

Building Sustainable Communities



- Awareness on Coronavirus in Villages & Rural Health Care through 3 Mobile Health Vans
- Sustainable Rice Production through Direct Seeded Rice
- Employability-linked Skill Development Centre
- Improving Learning Outcomes in 135 Govt. Elementary Schools
- Transforming Rural Livelihood through Farmers Field School
- ASMITA Project- Women Empowerment through Improved access to Credit
- Economic Empowerment of Women Smallholders and WorkersRead more

HEALTH, HYGIENE AND SANITATION

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Increase access to quality healthcare Improve Preventive healthcare 	<ul style="list-style-type: none"> Around 1,10,000 people will be treated by Mobile Health Vans and health camps 80 % decrease in primary healthcare issues within MMU outreach COVID-19 relief interventions Support government, District administration, municipal corporation, farmers and communities during COVID-19 pandemic

ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Impart Sustainable Agricultural practices Environmental Sustainability through Conservation of Natural Resources Environmental and health consciousness through stewardship 	<ul style="list-style-type: none"> Will benefit Over 40,000 new farmers through DSR 1.8 trillion liters of water will be saved using DSR Avg. ₹7,500/Acre will be saved in the cost of paddy cultivation Promote product stewardship

WOMEN EMPOWERMENT

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Improve Financial and legal literacy Livelihood Promotion Develop women entrepreneurs 	<ul style="list-style-type: none"> > 7,000 women will be covered through programme > 4,000 women will have undergone financial and legal literacy training > 3,000 women will have better livelihood opportunities and income generating activities

QUALITY EDUCATION AND SKILL DEVELOPMENT

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Improve age appropriate learning levels Improve attendance Maximize the CSR programme reach Improve youth's employability through skill development 	<ul style="list-style-type: none"> 70% Increase in class appropriate learning levels ~15,000 students will be covered through the programme Train ~500 underprivileged youth and help them obtain jobs

RURAL INFRASTRUCTURE DEVELOPMENT

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Strengthening rural infrastructure through need based interventions Strengthening drainage network to improve sanitation facilities in the villages Farmers empowerment 	<ul style="list-style-type: none"> Strengthening rural electrification, roads, drinking water and toilets. Strengthening of drainage network around plant location Need based farmer empowerment programmes



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.

As the country battles with the destructive second COVID-19 wave, PI Industries is displaying exemplary corporate social responsibility by offering innovative and agile solutions across India to fight the outbreak.

PI Foundation and its partners continuously organising awareness session on precautions against Covid 19 and screening of potential cases in villages around Jambusar and Panoli along with emphasizing on the vaccination drive initiated by the government with its availability at different centres. Mobile Health Van staffs spread the messages among community members and beneficiaries came to avail the health services through providing updated information.





Highlights of the ongoing activities for the month:

- Screening of 150 labors once a week around Jambusar plant
- 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 - July, 2021)		4,69,782
Total Beneficiaries treated in July, 2021		10,022
Total working days in July, 2021		27
Performance		
Avg. Beneficiaries / MHU / Day		124
Avg. Villages visited / MHU / Day		3
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - July, 2021
MHU_PIF_1	Route-1	3527
MHU_PIF_2	Route-2	3667
MHU_PIF_3	Route-3	2828





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

PI Foundation has been directly working with farmers in the agriculturally backward region of the country to promote a farming system that is environmentally, economically, and socially sustainable. The programme is being conducted in association with State Agricultural Universities and reputed NGO's. Our field team propagates the benefits of Direct Seeded Rice (DSR) technique through widespread farm demonstrations, awareness camps, farmers meetings and trainings to rural youth and farmers across the country in multiple rice growing states.

Sowing for Kharif season has begun in various locations. Our field teams have been regularly conducting field days and farmer meetings keeping in view **safety and necessity of precautions to be taken in this Covid-19 crisis.**

Points of Discussion in DSR Meetings:

- Field preparation
- Timely disease and pest management in DSR
- Yield benefits of DSR Technique
- Conservation of water; especially ground water
- More profit and less input expenses in DSR cultivation
- Weed Management

Apart from usual field days, regular stewardship and safety trainings are also being organized for farmers to ensure their maximum safety with simultaneous protection of natural resources.





Summary of DSR work done in rabi season so far

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
Haryana	Hisar	Hisar	10	3	5	65
	Jind	Jind	15	4	7	84
	Fatehabad	Fatehabad	6	2	3	45
	Kaithal	Kaithal	21	0	6	94
	Kurukshetra	Kurukshetra	11	0	3	47
	Sirsa	Sirsa	4	1	1	21
	Karnal	Karnal	8	0	3	57
	Sonipat	Sonipat	5	0	2	35
	Panipat	Panipat	5	0	0	0
	Ambala	Ambala	5	0	0	0
Punjab	Fazilka	Abohar	10	0	22	380
	Barnala	Barnala	10	0	24	380
	Kotkapura	Kotkapura	10	0	7	110
	Muktsar	Malout	10	0	26	437
	Mansa	Mansa	10	0	18	270
	Sangrur	Sangrur	10	0	18	270
	Amritsar	Amritsar	10	2	15	254
	Gurdaspur	Gurdaspur	10	1	8	120
	Hoshiarpur	Hoshiarpur	10	2	7	107
	Jalandhar	Jalandhar	10	2	16	302
	Moga	Moga	10	2	17	371
	Kharar	Kharar	10	2	17	317
	Patiala	Patiala	10	2	9	186
	Ludhiana	Ludhiana	10	3	20	295
Jammu	Jammu	10	0	7	109	

CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



CSR FY'22 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | EDUCATION | WOMEN EMPOWERMENT

JULY 2021

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
West Bengal	Midnapur West	Midnapur West	7	0	0	0
	Midnapur East	Midnapur East	8	0	0	0
	Bankura	Bankura	3	0	0	0
	South 24 PGS	Kolkata	3	0	0	0
	Burdwan	Burdwan	5	0	0	0
Chhattisgarh	Kanker	Charama	3	0	0	0
	Dhamtari/Balod	Dhamtari	8	0	0	0
	Dhamtari/Gariyaband	Kurud	17	0	0	0
	Mahasamund	Mahasamund	8	0	0	0
	Raipur	Raipur	9	1	0	20
	Rajnandgaon	Rajnandgaon	1	0	0	0
	Janjgir	Janjgir	1	1	1	12
Bilaspur	Bilaspur	5	5	5	30	
Andhra Pradesh & Telangana	Nagar Kurnool	Nagar Kurnool	5	1	1	14
	Nizamabad	Nizamabad	6	6	6	49
	Karimnagar	Karimnagar	5	1	1	12
	Khammam	Khammam	4	2	2	21
	Nandyal	Nandyal	4	2	2	22
	Eluru	Eluru	5	2	2	19
	Guntur	Guntur	3	0	0	0
	Miryalguda	M. Guda	1	0	0	0
	Vijayanagaram	Vijayanagaram	5	0	0	0
Wrangal	Wrangal	5	0	0	0	
Total			361	47	281	4555



Employability-linked Skill Development Centre at Jambusar

PI Foundation along with Rural Shores has resumed its operations at its Skill Development Centre in Jambusar post lockdown. At the centre, unemployed and underprivileged youth are trained with vocational training courses across various sectors to generate employment after the course completion. New trade as 'electrician' has been introduced this year and has replaced 'food & beverage service stewards' basis the post-covid assessment of potential employment opportunities in nearby areas. The courses are for 3 months (Min 500 Hrs per trainee) with an annual intake of 400 students.

PI Foundation Skill Development Centre has been running after ease of COVID 19 second wave with strict adherence of protocol. **35 students** successfully completed the course and Valedictory function has been organized. President Operations, PI Industries Limited along with Representatives from Govt of Gujarat-NRLM Dept handed over the certificates to successful candidates.

Currently batch is running with 85 students-25 enrolled for trade 'electrician', 30 for 'BPO executive' and 30 in 'Advance Excel'. 40 new students joined the training during the month.





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 & grade appropriate learning standards for students in 135 Schools of Jambusar taluka in Bharuch district.

Due to second wave of COVID19, all schools up to elementary level are still closed in the state of Gujarat. However engaging with children and parents through digital mode are going on with expanded interaction sessions.

Highlights during the month:

- Total 5485 children (from grade I-VIII) participated in regular activities
- 2297 parents & Volunteers coordinated with CRL and Vigyan Mitra

- **Reach and Learning Exercise:** Reach and learning exercise completed in 19 villages by Cluster Resource Leader(CRL). Total 804 children assessed under Reach and learning exercise. The children were assessed at home and the parents were also informed on the level of the learning of children by CRL

Volunteer class:

- Total 111 Volunteer led class running with 2337 children's for class 3 to 5 in 81 villages under the direct supervision of CRL
- Activities are being carried out by CRL to improve the learning level of the children. Participation of children is encouraging in various activities. CRL visits villages on daily basis and provides feedback to parents on the progress of children in language and math on weekly basis





Children Group:

- 309 Children's group running with 1914 children's from std 1 to 8
- Children are working and learning in groups with the help of Various TLM

Science Workshop:

- Digestive system topic was completed in 43 villages during the month by Vigyan mitra. Total 731 children's participated from std 6 to 8
- Children gave a presentation on the parts of the digestive system after 3 days workshop. A group painting of the parts of the digestive system was also organized

Book Distribution:

- Books distributed in 22 villages to the volunteer and children's (std 6 to 8) in the presence of Sarpanch, School Management Committee members and parents



No. of villages covered	Parents & Volunteers Outreach	Total number of messages sent to parents on regular basis	Children Outreach			
			Std 1-2	Std 3 to 5	Std 6 to 8	Total
82	2297	2297	1081	2337	2067	5485



Transforming rural livelihood through Farmers Field School

PI Foundation has established Farmers Field School (FFS) in Jharkhand adjoining West Bengal to benefit small holders' tribal farmers of Jharkhand and West Bengal. Our FFS is a group-based learning process that includes hands-on training methods in which farmers test management methods/production technologies for themselves and learn concepts directly. Training also includes interpersonal skills such as communication skills, identification skills and problem solving, leadership and discussion methods. Training in the field school follows the season long cycle and the field is the primary learning venue. Farmer field school offers an opportunity to learn by doing, by being involved in experimentation, discussion and decision-making. This strengthens the role of farmers in the research-extension-farmer chain. It also improves the sense of ownership of technological packages and new knowledge and skills. The specific features of our FFS are:

- Flexible, non-lecture oriented- field based study
- Emphasis on observation, analysis, discussion and debate
- Technically competent facilitator leads group activities, farmer facilitators from their own communities lead the process of learning

The objective of our FFS is to provide first-hand information to the farmers in their fields to enable them to evaluate, fine tune and adopt the best crop production and crop protection technologies suitable to their location and resources for higher production and productivity. During the current month; 116 farmers participated in 05 demo fields established in East Singhbhum and Saraikela-Kharsawan district of Jharkhand for the field preparation and sowing. Paddy, pulses, Maize, Oilseeds and coarse grains, has been sown apart from seasonal vegetables and fruits.





The following methodology has been followed during the month of July 2021:

The FFS were organised on tri-weekly basis preferably early in the morning for 4-5 hours. Every week three types of activities were conducted. These are:

- Group Discussion on the structured questions and Presentation
- Field observations and follow up activities
- Hands on Activity on pre-determined activity

Week	Hands on activities
I	<ul style="list-style-type: none"> • Practice on seed treatment as per the local recommendations. • Practice of pregermination of seed for nursery sowing. • Land preparation for sowing of nursery.
II	<ul style="list-style-type: none"> • Practice on seed treatment as per the local recommendations. • Practice of pregermination of seed for nursery sowing. • Land preparation for sowing of nursery.
III	<ul style="list-style-type: none"> • The farmers sow a small plot of nursery on a raised bed. • To check the damage from birds, broadcast a thin layer of welldecomposed farmyard manure immediately after broadcasting rice seed
IV	<ul style="list-style-type: none"> • Second dose of Nitrogen is applied as per recommendation • Observe the nursery for deficiency of micronutrients like Zinc and Iron. If observed spray these micronutrients in recommended doses. • Observe presence of insect and diseases in the nursery and spary if required • Hand weeding is done





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 20 villages- 15 villages of Jambusar (Sarod, Nodhna, Uber, Vedach, Samoj, Kavali, Nahar, Kangam, Amanpur, Tundaj, Kareli, Kanhva, Piludra, Nobar & Bhodar) and 5 villages of Panoli area (Panoli, Sanjali, Kapodara, Bakrol & Umarwada).

Coronavirus pandemic created an opportunity to test the resilience of the leadership and systems created over a period of time. Second wave has forced to adapt the new normal stringently. Following interventions were done during the month in Jambusar.

Monthly highlights from Jambusar:

- **Strengthening of SHGs:** Monthly meetings of 121 groups were conducted covering 1112 SHG members. 3 new women joined Self Help Group. The meetings entailed discussions on regularity of savings and loan payment and awareness related to COVID-19. The women were made aware on vaccination drive and enrolment.

Information on Covid-19 disseminated in all Self Help Groups - compulsorily wearing mask, maintaining social distance, frequently washing hands, compulsory vaccination, and if any symptoms of Covid are visible then how to take care during home quarantine

- 2 preliminary meetings were also conducted in Kavli and Nobar in which 27 women participated
- **Status of saving:** 121 groups collected a total saving of ₹2.15 lac. Members from two groups could not save due to impact of COVID's second wave





- **Status of Loan accessed:** 15 women from 4 villages accessed loans amounting to ₹2.80 lac. This month's loan was majorly availed for animal husbandry and agriculture. Renewal of Joint Liability Group loan was done for 12 women members for ₹6 lac
- **Training:** The sewing training class continued with 21 women members in Uber
- **Cluster Meetings & Credit Awareness Camp:** One cluster meeting held. 53 women and 10 men participated in the meeting
- A meeting was also held with 63 SHG women to aware them on insurance and different Govt. schemes. 8 women have filled the application for Pradhan Mantri Jeevan Jyot Vima Yojna
- Credit Awareness Camp was conducted with 72 women from 9 groups in Kareli, Amanpur and Vedach village. Introducing them with Federation policy & regulation, loan cycle, loan interest fee and loan fee. Discussion on paying regular savings and credit installments

- **Leveraging Govt Schemes:**

- 15 women registered under Aatma Project for agricultural and dairy benefits
- 3 women from SHGs were provided cotton kits through Aatma Project
- 12 women registered under Pradhan Mantri Jeevan Jyot Vima Yojna





Highlights from Panoli:

4 new Self Help Groups formed with 53 women. Due to the COVID's second wave, physical group meetings were not conducted as a preventive measure. However, the team members visited 193 women members and the leaders of 66 SHGs and collected the savings of the members accordingly. The members were encouraged to save and pay the monthly instalments. The facilitation of necessary movement, prevention messages of wearing masks, maintaining social distance and washing hands was emphasised.

• Status of Savings & Loan:

- 65 groups collected a total saving of ₹83,900
- A total loan amount of ₹1,69,000 was availed by 25 women. Majorly loan was availed for health & marriage purposes

- **Credit Awareness Camp:** 6 Credit Awareness Camps were conducted involving 68 SHG women. Discussion points: the purpose and importance of lending, information on current lending organisations in the village, their terms & conditions. How to submit application for loans in different institutions

- **Training:** 28 Self Help Group women members are attending sewing classes in Panoli village. The center was closed for a month due to covid which has been reopened. Currently they are learning how to stitch a dress along with learning to make masks as well
- PI Foundation along with AATAPI continued its '**COVID jagruti**' Program that incorporated announcements, emphasizing more on the vaccination drive initiated by the government with its availability at different centres





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:

- Participation in monthly savings meetings of 178 SHGs with the purpose of observing the SHGs functions
- Monthly meetings of all federations have been organized at village Dabha in which 26 members from all 5 federations participated. Discussion held on various opportunities on economic front for federations

- Bank accounts of 4 federations' have been opened
- 25 advance level financial literacy trainings have been organized in which 250 SHG members participated
- 198 SHG members participated in leadership and management training
- Follow up meetings have been organized for Income Generating Activities beneficiaries with the respective trade trainer to discuss their challenges
- The SHG members of Bojadara got the permission to initiate Milk collection center from District Dugdhdhara Dairy
- Monthly meeting of Milk collection centers of excellence has been arranged at village Madafar in which 8 MCCs member's participated
- TOT for cluster coordinators and change agents have been organized on Kitchen garden sowing, capturing cotton Package of Practices adoption data, micro irrigation, MGNREGA scheme and Foot and Mouth Disease



AUGUST
UPDATES
COMING SOON

For any Feedback/suggestions,
write to us:
pifoundation@piind.com

Against coronavirus we have
weapons three

1. Wear  a mask
2. Maintain  social distance
3. Wash hands  frequently