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MARCH  
**2020**

CORPORATE  
**SOCIAL**  
RESPONSIBILITY

# UPDATE CORPORATE SOCIAL RESPONSIBILITY MARCH 2020



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# Striving to Create a Difference...

We strive to create a positive difference by bringing meaningful change across the community, through a targeted, integrated and environmentally sustainable approach. Here's a glance!

## Health, Hygiene and Sanitation

Objectives	Expected Outcome FY'20	Outcomes FY'20
<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 1,50,000 people will be treated by Mobile Health Vans and health camps</li> <li>• % decrease in primary healthcare issues within outreach MMU</li> <li>• % of people using toilet in intervention villages</li> </ul>	<ul style="list-style-type: none"> <li>• Reached out to 97,768 beneficiaries in FY</li> <li>• 91% decrease in primary healthcare issues within outreach MMU</li> <li>• 93% of people using toilet in our intervention villages</li> </ul>

## Education and Skill Development

Objectives	Expected Outcome FY'20	Outcomes FY'20
<ul style="list-style-type: none"> <li>• Improve age appropriate learning levels</li> <li>• Improve attendance</li> <li>• Maximise the CSR programme reach</li> <li>• Improve youth's employability through skill development</li> </ul>	<ul style="list-style-type: none"> <li>• 50% Increase in class appropriate learning levels</li> <li>• 75% school attendance</li> <li>• &gt; 11,000 students will be covered through the programme</li> <li>• 500 trained youth to obtain jobs</li> </ul>	<ul style="list-style-type: none"> <li>• 78% Increase in class appropriate learning levels</li> <li>• 82% school attendance</li> <li>• ~11,450 students covered through the programme</li> <li>• 461 trained youth got jobs in organised sectors</li> </ul>

## Women Empowerment

Objectives	Expected Outcome FY'20	Outcomes FY'20
<ul style="list-style-type: none"> <li>• Improve financial and legal literacy</li> <li>• Enhance incomes &amp; productivity</li> <li>• Develop women entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>• &gt; 20,000 women will be covered through the programme</li> <li>• Around 3,000 women will undergo legal and financial literacy training</li> <li>• &gt; 2,000 women will be involved in the income generating activities</li> </ul>	<ul style="list-style-type: none"> <li>• &gt; 25,000 women were covered through the programme</li> <li>• 3,711 women undergone legal and financial literacy training</li> <li>• 2,824 women involved in income generating activities</li> </ul>

## Sustainable Agriculture Practices

Objectives	Expected Outcome FY'20	Outcomes FY'20
<ul style="list-style-type: none"> <li>• Impart Sustainable Agricultural practices</li> <li>• Environmental Sustainability through Conservation of Natural Resources</li> </ul>	<ul style="list-style-type: none"> <li>• Will benefit over 50,000 new farmers through DSR</li> <li>• 1.8 trillion litres of water will be saved using DSR</li> <li>• Avg. ₹7,500/Acre will be saved in the cost of paddy cultivation</li> </ul>	<ul style="list-style-type: none"> <li>• Benefited over 50,000 new farmers through DSR</li> <li>• Over 1.6 trillion litres of water saved using DSR</li> <li>• Average ₹7,500/Acre saved</li> </ul>

## Rural Infrastructure Development

Objectives	Expected Outcome FY'20	Outcomes FY'20
<ul style="list-style-type: none"> <li>• Strengthening rural infrastructure through electrification of rural villages</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>	<ul style="list-style-type: none"> <li>• Provisioned rural street lighting and solar lights for villagers</li> <li>• Strengthened drainage network in villages near plant location</li> <li>• Promoted rural sports in Ankaleshwar</li> </ul>



## PI Fully Committed in Fight Against Coronavirus

Covid-19 or coronavirus has been identified as pandemic across the globe. Covid-19 cases in India have crossed the dreaded 1500 mark. Government and doctors across the country have been making their persistent efforts in controlling the epidemic outbreak. Contributing our bit in supporting government's initiatives against covid-19, PI Foundation proactively organized several awareness sessions on precautions against coronavirus in villages around Jambusar and Panoli. Intent was to educate the community on importance of social distancing and other measures against corona virus infection.

**નોવેલ કોરોના વાયરસ COVID-19**

**ગભરાહટ નહીં સમજહારી, સતરકતા આપણી જવાબદારી**

**આટલું કરવું**

- વ્યક્તિગત સ્વચ્છતા સારી રીતે જાળવો
- સાબુથી વારંવાર હાથ ધોવા
- શ્વાસોચ્ચાસની મુખમૂલત સભ્યતા પાળો - ઉધરસ અને છીંક ખાતી વખતે મીને ઢાંકો
- સાબુ અને વહેતાં પાણીથી હાથ ધોવો (જ્યારે હાથની ગંદકી નહીં હોય ત્યારે ટેપાચ)
- સ્પિરીટ/આલ્કોહોલ આધારિત ડેઝિનેશન કે સાબુ તથા પાણીથી હાથ ધોવા (જ્યારે હાથ નરી આંખે ગંદા ન દેખાય)
- વાયરલ ડિસ્ચુ ઉપયોગ બાદ તરત જ ડ્રંધ કચરાપેટીમાં નાખો
- તબિયત ખરાબ લાગે તો ડોક્ટરને બતાવો

**આટલું ન કરવું**

- તમને ઉધરસ કે તાવ હોય ત્યારે કોઈની બહુ નજીકથી સંપર્કમાં રહેવું
- ખહેરમાં ચૂંટવું
- જીવંત પશુઓનો સંપર્કમાં તથા કાચા કે ન રંધાયેલ માંસનું સેવન કરવું
- મરચા ઉછેર વેન્ડ, પશુ બજાર કે કતલખાનાની મુલાકાત લેવી

**લક્ષણો**

તાવ • ખાંસી • કઠ • વહેતું નાક • ગળાનો દુખાવો  
શ્વાસની તકલીફ • શ્વાસ લેવામાં મુશ્કેલી - ધુખરી

ખે તમે છેલ્લા મહીનામાં વિદેશની મુલાકાત લીધી હોય અથવા વિદેશથી આવેલા કોઈ વ્યક્તિના સંપર્કમાં આવ્યા હોય (૧૫ જાન્યુઆરી પછી) તો તુરંત નજીકના પી.એચ.સી./સુ.એચ.સી. / ડિવિલ હોસ્પિટલ, અમદાવાદ સંપર્ક કરો.  
**સોજન્ય :- આરોગ્ય શાખા, જીલ્લા પંચાયત - અમદાવાદ**

**કોરોના વાયરસ વિશે જાણકારી**

નોવેલ કોરોના વાયરસ (COVID-19) વાયરસથી થતો રોગ છે. તે પ્રાણીઓથી માણસને અને માણસથી-માણસને ફેલાતો રોગ છે.

**લક્ષણો**

તાવ • શરદી/ઉધરસ • શ્વાસ લેવામાં તકલીફ • છાતીમાં દુ:ખાવો

**ફેલાવો**

હવા દ્વારા થેપી વ્યક્તિના સંપર્કમાં આવવાથી

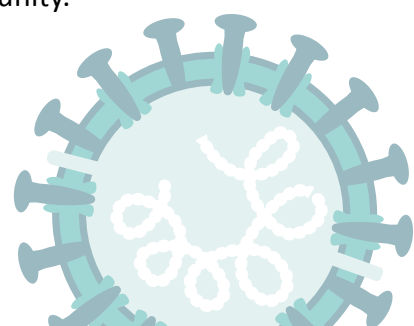
**કોરોના વાયરસથી બચવા શું કરવું જોઈએ?**

- વારંવાર સાબુથી હાથ ધોવા
- ખાંસી કે છીંક ખાતી વખતે રુમાલથી મોં ઢાંકો
- હાથ નિવવાના બદલે નમસ્કારનો ઉપયોગ કરો
- ખહેરમાં ચૂંટવું નહીં
- નોડબાઝવાળી જગ્યાથી દૂર રહો

રહેવા અને કામ કરવાની જગ્યા દિવસમાં ચોંક કરતાં વધુ વખત સ્વચ્છ કરવી.  
મુસાફરી કરતી વખતે અને કોરોના વાયરસના લક્ષણો ધરાવતી વ્યક્તિના સંપર્કમાં આવ્યા પછી ખે તમે બીમાર થાઓ તો તાત્કાલિક નજીકના આરોગ્ય કેન્દ્રમાં જાવ કરો, વહેલી તકે તબીબી સારવાર લેવી.

**સોજન્ય :- આરોગ્ય શાખા, જીલ્લા પંચાયત - અમદાવાદ**

These sessions were organised through our 3 Mobile Health Units and our programme partners CARE India & AATAPI Seva Foundation. The on-board staff sensitized the health van beneficiaries and other community members via leaflets and public address system. Training was also inclusive of other measures such as, proper handwashing, sanitisation, along with associated do's and don'ts issued by government. These leaders ensured circulation of messages through leaflets and posters at key points in the community.



Apart from these sessions, various other initiatives were undertaken that are summarized below:

- Sanitisation drives covering 20,000 people around Panoli and Jambusar
- Mobile health van stationed at Jambusar for temperature screening of ~300 labourers and their families
- Distribution of food kits to over 5,000 migrant and daily wage labourers around Jambusar and Panoli area
- Distribution of Sanitisers, manufactured by PI Industries Ltd, around the plant location to over 45,000 people
- Placing our application services equipment at the disposal of government authorities for sanitation services in Telangana and Haryana



Instructing communities on social distancing, handwashing and sanitization



## Rural Healthcare through 3 Mobile Health Units and Health Camps

PI Foundation in collaboration with GVK-EMRI is facilitating Swasthya Seva through 3 Mobile Medical Vans that support more than one lakh population from 64 remote villages of Jambusar. Our Swasthya Seva ensured access to quality health care and has impacted over one lakh people residing in the remote location of Jambusar Taluka, till now. This has reduced financial burden on health expenditure for the poor families. The objective of the initiative is to provide preventive and curative healthcare with OPD services across 64 villages.



## Updates during the month,

- During the month, due to Coronavirus outbreak in the country, various awareness sessions on importance of social distancing and other measures against coronavirus were responsibly conducted along with routine essential health services.

Coverage		
Mobile Health Unit in field		3
Villages Covered		64
Population Covered		1,18,851
Operations		
Total Beneficiaries treated (15 April, 2016-March, 2020)		3,59,107
Total Beneficiaries treated in March, 2020		8,728
Total working days in March, 2020		25
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - March'20
MHU_PIF_1	Route-1	2934
MHU_PIF_2	Route-2	2786
MHU_PIF_3	Route-3	3008
Performance		
Avg. Beneficiaries / MHU / Day		116
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 (Sarod, Nodhna, Uber, Vedach, Samoj, Kavali, Nahar, Kangam, Amanpur, Tundaj, Kareli, Kanhva, Piludra, Nobar & Bhodar) of Jambusar and 5 villages in Panoli. ASMITA – a process of leading women towards the life of dignity, and empowerment, has now entered its fifth year in Jambusar block.



### List of activities during the month in Jambusar:

- Preliminary meetings act as a plinth for robust group formation. These meetings were conducted with 72 women participants. Women were encouraged to join the groups and strengthen their leadership skills along with their knowledge in the field of agriculture, animal husbandry and health.
- Leadership meeting was organized at village Gajera for 25 leaders from 12 SHGs of Vedach, Kareli, Kavli, Piludara, Kangaam.
- Monthly meetings of 72 B & C grade SHGs were conducted with an aim of improving their grading and strengthening the system. Around 995 women in the meetings were also emphasized on practicing savings and undertaking the ownership of their respective groups. Follow ups were held on schematic linkages of women, sharing default list and regularizing in paying off their interest.
- Annual accounts and grading is at present conducted by the leaders of UJAAS. In the reporting month, 70 groups were graded by leaders. Sixteen women accessed loan amounting to ₹4.43 Lac from UJAAS for agriculture and animal husbandry.
- External exposure visits for farmers were organized at Sardar Krishi University. Dantiwada, Pashu Sanshodhan Kendra, Integrated Farming department, Castor and Mustard Research centre, Agriculture research centre Talod (Cotton Research Centre) within the University were visited.
- Vocational training in tailoring and stitching class is currently operational in village Nahar. Total 15 SHG members are being trained by subject experts of respective areas.
- Health awareness sessions were conducted with the aim of sensitizing women on measures against coronavirus infection.



## Highlights from Panoli:

- Community contact is the primary step towards the successful execution of project. Total 1118 women from 5 villages were contacted directly in order to build the rapport and share the details of forthcoming events.
- 27 monthly meetings were conducted with 27 Self-help groups covering 327 women members. The purpose was to clarify the role of leaders, educate on government schemes, regularize the operations and resolve the raised concerns.
- Women were enlightened on different government linkages. Total 20 women were linked to different schemes including Sukanya Samruthi Yojana, Maa Card scheme, Ration card, Aadhar card and Voting ID card.
- Exposure visit for 13 women was organized to UJAAS and Kamboyavaga Dairy with an aim of understanding their structured way of working
- A need assessment and baseline survey was initiated in the reporting period across five villages to understand the socio-economic status of women, their needs, skills and etc. The study was conducted with support from Faculty of Social Work, M.S.University of Baroda.





## 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 Government 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 over the period of three years.

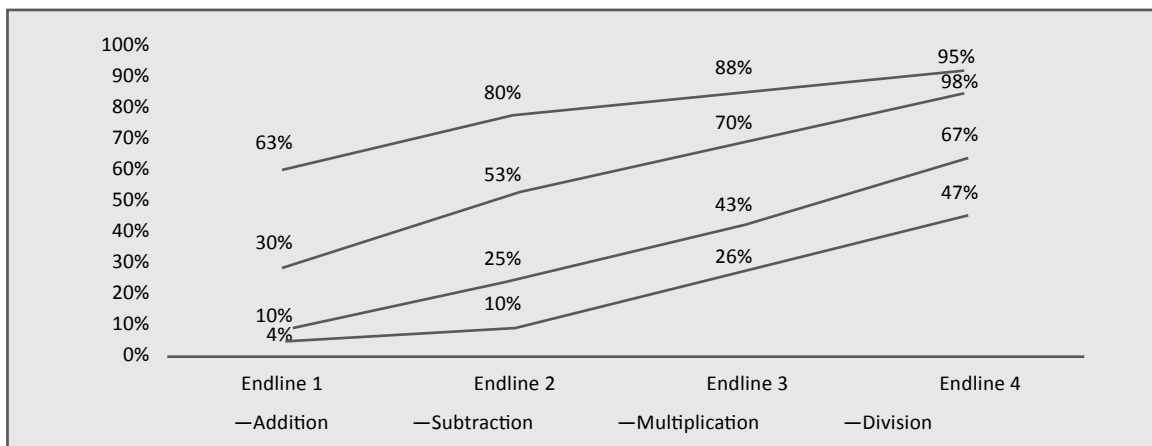
The project comprises of three components:

- Learning Camps (135 schools)
- Library Activities (81 villages)
- Science Program (50 schools/villages)



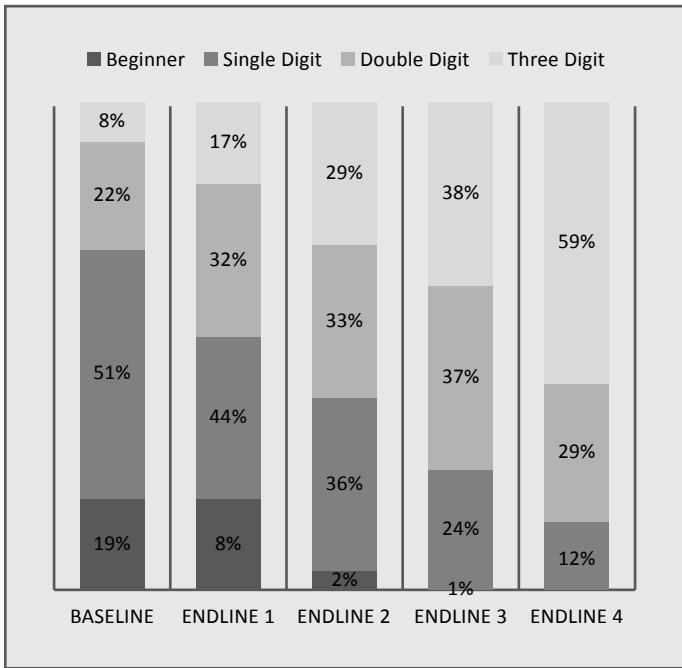
**Learning Camps in Grades 3-5:** The Learning Camps are regularly organized during school hours with the help of community volunteers. Camps focus on improving reading and arithmetic levels of children in grades 3-5. The camp activities are supported by school teachers and principals. Parents of participant children are often involved in the learning process wherever possible. Around 1967 children were reached through the Learning Camps intervention in Grades 3 to 5 during the month.

### Progress in Math Operations: Grades 3-5



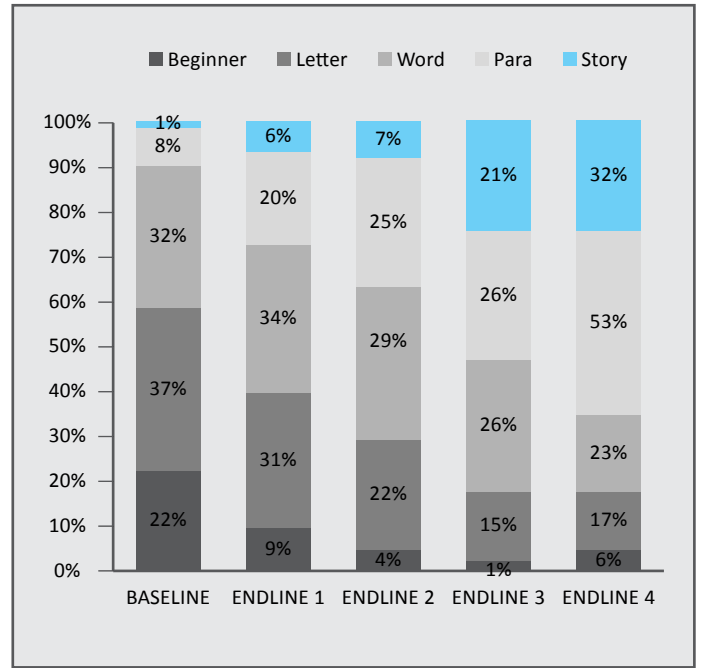
At Endline 1, 30% of the children could do Subtraction and this increased to 88% at Endline 4. There was a rise of 58% in the number of children that could do division at Endline 4 as compared to Endline 1.

### Progress in Number Operations: Grades 3-5



The number of children that could recognize three digit numbers increased from 8% at Baseline to 58% at Endline 4. The number of beginner reduced from 19% at Baseline 0% at Endline 4.

### Progress in Reading: Grades 3-5



The number of reader children increased from 9% at Baseline to 75% at Endline 4. The number of beginner children reduced from 22% at Baseline 5% at Endline 4.

**Science Activities:** Science activities are being conducted with children in grades 6-8. During the period, workshops with 1436 children were conducted in 50 schools. The workshops focused on the modules of Nature II, Microscope II and Magnet II. As a part of these workshops, children identified the different parts and functions of flower and also understood how electricity can be generated through magnets.

**Mobile Education Van:** Our Mobile Education Van covered around 21 villages during the month, before lockdown announced by Prime Minister. Around 207 children were supported and 41 library groups were reactivated. Basic science concepts were disseminated to children and community members.





## 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 taluk. The project has focused on capacity building and improved practices related to agriculture production system and dairy value chain.

### Highlights from the month:

- Sixteen change agents have been trained on do's and don'ts about COVID-19 and keeping basic hygiene. Pamphlets on COVID-19 have been distributed amongst the community.
- Facilitated the monthly saving meetings of 210 SHGs with the purpose of observing and strengthening SHGs functions.
- Submitted documents of 8 SHGs for availing revolving fund. Cumulatively, 135 SHGs received revolving fund.
- Applications of 6 SHGs for cash credit have been submitted to the bank. Cumulatively, applications of 62 SHGs have been submitted to their respective banks for Cash Credit Loan.
- New Bank accounts of 7 SHGs have been opened. Cumulatively bank accounts of 212 SHGs have been opened.
- Two rallies under 'March4Woman' campaign were organized in project village, in which around 98 women participated. Women members gave their palm prints on banner to support gender equality and chanted slogans.
- Two motivational sessions on entrepreneurship development were arranged under 'Up-Scaled Entrepreneurship and skill development program' (Industrial Motivational Campaign-IMC) by MSME (Micro, small and Medium Enterprise) and EDII (Entrepreneurship Development Institute of India) in which more than 50 women participated.
- 21 Gender Dialogues with 212 couples were arranged during the reporting period.



Through this project 252 SHGs, covering around 4,000 women, have been formed till date.



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

PI Foundation is 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 in Jammu, Punjab & Haryana, Bihar, Karnataka, Andhra Pradesh and Telangana, 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. Our demonstration highlights socio-economic and environmental benefits that farmers can reap using DSR technique.



### Progress of work done in the month of March is as under:

- Our DSR activities are over for Kharif season in all the regions. However, our DSR work for Rabi is going on in Karnataka and has been initiated in 21 Villages in Mandya, Chamarajanagar and Mysore Districts so far. Plots with 123.50 Acres that were previously puddled transplanted rice were brought under DSR method of cultivation.
- With our combined and continual efforts, we have been able to reach out to about 51,415 farmers through DSR and saved about 1.6 trillion litres of water in the current FY'20. Research studies conducted by UAS Raichur have also revealed 25-30% GHG emission reduction in our project area.
- Output from DSR method vs traditional method was compared for the harvested plots. Our DSR plots resulted in the net profit of more than ₹7,000/acre than the conventional methods.





## Transforming Agricultural Productivity and Increased Income for Banana Farmers through Skill Development Initiatives in Tamil Nadu

PI Foundation is engaged in working with banana farmers for transforming agricultural productivity and increasing their income threefold through skill development initiatives in select districts of Tamil Nadu.



### During the project:

- We have given lectures on the technical aspects of crop cultivation, crop improvement and protection methods used in Banana cultivation
- We have issued the book “Improved technologies on Banana Cultivation” in Tamil language to all participant farmers. The book covers vital topics like soil management, planting material selection, space management, weed management, irrigation, harvesting etc.

During the month of March, we conducted one farmers meeting with 75 farmer participants.

- Our goal is to equip farmers with latest techniques to ensure enhanced production and productivity

### Details of the field days conducted so far

Region	Farmers attended
Kundalnaickenpatty	35
Karunagamuthanpatty	38
U.Ambasamudram	41
Kundalnaickenpatty	41
Cumbum	31
Surulipatty	35
KM Patty	27
Koozhaiyanur	41
Kurumbapatty	35
Palarpatty	35
Kuchanur	41
Surulipatty	40
Ellapatty	25
Ankurpalayam	15
Kundalnaickenpatty	42
Narayanadevanpatty	38
<b>Total</b>	<b>560</b>



## Farmers Training for Livelihood Enhancement by Increasing the Productivity of Tomato

Tomato cultivation in various parts of the country is a major area of concern for farmers as they are completely dependent on this crop for their livelihood. 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. PI Foundation initiated a programme for transforming the agricultural productivity of tomato and increasing the livelihood of tomato farmers by identifying pests, diseases such as wilting & late blight and yield loss in the crop.

In an attempt to double the farmers' income, we are disseminating good agricultural practices in tomato among the select districts of South Karnataka, Tamil Nadu, Western Maharashtra and Jaipur.

The project aims to ensure an increase in tomato productivity with a simultaneous reduction in the cost of cultivation, thereby achieving livelihood enhancement for the farmers.

- We are done with harvesting in South Karnataka and Tamil Nadu
- Project is running successfully in Jaipur and Western Maharashtra and the difference in the health of crop growing on PI plots is apparent





## Income Generation Programme 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 March, 2020, 40 Farmer Interest Group meetings were conducted. Main discussion points were the adoption of sustainable agriculture practices in Rabi vegetable crops, marketing the produce through entrepreneur development programmes of Farmer Producer Organisations and soil sample collection techniques along with usual farmer field days.





- **Agriculture Demonstration:** In the month, 37 Rabi demonstration plots were done in both the blocks. Farmers were able to achieve an average paddy production of 22qt/acre in Kalyansingpur block and 19 qtls in Bissamcuttack block by adopting the demonstrated sustainable agriculture practices, over 12qt/acre in their conventional fields. Our demonstrations in vegetables resulted in increased weight of Cauliflower from 400 grams to 800-1000 grams.
- **Intercropping:** During the month, farmers planted drumstick stump in both the blocks. Radish intercropping with Cauliflower crop was practiced by 25 farmers, as a result, the income was increased by another ₹15,000-20,000/- per farmer.
- **Capacity Building of FIG and FPO:** During the month 43 FIG meetings were conducted with the agenda of encouraging farmers to participate in field days and improved farm practices in paddy and vegetable fields. New FPO has been formed at Kalyansingpur block. Around 1007 farmers participated in the FIG training in both the blocks. Around Rs 55,000/- was mobilized as share capital. Farmers were exposed to drumstick plantation and got a chance to interact with FPO members and board members.
- **Convergence:** We have mobilised Brinjal, Chilli, Cabbage, Cauliflower seeds from ITDA for 200 farmers in Bissamcuttack block.





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For any Feedback/suggestions,  
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