

Building Sustainable Communities

- ▶ Preventive Health Care through 3 Mobile Health Vans & Awareness on Covid 19
- ▶ Organizing Free Health Camp on Gynaecology & Reproductive Child Health at Public Health Centre, Kavi
- ▶ ASMITA Project- Women Empowerment through improved access to credit and livelihood initiatives in 20 Villages
- ▶ Skill Development Centre
- ▶ Reviving Cotton Production and Increasing Growers' Income in India through Eco-friendly PB Knot technology
- ▶ Improving Learning Outcomes in 135 Govt. Elementary Schools



.....Read more

HEALTH, HYGIENE AND SANITATION

Objectives	Expected Outcome FY'23
<ul style="list-style-type: none"> Increase access to quality healthcare Improve Preventive healthcare 	<ul style="list-style-type: none"> Around 1,00,000 people will be treated by Mobile Health Vans and health camps 50 % decrease in primary healthcare issues within MMU outreach Setting up of a hospital 10,000 people will be benefitted from Blood Bank Project Support government, District Administration, Municipal Corporation, farmers and communities during COVID-19 pandemic

WOMEN EMPOWERMENT

Objectives	Expected Outcome FY'23
<ul style="list-style-type: none"> Improve Financial and legal literacy Livelihood Promotion Develop women entrepreneurs 	<ul style="list-style-type: none"> > 7,500 women will be covered through programme > 3,500 women will have undergone financial and legal literacy training > 3,250 women will have better livelihood opportunities and income generating activities

RURAL INFRASTRUCTURE DEVELOPMENT

Objectives	Expected Outcome FY'23
<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 infrastructure specially drinking water and toilets & rural roads. Strengthening of drainage network around plant location Need based farmer empowerment programs

ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

Objectives	Expected Outcome FY'23
<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 50,000 new farmers through DSR, PB Knot & other CSR projects on Agriculture 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

QUALITY EDUCATION AND SKILL DEVELOPMENT

Objectives	Expected Outcome FY'23
<ul style="list-style-type: none"> Improve age appropriate learning levels Improve attendance Setting up an Educational Institution Improve youth's employability through skill development 	<ul style="list-style-type: none"> 50% Increase in class appropriate learning levels ~15,000 students will be covered through the programme Train ~550 underprivileged youth and help them obtain jobs



Awareness on Coronavirus in Villages & Rural Healthcare through 3 Mobile Health Vans

PI Foundation in collaboration with GVK-EMRI is implementing Swasthya Seva through 3 Mobile Medical Vans that support more than one lakh population from 64 remote villages of Jambusar.

Our Swasthya Seva ensures access to quality healthcare and has impacted over One lakh people residing in remote locations of Jambusar Taluka. This has reduced the financial burden on health expenditure for poor families.

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



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CORPORATE SOCIAL RESPONSIBILITY



CSR FY'23 **HEALTH, HYGIENE AND SANITATION** ENVIRONMENTAL SUSTAINABILITY | WOMEN EMPOWERMENT | EDUCATION

JULY 2022

Highlights of the ongoing activities for the month:

- Screening of 100 labours is happening once a week around Jambusar plant.

COVERAGE

Mobile Health Unit in field	3
Villages Covered	64
Population Covered	1,18,851

PERFORMANCE



ROUTE 1

MHU_PIF_1

2,111

ROUTE 2

MHU_PIF_2

3,083

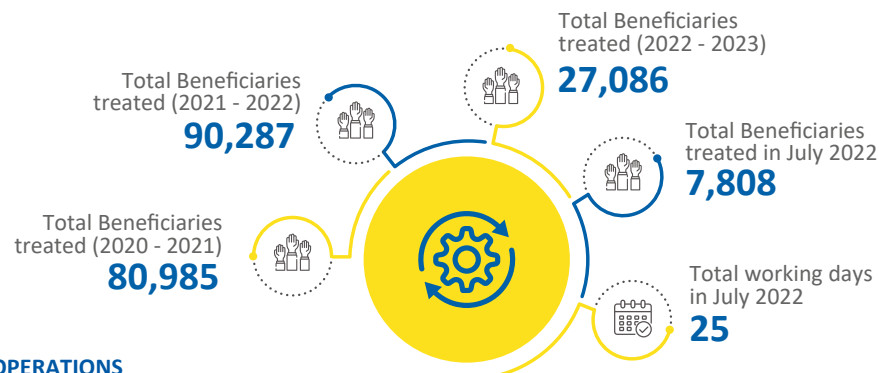
ROUTE 3

MHU_PIF_3

2,614

MHU WISE BENEFICIARY REPORT
Jambusar

BENEFICIARY COUNT - JULY 2022



OPERATIONS





Project Vriddhi - Improved Health and Nutrition Status of Children & Adolescents

PI Foundation in collaboration with Institute for Global Development (IGD) launched Project 'Vriddhi' at the end of 2021-22 to create an integrated model towards improved health and nutrition status of children and adolescents based on a continuum of intensive care approach by involving key stakeholders and building their capacities and skills in Jambusar block of Bharuch district in state of Gujarat.

Objectives:

- Identify and intervene with vulnerable children and adolescents for health and nutritional impact.
- Involve with adolescents and peer groups to bring about behavior change with special focus on health and nutrition.
- Enhance knowledge and skill sets of all caregivers, healthcare providers, ICDS functionaries and school teachers towards improving the health and nutritional status of children and adolescents.

- Facilitate educational institutions to promote health and nutritional guidance.
- Promote peer leadership to spread health awareness among the target group effecting social behavioral change and its application.
- Engage with all key stakeholders including parents and community members through advocacy and liaison for appropriate social and behavioral changes.

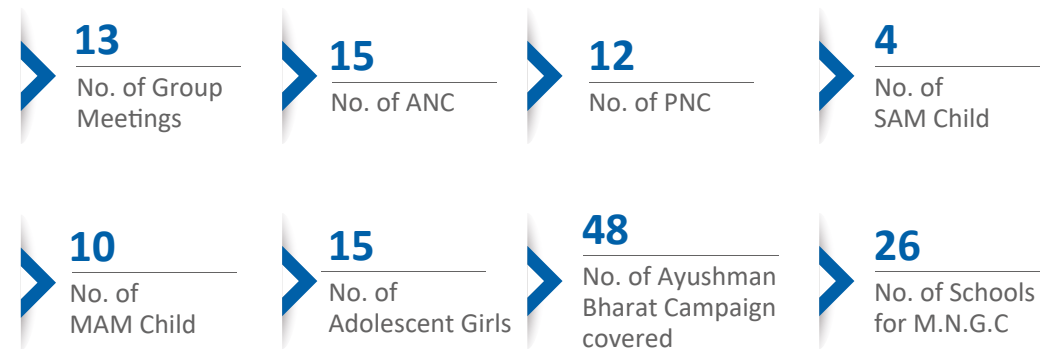




Highlights of the Month

- Group meetings with community health awareness activities carried out at Uber, Kava, Vedach, Bhodar, Sarod, Nodhna, Amanpor & Tundaj village
- Household visits by health worker in the targeted villages of Bhodar, Sarod, Nondhna, Amanpur and Tundaj. Health worker met beneficiaries and provided the required ANC & PNC care alongwith information on new-born baby care. Awareness through group meetings and one-on-one sessions were also conducted with village women and Anganwadi workers. 13 Group meetings were organised in the community
- During household visits, a total of 15 ANC, 12 PNC, 4 SAM Child and 10 MAM Child were covered in the month
- Field Health Workers visited Kareli, Uber, Piludara & Kava to conduct awareness and supervision of Anganwadi worker data collection process and verification
- One Health Screening Camp was conducted at Piludara village. Total 81 beneficiaries were covered in the camp
- Details of patients: 8 Severely Acute Malnourished, 17 Moderately Acute Malnourished, 6 Ante Natal Check-up & 5 Post Natal Check-up and 45 children were covered

Beneficiary details:





Free Health Camp on Gynaecology & Reproductive Child Health at Public Health Centre, Kavi, Jambusar

PI Foundation organized a Free Health Camp on Gynaecology and Reproductive Child Health at Public Health Centre, Kavi, Jambusar. The Camp was inaugurated by Member, Taluka Panchayat, Jambusar, Sarpanch, Kavi & Medical Officer. Dr. Amisha Ben Mehta, Senior Gynaecologist from Civil Hospital, Bharuch lead the initiative. Local Sarpanchs and community leaders from surrounding villages participated in the Camp and applauded the efforts of PI Foundation. The Camp is aimed to contribute towards specialized healthcare for women.

Information, Education and Communication (IEC) activity was carried out prior to the scheduled Camp date. The Camp facilitated free ANC & PNC checkup for women. Experienced doctors were engaged and 359 women from surrounding villages benefitted. Out of this, 224 women availed the facility of thorough check-up and free medicines & 135 women availed lab facilities.





Reviving Cotton Production and Increasing Growers' Income in India through Eco-friendly PB Knot Technology



PI Foundation in collaboration with the South Asia Biotechnology Centre (SABC) has been implementing an innovative and multi-stakeholder 'PROJECT BANDHAN: A Knot of PBW Protection' to embrace cutting-edge innovation by tagging the environmentally-friendly PB Knot technology to protect the cotton plant from devastating PBW (*Pectinophora gossypiella*).

Pink Bollworm (PBW) is one of the major pests of cotton in India affecting over 12 million hectares annually. At present, pink bollworm has been recorded in all three cotton growing zones of India. The implementation of PB Knot technology experiment cum demonstration began with launch of Project Bandhan in 3 districts of Northern cotton growing zone and was completed well in advance by mid-June. A series of knowledge resources such as PBW life cycle, management practices, tips for farmers and mating disruption PB Knot technology were developed prior to the on-ground roll out of Project Bandhan. South Asia Biotechnology

Centre (SABC) invited Dr. Dilip Monga, former head of CICR RRS, Sirsa to lead the project in North India and hired a qualified team with expertise in plant protection, agronomy and crop production. SABC also chalked out a strategically important partnership with Ambuja Cement Foundation (ACF) to implement PB Knot technology in Punjab and Rajasthan. The partnership with Ambuja Cement Foundation enabled SABC to meet the common challenge of managing PBW in North cotton growing zone in Kharif 2022. SABC developed its in-house team and hired field staff to implement the project in Haryana. SABC also reached out to ICAR-CICR to provide technical guidance and support in smooth implementation of PB Knot project in North cotton growing zone, receiving tremendous support from Regional Research Station of CICR at Sirsa.



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PI Foundation team supported in training, on-farm skilling of farmers and labourers and tagging of PB Knot in Northern cotton growing zone. SABC aligned with local partner Ambuja Cement Foundation, CICR RRS and PI Foundation to select key clusters in 7 districts of 3 cotton growing States in North India.

Based on discussions and training, Project Bandhan for Kharif 2022-23 has successfully completed the identification of 7 clusters and enrolment of 250 farmers covering 469 acres in all 7 districts in Northern cotton growing zones. Details given in the table below:

Finalization of Clusters in Northern India

State	District	Cluster Details		Area (Acres)
		Village	Tehsil	
Punjab	Bhatinda	Behman Kaur Singh	Talwandi Sabo	66
	Mansa	Ghuduwala	Sardulgarh	66
	Fazilka	Mahuana Bodla	Arniwala Sekh Suban	61
Rajasthan	Ganganagar	Pattli	Sadulsahar	61
	Hanumangarh	Haripura	Sangaria	63
Haryana	Sirsa	Dharampura	Kalanwali	70
	Fatehabad	Khairati Khera	Fatehabad	82
Total acres in Northern Cotton Zone				469





Monitoring of PBW:

Massive installation of pheromone traps for monitoring and covering cotton leftover and cotton stalks by mosquito nets for trapping adult PBW moths before mating and hatching in all selected 7 PB Knot clusters. The data will be recorded season long for the moth catches of PBW from installed pheromone traps, weekly rosette flower, locule damage and green boll damage and yield will be compared with the control plots. In addition, Pheromone traps have been distributed to large number of farmers who participated in on-farm training programs and those who grow cotton in vicinity of all 7 PB Knot clusters for monitoring and timely management of the infestation of PBW.

Expert Visits to PB Knot Treated Fields:

Regular expert visits of areas in and around 7 PB Knot clusters each in Bathinda, Mansa and Fazilka in Punjab; Sirsa and Fatehabad in Haryana and Ganganagar and Hanumangarh in Rajasthan made to study pest dynamics and formulate pest management measures. Dr. Dilip Monga, Former Head of Regional Research Station, ICAR-Central Institute for Cotton Research (CICR), Sirsa, Haryana along with team SABC visited the fields in Punjab and provided all

technical knowledge and on-farm training to farmers for integrated management of the dreaded pink bollworm. With the implementation of large scale mating disruption technology and area-wide pest management program, we would be able to demonstrate the utility and applicability of PB Knot technology in the North cotton growing zone.





Social Media Engagement:

A team of social media experts has been engaged to screen media reports on PBW infestation on daily basis. The team also strategically posts concise stories about Project Bandhan activities on multiple social media platforms - Facebook, LinkedIn and Twitter. A series of stories have been posted to create a multiplier impact about mating disruption PB Knot technology. South Asia Biotechnology Centre has released a press note to major media houses (both print and electronic media) to report on PB Knot field experiment cum demonstration of PB Knot technology for the benefit of society. The Project Bandhan web page is regularly updated with news and views, reporting of daily media stories on pink bollworm in North cotton growing zone.



8 AGRI-BUSINESS/NEWS

Project Bandhan launched to tackle pink bollworm menace in cotton

Pheromone trap, mating disruption being used to restrict the pest population

YISHWANATH KULKARNI
Bengaluru, June 30

As the pink bollworm infestation spreads in cotton plants in North India, stakeholders including the Central Institute of Cotton Research (CICR), State agricultural universities and private players including the South Asia Biotechnology Centre (SABC) are taking up large-scale demonstration of the use of technologies such as mating disruption and pheromone traps to tackle the dreaded pest.

"We are trying to demonstrate the mating disruption technologies this season in North India. There will be some 30-40 demonstrations from different organisations," said YG Prasad, Director,

CICR. The idea is to arrange for the protection throughout the season - from the flowering stage to harvest, he said.

Innovative technique

Mating disruption is an innovative pheromone-based technique that interferes with the reproductive cycle of PBW in such a way that the population is significantly reduced and crop damage is minimised. The Central Insecticide Board and Registration Committee (CIBRC) had approved the technology in the integrated pest management (IPM) strategies for controlling PBW in India for the first time in 2019-20.

As part of this, CICR and the other players have come out with PBKnot, a solid metric dispenser rope which can be easily tagged to the cotton plants. The PBKnot charges the surrounding air with Gossypure, a pheromone scent that confuses the male adults



SABC-trained farm labour tagging PBKnot tech at Sirsa (Haryana)

preventing them from finding and mating with female adults and reducing the number of eggs laid and controlling the PBW population.

"The mating disruption has emerged as a powerful tool to manage pests such as PBW," said Bhagirath Choudhary, Director,

South Asia Biotechnology Centre (SABC), Jodhpur, which is implementing a large-scale "Project Bandhan" to control the spread of PBW across 16 districts of seven major cotton-growing States this kharif.

Project Bandhan will be implemented in some 19 clusters each over 62.5 acres covering a total area of 1,200 acres across the country in partnership with Ambuja Cement Foundation, PI Foundations, Agrovision Foundation, State Agriculture Universities, KVVs and local organisations under the technical guidance of ICAR-CICR, Nagpur.

The PBW, which has surfaced early in the kharif season of North, typically has a short life cycle and can multiply 4-5 generations in a crop cycle, potentially threatening cotton from early stage, flower, green bolls and cotton locules, affecting affect cotton lint quality, Choudhary said.



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 (SHGs) of women for creating a sustainable base for microfinance 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).

- **Strengthening of SHGs:** Monthly meetings of 124 groups were conducted in Jambusar and 1,109 SHG members participated in the meeting. During the meetings, SHG members were informed on the changes in premium for government insurance schemes where the premium for Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) has changed to ₹436/- from ₹330/-. Similarly, premium for Pradhan Mantri Suraksha Bima Yojana (PMSBY) has changed to ₹20/- from ₹12/-. Discussion was also held to enrol SHGs for NRLM scheme and prepare relevant documents for the same. 6 new women were added to Self Help Groups in the month.

- **Cluster Meeting:** Cluster meeting with SHG members was conducted in Vedach where 153 women were present. SHGs were counselled on formation of Village Organization (VO) for existing groups enrolled under NRLM. Authorities from Bharuch and Jambusar explained the importance of VO to SHG members along with the process of formation and benefits. The process of formation of one VO has started in Vedach under the name of Sakhi Sang Mahila Organisation constituting 10 SHGs. Body of 11 members was also formed for the same. SHGs were asked to gather documents required for setting up bank account for the VO process.





Highlights of Panoli

- Monthly meetings of 84 groups were conducted covering 942 SHG members. Along with this, they were counselled on regular recovery of loan received from NRLM and submitting documents at Taluka office for revolving funds.

• Cluster Meeting

Two cluster meetings were organised in Bakrol and Sanjali villages of Ankleshwar block. Information was provided about use of VO fund and its rules and regulations and its timely recovery for improving the credit availability for future purposes. Members were also informed about which small scale businesses they can start i.e. spices, jewellery, soap making, phenyl etc. The process of new VO was started in Sanjali village with 13 SHGs. SHGs were advised to gather relevant documents.

• Linkages with Govt. Schemes

- **Jambusar:** Forms of total 10 women were submitted for PMJJBY and PMSBY. New registrations for the insurance schemes have been put on hold by the government.
- **Ankleshwar:** 47 women were linked to rights entitled to them. The forms for Pradhan Mantri Jeevan Jyoti Bima Yojana and Pradhan Mantri Suraksha Bima Yojana, as well as Sukanya Yojana were submitted to the government office.
- **Income Generation Activity:** In the month, 8 women from Ankleshwar and Jambusar initiated their individual businesses by taking loan from UJAAS and internal lending.





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

PI Foundation along with CARE India is implementing a project titled 'Improved Agriculture and Inclusive Dairy Value Chain Promotion' (IAIDVC-II) in 59 villages of Jambusar block of Bharuch district in Gujarat. The project is working with 3,369 women smallholders through 293 Self Help Groups (SHGs) and 6 cluster level federations. The goal of the project is to enhance the economic empowerment of women smallholders and landless workers through improved agriculture, livestock, and inclusive dairy value chain promotion.

Highlights of the Month

IAIDVC project has successfully completed the second phase and entered the third phase in July 2022. The goal for this phase is 'Women smallholders, landless workers and their institutions sustain improved practices of enhanced livelihood returns with institutionalization of coherent convergence of eco-system actors within the 59 villages of Jambusar block of Bharuch district in Gujarat'.

The team has worked on Detail Implementation Plan - DIP ensuring the focus on gender integration, community ownership and federation sustainability.

Strengthening of SHGs and Federation

Saving meetings are the core of SHGs. Project team ensures regular saving meetings are held following all rules and regulations and maintaining book of records. This month 162 SHG saving meetings were attended by field team members and volunteers.





- **Federations:** The project has initiated the process of block level federation through continuous discussion with cluster level federations and SHGs to build clear and deep understanding on the roles and responsibilities of block level federation. Criteria developed to identify Executive Committee members for block level federations on the basis of which 11 members have been identified.

6 cluster level meetings were organized in different villages where the achievements of the project, objective of this phase and information on government scheme leverage was presented to the participants.

Initiative of Tirth Sakhi Sangh:

'Tirth Sakhi Sangh' - cluster level federation was established in 2021 covering 10 SHGs from the villages of Thanava, Kimoj, Sangdi and Chhidra. This federation provides service to the surrounding 10 villages. Federation members participated in various trainings, meetings and exposure visits which enhanced their confidence and self-esteem. They have initiated a Tailoring training unit at village Thanava. Project has supported the federation with 3 sewing machines. 25 women from surrounding villages are coming for

training to the Centre. The federation is charging a fee of ₹500 per person / month to the trainees with the aim of earning revenue and also providing the opportunity of skill training at an affordable cost. Girls and women of surrounding villages are unable to travel to Jambusar due to lack of transportation, social issues, time consuming travel etc.





- **Internal Loan:** ₹1,47,000/- has been accessed by 23 SHG members as an internal loan. The purpose of taking loan was mainly to purchase agricultural input material, cattle feed, purchase of goats, starting small petty shop and medical help, children education, support in group enterprise etc.
- **Bank Linkages:** Federation and SHG members continued follow up with the respective banks on the submitted application of CC loan and saving bank accounts.



Linkages Strengthened with Government Departments – DRDA and GLPC:

The project is organizing Maasik Samvad- a monthly virtual meeting with SHG members. This time District Livelihood Manager, Bharuch, Mr. Pravinbhai Vasava participated in the Maasik Samvad. He interacted with SHG members and appreciated their efforts and achievements. He suggested the women members to visit banks, and government departments. He also ensured his support to the SHG members and shared information on revolving fund and Community Investment Fund. He also appreciated Pashu Sakhi model of the project.

Pashu Sakhi model of the project has been presented to GLPC, Gandhinagar and CARE team has been asked to provide training to GLPC district and block level team for the implementation of IAIDVC project's Pashu Sakhi model in 19 districts of Gujarat.

Agriculture Activity:

Project initiated for the Best Farmers Award to ensure the sustainability of the adopted improved agriculture practices. Team has developed criteria for nominations. 500 farmers' nomination has been done, out of which 40 farmers will be given Best Farmer Award by the project.



SRL Project beneficiaries from Umarpada visited IAIDVC project Jambusar and interacted with Agro Service Center and seed bank which has been established by Jay Verai Maa SHG at Kamboi village. Both project beneficiaries shared details about their products and services and explored market scope for their products. They exchanged samples of the products and planned for marketing and selling strategies. These types of meetings help in cross-learning and strengthening the enterprises.

Dairy Related Activities:

The meeting of all Milk Collection Centers was organized by District Dairy at Jambusar for annual bonus distribution. This year our 6 Milk Collection Centers got bonus of ₹3,12,763/- from District Milk Cooperative Society for the year 2021-22, MCC will distribute the bonus to customers. Bonus during the year has been increased by 61.29% which is a noticeable growth of the milk producers and the management of the women members who run the Milk Collection Centers efficiently.

Other Activities:

- 11th Maasik Samvad (Monthly Discussion) was organized on online platform to share project highlights of the month and established formal feedback mechanism. SHG members also shared their success stories with all participants.
- Voice messages disseminated for precautions during heavy rains.
- Three female interns were engaged with the project, they worked on need assessment in 7 villages.





Employability-linked Skill Development Centre at Jambusar

PI Foundation along with Rural Shores has been running a Skill Development Centre in Jambusar. At the Centre, unemployed and underprivileged youth are trained in vocational training courses across various sectors to generate employment after their course completion. New trade as 'Electrician' has been introduced last 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 smoothly with strict adherence to COVID protocol. We saw a total of 211 students enrolling in 2022-23 and continuing their courses in Advanced Excel, BPO, BFSI and Electrician course.



TYPE OF COURSES	NO. OF STUDENTS
Advanced Excel & C++	87
Electrician	54
BPO	39
BFSI	31
Total	211



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 12,000 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.



Highlights during the month

- Training of CIM for organizing advance Learning Camps
- Library Group running in all villages
- Documentary completed in Vedach Boys School



Advance Learning Camps

- Preparations to organize advance Learning Camps initiated in 18 schools by Community Instructors post training
- More than 600 children from Std. 3 to 5 will be benefitted in this Learning Camp

Science Workshop



- 2-day manual training organized at Jambusar office. Total 16 CIMs participated in the training
- Total 30 Model practicals developed by CIM and presented
- 3-day Piloting workshop post training completed in 2 schools
- Total 95 children participated in this Mela Manual Workshop and 330 children & 14 teachers witnessed the fair
- Post piloting of Mela Manual Workshop, it is being run in 8 schools with 187 children from Std. 6-7





Library Group Activities



- Library Group running in 82 villages through volunteers
- Total 398 Groups actively participated. Total 1912 children covered from Std. 3 to 8
- Cluster Instructor provided day-wise material to all 3 to 5 & 6 to 8 Library groups. Children learn in groups for an hour

Science Center Visit



- 60 school children (Std. 6 to 8) from Hasti Faliya visited Science Center with 2 teachers
- Total 50 Models displayed at Science Center



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The underlining theme of PI's CSR philosophy is to create equity in society with its actions. Keeping **Caring, Sharing** and **Growing** at the core, the goal is to ensure that economic growth is **socially** and **environmentally sustainable**.

AUGUST UPDATES COMING SOON

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