

# 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
- 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>



## 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.



# CSR NEWSLETTER

## CORPORATE SOCIAL RESPONSIBILITY



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

OCTOBER 2020

All the plots for kharif season in Punjab, Haryana, West Bengal and Andhra Pradesh are preparing for harvesting with numerous field days and farmers meetings for addressing the concerns of farmers.

### Following interventions were done during the month:

- Yield benefits of DSR technique
- Various alternative techniques of managing rice stubble over usual burning in Punjab and Haryana



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OCTOBER 2020

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	10	12	896
	Fatehabad	Fatehabad	4	5	6	603
	Karnal	Karnal	10	8	16	2457
	Panipat	Panipat	8	6	14	1530
	Kurukshetra	Kurukshetra	10	7	17	1559
	Sonipat	Sonipat	10	6	12	1390
	Yamunanagar / Ambala	Yamunanagar	7	4	12	1397
	Kaithal	Kaithal	10	9	16	1898
Punjab	Fazilka	Abohar	25	8	7	1862
	Barnala	Barnala	20	8	6	1674
	Kotkapura	Kotkapura	25	6	5	1519
	Muktsar	Malout	5	9	4	1791
	Mansa	Mansa	10	12	13	1202
	Sangrur	Sangrur	5	11	9	1293
	Amritsar	Amritsar	14	12	12	882
	Kapurthala	Jalandhar	7	5	4	856
	Moga	Moga	14	6	7	1144
	Kharar	Fatehgarh	7	11	8	973
	Patiala	Patiala	14	12	8	1274
	Gurdaspur	Gurdaspur	7	11	5	327
	Ludhiana	Ludhiana	7	12	10	2060

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OCTOBER 2020

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
Andhra Pradesh	Krishna	SCA	10	5	0	630
	Nizamabad	N. Telangana	6	2	0	170
	Kurnool	Rayalaseema	7	2	0	112
	Narayapet	Rayalaseema	5	4	0	405
	Khamman	Khamman	4	4	0	460
	Karimnagar	S. Telangana	2	3	0	274
	Peddapally	S. Telangana	3	2	0	48
	Vijayanagaram	NCA	5	3	0	220
	West Godavari	NCA	1	2	0	56
West Bengal	Midnapur West	Midnapur West	13	21	0	625
	Bankura	Bankura	8	15	0	380
	Burdwan	Burdwan	8	7	0	210
Total			318	257	214	33420



## 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 our 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 386 farmers in Bissamcuttack Block and 632 farmers in Kalyansingpur Block.

During the month of October, 2020, Farmer Interest Group (FIG) formed in all 49 villages were converted into Producer Groups. FIG meeting were held with main focus on weeding and use of pheromone traps. In Bissamcuttack block, Maa Markama Agri Producer Company Ltd. has already been working to continuously uplift farmers.



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- **Agriculture demonstration:** Kharif paddy is being prepared for harvesting in 30 acres. During the month, brinjal, chilli and okra cultivation was started by farmers as early Rabi crop. 20 farmers cultivated vegetables in 10 acres of land.
- **Horticulture demonstration:** During the month, 10 farmers started sweet potato transplantation in Bissamcuttack Block. During the month, Rabi intercropping was started by five farmers at Bissamcuttack & Kalyansingpur Block. Different crops like radish, Cauliflower, Brinjal and Marigold are being used for intercropping.
- **Convergence:** Pheromone traps for Kharif vegetables were received from Agricultural departments in both the blocks.







## 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 1 lac 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:

- Screening of 100 labors twice 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 - October, 2020)		4,06,797
Total Beneficiaries treated in October, 2020		7367
Total working days in October, 2020		26
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - October, 2020
MHU_PIF_1	Route-1	2465
MHU_PIF_2	Route-2	2446
MHU_PIF_3	Route-3	2456
Performance		
Avg. Beneficiaries / MHU / Day		94
Avg. Villages visited / MHU / Day (No.)		3





## 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.

Twelfth batch is now successfully running with 93 students (50 enrolled for trade 'electrician', 30 for 'BPO executive' and 13 in 'field sales executive'). Mobilization process to select the students for next batch is also going on simultaneously.





## 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 has been initiated in select districts of Madhya Pradesh and Andhra Pradesh.



### Details of work carried out so far:

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's attended
Madhya Pradesh	Dhar	Dhar	3	3	42
	Khargone	Khargone	2	0	0
Andhra Pradesh	Kurnool	Adoni	5	18	250
	Anantapur	Anantapur	2	8	120
<b>Total</b>			<b>12</b>	<b>29</b>	<b>412</b>



## Improving Learning Outcomes in 135 Govt. Elementary Schools of Jambusar

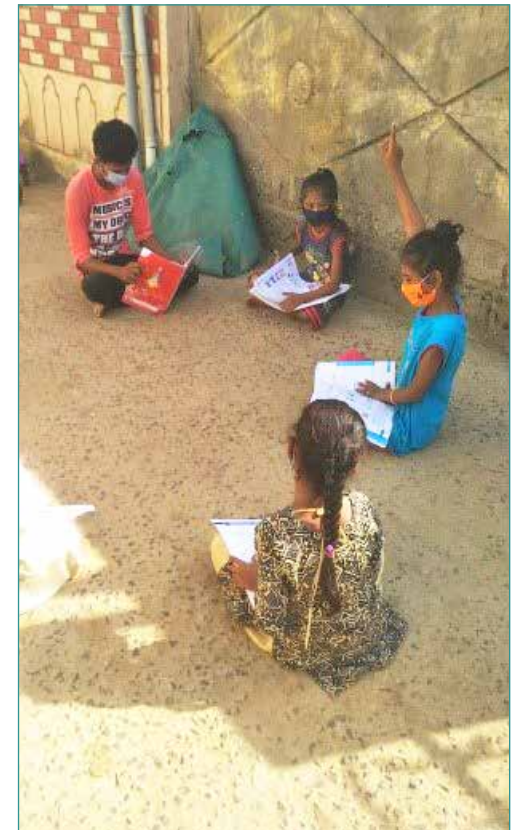
PI Foundation has been implementing a CSR project to improve learning outcomes of over 12,000 children enrolled in Govt. Elementary Schools located in 82 Villages of Jambusar Block. The project envisages age & grade appropriate learning standards for students in 135 Schools of Jambusar Block in Bharuch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

Due to lockdown all schools are closed in the state of Gujarat. However continuous engaging with children and parents through digital mode is going on.

### Highlights:

- Cluster Resource leaders and Vigyan Mitras are regularly visiting 82 villages for continued interaction with parents and children
- 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, creating science model and its experimentation, short stories, quiz programme, questions on general knowledge, dictation, mathematical activities, are being promoted through online platform

- Regular follow up and feedback is also being taken from parents
- Cluster Resource leaders are coordinating these activities with 5803 children (from grade I-VIII) & 3326 parents and volunteers from 82 villages



# CSR NEWSLETTER

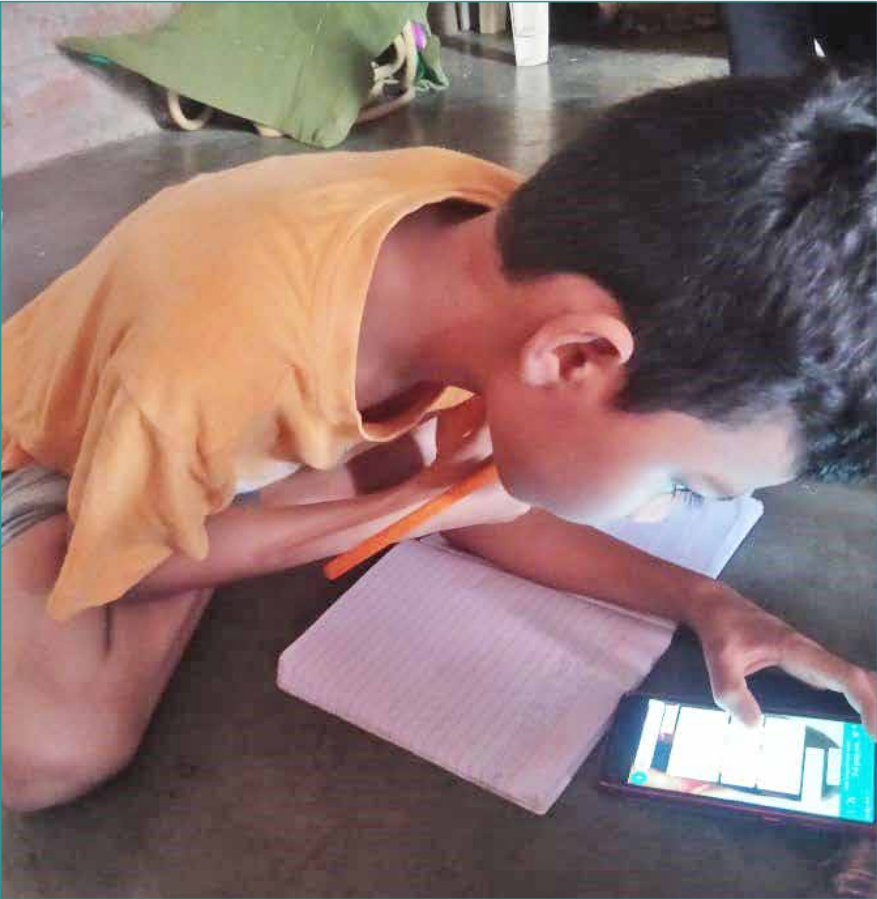
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CSR FY'21 | ENVIRONMENTAL SUSTAINABILITY | HEALTH, HYGIENE AND SANITATION | **EDUCATION** | WOMEN EMPOWERMENT

OCTOBER 2020

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	3326	3326	736	2193	2874	5803





## 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:

- Monthly meetings of all 123 SHGs were conducted in this month with 1195 women
- Along with the regular meetings, 3 special meetings were conducted as part of nutrition month, wherein members were made aware of their nutritional status and awareness was generated on role of nutrition gardens for improvement. 25 SHG members were encouraged to grow kitchen gardens
- This month out of 123 mandals, 116 mandals collected a total saving of ₹2.20 lac. Group awareness was also generated on importance of regular savings. Women with irregular savings were informed of the same
- In the reporting period, 6 women from 3 villages accessed loans amounting to ₹1.20 lac. Loan was majorly availed for agricultural purposes for the season



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- A total of 50 leaders from 22 groups participated in the leadership training. The training entailed components of effective communication, group's development and leaders' accountability and roles. Awareness session regarding COVID-19 was also facilitated
- A total of 50 leaders from 20 groups had joined 'Accounts and Book keeping' training, where an understanding on how to maintain the books of the groups was created. Participants gained an understanding on nature of business; related to savings and credit through SHG
- 26 women have joined the tailoring class, involving women from the most marginalized groups. With our continuous efforts, they have honed their sewing skills by the continued usage of tailoring machines and by practicing with newspapers
- 2 cluster meetings were held where 59 women had participated. These meetings were aligned with the nutrition month activities which was observed by the central government as well as by PI Foundation & Aatapi
- 22 women were registered with ATMA (Agricultural Technology Management Agency) project in the reporting period. 8 women were linked with Jeevan Jyoti Bima scheme at Bank of Baroda





### Highlights from Panoli:

- Monthly meeting of all 39 groups were conducted in this month covering 414 SHG members
- 5 new groups were formed engaging 62 members. Women members were oriented on the benefits of joining SHGs especially in the arenas of social development and financial inclusion



- In the monthly meetings, the importance of health, drinking safe and clean water, different food groups and inclusion of the same in our daily consumption pattern as well as the importance of medicinal plants was facilitated. Awareness related to COVID-19 was also imparted
- Information related to loan access and its repayment was facilitated.
- A total loan amount of ₹58,500 was availed by 6 women belonging to 4 groups, majorly loan was availed for business purposes
- 7 financial literacy sessions were conducted this month with 82 women. In these sessions, the importance of linking with banks and schemes was highlighted
- A total of 156 women attended 4 cluster meetings. 30 members had shared their experiences thereby, motivating each other to move forward together
- Required documentation was completed for linking 62 women with 8 schemes namely, Widow Pension, Aadhar card, Sukanya Yojana and Ma card among others. The aforementioned schemes were sanctioned for 57 Women



## 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, Milk collection centre established at village Panchakada, was inaugurated in presence of representatives from PI Foundation, GOG NLRM Depta, Sarpanch and journalists from different local media houses
- Three exposure visits were arranged to dairy cooperative and dairy farm
- Training of Trainers (ToT) for cluster coordinators and change agents was organized on cotton picking, preparation for wheat demonstration plots, calf rearing and developing related skillsets



- During the month, monthly savings meetings of 152 SHGs was conducted with the purpose of observing the SHGs functions
- 10 farmers were linked with government/private scheme for drip irrigation
- A meeting was recently organized with Taluka level Govt. officials for leveraging the benefits of MGNREGA scheme with project team
- During the month, one bank interface meeting was organized in village Kamboi, cumulatively 5 bank interface meetings have been organized till October 2020
- Monthly savings meetings of 90 SHGs with the purpose of observing the SHGs functions was conducted during the reporting period
- Documents of 9 SHGs have been submitted to NRLM to process the revolving fund. 8 SHGs documents have been prepared and submitted to their respective banks/ NRLM for cash credit limit

NOVEMBER  
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

