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FEBRUARY

2020

CORPORATE  
**SOCIAL**  
RESPONSIBILITY

# UPDATE CORPORATE SOCIAL RESPONSIBILITY FEBRUARY 2020



## ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

- ▶ **Promotion of Sustainable Agriculture through Direct Seeding of Rice (DSR)** Page 4  
Jammu, Punjab, Haryana, Bihar, Orissa, Telangana, Andhra Pradesh and Karnataka
- ▶ **Income Generation Programme through Sustainable Agriculture** Page 7-8  
Odisha



## QUALITY EDUCATION & SKILL DEVELOPMENT

- ▶ **Transforming Agricultural Productivity and Increased Income for Banana Farmers through Skill Development Initiatives** Page 5  
Tamil Nadu
- ▶ **Farmers Training for Livelihood Enhancement by Increasing the Productivity of Tomato** Page 6  
Karnataka, Tamil Nadu, Maharashtra and Rajasthan
- ▶ **Raising the Awareness on Pollinators Health & Management and Skill Development in Scientific Beekeeping amongst Rural Youth** Page 15-16  
New Delhi



## WOMEN EMPOWERMENT

- ▶ **ASMITA Project - Women Empowerment through Improved Access to Credit and Livelihood Initiatives in 20 Villages** Page 9-10  
Jambusar & Panoli, Gujarat
- ▶ **Economic Empowerment of Women Smallholders and Workers through Improved Agriculture and Inclusive Dairy Value Chain Promotion** Page 13-14  
Jambusar, Gujarat



## HEALTH, HYGIENE AND SANITATION

- ▶ **Preventive Health Care – Swasthya Seva through 3 Mobile Health Units (MHU)** Page 11-12  
Jambusar, Gujarat

# 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

Objectives	Expected Outcome FY'20
<ul style="list-style-type: none"><li>• Improve age appropriate learning levels</li><li>• Improve attendance</li><li>• Maximise the CSR programme reach</li><li>• Improve youth's employability through skill development</li></ul>	<ul style="list-style-type: none"><li>• 50% Increase in class appropriate learning levels</li><li>• 75% school attendance</li><li>• &gt; 11,000 students will be covered through the programme</li><li>• 500 trained youth to obtain jobs</li></ul>

## Women Empowerment

Objectives	Expected Outcome FY'20
<ul style="list-style-type: none"><li>• Improve Financial and legal literacy</li><li>• Enhance incomes &amp; productivity</li><li>• Develop women entrepreneurs</li></ul>	<ul style="list-style-type: none"><li>• &gt; 20,000 women will be covered through the programme</li><li>• Around 3,000 women will undergo legal and financial literacy training</li><li>• &gt; 2,000 women will be involved in the income generating activities</li></ul>

## Sustainable Agriculture Practices

Objectives	Expected Outcome FY'20
<ul style="list-style-type: none"><li>• Impart Sustainable Agricultural practices</li><li>• Environmental Sustainability through Conservation of Natural Resources</li></ul>	<ul style="list-style-type: none"><li>• Will benefit over 50,000 new farmers through DSR</li><li>• 1.8 trillion litres of water will be saved in the using DSR</li><li>• Avg. ₹7,500/Acre will be saved in the cost of paddy cultivation</li></ul>

## Health, Hygiene & Sanitation

Objectives	Expected Outcome FY'20
<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, 50, 000 people will be treated by Mobile Health Vans and health camps</li><li>• % decrease in primary healthcare issues within outreach MMU</li><li>• % of people using toilet in intervention villages</li></ul>

## Rural Infrastructure Development

Objectives	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, Orissa, Telangana, Andhra Pradesh 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 February is as under:

- With this New Year 2020, our DSR activities are over for Kharif season in all the regions. However, we recently initiated our DSR work for Rabi season in Mandya, Mysore and Hassan territories in Karnataka this February.
- 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.



# 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 February comprised

- We have given lectures on the technical aspects of crop cultivation, crop improvement and protection methods used in Banana cultivation
- We have issued the book “Improved Technologies on Banana Cultivation” in Tamil language to all 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

Details of the field days conducted so far



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
Ellapatty	25
Ankurpalayam	15
Kundalnaickenpatty	42
<b>Total</b>	<b>522</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 and the difference in the health of crop growing on PI plots is apparent
- Transplanting in new selected plots has been done in Jaipur



# Income Generation Programme 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 February 2020, 43 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. They commenced with Radish intercropping with Cauliflower crop, as a result, the income was increased by another ₹15,000-20,000/- per farmer.



- **Capacity Building of FIG and FPO:** During the month 43 FIG meetings were conducted with the agenda of encouraging farmers to participate in field days and improved farm practices in paddy and vegetable fields. New FPO has been formed at Kalyansingpur block. Around 1007 farmers participated in the FIG training in both the blocks. Around Rs 55,000/- was mobilized as share capital.
- **Convergence:** We have mobilised Brinjal, Chili, Cabbage cauliflower seeds from ITDA for 20 hectares in Bissamcuttack 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 microfinance 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 35 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 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 75 B & C grade SHGs were conducted with an aim of improving their grading and strengthening the system. Around 933 women in the meetings were also emphasized on practicing savings and undertaking the ownership of their respective groups.
- 57 women were oriented on importance of credit procurement. Ten women accessed loan amounting to ₹2.34 lac from UJAAS for animal husbandry in the reporting period.
- As part of animal husbandry training, follow up meetings were held and women shared their experience on practices such as, clean space for cattle, fodder cutting techniques, deworming techniques for cattle.
- Vocational training in tailoring and stitching class is currently operational in Samoj and Nahar villages. Total 18 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 43 women were covered in 2 villages through health camp, in the reporting period.

## Highlights from Panoli:

- Community contact is the primary step towards the successful execution of project. Total 861 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. Total 28 SHGs are now formed in Panoli
- 28 monthly meetings were conducted with 28 Self-Help groups covering 359 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 71 women were linked to different schemes including Sukanya Samruthi Yojna, Maa Card scheme, Ration card, Aadhar card and Voting ID card.
- Leadership trainings were organized during the month for 37 women in five villages. Topics covered in the training were, qualities of leaders, selection criteria for appointing leaders, importance of leaders in overall growth of SHGs and finally working style of SMART SHGs.
- Cumulatively, we have been able to form 140 SHGs covering 2500 women through this project till date.





## 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 healthcare 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-February, 2020)		3,50,379
Total Beneficiaries treated in February, 2020		7,932
Total working days in February, 2020		24
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - February'20
MHU_PIF_1	Route-1	2730
MHU_PIF_2	Route-2	2411
MHU_PIF_3	Route-3	2791
Performance		
Avg. Beneficiaries / MHU / Day		110
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 202 SHGs with the purpose of observing and strengthening SHGs functions.
- Submitted documents of 10 SHGs for availing revolving fund. Cumulatively, 127 SHGs received revolving fund.
- Applications of 6 SHGs for cash credit have been submitted to the bank. Cumulatively, applications of 54 SHGs have been submitted to their respective banks for Cash Credit Loan.
- New Bank accounts of 10 SHGs have been opened. Cumulatively bank accounts of 212 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, 2 advance level financial literacy and two leadership trainings were organized in the project villages.
- Four Gender Dialogues with 78 couples were arranged during the reporting period.
- Exposure visit to Vasudhara Dairy, Chikhali was arranged with 55 SHG members including Committee members of 5 Milk collection centers. Along with that, two dairy interface meetings were arranged in Doliya and Sangdi.
- Gram Vikas Samvad was arranged in Devjagan, Nada. The dialogue observed participation from around 450 people including SHG members and male farmers. Officials from PI Industries, government and private officials from district and block shared their organisation's role in the development. Beneficiary success stories were also shared during the event.

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





## Raising the Awareness on Pollinators Health & Management and Skill Development in Scientific Beekeeping amongst Rural Youth

India is blessed with vast floral diversity and majority flowering plants. The potential of beekeeping as entrepreneurship venture for rural livelihood enhancement has not been fully realised considering the availability of potential floral resources.



Pollination management is the key area identified by Govt. of India. PI Foundation undertook a project on raising the awareness and skill development in scientific beekeeping, in association with the Department of Entomology, AICRP-IARI, New Delhi. Under the project, a five day training programme on scientific beekeeping was organised at Krishi Vigyan Kendra, Ujjwa, New Delhi from 24<sup>th</sup> - 28<sup>th</sup> February, 2020.



- The training programme was inaugurated by Dr. Balraj Singh, Project Coordinator, AICRP on Honey Bees and Pollinators on 24<sup>th</sup> February 2020. In his inaugural address, Dr. Singh emphasized the role of honey bees in pollination of agricultural and horticultural crops apart from production of honey and other valuable hive products. He also appraised the trainees on the present scenario of beekeeping in India and the potential that exists in the country for further expansion of beekeeping in India. Dr. Kumaranag discussed the basic aspects of beekeeping including bee biology and colony structure after the conclusion of the inaugural session.



- Lectures on seasonal management of honey bees and techniques for production of various hive products were delivered by experts. Discussion also extended to the entrepreneurship development in beekeeping – the way forward and market linkage of honey and hive products.
- The closing ceremony of the training programme was held on 28<sup>th</sup> February, 2020. PI Head-CSR was the Guest of Honour in the ceremony. The programme was concluded with distribution of certificates and training kits to participants by the dignitaries.







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# MARCH UPDATES COMING SOON

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