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DECEMBER

2019

CORPORATE
SOCIAL
RESPONSIBILITY

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December 2019



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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">• 90% children completing the primary education and entering secondary education• Reduction in School Absenteeism (95% attendance)• 75% children to be Computer Literate• > 1,000 Youth seeking Employment in organized sector through our intervention• 20% of youth undergoing training programme to start their own micro enterprise	<ul style="list-style-type: none">• 50% Increase in class appropriate learning levels• >80% Decrease in absenteeism• > 500 Youth will get employment above minimum wages norms and > 150 youth to start their own micro enterprise• Improvement in school infrastructure

Women Empowerment

AIM	Expected Outcome FY'20
<ul style="list-style-type: none">• Women SHG and Cooperative for linkages with self-employment• Financial and legal literacy• Promotion of Dairy and traditional handicrafts	<ul style="list-style-type: none">• Improvement in the livelihood of >8,000 women members & their families in surrounding 75 villages of Jambusar• Formation of Self-help groups (SHGs) covering 5,000 women members & opening of bank accounts along with strengthening of 20 existing SHGs• 2,000 Women will have direct linkage with banks to meet the necessary expenditure or initiate their own micro set-up

Sustainable Agriculture Practices

AIM	Expected Outcome FY'20
<ul style="list-style-type: none">• Promote usage of modern Agri technology• Save Water• Reduce drudgery• Environmental Sustainability through reduction in CO₂ and CH₄ emissions in paddy	<ul style="list-style-type: none">• Will benefit over 50,000 new farmers through DSR• 1.8 trillion litres of water will be saved using DSR• Avg. ₹7,500/ Acre will be saved in the cost of paddy cultivation• 30% reduction in CH₄ emissions in our project area

Health, Hygiene & Sanitation

AIM	Expected Outcome FY'20
<ul style="list-style-type: none">• Preventive & Promotive Healthcare• Doorstep outreach of quality healthcare• Increased community satisfaction pertaining to primary health care	<ul style="list-style-type: none">• Around 1,50,000 people will be treated by Mobile Health Vans and health camps• Increased health seeking behaviour amongst community in Project operational area

Rural Infrastructure Development

AIM	Expected Outcome FY'20
<ul style="list-style-type: none">• Strengthening rural infrastructure through electrification of rural villages• Strengthening drainage network to improve sanitation facilities in the villages• Promoting rural sports	<ul style="list-style-type: none">• Strengthening rural electrification, roads, drinking water and toilets• Strengthening of drainage network around plant location• Promotion of rural sports



Employability Linked Skill Development Centre at Jambusar

PI Foundation, along with Pearson-IndiaCan is running vocational training courses to generate employment for the youth across various sectors, at its Skill Development Centre in Jambusar. Students who successfully complete the course get an assured placement as customer care executive- BPO, field executive- sales & marketing and food & beverages service stewards. The courses are for 2 (two) months (Min 230 Hrs per trainee) with an intake of 500 students (10+2 pass) each year. Numerous employment agencies are invited to ensure successful placement for the trained youth. Till date, ten batches of training have been effectively completed and 11th batch has begun with a strength of 80 students.





15th Annual Sports Meet for Children from Schools at GIDC Ankleshwar

PI Foundation supported the 15th Annual Sports meet for promotion of rural & national sports among children from GIDC Estate schools in Ankleshwar, Gujarat. The event organized at AIDS-Sports Complex, was inaugurated by Site Head, PI Industries, Panoli Unit. Total 27 categories of indoor & outdoor sports were organized with participation from 2500 students across 21 schools. The sports meet concluded with a ceremony on 6th December and prizes were distributed to the winners by Manufacturing Head & GM-HR, PI Industries Ltd, Panoli Unit. PI Foundation has been promoting the sports event in GIDC Ankleshwar since last couple of years now. This has paved the way for rural students to participate in extracurricular activities and increased their exposure to numerous national sports at school level.



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 55 men and women were individually approached in 6 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 6 new groups with 58 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 64 B & C grade SHGs were conducted with an aim of improving their grading and strengthening the system. Women were also educated on practicing savings and undertaking the ownership of their respective groups.
- Women were oriented on importance of credit procurement. Around 11 women from 6 villages accessed loan amounting to Rs 3.05 Lac from UJAAS.
- Exposure visits and animal husbandry training was conducted with 31 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 19 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 1014 women were covered in 22 villages through health camp, in the reporting period.

Highlights from Panoli:

- Community contact is the primary step towards the successful execution of project. Total 620 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.



- 30 monthly meetings were conducted with 25 Self Help groups covering 330 women members. The purpose was to clarify the role of leaders, educate on govt. schemes, regularize the operations and resolve the raised concerns.
- Women were enlightened on different govt. linkages. Total 17 forms were filled including Sukanya Samruthi Yojna and Maa Card scheme.

Cumulatively, we have been able to form 140 SHGs covering 2500 women through this project till date.



LIVING WITH DIGNITY.....

Shantaben Jadav from Vedach is a single mother. Post her husband's demise, she had to undergo lot of hardship for sustaining her children's living & education, and was eventually left with no option but to seasonally migrate. She joined Self Help Group with her existing savings of ₹20. With the aid of bank loan she courageously started farming and opened small grocery store. Soon after, she developed the grocery shop with support of UJAAS Credit Society. Now, she independently earns ₹300/day and doesn't have to migrate. We are pleased to be able to bring such an important change in her life.



From Shantaben:

“With the help of PI,
I am now able to sustain
financial needs of my children
without migrating to
other place”



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,

Coverage		
Mobile Health Unit in field		3
Villages Covered		64
Population Covered		1,18,851
Operations		
Total Beneficiaries treated (15 April, 2016-December, 2019)		3,25,116
Total Beneficiaries treated in December, 2019		8,242
Total working days in December, 2019		25
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - December'19
MHU_PIF_1	Route-1	2875
MHU_PIF_2	Route-2	2741
MHU_PIF_3	Route-3	2626
Performance		
Avg. Beneficiaries / MHU / Day		110
Avg. Villages visited / MHU / Day (No.)		3

So Far, our Mobile Health Van and health camps have catered to over 90,000 beneficiaries in current FY'20.





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 189 SHGs with the purpose of observing and strengthening SHGs functions.
- Submitted documents of 12 SHGs for availing revolving fund.
- Applications of 12 SHGs for cash credit have been submitted to the bank. Cumulatively, applications of 40 SHG's have been submitted to their respective banks for Cash Credit Loan.



- New Bank accounts of 8 SHGs have been opened. Cumulatively bank accounts of 193 SHGs have been opened.
- Health camps for goats were arranged in 9 villages. During the camp, oral vaccination for deworming and PPR vaccination was given to more than 240 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, engaging 500 couples in the project villages.



- Twenty key actors in dairy value chain were recognized at Madafar Milk collection Center. Meeting cum training with 150 leaders of 50 SHG's has been arranged in order to discuss the fundamentals of the federation.

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



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, Madhya Pradesh, Bihar, and Karnataka, 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 December:

- We are done with harvesting in Bihar. Maximum yield obtained by farmers in Bihar was 21 Qt./Acre by adopting DSR.
- In Karnataka, most of our plots are ready for harvesting. Rabi sowing will commence in January 2020.
- Harvesting has begun in some of the parts of Andhra Pradesh region. By the end of this month, it would begin for the remaining regions as well. So far, we have conducted 39 meetings comprising 2535 farmers.



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 ₹7,000/acre than the conventional methods.



Workshop on Solid Waste Management

Rapid urbanization and rising consumption of goods make waste management in India a massive challenge. Urban India produces 62 million metric tonnes (MMT) of municipal solid waste every year, 70 per cent of which is collected and only 25 per cent of this collected waste is processed. PM's recent call for ban of single use plastic along with nationwide campaign "SWACHH BHARAT MISSION", the aim of cleaning India has become one of the prime focuses of the government.



As a responsible organisation and on the eve of National Pollution Control Day, 2nd December, we contributed our bit to sensitize our employees on ways to segregate waste and adopting best management practices. The workshop was organised at our Gurgaon, Jambusar and Panoli offices. Employees were acquainted with the concept of 3R (Reduce-Reuse-Recycle). They were also informed on



different types of waste and its importance on segregation at source. Furthermore, concept of circular economy through waste segregation was also introduced along with the different waste reduction initiatives at corporate & community level. Workshop concluded with a small employee engagement activity in order to encourage the employees to contribute for environment and act as responsible citizens.





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 December comprised surveying progressive banana farmers and data collection by the field staff. Till date, 1823 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 11 field days for demonstrating improved farm practices in banana to around 400 farmers. 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.





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.



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 December, 2019, 43 Farmer Interest Group meetings were conducted and main discussion points were the adoption of sustainable agriculture practices in vegetable horticulture crops and transplanting of Rabi vegetables such as cauliflower, cabbage, chili, tomato, brinjal and etc.



- **Agriculture Demonstration:** Harvesting is going on in paddy. Farmers have been able to achieve an average 22qt/acre by adopting the demonstrated sustainable agriculture practices over 12qt/acre in their conventional fields.
- **Intercropping:** During the month, farmers started drumstick nursery for intercropping. They continued intercropping in marigold and vegetables and sold marigold at a good price in the market.
- **Capacity Building of FIG and FPO:** During the month 42 FIG meetings were conducted with the agenda of encouraging farmers to participate in field days and improved farm practices in paddy and vegetable fields. Over 300 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:** Through the project, we have been able to mobilize 15 Kg onion seeds for 15 acres in Bissamcuttack and Kalyansingpur block





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JANUARY UPDATES COMING SOON

For any Feedback/suggestions,
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