

Building Sustainable Communities



- Mobile health units deployed for addressing primary health issues and services against Covid-19
- Promoting direct seeding of rice as an alternative to transplanting paddy
- Livelihood Promotion through sustained agriculture, dairy practices and skill training
- Sustainable Potato cultivation using UAV/Drone based crop monitoring in Barabanki
- Employability linked skill development center
- Improving learning outcomes in elementary school children.....Read more



HEALTH, HYGIENE AND SANITATION

Objectives	Expected Outcome FY'21
<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 90% decrease in primary healthcare issues within MMU outreach 90% of people shall be using toilets in our intervention villages COVID-19 relief interventions

DISASTER RELIEF

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> Support government and the communities at the time of national disaster 	<ul style="list-style-type: none"> Support government, District administration, municipal corporation, farmers and communities during COVID-19 pandemic

WOMEN EMPOWERMENT

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> Improve Financial and legal literacy Livelihood Promotion Develop women entrepreneurs 	<ul style="list-style-type: none"> > 10,000 women will have undergone financial and legal literacy training > 3,000 women will have better livelihood opportunities and increased household income > 2,000 women will be involved in the income generating activities

ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

Objectives	Expected Outcome FY'21
<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

RURAL INFRASTRUCTURE DEVELOPMENT

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> Strengthening rural infrastructure through need based interventions 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

QUALITY EDUCATION AND SKILL DEVELOPMENT

Objectives	Expected Outcome FY'21
<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 Ensure > 80% school attendance > 15,000 students will be covered through the programme Train > 500 underprivileged youth and help them obtain jobs



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. Our Swasthya Seva ensured access to quality health care and impacted over One lakh people residing in remote location of Jambusar taluka. This has reduced financial burden on health expenditure for the poor families.

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





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 - February, 2021)		4,32,564
Total Beneficiaries treated in February, 2021		7011
Total working days in February, 2021		24
Performance		
Avg. Beneficiaries / MHU / Day		97
Avg. Villages visited / MHU / Day		3
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - February, 2021
MHU_PIF_1	Route-1	2312
MHU_PIF_2	Route-2	2168
MHU_PIF_3	Route-3	2531





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

PI Foundation has been 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, 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 across multiple rice growing states in the country.

All the plots for Kharif season were harvested with numerous field days and farmers meetings for addressing the concerns of farmers in previous months.

Sowing for Rabi season has been done in West Bengal and Andhra Pradesh and is going on in Chhattisgarh and Karnataka. Regular field days and farmer meetings are being conducted along with drum seeder demonstration.





Various points discussed during the month in these meetings include:

- What has been the overall water saving by employing DSR technique
- Preparation of Rabi sowing and drum seeder demonstration to the farmers
- Some of the farmers shared their personal testimonials on being benefited by switching to DSR

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



CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



CSR FY'21 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | EDUCATION | WOMEN EMPOWERMENT

FEBRUARY 2021

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
Haryana	Hisar	Hisar	14	9	11	1243
	Jind	Jind	13	12	14	940
	Fatehabad	Fatehabad	4	6	7	629
	Karnal	Karnal	10	8	18	2567
	Panipat	Panipat	8	6	15	1590
	Kurukshetra	Kurukshetra	10	7	18	1674
	Sonipat	Sonipat	10	6	13	1470
	Yamunanagar	Yamunanagar	7	4	13	1472
	Kaithal	Kaithal	10	9	16	1898
Punjab	Fazilka	Abohar	25	12	9	1896
	Barnala	Barnala	20	14	8	1750
	Kotkapura	Kotkapura	25	9	8	1561
	Muktsar	Malout	5	12	6	1824
	Mansa	Mansa	10	16	15	1257
	Sangrur	Sangrur	5	15	11	1347
	Amritsar	Amritsar	14	12	12	1394
	Kapurthala	Jalandhar	7	5	10	1201
	Moga	Moga	14	6	14	1566
	Kharar	Kharar	7	11	10	1261
	Patiala	Patiala	14	12	10	1386
	Gurdaspur	Gurdaspur	7	11	11	849
	Ludhiana	Ludhiana	7	12	14	2316

CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



CSR FY'21 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | EDUCATION | WOMEN EMPOWERMENT

FEBRUARY 2021

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
Andhra Pradesh	Kurnool	Nandyal	11	10	0	1125
	Nagar Kurnool	Nagar Kurnool	5	5	0	282
	Nizamabad	Nizamabad	11	7	0	429
	Karimnagar	Karimnagar	11	9	0	717
	Khammam	Khammam	11	9	0	995
	Vijayawada-1	Vijayawada-1	5	6	0	615
	Vijayawada-2	Vijayawada-2	5	5	0	297
	Eluru	West godavari	11	8	0	355
	Vijayanagaram	Vijayanagaram	5	5	0	252
West Bengal	Midnapur West	Midnapur West	55	63	6	1055
	Bankura	Bankura	30	37	4	605
	Burdwan	Burdwan	20	16	2	280
	Midnapur East	Midnapur East	22	20	5	340
	Malda	Berhampur	8	7	1	55
	Kolkata	Kolkata	2	1	1	90
Karnataka	Chamarajanagara	Mandya	10	2	2	250
	Mysore	Mandya	20	0	1	40
	Mandya	Mandya	10	0	2	60
Chhattisgarh	Bilaspur	Bilaspur	9	8	0	84
	Uttar Bastarkankar	Charama	9	9	0	67
	Dhamtari	Dhamtari	32	32	2	368
	Dhamtari	Kurud	20	20	1	232
	Mahasamund	Mahasamund	10	10	0	138
	Rajnandgaon	Rajnandgaon	6	6	2	82
	Raipur	Raipur	10	10	0	132
	Jhangir	Jhangir	16	16	1	98
Total			610	535	293	42134



Livelihood promotion 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 (FPO) and promoting another new Farmer Producer Organization covering 1000 families in both Bissamcuttack and Kalyansingpur Block. We are currently working to uplift 368 farmers in Bissamcuttack Block and 632 farmers in Kalyansingpur Block.

Farmer Interest group (FIG) meetings were held with main focus on increasing market accessibility for vegetable and paddy farmers. FIG groups have been formed in all 49 villages which are now converted to producer groups (PG). During the month one new FPO registered in the name of Maa Sitalma farmers producer company ltd in Kalyansingpur Block.





Major activities performed by FIG and PG during the month:

- Formation of Farmer Producer Organization in Kalyansingpur Block
- Intercultural works in Vegetable fields
- Use of Solar based insect trap for Rabi vegetables
- FPO outlet set up in both the blocks
- Seed bed preparation for summer crop
- **Agriculture demonstration:** We have been constantly promoting sustainable rice production with improved package of practices in the project area. Average yield of paddy per acre has been recorded >30% from previous years. Demonstration and control plots have been made with each farmer for better analysis
- **Horticulture demonstration:** Total 50 farmers are currently growing rabi vegetables and crops such as cow pea, beans and cauliflower

- **Intercropping:** During this month Rabi intercropping was done by 5 farmers at Bissamcuttack & Kalyansingpur Blocks. Vegetables like radish with Cauliflower are being intercropped. Some farmers also begin rose plantation intercropping with cauliflower in in Bissamcuttack Block
- **Convergence:** During the month vegetable seeds and sweet corn seed were distributed by ITDA in Bissamcuttack and Kalyansingpur blocks among 37 farmers





Sustainable Potato cultivation using UAV / Drone based crop monitoring in Barabanki

Agriculture plays a significant role in the economic sector of India. Factors such as climate change, population growth and food security concerns have propelled the industry into seeking more innovative approaches to protecting and improving crop yield. As a result, AI is steadily emerging as part of the industry's technological evolution. Aerial visualization is a new domain including satellite image processing and usage of Drones can really help farmer in collecting critical information about its own land e.g pH factor or stress on foliar.

PI Foundation along with BharatRohan initiated a project for improving agricultural productivity of potato and help maintaining ecological integrity of soil by estimating the pH of soil and early diagnosis of pest using drone technology for potato farmers in Brabanki district of Uttar Pradesh. The project also entails creating awareness on sustainable production of potato using improved package of practices. farmers meetings for addressing the concerns of farmers.

Most of the plots in Punjab and Haryana have been harvested. Harvesting is going on for Kharif season in West Bengal and Andhra Pradesh with numerous field days and farmers meetings for addressing the concerns of farmers.





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. Previously, students successfully completing the course got an assured placement as customer care executive- BPO, field executive- sales & marketing and food & beverages service stewards. Post covid, new trade as 'electrician' has been introduced 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. Till date, eleven batches of training have been effectively completed, ensuring placements to the trained youth in their respective sectors



CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



CSR FY'21 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | **EDUCATION** | WOMEN EMPOWERMENT

FEBRUARY 2021

Current batch is successfully running with 144 students (124 enrolled for trade 'electrician', 13 for 'BPO executive' and 7 in 'field sales executive'). Mobilization process to select the students for next batch is also going on simultaneously. 50 students have successfully completed their course. During the reporting period, 46 students successfully completed their course in this month. 70 students got their certificates along with placement letter.





Improving Learning Outcomes in 135 Govt. Elementary Schools of Jambusar

PI 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 Block in Bharuch district.

Although the lockdown has lifted, schools have not yet reopened and are continuing their operations through online mode, and so are our activities.

Highlights during the month:

- Cluster Resource leaders and Vigyan Mitras are regularly visiting 82 villages on weekly basis for continued interaction with parents and children
- Cluster Resource leaders are coordinating these activities with 6110 children (from grade I-VIII) & 3757 parents and volunteers from 82 villages.
- 1923 children in 301 active groups are engaged in day to day learning with this forum.

- Messages are regularly being circulated on do's and don'ts for corona, maintaining social distance, wearing mask while going out, along with frequent washing of hands.
- Activities such as, questions on general knowledge, creating science model and its experimentation, short stories, quiz programme, dictation, mathematical activities, are being promoted through online platform.
- Regular follow up and feedback is also being taken from parents. During this month CRL & Vigyan Mitra Visited 2798 parents, 351 teachers, 67 sarpanch of the respective villages and 164 other like Anganwadi worker, Asha worker & Kishori.



CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



CSR FY'21 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | **EDUCATION** | WOMEN EMPOWERMENT

FEBRUARY 2021

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	3071	3071	1076	2382	2604	6062





Farmers Training for Livelihood Enhancement through Sustainable Production of Chilli

Chilli is considered as one of the commercial spice crops. It is the most widely used universal spice, named as wonder spice. Different varieties are cultivated for various uses like vegetable, pickles, spice and condiments. 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. Most of the chilli growers in the areas of Andhra Pradesh and Madhya Pradesh face such problems of pests and diseases, high cost of input, lack of irrigation, shortage storage facilities and lack of scientific knowledge.





PI Foundation initiated a programme for transforming the agricultural productivity of Chilli and increasing the livelihood of chilli farmers by identifying pests, diseases and yield losses in the crop. The project includes dissemination of improved package of practices (POPs) in chilli cultivation and brings sustained economic returns to farmers. The project is running successfully in select districts of Madhya Pradesh and Andhra Pradesh.

Transplanting has been completed in all the selected plots with numerous field days focusing on improved package of practices in Chili.

Details of work carried out so far:

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
Madhya Pradesh	Dhar	Dhar	6	18	0	374
	Khargone	Khargone	2	11	0	376
Andhra Pradesh	Kurnool	Adoni	5	61	0	1070
	Anantapur	Anantapur	2	38	0	940
Karnataka	Hassan	Arkalgud	5	0	0	0
	Hassan	Sakleshpura	5	0	0	0
Total			25	128	0	2760





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 of Jambusar and 5 villages in Panoli.



CORONA virus pandemic was viewed as a period to test the resilience of leadership and systems created in Jambusar block. Following interventions were done during the month

Monthly highlights from Jambusar.

- Monthly meetings of 119 groups were conducted in this month covering 1184 SHG members, of which 92 were co-facilitated by Aatapi's team members and 27 were led by SHG leaders. The meetings entailed discussions on regularity of savings and loan re payment
- Four preliminary meeting for group formation were conducted where 56 women had participated.
- **Status of saving:** 119 out of 121 groups collected a total saving of ₹2.49 lac during the month. Women leaders and members with irregular savings were informed about the importance of regular savings
- **Status of Loan accessed:** Total 16 women from 5 villages accessed loans amounting to Rs. 4 Lac. This month's loan was majorly availed for repairing and maintenance of houses. Two new groups made in December have opened their accounts at Ujaas. Renewal of Joint Liability Group loan was also done for 14 women members for ₹3.5 lac



- **Leadership training:** 27 leaders from 11 groups joined the training. The training dealt with requirement of handling of group dynamism, managing members of the group and fulfilling the need and aspiration of group members. 46 women had attended the entrepreneurship training where a basic understanding of enterprise and how one should establish a business was facilitated
- **Credit awareness training:** 3 credit awareness sessions were conducted in 3 villages which was attended by 49 women where an awareness on interest, credible sources of credit and the lending policies of Ujaas were facilitated
- **Cluster Meeting:** One cluster meeting with 32 women participants was organized in the month. They gained an understanding on the policies of Ujaas and on financial discipline. An emphasis was given on nutrition-rich food and the status of Kitchen Gardens grown. An emphasis was laid on the facilitation of Mini tool bank, an enterprise run by SHG members to reduce drudgery of women farmers, which was launched on 2nd and 3rd February 2021



- An exposure visit was arranged to bio-filter water plant as a part of waste management exposure to SHG members. Awareness was also generated on how health would be affected if there is unmanageable waste
- **Grading and Audit:** 569 women from 45 groups had participated for grading and annual audit. 30 groups had received A grade, 10 groups received B grade and 5 groups had received C grade





Highlights from Panoli:

- Monthly meetings of 55 groups were conducted during the month covering 506 SHG members
- 5 new groups were formed engaging 76 members
- Loan benefits for SHGs through government's schemes were duly informed. Women members were made aware of the benefits of being in a group, especially linking with banks. Information regarding schematic linkages were also given with emphasis on Mission Mangalam & Mukhyamantri Mahila Utkarsh Yojana
- **Status of Savings:** 53 groups collected a total saving of Rs. 77,400 in the reporting period



- A total loan amount of ₹47000 was availed by 3 women. Majorly loan was availed for health purposes. Women members are being made aware of availing loans within their group itself as compared to availing it from bank
- **Training:** 16 training sessions on Financial & legal literacy were conducted in which 489 women had participated. Basic understanding related to the sources of income and expenses were discussed. How one must invest money in various sources to increase the return and value was also discussed
- Sewing Training Centres are running as part of the skill Development by PI foundation. Currently 51 women are attending the classes
- Training to the SHG members have been organized for accounts and book keeping. 20 members from 10 groups participated in the training. An awareness related to the importance of account keeping was also created
- **Access to Rights & Entitlement:** During the reporting period, 22 women were facilitated with access to rights and entitlement like Widow Pension, Aadhar card, Sukanya Yojana and MA card, etc.



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:

- During the month, Training of Trainers (ToT) for cluster coordinators and change agents was organized on providing recommendations to the farmers for Vegetable Nursery Development. Awareness on soil and water testing & ethno veterinary services was also conducted
- 28 Training sessions for Agri leaders were organized at project villages by cluster coordinators and change agents in which around 116 Agri leaders participated
- 3 exposure visits on developing Kitchen garden were organized in which 22 women and 7 men farmers along with Agri leaders participated. 27 kitchen garden plots, as a scale up activity, have been initiated with the support of demonstration plot farmers. Input material- seed, vermicompost, wire, bamboo, drip have been distributed to 12 second tier model kitchen garden demonstration farmers
- Survey and meeting with 5 farmers have been done for drip irrigation, cumulatively 20 farmers have been linked for drip irrigation scheme
- One day training on seed bank has been organized at Agriculture Research Station, Arnej in which 18 farmers demonstrating wheat and pigeon pea farming participated. Exposure visit to Agriculture Research Station, Arnej has been arranged for 18 farmers on knowledge dissemination of POP - wheat

CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



CSR FY'21 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | EDUCATION

WOMEN EMPOWERMENT

FEBRUARY 2021

- Documents of 91 SHGs for MukhyaMantri Mahila Utkarsh Yojna have been submitted on portal of GLPC. Documents of 2 SHGs have been prepared and submitted to their respective banks / NRLM for cash credit limit. 2 SHGs from village Kamboi received cash credit of ₹2 Lakhs, cumulatively 52 SHGs have received cash credit till January 2021
- 27 Advance level financial literacy trainings were organized in which 324 SHGs members participated
- Imitation Jewellery making training was organized for 20 landless SHGs members
- Basic beauty parlour training was organized with 10 landless SHGs members from 6 villages. One exposure visit has also been organized for 15 beautician trainees to strengthen the learning practices for the participants in running successful beauty parlour.
- Basic training for pashu sakhi was held for 7 landless SHGs members.
- The training through live demonstration on vermicompost was arranged at village Kavli in which 22 SHGs members participated, after the training 5 landless SHG members established vermicompost units.





- 10 meetings cum trainings on scientific animal husbandry practices organized in which 228 cattle holders participated. These meetings have been facilitated by Dugdhdhara Dairy (Amul Federation).
- Registration process has been initiated for Panchkada Milk Collection Centre. Documents have been submitted to District Registrar office.
- Cattle feed centers in 3 MCCs of Sangdi, Madafar and Panchkada have been started. Application of Kamboi federation has been submitted to Dugdhdhara dairy for distributorship of cattle feed and Mineral mixture powder.
- Participation in monthly savings meetings of 163 SHGs with the purpose of observing the SHGs functions.



- Various activities of the project have been shared in district level workshop (MGNREGA) organized by DRDA, Bharuch. District level team of MGNREGA is expecting technical support from the project especially works done on barren/unused land. This will be the opportunity for the project to scale up models which we have developed in the project by leveraging government fund.
- 6 awareness programs on menstrual hygiene were arranged in project villages in which around 108 SHGs members participated

MARCH
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

