

Building Sustainable Communities



“Project Bandhan is an exemplary initiative to promote pheromone based IPM production system of cotton. The novel PB Knot pheromone technology is easy to use, affordable and environmental friendly innovation to manage the devastating pest such as Pink Bollworm”



Prashant Hegde
CEO-AgChem Brands

- PI fully committed in fight against coronavirus
- Mobile health units deployed for addressing primary health issues and services against COVID-19
- Reviving Cotton Production and Increasing Growers' Income in India through Eco-friendly PB knot technology
- Promoting direct seeding of rice as an alternative to transplanting paddy
- Employability linked skill development center
- Improving learning outcomes in elementary school children
- Livelihood Promotion through sustained agriculture, dairy practices and skill trainingRead more

HEALTH, HYGIENE AND SANITATION

Objectives	Expected Outcome FY'22
<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 80 % decrease in primary healthcare issues within MMU outreach COVID-19 relief interventions Support government, District administration, municipal corporation, farmers and communities during COVID-19 pandemic

ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

Objectives	Expected Outcome FY'22
<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

WOMEN EMPOWERMENT

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Improve Financial and legal literacy Livelihood Promotion Develop women entrepreneurs 	<ul style="list-style-type: none"> > 7,000 women will be covered through programme > 4,000 women will have undergone financial and legal literacy training > 3,000 women will have better livelihood opportunities and income generating activities

QUALITY EDUCATION AND SKILL DEVELOPMENT

Objectives	Expected Outcome FY'22
<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 ~15,000 students will be covered through the programme Train ~500 underprivileged youth and help them obtain jobs

RURAL INFRASTRUCTURE DEVELOPMENT

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Strengthening rural infrastructure through need based interventions Strengthening drainage network to improve sanitation facilities in the villages Farmers empowerment 	<ul style="list-style-type: none"> Strengthening rural electrification, roads, drinking water and toilets. Strengthening of drainage network around plant location Need based farmer empowerment programmes



PI Fully Committed in Fight Against Coronavirus

The COVID-19 pandemic created an unprecedented crisis globally. As responsible corporate citizens, teams at PI swung into swift action to support the government and the community during the COVID-19 crisis since the beginning. To mitigate the effects of the outbreak, PI has undertaken numerous community initiatives which include awareness on health and safety, provision of food, sanitizers, sanitization drives, partnering with the local administration among several others.

As the country battles with the destructive second COVID-19 wave, PI Industries is displaying exemplary corporate social responsibility by offering innovative and agile solutions across India to fight the outbreak.





1. Setting-up of Oxygen Plants

Amidst the deadly second wave of COVID-19 when states are reeling under a shortage of medical oxygen, PI Industries quickly rolled out a project for setting up of 5 **oxygen plants** across 5 **hospitals** in Gujarat, Rajasthan and Delhi. During the month, oxygen Plants were set up at three locations in Gujarat- Jambusar, Avidha-Jhagadiya and Kharod, Panoli. Two Oxygen plants were set up last month in Udaipur and Delhi.





Awareness on Coronavirus in Villages & Rural Health Care through 3 Mobile Health Units

PI Foundation is continuously utilising its 3 Mobile Medical Units 24x7 in 64 villages of Jambusar, Gujarat for screening of potential Covid-19 cases in the community and 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.

Routinely, 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. This programme was initiated on 12th of April, 2016. Our Swasthya Seva has successfully completed 5 years of service and ensured access to quality health care, thereby impacting over One lakh people residing in remote locations of Jambusar taluka. This has reduced financial burden on health expenditure for the poor families.





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 - June, 2021)		4,59,760
Total Beneficiaries treated in June, 2021		7163
Total working days in June, 2021		26
Performance		
Avg. Beneficiaries / MHU / Day		92
Avg. Villages visited / MHU / Day		3
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - June, 2021
MHU_PIF_1	Route-1	2344
MHU_PIF_2	Route-2	2717
MHU_PIF_3	Route-3	2102





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.

Sowing for Kharif season began in various locations. Our field teams have been regularly conducting field days and farmer meetings keeping in view **safety and necessity of precautions to be taken in this Covid-19 crisis.**

Points of Discussion in DSR Meetings:

- a) Conservation of water; especially ground water
- b) More profit and less input expenses in DSR cultivation
- c) Insect and disease management
- d) Timely disease and pest management in DSR
- e) Yield benefits of DSR Technique

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.





Summary of DSR work done in rabi season so far

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	0	4	46
	Jind	Jind	15	0	5	55
	Fatehabad	Fatehabad	6	0	2	28
	Kaithal	Kaithal	21	0	2	22
	Kurukshetra	Kurukshetra	11	0	1	12
	Karnal	Karnal	8	0	1	15
	Sonipat	Sonipat	5	0	0	0
	Panipat	Panipat	5	0	0	0
	Ambala	Ambala	5	0	0	0
Punjab	Fazilka	Abohar	10	0	10	180
	Barnala	Barnala	10	0	12	200
	Kotkapura	Kotkapura	10	0	4	60
	Muktsar	Malout	10	0	14	225
	Mansa	Mansa	10	0	8	120
	Sangrur	Sangrur	10	0	10	150
	Amritsar	Amritsar	10	0	10	164
	Gurdaspur	Gurdaspur	10	0	6	72
	Hosiarpur	Hosiarpur	10	0	5	65
	Jalandhar	Jalandhar	10	0	11	190
	Moga	Moga	10	0	13	242
	Kharar	Kharar	10	0	12	175
	Patiala	Patiala	10	0	3	74
	Ludhiana	Ludhiana	10	0	14	228
	Jammu	Jammu	10	0	4	42

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State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
West Bengal	Midnapur West	Midnapur West	5	0	0	0
	Midnapur East	Midnapur East	5	0	0	0
	Bankura	Bankura	5	0	0	0
	South 24 PGS	Kolkata	5	0	0	0
	Burdwan	Burdwan	5	0	0	0
Chhattisgarh	Kanker	Charama	5	0	0	0
	Dhamtari/Balod	Dhamtari	10	0	0	0
	Dhamtari/Gariyaband	Kurud	10	0	0	0
	Mahasamund	Mahasamund	10	0	0	0
	Raipur	Raipur	10	0	0	0
	Rajnandgaon	Rajnandgaon	5	0	0	0
	Janjgir	Janjgir	15	0	0	0
	Bilaspur	Bilaspur	15	0	0	0
Total			345	0	151	2365



Reviving Cotton Production and Increasing Growers' Income in India through Eco-friendly PB knot technology

Pink bollworm (PBW) is one of the major pests of cotton in India. Its infestation is a big menace to cotton cultivation in cotton growing regions of the country. Cotton growers from across the country have to incur huge yield loss due to PBW infestation, since it is resistant to first generation transgenic Bt cotton (Bollgard cotton) that expresses a single Bt gene (Cry1Ac).

PI Foundation in collaboration with The South Asia Biotechnology Centre (SABC) has launched an innovative and multi-stakeholder "PROJECT BANDHAN (प्रोजेक्ट बंधन): A Knot of PBW Protection" to embrace the cutting-edge innovation by tagging the environmental friendly technology PB Knot to protect the cotton plant from devastating PBW (*Pectinophora gossypiella*). The project involves adopting two villages Adasa and Waroda in Vidarbha's Nagpur district to showcase IPM Package of Practices and implement mating disruption technology on a mass scale to control Pink Bollworm (PBW).

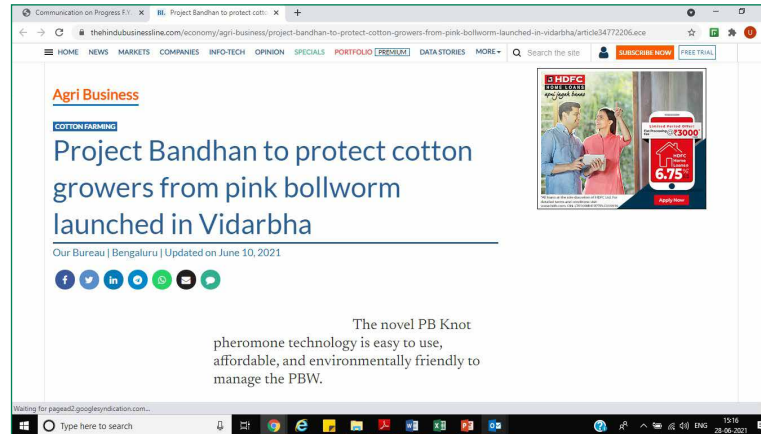




The project launch has been massively covered by national media such as Hindu business line and local vernaculars featuring the statement from CEO-Agchem Mr. Prashant Hegde:



“Project Bandhan is an exemplary initiative to promote pheromone based IPM production system of cotton. The novel PB Knot pheromone technology is easy to use, affordable and environmental friendly innovation to manage the devastating pest such as Pink Bollworm,” noted Mr. Prashant Hegde, CEO (Agri Business) at PI Industries Ltd. **“As part of the CSR initiative, PI Foundation is keen to support the area wide implementation of Project Bandhan and is committed to sustainable agriculture and environmental protection,”** Mr. Hegde added.”





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.

PI Foundation Skill Development Centre reopened from May end, after ease of COVID-19 second wave, with strict adherence of protocol. Batch is currently running with 70 students, 25 enrolled for trade 'electrician', 20 for 'BPO executive' and 25 in 'Advance Excel'. 40 new students joined the training during the month.





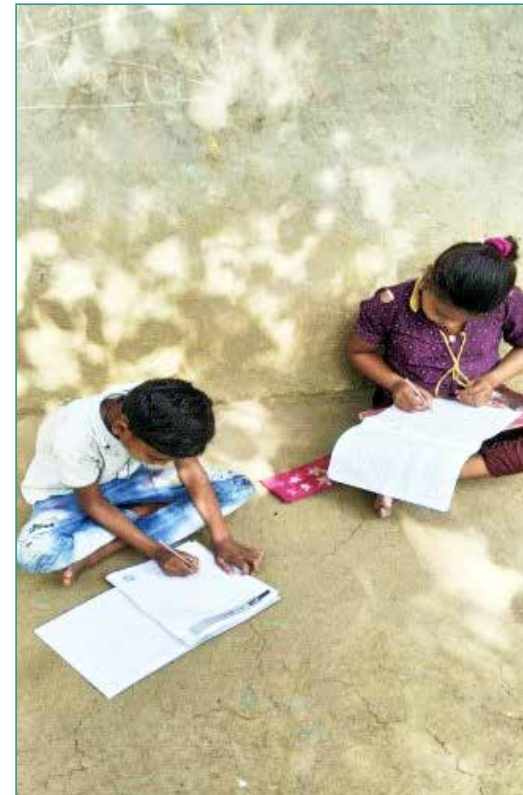
Improving Learning Outcomes in 135 Govt. Elementary Schools of Jambusar

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.

Due to the second Covid-19 wave all schools up to Elementary Level are still closed in the state of Gujarat. However engaging with children and parents through digital mode is regularly going on.

Highlights during the month: Science Fair

- Second Covid19 wave has posed lots of challenges with respect to mobility of CRL & Vigyan Mitra
- 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 5518 children (from grade I-VIII) from 82 villages



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- 1914 children in 309 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

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	2315	2315	1094	2367	2057	5518





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. Second wave has immensely affected the activities in the programme. With the upsurge of second wave of COVID-19 cases, PI Foundation along with AATAPI started a '**COVID jagruti**' Program that incorporated announcements, emphasizing more on the vaccination drive initiated by the government with its availability at different centres. Till date this awareness has the outreach of a total 2000 households; approximately 11500 people.

Monthly highlights from Jambusar:

- Monthly meetings of 117 groups were conducted in this month covering 1072 SHG members
- The meetings entailed discussion on awareness related to regularity of savings and loan payment along with COVID-19 and its severity

- **Status of saving:** 117 out of 123 groups collected a total saving of ₹2.03 lac during the month
- **Status of Loan accessed:** Total 10 women from 5 villages accessed loans amounting to ₹2.25 lac. This month's loan was majorly availed for animal husbandry and agriculture. Renewal of Joint Liability Group loan was also done for 11 women members for ₹5.5 lac





Highlights from Panoli:

- Due to the COVID's second wave, physical group meetings were not conducted as a preventive measure. However, the team members visited 177 women members and the leaders of 66 SHGs and collected the savings of the members accordingly
- The members were encouraged to save and pay the monthly instalments, wherein the other needy members could also avail loans especially during such a crucial time
- Emphasis was laid on COVID-19 and its severity along with Vaccination drive, the benefits of being in a group, especially group linkages with banks. Information regarding schematic linkages were also provided

- **Status of Savings:** 66 groups collected a total saving of ₹71,600 in the reporting period
- A total loan amount of ₹59,000 was availed by 9 women. Majorly loan was availed for health & house maintenance purposes





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, 67 landless SHG members who were trained under various income generating entrepreneur activities (tailoring, beautician, imitation jewellery making, pashu sakhi etc) were certified at PI Foundation Skill Development Centre in Jambusar. Certificates were provided to these members by President- National Rural livelihood Mission (representative for Taluka Panchayat), Jambusar, Govt of Gujarat and Dr. Amarendra from PI Foundation

- Participation in monthly savings meetings of 172 SHGs with the purpose of observing the operations of SHGs
- Monthly meetings of all federations were organized in which 17 members from all 5 federations participated. Discussions were held on various opportunities on economic activities for federations. The representatives of federations who participated in the meeting disseminated the information among members
- One day Training was organized for federation members at village Dabha on packaging of spices, selling, marketing and promotion in which 12 members of federation participated



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- Insurance awareness campaign was organized since last 3-4 months and as a result of which around 250 SHG members enrolled in Pradhan Mantri Surksha Bima Yojana and around 110 SHG members enrolled in Pradhan Mantri Jeevan Jyoti Bima yojna
- 2 federations' documents have been submitted to the bank for saving bank account opening
- 15 advance level financial literacy trainings were organized in which 178 SHG members participated and 172 SHG members' participated in leadership and management training
- 9 landless SHG members were trained on basic level of tailoring for 20 days. 5 landless SHG members were trained on basic level of beautician training for 20 days
- 16 landless SHG members visited Subir (Dang) to learn regarding Sarla model (cook stove), and at Navsari to visit IGA beneficiaries of Desai foundation
- Monthly meeting of Milk Collection Centers of excellence was organized at village Panchakda. 8 MCCs member's participated
- TOT for cluster coordinators and change agents was organized on Kharif season sowing, various schemes of agriculture and animal husbandry on I khedut portal, team building. 95 Agri leaders have been provided the training by cluster coordinators and change agents on topics of TOT





- 5 Cluster level agri leaders cum SSMC meet was arranged in 5 clusters in which around 85 female and 45 male agri leaders/ SSMC participated
- FARM Bridge and NABARD demonstrated the use of Waste Decomposer, Hydro gel, Jeevamrut, Neemashastra, power triller, rain irrigation tool and modified manual agriculture tools in the agri leaders meet
- Agriculture input material- seeds, seed treatment material and hydro gel were distributed to establish 10 cotton demonstration plots
- Agriculture input material and seeds were distributed to establish 40 pigeon pea demonstration plots supported by KVK. Training cum demonstration was facilitated on cotton and pigeon pea sowing with the use of Hydro gel, waste Decomposer, azotobacter
- 15 women farmers attended webinar on balanced use of fertilizer facilitated by Krishi Vigyan Kendra, Bharuch



JULY
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

