



CSR

NEWSLETTER

Building Sustainable Communities

FEBRUARY 2023



Health, Hygiene & Sanitation



Environmental Sustainability



Women Empowerment



Education

HIGHLIGHTS OF THE MONTH

- Preventive Healthcare through 3 Mobile Health Vans ~7685 beneficiaries covered
- Project Vriddhi: Improved Health and Nutrition status of Children & Adolescents ~1154 children covered
- Free Health Camp on Gynaecology & Reproductive Child Health, Jambusar ~139 women benefitted
- Operation Nalla Tamara Purugu: An Integrated Approach for Chilli Black Thrips Management ~4500+ farmers engaged
- Project Asmita: Women Empowerment through Improved access to credit and livelihood initiatives ~300 SHGs- 3444 women
- Skill Development Centre ~480 students enrolled, ~424 completed the course





Project: Swasthya Seva Mobile Health Vans Facility

PI Foundation in collaboration with GVK-EMRI is implementing Swasthya Seva through **3 Mobile Health Vans** for providing access to Affordable & Quality Rural Healthcare services in the remote villages of Jambusar.

Impact
till date
~181,581
lives supported
in rural areas of
Jambusar, Gujarat

OBJECTIVE

To create awareness about communicable diseases in remote areas to provide last mile healthcare impacting lives in 64 villages of Jambusar.

COVERAGE	
Mobile Health Unit in field	3
Villages Covered	64
Population Covered	~118,851



Project Status: Ongoing



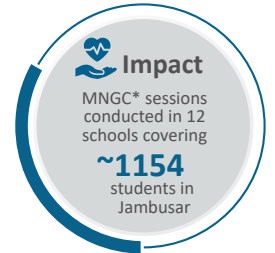
Project: Vriddhi

Improve Health & Nutrition Status of Children and Adolescents

PI Foundation in collaboration with Institute for Global Development (IGD) has been implementing Project Vriddhi to create an integrated model towards improved health & nutrition status of children and adolescents based on a continuum of intensive care approach in Jambusar block of Bharuch district.

OBJECTIVE

- To promote health & nutrition to children and adolescents with special focus on vulnerable children for health and nutritional improvement.
- Promoting behavioural change on health & nutrition in the community.
- Enhancing the knowledge & skill sets of healthcare providers.



Project Status: Ongoing

*MNGC- Mobile Nutrition Guidance Centre



HIGHLIGHTS

Impactful awareness about Maternity, Child Health and Government Schemes

Beneficiaries identified in Anganwadi and household lives, are presented in table below:

Sr. No.	Particulars	No. of Beneficiaries identified
1.	No. of SAM Children	7
2.	No. of MAM Children	32
3.	No. of ANC women	91
4.	No. of PNC women	42
5.	No. of Adolescent girls	121

Celebrated "National Deworming Day" on 10th Feb, 2023

- Covered 95 adolescents & 40 children in 3 schools.
- Emphasised on the significance of deworming and practicing it.

Project Status: Ongoing





Organizing Free Health Camp on Gynaecology & Reproductive Child Health, Jambusar

PI Foundation in collaboration with GVK-EMRI organized the Free Health Camp on Gynaecology and Reproductive Child Health on 28th of February, 2023 at PHC, Gajera, Jambusar.

OBJECTIVE

Provide specialized healthcare for women and facilitated free ANC & PNC check-up.

 **Impact**

More than **~139** women from surrounding villages availed the lab facility, consultation and free medicines



Project Status: Ongoing



Project: Bandhan

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

Impact
till date

Engaged **~20,000** farmers and covered **~7000** acres across 9 cotton growing states

PI Foundation in collaboration with the South Asia Biotechnology Centre (SABC) has been implementing an innovative and multi-stakeholder project to embrace cutting-edge innovation by tagging the eco-friendly PB Knot Technology in order to protect the cotton plant from devastating PBW (*Pectinophora gossypiella*).

OBJECTIVE

To promote eco-friendly technology with major influence on yield on cotton crop.

Project Status: Completed





HIGHLIGHTS

Large Project demonstrations of PB Knot Technology

- Engaging 20,000+ farmers.
- Covering 7000+ acres in 9 states i.e. Punjab, Haryana, Rajasthan, Madhya Pradesh, Gujarat, Maharashtra, Karnataka, Andhra Pradesh, Telangana.
- Attended by ~150+ Government Agri dept, Agri Universities etc.
- Per Acre Comparison between Cluster (With PB Knot Application Vs Without PB Knot Application):

Reduction in Insecticide Usage pattern	~38% by volume
Improved Crop Output	~15 - 20%
Increased Income Generation	~INR 4,250 - 12,750

Enhanced knowledge to de-challenge the biotic stress such as Pink Bollworm.

Project Status: Completed





Project: Operation Nalla Tamara Purugu

An Integrated Approach for Chilli Black Thrips Management

Impact
Currently
~4500+ farmers
are associated and
getting benefited

‘Operation Nalla Tamara Purugu’ launched by PI Foundation is being implemented by SABC to combat invasive Black thrips, locally known as Nalla Tamara Purugu, in chilli in the state of Andhra Pradesh and Telangana.

OBJECTIVE

To create awareness and demonstrations about Integrated Pest Management Practices.

HIGHLIGHTS

Within the initial phase of the project, following activities were conducted

- Engaged with More than ~4500+ farmers.
- Facilitated Expert interaction with ~650 farmers



Project Status: Ongoing

Brainstorming session on “IPM of Invasive Black Thrips” is being conducted at COA, PJTSU, Hyderabad



Project: Asmita


Improved Access to Credit and Livelihood Initiatives



ASMITA project launched by PI Foundation and being implemented by Aatapi Foundation in 20 villages of Jambusar & Panoli area.

OBJECTIVE

To strengthen the SHGs by creating a sustainable base for micro finance activity.

 **Impact**

Total Savings
Jambusar: ~1.51cr
Panoli: ~30.24 lac



Project Status: Ongoing





HIGHLIGHTS

Effective Counseling session conducted to enhance financial status of women, by capturing below topics:

- Making of composite and vermi-compost
- Generate income by selling excessive compost

Linkage with Mission Mangalam (NRLM):

From April 2022 to January 2023, total 125 groups out of 210 have been linked with NRLM.

SHGs supported with Government Schemes:

Sr. No.	Name of Scheme	Total Beneficiaries
1.	Pradhan Mantri Jeevan Suraksha Bima Yojna	20
2.	Pradhan Mantri Jeevan Jyoti Bima Yojna	40
3.	Ayushman Bharat	40
4.	E- Shram Card	30
		130



Project Status: Ongoing



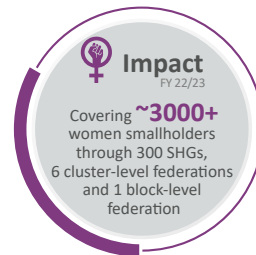
Project: Improved Agriculture and Inclusive Dairy Value Chain Promotion

PI Foundation along with its implementing partner CARE India, is implementing this project in 59 villages of Jambusar Block of Bharuch district.

OBJECTIVE

The goal of the project is Women smallholders, landless workers and their institutions sustain improved practices of enhanced livelihood returns with institutionalization of coherent convergence of eco-system actors.

- To strengthen community-based cluster level federations to assume intermediary services for better access of various schemes , market linkage and value chain.
- To improve WSW's alternate income from small and micro enterprise activities, agriculture and dairy value chain with adoption of improved Package of Practice on agriculture & allied activities.
- To promote responsive, positive and an enabling attitude towards WSW by service providers, value chain actors and market institutions.



Women entrepreneurs selling cutlery & spices earn a turnover of INR 18000 in Mahashivratri Mela Stalls

Project Status: Ongoing

*WSW- Women Smallholder & Workers



HIGHLIGHTS

Strengthening of SHGs

Monthly Block level federation meetings are conducted every first Wednesday of the month at Jambusar office. The meeting is attended by committee members, 5 CLFs, and survey committee members. They discuss the execution of the action plan after the exposure visit to Sayla, planning on the pending village-level survey, Business establishment of the CLFs, and district visit plan for the month

SHG Savings Meetings

178 SHGs monthly saving meetings conducted. Attended by SHG guides, BLF and CLF members, Agri leaders, and village-level volunteers to observe the loan calculation and repayment processes and discussions along with bookkeeping

Internal Loan Lending

Rs. 275,000/- accessed by 17 SHG members as internal loan

Bank Linkage

Regular interaction with bankers help the women visit the bank without fear. 3 SHGs received cash credit of Rs. 3,00,000/- from the Bank of Baroda

Block Level Federation

Block Level Federation members have built a good rapport with the GLPC department by regularly meeting the block-level as well as district-level officials. 3 SHGs received a revolving fund of Rs. 60,000/- from the GLPC department.

Marketing & Promotion

Along with training the entrepreneurs, they are also aided with marketing & promotion. 108 women entrepreneurs supported by outdoor sign boards for their shops to increase visibility and awareness at the village level.





Software Update in Milk Collection Centre (MCC)

2 out of 6 MCCs have started using the reputed AMUL software with the support of District Dudhdahara dairy. This has inspired other MCCs, who have started using computers and other equipment in their MCCs.

SUCCESS STORY

Manjulaben Arjunbhai Parmar Ben, one of the beneficiaries of Project 'IAIDVC' implemented under PI Foundation through Care India achieved her success post adopting best agricultural package of the practices which she learnt through 'awareness sessions' conducted by PI Foundation on 'Sustainable Agri-practices' and 'product stewardship'. Relying upon her learnings and implementing them in day to day agriculture operations, she optimally utilized the pigeon pea seed from Krushi Vigyan Kendra, Chasvad to increase the yield of crop. She sowed it on 2-acre land while following to all POPs recommended by the Care field team. She spent Rs. 11,000/- using only organic insecticides. As a result, in the pigeon pea, she earned a significant margin of profit. She is a landless farmer but cultivates other people's land under contract. Her livelihood is entirely dependent upon farming and animal husbandry. This benefit has supported her in a large manner. Mr. Lalit Ji (Scientist KVK Chasvad) also visited her farm and appreciated her efforts. Throughout this effort and the journey of the SHG woman her spouse also felt that her wife's role is completely changed and now she is quite capable to earn better. He is now more supportive of her responsibilities.

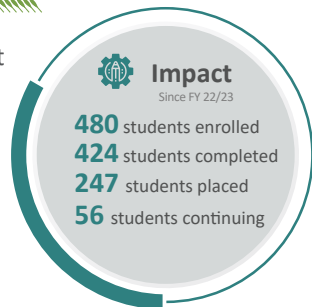
IMPACT: She has produced between 1000 kg to 1100 kg and earned Rs.70,000/- through farming in 2 acres of land.





Project: Employability-linked Skill Development

PI Foundation along with Rural Shores has been running a Skill Development Centre in Jambusar. At the Centre, unemployed and underprivileged youth are trained with vocational training courses across various sectors i.e. Advance Excel, BPO, BFSI & Electrician trade to generate employment after the course completion. Students get placement letters for job in range of Rs. 7500 - Rs. 11,500 salary.



OBJECTIVE

To improve livelihood of youth of underprivileged community.

HIGHLIGHTS OF PROJECTS (since FY 22-23)

TRADE	ADMISSION	PASS OUT	PLACED
Adv. Excel	188	188	102
BPO	94	73	54
Electrician	119	84	47
BFSI	79	79	44
TOTAL	480	424	247

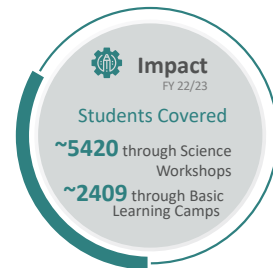


Project Status: Ongoing



Project: Improving Learning Outcomes

PI Foundation in collaboration with Pratham Education Foundation has been implementing a CSR project to improve learning outcomes of underprivileged children in 135 elementary schools of 82 villages in Jambusar block of Bharuch district.



OBJECTIVE

- Provide quality education and improve the learning outcomes of children between the age of 3 to 14 years.
- Strengthen the foundational language and arithmetic skills among children and build their competencies as needed in their respective classes from Class 1 to Class 8.
- Start initiatives to bridge the gaps in the studies of children due to prolonged closure of schools due to COVID 19.
- Holistic engagement with relevant stakeholders.
- Provide vocational & educational training to youth/ volunteers/ kishoris who teach the children.



Project Status: Ongoing




HIGHLIGHTS

Effective workshops on 'Learning Camps'

Table below reflects the impact and the coverage:

Sr. No.	Activity	Coverage (in number of children) till date
1.	Basic Learning Camps running (phase1/phase2) or completed in 34 focused schools for grade 1-2	~2,409
2.	Learning Camps running (phase 2)/completed in grades 3-5 in 34 focused schools for grade 3-5	~1,744
3.	Advance Camps & Basic Camps running/ completed in 14 schools in grade 6-8	~810
4.	Library Group Activities involved 548 groups of children from grades 3-8	~2,716
5.	Science Workshops conducted in 80 schools for grades 6-8	~5,420





Committed to building an
ESG-driven enterprise and to
nurturing sustainable communities

MARCH UPDATES COMING SOON



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

