

## Building Sustainable Communities



- Mobile health units deployed for addressing primary health issues and services against COVID-19
- Financial support to CSR project for integrated water management
- Promoting direct seeding of rice as an alternative to transplanting paddy
- Livelihood Promotion through sustained agriculture, dairy practices and skill training
- 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"> <li>Increase access to quality healthcare</li> <li>Improve Preventive healthcare</li> </ul>	<ul style="list-style-type: none"> <li>Around 1,10,000 people will be treated by Mobile Health Vans and health camps</li> <li>90% decrease in primary healthcare issues within MMU outreach</li> <li>90% of people shall be using toilets in our intervention villages</li> <li>COVID-19 relief interventions</li> </ul>

### DISASTER RELIEF

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

### WOMEN EMPOWERMENT

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

### ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> <li>Impart Sustainable Agricultural practices</li> <li>Environmental Sustainability through Conservation of Natural Resources</li> <li>Environmental and health consciousness through stewardship</li> </ul>	<ul style="list-style-type: none"> <li>Will benefit over 40,000 new farmers through DSR</li> <li>1.8 trillion liters of water will be saved using DSR</li> <li>Avg. ₹7,500 / Acre will be saved in the cost of paddy cultivation</li> <li>Promote product stewardship</li> </ul>

### RURAL INFRASTRUCTURE DEVELOPMENT

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

### QUALITY EDUCATION AND SKILL DEVELOPMENT

Objectives	Expected Outcome FY'21
<ul style="list-style-type: none"> <li>Improve age appropriate learning levels</li> <li>Improve attendance</li> <li>Maximize the CSR programme reach</li> <li>Improve youth's employability through skill development</li> </ul>	<ul style="list-style-type: none"> <li>70% Increase in class appropriate learning levels</li> <li>Ensure &gt; 80% school attendance</li> <li>&gt; 15,000 students will be covered through the programme</li> <li>Train &gt; 500 underprivileged youth and help them obtain jobs</li> </ul>



## 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:

- During the month, annual review of the project was conducted by regional head CSR
- Screening of 150 labors once a week around Jambusar plant
- Distribution of hand sanitizers
- 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 - January, 2021)		4,25,553
Total Beneficiaries treated in January, 2021		5622
Total working days in January, 2021		23
Performance		
Avg. Beneficiaries / MHU / Day		81
Avg. Villages visited / MHU / Day		3
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - January, 2021
MHU_PIF_1	Route-1	1805
MHU_PIF_2	Route-2	2088
MHU_PIF_3	Route-3	1729





## Financial Support to CSR project on Integrated Water Management in Uber Jambusar

Safe drinking water plays a major role in the overall well-being of the people, with a significant bearing on the infant mortality rate, death rate, longevity and productivity. Still one sixth of the global population does not have access to safe drinking water and one-fourth to sanitation facility. Furthermore the women and children bear the major brunt of scarcity of water. Most of them walk long distances for fetching water, reducing their time and energy available for doing productive work and for acquiring basic capacities like education.

Uber village panchayat is an important village surrounding to our plant of Jambusar. Access to safe drinking water is a concern in the village. Looking at the requirement and the inability to raise community contribution, Sarpanch of Uber village requested PI Foundation to provide support for matching grant money so that poor community members will be benefitted out of this scheme. Swajaldhara yojna & WASMO/WATSAN is being implemented with adoption of a demand-responsive, adaptable approach along with community participation in the project.

PI Foundation has provided financial support for the said project. During the month, **Chief Sustainability Officer**, PI Industries Ltd handed over the cheque to **Sarpanch & Talati of Uber** in the presence of **members** of Gram Panchayat.







## 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 is going on. Plots were selected in West Bengal, Chhattisgarh, AP and Karnataka for the Rabi season along with field days and farmer meetings with drum seeder demonstration.







### Various points discussed during the month in these meetings include:

- Yield benefits of DSR technique from Kharif season
- 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.



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## CORPORATE SOCIAL RESPONSIBILITY



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

JANUARY 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



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JANUARY 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	9	0	1055
	Nagar Kurnool	Nagar Kurnool	5	5	0	282
	Nizamabad	Nizamabad	11	6	0	394
	Karimnagar	Karimnagar	11	8	0	667
	Khammam	Khammam	11	8	0	930
	Vijayawada-1	Vijayawada-1	5	6	0	615
	Vijayawada-2	Vijayawada-2	5	5	0	297
	Eluru	West godavari	11	6	0	270
	Vijayanagaram	Vijayanagaram	5	5	0	252
West Bengal	Midnapur West	Midnapur West	53	33	0	710
	Midnapur East	Midnapur East	20	7	-	63
	Bankura	Bankura	18	21	0	447
	Burdwan	Burdwan	28	11	0	253
	Barhampur	Barhampur	5	-	-	-
	Kolkata	Kolkata	5	-	-	-
Karnataka	Chamarajanagara	Mandya	10	1	1	100
	Mysore	Mandya	20	0	0	0
	Mandya	Mandya	10	0	0	0
Chhattisgarh	Bilaspur	Bilaspur	1	1	1	15
	Uttar Bastarkankar	Charama	4	4	4	67
	Dhamtari	Dhamtari	8	8	7	73
	Kurud	Kurud	8	3	9	113
	Mahasamund	Mahasamund	2	1	2	28
	Rajnandgaon	Rajnandgaon	3	3	2	59
	Raipur	Raipur	2	2	0	15
	Jhangir	Jhangir	4	1	4	16
<b>Total</b>			<b>522</b>	<b>368</b>	<b>293</b>	<b>39812</b>



## 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.

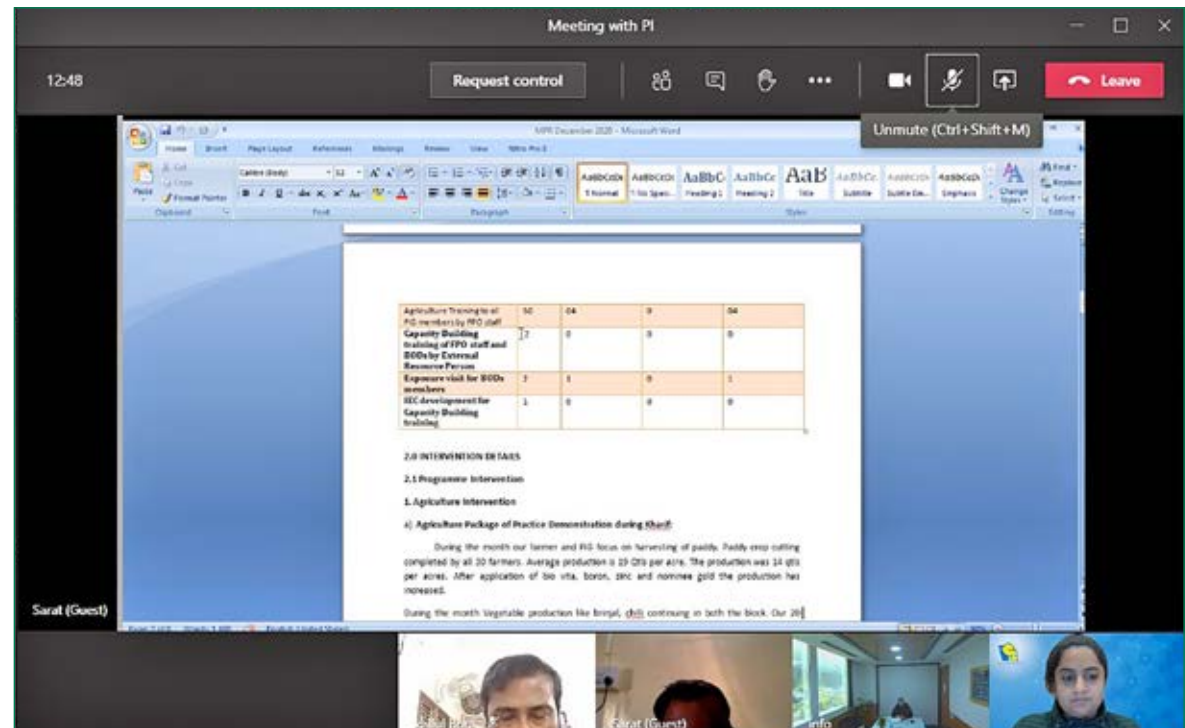
During the month of December, annual review meeting for FY'21 was conducted by PI CSR team. Farmer Interest group (FIG) meetings were held with main focus on increasing market accessibility for vegetable farmers. FIG groups have been formed in all 49 villages which are now converted to producer groups.







- Agriculture demonstration:** We have been constantly promoting sustainable rice production with improved package of practices in the project area. With our continued assistance (sowing-harvest), harvesting was completed in 30 acres of farmlands with an average production of 19 quintals/acre this year as opposed to previous year's 14 quintals/acre adding onto an average of ₹9000 to farmer's income. 20 farmers cultivated vegetable in 10 acres of land. Demonstration and control plots have been made with each farmer for better analysis.
- Horticulture demonstration:** During this month sweet potato harvesting is going on and farmers are able to sell sweet corn @ Rs.25/kg in retail market and @ Rs.18/kg in wholesale market of Muniguda, Therubali & Bissamcuttack Blocks. Drumstick fruiting has started in every plant and we are expecting yield of 5-10 kg per plant after 1 month. Owing to the quality produce due to the adoption of improved package of practices, farmers witnessed increased demand and acceptability in the market.
- Intercropping:** During this month Rabi intercropping was done by 5 farmers at Bissamcuttack & Kalyansingpur Blocks. Vegetables like onion with Cabbage, Green leafy vegetables with Cauliflower are being intercropped respectively. Some farmers also begin rose plantation intercropping with cauliflower in in Bissamcuttack Block
- Convergence:** During the month sunflower and sweet corn seed were distributed by Agriculture department & ITDA in Bissamcuttack and Kalyansingpur Blocks amongst 25 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.





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Current batch is successfully running with 220 students (150 enrolled for trade 'electrician', 56 for 'BPO executive' and 14 in 'field sales executive'). Mobilization process to select the students for next batch is also going on simultaneously. 70 students have successfully completed their course. Certificates were handed over by **Chief Sustainability Officer & Location Head**, PI Industries Ltd. in presence of other dignitaries, during the month.





## 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.
- 1937 children in 314 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 1523 parents, 35 teachers, 61 sarpanch of the respective villages and 138 other like Anganwadi worker, Asha worker & Kishori.





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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	3757	3757	1094	2327	2689	6110







## 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 Chilli.

### 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	16	0	362
	Khargone	Khargone	2	10	0	370
Andhra Pradesh	Kurnool	Adoni	5	60	0	1060
	Anantapur	Anantapur	2	36	0	910
Karnataka	Hassan	Arkalgud	5	0	0	0
	Hassan	Sakleshpura	5	0	0	0
<b>Total</b>			<b>25</b>	<b>122</b>	<b>0</b>	<b>2702</b>





## 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:

- **Strengthening of SHGs:** During the month, monthly meetings of 119 groups were conducted covering 1159 SHG members, of which 84 were co-facilitated by Aatapi Team and 35 meetings were facilitated by SHG leaders. The meetings entailed discussions on regularity of savings and loan payment
- This month COVID awareness sessions were conducted using the snake and ladder game and the five finger IEC, where each finger represented a location and the subsequent preventive measures to be taken.
- One preliminary meeting for group formation was conducted where 13 women had participated.
- **Status of saving:** 119 out of 123 groups collected a total saving of ₹2.31 lac during the month. Due to the migration to Kathiawar for labour work, members from two groups could not save this month. Thus, women leaders and members with irregular savings were informed about the importance of regular savings.





- **Status of Loan accessed:** Total 8 women from 4 villages accessed loans amounting to ₹1.99 lac. This month's loan was majorly availed for house expenses and agricultural purposes.
- **Credit awareness training:** 3 credit awareness sessions were conducted in 3 villages which was attended by 79 women where an awareness on interest, credible sources of credit and the lending policies of Ujaas were facilitated.



- **Cluster Meeting:** One cluster meeting with 35 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.
- **Access to Rights & Entitlement:** 10 women reopened their bank accounts at Bank of Baroda for benefits under JLG. Renewal of Joint Liability Group loan was done for 17 women members for ₹4.25 lac. The widow pension for 1 member was sanctioned with an amount of ₹10000.



### Highlights from Panoli:

- Monthly meetings of 52 groups were conducted during the month covering 542 SHG members.
- 5 new groups were formed engaging 63 members.
- Women members were made aware of regular payment of loan and interest amount in order to benefit other members too. Awareness related to COVID-19 was also imparted. In the meetings, members were motivated to attend the skill training in tailoring to enhance their own livelihood. Loan benefits for SHGs through government's schemes were duly informed.
- **Status of Savings:** 55 groups collected a total saving of ₹67900 in the reporting period.



- A total loan amount of ₹24000 was availed by 3 women belonging to 8 groups. Majorly loan was availed for entrepreneur purposes. Women members are being made aware of availing loans within their group itself as compared to availing it from bank.
- **Training:** 8 training sessions on Financial & legal literacy were conducted in which 260 women from 5 villages had participated. Further members were sensitised regarding domestic violence and sexual abuse at workplace and otherwise, and the subsequent proceedings.
- Sewing Training Centres are running as part of the skill Development by PI foundation. 35 women from 2 villages (Bakrol & Kapodara) have completed the training and certificates have been handed over to successful participants. Inauguration of Sewing Training Centre held at Umarwada & Sanjali. Members are being motivated to participate in the same to enhance their livelihood.
- 12 members from 5 villages were taken on an internal exposure at Ujaas Federation, Gajera where they gained an understanding on the functioning and processes of Federation and interacted with the women who run the dairy cooperative societies.
- **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, Annual review meeting was conducted by regional head CSR for FY'21
- Training of Trainers (ToT) for cluster coordinators and change agents was organized on providing recommendations to the farmers for weed control, irrigation management for wheat, kitchen garden, conflict management, Training planning and on cattle feed management.
- 34 Training sessions for Agri leaders were organized at project villages by cluster coordinators and change agents in which around 128 Agri leaders participated.
- Five FFBS training were organized for wheat demonstration plots on sowing and seed treatment in which around 42 women and men farmers participated. Three were organized for kitchen garden plot demonstration in which around 36 farmers participated.
- 30,000 Nepier grass stems distributed to 23 barren land farmers.
- Seed treatment practice has been introduced and materials have been provided to 60 Agri leaders for demonstration.
- Two farmers have been linked with government/private institution for drip irrigation scheme. Cumulatively 20 farmers have been linked for drip irrigation scheme; final survey and meeting with the farmers have been done.

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WOMEN EMPOWERMENT

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- 4 SHGs saving bank accounts have been opened; cumulatively 241 SHGs have bank accounts.
- Documents have been submitted on portal of GLPC of 82 SHGs for Mukhya Mantri Mahila Utkarsh Yojna. Cumulatively documents of 116 SHGs have been prepared and submitted at GLPC
- Documents of 3 SHGs were prepared and submitted to their respective banks under NRLM for cash credit limit. 2 SHGs from village Kamboi and Runad, received cash credit of Rs 1 Lakh and one SHG's cash credit limit renewed with ₹50,000. Cumulatively 50 SHGs have received cash credit of ₹1 Lakh till January 2021.



- 5 Advance level financial literacy training was held in which around 82 SHG members participated.
- Advance level training for 7 beauty parlour trainees has been completed.
- Exposure visit of Panchkada, Madafar & Sangdi Milk Collection Centre members has been organized to Vedach Milk co-operative society.
- Participation in monthly savings meetings of 154 SHGs with the purpose of observing the SHGs functions.



- 12 defunct SHGs of NRLM were revived by field team in this month
- Application of 1 Federation and 4 SHGs have been submitted for Agro Service Provide scheme and meeting has been arranged at District Agriculture Department and 1 Federation.
- Organized Meeting of 5 village level Sarpachs with MGNREGA officer at Taluka Panchayat Jambusar to have deliberation on implementation of MGNREGA scheme.
- Roundtable discussion was arranged on various government schemes at Hotal garden Jambusar.



FEBRUARY  
UPDATES  
COMING SOON

For any Feedback/suggestions,  
write to us:  
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Against coronavirus we have  
**weapons three**

1. Wear  
a mask



2. Maintain  
social distance



3. Wash hands  
frequently

