

# Building Sustainable Communities



- PI Fully Committed in Fight Against Coronavirus
- Mobile health units deployed for addressing primary health issues and services against COVID-19
- 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 training .....Read more

### HEALTH, HYGIENE AND SANITATION

Objectives	Expected Outcome FY'22
<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>80 % decrease in primary healthcare issues within MMU outreach</li> <li>COVID-19 relief interventions</li> </ul>

### WOMEN EMPOWERMENT

Objectives	Expected Outcome FY'22
<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; 7,000 women will be covered through programme</li> <li>&gt; 4,000 women will have undergone financial and legal literacy training</li> <li>&gt; 3,000 women will have better livelihood opportunities and income generating activities</li> </ul>

### RURAL INFRASTRUCTURE DEVELOPMENT

Objectives	Expected Outcome FY'22
<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><b>Farmers empowerment</b></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>Need based farmer empowerment programmes</li> </ul>

### DISASTER RELIEF

Objectives	Expected Outcome FY'22
<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>

### ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

Objectives	Expected Outcome FY'22
<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>

### QUALITY EDUCATION AND SKILL DEVELOPMENT

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



## 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, Haryana and Delhi.

### 2. Financial assistance for procurement of medicines for underprivileged

In the wake of COVID-19 second wave, PI from its CSR arm PI Foundation provided financial assistance to Rotary Welfare Trust, Bharuch for procuring expensive lifesaving medicines to support the underprivileged community.

### 3. Financial Support for setting up COVID-19 Isolation Centre in New Delhi

For supporting the relentless efforts by administration and front line workers, PI through its CSR, provided financial support for setting up of COVID-19 Isolation centre to Vasant Vihar Welfare Association, New Delhi. Furthermore, the support is being extended to procure necessary equipment like BP apparatus, Pulse-Oximeters, masks, gloves, sanitizers etc. to ensure seamless functioning of the centre.



Additionally, PI Industries through its Corporate Social Responsibility provided financial assistance to the Udaipur Chamber of Commerce and Industry (UCCI) for procuring oxygen concentrator machines during this crisis.



### 4. Medical facilities to set up COVID-19 Isolation Centre: in Bharuch

PI Industries, through its CSR arm PI Foundation, provided 50 beds, 50 mattress and requisite medical equipment such as Pulse-oximeter, Blood Pressure Apparatus and thermometers to **COVID-19 Isolation Centre** at Swaraj Bhawan, Jambusar, managed by Govt. of Gujarat along with Community based Organization.





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

Sudden upsurge in the COVID-19 cases has created unrest across the country. **PI Foundation is continuously utilising its 3 Mobile Medical Units 24x7 in 64 villages of Jambusar, Gujarat for screening of potential 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 - May, 2021)		4,52,597
Total Beneficiaries treated in May, 2021		5866
Total working days in May, 2021		25
Performance		
Avg. Beneficiaries / MHU / Day		78
Avg. Villages visited / MHU / Day		3
MHU wise beneficiary report - Jambusar		Beneficiary count - May, 2021
Route		
MHU_PIF_1	Route-1	2006
MHU_PIF_2	Route-2	1989
MHU_PIF_3	Route-3	1871





## 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.

Harvesting for Rabi season has been done in Chhattisgarh, West Bengal, Andhra Pradesh and Telangana Region and it is yet to begin in Karnataka. When we compared the output of DSR method with the traditional method, we found that DSR resulted in average profit of Rs. 2285 per acre more than that of the traditional method.

**Emphasis is also being laid on safety and necessity of precautions to be taken in this COVID-19 crisis.**

Planning for upcoming Kharif season has begun and number of plots for FY'22 have been finalised in consultation with field teams.

**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
Andhra Pradesh	Kurnool	Nandyal	6	8	-	510
	West Godavari	Eluru	6	8	-	530
	Nizamabad	Nizamabad	6	8	-	435
	Karimnagar	Karimnagar	6	8	-	529
	Khammam	Khammam	6	8	-	487
West Bengal	Midnapur West	Midnapur West	45	50	10	820
	Midnapur East	Midnapur East	22	36	15	1380
	Burdwan	Burdwan	11	28	18	1732
	Bankura	Bankura	27	28	8	550
	Malda	Barhampur	10	11	5	535
	Kolkata	Kolkata	1	3	1	90
Karnataka	Chamarajanagara	Mandya	15	2	23	505
	Mysore	Mandya	5	0	14	551
	Mandya	Mandya	7	0	11	235
	T Narasipura	Mandya	13	0	7	170
Chhattisgarh	Bilaspur	Bilaspur	9	17	1	296
	Uttar Bastarkankar	Charama	9	18	2	277
	Dhamtari	Dhamtari	32	64	9	1012
	Dhamtari	Kurud	20	40	7	564
	Mahasamund	Mahasamund	10	15	4	376
	Rajnandgaon	Rajnandgaon	6	12	4	308
	Raipur	Raipur	10	20	2	372
	Jhangir	Jhangir	16	32	5	345
<b>Total</b>			<b>298</b>	<b>416</b>	<b>146</b>	<b>12609</b>





## Establishing Farmer Field School (Demo Integrated Farming) with a focus on product stewardship and water conservation

PI Foundation along with Roots Foundation initiated a programme for farmers in agriculturally backward tribal region of the country, to promote farming system that is more suitable for farmers having small landholding. It is witnessed that in the intervention areas, the land holding pattern is skewed with big farmers leasing it to poor farmers into pieces or poor farmers having very small land holdings leading to small farmers not being able to earn enough from their piece of land. To augment the farm productivity on their farms, the concept of Farmer Field Schools is being introduced in the villages through establishment of demo plots. Further, extensive training of these farmers on sustainable agricultural practices and alternate cropping will continue to be done – among these would be training focused on optimizing the usage of farm inputs, optimal usage of agricultural machinery and how to improve on the productivity with reduced overall investments.





Farmer Field School (FFS) is non-formal on the spot practical activity to demonstrate the principles and activities undertaken on Sustainable Agriculture Practices. This is suitable for even the verbal literate farming community and empowers farmers to solve their field problem through participation, interaction and demonstration. Under this demonstration activity, farmers develop themselves to tailor Integrated Pest Management (IPM), Integrated Soil Nutrient Management and maximize productivity from a piece of land.

During the current month; 150 farmers from Jharkhand and West Bengal were mobilized to come to the demo field for the field preparation. Sowing will start from the next month and it is expected that farmers will learn from the good practices being adopted at the demo plots and shall replicate the same in their own farm fields.

### Major highlights:

- We explained modern practices by using farm machineries like tillers and rotavator
- 05 demos are set up in the districts of East Singhbhum and Saraikela-Kharsawan. Out of which in 03 demo plots sowing is already done
- Drip irrigation is being followed extensively. Drip irrigation is being done completely from renewable solar energy
- Field preparation for multi-layer farming; preparation of polyhouse for nursery etc. were shown





## 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 was closed up till 27th May 2021 based upon the advisories from SDM, Jambusar and Jambusar Municipal Corporation due to upsurge of cases of COVID 19. To ensure the well-being of our students and trainers we have commenced the classes in two shifts of 4 hours each and strength of just 15 students per session. Mobilization process is going on to select students with utmost care.





## 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 3512 children (from grade I-VIII) & 2234 parents and volunteers from 82 villages



# CSR NEWSLETTER

## CORPORATE SOCIAL RESPONSIBILITY



CSR FY'22 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | **EDUCATION** | WOMEN EMPOWERMENT

MAY 2021

- 1837 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

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	1367	1367	727	1367	1418	3512





## 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. Apart from this message, we focussed on COVID's nature of spread and its preventive measures.

### Monthly highlights from Jambusar.

- Monthly meetings of 115 groups were conducted in this month covering 1112 SHG members
- The meetings entailed discussion on awareness related to second wave of COVID-19 and its severity

- Two preliminary meetings for group formation were conducted where 32 women had participated
- **Status of saving:** 115 out of 123 groups collected a total saving of ₹2.35 lac during the month. Women leaders and members with irregular savings were informed about the importance of regular savings
- **Status of Loan accessed:** Total 18 women from 5 villages accessed loans amounting to ₹4.19 lac. This month's loan was majorly availed for animal husbandry. Renewal of Joint Liability Group loan was also done for 20 women members for ₹5 lac





### Highlights from Panoli:

- Monthly meetings of all 55 groups were conducted during the month covering 536 SHG members
- Women members were made aware about the second wave of 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:** 65 groups collected a total saving of ₹80,900 in the reporting period
- A total loan amount of ₹1,05,000 was availed by 13 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, TOT for cluster coordinators and change agents was arranged on pre sowing preparation for cotton, Agri silvi and kitchen garden, nutrition and fodder management for summer season and Insurance schemes. This TOT was arranged virtually, looking at the current scenario of COVID 19 second wave
- Village level field teams have created awareness in the community on upsurge of second Covid-19 wave. Community members have been following social distancing at 183 places such as Dairy, grocery shop, ration shops, vegetable shops and flourmills in the village by drawing circles at the distance of 1 to 2 meter. Team has reached to 1735 SHGs members to create awareness on precautions to be taken against COVID-19
- Information about various government schemes is being disseminated among SHG members. The change agents and cluster coordinators facilitated and supported SHG members to avail benefits of these schemes while following all guidelines of government. As a result of which 86 members supported for widow pension scheme, 35 members registered for agriculture scheme on I Khedut portal, 15 members registered for cow based farming & 55 members received free ration through the scheme
- A voice message has been broadcasted to create awareness on free ration scheme of government and precautions on Tauktae cyclone
- A meeting was arranged with KVK Surat on enabling market linkages for farmers with consumers. KVKs will provide platform to sell agriculture produces starting with non-perishable produces



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## CORPORATE SOCIAL RESPONSIBILITY



CSR FY'22 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | EDUCATION

WOMEN EMPOWERMENT

MAY 2021

- Evacuation drives were facilitated by change agent in Islampur village during Tauktae cyclone. Gram Panchayat arranged the food for these families. The field staff also communicated in other villages to spread the information. They communicated with Sarpanch and arranged to sanitize 10 villages



JUNE  
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

