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JANUARY

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# CORPORATE **SOCIAL** RESPONSIBILITY

# UPDATE CORPORATE SOCIAL RESPONSIBILITY JANUARY 2020



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# Striving to Create a Difference...

We strive to create a positive difference by bringing meaningful change across the community, through a targeted, integrated and environmentally sustainable approach. Here's a glance!

## Education & Skill Development

AIM	Expected Outcome FY'20
<ul style="list-style-type: none"><li>• 90% children completing the primary education with class appropriate learning levels</li><li>• 85% children completing the primary education</li><li>• &gt; 1,000 Youth to be trained and employed through our Employment linked Skill Training Courses</li><li>• Improvement in school infrastructure</li></ul>	<ul style="list-style-type: none"><li>• 50% Increase in class appropriate learning levels</li><li>• &gt; 80% children completing the primary education and enrolling for secondary education</li><li>• &gt; 500 Youth will get employment above minimum wages norms in organised sector jobs</li><li>• Need based intervention to improve school infrastructure near plant location</li></ul>

## Women Empowerment

AIM	Expected Outcome FY'20
<ul style="list-style-type: none"><li>• Livelihood promotion through self-employment</li><li>• Empowerment through Financial and legal literacy</li><li>• Access to credit and Promotion of Dairy value chain</li></ul>	<ul style="list-style-type: none"><li>• Improvement in the livelihood of &gt; 8,000 women members &amp; their families in surrounding 75 villages of Jambusar.</li><li>• Cover 5,000 women members of SHGs through financial and legal literacy</li><li>• 2,000 Women will have direct linkage banks and linkages with dairy value chain</li></ul>

## Sustainable Agriculture Practices

AIM	Expected Outcome FY'20
<ul style="list-style-type: none"><li>• Sustainable Agriculture Practices</li><li>• Save Water</li><li>• Reduce drudgery</li><li>• Environmental Sustainability through reduction in CO<sub>2</sub> and CH<sub>4</sub> emissions in paddy</li></ul>	<ul style="list-style-type: none"><li>• Will benefit Over 50,000 new farmers through DSR</li><li>• Additional 10.5 Lac Litre of water saved using DSR</li><li>• Avg. ₹7,500/ Acre will be saved in the cost of paddy cultivation</li><li>• 30% reduction in CH<sub>4</sub> emissions in our project area</li></ul>

## Health, Hygiene & Sanitation

AIM	Expected Outcome FY'20
<ul style="list-style-type: none"><li>• Preventive &amp; Promotive Healthcare</li><li>• Set up Blood Bank at Panoli</li><li>• Increased community satisfaction</li></ul>	<ul style="list-style-type: none"><li>• Access to primary healthcare for 1.68 lakh people around our plant locations in Jambusar and Panoli</li><li>• To cover 50 thousand population of Ankleshwar and surrounding area</li><li>• Increased Health seeking behaviour amongst community in Project operational area</li></ul>

## Rural Infrastructure Development

AIM	Expected Outcome FY'20
<ul style="list-style-type: none"><li>• Strengthening rural infrastructure through electrification of rural villages</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>

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



PI Foundation is 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 in Jammu, Punjab & Haryana, Bihar, Karnataka, Andhra Pradesh and Telangana 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. Our demonstration highlights socio-economic and environmental benefits that farmers can reap using DSR technique.



## Progress of work done in the month of January is as under:

- With this New Year 2020, our DSR activities are over for this season in all the regions except Andhra Pradesh & Telangana and we are ready for next season activities with full fervor.
- In collaboration with Agriculture college, we had organised Krishimela at Madnya, Karnataka and it marked the presence of 50,000 farmers. Our goal was to disseminate the modern agricultural technology to the farmers by exhibiting farm machines and letting them visit some of the Demonstration plots.
- We are done with harvesting in most of the regions in Andhra Pradesh & Telegana and for the remaining regions, it is going on. We have conducted several Harvest Days/Farmers' meetings so far.

With our combined and continual efforts, we have been able to reach out to about 51,415 farmers through DSR and saved about 1.6 trillion litres of water in the current FY'20. Research studies conducted by UAS Raichur have also revealed 25-30% GHG emission reduction in our project area.



Output from DSR method vs traditional method was compared for the harvested plots. Our DSR plots resulted in the net profit of more than Rs. 7,000/acre than the conventional methods.



## Transforming Agricultural Productivity and Increased Income for Banana Farmers through Skill Development Initiatives in Tamil Nadu

PI Foundation is engaged in working with banana farmers for transforming agricultural productivity and increasing their income threefold through skill development initiative in select districts of Tamil Nadu.

Highlights of the activities in the month of January comprised surveying progressive banana farmers and data collection by the field staff. Till date, 1920 new farmer's data has been mapped digitally and 95 old farmers' data has been updated with the field details.



During the month, our field team conducted 12 field days for demonstrating improved farm practices in banana to around 440 farmers.

This month, we also conducted farmer meeting at Gudalur with around 170 farmer participants. Introductory remarks were delivered by DGM Marketing followed by technical lectures by Dr. A.Subbaiah, Associate professor, Grapes research station. Farmers were apprised on improved techniques for crop cultivation, crop improvement and crop protection in Banana cultivation.



We also distributed books on “Improved technologies on Banana Cultivation” in Tamil language to all the participant farmers. The book covers vital topics like soil management, planting material selection, space management, weed management, irrigation, harvesting etc. Our goal is to equip farmers with latest techniques to ensure enhanced production and productivity. This CSR Project is expected to surge the banana productivity benefiting around 2,500 farmers by means of bringing forth the issues related to banana cultivation

Region	Farmers attended
Kundalnaickenpatty	35
Karunagamuthanpatty	38
U. Ambasamudram	41
Kundalnaickenpatty	41
Cumbum	31
Surulipatty	35
KM Patty	27
Koozhaiyanur	41
Kurumbapatty	35
Palarpatty	35
Kuchanur	41
Surulipatty	40
<b>Total</b>	<b>440</b>





## Farmers Training for Livelihood Enhancement by Increasing the Productivity of Tomato

Tomato cultivation in various parts of the country is a major area of concern for farmers as they are completely dependent on this crop for their livelihood. 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. PI Foundation initiated a programme for transforming the agricultural productivity of tomato and increasing the livelihood of tomato farmers by identifying pests, diseases such as wilting & late blight and yield loss in the crop.



In an attempt to double the farmers' income, we are disseminating good agricultural practices in tomato among the select districts of South Karnataka, Tamil Nadu, Western Maharashtra and Jaipur.

The project aims to ensure an increase in tomato productivity with a simultaneous reduction in the cost of cultivation, thereby achieving livelihood enhancement for the farmers.

- We are done with harvesting in South Karnataka and Tamil Nadu
- Project is running successfully in Jaipur and Western Maharashtra. New plots have been selected for transplanting



# Income Generation Program 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 and promoting another new Farmer Producer Organization covering 1000 families in both Bissamcuttack and Kalyansingpur Block.

During the month of January 2020, 41 Farmer Interest Group meetings were conducted. Main discussion points were the adoption of sustainable agriculture practices in Rabi vegetable crops, marketing the produce through entrepreneur development programmes of Farmer Producer Organisations and soil sample collection techniques along with usual farmer field days.



- **Agriculture Demonstration:** Farmers were able to achieve an average paddy production of 22qt/acre in Kalyansingpur block and 19 qtls in Bissamcuttack block by adopting the demonstrated sustainable agriculture practices, over 12qt/acre in their conventional fields. Our demonstrations in vegetables resulted in increased weight of Cauliflower from 400 grams to 800-1000 grams.
- **Intercropping:** During the month, farmers started drumstick nursery for intercropping. The commenced with Radish intercropping with Cauliflower crop, as a result, the income was increased by another INR 15,000-20,000/- per farmer.





- **Capacity Building of FIG and FPO:** During the month 41 FIG meetings were conducted with the agenda of encouraging farmers to participate in field days and improved farm practices in paddy and vegetable fields. Around 947 farmers participated in the FIG training in both the blocks. Exposure visit was also conducted for the FPO members to strengthen the functioning of existing FPO in the area.



- **Convergence:** We have mobilized sweet corn seeds, green gram and sunflower from Agriculture department for 15 hectares in Bissamcuttack Block and 4 hectares in Kalyansingpur Block.





## 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 (Sarod, Nodhna, Uber, Vedach, Samoj, Kavali, Nahar, Kangam, Amanpur, Tundaj, Kareli, Kanhva, Piludra, Nobar & Bhodar) of Jambusar and 5 villages in Panoli. ASMITA – a process of leading women towards the life of dignity, and empowerment, has now entered its fifth year in Jambusar block.

### List of activities during the month in Jambusar:

- In order to form new SHGs, total 47 men and women were individually approached in 3 villages. The community was sensitized on objectives and benefits of joining SHGs.
- Preliminary meetings act as a plinth for robust group formation. These meetings were conducted and women were encouraged to join the groups and strengthen their leadership skills along with their knowledge in the field of agriculture, animal husbandry and health.
- Monthly meetings of 7 new groups with 67 women participants were conducted in 4 villages. Purpose was to regularize the operations of Self-Help Groups, resolve their concerns and prepare the action plan for forthcoming activities.
- Monthly meetings of 71 B & C grade SHGs were conducted with an aim of improving their grading and strengthening the system. Around 1046 women in the meetings were also encouraged to practice savings and undertake the ownership of their respective groups.
- Women were oriented on importance of credit procurement. Two women accessed loan amounting to Rs 1.42 lac from UJAAS for animal husbandry in the reporting period.
- As part of animal husbandry training, exposure visit to Bharuch Dudhdhara Dairy was conducted with 50 women participants. They were exposed to the pasteurization of milk, formation of curd, ghee and other milk products. Concerns related to animal husbandry were discussed and resolved by the experts during the visits.

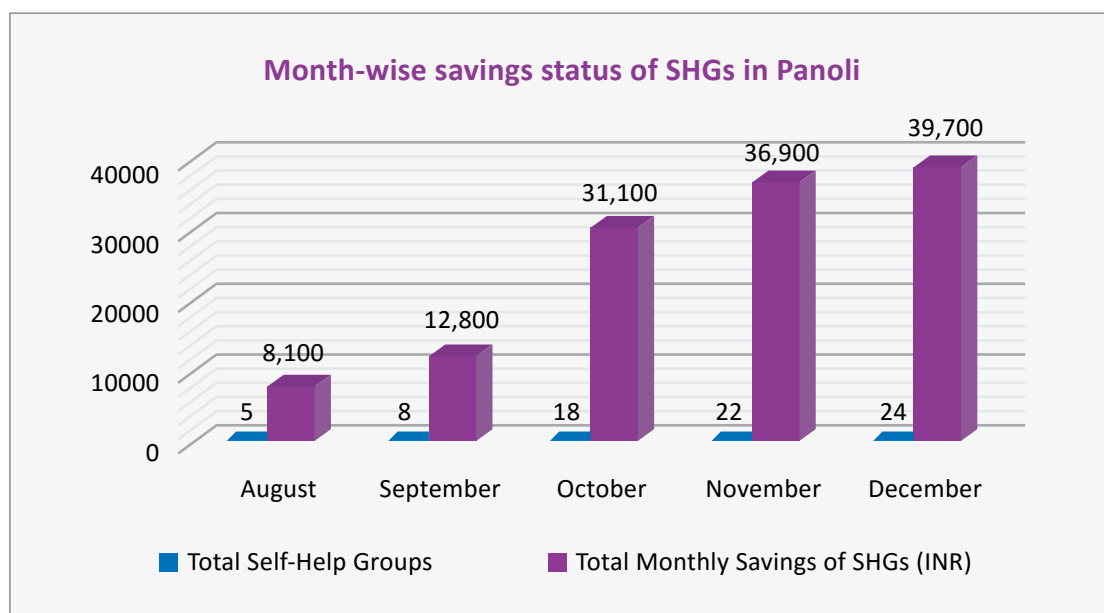


- Vocational training in tailoring and stitching class is currently operational in Samoj village. Total 20 SHG members are being trained by subject experts of respective areas.
- Health camps are being conducted with the aim of sensitizing women on the importance of health, improving their health conditions and linking them to government schemes. Total 195 women were covered in 3 villages through health camp, in the reporting period.



### Highlights from Panoli:

- Community contact is the primary step towards the successful execution of project. Total 761 women from 5 villages were contacted directly in order to build the rapport and share the details of forthcoming events.
- Through our continuous endeavors, three new Self-Help Groups were formed apart from 25 existing groups.
- 25 monthly meetings were conducted with 25 Self-Help groups covering 332 women members. The purpose was to clarify the role of leaders, educate on government schemes, regularize the operations and resolve the raised concerns.
- Women were enlightened on different government linkages. Total 72 women were linked to different schemes including Sukanya Samruthi Yojna, Maa Card scheme, Ration card, Aadhaar card and Voter ID card.
- Cumulatively, we have been able to form 140 SHGs covering 2500 women through this project till date.
- Ninety six percent of the total SHGs started their savings till January 2020.





## Rural Healthcare through 3 Mobile Health Units and Health Camps

PI Foundation in collaboration with GVK-EMRI is facilitating Swasthya Seva through 3 Mobile Medical Vans that support more than one lakh population from 64 remote villages of Jambusar. Our Swasthya Seva ensured access to quality health care and has impacted over one lakh people residing in the remote location of Jambusar Taluka, till now. This has reduced financial burden on health expenditure for the poor families. The objective of the initiative is to provide preventive and curative healthcare with OPD services across 64 villages.



## Updates during the month,

- We organized a free health camp for Pediatric services at Gajera Village in Jambusar. The aim of the camp was to provide free health checkup for children. Experienced doctors were assigned the job of providing these services. Total 369 children were screened for presence of any ailment. Maximum services availed were for the children suffering from cough and cold followed with skin diseases, fever and ENT check-up.

Coverage		
Mobile Health Unit in field		3
Villages Covered		64
Population Covered		1,18,851
Operations		
Total Beneficiaries treated (15 April, 2016-January, 2020)		3,42,447
Total Beneficiaries treated in January, 2020		7,928
Total working days in January, 2020		25
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - January'20
MHU_PIF_1	Route-1	2673
MHU_PIF_2	Route-2	2454
MHU_PIF_3	Route-3	2801
Performance		
Avg. Beneficiaries / MHU / Day		106
Avg. Villages visited / MHU / Day (No.)		3



# 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 taluk. The project has focused on capacity building and improved practices related to agriculture production system and dairy value chain.



## Highlights from the month:

- Facilitated the monthly saving meetings of 194 SHGs with the purpose of observing and strengthening SHGs functions.
- Submitted documents of 11 SHGs for availing revolving fund. Cumulatively, 127 SHGs received revolving fund.
- Applications of 10 SHGs for cash credit have been submitted to the bank. Cumulatively, applications of 48 SHG's have been submitted to their respective banks for Cash Credit Loan.
- New Bank accounts of 9 SHGs have been opened. Cumulatively bank accounts of 202 SHGs have been opened.
- 12 Health camps for goats were arranged in project villages. During the camp, oral vaccination for deworming and PPR vaccination were given to more than 410 goats.
- During the month, 12 advance level financial literacy and two leadership trainings were organized in the project villages.
- Gender Dialogues were arranged during the reporting period.
- Depositor's Education and awareness programme was organized by Indian School of Microfinance for women in the project villages. Around 96 women members participated in the programme.

Through this project 250 SHGs, covering around 4,000 women, have been formed till date.



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# FEBRUARY UPDATES COMING SOON

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