

Building Sustainable Communities



- Promoting direct seeding of rice as an alternative to transplanting paddy
- Livelihood Promotion through sustained agriculture and dairy practices
- Mobile health units deployed for addressing primary health issues and services against COVID-19
- Women empowerment through improved livelihood via access to credit
- Improving learning outcomes in school children
- Farmers training on sustainable production of Chilli.....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 > 300 underprivileged youth and help them obtain jobs



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.

COVID-19 pandemic and consequential lockdown throughout the country has led to labour shortage in the agricultural fields across multiple states in India. Amidst the crisis, agronomists are widely advising the direct seeding of rice (DSR) as an alternative to paddy transplanting.



CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



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

JULY 2020

This season, various communication mediums such as webinars, WhatsApp, phone calls were utilised to establish connect with >18,000 rice growing farmers across different states like Punjab, Haryana, Chhattisgarh, Karnataka, Andhra Pradesh, etc.



During the month, our field team started the CSR project for kharif season in states of Punjab, Haryana, Andhra Pradesh and West Bengal by conducting DSR demonstrations with numerous field days and farmers meetings.



CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



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

JULY 2020

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of famer's meetings	No. of farmer's attended
Haryana	Hisar	Hisar	16	2	3	86
	Jind	Jind	16	2	4	72
	Fatehabad	Fatehabad	4	0	1	65
	Karnal	Karnal	10	0	3	45
	Panipat	Panipat	8	0	3	40
	Kurukshetra	Kurukshetra	10	0	4	60
	Sonipat	Sonipat	10	0	4	65
	Yamunanagar/ Ambala	Yamunanagar	7	0	2	45
	Kaithal	Kaithal	10	0	4	40
Punjab	Fazilka	Abohar	25	0	0	0
	Barnala	Barnala	20	0	0	0
	Kotkapura	Kotkapura	25	0	0	0
	Muktsar	Malout	5	0	0	0
	Mansa	Mansa	10	0	0	0
	Sangrur	Sangrur	5	0	0	0
	Amritsar	Amritsar	7	2	0	18
	Tarntaran	Amritsar	7	0	0	0
	Kapurthala	Jalandhar	7	0	0	0
	Moga	Moga	14	1	0	13
	Kharar	Fatehgarh	7	1	0	12
	Patiala	Patiala	14	2	0	18
	Gurdaspur	Gurdaspur	7	1	0	12
	Ludhiana	Ludhiana	7	1	0	11

CSR NEWSLETTER

CORPORATE SOCIAL RESPONSIBILITY



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

JULY 2020

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of famer's meetings	No. of farmer's attended
Andhra Pradesh	Krishna	SCA	7	0	0	20
	Nizamabad	N. Telangana	6	0	0	10
	Kurnool	Rayalaseema	7	0	0	0
	Narayapet	Rayalaseema	5	0	0	0
	Khamman	Khamman	4	0	0	5
	Karimnagar	S. Telangana	2	0	0	16
	Peddapally	S. Telangana	3	0	0	24
	Vijayanagaram	NCA	5	0	0	12
	West Godavari	NCA	1	0	0	3
West Bengal	Midnapur West	Midnapur West	13	4	0	60
	Bankura	Bankura	8	3	0	40
	Burdwan	Burdwan	8	2	0	50
Total			320	21	28	842



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 and promoting another new Farmer Producer Organization covering 1000 families in both Bissamcuttack and Kalyansingpur Block.

During the month of July, 2020, 32 FIG meetings were conducted individually with farmers due to the COVID-19 lockdown. Agriculture planning was completed with 540 FPO members from Kalyansingpur and 368 from Bissamcuttack Blocks.



- **Agriculture demonstration:** Agriculture demonstrations for individual paddy and vegetable farmers along with FPO members were done for kharif season. Around 40 farmers from both the blocks were selected for demonstration activities. Community nursery for vegetable cultivation was initiated in Kalyansingpur and Bissamcuttack block. We promoted varieties such as BHU-11 and MAMATA, during the month
- **Horticulture demonstration:** During the month, drum sticks were planted by 30 farmers with >85% survival rate in both the blocks. Sweet potato nursery was raised and maintained in 2 acres of land in Bissamcuttack and 3 acres in Kalyansingpur block
- **Convergence:** Vegetable seeds of crops like chilli, brinjal, cow pea were distributed to 635 farmers by ITDA in Kalyansingpur block. Around 206 farmers were provided with paddy seeds (Black Jeera scented) and sweet corn seeds. Agriculture farm implements like paddy cutter, power weeder cum bush cutter, battery sprayer were also distributed by ITDA



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 sanitisation 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 250 labors twice a week around Jambusar plant
- Distribution of hand sanitisers
- Provided support to **Al-Mahmood General Hospital**, Jambusar. Recently the hospital has been declared as COVID-19 designated Hospital by Govt. of Gujarat due to rise in numbers of COVID-19 patients at Jambusar
- Routine health support to people in 64 villages of Jambusar

Coverage		
Mobile Health Unit in field		3
Villages Covered		64
Population Covered		1,18,851
Operations		
Total Beneficiaries treated (15 April, 2016 - July, 2020)		3,85,501
Total Beneficiaries treated in July, 2020		6812
Total working days in July, 2020		27
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - July, 2020
MHU_PIF_1	Route-1	2123
MHU_PIF_2	Route-2	2316
MHU_PIF_3	Route-3	2373
Performance		
Avg. Beneficiaries / MHU/ Day		84
Avg. Villages visited/MHU/Day (No.)		3





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.



Coronavirus 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:

- 83 Monthly meetings with 996 women were organised during the month to apprise group members regarding the adaptation to new normal
- Efforts were made to strengthen the existing SHGs with adding more women in the groups by means of individual home visits
- SHG leaders were provided information on rights and entitlements provisioned by government during lockdown, especially on food security, widow pension, Jandhan accounts. Out of 116 groups, 111 groups collected savings amount of ₹2.32 lac
- Leaders took up the responsibility of explaining SHG members the importance of precautions against COVID-19 urged them to start wearing masks
- SOPs were prepared for conducting various group meetings and required safety measures to be taken during field activities



- Two Credit awareness sessions was organised with 37 women. They were explained about the processes involved in taking credits from UJAAS. All the meetings were organised in keeping with social distancing measures and previously prepared SOPs for conducting group meetings. Six women accessed loan amount of ₹1.65 lac
- Twelve women were registered in ATMA project. 10 SHG members were linked to animal husbandry kit from ATMA consisting of ₹4000/per kit. (Total - ₹40,000)



Highlights from Panoli:

- Three new Self help groups (SHGs) with 37 members were formed in the reporting period in Panoli, Sanjali and Kapodara
- Monthly meetings of 27 groups were conducted with 331 women participants. Major focus of monthly meetings, apart from savings and credit activities, was COVID-19 rights and entitlements information to SHG members
- Programme team collected total savings of ₹41,700/- in the reporting period
- Preliminary meeting for various livelihood generation activities was conducted with 113 women in the villages. Women were provided with the training opportunities in hand-crafted rakhi making along with enabling market linkages for them. Though festival is seasonal, rakhi making business goes on year around





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.



- Continuous awareness is being created amongst community to prevent from COVID-19 through disseminating information. Social distancing measures are constantly being practiced at milk collection centres. Information about various government schemes is also continuously being circulated
- During the month, 7 Farmers from village Dabha purchased cotton seeds (Saline Soil Tolerant) from Agri kiosk, which was demonstrated last year. Cumulatively 22 farmers purchased the same seeds
- Field demonstrations with improved package of practices (POPs) were performed with cotton farmers. 207 farmers from 11 villages have done sowing of cotton seeds with improved POPs
- Documents of 4 SHGs have been submitted for onward process in Mission Mangalam
- Applications of 12 SHGs have been submitted for cash credit to the respective banks



Improving Learning Outcomes in 135 Govt. Elementary Schools of Jambusar

PI Foundation in collaboration with Pratham Education Foundation has been implementing a CSR project to improve learning outcomes of over 12,000 children enrolled in Govt. Elementary Schools located in 82 Villages of Jambusar Block. The project envisages age and grade appropriate learning standards for students in 135 Schools of Jambusar Block in Bharuch district.

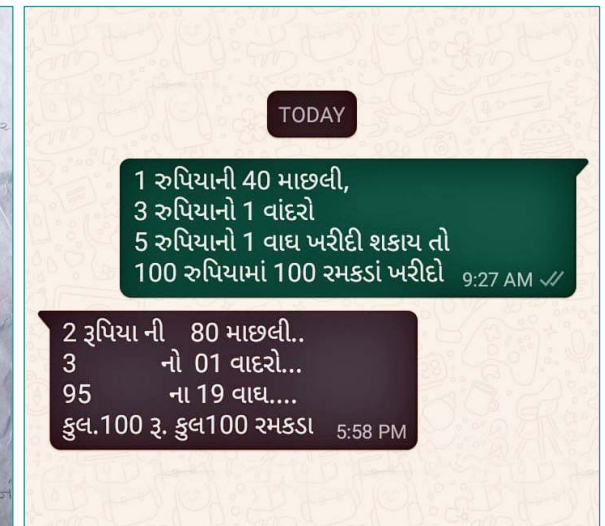
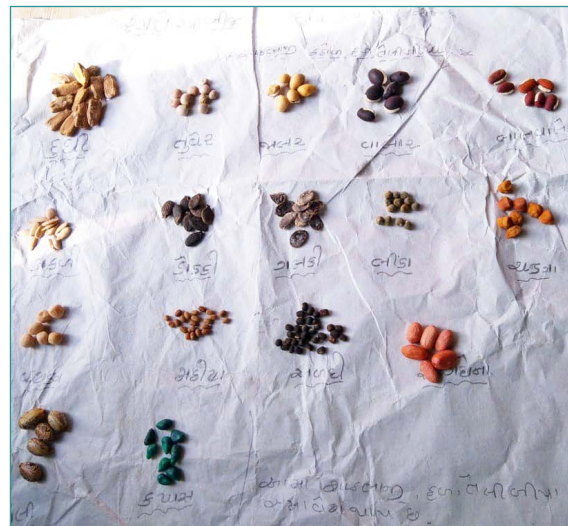
Covid-19 pandemic induced lockdown has transformed the school education system into digital mode. Through our project, we have been constantly engaging with children and their parents for learning by means of different online project assignments.





Highlights of the activities through digital approach:

- During the month, messages were circulated on do's and don'ts during pandemic, maintaining social distance, wearing mask while going out, along with frequent washing of hands
- Monthly assignments are being sent to parents through text and WhatsApp messaging. These assignments include activities such as, creating different stories, quiz programme, questions on general knowledge, dictation, mathematical activities, creating science model and its experimentation
- Regular follow up and feedback is also being taken from parents
- Cluster Resource leaders are coordinating these activities with 3667 children (from grade I-VIII) and 1789 parents from 82 villages. Vigyan Mitra is assisting 1778 children





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 chili 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 has been initiated in select districts of Madhya Pradesh and Andhra Pradesh and recruitment of FAs has begun for carrying out demonstration activities in August.



AUGUST
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

