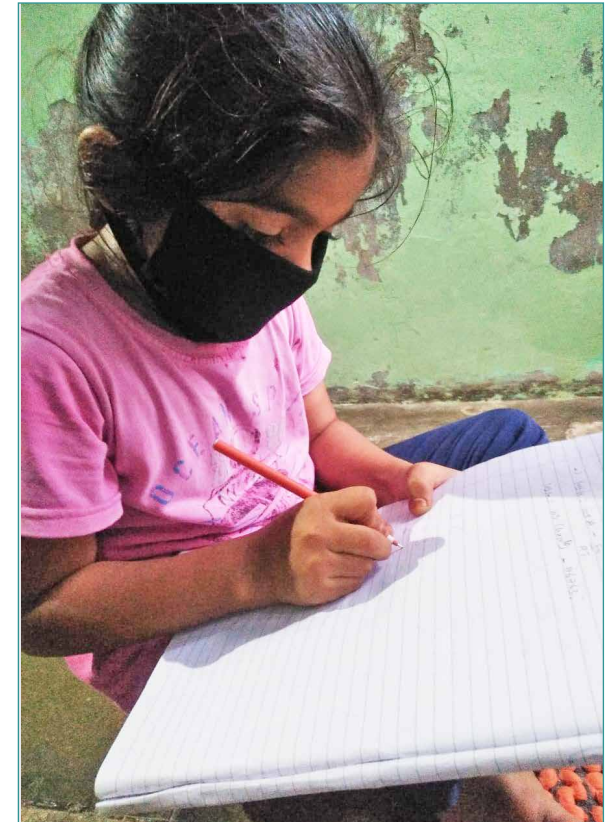
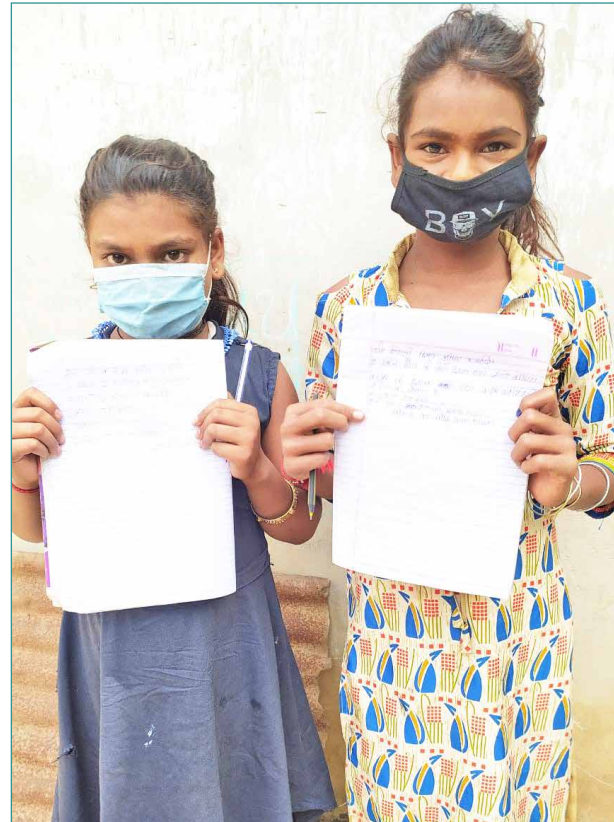




## Improving Learning Outcomes in 135 Govt. Elementary Schools of Jambusar

PI Foundation in collaboration with Pratham Education Foundation has been implementing a CSR project to improve learning outcomes of over 12000 children enrolled in Govt. Elementary Schools located in 82 Villages of Jambusar Block. The project envisages age and grade appropriate learning standards for students in 135 Schools of Jambusar Block in Bharuch district.

Due to lockdown all schools are closed in the state of Gujarat. However continuous engaging with children and parents through digital mode is going on.





### Highlights:

- Messages were circulated on do's and don'ts during pandemic, maintaining social distance, wearing mask while going out, along with frequent washing of hands
- Activities such as, creating different stories, quiz programme, questions on general knowledge, dictation, mathematical activities, creating science model and its experimentation are being promoted through online platform
- Text and messages to commence activities and varied tasks have been sent to Parents. Activities and varied tasks: Creating different stories, quiz programme, questions on general knowledge, dictation, mathematical activities, creating science models and its experimentation etc.
- Regular follow up and feedback is also being taken from parents
- Cluster Resource leaders are coordinating these activities with 5695 children (from grade I-VIII) & 2317 parents from 82 villages. Vigyan Mitra is assisting 2294 children



SEPTEMBER  
UPDATES  
COMING SOON

For any Feedback/suggestions,  
write to us:  
[pifoundation@piind.com](mailto:pifoundation@piind.com)

Against coronavirus we have  
**weapons three**

1. Wear  
a mask



2. Maintain  
social distance



3. Wash hands  
frequently

